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# Intuit Adds Earvin “Magic” Johnson to Jam-packed QuickBooks Connect Agenda

**Johnson and Other Business Leaders to Help Thousands With Insights and Advice to Succeed**

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- Intuit today announced the addition of Earvin “Magic” Johnson to the already robust main stage at the upcoming [QuickBooks Connect](#) event, taking place in San Jose, Calif. Oct. 21-23, 2014. The event is expected to attract thousands of entrepreneurs, small businesses, accountants and developers looking to take their business to the next level and will feature a comprehensive agenda of main stage speakers as well as breakout sessions to inspire, connect and educate attendees.

Mr. Johnson is chairman and CEO of [Magic Johnson Enterprises](#), which provides high quality products and services that focus primarily on ethnically diverse and underserved urban communities through strategic alliances, investments, consulting and endorsements. Well-known for his skills on the basketball court, Johnson has successfully parlayed his skills and tenacity on the court into the business world and will speak to attendees on how to get on a path to business success and lessons and advice he has learned along the way.

Earvin “Magic” Johnson joins a full main stage agenda at QuickBooks Connect, which already includes such business luminaries as Martha Stewart, founder and Chief Creative Officer of Martha Stewart Living Omnimedia; Marc Andreessen, cofounder and partner of Silicon Valley venture capital firm Andreessen Horowitz, Arianna Huffington, chair, president and editor-in-chief of the Huffington Post, Kevin Cleary, CEO of Clif Bar & Company and Charles Best, founder and CEO of Donorschoose.org.

Intuit continues to add speakers to the main stage and breakout sessions, designed to inspire attendees to connect, learn and grow. The first of its kind event will not only feature advice from leading business leaders like Johnson, but also advice and insights from small business owners and entrepreneurs just starting out on their journey for lessons learned. A complete agenda can be found online [here](#).

## Registration Details

Attendees can register for \$199 at [www.QuickBooksConnect.com](http://www.QuickBooksConnect.com). The price covers the main conference pass; some pre and post conference activities will be available by invitation or at an additional cost.

## About Intuit Inc.

[Intuit Inc.](#) creates business and financial management solutions that simplify the business of life for small businesses, consumers and accounting professionals.

Its flagship products and services include [QuickBooks®](#), [Quicken®](#) and [TurboTax®](#), which

make it easier to manage [small businesses](#) and [payroll processing](#), [personal finance](#), and [tax preparation and filing](#). [Mint.com](#) provides a fresh, easy and intelligent way for people to manage their money, while [Demandforce](#)® offers marketing and communication tools for small businesses. [ProSeries](#)® and [Lacerte](#)® are Intuit's leading tax preparation offerings for professional accountants.

Founded in 1983, Intuit had revenue of \$4.5 billion in its fiscal year 2014. The company has approximately 8,000 employees with major offices in the [United States](#), [Canada](#), the [United Kingdom](#), [India](#) and other locations. More information can be found at [www.intuit.com](#).

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