Arlin Sorensen to Present Keynote Address at First-Every Online Conference for Small Business Consultants

Small Business Technology author Karl Palachuk announced that Arlin Sorensen – widely regarded for his passion in serving and educating small businesses and IT consultants around the world – will present a keynote address entitled "Your CEO Transition Plan" at the first major Online Conference for Small Business IT Consultants, Managing for Success 2012.

Sacramento, CA, April 4, 2012 – Small Business Technology author Karl Palachuk announced that Arlin Sorensen – widely regarded for his passion in serving and educating small businesses and IT consultants around the world – will present a keynote address entitled "Your CEO Transition Plan" at the first major Online Conference for Small Business IT Consultants, Managing for Success 2012.

"We are absolutely thrilled to have Arlin presenting at this conference," said Palachuk. "He is one of the great thought leaders in the world of IT consulting, with influence that stretches from the heartland of America all around the world."

Sorensen is the founder and CEO of both Heartland Technology Solutions and the HTG Peer Groups. Heartland Technology Solutions has seven offices in five states (Iowa, Kansas, Missouri, Nebraska and Oklahoma) and more than 75 employees. HTG is now comprised of 270 member companies throughout the U.S., Australia, Canada and the United Kingdom.

Sorensen sits on advisory panels and groups for many major IT companies and organizations. He has been influential in the evolution of the managed services model of IT support as well as licensing programs and product develop for many companies. Sorensen is always on the "short list" of influential people in small business IT consulting.

Sorensen's topic is Your CEO Transition Plan. "This is a critical element of running a successful business," says Sorensen. "So many IT companies have put off making transition plans. And as we've seen several times in the last year, such plans can be critical to the survival and value of your business."

Other conference speakers include Bob Godgart and Dave Sobel. 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. Sobel is the author of *Virtualization: Defined*, one of the first books ever written on virtualization strategies for small business. He is also one of the first Microsoft MVPs (Most Valuable Partners) for Hyper-V, Microsoft's platform for virtual environments.

The conference is "virtual" (online only) and will run 9:00 AM to 4:00 PM each day 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. Conference Platinum sponsors include ConnectWise and LabTech.

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

About Heartland Technology Solutions

Founded in 1985 by Arlin Sorensen, HTS has been providing business technology solutions to clients throughout the Midwest for over 26 years. Their goal is to provide the right combination of IT consulting, procurement and technical services to support their clients' business objectives. With a regionally based staff, over 30 industry certified engineers and experienced business consultants, they are more than a technology provider . . . they are their clients' Trusted Advisors for "everything IT." HTS has seven offices across five Midwestern states and serves small and medium sized business, education, and government clients across the Heartland. Visit www.heartlandtechnologies.com or call 712-744-3619 for more information.

About HTG Peer Groups

Established in 2000 by Arlin Sorensen as a business and personal development community, today HTG Peer Groups is an international organization of leading IT solution providers. HTG has 270 member companies throughout North America, the United Kingdom and Australia/New Zealand. Each peer group consists of 10-12 IT company executives who work together and share resources and information to formulate and meet business goals such as strategic planning, process improvement and tools, and life-work excellence. HTG offers Leadership Forums, vendor peer groups and other educational events, quarterly meetings, and an annual summit that attracts hundreds of attendees, vendor exhibitors and strategic partners. Visit www.htgpeergroups.com or call 712-744-3619 for more information.

About ConnectWise

Designed exclusively for the IT Channel, ConnectWise is the leading business management solution for service providers, MSPs, technology consultants, integrators, and developers. Today more than 62,000 IT professionals rely on ConnectWise to achieve greater accountability, operational efficiency and profitability. ConnectWise fully integrates CRM, sales, help desk ticket and tracking, project tracking, IT service management, SLAs, dispatch scheduling, mobile IT services, time and expenses into a singular IT management software to dramatically streamline IT companies. Over the last 29 years, ConnectWise has become the premier business operating system for IT solution providers. ConnectWise APIs are accessed by over 300 organizations, including ConnectWise partners and industry leaders of the IT Nation. For more information visit www.ConnectWise.com or call 800-671-6898.

About LabTech Software

LabTech is the only Managed Service tool for remote monitoring, management, (RMM) and automation developed by a Managed Service Provider (MSP) for MSPs. Our affordable, agent-based solution so closely emulates what technicians do in the field that techs can provide the same support remotely. Because we understand how to manage a growing MSP business, we

make it easier to procure their software and allow partners to add agents as they grow. For more information please visit www.LabTechSoftware.com or call 877-522-8323.

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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