

## Meet the VBCC Team

Whether you are looking to maximize your current system or evaluate the merits of implementing a new one, Vrakas/Blum Computer Consulting, Inc. (VBCC) can help. Our experienced and well-rounded team of experts can be trusted to develop and implement customized technology solutions that are right for your unique situation.

### Joseph Jenders, CPA

President | 262.798.7615 | jjenders@v-bcc.com

With over 30 years of experience, Joe Jenders' hard work and dedication, combined with his real-world understanding, earned him national exposure as an expert in Sage 100 Manufacturing. Throughout the years, Joe has led his team to achieve:

- ✓ #1 JobOps Solution Provider in the Nation for 15 Years Running (*Sage 100 Manufacturing*)
- ✓ Sage Diamond Partner Status since 2019
- ✓ 700+ Sage 100 Implementations
- ✓ 300+ JobOps (*Sage 100 Manufacturing*) Implementations



### How the Journey Began

Joe graduated from the University of Wisconsin-Whitewater with his Bachelor of Business Administration in Accounting (1987) and started his career as a public accountant at Vrakas CPAs + Advisors. He successfully passed all four CPA exams on his first try and worked in both the tax and audit departments. Joe climbed his way up to Audit Manager working heavily with manufacturing companies. As Joe continued to develop relationships with his clients, he became more involved in consulting engagements. He worked with clients to implement or improve their systems and accounting procedures, as well as providing various levels of month-end accounting assistance.

### The Birth of Vrakas/Blum Computer Consulting, Inc.

Ten short years later, Joe transitioned out of the audit department and took responsibility for the firm's Sage MAS 90 practice. In 1998, Joe officially created a new company, *Vrakas/Blum Computer Consulting, Inc. (VBCC)*.

### The Early Days of VBCC

When Joe launched VBCC, the practice had 10 Sage clients. Fast-forward 22 years and they now have over 350 active clients across the country.

Early on, Joe had two fantastic mentors, Steve Murphy, former president of DM2 and Tom Frishberg, developer of JobOps.

When Joe first started the practice, he was one of the first and most successful solution providers of DM2 Software, a vertical solution for the petroleum distribution industry. Through his success providing DM2, he formed a great relationship with Steve Murphy, who spent time with Joe to show him how to qualify prospects and create impressive presentations.

In 1999, Joe became certified in JobOps software. In his *rookie* year of being certified, he sold more than any other new solution provider in the nation and was named the *JobOps New Solution Provider of the Year*. Tom Frishberg was generous with his time, training Joe with his in-depth knowledge of the software. With Joe's attention to detail, support from Tom and drive to continue to build his business, Joe went on to become a force to be reckoned with.

### **The Growth Years**

In the next two decades, Joe continued to add top notch consultants who had consulting and industry experience. Joe has mentored this group to become some of the best in the industry. Currently, VBCC has the strongest manufacturing implementation team of any other Sage Solution Provider in the nation.

VBCC's client base increased both organically and through acquisitions of other practices through the years. VBCC attributes its growth, even in the recession years, to presenting solutions and not software.

### **The Era of Creating Alliance Partnerships**

VBCC began making relationships with other resellers who were not certified in JobOps. In the early days, the relationships were with direct competitors of VBCC. In addition, the relationships were also with CPA firms in Wisconsin, which were a direct competitor of our affiliate company, Vrakas CPAs + Advisors.

Joe and his team were able to move past being competitors and create successful alliances. This proved to be the catalyst for creating a nationwide network of Sage resellers, who partner with VBCC as their manufacturing expert.

The result of this nationwide alliance network gave Joe and his team the experience of performing more than 300 manufacturing implementations, which is approximately 1/3 of all implementations in the nation.

This opportunity to align with our alliance partners has given VBCC experience in a variety of different manufacturing and service industries, as well as a wealth of exposure to different business processes.

### **Sage Diamond Partner**

This past year VBCC attained the Top Diamond Reseller status with Sage Software. There are only 14 Diamond resellers in the nation and VBCC is the smallest company to ever reach this threshold. With one location and 8 consultants, the closest competition to our size has four locations, 12 consultants and multiple Sage product lines. The remaining Diamond Partners are much larger.

