

NEWS



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FOR IMMEDIATE RELEASE:

Ed Kless Named Senior Fellow of VeraSage Institute

Dallas, TX—July 3, 2006—VeraSage Institute announces Ed Kless as a senior fellow of the think tank. Kless was invited to join VeraSage because of his demonstrated improvement of practice methods in professional service firms. VeraSage fellows must personally commit to providing advice, support, and guidance to practitioners who embark on their journey to create firms that are more profitable. Fellows must also be willing and able to teach value pricing and other practice improvement methods to the growing number of professionals hungry for this information.

Ed Kless joined Sage Software in July of 2003 and is currently the director of partner development and recruitment for the mid-market division. He also facilitates the Sage Leadership Academy, a yearlong program designed to assist Sage Software partners develop a process of continuous improvement in their organizations. In addition, he develops and delivers the curriculum for Sage Consulting Academy.

As a consultant to Sage Software's business partners, Ed has assisted several professional service firms switch from an hourly-billing model to a fixed-price model and eliminate time tracking. A core goal of VeraSage Institute is to end hourly billing by teaching firms how to better understand clients' needs and manage expectations by pricing work up front establishing a mutually agreed-upon goal and price.

"Over the past year, our firm has developed into a forward-thinking, service driven, and value-oriented organization," said Joe Santoro, president of Synergy Plus Solutions Inc. and Sage Software business partner. "I cannot give enough praise to Ed Kless for providing the guidance, confidence and focus in assisting us in reorganizing our corporate structure to support our initiatives in fine tuning our business. His project management, sales methodology, and pricing skills have provided us with the ability to structure our company in such a way that we have become more creative in ways to improve, not just our business, but our client's businesses as well. Our clients truly look at Synergy Plus Solutions Inc. as their trusted advisor, and Ed has paved the path for us to achieve and realize our goals."

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About VeraSage Institute

VeraSage Institute is the most revolutionary think tank for professional service firms. Founders include Ron Baker, well-known speaker and author, considered the father of modern value pricing, elimination of timesheets and measuring what matters to align a company's goals with its customers' goals.

VeraSage exists to help professions break free of practice methods that undermine their purposes and fail their clients. VeraSage fellows are guided by the principles and values articulated in their Declaration of Independence and have pledged to help their colleagues in any way possible to expand their intellectual capital and increase their sphere of influence. Learn more about VeraSage by visiting www.verasage.com.

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