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Women CPAs Host Virtual Accounting Conference For Solo Practitioners and Small Accounting Firms – Complimentary Sneak Peek on February 13, 2013

The Second Annual Ultimate Accounting vCon will be held on May 16-17, 2013 in the comfort of participants' own offices. 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.

Michelle Long, CPA and owner of Long for Success, runs the 20,000-plus member LinkedIn group called Successful QuickBooks Consultants, is a popular QuickBooks speaker and trainer, and is author of two books, including "Successful QuickBooks Consulting."

Sandi Smith Leyva, CPA, and owner of Sandra L. Leyva, Inc., runs the popular practice-growth program, Accountant's Accelerator, where she is known for her teachings on value pricing and "On Millionaire Time" management techniques.

Conference topics include escaping the hourly pricing trap, handling sticky client communications, assessing and monetizing client's accounting needs, learning value-add services above and beyond compliance, and gaining estimating and pricing skills. All sessions are filled with hands-on demos, case studies, and checklists. 2013 top tier sponsors include Xero, Personable, Uni-Data, and Bill.com.

The First Annual Ultimate Accounting vCon, held in November 2012, was an overwhelming success with 85% of participants saying they would "highly recommend" the conference. Over 350 attendees and 13 exhibitors including Intuit, Intacct, Bill.com, Xero, ScanWriter, Cloud9 RealTime,



Avalara, and more enjoyed the conference webinars, prizes, chat room, CPE, and exhibits without spending money on hotel, airfare, meals, transportation, and even dry cleaning.

Attendees participated, often from multiple monitors, PCs, tablets, and smartphones, in the 12 webinar sessions, chat room conversations, Exhibit Hall displays, and much more in this fully virtual event. A few accountants commented they liked this format better because their shyness doesn't work against them as in a regular brick-and-mortar conference. They can be the fly on the wall, listening in to every conversation, and absorbing the knowledge of the participants, speakers, and vendors. Other appreciated the transcripts which made the vCon accessible for hearing-impaired accountants.

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>.

To get a sneak peek of the vcon, accountants and press are invited to a complimentary webinar on February 13, 2013 titled "5 Killer Ideas to Transform Your Accounting Practice." Find out more and register here: <http://accountingvcon.com/accelerate/>