

SedonaOffice

The #1 Financial Software for Security Companies

8th Annual

SedonaOffice Users Conference



**Hilton Marco Island Beach Resort
Marco Island, FL
January 20 – 22, 2010**

**2010 SedonaOffice
Users Conference**

SedonaOffice
The #1 Financial Software for Security Companies

We are pleased to announce the 8th annual SedonaOffice Users Conference will be held January 20 – 22, 2010 in Marco Island, Florida at the beautiful Hilton Marco Island Beach Resort.

Reserve Your Spot Today

Make your plans now to attend the 8th annual SedonaOffice Users Conference. For the fourth time we will be returning to the beautiful Hilton Marco Island Beach Resort in Marco Island, Florida. The 2010 conference will be our best ever! We have secured the entire conference facility at the hotel for our 3 day event, so we will be able to host the most comprehensive schedule of classes and training sessions on a wide variety of topics. Whether you're new to SedonaOffice, or a seasoned veteran, the 2010 SedonaOffice Users Conference will be of benefit for you.

SedonaOffice Lab

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 modules 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.

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. With the release of Manitou version 1.52, together we have expanded and enhanced the integration between SedonaOffice and Manitou. The Manitou workshops will focus on these new integration features.

Business Partners Reception – Wednesday Night

On Wednesday 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.

Thursday Night Dinner Party – Sponsored by ACH Direct

On Thursday night SedonaOffice, along with our premier 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.

\$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 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. For QuoteWerks orders you may apply \$50 for each QuoteWerks license you purchase. Complete details will be provided at the conference. SedonaDollars are not acceptable for SedonaCheck. To receive your SedonaDollars you must register by October 30, 2009.

Don't Delay, Sign Up Today

To sign up for the 2010 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.

2010 SedonaOffice Users Conference Agenda - Preliminary

Wednesday, January 20, 2010

We will open the conference with a general assembly the first day. The morning session 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 2010.

Following a poolside buffet lunch, the afternoon session will continue with our keynote speaker. This year's speakers promise to engage the audience with provocative and inspirational presentations. The afternoon session will continue with a series of presentations by the SedonaOffice development and support teams on what's new with SedonaOffice and ways to better use and operate SedonaOffice.

After the conference on Wednesday, there will be a special reception hosted by our business partners, complete with hors d'oeuvres and cocktails. Weather permitting this will be held on the beach.

Keynote Speakers

Laura Stepanek
Editor SDM Magazine



As editor of SDM, Laura Stepanek works with the editorial staff to develop articles that address the needs and concerns of security dealers. Laura represents SDM at trade shows and conferences, often reporting on exclusive SDM research studies. She writes and edits a variety of SDM content, and manages the annual *SDM 100*, a ranking of the largest security installation firms in the U.S. Laura will be presenting on the state of the alarm industry based on the extensive research only SDM can provide.

Peter Flynn
Security Performance Partners

Peter Flynn is the founder and has been the Managing Director of Security Performance Partners, LLC since its formation in August of 2000. Security Performance Partners, or SPP, is a business and financial advisory firm that provides mergers and acquisition, divestiture, and financial restructuring services to participants in the electronic alarm industry including business operators, investors, financial institutions, and lenders. Services include strategic and advisory services to growing companies, buyer and seller mandates, negotiating credit facilities as well as capital restructurings. For financial institutions and lenders, SPP offers operational and financial oversight and restructuring of distressed credits, orchestrating and managing secured party sales, and conducting competitive asset disposition processes.

Educational Tracks

The educational tracks on Thursday and Friday have been expanded to delve further into the functionality of SedonaOffice than ever before. We have also expanded the educational tracks to 4, so we may provide more in-depth discussions on the core functionality of SedonaOffice.

Thursday & Friday, January 21 & 22, 2010

Track A	<h4>Job Management</h4>
	<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 Thursday and Friday.</p>
	<h4>Accounting & Operations</h4>
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>
	<h4>Financial Reporting & Database Design</h4>
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.</p>
	<h4>Business Management "The Owners Track"</h4>
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 John Jennings from Safeguard Security, Rob Scanlon from Private Sales Coach, Gretchen Gordon from Braveheart and Mark Sandler from the Sandler Group. Each presenter will be providing insights to help your business prosper in these difficult economic times.</p> <p>Our business partners will also be presenting a series of case studies on how their products and services have made SedonaOffice users more efficient and profitable while simultaneously improving customer service and satisfaction.</p>

Conference Fee

The fee for the conference is \$795 per person. If you register by October 30, 2009 you can save \$100 per person with our early bird registration. **As a special incentive if your company signs up 3 or more attendees you'll save an additional \$100 per attendee!**

Hotel Reservations

Group Code: SED

Hotel rooms have been reserved for SedonaOffice attendees at a special rate of \$199 per night. This special rate is available both prior to and the weekend after the conference. To book your reservations contact the hotel directly at (239) 642-2168 and ask for the reservations department. Hotel rooms are available now through November 30, 2009, so please make your room reservations now. Rooms are limited, reserve yours today. When making your reservation use booking code **SED** to receive the special SedonaOffice conference room rate.

Special Incentive for Early Bird Registration

At the 2010 SedonaOffice Users Conference we will be formally introducing the newest add-on module for SedonaOffice called SedonaEvents. SedonaEvents is a queue driven application that will allow SedonaOffice users to manage tasks and events throughout SedonaOffice. Complete details on this new module will be made available soon. This is one of the most exciting applications we have ever developed. As a special incentive, if you sign up for the 2010 SedonaOffice Users Conference by October 30, 2009, we will provide this module to your company for no charge, a \$5,000 value! (Normal support fees will apply once activated.) So don't delay and sign up today!

Have any Questions?

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

We look forward to seeing you in Florida!

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**2010 SedonaOffice
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Registration Form**



Hilton Marco Island Beach Resort - Marco Island, Florida, January 20 – 22, 2010

Attendee Information	Circle Your Options	
Attendee Name & Email Address	Conference Rate	Early Bird Rate Expires 10/30/2009
	\$ 795.00	\$ 695.00
	\$ 795.00	\$ 695.00
	\$ 795.00	\$ 695.00
	\$ 795.00	\$ 695.00
	\$ 795.00	\$ 695.00
3 or more attendee's savings of \$100 each.....		(_____)
Total Due		\$

• All Early Bird Registrations payments will be processed on 11/2/2009; all other registration payments will be processed when received.

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

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

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