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Managing for Success 2012

SMBOnlineConference.com

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Microsoft MVP Dave Sobel to Keynote Major Online Conference for Small Business Consultants

Technology author Karl Palachuk announced that Microsoft MVP and international business consultant Dave Sobel will be a keynote speaker at the first major Online Conference for Small Business IT Consultants, "Managing for Success 2012."

Sacramento, CA, March 21, 2012 – Technology author Karl Palachuk announced that Dave Sobel, Microsoft MVP, Level Platforms Director of Partner Community, and highly experienced international business consultant, will be a keynote speaker at the first major Online Conference for Small Business IT Consultants, "Managing for Success 2012." 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.
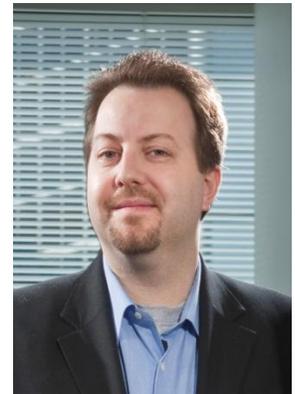
Sobel is the author of *Virtualization: Defined*, one of the first books ever written on virtualization strategies for small business. Sobel is also one of the first Microsoft MVPs (Most Valuable Partners) for Hyper-V, Microsoft's platform for virtual environments.

Over the last few years, Sobel has made dozens of trips to England and Europe, developing an IT Partner Community and providing peer consulting to other managed service providers. Sobel sold his very success managed services IT business in 2011 and is now Director of Partner Community with Level Platforms.

Sobel frequently speaks on cloud computing, virtualization and a variety of other topics at industry events including the Microsoft Worldwide Partner Conference, CompTIA and SMB Nation. As one of the nation's leading experts on cloud computing and virtualization, he is frequently quoted in business and technology publications. He is also the author of two blogs -- *Evolutionary Business Thoughts* and *SMB Virtualization*, and has been a regular blog contributor to both *Channel Insider* and *Channelnomics*. He was named to SMB Technology Network (SMBTN) and SMB PC magazine's SMB 150 Influencer list in 2010, and has been part of the MSPmentor 250 all three years it has been published.

"We are so proud to have Dave join us for this conference," said Palachuk. "He is quite honestly an international super-star when it comes to technology and good business practices. We're going to have him speak about virtualization, however. We want to draw on his experience with building a successful business and keeping that business successful in a changing global economy."

Sobel holds a bachelor's degree in Computer Science from the College of William and Mary. He is a dynamic voice within the IT community, a former member and facilitator for Heartland Technology Groups, and passionate about collaborating with clients and peers on utilizing technology to advance organizations.

Other conference speakers include Bob Godgart and Patrick Schwerdtfeger. 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. Patrick Schwerdtfeger is an internationally recognized authority on social media marketing and the author of several books, including *Marketing Shortcuts for the Self-Employed* (Wiley, 2011).

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

Small Biz Thoughts is the training and content division of Great Little Book Publishing Co., Inc. Their programs are geared specifically for the Managed Service Provider and SMB Consultant communities. Their focus on future trends has helped them to build a reputation as a trusted advisor to fans and friends around the world. For more information, visit www.smallbizthoughts.com.

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