

News Release

For Immediate Release

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Cloud Accounting Thought Leadership Summit - DC Region

Reston, VA – August 14, 2012 – A webcast event called the “*Cloud Accounting Thought Leadership Summit*” is scheduled for September 19, 2012 at 1:00 EDT. The program will share results of a recent, national study on cloud accounting practices, and expert panelists will share experiences and insights into the massive change occurring in accounting and financial systems.

Panelists include Seth Fineberg of [Accounting Today](#), and Terry Petrzelka, founder of [Tectura](#), the largest accounting system value-added reseller (VAR) in North America. The program will be moderated by Shereen Mahoney, CEO of Brittenford Systems, a leading accounting technology VAR. Brittenford is the event sponsor.

The webcast will highlight results of a recent study of cloud accounting practices by the [Cloud Accounting Institute](#). Panelist will share key insights, and then answer questions from both the moderator and webcast participants.

“The pace of change from on-premise systems to cloud accounting is accelerating. As a result, business owners and managers need information and education about cloud accounting and Software as a Service or SaaS,” states Shereen Mahoney, CEO of Brittenford Systems. *“This Cloud Accounting Thought Leadership Summit brings together some of the most experienced experts in the world to share facts and considerations for effectively using these new technologies.”*

To register for the Cloud Accounting Thought Leadership Summit, please link to [Cloud Accounting Summit](#).

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About Terry Petrzelka Until 2010, Terry Petrzelka was founder and CEO of Tectura, ranked the largest accounting system reseller in North America by Accounting Today with 75 offices, over 1900 employees, and revenues in excess of \$250 million. Prior to Tectura, Terry was president and part-owner of Scitor Corporation, recognized by Fortune magazine as a Best Company to Work for in America, and VP General Manager of Control Data Government Systems. He is a graduate of the United States Air Force Academy, and earned an MS Applied Mathematics from Santa Clara University.

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About Seth Fineberg Seth Fineberg is the technology editor of Accounting Today. He has been a financial/business journalist for the past 20 years and had served as associate editor for Accounting Today from 2002-2004. He had a post as Managing Editor of one of the first interactive advertising-focused publications and has written news and feature length articles for The New York Times, Reuters Newswire, AdAge Magazine, Adweek Magazine, iMarketing News, Fortune Small Business, CNNfn, B2B Magazine, Media Magazine, Accounting Technology, Revolution Magazine, Electronic Media, Video Business, and various ThomsonReuters and McGraw Hill Publications, among others. He has a Bachelor of Arts degree in English Literature from Ramapo College of N.J.

About Shereen Mahoney Shereen Mahoney is the CEO of Brittenford Systems, a nationally ranked accounting system implementation firm specializing in both cloud and on-premise solutions. Prior to Brittenford Systems, Shereen was a Principal Consultant in the PricewaterhouseCoopers' MCS Technology Solutions Group where she managed the Epicor implementation practice. Shereen's certifications include Certified Public Accountant (CPA), Microsoft Dynamics SL Master, Microsoft Dynamics GP Master, Intacct Implementation Certified, and a Microsoft Certified Trainer. Shereen also serves on the Microsoft Dynamics SL Partner Advisory Board. She holds a Bachelor of Business Administration in Accounting Information Systems as well as a Master of Science in Accounting from James Madison University.

About Brittenford Systems

Brittenford Systems is a professional services firm that helps organizations harness the power of their financial applications. The firm implements, trains, and supports Microsoft Dynamics GP, Dynamics SL, and Dynamics CRM, along with Intacct, the leading cloud financial management system. Brittenford Systems also offers cloud engineering services as well as strategic infrastructure consulting. For more information on Brittenford Systems, visit www.brittenford.com. Brittenford Staffing is a full-service staffing service specialized in all aspects of Microsoft Dynamics. For more information, visit www.brittenfordstaffing.com.

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