Josh Peterson to Present "Measuring the Keys to Success" at First-Ever Online Conference for IT Consultants

Small Business Technology author Karl Palachuk announced that Josh Peterson will present a keynote address on "Measuring the Keys to Success" at the first major Online Conference for Small Business IT Consultants, Managing for Success 2012.

Sacramento, CA, April 18, 2012 – Small Business Technology author Karl Palachuk announced that Josh Peterson will present a keynote address on "Measuring the Keys to Success" at the first major Online Conference for Small Business IT Consultants, Managing for Success 2012.

Managing for Success 2012 will be held "online" June 26-28, 2012 and features eighteen hours of training for IT professionals, computer consultants, and managed service providers who focus on the Small and Medium Business market.

"Josh is an amazing addition to the SMB Online Conference," said Palachuk. "He's one of the premier business coaches focused on the IT solution provider. He has trained an army of IT consultants and presented to thousands of people around the country. We're very pleased to have him at our event!"

Peterson's keynote address will focus on the most important elements for success in a small business. "Many people think they need to track fifty or sixty variables in order to monitor the health of their company," says Peterson, "So they end up measuring nothing. There are only a handful of things that are critically important to your success. We'll talk about them."

As a Senior Consultant with the Taylor Business Group, Peterson helped IT Solution Providers become more profitable for over eight years and loves the challenge of helping companies of all sizes. In addition to his direct consulting, Peterson has performed workshops for hundreds of Managed Service Providers and IT Solution Providers around the United States, Australia and Canada on topics related to Service Management, Financial Analysis, and Sales Management and Strategy. He is a passionate student and proponent of client loyalty and satisfaction measurements, specifically Net Promoter Score.

Currently Peterson is the COO of FusionTek, a Managed Services Provider based in Seattle, WA. FusionTek is an aggressive sales driven organization. FusionTek is committed to proving that a professional sales team can make all the difference in our industry. Currently there are six highly motivated and successful sales people in the company.

Peterson holds an MBA from Canisius College in Buffalo, New York and an undergraduate degree in Biology and Education. He lives in Chicago, IL.

Other conference speakers include Dave Sobel and Arlin Sorensen. 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. 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.

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. Primary sponsors of the SMB Online Conference include ConnectWise and LabTech Software.

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

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.

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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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