

Accountants, Bookkeepers and Developers of the Jewish Faith,

We are aware our conference begins on the final day of Rosh Hashanah, and we want you to know we did not make this decision lightly. I'm writing this letter to you to provide some context and explanation on our decision.

The conference must be after September 15 to both minimize the impact of the COVID-19 crisis on the show and to avoid conflicts corporate tax deadlines. Also, the show had to be prior to October 1 to avoid a conflict with QuickBooks Connect, an event in which many of our attendees and most of our sponsors participate. That left us with two choices: A start date of September 20 or a start date of September 27, where the latter would have placed our event on the same week as Yom Kippur.

We attempted to offer a different day of week pattern for this year's show, starting on Monday September 21 and ending Thursday September 24. However, the hotel was unable to support the conference on those dates. Another group is taking over the meeting space the morning of September 24.

To accommodate attendees within the Jewish faith, we will offer a discounted, abbreviated registration option where you can join us Monday starting at 1:30 PM and participate through the end of the conference on Wednesday afternoon. We will provide more information about this discounted registration option soon.

We know the holiday season that extends across both Rosh Hashanah and Yom Kippur includes valued time with family and, often, travel as well. If you can join us Monday through Wednesday of the conference, we welcome you. If family conflicts prohibit you from doing so, know you will be missed.

Please accept my heartfelt apology for the inconvenience this has placed on you, and we thank you for your patience with us during this difficult situation. The conference will continue as a summer event in 2021.

Feel free to reach out to us at info@woodard.com or by phone at 404-857-0700 if you have any questions.

Best,

Joe

Joe Woodard, CEO
Woodard Events, LLC (host of Scaling New Heights)