



**FOR IMMEDIATE RELEASE**

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**Local Virtual Assistant Celebrates Inaugural  
International Virtual Assistants Day: May 19, 2006**

**Parker, CO** – For most professionals, Friday, May 19, 2006 will be an ordinary workday – but not for Kelly Johnson, a Virtual Assistant who lives and works from her home office in Parker. She along with several other colleagues in the state will be celebrating the first annual International Virtual Assistants Day (IVAD).

Proposed by the online advocacy group, Alliance for Virtual Businesses (A4VB), IVAD is now officially registered with Chases Calendar of Events, the recognized authority of special days, weeks and months. IVAD will appear in the 2007 edition and will be held annually on the third Friday of May. The inaugural celebration of International Virtual Assistants Day coincides with a three-day assembly sponsored by the Online International Virtual Assistants Convention (OIVAC) running from May 18 – 20, 2006. Virtual Assistants worldwide will display the free IVAD logo and creed on their websites.

“This day of observance not only allows us to celebrate individual accomplishments, but also affords us the chance to pat the backs of our colleagues as well,” says Johnson, whose practice specializes in working with small business owners.

Johnson, a former teacher and manager for an educator exchange program, started Cornerstone Virtual Assistance in September 2004. Cornerstone Virtual Assistance strives to move a client’s business to the next level by ensuring that the foundation of a client’s business is supported through managing projects and proposing creative ideas to help achieve success.

Virtual Assistants, or VAs, are independent entrepreneurs who work remotely and use the latest technology to deliver professional administrative, creative, managerial, technical, business and/or personal support services to busy professionals. Clients only pay for the time actually spent working on projects and often retain a fixed amount of hours per month for service.

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Typical services may include word processing services to desktop publishing, website creation and marketing. Projects are often handled over the phone, by fax, e-mail and even instant messaging. Most attractive is the fact that VAs are also responsible for their own space, equipment, taxes, training, healthcare, insurance - overhead costs that make hiring an employee expensive.

Since 1996, more than 5,000 professionals around the world have become VAs. According to a study conducted by Brenner Books in conjunction with A4VB in 2004, the United States accounts for the largest number of VAs followed by Canada, Australia and Great Britain.

“This will be a very special day for everyone involved in the VA industry because it will allow us to bring together all VA organizations and their memberships under one umbrella,” says Alliance for Virtual Businesses founder Sharon Williams. “VAs are making important contributions to the growth and stability of small businesses everywhere, and the establishment of IVAD simply acknowledges all of those virtual professionals who work so hard to honor our creed: **D**edication, **E**xperience, **E**xpertise and **D**etermination to **S**ucceed (DEEDS).”

#### **About Cornerstone Virtual Assistance, LLC**

Launched in 2004, Cornerstone Virtual Assistance specializes in collaborating with small business owners and offers services including website maintenance, event coordination, desktop publishing support, online article submissions and book publishing support. Kelly Johnson, owner of Cornerstone Virtual Assistance, gets to focus on what she loves to do, which is supporting a client's business, so her clients may focus on what they love to do. This win-win situation allows both Kelly and her clients to contribute their strengths in achieving business goals. Visit her website at [www.cornerstoneva.com](http://www.cornerstoneva.com).

#### **About Alliance for Virtual Businesses**

Established in June 2003, the Alliance for Virtual Businesses™ is a volunteer-directed organization whose primary mission is to promote the growth of free enterprise between virtual assistants, entrepreneurs, small businesses, corporations, associations and other business entities. The web site includes client-related case studies, industry-related demographics, and a wealth of other types of information to facilitate learning about our industry. Visit the website at [www.allianceforvirtualbiz.com](http://www.allianceforvirtualbiz.com).

## **About Online International Virtual Assistants Convention**

The OIVAC is an online, interactive, "live" yet virtual environment convention of Virtual Assistants, traveling Pathways to Successful VA Practices. Visit the website at [www.oivac.com](http://www.oivac.com).

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