

2021 Meet and Greet Introduction

- Kirstin: Good morning, everyone. Welcome to the DBA meet and greet. I am Kirstin Reeder, the executive director of the Digital Bookkeeping Association, and I will be your host all day long today. Before we get started, I'd like to make sure that everyone can hear me and see my screen. So please enter into the Q and A box that you can hear me and see my screen and all that good stuff. Yay. Okay. Awesome. Yay. Awesome. Yay. Good morning everybody. So, joining me this morning is Ben Robinson. Morning Ben, can you hear me?
- Ben: I can hear you very well. Very well.
- Kirstin: Yay.
- Ben: Thanks for letting me pop in here this morning and be a part of the meet and greet.
- Kirstin: Yeah. Yeah. It's pretty early here. I'm in Colorado so.
- Ben: Yeah, I was just looking at your clock in the bottom right-hand section that said 7:01 and then I know we have people in California joining us and I know that we have people that are probably going to listen to this because it's early in the morning. But so, thank you all for attending and being here so very early. Kirstin's got a really, really good day scheduled for you, lots of valuable information so excited.
- Kirstin: I am thrilled about today's lineup actually. We've got some awesome speakers to present on all sorts of topics and I personally will be paying close attention so that I can learn more. I may or may not have selected speakers based on what I personally want to learn about. Not really, I took a poll of our members a while back to see what they would be interested in and I found some great speakers to cover those topics. And by the end of today I trust that you'll be able to come away with some things you can begin to implement in your own bookkeeping practice tomorrow, like hit the ground running.
- Kirstin: So, first, I want to explain how today is going to go. This webinar itself, this go-to webinar will be open all day long and there will be different speakers presenting all throughout the day. In between each speaker we're going to have 5 -10- minute breaks in between each one to give everyone a chance to stretch your legs, get a drink, whatever. The webinar itself will stay open during the breaks so you don't have to log in, log out, log in, log out all day. If you do have to log out at some point during the day, like if you have a meeting with a client or something like that, feel free to log back in using the same link that you did to get here.

Kirstin: We're going to be having an hour lunch break at 12:15 Eastern time. Pacific time that might be brunch for you instead of lunchtime. Most of our speakers will be taking questions at the end of their presentation so feel free to type your question into the Q and A box and we'll get to them at the end of each session. This webinar is being recorded and we are going to share the links with you along with the presentation slides later. It's going to take longer than it normally does. Usually as soon as a webinar is done, we're able to post the link right away. Since this is one big webinar and we're going to have to actually go in and break it up into smaller pieces and smaller sessions it's going to take longer to post the links. But whenever the recordings and the presentation slides are ready, we will get them to you.

Kirstin: So, why are we even having this virtual conference? We had originally intended to have our BKX conference in June of 2020 and that did not happen because of this crazy thing called the COVID. And then it was slated for October of 2020 and that didn't happen again because of COVID. And now it's set for June, 2021 and it will be happening. But in the meantime, as we were waiting for that to come, we wanted to provide you with content that you can use in your businesses now.

Kirstin: Speaking of BKX registration is finally open and you can purchase your ticket at bkx.com. We've got both in-person and virtual options available. In person tickets are limited due to the COVID restrictions placed on us by the hotel and by the government. And if crazy things happen and we can't have the in-person event we're moving everything to the online platform. So, the show will go on in some way, some form or fashion but tickets are on sale at bkx.com. But, that's in June and we've got today ahead of us.

Ben: What are those specific dates in June? And what is that June 22nd through 24th?

Kirstin: Yes, June 22nd to 24th in Las Vegas.

Ben: Awesome.

Kirstin: Yes.

Ben: You can have lunch with Erin Brockovich. You can have lunch with me and Kamal who is going to be one our speakers today as well as at BKX in June. So, if you want to have lunch, we're going to run down to Taco Bell together and it's gonna be fun.

Kirstin: That'll be fun. Get a nice burrito.

Ben: So, if y'all don't see me in the afternoon you'll know why because I ate Taco Bell for lunch.

Kirstin: Exactly. And during today's session I'll be presenting at 1:15 and 4:25. That's 10:15 and 1:25 for Pacific time people I'm going to be sharing the state of the association, what's been going on in the DBA. And then at 4:25 I'm going to be explaining our great day tomorrow. We've had several questions about that and it is a little weird I will admit. And so, I'm going to go into detail about that and go into detail about our CDB challenge that starts next week. So yeah, that's what we have going on today. Do we have questions about... Yeah, I am already seeing questions?

Ben: I'll play EMC here on the questions. So, Curtsy, sorry if I mispronounce your name here. This is the question, "Are tickets we previously purchased last year still good for these." So, if you rolled over, we gave the option to roll over your ticket or get a refund. When the second time came around, we said, "Hey, let's wipe the slate if people want to roll their ticket over." So, I don't know what you did. If you did then yes, it is absolutely good. If you got refunded then you'll need to repurchase for that. It's the same price and everything. So, I don't know what you did there.

Ben: In terms of the hotel info, we've got all that information. When you register for BKX we've got that information in the email. And I know Kirstin we've got a link for the hotel for booking everything because again there is limited space. We can only have 140 people at BKX live as opposed to 300 that we had originally planned because of six feet of separation. So, Kirstin where is that link for the hotels? Is that in the email that they get after registration?

