



Conference guide

Imagine NOW

sage
summit 2015

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Welcome to Sage Summit 2015!

Thank you so much for joining us for Imagine NOW.

Imagine NOW is an expression of our commitment to small and medium-size businesses. We have designed it to be a place where you can get the information you want to grow your business. And the insights you need to help you to navigate a fast-changing world.

Every day offers the opportunity to interact with your peers, to hear from a diverse group of thought leaders, and to meet with our partners and our people. We are here to get your input, answer your questions, and take the opportunity to show you how our smart technology can help you to achieve your business goals.

Have a wonderful week.

Best regards,

Stephen Kelly
CEO

Party with Sage and show your support

March with the [Second Line Parade](#) as we make our way to the Closing Celebration and concert featuring: **WALK THE MOON**



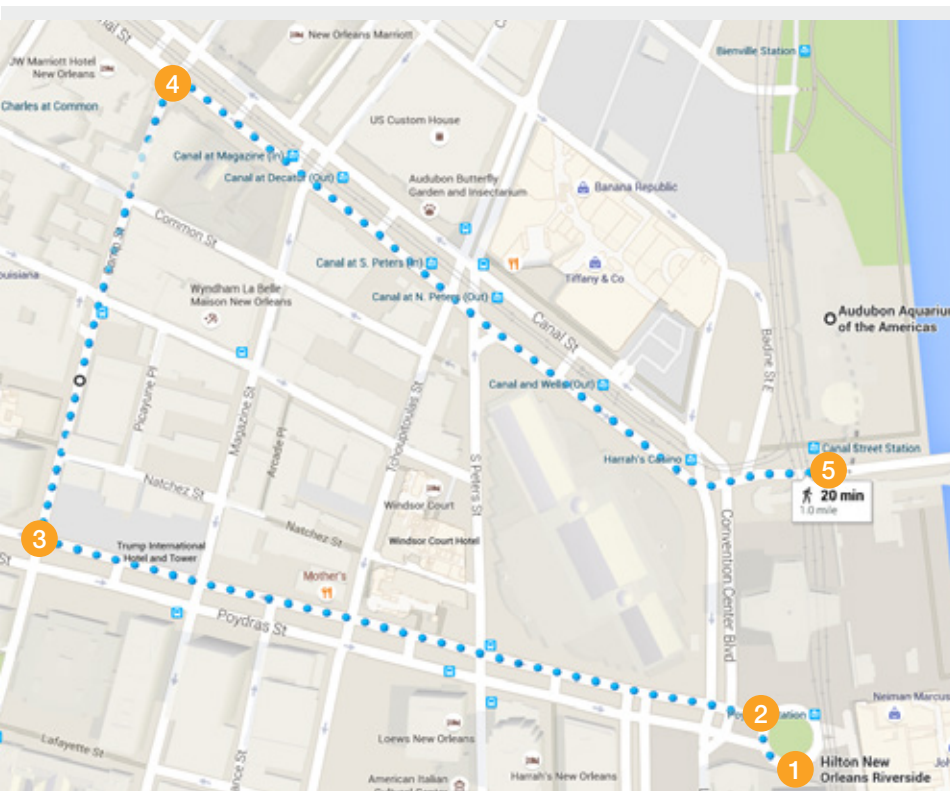
Plus, join the Sage Foundation and show your support for Habitat for Humanity New Orleans. The Sage Foundation will match employee donations and money raised through the sale of branded beads at Sage Summit 2015. Beads will be sold throughout the conference and during the [Second Line Parade](#).

Second Line Parade

7 p.m. | Thursday, July 30 | Woldenberg Park

Parade route: Approximately 1.3 miles

1. Start at Hilton New Orleans Riverside.
–Head West toward Poydras Street.
–Slight right at Poydras Street.
2. Turn left onto Poydras Street.
3. Turn right onto Camp Street.
4. Turn right onto Canal Street.
5. End at Audubon Aquarium of the Americas.



Closing Celebration and concert featuring: **WALK THE MOON**

Support the New Orleans community and get your Creole fix for dinner at Woldenberg Park. Food will be available to purchase from the most popular food truck vendors in the Big Easy. Choose from a variety of styles—including the city's famous seafood and Creole cuisine—and enjoy the lively outdoor atmosphere of N'awlins.

Then get ready to have some fun at a high-energy show by **WALK THE MOON**, where they will perform hits from their newest album, **"Talking is Hard,"** and their hit single, **"Shut Up and Dance."**

Plus tweet **#SageSummit** throughout the week for chance to win VIP packages to attend Sage Summit 2016.

Are you attending Sage Summit?

Get a free Sage One subscription for a full year.* Learn more on the Sage Summit mobile app.

Note: If parade plans and concert location must change due to weather, a notification will be sent to conference attendees through the Sage Summit mobile app.

*Some restrictions may apply.

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Microsoft Azure

Stay productive with the power of the cloud

Azure is an open and flexible cloud platform that enables you to quickly build, deploy and manage applications across a global network of Microsoft-managed datacenters. You can build applications using any language, tool or framework. And you can integrate your public cloud applications with your existing IT environment.

Microsoft

Services

Sage wants to make sure you find value in every minute you are here with us in New Orleans. If you have questions, take advantage of these services, or ask a Sage colleague. Look for a Sage “Ask me” button.



Registration

The registration desk is open each day. It’s the place to go if you need to check in for the conference or buy guest passes for the Closing Celebration concert Thursday, July 30, for \$50. Please note that concert attendees must be 18 years of age or older.

Day	Registration hours
Monday*	8:00 a.m.–6:00 p.m. (hotels) 11:00 a.m.–6:00 p.m. (convention center)
Tuesday	6:00 a.m.–6:00 p.m.
Wednesday	8:00 a.m.–5:30 p.m.
Thursday	8:00 a.m.–4:00 p.m.

*You may also utilize the satellite registration check-in stations located at the Marriott New Orleans Canal, Hilton New Orleans Riverside, and Sheraton New Orleans hotels. These will be open on Monday only.


Welcome Center

Stop by the Welcome Center to get any of your event questions answered or if you need help navigating the Expo Floor. We have three convenient locations ready to serve you. The main desk is found on the Sage Expo Floor, Hall B-2. You can also find satellite desks located in the lobby outside the Great Hall and just inside the doors of Hall B-1.

Day	Welcome Center hours*
Tuesday	7:00 a.m.–7:30 p.m.
Wednesday	8:00 a.m.–5:30 p.m.
Thursday	8:00 a.m.–4:30 p.m.

*Hours subject to change.

Shuttle service to/from the convention center

Sponsored by:  **edisoft**® Visit us: Booth 1107 and the Partner Showcase

For your convenience, Sage has arranged shuttle service to and from designated hotels and the Ernest N. Morial Convention Center. Please refer to the following schedule for information about timing and boarding locations.

Day	Intervals	Shuttle service hours of operation
Monday, July 27 All-day service	30 minutes	11:00 a.m.–8:00 p.m.
Tuesday, July 28 Morning peak service Midday Afternoon peak service	15 minutes 30 minutes 15 minutes	6:00 a.m.–7:15 p.m. 6:00 a.m.–9:00 a.m. 9:00 a.m.–5:00 p.m. 5:00 p.m.–7:15 p.m.
Wednesday, July 29 Morning peak service Midday Afternoon peak service	15 minutes 30 minutes 15 minutes	7:00 a.m.–5:30 p.m. 7:00 a.m.–9:00 a.m. 9:00 a.m.–4:00 p.m. 4:00 p.m.–5:30 p.m.
Thursday, July 28 Morning peak service Midday Afternoon peak service	15 minutes 30 minutes 15 minutes	7:00 a.m.–5:00 p.m. 7:00 a.m.–9:00 a.m. 9:00 a.m.–4:00 p.m. 4:00 p.m.–5:00 p.m.
Thursday, July 28 Closing Celebration @ Woldenberg Park	15 minutes	6:45 p.m.–10:30 p.m.

Bus drop off/pickup at Ernest N. Morial Convention Center is in front of Hall C. Board curbside on Convention Center Blvd.

