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Taija Sparkman • Jun. 13, 2012



CPA2Biz, the technology subsidiary of the American Institute of CPAs, recently announced the launch of a new conference aimed at helping firms use the cloud to grow their business. Named [The Digital CPA Cloud User Conference](#), the conference will be held October 28-30 at the Gaylord National Hotel and Convention Center in Washington, DC.

The conference will feature hands-on training, discussions and presentation by keynote speakers. Geoffrey Moore, technology business strategist and author of “Crossing the Chasm,” commentator George F. Will and executives from CPA2Biz’s strategic business solutions partners are a few of the speakers scheduled to present.

“Cloud and mobile technologies are transforming the way firms and businesses operate today,” said Erik Asgeirsson, president and CEO of CPA2Biz. “At our user conference, you’ll learn how to harness these tools to create new business opportunities, reinforce client relationships and grow your client accounting services practice.”

In addition, the annual user conference for XCM Solutions, the workflow

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aimed at helping professionals leverage the tools and resources they have to grow their firms. Session topics include developing a strategy to build or expand a firm, practice development tools and tips for talent management.

“We see the Digital CPA Conference as a way to engage more deeply with our customers,” said Rene Lacerte, founder and CEO of Bill.com. “The more comfortable they become with our technology and other cloud technologies, the more successful they’ll be with their clients. Toward that end, we are excited to be offering expert training and a certification program at the conference.”

Technology

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