VBCC proves it can compete with other solution providers double its size, while continuing to show our clients just why they put their trust in us. We have achieved this with our depth of experience and efficient methodology.

### President of VBCC

As President of VBCC, Joe's primary responsibility is selling Sage Manufacturing Software, which he is known nationally as the JobOps expert. Joe loves implementing manufacturing software because "you are only limited by your own creativity." Each new client brings new challenges that are satisfying to solve. During the sales process, Joe develops a vision for how to configure the software along with the processes it takes to achieve the company's requirements. Joe will mock-up a custom demonstration of his vision to provide the prospect an idea of how the software and processes will work specifically for them. In the end, this ensures a perfect fit for the client and an easy transition to the implementation process.

Joe understands the importance of maintaining great relationships with not only VBCC clients, but its strategic vendors. Each year VBCC hosts one of the most attended user conferences in the nation which features over 20 of its strategic vendors. In addition, Joe hosts an annual weekend networking retreat at his farm in rural Wisconsin for many of these vendors.

Joe serves as a resource for Sage Software, JobOps and other tactical vendors. In addition to his role as President and Shareholder of VBCC, Joe is also a Shareholder of Vrakas CPAs + Advisors.

700+

Sage 100  
Implementations

300+

Sage 100 Manufacturing  
(JobOps)  
Implementations

350+

Active Clients

# Jesse Braun

**Sales & Consulting Specialist**

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Jesse joined the VBCC team in 2017 with over ten years of end user experience. She has extensive experience with crystal report writing, Sage Intelligence report writing, error troubleshooting, process improvement, and system training. As Sales & Consulting Specialist, Jesse specializes in implementations, training, and custom work for Sage 100 clients. **Jesse is Sage 100, JobOps, Sage Intelligence, and Payroll certified and holds a Bachelor of Science in horticulture with a business focus from the University of Wisconsin-Madison.**



With her knowledge of the Sage 100 system and capabilities, Jesse also works in Sales helping both new and current clients identify their needs and determine a solution that will best fit their company. She focuses on custom demonstrations that show clients exactly what the software can do for them. In addition to custom demos, Jesse heads up our client and system review program helping clients review their current practices related to Sage and suggest improvements moving forward.

# Kristen Baumgartner

**Sales & Consulting Specialist**

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Kristen joined the VBCC team in 2020 with over six years of experience with Sage 100 product lines, customer service, software demonstrations and training development plus execution.

As Sales and Consulting Specialist, Kristen works closely with clients to help them select the software that will streamline their process and benefit them in the long run. Kristen specializes in barcode scanning solutions and multi-bin along with client implementation of solutions. **Kristen is a Sage 100 Certified Consultant and is also certified in Sage Production Management.**



Prior to joining VBCC, Kristen worked at Scanco as a Software Specialist. With her expertise in barcode scanning solutions, Kristen is able to help our clients find the solution that works best for their specific organizations.

Kristen is detail oriented and understands the only way to address any question or issues is to truly listen and understand the clients overall need. By actively listening and understanding current issues and future goals, Kristen is able to create the best scalable process to meet client's expectations.

# Buffy Lubinski

Senior Consultant

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Buffy joined the VBCC team in 2005 with prior experiences giving her a deep understanding of the functionality and application of the Sage 100 and JobOps software. As Senior Consultant, Buffy specializes in implementation, troubleshooting, form and report design, data conversion, technical support and end user training. In addition, she assists various clients with developing, implementing and utilizing software solutions. Buffy works with a variety of industries and specializes in manufacturing, custom order, service and installation companies.



**Buffy is Sage 100, JobOps, BusinessWorks and Platinum for Windows certified.** Buffy brings a wealth of knowledge to the team with her additional twenty years of experience as a quality assurance manager, manufacturing systems analyst and regulatory compliance agent. Her vast background in manufacturing helps her understand her client's processes and provide the best support possible.

# Kellie Kaufman

Senior Consultant

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Kellie joined the VBCC team in 2007 with several years of experience with accounting software support, thorough understanding of the manufacturing industry and extensive end-user experience. As Senior Consultant, Kellie specializes in installation and configuration of software, implementation of software, crystal report designs and help desk support. Kellie works with a variety of industries and specializes in manufacturing.



