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ACHIEVEMENT

First-of-its-Kind Program Launches with Some of the Profession's Most Distinguished Professionals in One Place

Feb. 10, 2011

DALLAS, TX – February 9, 2011 – The public accounting industry's most diverse and influential individuals will come together on February 20-22 at The Gaylord Texan Resort to participate in *The CPA Technology Advisor's* Top 25 Thought Leader Symposium. This first-of-its-kind event is sponsored by CCH, a Wolters Kluwer business; Sage; and Thomson Reuters. The 25 thought leaders are distinguished in their own right with several who have been named to the 100 Most Influential People in Accounting list, IPA's Top 10 Most Recommended Consultants list, the American Institute of CPA's Technology 100 as well as earning lifetime achievement awards.

“Without a doubt, technology and thought leadership are the driving forces of change for public accounting practices across the country,” says Executive Editor Darren Root, a practicing CPA based in Bloomington, Indiana. “This Symposium will bring together the greatest influencers in adopting the technologies needed to advance the profession in the years to come.”

Topics to be discussed range in scope from strategic planning, technology, risk management, performance, micro-computing accounting systems, profitability, organizational growth, emerging technologies, public accounting trends, start-up tips, social media outreach, tax, audit, client services, green accounting, accreditations, measurement, software solutions, and workflow.

Celebrating its 20th anniversary as a leader in the profession, *The CPA Technology Advisor* will name two inductees into the inaugural *The CPA*

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practicing public accountants and tax professionals, dedicated to providing them with the knowledge they need to make informed decisions regarding implementing various technologies in their practices. The magazine's audited circulation of more than 40,000 tax and accounting professionals look to it for its editorial independence and integrity.

The CPA Technology Advisor and www.CPATechAdvisor.com are published by Cygnus Business Media. Cygnus Business Media reaches millions of professionals annually. As one of America's top business-to-business media companies, Cygnus is leading the way in providing targeted content to top decision-makers and organizations. The company's corporate initiatives and organizational architecture are built with one goal: fully engaging audiences in Aviation, Building & Construction, Public Safety & Security, Agriculture vertical markets and a variety of other industries.

The CPA Technology Advisor's Top 25 Thought Leader List

M. Darren Root, CPA.CITP, Executive Editor, The CPA Technology Advisor

L. Gary Boomer, CEO, Boomer Consulting, Inc.

Jim Boomer, CPA.CITP, CIO, Boomer Consulting Inc.

Jim Bourke, CPA.CITP, CIO and Partner, WithumSmith+Brown

David Cieslak, CPA.CITP, GSEC, Principal, Arxis Technology, Inc.

J. Carlton Collins, CPA, President, ASA Research

Scott Cytron, ABC, President, Cytron and Company

Ron Eagle, CPA, President and Board Chair, The Information Technology Alliance (ITA)

Chris Frederiksen, CEO & Chairman of 2020 Group USA

Brent Goodfellow, CPA, President/CTO, One Tech, LLC

Robert R. Harris, CPA/CFF, CFE, Cr.FA, Managing Director, Harris, Cotherman,

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Edi Osborne, CSPM, CPBA, CPVA, CEO, Mentor Plus

Doug Sleeter, Founder and President, The Sleeter Group

Brian Tankersley, CPA.CITP

Rick Telberg, President and CEO, Bay Street Group LLC

Jennifer Wilson, Co-founder and Partner, ConvergenceCoaching, LLC

Geni Whitehouse, CPA.CITP, CSPM, Countess of Communication, Brotemarkle, Davis
& Co. LLP

Technology

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