

For Immediate Release  
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## **Kernan Consulting CEO to speak at the XChange 2K10 Event in March in Los Angeles**

San Diego, CA (Feb, 15th 2010) 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 CMP XChange 2K10 event being held in Century City on March 8-10th, 2010.

Nancy Hammervik, Senior Vice President, Managing Director of Everything Channel Events, said, "We are very excited to kick off our first event of 2010. XChange Solution Provider will help attendees become more focused, incorporate new solutions into their offerings and delete bad business practices and partnerships from their businesses. We have an outstanding line up of speakers and event offerings that will provide Solution Providers and technology vendors with the opportunity to learn, build relationships and continue to drive technology sales through the channel."

The final day of the event with host industry veteran speakers including James Kernan. His 60minute session will be a leadership session called: **Fiscal Fitness** – *How to successfully manage and grow your business by the numbers*. This by invitation only and paid session will consist of four various sessions with Kernan representing the Financial side of running your business. "Keeping your eye on the ball or in this case your financials is key for any business owner to grow and be successful. It is often an area where many business owners neglect and delegate to other members of their team. I'll help explain the key metrics, and most important financial reports that you need to watch on a weekly basis," states James Kernan of Kernan Consulting.

Everything Channel is the leading producer of face-to-face events that build technology partnerships and alliances between vendors, distributors and senior-level decision-makers within the Channel and the IT executive. Everything Channel's events deliver new markets, customers and revenue opportunities for Solution Providers and vendors. These events offer numerous recruiting, training, education and networking opportunities during three and four-day events filled with keynotes, lectures, debates and discussions revolving around critical Channel issues and trends.

For additional information on Everything Channel XChange visit:  
<http://everythingchannelevents.com/xsp10>.

**About Everything Channel ([www.everythingchannel.com](http://www.everythingchannel.com), [www.channelweb.com](http://www.channelweb.com))**

Everything Channel, headquartered in Framingham, MA, is a technology marketing and sales solutions company. Through its "Complete Technology Channel Solution," Everything Channel offers the right business tools to accelerate technology sales. From branding and recruiting to marketing and sales, Everything Channel offers technology marketers the unmatched breadth and depth of global brands and market intelligence combined with unparalleled audience loyalty and credibility serving all technology sales channels through an extensive database. Everything Channel provides innovative field sales and marketing solutions to the sellers of technology to achieve measurable and significant results.

**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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