Kirstin: Yes. Well, we've got it lots of places. It's in the email after you register. It's posted in the BKX Facebook group. I believe it's posted. I know it's been posted as a comment in some of the threads in the DBA group. I don't remember if I've posted it as a standalone link though. And if you did roll over you should have gotten an email yesterday asking you which option you want to take advantage of, the virtual or the in-person option. Those emails went out yesterday.

Ben: Yeah. Cool, awesome. We're trying a lot of new stuff. We want to make this accessible to as many people possible whether that's in-person. I know some people have restrictions or they don't want to go or whatever, I understand that. So, we wanted to make it available to everyone. And so again, with the limited number of people that we can have physically. I'm excited about being there physical. Hopefully we will have this, obviously we're again at the dependency of the state of the world but I'm more than confident that we will have it in June and we're going to have it in June but I'm very confident that we're going to have it in person.

Kirstin: Yeah. Yeah. And if you did not get an email check your spam folder as always and again and if it's not there just send us an email at memberatdba.org so that we

can see maybe why you didn't get an email. What we've run into, sometimes people will unsubscribe from our emails and then funny thing they don't get our emails so even for things like this.

Ben: Yep. Important stuff.

Kirstin: Yeah. Yeah.

Ben: So, tell me this Kirstin, first we're going to be starting off here I believe in five minutes with Mark Wickersham. He's going to be our first presenter here. I'm excited about that. I am going to be on today interviewing a couple of great guys, one Kamal Ravikant, who we're going to be talking about cryptocurrency. And the reason that we're going to be talking about cryptocurrency is that it's going to become more prevalent inside of businesses and therefore accounting for that, bookkeeping for that. But this is just more an overview of cryptocurrency. It's not in there just in an arbitrary fashion. It is going to become more of a thing quote unquote. We want to make sure that you understand obviously being a digital bookkeeper means that we stay on the cutting edge. So, I'm very, very excited about that. That will be happening at 1:30 Eastern today with Kamal.

Ben: And then right after that, I'm going to be interviewing Jock Wols and we're going to be talking about scary insurance stuff. We're going to be talking about cyber liability insurance. We're going to be talking about Arizona Missions Insurance. We're going to talk about best practices, coverage, all that sort of stuff. And so again, with both of these gentlemen as well as all of our presenters today, or most of them, we're going to have a Q and A session.

Ben: Again, all of this is going to be recorded. We're going to divide it up, make it nice and tidy and everything for you and make it a good package so that you can come back and refer to all of this. So, it's going to be an exciting day here and I can't wait and I can't wait for BKX. This is just going to be a wonderful year. And I know you all are busy this time of year. I appreciate you personally carving out some time in your day, especially for those of you who are on the West coast and doing this so, so early. I don't know how you stayed up this late because that's the only way I can get up that early anymore it seems. But yeah, we're going to have a great time today. Hey Kirstin, is there a schedule somewhere? I know that it was emailed out to everybody. Is there a schedule posted anywhere else?

Kirstin: It's posted in the DBA Facebook group also. They should have gotten an email and then it's in the DBA Facebook group. And if you're not in the DBA Facebook group and you'd like to be...

Ben: What's up with that?

Kirstin: I know. Yeah. I think it's the name of the actual group is Digital Bookkeeper Association and it's a group. There's another DBA something, I don't know if it's a group or a page or what but that is not us. Ours is the actual Digital Bookkeeper Association name.

Ben: Yep. There you go. And of course, you do have to be a member to be inside of there. And all of you here today are members because this is exclusively for you as a member of the Digital Bookkeeper Association. It's not for just anyone, it's just for us cool kids over here in the DBA.

Kirstin: That's right.

Ben: Exciting times right there. And by the way we have only opened up DBA membership to people that are inside of Bookkeeper Launch until now. We are going to be launching an international campaign. That sounds so big but it's really targeted for obviously bookkeeping professionals, not every bookkeeping professional, digital bookkeeping professionals, 21st century bookkeeping professionals. So, we're so, so excited. From here on out, we're not going to call it the Digital Bookkeeper Association because it is a mouthful, we'll call it DBA. We'll try not to use the acronyms and explain exactly what everything means, sometimes we forget that. So, we'll explain what they are hopefully before we move on. But things are looking really, really great.

Ben: I can't wait. I can't today explain it to you fully but all the advertising that we're going to be doing to promote you, you're going to see some big improvements there. We've already made some astounding improvements on it. As of yesterday, we had I believe it was 37, don't quote me on that, it was 30 something like that, submissions that people were searching for bookkeeping professionals and that means that they found somebody or at least did a complete search and so that's very, very exciting. Then we're only going to be improving upon that and hopefully getting you some great clients through our joint marketing efforts from the Digital Bookkeeper Association. So, I'm going to shut up Kirstin because I know that you have an intro to do here and we want to make sure all these trainings are running on time. So, take it away and do our intro for number one unless you have any other announcements.

Kirstin: We do have one more question, "Can people come to BKX who are not in DBA?" Yes. They don't get the DBA discount but they can come to BKX even if they are not a member of the DBA so that's pretty exciting.