

Small IT Companies Thrive in a Bad Economy – with Good Marketing

Sacramento, CA, June 6, 2012 – Technology author Karl Palachuk announced that Barbara Dove – a pioneer of IT Help Desk support – will be a featured speaker at the first major Online Conference for Small Business IT Consultants, Managing for Success 2012, hosted by Small Biz Thoughts. She'll talk about robust email marketing systems that are helping small IT companies thrive during the recession.

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.

Dove founded Dove Help Desk in 2003 to provide "outsourced" help desk services to IT service providers. After 9 successful years servicing MSPs across the United States, Dove Help Desk was acquired in 2012 by Global Mentoring Solutions, Inc., where Barbara continues to provide leadership as an industry consultant and Vice President of Customer Experience.



"Barbara works with hundreds of companies," said Palachuk. "As a result, she sees many more examples of successful marketing in a year than most of us see in ten."

"Marketing has always been important," said Dove. "But after years of tough economic times, there's no time or money to waste on programs that don't work."

Dove has an MBA and ME in Operations Research from Boston University and a BA in Mathematics from Wilson College. She has a black belt in six sigma and is a practiced Total Quality Management professional. With over 15 years' experience in senior management positions in service operations, Dove has worked in executive and strategic service management positions at various computer and test equipment companies.

Other conference speakers include Len DiCostanzo and Matt Makowicz. DiCostanzo is the Senior Vice President of Community and Business Development at Autotask. He is responsible for ensuring the continued success of Autotask's global client base and identifying, building, and nurturing their strategic industry alliances around the world. Makowicz is a business coach and the author of three books: *A Guide to SELLING Managed Services*; *A Guide to MARKETING Managed Services*; and *A Guide to BUILDING a SALES TEAM*.

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 Autotask Corporation, the world's leading hosted IT business management software to streamline and optimize business processes for technology solution providers.

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

About Global Mentoring Solutions

Global Mentoring Solutions (GMS) is a diverse, customer centric support organization; providing services to MSP and Reseller Channels since 2000. Through its MSP specific brand, GMS Live Expert provides seamless MSP Help Desk and NOC extensions for IT service businesses. With 24/7 end user phone, chat and email support capabilities, GMS Live Expert aims to complement their client's support services. GMS Live Expert supports its MSP Partner's branding as a transparent extension to existing services and resources. GMS Live Expert creates a unique direct inward dial specifically for use by Managed Services clients, provides a branded chat engine, and handles all inbound client communications as an extension of their client's corporate branding. For more information, visit www.gmsliveexpert.com.

About Dove Live Expert Help Desk

Dove Live Expert Help Desk, a division of Global Mentoring Solutions, has consistently provided superior Help Desk support to their clients, resulting in lower costs, increased productivity, and improved client satisfaction. The key to Dove's success lies in its aim to make MSP and client employees more productive. With highly responsive telephone resources using remote access to quickly diagnose and fix desktop and laptop problems, Dove takes away the mundane computer user issues. MSP and client IT staff are liberated and protected to maintain their focus on important projects. PC users get back to work faster and become more effective. For more information, see www.DoveHelpDesk.com.

About Autotask

Autotask Corporation provides the world's leading hosted IT business management software to streamline and optimize business processes for technology solution providers. Autotask is accessible from virtually any computing or mobile device connected to the Internet and features a world-class API that seamlessly integrates with the other systems and tools that providers rely on to run their businesses. For more information on Autotask Corporation, visit www.autotask.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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