Shuttle service will be provided to and from the following hotels:

Route 1

Westin New Orleans

Le Meridien

Loews New Orleans Hotel

Hotel boarding location

Board curbside on Iberville

Board corner of Poydras and Tchoupitoulas

Board corner of Poydras and Tchoupitoulas

Route 2

Sheraton New Orleans

New Orleans Marriott

Hotel boarding location

Board outside main lobby, curbside on Canal

Board across canal at Sheraton

Route 3

Hilton Riverside Hotel

Omni Riverfront

Hotel boarding location

Board curbside at Porte-Cochere

Board curbside on Convention Center Blvd.

Changing sessions

Once you have identified a session you would like to change, simply go to that session and advise the attendant that you are a walk-in. If space is available, you will be able to attend. Please note that all sessions are open to all registered conference attendees until full. Only exceptions are Sage business partner and Sage Accountants Network members only sessions; those sessions are indicated within the title.

CPE/CPU credit registration

You may register for continuing professional education (CPE/CPU) credits by entering your class information online through your laptop, tablet, or right from your smartphone. Just refer to [SageSummit.com](#) to submit anytime during Sage Summit or at your leisure after the event.

Solutions Showcase

Are you familiar with all of the resources available to get questions answered about your Sage solutions? You may have called tech support, but have you ever looked up an error message in the [Sage Knowledgebase](#)? Asked questions of product experts in [Sage City](#)? Taken training through [Sage University](#)? Test drive the many ways you can get quick answers to your questions in the Solutions Showcase, located on the Sage Campus Expo Floor behind Sage Center, Hall C. Stop by and watch a Sage product demonstration. We'll have experts on hand to answer simple questions plus you can get help right here in the on-site support center. The support center can handle walkups or you can make an appointment in advance.

Resources

Sage colleagues: Ask me!

Have a quick question about keynote locations, the best sessions for your product, or where to find the closest coffee? Sage colleagues are on site to help you find whatever you need to get the most out of the conference. Just look for anyone wearing one of the "Ask me" buttons!



Mobile resources at your fingertips

Use it. Love it. [Download](#) the Sage Summit mobile app and you'll have instant access to all the information you need—anywhere you are. The [Sage Summit mobile app](#) is your one-stop event tool. Using a drop-down text menu, you'll be able to easily find agendas, session information, surveys, maps, sponsors, and much more. Please use the default password **Sage2015** when you first sign in. You can also log on to [SageSummit.com](#) using your registration credentials from your smartphone, tablet, or laptop to get access to select conference information.

Activity/function	Sage Summit mobile app	SageSummit.com
Conference agenda	✓	✓
My agenda*	✓	✓

Note: All theater sessions on the expo floor are first-come, first-serve seating.
*Any changes you make in the mobile app will not be reflected on SageSummit.com.

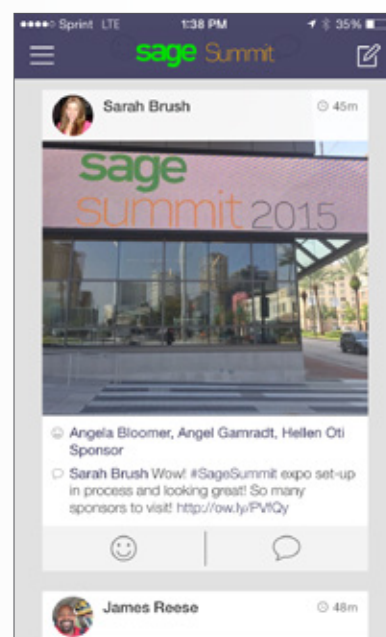
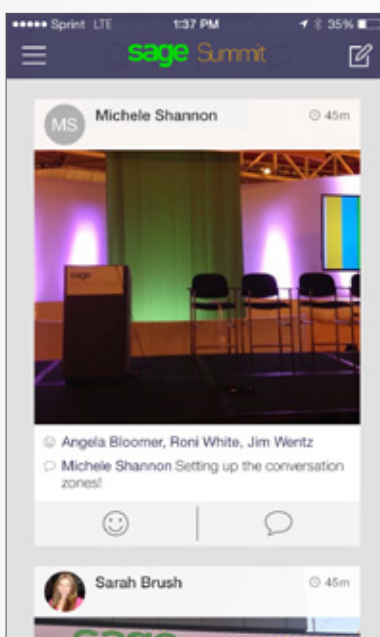
Activity/function	Sage Summit mobile app	SageSummit.com
Session information: <ul style="list-style-type: none"> Search/filter Download session handouts/materials Speaker info 	✓	✓
Featured speakers	✓	✓
Surveys—session, keynote, and conference	✓	
Leaderboard	✓	
Networking <ul style="list-style-type: none"> Send receive messages from attendees Search attendees 	✓	
Social media	✓	✓
Event activity feed	✓	
Wayfinder map	✓	
Venue maps	✓	✓
Sponsors	✓	
List of sponsors by level	✓	✓
Exclusive offers	✓	
CPE/CEU certification	✓	✓



A closer look at main features of the Sage Summit mobile app

- **Profile:** Edit your profile settings and upload a picture so attendees can get to know you. You can also add your social information for Twitter, Facebook, and LinkedIn so you only have to post once.
- **Attendees:** Search and network with other Sage Summit attendees.
- **Event maps:** Get a bird's-eye view of the conference with the various venue maps and help direct you to where you need to go.
- **Sponsors:**
 - Bookmark sponsors you're interested in.
 - Search sponsors by Sage product, industry, company name, and location.
 - Access a detailed listing of the sponsors and exhibitors showcasing their solutions.
- **Conference and session surveys:** Provide your point of view on the surveys. Really found a session helpful and insightful? Submit a quick session survey. Want to point out how you loved the Solutions Showcase? Then don't forget to supply that on the conference survey.
- **My agenda:**
 - See your personal day at a glance.
 - Add placeholders on your schedule for sessions you want to attend.
- **Achievements:** Never know what will happen once you start using the mobile app. Check out the literature section and discover more on what you can do with the mobile app during Sage Summit.

- **Exclusive offers:** View a listing of exclusive giveaways being offered to attendees.
- **Wayfinder:** Need help finding your way? See how to get from point A to point B on the show floor.
- **Event activity feed:** Connect with other conference attendees with the onsite feed. Want to post to your social channel too? No problem; you can tag to both with one post.
- **Social media:** Join the conversation and feed the buzz. Connect with Sage Summit and other conference attendees through these social media channels within the mobile app by tagging to [#SageSummit](#).



Social media

Join the conversation and feed the buzz. Connect with Sage Summit and other conference attendees through these social media channels:



Tip: use [#SageSummit](#) on the Sage Summit 2015 mobile app and you'll receive points!



doing more of what you love and less of what you don't: priceless

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For more information, contact illya_shell@mastercard.com

Please visit us at Booth 739 for a chance to win an Apple Watch.



Sage Summit agenda

Agenda is subject to change. All times are Central Daylight Time and held in the Ernest N. Morial Convention Center unless noted otherwise.

Monday, July 27—Partner Success Day

Sage business partners are among the best in the industry and we are committed to giving you the tools and information you need to achieve your goals. Join us for this informative partner experience designed to help you connect with your customers like never before.

Monday, July 27	Agenda	Location
7:30 a.m.–9:00 p.m.	Sage Payroll Service	Hilton Riverside Hotel
8:00 a.m.–6:00 p.m.	Registration: Satellite registration check-in stations	Marriott New Orleans, Hilton New Orleans Riverside, and Sheraton New Orleans hotels
11:00 a.m.–6:00 p.m.	Registration: Convention center	Ernest N. Morial Convention
1:00 p.m.–4:00 p.m.	Partner Success Day: Join us as we explore the Sage vision and the value of business partnership. During this session, we will share product portfolio updates, program announcements, and tips for success.	Ernest N. Morial Convention Center La Nouvelle Orleans Ballroom
4:15 p.m.–5:45 p.m.	Partner Success Day: Partner role conversations <ul style="list-style-type: none"> ■ A channel partner's essential guide to cloud-based business success ■ Take your marketing to the next level! ■ Payroll and HCM: The road ahead ■ Sage Construction and Real Estate: The road ahead ■ Sage 100: The road ahead ■ Sage 300: The road ahead ■ Sage X3: The road ahead ■ Global developer session ■ Sage Accountants Network session ■ U.S. acquiring industry and trends 	Various meeting rooms
6:00 p.m.–7:30 p.m.	Partner Success Day: Reception	La Nouvelle Ballroom

Note: This conference agenda does not include special one-off meetings. Agenda is subject to change.

