

I.T. Pioneer Bob Godgart to Keynote First Major SMB Online Conference

Technology author Karl Palachuk announced today that I.T. pioneer and community leader Bob Godgart will be the keynote speaker at the Small Biz Thoughts online conference, "Managing for Success 2012" in June.

Sacramento, CA, February 22, 2012 – Best-selling technology author Karl Palachuk announced today that I.T. pioneer and community leader Bob Godgart will be the keynote speaker at the Small Biz Thoughts online conference, "Managing for Success 2012" in June. The conference focuses on building successful 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. "We have a great line-up of speakers," said Palachuk, "and Bob Godgart is certainly first on that list."

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. He is a fanatic around company culture and his company received "Tech Valley's Best Places to Work" award for seven years in a row.

Godgart will speak on "Building Successful Partnerships in the Channel."

"This is a very hot topic for me," says Godgart. "No one succeeds alone: Consultants. Hardware and Software vendors. Distributors. We all need each other to succeed. And with the fast pace of change in the I.T. world, building strong relationships can be very difficult. We need a new attitude, a new approach, and powerful tools to build lasting partnerships."

Godgart's latest venture is ChannelEyes, a social network for the I.T. Channel. As Godgart describes it, ChannelEyes is "kind of like Facebook, but instead of friends on your wall, solution providers can track what's going on with key vendors including manufacturers, associations and distributors."

Godgart is an active participant in the IT Channel, often speaking at industry conferences and serving on advisory panels. He has been named to the MSP Mentor 250 and a CRN channel chief in 2009, 2010 and 2011. He was also named to the SMB 150 and the Channelnomics influencer award for 2012. His blog is at www.channeleyes.blogspot.com.

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

The conference is “virtual” (online only) and will run 9:00 AM to 4:00 PM Pacific 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.

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

About ChannelEyes

ChannelEyes is a social media site that provides the first free and secure social network to aggregate Channel Program information, transforming communication between suppliers and Channel Partners, integrators, dealers and agents. ChannelEyes LLC was founded in 2011. For more information on ChannelEyes, visit www.ChannelEyes.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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