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With Small Biz VCon

Dawn Brolin, CPA and Stacy Kildal, two of CPA Practice Advisor's "2012 Most Powerful Women in Accounting," are hosting their first Small Biz VCon on January 23 -24, 2013.

Taija Sparkman • Jan. 08, 2013

The logo for Small Biz VCon features the words "SMALL BIZ" in a tall, thin, yellow, sans-serif font, stacked above the word "VCON" in a much larger, bold, yellow, sans-serif font. The entire text is set against a solid black rectangular background.

The new year often brings with it renewed focus and strategies as business owners take a look at the previous year to see what worked and what didn't. For many businesses, they will continue to face the question of embracing the Cloud and mobile technology, which is why [Dawn Brolin](#), CPA and [Stacy Kildal](#) are hosting their first [Small Biz VCon](#) on January 23 -24, 2013. Dawn and Stacy are Advanced QuickBooks ProAdvisors, co-founders and co-hosts of the online radio podcast "Radio Free QuickBooks" and were selected as two of *CPA Practice Advisor's* "[2012 Most Powerful Women in Accounting](#)."

The Small Biz VCon is designed to help small businesses, regardless of type, learn

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entire time you're away from the office.”

Author Mike Michalowicz, CEO of Proventus Group, will start the virtual conference with his keynote speech on leveraging technology. Other speakers include presenters from companies such as Method CRM, ScanWriter, Bill.com, Intuit, BillQuick and Transaction Pro Importer. Attendees will also have an opportunity to participate in a Q&A session with vendors during special “Power Hours,” held the end of Day 2 of the VCon.

In addition, Intuit will introduce its latest service, [TurboTax CPA Select](#). TurboTax CPA Select is designed to connect CPAs with small businesses looking for someone to prepare their taxes. The service allows business owners to browse a select group of CPAs, choose a professional and receive an estimate before their taxes are filed.

Sneak peak videos are available on demand for attendees to get a preview of the topics that will be presented at the conference. Registration is not required to view the sneak peak videos and the conference is open to accounting professionals, as well as anybody that owns a small business. Dawn and Stacy plan to help small business owners grow and invest in their business with the virtual conference.

“We really wanted to make this affordable, which is why we worked hard to keep the price under \$100,” said Stacy. “We’re also giving 10 percent of the profit back to several randomly picked attendees to invest in the growth of their business. Maybe they can use it to invest in technology for their business.”

Stacy suggests business owners take baby steps when implementing new technology into their business. Instead of trying to implement every social media site or mobile technology all at once, businesses should start with creating a sound website and branching out from there.

“It’s important for business owners to understand that if they are not mobile in some

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will also receive a discounted registration rate for the additional VCons scheduled this year.

Technology

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