Tuesday, July 28	Agenda	Location
6:00 a.m.–6:00 p.m.	Registration	Ernest N. Morial Convention Center
8:00 a.m.–9:30 a.m.	Dining: Breakfast	
9:30 a.m.–11:20 a.m.	Keynote: The Sage Conversation keynote on navigating a changing world with Sage CEO Stephen Kelly, General Colin L. Powell, USA (Ret.), and Deepak Chopra.	Keynote (Hall D)
11:20 a.m.–7:00 p.m.	Expo Floor open —all in one place with interactive demos, 150+ sponsors, Sage City Live, Solutions Center, high-level thought leader conversations, in-depth learning, international connections, and more!	Expo Floor (Halls B & C)
11:45 a.m.–12:30 p.m.	Sessions —providing valuable insights and solutions to address your key business challenges with high-level thought leadership conversations.	Learning Commons and Expo Floor (Great Hall, Hall C)
12:00 p.m.–2:00 p.m.	Dining: Lunch and network	Dining (Hall E & F)
1:30 p.m.–2:15 p.m.	Sessions —providing valuable insights and solutions to address your key business challenges with high-level thought leadership conversations.	Learning Commons and Expo Floor (Great Hall, Hall C)
2:15 p.m.–2:30 p.m.	Break	
2:30 p.m.–3:15 p.m.	Sessions —providing valuable insights and solutions to address your key business challenges with high-level thought leadership conversations.	Learning Commons and Expo Floor (Great Hall, Hall C)
3:15 p.m.–3:30 p.m.	Break	
3:30 p.m.–4:15 p.m.	Sessions —providing valuable insights and solutions to address your key business challenges with high-level thought leadership conversations.	Learning Commons and Expo Floor (Great Hall, Hall C)
4:15 p.m.–4:30 p.m.	Break	
4:30 p.m.–5:15 p.m.	Sessions —providing valuable insights and solutions to address your key business challenges with high-level thought leadership conversations.	Learning Commons and Expo Floor (Great Hall, Hall C)
5:00 p.m.–7:00 p.m.	Welcome reception sponsored by 	Expo Floor
6:00 p.m.–7:00 p.m.	Canadian meet-up sponsored by 	Expo Floor (Meeting Center)
7:00 p.m.	The Rule Breaker Awards after party Sponsored by Sage, Nextiva, and Infusionsoft.	Hilton Riverside Hotel

Note: This conference agenda does not include special one-off meetings. Agenda is subject to change.

Wednesday, July 29	Agenda	Location
8:00 a.m.–5:30 p.m.	Registration	Ernest N. Morial Convention Center
8:00 a.m.–9:30 a.m.	Dining: Breakfast	Dining (Hall E & F)
9:30 a.m.–11:00 a.m.	Keynote: Featured conversations The YouTube Generation —Cofounder of YouTube and AVOS Chad Hurley shares how technology and content are consumed in the modern era and how you can use YouTube to build your own brand. Down but not out —discover the story of Jane Seymour, Baroness Karren Brady, and Brandi Temple—three women who, through business, reinvented their lives leveraging education, technology, and most important, perseverance.	Keynote (Hall D)
11:00 a.m.–5:30 p.m.	Expo Floor open —all in one place with interactive demos, 150+ sponsors, Sage City Live, Solutions Center, high-level thought leader conversations, in-depth learning, international connections, and more!	Expo Floor (Halls B & C)
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Note: This conference agenda does not include special one-off meetings. Agenda is subject to change.

Thursday, July 30	Agenda	Location
8:00 a.m.–4:00 p.m.	Registration	Ernest N. Morial Convention Center
8:00 a.m.–9:30 a.m.	Dining: Breakfast	Dining (Hall E & F)
9:30 a.m.–11:00 a.m.	Keynote: Featured conversations Stay hungry. Stay foolish. Steve Jobs' mantra. The panel (including William A. McDonough, Bre Pettis, and Dolly Singh) will showcase how innovation by design drives new and breakthrough products and businesses. Finding your fan base —creating your own business, much like being successful in entertainment, takes a certain level of moxie, tenacity, and ultimately finding a client/consumer/fan base who will support you. From TV to music to sports—Matthew Weiner (creator of Mad Men), Trevor Noah (new host of The Daily Show), and Tony Hawk (professional skateboarder)—will discuss creating new industries and leveraging the fan base who support their careers.	Keynote (Hall D)
11:00 a.m.–4:30 p.m.	Expo Floor open —all in one place with interactive demos, 150+ sponsors, Sage City Live, Solutions Center, high-level thought leader conversations, in-depth learning, international connections, and more!	Expo Floor (Halls B & C)
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7:00 p.m.–10:00 p.m.	Closing Celebration: <i>Walk the Moon</i>	Woldenberg Park

Note: If parade plans and concert location must change due to weather, a notification will be sent to conference attendees through the Sage Summit mobile app. This conference agenda does not include special one-off meetings. Agenda is subject to change.

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U B E R

The Sage Conversation

Tuesday, July 28 | 9:30–11:30 a.m. | Hall D **Keynote**

The Sage Conversation keynote features **General Colin L. Powell, USA (Ret.)**, **Deepak Chopra**, and **Himanshu Palsule**. Moderated by **Sage CEO Stephen Kelly**, these big thinkers will discuss the challenges and opportunities that come with today's changing world. Plus they'll share their stories of success, failure, and reinvention.



**General Colin L. Powell, USA
(Ret.)**

Retired four-star U.S. Army general, Secretary of State, National Security Advisor, Commander of the U.S. Army Forces Command, Chairman of the Joint Chiefs of Staff



Deepak Chopra

New York Times bestselling author and founder of The Chopra Foundation



Stephen Kelly

Sage chief executive officer, leader for multiple global tech companies, chief operating officer for the 2012 UK government, and small and medium-sized business champion (including angel investor)



Himanshu Palsule

Sage Chief Technology Officer and Head of Strategy

Featured Conversations

Big names in the Big Easy

Status-quo disruptors. Innovators. Our speakers go beyond game-changers. They're revolutionary. They're titans in the industries and fields they created, paving the way for others.

Wednesday, July 29

9:30–11:00 a.m. | Hall D **Keynote**



Chad Hurley

Cofounder, **YouTube** and **AVOS**

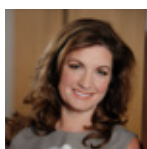
The YouTube Generation

In the ten years since its launch, YouTube has gone from a site for friends to share videos to one of the most important marketing tools in use today and the third most visited website on the Internet. In this session, YouTube founder and cocreator Chad Hurley shares how technology and content is consumed in the modern era and how you can use YouTube to build your own brand.



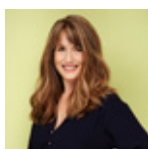
Jane Seymour

Award-winning actress, artist, author, designer, and humanitarian



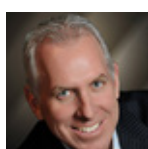
Karren Brady

Government small business ambassador, CEO, Business Woman of the Year, BBC **The Apprentice**



Brandi Temple

Founder and CEO, **Lolly Wolly Doodle**



Tom Davis

Forbes, moderator

Down but not out

It's when times are toughest that we discover our true strength. Meet three leaders who turned tough situations into business successes, rebuilding their lives through invention, education, technology, and most important, perseverance.

