



FOR IMMEDIATE RELEASE

Christine Kless, Association Administrator

972-390-2663

christine@choosegreat.com

Leadership Academy Alumni Retreat Features Topics on Sustaining Profitability

Dallas, TX – April 8, 2009 – SLAAA, an association for firms that sell and service ERP systems who are committed to maintaining the highest ethical standards and sustaining professional growth, held their Spring retreat in Kansas City, MO, March 30-31, 2009. The retreat's focus was sustaining profitability.

Day one of the event featured presentations given by members. The presentations centered on a specific topic that has helped transform that member's business. Presentations were as follows:

- The Buzz about Web 2.0 – What You Should Know and How It Can Help Your Business: Joe Rotella, [Delphia Consulting](#)
- Making the Tough Decisions: Jacki Tiso and Kent Hollrah, [JMT Consulting](#)
- Implementing Service Level Agreements: Jon Klubnik, [Tandem Training](#), and Kristi Smith, [Kristi Smith Consulting](#)
- Transform Your Selling Process: Scott McMillian and Andy Taer, [Advanced Applications](#)
- Human Capital: Retaining and Growing Your Most Important Assets: Dennis Karus, [Software Link](#)
- Pricing on Purpose: Chris Burriss and Natalie Noel, [HELP Solutions](#)

Day 2 of the retreat featured a small business coach, Blair Kolkoski who led a session entitled "The Five Pillars of Business Health." The retreat concluded with Ed Kless leading a dialogue based on the film, "The Call of the Entrepreneur."

Members quickly adapted concepts learned in the meeting. For example, from the social media presentation, attendees took notes via Twitter accounts (#slaaa). Now there is a collection of notes that can be referenced online and available to everyone. The association created its own YouTube channel complete with brief presentation recaps and attendee interviews. [Click here to visit.](#)

“This was an extremely valuable retreat,” said Steve Birdwell, president of IncoTech. “The ability to learn from my peers in an intimate setting where there was a lot of open dialogue will help me grow my business and make better decisions. I look forward to the fall retreat.”

In attendance included the aforementioned members, as well as the following firms: [Asyma Systems Ltd.](#), [AXIS Global Partners](#), [AXIS Integrated Solutions](#), [Huckstep & Associates](#), [IncoTech](#) and [Smart e-Solutions](#).

About SLAAA

SLAAA is non-profit professional association comprised of professional service firms committed to maintaining the highest ethical standards and sustaining professional growth. SLAAA members are consistently recognized both nationally and in their local markets for leadership, client success, and revenue goal achievement. SLAAA meets twice a year for retreats focused on various leadership topics led by topic experts. Members also benefit from conference calls, newsletters, and access to a Web portal in addition to networking and access to industry executives in a small group setting. More information can be found at www.slaalumni.com.

###