

2017

*15<sup>th</sup> Annual*

**SOUC**



January 22-25, 2017 | Marco Island, FL

SedonaOffice Users Conference 2017 Information Packet



Marco Island Marriott, Marco Island, Florida  
Home of the 2017 SedonaOffice Users Conference



“I learn something new every year at the Users Conference—not only from the classes, but also talking to everyone who uses SedonaOffice. It is great to have everyone in one place to ask questions and see how other companies do things.”

– Alysia Bianco, Atronic Alarms Inc.

“Michael, Don and their teams have created a conference that feels like a much awaited reunion each year with a focus on improving ourselves and our company. I always take back **invaluable network connections and educational information** that enhances the wonderful educational program that SedonaOffice has developed.”

– Melinda J Robinson, Seacoast Security, Inc.





## We are Pleased to Announce...

That the 15<sup>th</sup> Annual SedonaOffice Users Conference will be held at the Marco Island Marriott Resort and Spa in Marco Island, Florida  
*January 22-25, 2017.*

Attendees will connect with other Users, SedonaOffice staff and Partners to enhance their SedonaOffice experience and gain greater insight into their business. Come learn what others are doing and share your experiences with them.

## SedonaOffice Users Conference Takeaways



### Networking

- There are plenty of opportunities to meet with other users during meals, breaks and receptions.
- Through exchanging information with other users discover how others use the application.



### Education

- Over 40 class sessions to choose from.
- Selections for every level of user in your organization.
- The Executive Track is designed specifically for management who run their businesses.



### Information

- Hear from Michael Marks and Don Faybrick, Perennial Software Co-Founders, about all the excitement up ahead for 2017.
- Meet with our partners to learn how their products and services complement SedonaOffice.



### Fun

- The conference is not all work and no play.
- Attendees have time to enjoy the facility and surrounding area.
- After a full day of seminars it's good to take a break!



## Who Should Attend

- Owners and Presidents
- CFOs and Controllers
- General Managers
- Accounts Payable
- Accounts Receivable
- Service Dispatchers
- Installation Managers
- Inventory Managers
- Office Administrators
- Any SedonaOffice User

## What You Can Expect

- Educational offerings to accommodate every level of User in your organization
- Networking with over 300 SedonaOffice Users representing 100+ companies
- First class conference and banquet facilities
- Opportunity to explore our business partners in the SedonaLab
- Enhance your existing skill set

## Last Year's Buzz

"I always walk away from the SedonaOffice Conference with ideas and tips that impact my bottom line. This is the one conference not to miss." – *Fred Johnson, Peak Alarm*

"I love having all of our significant vendor partners together in one room so we can address issues, solve problems, and give input to improve our businesses and industry."  
– *Jordan Jackson, Security Central Inc.*

"Always enjoy meeting business leaders that have in many cases become friends and hearing what is new and reminding us of what we already know but forget to do."  
– *Reiner Neumann, Security ONE*

"SedonaOffice users are extraordinarily helpful to one another. As new SedonaOffice users three years ago, we met users who became our mentors and now we have become mentors to new users." – *Maggie Eckel, Briscoe Protection Systems*

"The SedonaOffice Users Conference was very enlightening and successful. You provided a 'WOW!' experience. Education and networking combined. Many pearls of wisdom."  
– *Mike Miller, Moon Security*

## Educational Tracks

Attendees will be able to select from a diverse group of educational sessions on each day of the conference. We will have six tracks, each targeting a different area. Mid-September we will have a detailed schedule with individual class descriptions.



## Executive Track

Learn about the business side of security companies. We have designed this track for executives who want to have a dialogue with other companies using SedonaOffice and driving their companies forward. On Tuesday Dave Mitchell will conduct a one-day workshop on *The Heart and Art of Service Excellence*.

*\*For Presidents, Executive Management, and Owners.*

## SedonaOffice 101

Designed for new users SedonaOffice 101 track will cover basics. During each of the eight courses instructors will go through guides and explain the areas being covered.

*\*Recommended for users who are new(er) to SedonaOffice.*

## Advanced Users

The Advance Users track assumes a working knowledge of SedonaOffice and will go beyond the beginner level. Educational guides will be provided and steps will be both demonstrated and explained. These classes are instructional in nature.

*\*Recommended for users who are familiar with SedonaOffice and interested in learning advanced functionality.*

## Best Practices

Repeatedly we hear from our attendees that they find discussions with other users most beneficial. The Best Practices track will cover topics through dialogue between users on the panel and the audience. Learn what other users are doing 'outside the box' to meet their operational needs.

*\*Recommended for users who have attended multiple SOUCs and are looking to discuss topics with other users.*

## Solutions and Partners

SedonaOffice has created an eco-system of partners and solutions. The Solutions & Partners track will provide insight on SedonaOffice add-on products and our partners, including how other companies are utilizing these solutions.

*\*Recommended for users who want to learn more about ancillary products to SedonaOffice.*

## WeSuite Sales Track

The WeSuite Sales Track is focused on improving sales performance through the strategic use of WeOpportunity and WeEstimate. Join us for 6 hands-on sessions that reveal best practices to align your organization's sales strategy with high impact results. Connect with fellow Users and WeSuite experts to amp up your use of WeSuite. The WeSuite Innovation Zone will feature interactive challenge stations, lots of cool WeSuite swag and tech talks that drive cutting edge sales solutions.

