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Conference in the Cloud Teaches Accountants How to Profit from the Cloud

Don asks a question about how to handle a high-maintenance client, and Jackie and Scott chime in with their opinions. Cindy asks about the special offer a vendor made yesterday, and Shannon clarifies. Sandi's teaching a session on pricing, Michelle networks with participants, and other participants and exhibitors intermingle in the Exhibit Hall.

Sounds like a typical accounting conference, right? There's just one difference: many participants are at home (some in pajamas!) in front of their favorite computer. They didn't spend a dime on airfare, hotels, or taxis. They're watching, often from multiple monitors and/or PCs, the current session, chat room conversations, Exhibit Hall displays, and much more in this fully virtual event.

A few accountants comment they like this format better because their shyness doesn't work against them as in a regular brick-and-mortar conference. They get to be the fly on the wall, listening in to every conversation, and absorbing the knowledge of the participants, speakers, and vendors.

The all-virtual, cloud-based Ultimate Accounting vCon (which is short for virtual conference) is the brainchild of Michelle Long and Sandi Smith Leyva, two popular accounting industry speakers.

The Second Annual Ultimate Accounting vCon will be held on May 16-17, 2013 in the comfort of participants' own offices. Topics are focused on accounting practice growth, and sessions are filled with hands-on demos, case studies, and checklists. 2013 sponsors include Xero, Personable, and Uni-Data.

The price for participants is \$199, with discounts for early bird registration. Participants can earn up to 12 hours of CPE. For more information, visit the website at <http://www.accountingvcon.com>.