

# Brown Smith Wallace, LLC

For Immediate Release

## Fall 2009 Virtual Tech Fair Keynote Speakers Announced

*Let the Virtual Tech Fair Guide Your Future Software Decisions*  
<http://www.virtualtechfair.com/registration-center/default.htm>

For two days only, October 14 and 15, attendees can meet with leading technology companies and industry experts from the comfort of their office - - live, online, interactive, and 100 percent free.

Virtual Tech Fair education sessions will include keynote presentations and live Q & A sessions starting each day at 12:00pm Central by Barry Lawrence and Corbin Ball.

- **Dr. Barry Lawrence** leads the Supply Chain Lab at Texas A & M University and is the leader in supply chain research in the U.S. His program titled "Using Best Practices to Accelerate Business Performance: Optimizing the Results of Your Sales Effort to Maximize Profits" will help attendees get more out of their sales force, improve profitability on a customer by customer basis, and use pricing as a competitive weapon.
- **Corbin Ball** will present on "The Top Technology Trends Transforming Distribution and Manufacturing." His program helps attendees to understand the important technology trends and learn steps to prepare for these changes to be able to work more efficiently and effectively. Corbin Ball is an international speaker, consultant, and writer. His articles have appeared in hundreds of national and international publications.

To learn more about the speakers, visit <http://www.virtualtechfair.com/education-center/default.html>.

### About The Brown Smith Wallace Consulting Group

The Brown Smith Wallace Consulting Group has been serving the distribution community for more than 20 years through the publication of the Distribution Software Guide, speaking at industry programs, giving free telephone advice to distributors and providing fee-based consulting services to companies who need help selecting the best software packages for their business. For more information visit [www.software4distributors.com](http://www.software4distributors.com).

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For More Information  
Contact:

Sara Nelson  
314.983.1393  
[snelson@bswllc.com](mailto:snelson@bswllc.com)

