

# SedonaOffice®

The #1 Financial Software for Security Companies

**10<sup>th</sup> Annual**

# **SedonaOffice Users Conference**



**Marco Island Marriott Beach Resort  
Marco Island, FL  
January 23 - 25, 2012**

**2012 SedonaOffice  
Users Conference**

**SedonaOffice**<sup>®</sup>  
The #1 Financial Software for Security Companies

**We are pleased to announce the 10<sup>th</sup> annual SedonaOffice Users Conference will be held January 23 - 25, 2012 in Marco Island, Florida at the beautiful Marco Island Marriott Beach Resort.**

### **Marco Island Beach Resort**

We're making a move to the beautiful Marco Island Marriott Beach Resort. We've outgrown our previous hotel, so we're moving down the street to the luxurious Marco Island Marriott Beach Resort. The Marriott offers expanded meeting room facilities, more hotel rooms, great dining options, and guaranteed high-speed Internet access. We've secured fantastic hotel room rates, so be sure to sign up before the deadline, and save hundreds of dollars off their standard room rates.

### **Reserve Your Spot Today**

Make your plans now to attend the 10<sup>th</sup> annual SedonaOffice Users Conference. For the sixth year in a row we will be returning to Marco Island, Florida. The 2012 conference will be our best ever! As we will be celebrating our 10<sup>th</sup> anniversary of SedonaOffice, we have created the most robust agenda we've ever offered, complete with new advanced training classes and special guest speakers. Whether you're new to SedonaOffice, or a seasoned veteran, the 2012 SedonaOffice Users Conference will be of benefit for you.

### **SedonaOffice Lab - Expanded**

Once again we will be hosting the SedonaOffice Lab during the Users Conference. The SedonaOffice Lab will be opened throughout the conference to highlight and demonstrate all the SedonaOffice application and add-on modules. All of our business partners will be present in the SedonaOffice Lab to demonstrate and discuss their solutions and how they will benefit your business. The SedonaOffice Lab hours will also be expanded to ensure easy access and plenty of time to review and answer all your questions.

## **Business Partners Forum**

Throughout the SedonaOffice conference, in conjunction with the SedonaOffice Lab, all of our business partners will be displaying and demonstrating their applications and solutions. You'll be able to test drive and demonstrate their solutions and meet with representatives from each of these companies to answer all your questions.

## **SedonaOffice – Advanced Users Track**

We are adding a new track designed specifically for advanced users of SedonaOffice. The advanced users track is a series of tracks designed for the experienced user of SedonaOffice. This track will delve further into the capabilities and functionality of SedonaOffice with an emphasis on creating efficiencies and performance results for your business. This track will explore well beyond the basics and include presentations by Don Faybrick, Michael Marks, Carolyn Johnson, and other key SedonaOffice users, who will share their experiences.

## **Bold Technologies – Manitou Workshop**

In conjunction with the SedonaOffice Users Conference, together with Bold Technologies, we will be hosting a series of tracks on Manitou and the integration capabilities with SedonaOffice. Once again we will also be hosting a Manitou-SedonaOffice roundtable. Key representatives from both Bold Technologies and SedonaOffice will be present to discuss your integration needs and help determine how together we can best enhance Manitou and SedonaOffice to meet all your needs.

## **Business Partners Reception – Monday Night**

On Monday night (the first night of the conference) our business partners will be hosting a special reception complete with hors d'oeuvres and cocktails. This reception will be held beach side, weather permitting, and will begin shortly after the completion of the days scheduled events. Dinner will be on your own this evening.

## **Tuesday Night Dinner Party – Sponsored by ACH Direct**

On Tuesday night SedonaOffice, along with our premier conference sponsor ACH Direct, will be hosting a very special dinner party. We would like to tell you our plans, but don't want to ruin the surprise for you. The party will include appetizers, dinner, drinks and plenty of entertainment. We promise this will be a

fun night for everyone. A special thanks to ACH Direct for their support in making this a very special party.

