



Demystifying QuickBooks – What I.T. Professionals Need To Know

Sacramento, CA, May 7, 2013 – Small Biz Thoughts is pleased to announce that SMB Nation 2012 Jim Locke Memorial Community Award winner Rayanne Buchianico will speak on Demystifying Quickbooks at the *IT Business Reboot 2013 Online Conference*. Buchianico, an Accountant and Managed Service Provider (MSP) Business Consultant, will share her expertise in making the number crunching aspect of running an IT business simpler and smoother.

Karl Palachuk, the conference host and best-selling technical author, welcomes Buchianico's participation in the conference. Karl says "Rayanne's contribution to our conference is about addressing the financial foundations in MSPs' businesses and about employing standard operating procedures. This is not a high level overview, but a real deep-dive into understanding your numbers."

Palachuk says the goal of the conference is "to strategically prepare IT professionals to run their businesses in the years ahead." Palachuk warns that "too many managed service providers are ill prepared to keep up with all the changes that have occurred in our industry the last few years. Everything from advances in cloud services to the loss of Microsoft Small Business Server, particularly during a period of hard recession, demands that MSPs reevaluate their business models".

The virtual (online only) conference that will run 9:00 AM to 4:00 PM Pacific on June 25-27, 2013.

Monica Caraway, Marketing Manager at Small Biz Thoughts, says "The conference will feature 8 of the best business and technology speakers in the U.S. and U.K., with live Q&A sessions incorporated into all of the speaker presentations during the 3-day event."

Sessions include: *Understanding Your Financials: Three Mandatory Monthly Reports, How To Take Back & Turn Around Your Small Business, Standard Operating Procedures & Best Practices, Demystifying QuickBooks For MSPs, Promotion And Marketing Excellence*, and more!



More information about the *IT Business Reboot 2013* online conference can be found at www.smbonlineconference.com.

About Rayanne Buchianico

Rayanne Buchianico is Owner of Florida-based ABC Solutions, an accounting consulting services business for SMB IT companies throughout the United States. She is the founder and leader of the Tampa Bay IT Pro Group and has been named in the *SMB 150 List* by SMB Technology Network (SMBTN) and SMB PC magazine in 2011, 2012 and 2013. More information can be found at <http://www.abcsolutionsfl.com> and at <http://abcsolutionsfl.wordpress.com>.

About Karl W. Palachuk

Karl W. Palachuk is highly recognized in the Managed Service Providers' space as a speaker, consultant, and business coach. He has written ten books and is the author of the #1 Book on Amazon for managed services, *Managed Services in a Month*. He is the owner of Small Biz Thoughts.

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



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Small Biz Thoughts
7485 Rush River Dr. #710 / PMB 267
Sacramento, CA 95831

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Media Contact:

Monica Caraway

monicac@smallbizthoughts.com

916-248-4301