## Conference Highlights



### State of SedonaOffice

Michael Marks & Don Faybrick  
Co-Founders  
Perennial Software



### Breakfast Keynote / Executive Workshop

#### The Heart and Art of Service Excellence

David Mitchell  
Author, Speaker and Organizational Expert

#### Description

Dave Mitchell, named to *Meetings and Convention Magazine's* 2015 list of Top Speakers of the Year and Meetings Professionals International Best Speaker of 2013 at the World Education Congress in Las Vegas, shares the personal attributes and skills common in great service providers

### SedonaParty

#### '80s Rockin' Rewind

Join us Tuesday evening for a fun 1980s-themed party on the beach! Like last year, we encourage you to dig up those old clothes and channel your inner "maniac" (maybe even watch "Flashdance" a few times) for what is sure to be a night to remember.





## Dates

January 22-25, 2017

- On January 22<sup>nd</sup> in the evening there is a Welcome Reception and Registration.
- Sessions start at 9AM on Monday and conclude with lunch on Wednesday.
- We recommend you arrive no later than Sunday, January 22, 2017.

## Location

Marco Island Marriott Resort & Spa  
400 South Collier Blvd.  
Marco Island, FL 34145  
(239) 394-2511

We have negotiated a group rate of \$309 plus applicable fees and taxes until 12/11/2016. The SedonaOffice rate is available both before and after the conference should you desire to extend your stay.

Reservations may be made two ways:

1. Online at <https://aws.passkey.com/event/14828299/owner/10865/home>
2. Calling (800) 438-4373 and asking for the SedonaOffice rate.

Should you have problems or need any assistance booking your room, please contact Rebecca Hall at (440) 247-5602 x213.

## Attire

Dress for the conference is casual. Optional '80s attire for the SedonaParty.

## Transportation

Attendees should fly into the Fort Meyers Airport (RSW).

Attendees can arrange transport with Canary Transportation.

Reservations may be made two ways:

1. Online at <http://www.canarytransportation.com/reservations>
2. Calling (239) 325-7207

Fee is \$65 + 20% Gratuity for up to 3 passengers. There is no need to provide a special code.



## Preliminary Schedule

Welcome Reception and Registration on Sunday evening, January 22<sup>nd</sup> sponsored by:



	MONDAY January 23, 2017	TUESDAY January 24, 2017	WEDNESDAY January 25, 2017
8 AM	Registration & Breakfast	Breakfast Keynote	Breakfast
Morning	State of SedonaOffice	Educational Sessions	Educational Sessions
Lunch			
Afternoon	Educational Sessions	Educational Sessions	Travel Home
Evening	Evening on your own to explore Marco Island  <i>Optional activity TBA</i>	Reception, Dinner Party and Entertainment  <i>Sponsored by:</i> <b>{ forte }</b> <sup>TM</sup>	







## Register By 10/31/2016 And Save Two Ways

### #1 Registration Fees

	One Attendee	3 or More Attendees	Spouse / Guest
Early Bird Rate: Thru 10/31/2016*	\$895.00	\$795.00 ea.	\$500.00
Regular Rate: After 10/31/2016	\$995.00	\$895.00 ea.	\$500.00

\*Early Bird payments will be processed on 11/1/2017.

- Included in the fee are all receptions, meals and breaks from Sunday evening Welcome Reception through lunch on Wednesday, excluding dinner on Monday.
- Registered guests are able to attend all meals, breaks and hospitality functions.
- Save \$100 per attendee with 3 or more registrations.
- Refund Policy: Full refund thru 12/31/2016 via credit on your SedonaOffice account. No refund after 12/31/16.

### #2 SedonaDollars

**\$500 SedonaDollars**

Each registrant who signs up by 10/31/2016 will receive \$500 in SedonaDollars. SedonaDollars may be used toward future SedonaOffice purchases including additional licenses and add-on products such as SedonaWeb, SedonaDocs, and SedonaSync. This offer does not apply to monthly support fees, SedonaCheck, and training.

\*SedonaDollars Valid Thru 12/31/2017

### Questions?

Contact Rebecca Hall  
 (440) 247-5602 x213  
 RebeccaH@PerennialSoftware.com



## Registrant Information

Name and Email		Early Rate Before 10/31/16	Rate After 10/31/16
1	Name	\$895.00	\$995.00
	Email		
2	Name	\$895.00	\$995.00
	Email		
3	Name	\$895.00	\$995.00
	Email		
4	Name	\$895.00	\$995.00
	Email		
5	Name	\$895.00	\$995.00
	Email		
GUEST(S)			\$500.00
Three (3) or more attendees. Save \$100 each. Discount does not apply to Guest(s).		\$ (            )	
<b>TOTAL DUE</b>		\$	

## Payment Information

Company Name	
Billing Address	
Contact Name	
Contact Phone	
Authorized Signature	
CREDIT CARD INFORMATION	Card Number
	Name on Credit Card
	Expiration Date      Security Code
BANK INFORMATION	Bank Name
	ABA Bank Routing Number
	Bank Account Number

Fax your completed registration form to (928) 441-9986 or scan and email to [RebeccaH@PerennialSoftware.com](mailto:RebeccaH@PerennialSoftware.com).