## Don't Delay, Sign Up Today

To sign up for the 2012 SedonaOffice Users Conference, complete the registration form and fax it back to (928) 441-9986. We are expecting a record turnout for this year's conference so don't delay, sign up today, and don't forget to make your hotel reservations now.

## Conference Fee

The fee for the conference is \$895 per person. If you register by October 31, 2011 you can save \$100 per person with our early bird registration. **As a special incentive if your company signs up 2 or more attendees you'll save an additional \$100 per attendee!**

## Hotel Reservations

Hotel rooms have been reserved for SedonaOffice attendees at a special rate of \$259 per night. This special rate is available both prior to and after the conference. To book your reservations click on the link below to reserve your room. Hotel rooms are available through November 30, 2011 at the discounted group rate, so please make your room reservations now. Rooms are limited, reserve yours today. If you need any assistance booking your room, please contact April Misseri at (440) 247-5602. April will be glad to help you out.

[https://resweb.passkey.com/Resweb.do?mode=welcome\\_ei\\_new&eventID=4020435](https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=4020435)

## \$500 SedonaDollars for each Attendee\*

As a special incentive, once again, each attendee will receive \$500 in SedonaDollars for attending the conference. SedonaDollars can be used to purchase new SedonaOffice licenses, add-on modules such as SedonaDocs, SedonaWeb, SedonaFSU, SedonaSync, WeSuite for SedonaOffice and other select business partner's products.

\* The Special Incentive can be used for new purchases only and does not qualify for any previously purchased products. Complete details will be provided at the conference. SedonaDollars are not acceptable for SedonaCheck. To receive your SedonaDollars you must register by October 31, 2010.

## Have any Questions?

Call April Misseri at (440) 247-5602 if you have any questions, or email April at [aprilm@sedonaoffice.com](mailto:aprilm@sedonaoffice.com). For additional information be sure to visit our web site at [www.sedonaoffice.com](http://www.sedonaoffice.com).

*We look forward to seeing you in Florida!*

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## 2012 SedonaOffice Users Conference Agenda - (Preliminary)

### Monday, January 23, 2012

We will open the conference with a general assembly the morning of January 23rd. We will begin with an opening presentation by Don Faybrick and Michael Marks, the co-founders of SedonaOffice, on the "State of SedonaOffice". Don and Michael will also present the future plans for SedonaOffice including new enhancements and features scheduled for release in 2012.

Don and Michael will also introduce a variety of new enhancements, upgrades and additions to SedonaOffice and the suite of SedonaOffice add-on modules. Their presentation will be highlighting and demonstrating many of the new and exciting add-on modules and business partners for SedonaOffice.

Following the morning break, we will have key presentations by the SedonaOffice management team on their departments and how they can best serve you. Including a very special presentation by Bob Faybrick and Brett McDonald. Bob has been our Chief Technology Architect, and Brett is our new Director of Development. Their presentation will highlight the new development technologies we will be employing as we continue to enhance and improve SedonaOffice.

Following a poolside buffet lunch, we have two very special key-note presentations. Michael Barnes from Barnes Associates and Bob Harris from Attrition Busters. Michael and Bob are both long-time industry veterans and have prepared presentations specific for the SedonaOffice users. These presentations are sure to be a highlight of the conference.

The afternoon will end with a very special panel discuss, including Michael Barnes, Bob Harris and some very special SedonaOffice users and special guests. This interactive discussion will allow everyone to participate and discuss the topics most concerning to all our users.

On Monday evening, our business partners will be hosting a special reception complete with hors d'oeuvres and cocktails. This reception will be held beach side, weather permitting, and will begin shortly after the completion of the days scheduled events.

## Educational Tracks

The educational tracks on Tuesday and Wednesday have been expanded to delve further into the functionality of SedonaOffice than ever before. We have also expanded the educational tracks to 5, so we may provide more in-depth discussions on the core functionality of SedonaOffice, including the new SedonaOffice Advanced Users Track.

