

12TH ANNUAL

SedonaOffice® USERS CONFERENCE

MARCO ISLAND, FLORIDA
JANUARY 27 - 29, 2014



LEARN



NETWORK



ACHIEVE



LEARN to maximize SedonaOffice,

NETWORK with other Users, and

ACHIEVE more after you leave!

REGISTER TODAY!

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We are pleased to announce that the 12th Annual SedonaOffice Users Conference will be held in beautiful Marco Island, Florida, January 27-29, 2014. Over these three days you will increase the value of SedonaOffice to your organization through learning opportunities. Attendees will connect with other Users and SedonaOffice staff to enhance their use of the software. Come learn what others are doing and share your experiences with them.

WHAT OUR ATTENDEES SAY

'At the conference I was able to research and look into all of the products while discussing them other users. This is such a great opportunity to network and share ideas with other Alarm Companies. I get so much out of the conference!'

Sarah Wilson, Signal Service

'Very good conference. Great to interface with other users and discuss how they perform functions within SedonaOffice. Also, good meeting users from different marketing areas.'

Phil Cavallaro, Barnum Engineered Systems, Inc.

WHO SHOULD ATTEND?

- Owners and Presidents
- CFOs and Controllers
- General Managers
- Service Dispatchers
- Installation and Inventory Managers
- Accounts Payable and Accounts Receivable
- 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
- To return to your job with new skills

REGISTRATION FEES

	One Attendee	3 or More Attendees	Guest
Early Bird Rate: Thru 10/31/2013	\$795.00	\$695.00 ea.	\$300.00
Regular Rate: After 10/31	\$895.00	\$795.00 ea.	\$300.00

- Included in the fee are all meals, breaks and networking receptions from Sunday evening Welcome Reception through lunch on Wednesday.
- Registered guests are able to attend all meals, breaks and hospitality functions.
- Save \$100 per attendee with 3 or more registrations.

SPECIAL EVENTS

SUNDAY	MONDAY	TUESDAY
Welcome Reception and Registration	Cocktail Reception and Dinner at a Local Restaurant	Dinner Party Drinks, Dinner and Entertainment
HOSTED BY:  <small>The #1 Financial Software for Security Companies</small>	SPONSORED BY:  <small>From Tyco Security Products</small>  Communication Service Solutions <small>www.ComServiceSolutions.com</small>  Business Services, Inc. 	SPONSORED BY: 

DATES

January 27-29, 2014

On January 26th 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 26, 2014.

LOCATION

Marco Island Marriot Beach Resort
400 South Collier Boulevard
Marco Island, FL 34145
(239) 394-2511

[Website.](#)

<http://www.marriott.com/hotels/travel/mrkfl-marco-island-marriott-beach-resort-golf-club-and-spa/>

We have negotiated a group rate of \$272 plus applicable fees and taxes until 12/13/13 or until our block fills. The conference rate is available both before and after the conference should

you desire to extend your stay. Reservations may be made [here](#).

https://resweb.passkey.com/Resweb.do?mode=welcme_ei_new&eventID=10674547



Should you have problems or need any assistance booking your room, please contact April Misseri at (440) 247-5602 x204.

ATTIRE

Dress for the conference is business casual, including all social events.

TRANSPORTATION

Airports Nearby:

Fort Meyers (RSW) – 42 miles (Recommended)

Naples Municipal Airport (APF) – 16 miles

Miami International Airport (MIA) – 91 miles

Fort Lauderdale-Hollywood International (FLL) – 116 miles

The hotel does not provide shuttle service. Attendees are responsible for their trip to/from the resort. Further information will be provided to you pursuant to your registration.

EDUCATION SESSIONS

Attendees will be able to select from a diverse group of education sessions on Tuesday and Wednesday. We will have six classrooms that will be addressing the following topics. Closer to the event we will have a complete selection with sessions and times.

Job Management

Managing your installations is becoming more and more complex, this track will explore everything you need to know about Job Management. Explore the complete life cycle of a Job, including integration with QuoteWerks. Attendees will learn:

- Job Costing - understanding how to setup the accounting rules to properly track all costs.
- Accounting Setup - how to setup the General Ledger accounting rules and the different options such as using WIP (Work-in-process) or direct expense using over/under invoicing methodology.
- Project Management - how to use Job Phases and Tasks to track each Job and all that has to be done to manage its complete installation.
- Inventory & Parts - how to manage parts and equipment on a Job.
- Labor and Scheduling – how to manage all the labor and schedule installation appointments.
- Commissions – how to track, manage, pay and reconcile commissions.

