

CPE Walking Tour - 2012 Edition

BROUGHT TO YOU BY:

CPA Practice Advisor



M. Darren Root, CPA.CITP

Executive Editor
CPA Practice Advisor

President
Root & Associates LLC

CEO
RootWorks LLC

2012

Accounting Technology
New York Show & Conference

May 2nd — 1:20pm-3:00pm

May 3rd — 10:20am-12:00pm

PENN PLAZA PAVILION, PENNSYLVANIA HOTEL, NYC



Office Tools Professional | Booth #511

www.officetoolspro.com

888.667.8440 | info@officetoolspro.com

514 Commerce Avenue, Suite D, Palmdale, CA 93551



CCH

a Wolters Kluwer business

CCH, a Wolters Kluwer business | Booth #411

CCHGroup.com

800.739.9998 | sales@cch.com

2700 Lake Cook Road, Riverwoods, Illinois 60015



ShareFile | Booth #515

www.sharefile.com

800.441.3453 | sales@sharefile.com

4140 Parklake Ave, Suite 320, Raleigh, NC 27612



Intacct Corporation (via CPA2Biz) | Booth #415

us.intacct.com

877.968.0600 | info@intacct.com

150 Almaden Boulevard, Suite 1500, San Jose, CA 95113



Thomson Reuters | Booth #421

CS.ThomsonReuters.com

800.968.8900 | CS.Sales@ThomsonReuters.com

7322 Newman Boulevard, Dexter, MI 48130

AccountantsWorld | Booth #320



www.accountantsworld.com

888.999.1366

140 Fell Court, Hauppauge, NY 11788



Xero | Booth #212

www.xero.com

800.411.XERO | sales@xero.com

185 Clara Street, Suite 100, San Francisco, CA 94107

Building a Strategy to Collaborate with your Clients Using Great Cloud Solutions

M. Darren Root, one of the country's leading experts in technology and processes for tax and accounting professionals, has selected the best, most exciting, and most interesting new products and services from among all the exhibitors. This is an opportunity to meet your peers, share common concerns, and ask questions of vendors and your colleagues.

My Pledge to Attendees:

I have presented at hundreds of professional trade shows. In doing so, I have had the privilege of talking with thousands of our colleagues and have discerned three very important things:

1. As practicing CPAs, your time is precious.
2. You want to know about the "latest and greatest" products and services, but can't invest the time to determine which vendors have them.
3. You do NOT want to be "sold to," but rather wish to be informed and educated.

Based on these findings, I pledge to:

1. Fully research every vendor and every available product and service.
2. Select and feature only those that rise to the level of the "latest and greatest."
3. Properly coach the vendor representatives to insure that their presentations are informative and educational and not "sales-y."

Sincerely,

M. Darren Root, CPA.CITP