

For Immediate Release

Contacts:

Amy Smith

Kernan Consulting, Inc.

858.401.0884

[info@KernanConsulting.com](mailto:info@KernanConsulting.com)

## **Kernan Consulting CEO to speak at the SMB Nation Event in October**

San Diego, CA (July, 15th 2009) Kernan Consulting ([www.KernanConsulting.com](http://www.KernanConsulting.com)), an international technology consulting company offering Coaching, Advising and Mentoring programs to the small IT VAR, announced today that its CEO, James Kernan, will speak at the SMB Nation 2009 event at The historic Riveria Resort and Casino, Las Vegas, Nevada October 2-4th, 2009.

SMB Nation Fall returns for its 7th year with all new content and an expanded view of the SMB technology opportunity. Now more than ever, SMB consultants and channel partners need a "makeover" that includes new business practices, increased professionalism, and new technology opportunities above and beyond network infrastructure.

SMB Nation Fall 2009 is a blend of business content (BusinessSpeak) and technical content (GeekSpeak). This curriculum, presented in an academic learning environment, fosters professional peer interaction that will continue long after the weekend. Much of the content is oriented toward creating immediate results you can use the following day (for example, the "How To" paradigm). The goal of our rich content is to help you immediately generate more cash!

Kernan Consulting will be part of the BusinessSpeak sessions and will help teach resellers how to market their business more successfully. The business session will be called: **How to Create Successful Vendor Relationships “The Secrets to Working with Vendor Partners”**. “Working with your partners is more important than ever in today’s economic climate,” says James Kernan CEO of Kernan Consulting “I really enjoy working closely with resellers and help motivate them to more effectively market their business. Our customers have been getting fantastic results and we will be revealing some of our secrets and content during this session,” adds James Kernan.

To learn more about or register for this event, please visit: [www.SMBNation.com](http://www.SMBNation.com)

### **About SMB Nation**

SMB Nation is a publishing and events company, targeted at the Microsoft Small Business Specialist (SBS) community. SMB Nation spreads the knowledge of SMB technology trends through its books, magazine, online services, conferences and world-wide seminars

and workshops. As an active participant in the technology community, SMB Nation has a long history of advocacy and evangelism.

The company was founded in 1999 as Matthew Brelsford Associates and became SMB Nation in early 2003, to promote the books and consulting services of Harry Brelsford, the author of a successful series of books written for Microsoft's global Small Business Specialist community and IT consultants, and a popular conference speaker on Microsoft-centric SMB consulting.

Today, SMB Nation conferences, seminars and workshops bring forward-thinking IT consultants, technologies and vendors together, sparking new opportunities in the SMB space. Being THE information source for SMB technologists and Small Business Specialists worldwide, SMB Nation delivers complete business solutions to help them better manage their business, technological and marketing needs. Whether it's delivered in print, online, or in person, everything SMB Nation produces reflects our unshakeable belief in the power of information to spur a profitable global community. For more information, please visit [www.SMBNation.com](http://www.SMBNation.com).

**More About Kernan Consulting, Inc.**

Kernan Consulting, Inc. is an international technology consulting company headquartered in San Diego, California. Formed in April of 1994, the company has become one of the most successful technology consulting firms in the country, serving the small IT VAR. Its core competencies include Coaching, Advising and Mentoring programs like the 36MonthMillionaire.com and its 1-2-1 programs. Visit [www.KernanConsulting.com](http://www.KernanConsulting.com) to learn more about the company.

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