*Due to the in-depth nature of this track, we encourage anyone participating in this track to attend it exclusively.

Controlling Types

This track is all about the financials. Producing, auditing and creating financial statements are a necessity for any profitable and growing security organization. Attendees will learn:

- General Ledger Setup – understanding the power of the General Ledger and its setup options.
- Financial Reporting – all the options to create robust financial reports to provide you with the information you need to manage your business.
- Ad Hoc Reporting – beyond financial statements, how to create the metric and management reports to understand all aspects of your business.
- Best Practices – learn from leading Security Companies and how they have used SedonaOffice to better their business.

Moving the Needle

Developed specifically for Owners, Presidents and Senior Management. We will have both industry speakers and key SedonaOffice users discuss how to take your business to the level you desire. The power of SedonaOffice is the users who use and operate the software every day. You will hear from both industry professionals and some of the leading SedonaOffice companies in the country on how you can use the functionality of SedonaOffice to harness your business to go above and beyond your wildest expectations.

SedonaOffice

Designed for the experienced SedonaOffice user this track will delve further into the functionality of SedonaOffice and how to best run and operate the software on a daily basis to create efficiencies and increase organizational performance throughout your business. The following best practices will be covered:

- Service Management – use and operate the Service module to take care of your customers.
- Recurring Revenue – track and invoice your clients recurring revenue.
- Collections Management – manage your receivables and reduce your past due balances.
- Accounts Payable & Inventory – manage your vendors, warehouse and purchasing.

Sales Management Boot Camp

This track will cover the sales process from contact to contract! Sessions will focus on how to improve your sales process and get a great jump start to 2014 sales success. WeSuite, the leading provider of sales process management software for the Security Industry, is providing a hard-hitting sales management Boot Camp targeting the key benefits of sales software. Existing clients and those considering WeSuite welcome. Here's a partial lineup:

- Sales Prospecting Activity Plans within WeOpportunity – keeping your sales funnel evergreen.
- Getting the most from your “CRM” – Laser Focus on Business Intelligence – see what your colleagues are doing!
- Implementing QuoteAnywhere for real time signing and selling.
- Advanced estimating tools within WeEstimate.
- Sales Reporting for Sales Improvement.
- Integrating the sales process with the SedonaOffice ERP solution.

It Works!

SedonaOffice has partnered with leading technology and services providers in order to deliver a robust solution to meet security dealers' needs. Understand the benefits and power of our integration partners. Attendees will learn functionalities and features that will enhance your business operations. Explore these solutions and have the opportunity to get any questions you may have answered.

THANK YOU TO OUR SPONSORS



PRELIMINARY SCHEDULE

There is a Welcome Reception and Registration on Sunday evening. We hope that you are able to arrive in time to join us.

	MONDAY	TUESDAY	WEDNESDAY
8 AM	Registration & Breakfast	Breakfast	Breakfast
Morning	State of SedonaOffice User Group Presentation	Educational Sessions	Educational Sessions
12 – 1:30 PM	Lunch	Lunch	Lunch
Afternoon	Keynote Presentation Partner Presentations	Educational Sessions	Open Forum (Optional)
Evening – Times vary	Cocktails and Dinner at a Local Restaurant	Reception and Dinner Party	

QUESTIONS?

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REGISTRANT INFORMATION

Name, Title and Email		Early Bird Rate Thru 10/31/13	Regular Rate After 10/31/13
1		\$795.00	\$895.00
2		\$795.00	\$895.00
3		\$795.00	\$895.00
4		\$795.00	\$895.00
5		\$795.00	\$895.00
Three (3) or more attendees. Save \$100 each.		()
Total Due		\$	

*All Early Bird registration payments will be processed on 11/1/2013.

PAYMENT INFORMATION

Select One: Mastercard Visa Amex Bank Draft

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

Fax back your completed registration form to (928) 441-9986
or scan and email to AprilM@SedonaOffice.com.