## Disorganized Businesses Die Fast

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Sacramento, CA, April 25, 2012 – Technology author Karl Palachuk will address the need for strategic organization in his June 26th keynote address at the first major Online Conference for Small Business IT Consultants, Managing for Success 2012. His topic is Organize or Die.

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.

"We have a great line-up of speakers," said Palachuk, "Including several international super stars from the worlds of marketing and technical innovation."

Palachuk will start each conference day with a presentation of the "theme of the day" and then provide a discussion of some standard operating procedures related to the theme of the day. Palachuk is a prolific blogger and is well known for his *SOP Friday* series at smallbizthoughts.com. The SOP Friday series picks one topic each week and explores the standard operating procedures that technology consultants might adopt.

The June 26th agenda includes Bob Godgart on Building Successful Partnerships in the Channel and other speakers on growth through acquisition, methods for measuring your success, strategic pricing models, and more.

The first day of the conference, Palachuk will introduce the theme for the entire conference and give a preview of the topics of the day. "We want to help computer consultants to be better business people, with a vision for the future and strategies for success," said Palachuk. "That's why we named the conference *Managing for Success 2012*," he said. "Conference sessions will cover managing a business, marketing a business, creating standard operating procedures, building a strong team, and even buying up your competition."

The overall theme for the first day is "Organize or Die." Palachuk hopes to use that the stark message will motivate IT business owners to take an honest look about how they will succeed in the years ahead.

Godgart is the founder of several wildly successful businesses and current Chairman of the Board of CompTIA, the Computing Technology Industry Association. 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.

The online format is new for this kind of conference, says Palachuk. "We're well into the fourth year of a recession and the large national I.T. conferences just haven't had the turnout they used to. People have smaller budgets. Consulting companies are stretched thin. So an online conference saves time, travel, and money. It also means we don't have to charge as much since we're not paying for hotel meeting rooms and catering."

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


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