**Kellie is Sage 100, JobOps, Sage Payroll and Production Management certified.** Kellie also brings to the table experience in accounting as an accounts receivable and accounts payable clerk along with knowledge in human resources.

## Lisa Dion

Senior Consultant

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Lisa joined the VBCC team in 2019 with twelve years of experience as a Sage Consultant along with multiple years of experience in accounting and production with a manufacturing company. As Senior Consultant, Lisa specializes in installation and configuration of software, implementation of software, custom work for Sage 100 clients and help desk support. In addition, Lisa has an expertise in Multi-bin, lot expiration tracking, pallets and licensing plating, Scanco Warehouse, business process reviews, procedure documentation and crystal reports.



**Lisa is JobOps, JobOps Field Service, JobOps Scheduling, Sage Fixed Assets, Sage Payroll and Production Management certified. She holds a Bachelor's degree from the College of the Canyons.** In Lisa's experiences, she strives to not only successfully complete a project, but to develop a close relationship with the client. Her goal is for the client to feel like she's a part of their organization from start to finish. Lisa understands that each client has their own specific needs and works hard to tackle their business process issues with planning and training.

## Dana Halpin

Senior Consultant

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Dana joined the VBCC team in 2008 with experience as an end user working as a financial analyst for a turbine air solution manufacturer along with a background in accounting. As Senior Consultant, Dana specializes in providing new implementations through business process review, setup, configuration, training, report writing and provides project management services for special client projects.



**Dana is Sage 100, JobOps, Sage Intelligence, Sage Alerts & Workflow, Sage Fixed Assets and Sage Data & Analytics certified and holds a Bachelor of Science in Accounting from Le Moyne College.** Dana continues to always deliver constant support and maintains strong relationships with our clients through monitoring on-going system maintenance.

# Justin Teague

**Consultant**

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Justin joined the VBCC team in 2020 with seven years of Sage consulting experience. Since starting his career, he has been a part of countless Sage 100 installation, migration and conversions, as well as troubleshooting applications and workstations. As a Consultant, Justin specializes in implementations and installations, upgrades, technical support and custom work for Sage 100 clients.



**Justin is Sage 100 certified and holds a Bachelor of the Arts in both English and Linguistics/Psychology from the University of Connecticut.**

Justin's background and education make him a huge asset to our team. In addition, Justin prides himself on creating strong relationships with his clients and assisting with project management and understanding to meet the needs of our clients as projects move forward and expand.

# Kelly Bergmann

**Operations & Vendor Relations Specialist**

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Kelly joined the VBCC team in 2016 with over fifteen years of customer service and sales support experience along with being an end user of Sage 100 and Sage CRM. As Operations & Vendor Relations Specialist, Kelly works closely with clients to ensure they are receiving the best level of support while maintaining close relationships with our business partners and vendors to make certain we can offer our clients the best solutions to meet their needs. In addition, Kelly manages maintenance, billing, team management, vendor quotes and demos and various marketing campaigns, all while assisting the team with different administrative duties. Kelly is a true multi-tasker and keeps our team on track.



**Kelly is Sage CRM certified and a notary.** Kelly's experience and multiple responsibilities with both client's satisfaction and internal needs make her a huge asset to the team. In addition to her daily responsibilities she coordinates VBCC's yearly user conference and is a large contributor to the team's business planning and management committees.

# Katie Anderson

**Administrative Specialist**

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Katie joined the VBCC team in 2020 with nearly ten years of customer service and sales support experience. As an Administrative Specialist, Katie works closely with the VBCC team and clients to ensure they are receiving the best level of support. Katie manages maintenance, billing, preparation of prospect proposals and the coordination of day-to-day operations. She also holds positions on the Marketing and the Sales Documentation Compliance committees.



**Katie holds a Bachelor of the Arts in Lay Ministry and Theology with a Minor in Communications from Concordia University, Wisconsin.** Katie's education and experience has taught her that being reliable and keeping calm will take you a long way. Katie's team player mentality and attention to detail proves invaluable to the VBCC team.