Hi XX

I wanted to reach out to let you know about an upcoming small business event hosted by Intuit QuickBooks called QuickBooks Connect. The event is Oct. 22nd in San Jose, CA and I think you will benefit attending. It won’t be your average conference, but there will still be valuable sessions that provide tactical advice on how to grow your business and be more successful. In addition to the sessions, there’s a big emphasis on networking with other attendees, which will include small business owners like yourself, entrepreneurs, developers and accountants and bookkeepers like me. I am attending and would love to see you there!

There are several breakout sessions specifically geared toward small business owners. Some of the sessions I think you would find most interesting include:

* Mentoring sessions with small business experts to help you identify areas of growth
* Finding and hiring awesome employees
* How to leverage social media to spread and grow word-of-mouth about your business
* Tips on how to read and understand your financial data so you can better track how your business is performing

In addition to the sessions, there will be several inspiring speakers on the main stage. I am most excited about:

* Arianna Huffington, president and editor-in-chief of the Huffington Post
* Bill Rancic, the first winner of Donald Trump’s The Apprentice Show
* Marc Andreessen, inventor of the first web browser Netscape and investor in companies such as Digg, LinkedIn and Facebook
* Kevin Cleary, CEO of Clif Bar
* Scott Cook, founder of Intuit
* Brad Smith, Intuit CEO

If you want to attend QuickBooks Connect, you can register at [www.QuickBooksConnect.com](http://www.QuickBooksConnect.com). Early registration is available through Aug. 15 at a discounted price of $169. The cost of registration is $199 after August 15th. You also can go to the website to find out more details about sessions and speakers specifically for small businesses.

I hope to see you there!

XXXXXXX