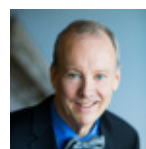
Thursday, July 30

9:30–11:00 a.m. | Hall D **Keynote**



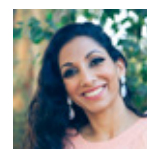
Bre Pettis

Chief innovation officer, **Bold Machines**; cofounder, **MakerBot Industries**; leader of the DIY movement



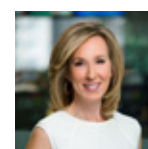
William A. McDonough

Chief Executive, McDonough Innovation and Co-Founder of the **Make It Right Foundation**



Dolly Singh

Founder and CEO, **Thesis Couture**



Carol Massar

Bloomberg, moderator

Stay hungry. Stay foolish

Some great businesses never started out to be a business. Hear stories from three great speakers about how their passion, focus, and crazy ideas led them to a breakthrough which turned into a business. Learn how to apply that kind of focus and foster innovation in your own organization.



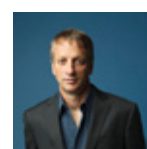
Matthew Weiner

Award-winning creator, writer, and executive producer of the game-changing series, **Mad Men**



Trevor Noah

Comedian and Comedy Central's new host of **The Daily Show**



Tony Hawk


Entrepreneur and professional skateboarder

Finding your fan base

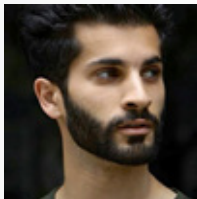
Finding your fan base—creating your own business, much like being successful in entertainment, takes a certain level of moxie, tenacity, and ultimately finding a client/consumer/fan base who'll support you. From TV to music to sports—Matthew Weiner (creator of *Mad Men*), Trevor Noah (new host of *The Daily Show*), and Tony Hawk (professional skateboarder)—will discuss creating new industries and leveraging the fan base who support their careers.

Success Strategies: Business thought leaders


Presented by leading authorities in their fields, our thought leader series is designed to help you conquer the challenges you face every day in running your business. Session leaders include well-known authors, columnists, speakers, consultants, and more! To find out when they speak, search by the session code listed below their picture.




Michele Avery
CPA/ABV, CVA, MBA, MAFF; litigation and valuation vice president, LaPorte CPAs & Business Advisors
TL-105




+Aziz
Cultural Strategist, Peter Mayer
TL-123




Ron Baker
Founder of VeraSage Institute
TL-161, TL-159




Barbara Boldt
Dynamic international consultant and trainer
TL-157, TL-156, TL-155



Ron Buist
Marketing Expert, Inventor
TL-137



Tracy Carlson
Founder & Principal, Right-Brain Brands
TL-149




Evan Carmichael
Entrepreneurial Expert
TL-102



Nick Castellina
Research Director, Business Planning and Execution at Aberdeen Group
MM-181, MM-153




Cupcake Girls
T.V. Personalities, Founders of Cupcakes by Heather and Lori
TL-115, TL-129




Seth David
Owner, Nerd Enterprises, Inc.
TL-106, TL-136




Andrew Davis
Best-selling author and marketing speaker, Monumental Shift
TL-120, TL-108



Paul Donno
Director, 1 Accounts Online Limited
TL-128, TL-125




Michelle Edelman
VP of Strategy and Planning Peter Mayer Advertising Company
TL-123



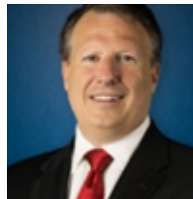
William Gordon
Associate General Counsel and Chief Compliance Officer at Hercules Offshore
TL-126




Eric Greenspan
Co-founder/CEO, School of Bookkeeping
TL-109, SA-50, SA-51, SA-52



Lesli Harris
Attorney at Law, Stone Pigman Walther Wittmann
TL-102



Jerry Henderson
Partner, BKD CPAs & Advisors
TL-142, TL-135



Tom Hood
Executive Director, Maryland Association of CPAs
SA-60

Business Thought Leaders (continued)



Ron Hulshizer

Managing Director
BKD CPAs & Advisors

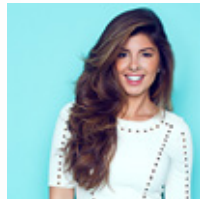
TL-110



Patrick Kenny

Director of Marketing
and Communications,
Canada Games Council

TL-158



Chelsea Krost

Speaker, author,
columnist and expert
on Millennials

TL-144



Rieva Lesonsky

CEO of GrowBiz Media

TL-151



John Lipsky

First Deputy Managing
Director, International
Monetary Fund

TL-114



Pete Margaritis

CPA, CPMG, MAcc

TL-117



Gene Marks

Columnist, Author, &
Small Business Owner

TL-143, TL-160



**Michael
Michalowicz**

Author & Entrepreneur

TL-132



Barry Moltz

Speaker, Entrepreneur,
Consultant, & Author

TL-140, TL-138



Dianne Mueller

Certified professional
bookkeeper, business
consultant & trainer

SA-55



Clayton Oates

Chief Solutions Officer
at QA Business

SA-62



Bob Oster

Owner nSpire
Technologies

TL-116



Justin Packshaw

Co-founder and
CEO of De Roemer,
explorer, philanthropist
and speaker

TL-201



Jody Padar

CEO and principal,
New Vision CPA Group

SA-48



Alan Patterson

Consultant, author,
founder of Mentoré

TL-146



Tom Quinn

Chairman and CEO,
QSM Group Chairman,
Canada Games Council

TL-158



Timothy Ringgold

Leader and strategist

TL-141, TL-133, TL-155

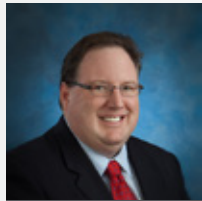


Desmond Ryan

International trainer,
educator, mentor

TL-148, TL-154, TL-155

Business Thought Leaders (continued)



Gregg Schoppman

Principal and Florida consulting manager

MM-132



Leslie Shiner

Industry expert, author, speaker, and trainer

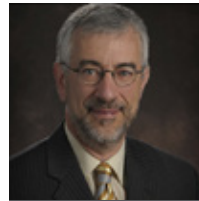
TL-122, SA-58, SA-59



Anthony Simmons

International business development expert

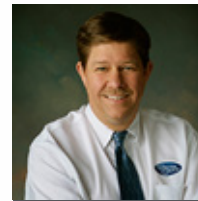
TL-111, TL-155



Ken Simonson

Chief Economist, Associated General Contractors of America

MM-122



Doug Sleeter

Founder of The Sleeter Group

TL-101, TL-103, SA-47



Susan Solovic

THE small business expert

TL-107, TL-127



Steve Strauss

Senior USA Today small business columnist

TL-124



Brian Tankersley

Consultant, speaker, and writer

TL-119, SA-56, SA-57



Paul Tucker

Former Bank of England deputy governor

TL-131



Sabine van Egeraat

International entrepreneur

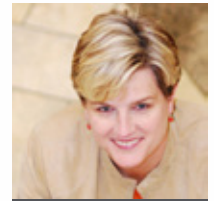
GN-32, GN-33



Marge Wegren-Debre

Certified professional bookkeeper, business consultant & trainer

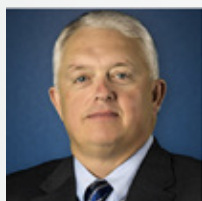
SA-55



Geni Whitehouse

Author, speaker, and blogger

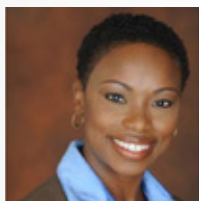
TL-145, TL-152, SB-220



Tim Wilson

Partner BKD CPAs & Advisors

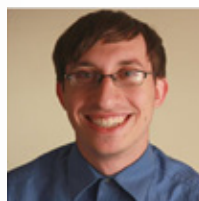
TL-142, TL-135, TL-121



Desiree Young

Founder of VentureWalk Business Partners, LLC

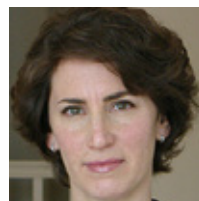
TL-118



Flynn Zaiger

CEO, Online Optimism

TL-104, TL-112



Lisa Zamosky

Health Journalist & Author

TL-150



Paul Ziliak

Co-founder, xkzero

TL-139, TL-134



Josh Zweig

Co-founder LiveCA

TL-113, SA-53, SA-54

A person's hand with purple nail polish holds a white coffee cup with a black sleeve. The sleeve has the text "THE FINEST COFFEES, BATCH ROASTED IN ROASTERY" and a small logo. A silver smartphone lies on the wooden table in front of the cup, displaying a bar chart with green and red bars. The background is a blurred person in a blue and white striped shirt.

