

( [PRLEAP.COM](http://PRLEAP.COM) ) Next week the accounting industry's movers and shakers will descend on San Francisco for Xerocon Elevate 2013, and Blue Circle Training Inc., North America's only Xero-endorsed and Xero-certified training partner, will be there.

Xero "beautiful accounting software", founded in 2006 by New Zealand-based entrepreneur Rod Drury, is an online (or "cloud-based") accounting platform for accountants, bookkeepers, and those managing finances for individuals and small- and medium-sized businesses. Xero allows for "financial reporting, inventory [management], payroll, expense claims" (as well as mobile invoicing and cashflow tracking), and more — all from a single, easy-to-navigate dashboard. (For more information about Xero, visit [www.xero.com](http://www.xero.com) .)

On September 4th, "Xeroites" of all ilks (that is, accountants, bookkeepers, and anyone who uses or plans to use Xero's technology to streamline their accounting activities) will convene at San Francisco's Terra Gallery & Event Venue (511 Harrison Street) to rub elbows with Xero's founders, Xero experts, and Xero's top accounting and bookkeeping partners. This US event (the third stop in the four-country Xerocon Elevate tour) brings together the accounting industry's leaders for networking, sharing, and learning — in an exciting roster of educational seminars and presentations over two days.

Blue Circle Training Inc. partners with Xero to provide world-class training to users in North America and around the globe. Specializing in cloud-based training solutions, Blue Circle provides the training that professionals need no matter where they are to get the most of out Xero's unique features. It's high-tech training, simplified.

"Our team of expert trainers brings decades of industry experience to the sessions we deliver. We know the power that Xero holds for small- and medium-sized businesses, and we've created Blue Circle to share this with you. After our training sessions, you'll be able to use Xero to its full potential and, in so doing, manage your business accounting perfectly!"

Blue Circle Training Founder and Lead Trainer, Carol-Ann Brouwer, and Global Training Manager and Xero Certified Trainer, Simon Gatto, are looking forward to "talking everything Xero" at the Xerocon Elevate 2013 Welcome Evening on both September 3rd and 4th, and the Xerocon Awards Gala Dinner on September 5th. On September 6th (8:30am) Brouwer will deliver an exciting Partner Certification Training Seminar to Accounting Partners that are leaders in the U.S. market. Brouwer is a successful entrepreneur who combines years of experience in banking, accounting, and teaching with her passion for Xero to deliver world-class training.

## Blue Circle Training to join the world's accounting industry leaders at Xerocon Elevate 2013

Written by Australian Business

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For more information about Xero and Xerocon Elevate 2013, visit <http://www.xero.com/us/xerocon>. For more information about Carol-Ann Brouwer, Xero-Endorsed Training Partner and founder of Blue Circle Training Inc., visit [www.bluecircletraining.com](http://www.bluecircletraining.com).