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## **Terrell & Terrell, CPAs, LLP Hosts Successful Ninth Annual Client Conference**

**Dallas, TX – December 3, 2008** – Terrell & Terrell CPAs, LLP, a leading professional services firm specializing in Sage Accpac ERP, hosted their annual client conference, Accpac Thanksgiving, on November 13 at the Addison Conference Center. The event's theme was "Hiring and Retaining Quality Employees."

The full-day event began with a keynote presentation from Sherri Elliott, president and owner of Optîmance Workforce Strategies, and Paul Wills, senior vice president and general manager of Michaels Wilder. Their keynote addressed the four generations that exist in today's workplace and how these challenges can be changed into opportunities. Ms. Elliott is the author of the soon-to-be-released book, *Ties to Tattoos: Turning Generational Differences into a Competitive Advantage*. A panel discussion featuring the keynote speakers, Brian Terrell, CPA and managing partner of Terrell & Terrell, and Ms. Elliott's partner at Optîmance, Don Hanratty, followed the keynote address.

Throughout the day, attendees had the opportunity to attend various breakout sessions covering topics such as Crystal Reports, Business Process Automation, and Human Resource Management Systems. Attendees enjoyed a client appreciation lunch at Fogo de Chão in Addison.

Representatives from Sage North America were in attendance and hosted sessions as well. Ed Kless, senior director of partner development and strategy, presented a general session entitled, "Creating A ROWE – Results-Only Work Environment;" and Rajeev Bahl, pre-sales product specialist, hosted a breakout session featuring Sage Accpac's human resource management system.

"Our clients are facing an increasingly competitive business environment. We want to do all we can to help them be successful," said Brian Terrell. "Hosting Accpac Thanksgiving every year gives our clients the opportunity to learn from industry experts and each other."

Three clients were in attendance for the ninth consecutive year: Nicki Wolpmann, CFO of Truco Enterprises; Rhonda Brown, Accounting Manager at Fogo de Chão; and Monica Orozco, Accounts Payable Supervisor at Spectrum Properties. "I look forward to attending Accpac Thanksgiving every year," said Monica Orozco. "Terrell & Terrell does a great job of putting together an event filled with valuable information. We also like the opportunity to talk to other Sage Accpac users and Sage employees." Plans are in the works for a tenth annual client conference in 2009.

**About Terrell & Terrell, CPAs, LLP**

Terrell & Terrell, CPAs, LLP is a non-traditional CPA firm that specializes in software technology. They are business advisors dedicated to a philosophy of creating measurable success for client companies in the mid-market. Terrell & Terrell has been a Sage Business Partner since 1992, and has grown into a leading Sage Accpac ERP vendor in North Texas. They credit their growth to successful long-term partnerships with client companies. With less than 1% client attrition, Terrell & Terrell promises that customer value will always be the core of their business model. The Terrell & Terrell difference is displayed through service, response time to your requests, and passion to deliver sustainable winning results. For more information, please visit [www.bterrell.com](http://www.bterrell.com).

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