DOMO

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Domo steps in.

The first business management
platform that works the way you do.

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Learn more at domo.com

Success Strategies: Customer stories

Join conversations with real Sage customers in the Customer Theater. We will cover a broad range of topics affecting all businesses, from driving word-of-mouth referrals to staying ahead of legislative requirements (without the headaches) to thriving as a woman-owned business.

You'll also get a chance to hear from New Orleans-area Sage customers:



ADLER'S
A New Orleans Tradition Since 1898

RUBENSTEINS

OMNI NOLA Group

FUZZIBUNZ
Premier Cloth Diapers & Accessories



James H. Cohen & Sons, Inc

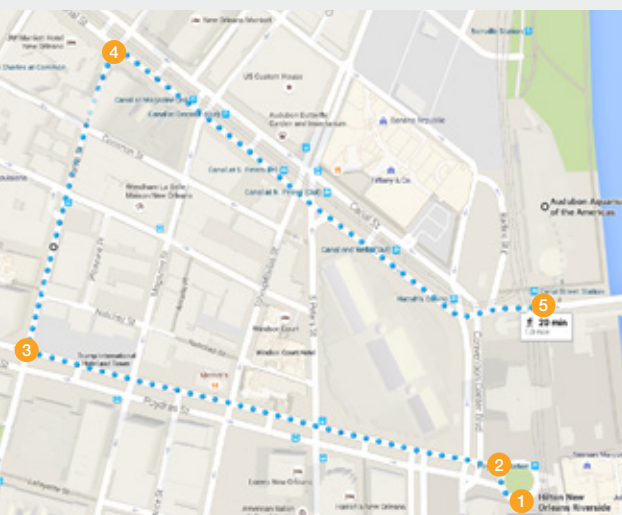
Support a great cause

We're proud to support our customer, Habitat for Humanity, which has been essential in helping to rebuild New Orleans in the ten years since Hurricane Katrina. Join us on our "Second Line" Parade through the French Quarter on Thursday on our way to the Sage Summit closing party!

Second Line Parade

Join us for a unique opportunity before the Closing Celebration begins. You are invited to participate in the Second Line Parade through the French Quarter as we make our way to Woldenberg Park. Second line is a New Orleans tradition for brass band parades. The "main line" or "first line" is the main section of the parade, and consists of the members of the marching band. Those who follow the band just to enjoy the music are called the "second line."

Parade route: Approximately 1.3 miles



1. Start at Hilton New Orleans Riverside.
–Head West toward Poydras Street.
–Slight right at Poydras Street.
2. Turn left onto Poydras Street.
3. Turn right onto Camp Street.
4. Turn right onto Canal Street.
5. End at Audubon Aquarium of the Americas.

Note: If plans and location must change due to weather, a notification will be sent to conference attendees through the Sage Summit Mobile App.

Closing Celebration with **WALK THE MOON**

Closing celebration and concert featuring WALK THE MOON

7 p.m. | Thursday, July 30 | Woldenberg Park



Support the New Orleans community and get your Creole fix for dinner at the park. Food will be available to purchase from the most popular food truck vendors in the Big Easy. Choose from a variety of styles—including the city's famous seafood and Creole cuisine—and enjoy the lively outdoor atmosphere of N'awlins.

Then get ready to have some fun at this high-energy show by **WALK THE MOON**, where they will perform hits from their newest album, *“Talking is Hard,”* and their hit single *“Shut Up and Dance.”*

You may purchase guest passes for the Closing Celebration concert at the registration desk for \$50. Concert attendees must be age 18 or older.

Plus tweet [#SageSummit](#) throughout the week for chance to win VIP packages to attend Sage Summit 2016.

Sage Foundation

Launched on June 2, 2015, the Sage Foundation sets the standard for Corporate Compassionate Capitalism around the world.

To deliver on our long tradition of supporting communities and our customers, the Sage Foundation will be supporting Habitat for Humanity, which has been essential in rebuilding New Orleans since Hurricane Katrina ten years ago.

The Sage Foundation will provide a grant to match colleague charitable donations and fundraising for Habitat for Humanity. Join the Sage Foundation and show your support for Habitat for Humanity New Orleans and purchase branded beads throughout the conference. The total dollar amount raised will be announced before the band performs at the Closing Celebration.

Sage City Live

Join top contributors from the Sage City online community at Sage Summit 2015 for informal discussions on trending topics. Check the Sage City Live schedule posted on the welcome monitors and drop in to the Sage City Live area to participate in the discussion that's most important to you—no need to register!

Here's a sampling of some of the topics available:

- **Understanding error messages** . . . what Sage tech support, your partner, and colleagues in Sage City need to know before they can help you
- **Strategies for planning (and surviving) a migration**
- **Keeping your books clean and ready for your CPA and auditor (and reducing their fees)**
- **Sage 100 ERP: Custom reporting** . . . how do you mine your ERP data for information beyond the basics?
- **Sage 300 Construction and Real Estate: Payroll** . . . effective use of formulas for deductions, fringes, or other pays
- **Sage 50 Accounting—Canadian Edition:** I didn't know you could do that! Processes that can be accomplished in Sage 50 Accounting—Canadian Edition that you didn't know about
- **Refer to Sage City Live section on mobile app for schedule and all details**

Check out Sage City online



SageCity.NA.Sage.com/Sage_City_Town_Hall/Sage_Summit/

Local affair—Sage customers

Beignets with Stephen Kelly

What better way to start your day in New Orleans with a local favorite: beignets and café au lait at one of our favorite local Sage customer, Café du Monde? Mingle with Stephen Kelly and other Sage execs at the original Café du Monde in the heart of the French Quarter on Wednesday morning from 7-8 a.m., and let Sage pick up the tab for an order of beignets and a café au lait.



[Save with the Riverwalk coupon book!](#)

The Rule Breaker Awards

7 p.m. | Tuesday, July 28 | Hilton Riverside Hotel | www.rulebreakerawards.com

Celebrating Small Business that Don't Play by The Rules. Sponsored by **Sage**, **Nextiva**, and **Infusionsoft**.
Food and Spirits!

There is no shortage of award programs honoring entrepreneurs. But most measure the same-old, same-old. Revenues. Growth. That's not a bad thing...but entrepreneurs deserve more.

We think entrepreneurs should be celebrated for the things they don't do.

- They don't follow.
- They ignore conventional wisdom.
- They take the path less traveled.
- They do it the hard way.
- They believe rules are meant to be broken.

The RuleBreaker Awards will honor and celebrate those entrepreneurs who have succeeded by doing it their way. Some have created whole new industries; others have revolutionized industries that have existed for hundreds of years.

We're here to salute those who never shirk from obstacles, don't fear the unknown and persist – despite the odds.



