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Isaac M. O'Bannon • Jan. 05, 2011

The THRIVEal +CPA Network will host a a webcast geared toward helping dynamic CPA firms identify and implement new technologies, management practices, marking strategies and workflow processes. The THRIVEal +CPA Network was founded by well-known CPA and social media maven Jason Blumer as a community and collaboration network for the next generation of CPAs who are now coming into firm management and ownership roles.

The webcast is scheduled for Thursday, January 13, from 1-3pm (EST). I will be moderating the event, and will be joined by several young practicing professionals and thoughtleaders, including Joday Padar, CPA, MST and Jason Blumer, CPA.CITP, both of whom have been honored as one of The CPA Technology Advisor's 40 Under 40, and also by other professional and media organizations. Other guests will include Michelle Golden, an acclaimed business advisor and marketing expert for accounting practice, and Ed Jennings, CEO of Copanion, which develops SaaS technologies for automating and streamlining tax preparation in professional firms.

The first 50 registered attendees will receive a t-shirt from event sponsor FreshBooks, and one attendee will be randomly chosen to receive a free Fujitsu ScanSnap scanner! Other sponsors of the "Pioneering the New Firm" online conference include SmartVault, Copanion and CloudSway. More information and registration for the event is at <http://thriveal.com/2010/12/30/online-conference-pioneering-the-new-firm>.

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