

## Overview

[Developer Forums](#)[Development Tools](#)[QuickBooks  
Community Web  
Site](#)[Member Spotlight  
Archive](#)[Geek of the Month  
Archive](#)

## IDN Members Create Advisory Council to Foster Collaboration Between Developers and Intuit

The newly formed IDN Advisory Council follows the tenet 'If the community succeeds the individuals succeed.' Led by co-chairs Nancy Smyth of Sunburst Software Solutions and Neal Katz from Count Me In, the Advisory Council serves as a neutral, third-party organization that facilitates communication between developers and IDN and represents all segments of the developer community.

"Many developers have suggestions, ideas, and concerns that they want to share with Intuit, but they don't know how," explains Nancy. "SDK support is usually a developer's main contact, but we often have questions that are outside the scope of support. The Advisory Council will give the community a reliable and responsible conduit to Intuit. We will find the appropriate contacts within Intuit who can address developer questions and interests."

In terms of IDN programs and future SDK features, the Advisory Council will act as a liaison between the community and the IDN team.

For developers, the Advisory Council's independent nature will give them a channel to voice viewpoints from their own unique business perspective. "The Advisory Council will look for consensus among developers and share the community's needs and requests with Intuit," adds Neal. "Instead of developers speaking about individual needs to Intuit, we will have a stronger group voice."

### Initial Goals

For the first year the Advisory Council has established three primary responsibilities:

- act as an advocate for IDN members,
- encourage and propose new marketing initiatives within IDN and among developers,
- promote effective communications between IDN and all Intuit business groups.

A major priority for the Advisory Council will be cultivating synergies between ProAdvisors, developers, and Intuit. The Advisory Council is developing educational and resource materials for each group and working with ProAdvisors to increase direct communication and future networking opportunities with developers.

With only a few months of life under its belt, the Advisory Council is still morphing into its final shape. Currently the Council has six subcommittees: Marketing and Distribution, Non-North American Developers, Box Products, In-House/Custom Developers, Tool Providers, and ProAdvisor. These subcommittees will remain flexible and adapt to the community's directions.

"We are pleased with the Advisory Council's early activities, and we look forward to working with the group and defining a relationship that benefits the entire IDN community," says Ed Schaffer, IDN's Group Alliances Manager.

### Get Involved

Neal and Nancy are requesting more active participation with the Advisory Council. Login to the [IDN Advisory Council \(IDNAC\) section of the IDN forum](#) and share your thoughts with the council. If you are interested in joining the IDN Advisory council, contact Nancy Smyth at [sales@sunburstsoftwaresolutions.com](mailto:sales@sunburstsoftwaresolutions.com). Subcommittee leaders are looking for volunteers.

*If we work together to help the community grow and get stronger, everyone wins—customers, third-party developers, and Intuit.*

*It's not about individual companies, it's about the whole community. We all gain great advantages by the community doing well.*

**—Neal Katz, IDN Advisory Council Co-Chair**