



Nightmares On Cashflow Street – Growth Not Horror

Sacramento, CA May 20, 2013 – Stacey Powell realized that small businesses need a simpler set of financial tools to provide financial clarity on the day she couldn't make payroll at the \$3 million agency she was overseeing. She now empowers business owners daily by helping them understand and effectively use their financial information.



Small Biz Thoughts has secured Powell as a feature speaker at their June *IT Business Reboot 2013 Online Conference*.

Powell is the founder of Creating Answers, an organization dedicated to guiding businesses and individuals toward financial success. Karl W. Palachuk, the conference host and best-selling technical author, says "They emphasize simple financials and forward-focused analytics: including cash flow projections, cost analysis, pricing structures and budget management."

Powell is also the founder of Finance Gym, where client financial growth is guided. Powell describes the Finance Gym's Mastermind program as a "Finance Boot Camp that simply put ... changes lives."

Palachuk says "Powell inspires people to enjoy their finances through Financial Art events and her blog on the Forbes website." Although rigorously trained as a CPA with PwC, Palachuk adds that "it is Powell's creativity and focus on our relationships with money that help her change lives".

The virtual (online only) conference 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 9 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 Powell's *5 Magic Tricks to Make Your Numbers Jump Up and Speak To You* and *Demystifying QuickBooks For MSPs, Understanding Your Financials: Three Mandatory Monthly Reports, Standard Operating Procedures & Best Practices, Promotion And Marketing Excellence*, and more!

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

About Stacey Powell:

Stacey Powell is Chief Creative Officer at Finance Gym and Founder/Chief Creative Officer at Creating Answers. More information can be found at www.thefinancegym.com, www.creatinganswers.com, and <http://blogs.forbes.com/people/Stacey%20Powell>.

About Karl W. Palachuk:

Karl W. Palachuk is highly recognized in the Managed Service Providers' space as a speaker, consultant, and



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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 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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