



ANNUAL CONSULTANTS' CONFERENCE

JUNE 8-11
2011
SAN DIEGO

NATIONAL ASSOCIATION OF CERTIFIED VALUATORS AND ANALYSTS • INSTITUTE OF BUSINESS APPRAISERS

Track: **Practice Management**

Session Date/Time: *Thursday, June 9, 2011 • 7:00 – 7:50 AM and
Friday, June 10, 2011 • 7:00 – 7:50 AM*

Session Title: **Using Social Media to Expand Your Sphere of
Influence**

Session Summary:



Social media is becoming the best way for service professionals to build new relationships—mining potential referral sources and networking with prospective clients. Personal connection and transparency are the keys in the current business environment where geography and time zone barriers have fallen. But to succeed, practitioners social media marketing efforts must demonstrate their expertise and credibility. After completing the session, participants should be able to establish profiles on Twitter and LinkedIn and grasp the basic principles of social media communication and promotion.

CPE Hours/Fields of Study: CPE: 1 • 1Hr-PD

Presenter Bio(s): **Rod Burkert, CPA/ABV, CVA**



Rod is a co-founder of Burkert Valuation Advisors, LLC, a business valuation and litigation consulting services firm. Rod performs appraisals for companies operating in a wide variety of industries. His assignments focus on income/gift/estate situations, marital dissolution proceedings, intellectual property infringement, partner/shareholder disputes, and commercial damage/economic loss matters. Rod is using social media to establish a mobile consulting practice, which allows him, his wife Amy, and their two dogs to travel extensively in the United States and Canada for Amy's business venture, GoPetFriendly.com.

John Misuraca, CPA

John is the managing partner of Avalon Advisors in Laguna Hills, CA. He is currently the Chair of the State Business Valuation group of the California Society of CPA's (CalCPA). John also holds Certificates in Forensic Accounting and Expert Witness from California State University, Long Beach.

