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Field in May

Accounting speakers Michelle Long, CPA, owner of Long for Success, and Sandi Smith Leyva, CPA, owner of Sandra L. Leyva, Inc., will host the Second Annual Ultimate Accounting vCon May 16-17, 2013.

Taija Sparkman • Feb. 15, 2013



Ultimate Accounting vCon

Following the success of the First Annual Ultimate Accounting vCon last year, accounting speakers Michelle Long, CPA, owner of Long for Success, and Sandi Smith Leyva, CPA, owner of Sandra L. Leyva, Inc., will host [the Second Annual Ultimate Accounting vCon](#) May 16-17, 2013. Long and Leyva decided to host the first virtual conference to help accounting professionals transition to the Cloud.

This year's vCon, powered by GoToWebinar, will focus on helping sole practitioners and small firms better monetize their clients. Topics include transitioning from hourly pricing to bundle pricing, handling complicated client communications, assessing client's accounting needs and learning how to leverage the right technology. This year's top tier sponsors are Xero, Personable, Uni-Data and Bill.com

"The purpose of this vCon is to help firms move from simply being a technician or bookkeeper to a business advisor and consulting, helping their clients grow every aspect of their business," said Leyva. "We are committed to helping people put

together value bundles for their clients that will better communicate the value of

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“This conference exceeded my expectations. The attendees were very engaged,” said Cheryl Willett, Accounting for Profitability, LLC. “The interaction and seminars available prior to the conference were also very helpful. It was a very organized online experience.”

In addition, the virtual atmosphere made it easier for attendees to reach out to peers they may not have otherwise had the opportunity to due to shyness or the setup of a traditional conference, said Long. Long and Leyva plan to continue to grow and adapt the conference to fit the needs of accounting professionals as they continue to adopt the technology available to them and grow their business.

“We don’t want to keep delivering the same old information to attendees. That’s one of the reasons why we record the sessions and make them available as a self-guided study after the conference, first to attendees and then to the general public,” said Long. “We want this conference to evolve as accounting professionals continue to grow.”

The Second Annual Ultimate Accounting vCon is open to the first 1,000 participants, who will also receive up to 12 hours of CPE credit. [Registration is \\$199](#), but those who register by February 15 will receive an early-bird discount.

Accounting • Small Business • Technology

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