NEW ORLEANS ENTREPRENEUR WEEK

PRESENTED BY **IBERIABANK**

MARCH 11-18, 2016

FULTON STREET | NEW ORLEANS

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To sign up for updates, visit
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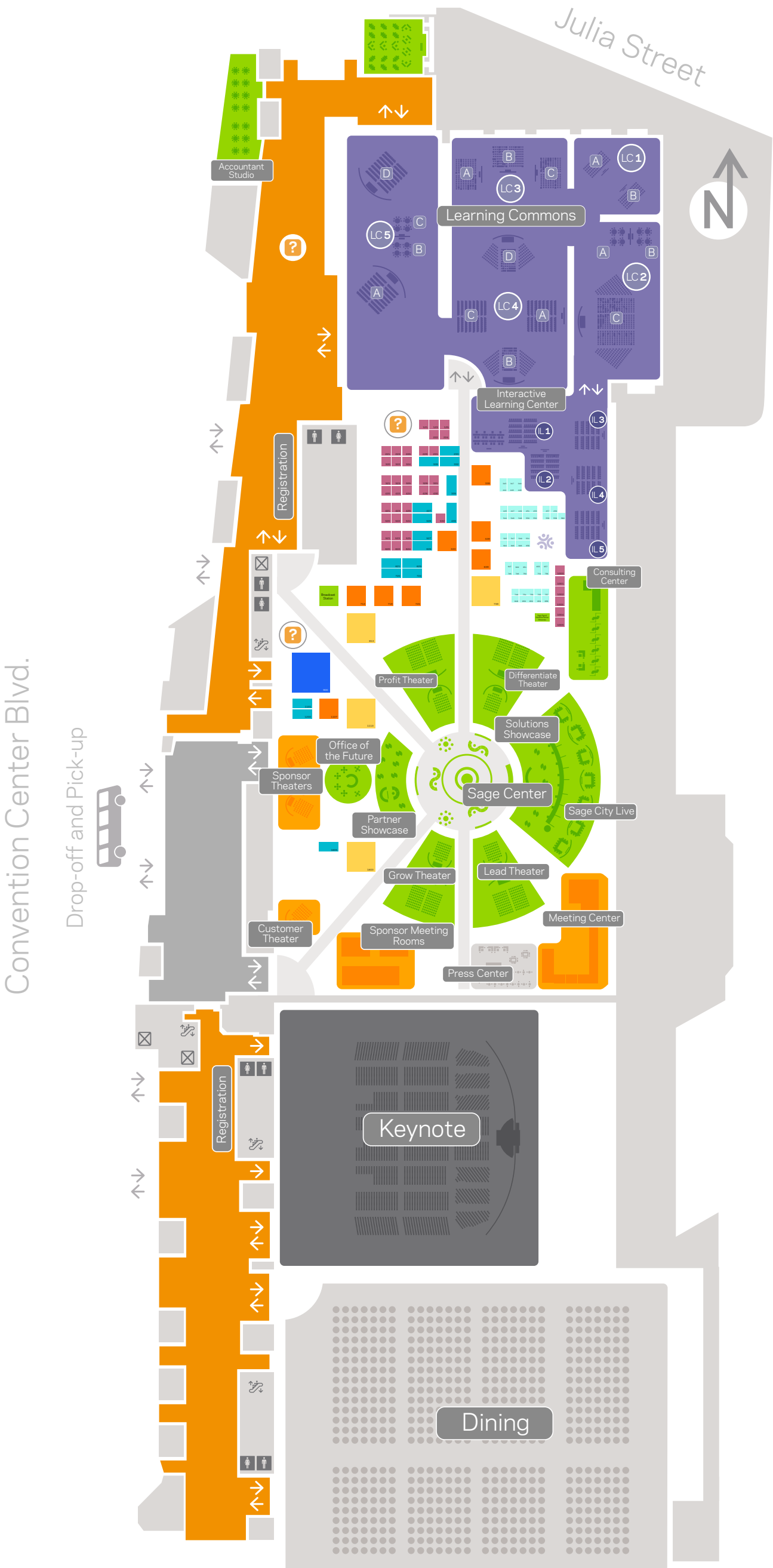


THE IDEA VILLAGE
FOR ENTREPRENEURS AND THOSE WHO BELIEVE IN THEM

The Idea Village is an independent nonprofit organization committed to driving positive change in New Orleans through entrepreneurship.

Learn about The Idea Village's programs and impact at
www.ideavillage.org and via Twitter **@ideavillage**.

Sage Expo Floor





fluid customer service. booth 1113.

websitepipeline.com

Sage Campus Expo Floor features

Sage Center, Great Hall, Hall B-C

Sage Summit is bringing back the popular redesigned Show Floor from 2014. Here you'll find access to the four learning theaters, Global Showcase, Consulting and Meeting Centers, Solutions Showcase, and more. Attendees can check in at the curved desk, where a Sage expert will listen your request and point you in the right direction.

New to this year's program is Sage City Live—Trending Topics. Top contributors from the Sage City community will lead discussions on trending topics.

Sage Center reception desk hours:

Tuesday, July 28	11:30 a.m.–7:00 p.m.
Wednesday, July 29	11:00 a.m.–5:30 p.m.
Thursday, July 30	11:00 a.m.–4:30 p.m.

Conversation Zone Learning Theaters

Presented by leading authorities in their fields, our thought leader series is designed to help you conquer the challenges you face every day in running your business. Session leaders include well-known authors, columnists, speakers, consultants, and more! Check out the four learning theaters extending out from Sage Center.

■ Differentiate	■ Profit	■ Lead	■ Grow
– Connect large theater	– Profit large theater	– Lead large theater	– Grow large theater
– Connect small theater	– Profit small theater	– Lead small theater	– Grow small theater

Sage Listens

Sage is developing tools, apps, and products that let you work the way you want to work. How do we know? We ask and listen through crowdsourcing, UX testing, and constant dialog with you.

Sage Summit 2015 represents a fantastic opportunity to get your input. At Sage Listens, attendees will be asked to evaluate new ideas from Sage. You will be able to rate, comment, and like your peers' comments through three interactive kiosks. The results will be dynamically displayed on a large video wall located on one end of Sage Center. You can also sign up to participate in future usability tests with Sage.

Solutions Showcase

Are you familiar with all of the resources available to get questions answered about your Sage solutions? You may know the number to tech support by heart, but have you ever looked up an error message in the [Sage Knowledgebase](#)? Asked questions of product experts in [Sage City](#)? Taken training through [Sage University](#)?

Test drive the many ways you can get quick answers to your questions in the Solution Center within the Expo Floor. We'll have experts on hand to answer simple questions or direct you to the on-site support center.

Partner Showcase

This showcase features Certified Solution Partners and Sage global products including [Sage One](#) and [Sage ERP X3](#).



Learning Commons and Interactive Learning Center

If you're searching for new ideas and want to enhance your software skills, the Learning Commons is where you'll find courses at Sage Summit. Gain more value from your Sage products. Learn about new and planned capabilities and discover new ways to get the most out of your solutions. Learn by doing. Explore products and new capabilities in guided sessions led by Sage experts. Interactive learning formats are held in smaller groups, allowing you to ask the questions that matter to you.

Recharge Lounge

Need to recharge? Want to take a load off for a few minutes? Recharge stations may be found in both the Consulting and Meeting Centers. They are conveniently built into the lounge furniture.

Book Signing Schedule

Tuesday, July 28

Time	Table 1	Table 2	Table 3
2:15 p.m.–2:45 p.m.	Cupcake Girls	Leslie Shiner	
3:15 p.m.–3:45 p.m.	Mike Michalowicz	Justin Packshaw	
4:15 p.m.–4:45 p.m.	Ron Buist		
5:15 p.m.–5:45 p.m.	Barry Moltz	Leslie Shiner	Ray Wang

Wednesday, July 29

Time	Table 1	Table 2	Table 3
2:15 p.m.–2:45 p.m.	Cupcake Girls	Leslie Shiner	
3:15 p.m.–3:45 p.m.	Mike Michalowicz	Justin Packshaw	
4:15 p.m.–4:45 p.m.	Ron Buist		
5:15 p.m.–5:45 p.m.	Barry Moltz	Leslie Shiner	Ray Wang

Thursday, July 30

Time	Table 1	Table 2	Table 3
12:30 p.m.–1:00 p.m.	Barry Moltz	Leslie Shiner	
3:15 p.m.–3:45 p.m.	Rieva Lesonsky	Desiree Young	Ron Baker & Ed Kless

Broadcast Station

Visit our live radio broadcast booth and hear these media moguls discuss the hottest topics from Sage Summit 2015.