### Tuesday and Wednesday, January 24 and 25, 2012

Track A	<p align="center"><b>Job Management, Job Costing &amp; Project Management</b></p>
	<p>This track will focus on everything Job Management. The track will explore the complete life cycle of a job, including the integration with QuoteWerks and WeSuite. A primary focus of this track will include job costing and costing methodologies including WIP (work-in-progress) and percentage of completion.</p> <p>The track will discuss the major components of managing a job including parts, labor and commissions. We will discuss how to manage labor tasks down to the payroll level, and integrate the data with your payroll provider down to the job costing level.</p> <p>Due to the in-depth nature of this track, we encourage anyone participating in this track to attend this track exclusively on Tuesday and Wednesday.</p>
	<p align="center"><b>Accounting &amp; Operations</b></p>
Track B	<p>This track will cover all the SedonaOffice modules, including Client Management, Accounts Receivable, Accounts Payable, Inventory and Service Management. This is the perfect track to learn about all the application modules and how they interact with each other. This track will also cover an in-depth analysis of recurring revenue, collection management, EFT processing and cancellation tracking.</p> <p>This track has been designed to cover and review all the aspects of SedonaOffice for a seasoned professional or a new user of SedonaOffice.</p>
	<p align="center"><b>Financial Reporting, Database Design &amp; Business Partners</b></p>
Track C	<p>Attention controllers, CFO's and accountants, this track is for YOU! This track will begin with a full review of the SedonaOffice General Ledger functionality, and continue on to review designing and creating financial reports using Microsoft Excel and Prophix. Prophix is our newest business partner and during this track we will introduce the Prophix application and its advanced financial reporting and data mining tools. One thing is for sure, you are going to love Prophix and all it can do for you.</p> <p>This track will also review the SedonaOffice database design and structure and will go deeper than ever before on how to create custom designed reports. This track will also feature presentations from business partners and our add-on modules.</p>
	<p align="center"><b>Business Management "The Owners Track"</b></p>
Track D	<p>This track is for business owners, CEO's, CFO's and senior management only. This track will include special presentations by guest speakers including Michael Barnes and Bob Harris, our keynote speakers. We also have presentations planned from many of the industry's top financial consultants. Each presenter will be providing insights to help your business prosper in these difficult economic times.</p> <p>Don and Michael will also have a special session in this track to discuss many of the top level concerns and most pressing issues.</p>
	<p align="center"><b>SedonaOffice – Advanced Users Track</b></p>
Track E	<p>The advanced users track is a series of tracks designed for the experienced user of SedonaOffice. This track will delve further into the capabilities and functionality of SedonaOffice with an emphasis on creating efficiencies and performance results for your business. This track will delve well beyond the basics and include presentations by Don Faybrick, Michael Marks, Carolyn Johnson, and other key SedonaOffice users, who will share their experiences.</p>

# 2012 SedonaOffice Users Conference Registration Form



Marco Island Marriott Beach Resort - Marco Island, Florida, January 23 - 25, 2012

Attendee Information	Circle Your Options	
Attendee Name & Email Address	Conference Rate	Early Bird Rate Expires 10/30/2011
	\$ 895.00	\$ 795.00
	\$ 895.00	\$ 795.00
	\$ 895.00	\$ 795.00
	\$ 895.00	\$ 795.00
	\$ 895.00	\$ 795.00
	\$ 895.00	\$ 795.00
<b>2 or more attendee's savings of \$100 each.....</b>		( _____ )
<b>Total Due .....</b>		<b>\$</b>

• All Early Bird Registrations payments will be processed on 11/1/2011; all other registration payments will be processed when received.

**Payment Information:** complete the Credit Card or Bank Info based on your payment selection

<b>Company Name</b>		<b>Contact Name</b>	
<b>Type of Payment:</b> Circle One      MasterCard      Visa      American Express      Bank Draft			
<b>Credit Card Number</b>		<b>Expiration Date</b>	
<b>Name on Credit Card</b>		<b>Security Code</b>	
<b>Bank Name and ABA Number</b>		<b>Bank Account Number</b>	
<b>Billing Address</b>		<b>Authorized Signature</b>	

Credit Card Info

Bank Info

**Fax back your completed registration form to: (928) 441-9986**