

Patrick Schwerdtfeger to Keynote Major Online Conference for Small Business Consultants

Small Business Technology author Karl Palachuk announced that international business speaker Patrick Schwerdtfeger will be a keynote speaker at the first major Online Conference for Small Business Consultants, "Managing for Success 2012."

Sacramento, CA, March 14, 2012 – Small Business Technology author Karl Palachuk announced today that international business speaker Patrick Schwerdtfeger will be a keynote speaker at the first major online conference for small business consultants. The June conference focuses on building successful IT business processes and will feature some of the best business and technology speakers in the U.S.

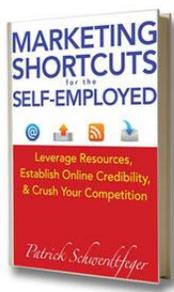
The online conference – Managing for Success 2012 – is the first event of its kind targeting technology providers and computer consultants. "In addition to great speakers from the world of technology," said Palachuk, "we've got some world-class business speakers. Patrick Schwerdtfeger brings us an inspiring message that he has shared all across America and around the globe."

Schwerdtfeger's latest book is *Marketing Shortcuts for the Self-Employed* (2011, Wiley). He is a regular speaker for Bloomberg TV. He has spoken about business trends, modern entrepreneurship and the social media revolution at conferences and business events around the world.



Patrick's past books include *Webify Your Business: Internet Marketing Secrets for the Self-Employed* (2009) and *Make Yourself Useful: Marketing in the 21st Century* (2008). He has been featured by the New York Times, CNN Money, Fortune, Bloomberg Businessweek, the Associated Press, MONEY Magazine and Forbes, among others.

Schwerdtfeger's speaker information can be found at www.patrickschwerdtfeger.com. More information on *Marketing Shortcuts for the Self-Employed* can be found at www.80shortcuts.com.



Other conference speakers include Stephanie Chandler and Bob Godgart. Chandler is the author of seven books, including *Own Your Niche on the Internet and Beyond* (Authority Publishing, 2012). Her Business Info Guide web site – www.BusinessInfoGuide.com – is an extremely popular destination for small business owners. Bob Godgart is the Chairman of the Board of CompTIA, the Computing Technology Industry Association. He is the founder of ChannelEyes, and the past founder, CEO, and Chairman at Autotask. Godgart describes himself as a "serial entrepreneur" and has started four technology companies that grew into market leaders over the last 25 years.

The conference is “virtual” (online only) and will run 9:00 AM to 4:00 PM on June 26-28, 2012. Attendees can choose to listen live or also have access to the recorded sessions. In all, the conference will broadcast eighteen hours of programming in three days.

Primary sponsors of the SMB Online Conference include Autotask Corporation, the world's leading hosted IT business management software to streamline and optimize business processes for technology solution providers. Len DiCostanzo, Senior Vice President, Community and Business Development at Autotask will also speak at the conference.

To learn more about *Managing for Success 2012*, visit www.smbonlineconference.com.

About Autotask

Autotask Corporation provides the world's leading hosted IT business management software to streamline and optimize business processes for technology solution providers. Autotask is accessible from virtually any computing or mobile device connected to the Internet and features a world-class API that seamlessly integrates with the other systems and tools that providers rely on to run their businesses. For more information on Autotask Corporation, visit www.autotask.com.

About Small Biz Thoughts

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