Tuesday, July 28

Time	Show	Host
9:00 a.m.–10:00 a.m.	Business Insanity	Barry Moltz
1:00 p.m.–2:00 p.m.	Business Insanity	Barry Moltz
2:00 p.m.–3:00 p.m.	VoiceAmerica: The Soul of Enterprise Live: Sage Summit Speakers	Ed Kless



Wednesday, July 29

Time	Show	Host
9:00 a.m.–1:00 p.m.	Bloomberg	Donna Russo
1:00 p.m.–2:00 p.m.	Business Insanity	Barry Moltz
2:00 p.m.–3:00 p.m.	VoiceAmerica: The Soul of Enterprise Live: Sage Summit Speakers	Ed Kless
3:00 p.m.–4:00 p.m.	Business Insanity	Barry Moltz



Thursday, July 30

Time	Show	Host
9:00 a.m.–1:00 p.m.	Bloomberg	Donna Russo
1:00 p.m.–2:00 p.m.	Business Insanity	Barry Moltz
2:00 p.m.–3:00 p.m.	VoiceAmerica: The Soul of Enterprise Live: Sage Summit Speakers	Ed Kless
3:00 p.m.–4:00 p.m.	Business Insanity	Barry Moltz



Hands-on CX Journey Mapping Lab

Map and discover your customers' journey through your business.

Customer Theater

The Sage Customer Theater features stories of insight, challenge, and triumph from real Sage customers. Join the conversation on a broad range of topics affecting all businesses from driving word-of-mouth referrals to staying ahead of legislative requirements (without the headaches) to thriving as a woman-owned business.

Sponsor Theaters

Come hear insights from our valued sponsors as they discuss trending topics and share how they can help you work smarter.

Sage Payroll Solutions

Sage Payroll Solutions Partner Showcase

[Sage Payroll](#) maintains partnerships with industry leaders to provide workers' compensation insurance, retirement solutions, HR Service, financial tools for unbanked, and more. Our system integrates with our proven time and attendance solution and with recruiting and benefits providers. Our goal is to provide licensees and partners with a comprehensive employee management solution. It offers more connections to clients and more revenue for the licensee.

Sage Payroll also has a long history of partnering with firms that deliver complementary services to small and medium-sized businesses, including accountants, insurance brokers, and banks. Our partners find that broadening the services they deliver to include payroll and other employee management solutions helps them to better attract and retain clients, and our revenue sharing program helps improve client profitability.

Come by and meet several of our product partners:



Sage City Live

Join top contributors from the Sage City online community at Sage Summit 2015 for informal discussions on trending topics. Check the Sage City Live schedule posted on the welcome monitors and drop in to the Sage City Live area to participate in the discussion that's most important to you—no need to register!

Office of the Future

Business is changing rapidly these days, and that change is especially clear when we think about the office. The ideas of "front office" and "back office" are getting very blurry. And more and more business is actually taking place at the customer, the retailer, or the job site. Sage understands this challenge and opportunity and is committed to powering the office of the future—even if it doesn't look anything like an office. Stop by to see what the office of the future looks like—it is here today—and join us for a coffee.

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Save Precious Space, Storage Costs and Go Green

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Content Management + Workflow Automation

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- Complete Sage Transactions Directly from Automated Workflows
- Designed to add OCR as Your Requirements Grow - Maintaining Your Investment

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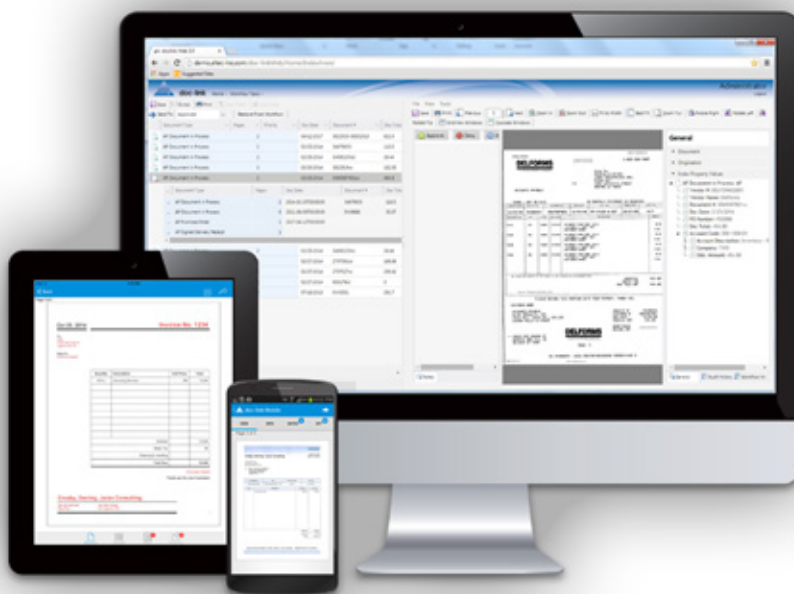
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Norming Software	Exhibitor Sponsorship	753
North49 Business Solutions	Bronze Sponsorship	1000
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Sponsors	Level	Booth
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Where do I find a list of sessions?

If you have open timeslots and want to read about available sessions, log on to the Sage Summit mobile app using your registration email and the temporary password **Sage2015** or SageSummit.com using your registration credentials to browse session information.

How do I get from my hotel to the convention center?

If you are staying in the Hyatt Place or New Orleans Marriott CC, it is an easy walk to the Ernest N. Morial Convention Center.

Attendees staying at other Sage-designated hotels can utilize the complimentary shuttle service provided to and from the convention center:

Route 1	Hotel boarding location
Westin New Orleans	Board curbside on Iberville
Le Meridien	Board corner of Poydras and Tchoupitoulas
Loews New Orleans Hotel	Board corner of Poydras and Tchoupitoulas
Route 2	Hotel boarding location
Sheraton New Orleans	Board outside main lobby, curbside on Canal
New Orleans Marriott	Board across canal at Sheraton
Route 3	Hotel boarding location
Hilton Riverside Hotel	Board curbside at Porte-Cochere
Omni Riverfront	Board curbside on Convention Center Blvd.

When will shuttle service be available?

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Shuttle service will be available every day and will run at regular intervals throughout the conference. Shuttles will run every 15 minutes during morning and evening peak service and every 30 minutes during midday. We will also provide shuttle service for the Closing Celebration at Woldenberg Park.

Please see page 8 for exact times and details.

Monday, July 27	11:00 a.m.–8:00 p.m.
Tuesday, July 28	6:00 a.m.–7:15 p.m.
Wednesday, July 29	7:00 a.m.–5:30 p.m.
Thursday, July 30	7:00 a.m.–5:00 p.m.
Closing Celebration	6:45 p.m.–10:30 p.m.

How do I change sessions?

Once you have identified which sessions you would like to change, simply go to that session and advise the attendant you are a walk-in, and, if space is available, you will be able to attend. Please note that all sessions are open to all registered conference attendees until full.

Only exceptions are Sage business partner and Sage Accountants Network members only sessions; those sessions are indicated within the title.

Note: Expo Floor theater breakout sessions will be first-come, first served seating.

I registered for a theater breakout session on the Expo Floor and was notified that seating is first-come, first-served seating. Is that true for all of the theater breakout sessions?

Yes. While all theater sessions are seated on a first-come, first-serve basis, the actual capacity is greater than number of seats available, so we're allowing standing room as well. If you want a seat, we advise you to arrive earlier than the scheduled start time.

How do I find a list of sponsor/exhibitors?

Download event mobile app to browse sponsors/exhibitors in alphabetical order by company name, industry, location, and by Sage product. You can also refer to SageSummit.com for a list of the sponsors as well.

How do I purchase guest tickets?

As a courtesy to our attendees, spouse/guest tickets for the Closing Celebration concert featuring WALK THE MOON are available at the registration desk for \$50.

Note: Sage Summit guests must be 18 years or older to attend any conference event. Limit one guest pass per registered attendee. Business partners must register and pay the stated conference fee to attend any part of Sage Summit 2015. We reserve the right to collect the stated conference fee from any partner who registers as a guest.

Do I need to wear my badge?

