



FOR IMMEDIATE RELEASE

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10th Annual Terrell & Terrell, CPAs, LLP Client Conference a Success

Clients gathered for a day-long event focused on learning, sharing, and growing

Dallas, TX – December 3, 2009 – Terrell & Terrell CPAs, LLP, a leading professional services firm specializing in Sage Accpac ERP, hosted over 60 attendees at their 10th annual client conference, Accpac Thanksgiving, on November 19.

The morning began with a welcome from Brian Terrell, CPA and founder of Terrell & Terrell, CPAs, LLP. Brian held up a conference guide from the 1999 inaugural event and said, “Ten years ago we started this annual tradition as a way of thanking our clients by providing an opportunity to learn, share, and grow. That premise continues today.” Brian also recognized Rhonda Brown, Accounting Manager at Fogo de Chão, who has attended Accpac Thanksgiving all 10 years.

Joe Rotella (www.joerotellasays.com) delivered the morning keynote, “Social Media to Boost Your Bottom Line.” His insightful, timely, and practical presentation gave everyone useful ideas on how to incorporate social media into their firm’s marketing strategy. Lee Martinez of QVP Results also addressed the group with a presentation on client acquisition and retention strategies. Before breaking for the client appreciation lunch at Fogo de Chão (www.fogo.com), Terrell & Terrell premiered their video, “The ERP Matchup Game,” (<http://www.youtube.com/watch?v=dDWBlr8BHSQ>).

Terrell & Terrell was pleased to have the following sponsors in attendance: CrownPrintWear, who printed Terrell & Terrell t-shirts on-site (www.crownprintwear.com), Horizon DCS (www.horizondcs.com), SourceCorp (www.scrp.com), and Rescue Communications (www.rescuecommunications.com).

The afternoon was devoted to break-out sessions including: How to Use SageCRM to Add Value to Your Finance, Marketing, Sales, and Customer Service Departments; Tips and Tricks with a Little Twist; Essentials for HR and Payroll Professionals; and Improving Internal Controls and Sarbanes Oxley Compliance in Sage Accpac ERP. Guest session speakers included: Rob Lavery from Robert Lavery & Associates who represented Orchid Systems and Pacific Technology Solutions; Chris Goheen from Sage who represented Sage Accpac HRMS and Sage Abra HRMS; Bob Hawley from Altec Inc.; and Bin Feng from CodePartners.

The day wrapped up with a preview of Sage Accpac 5.6 due out the end of 2009 and the upcoming 6.0 release. “It is on purpose that we host this event the week before Thanksgiving. It is a time for us to reflect and give thanks to our clients for their continued trust and support,” said Brian.

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.

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