IT Consultants Poised to Get Rich with Cloud Services

Technology author Karl Palachuk announced that IT Community leader Jeannine Edwards will present a keynote speech at the first major Online Conference for Small Business IT Consultants, Managing for Success 2012 in June, hosted by Small Biz Thoughts. Her topic is how small IT consultants can make huge profits with cloud services.

Sacramento, CA, May 9, 2012 – Technology author Karl Palachuk announced that IT Community leader Jeannine Edwards will present a keynote speech at the first major Online Conference for Small Business IT Consultants, Managing for Success 2012 in June, hosted by Small Biz Thoughts. Her topic is how small IT consultants can make huge profits with cloud services.

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 are extremely pleased to bring Jeannine to this conference. She has a long history in the channel and has been instrumental in developing educational programs for some of the most successful companies in our business," said Palachuk.

Edwards is very optimistic for the average IT consultant. "Cloud profits don't all have to go to the big cloud providers," she said. "Small business IT consultants can triple their profits if they have the right strategies."

As the Director of ConnectWise and LabTech Communities, Edwards leads a team charged with identifying and providing collaborative conduits for the powerful ConnectWise and LabTech communities, facilitating their ability to connect with each other and with the ConnectWise and LabTech leadership teams.

Edwards has more than twelve years of diversified Business-to-Business development experience in the technology industry. She has become a well-known figure in the IT Solution Provider channel. Her experience spans vendor program development, research analysis, two tier distribution, and partner profitability within the channel community. She has been recognized two years in a row on the CRN Power 100 Women of the Channel, named in the MSPmentor 250 List, and included in the SMB PC Magazine SMB150 Power Players.

Before joining ConnectWise, Edwards worked as a Senior Engagement Director for The Institute for Partner Education & Development (IPED), a division of Everything Channel. In this role, she assisted in growing the company's first professional services division by spearheading research, consulting, and training business development within vendor organizations such as Microsoft, Cisco, Tech Data, Ingram Micro and more. She also helped to conceive and launch IPED's signature Channel Elite Program, a yearlong MBA-like initiative for select Solution

Providers that culminated in a two-day educational immersion event at Babson College in Massachusetts. One hundred of the industry's most progressive Solution Providers participated in the program.

Other conference speakers include Josh Peterson and Arlin Sorensen. Peterson is a business coach for IT consultants and is the COO of FusionTek, a Managed Services Provider based in Seattle, WA. FusionTek is committed to proving that a professional sales team can make all the difference in our industry. 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.

"I love our line-up of speakers," said Palachuk. "We have an amazing collection of professional speakers, trainers, and practitioners. With sixteen world-class speakers in all, this is an event that no IT consultant or VAR should miss!"

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.

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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