Badges are required to attend all activities, events, or sessions associated with Sage Summit. Please wear yours at all times. Badges can be picked up at the registration desk located in the lobby outside of Hall B-1 at The New Orleans Ernest N. Morial Convention Center. You may also pick up your badge at one of the three hotel satellite locations (Hilton New Orleans, New Orleans Marriott, and Sheraton New Orleans) on Monday, July 27, 8 a.m.–6 p.m.

I lost my badge. Where can I get a replacement?

At the registration desk located in lobby outside of Hall B-1 at The New Orleans Ernest N. Morial Convention Center.

Where is the Lost and Found?

The Sage Summit Lost and Found is located at the registration desk located in the lobby outside of Hall B-1 at The New Orleans Ernest N. Morial Convention Center or the Welcome Center within the Expo Floor in Hall B-2.

Where do I find an information desk?

There is a Welcome Center desk located just as you enter the Sage Campus Show Floor, Hall B-2. Stop by to get answers to questions regarding Sage Summit. We also have two additional satellite information desks on Sage Campus Expo Floor. Refer to the event maps section to see their exact location.

How do I register for Continuing Professional Education (CPE/CPU) credits?

You may register for continuing professional education (CPE/CPU) credits by entering your class information online through your laptop, tablet, or right from your smartphone. Just refer to Sage Summit mobile app or log on at SageSummit.com to submit anytime during Sage Summit or at your leisure after the event.

How do I get Internet access?

Sage Summit offers free Internet access on the SageSummit wireless access throughout all areas of the conference.

What should I wear to Sage Summit?

We suggest business casual during the day as well as for evening activities. For the Closing Celebration concert, wear casual attire including your conference badge. Please keep in mind that temperatures can vary from meeting room to meeting room. We encourage you to bring along a sweater or jacket when you attend your sessions.

I requested special meals. How do I get them?

Attendees who requested meals to meet specific dietary needs (kosher, vegan, or gluten-free for example) will have a dietary icon with specific dietary request displayed on your conference badge. Please show this dietary icon on your badge to a server or other convention center staff member in the dining area.

How do I obtain a copy of the conference presentations?

Presentations and handouts from the conference sessions are available on the SageSummit.com logon area and the Sage Summit mobile app. Updated versions will be posted one week after the conference to SageSummit.com.

Where can I store my luggage after I've checked out of my room?

You may check your luggage with the front desk bellman of your hotel. There will also be a coat and bag check available at the convention center in the lobby of the Great Hall.

Hours are as follows:

Monday, July 27, 2015	11:00 a.m.–8:00 p.m.	Wednesday, July 29, 2015	8:00 a.m.–5:30 p.m.
Tuesday, July 28, 2015	6:00 a.m.–7:30 p.m.	Thursday, July 30, 2015	8:00 a.m.–4:30 p.m.

Whom can I ask if I have additional questions or need directions?

You can ask anyone you see wearing a green shirt.

Can I record a session?

The use of smartphones, tablets, or other digital devices to capture video or audio at Sage events with the intent to distribute is strictly prohibited.

How do I use the mobile app?

You may download the Sage Summit 2015 mobile app to any Apple or Android device. The iOS app is compatible with devices running on an operation system of 7.0 and above. The Android app is compatible with devices running on an operating system of 4.0 and above.

HTML 5 is a web-based application and can be accessed on a web browser and used for desktops, Blackberry, and Windows phones. Using the Google Chrome browser is recommended for the most optimal experience. Please see pages 9–11 for more information.

Login info

Email: address used during conference registration

Password: Sage2015

What should I do if someone needs immediate medical attention?

The EMT is located in Lobby B, directly across from Hall B-2. You can also **dial 3040** from any RED emergency phone conveniently located throughout the convention center. To expedite a response, a MCCNO public safety dispatcher is available 24 hours a day. The emergency number **504-582-3040** is the primary emergency number for the facility. The dispatcher will dispatch EMS, officers, event managers, and so on. Please refrain from calling 911. The convention center is very large, and we have personnel who coordinate the movement of emergency services to the scene. Public safety officers are also available should you need assistance.

Hours are as follows:

Sunday, July 26, 2015	8:00 a.m.–5:00 p.m.	Wednesday, July 29, 2015	6:30 a.m.–5:30 p.m.
Monday, July 27, 2015	7:30 a.m.–6:30 p.m.	Thursday, July 30, 2015	6:30 a.m.–4:30 p.m.
Tuesday, July 28, 2015	5:30 a.m.–8:30 p.m.	Friday, July 31, 2015	8:00 a.m.–5:00 p.m.

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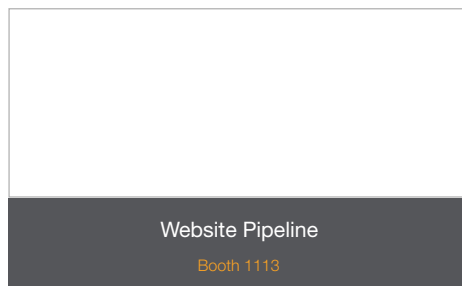
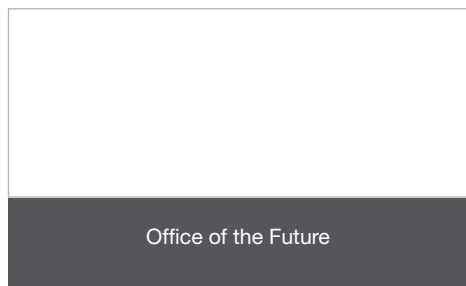
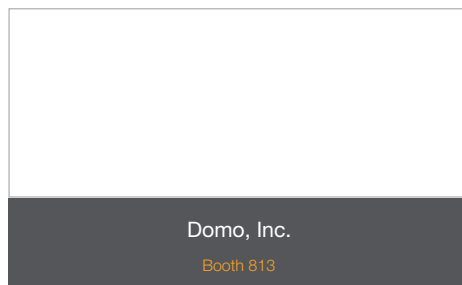
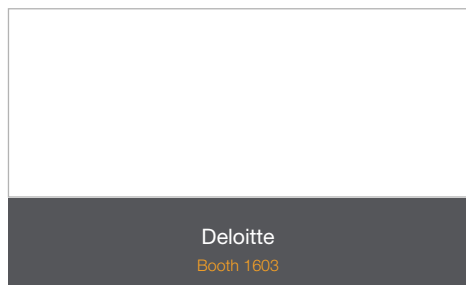
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Entrepreneurs celebrate ideas. We celebrate you.

Congratulations to the Sage Summit Entrepreneur of the Year: **Tereson Dupuy**



Tereson Dupuy—entrepreneur



Meet Tereson. Her story will add some spark to your entrepreneurial spirit.

Tereson Dupuy embodies the very essence of every entrepreneur. Inventor of FuzziBunz Diapers in 2000, she pioneered the modern cloth diaper movement and grew a multi-million-dollar company on a \$2,500 investment. She has seen the highs and lows many entrepreneurs experience. She appeared on ABC's Shark Tank in 2012 and later went on to form INFANTC Trading Company, a juvenile products licensing company. Tereson is also a cofounder of the nonprofit organization "InvenTank" and consults through her company "Pitch Perfect Consulting." You can read more about Tereson's entrepreneurial journey [here](#).

Attend the following Sage Summit 2015 sessions to hear Tereson share ideas and learn the creative thinking behind her success:

Session code	Session title	Date	Time	Location
CS-101	How to be a business rule breaker	Tuesday, July 28	11:45 a.m. — 12:30 p.m.	Customer Theater
CS-104	Talking all things startup: increase your chances for long-term success	Tuesday, July 28	2:30 p.m. — 3:15 p.m.	Customer Theater
SB-222	What comes first—the chicken or the egg?	Tuesday, July 28	3:30 p.m. — 4:15 p.m.	Learning commons 5B
CS-110	Get social: spread the word and grow your business	Thursday, July 30	11:45 a.m. — 12:30 p.m.	Customer Theater

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See you next year!

Look for an announcement about Sage Summit 2016 announced during the 2015 event!