

	Salon DE	Salon F	Salon C	Salon A
1:30 – 2:25	<p>21st Century Data and your Business Decisions</p> <p>Come explore the evolution of business intelligence. Your business has been collecting operational data for years. In this session we will learn how to utilize business intelligence tools to make timely and productive decisions. You will leave with an understanding of why business intelligence needs to be part of a long term reporting platform. We will remove the mystery of this buzzword.</p> <p>Gary Jensen, Account Tec; Tom White, Software Marketplace</p>	<p>What Every Business Must Have in Place NOW to Guarantee a Fast, Easy and Painless Recovery of their Data after a Disaster</p> <p>Trusting or hoping that your data is being backed up does not constitute an effective policy for business continuity or disaster recovery. In this session, we will review the differences between Backup, Disaster Recovery, and Business Continuity. We will discuss why you should be afraid, very afraid if you do not have a solid backup solution and a business continuity plan in place. We will expose the easiest way to be sure that your data is not lost and explain how to put your backup on autopilot with complete confidence that it works.</p> <p>Bob Aubry, Main Street Software</p>	<p>Winning Revenue with Google</p> <p>The Internet is shattering business models and smart companies are using Google to pick up new business. Learn how to use five low-cost tools to channel business right to your company. In addition, you will learn how to leverage the vast amount of customer and product data that you already have in your Sage accounting system. You can use this data to create an integrated web marketing and on-line shopping system. EC Internet president David Harris will reveal the most effective tools available for ecommerce. See how manufacturers and distributors are taking advantage of the biggest transformation in business technology in a generation in order to win revenue and success.</p> <p>David Harris, EC Internet</p>	Available for individual discussions
2:30 – 3:25	<p>Managing Tax with Sage Pro</p> <p>Sales Tax Compliance , reconciliation and monthly tax processing can be a grueling experience for accounting staff. Come see what's new with Sales Tax and Sage Pro. In conjunction with CCH CorpSystem, WAC Consulting now offers the country's most respected sales tax solution- from rates and taxability decisions, through to automating sales tax returns- all with seamless integration to Sage Pro.</p> <p>Michael Silmont, CCH, a Wolters Kluwer business</p>	<p>Managed Services and Virtualization: what does it mean for your business?</p> <p>In today's competitive marketplace where servers and applications play a key role in your day to day business you cannot afford to be down. You need to have access to services when emergencies occur - ideally, you should never experience emergencies when you have Managed Services. We will also discuss how Virtualization and Managed Services play a part in your business and also the value-adds such as High Availability (no downtime), cost reduction in consolidation and Disaster</p> <p>Frank Leonard, Baesis, Joe Barrett, Baesis</p>	<p>How to leverage SEO, blogging and social media for lead generation</p> <p>Social media can be a powerful channel to attract website visitors and leads while building thought leadership for your company. Learn how to incorporate social media into your overall marketing strategy and generate sales leads for your business with the power of social media, blogs and seo.</p> <p>Peter Caputa IV, Hubspot</p>	
3:25 – 3:35	B R E A K			
3:35 – 4:30	<p>eHR - Paperless Employee Management</p> <p>From timecards to W-4 forms to Benefit Enrollment forms -- managing employees can leave an employer buried in paperwork. Learn how changing trends in HRMS technology and governmental requirements are making it possible for employers to avoid generating, shuffling and storing an avalanche of confidential employee paperwork.</p> <p>Arlic Skory, Skory Employer Solutions</p>	<p>How a managed EDI service can save money, accelerate the order-to-cash cycle and improve your supplier scorecard</p> <p>In this session you will learn how to determine what your company is spending to process an EDI transaction today and how RedTail can streamline the EDI process. Using ROI analysis tools we will show how a managed service solution can cut costs, improve collections, and reduce chargebacks resulting in a significant labor reduction in the cost of processing an EDI transaction. We'll identify significant labor hours you can free up in IT and operations. Learn how to sell the benefits to your controller, CFO or CEO by painting a before and after picture that's compelling.</p> <p>Bob Gleason, RedTail Solutions</p>	<p>Keep your Competitors Close, but your Customers closer: Use your web site to strengthen your relationship with your customers</p> <p>Everyone is after your customers these days. It is the guy across the street as well as the guy across the country with a web site. They are cutting prices to entice. Competing on price alone is a losing strategy for both you and, in the long run, your customer. There are simple ways to use your web site to emphasize the value of doing business with you and build a strong, long lasting relationship with your customers. Learn how easy it is to provide a customized web experience for each customer that no competitor can match!</p> <p>Bob Silver, Silverware</p>	

4:30

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