



## Annual Conference Agenda April 6-9, 2016



Wednesday, April 6, 2016	
6:30 pm to 9:00 pm	Registration & Welcome Dinner Reception with Partners (Rooftop West)
Thursday, April 7, 2016 (Conference Rooms – Lower Level)	
7:30 am to 8:30 am	Breakfast with Partners
8:30 am to 9:00 am	Welcome and DIA Business <b>Patrick Jacobwith, Opening Remarks</b>
9:00 am to 10:00 am	<b>Matt LaMaster, LaMaster Law Firm – <i>Legal Nuts &amp; Bolts of Running Your Business</i></b>
10:00 am to 10:30 am	<b>Platinum Case Study: Great America &amp; Advantage Technologies – <i>Make a Profitable Transition to As-A-Service</i></b>
10:30 am to 10:45 am	Break / Partner Networking
10:45 am to 11:00 am	Gold Presentation: Absolute
11:00 am to 11:30 am	<b>Leslie Canham – <i>What You Can't See Can Hurt You - How to protect your health and business from real live bugs and viruses</i></b>
11:30 am to 12:00 pm	<b>Platinum Case Study: Weave &amp; SurfCT with PactOne - <i>Business Success Through Partnerships</i></b>
12:00 pm to 1:00 pm	Lunch with Partners: Gold Presentation
12:20 pm to 12:35 pm	Gold Presentation: Lighthouse 360
1:00 pm to 1:15 pm	Partner Networking Opportunity / Set up for Roundtables
1:15 pm to 1:30 pm	Gold Presentation: Yapi Central
1:30 pm to 2:45 pm	Mini Roundtables (5 sessions/tables of 15 min each) – 4 Plats & Leslie
2:45 pm to 3:45 pm	<b>Standing on the Shoulders of Giants: Clay Archer – Dental PC, President (Mid-Size Company)</b>
3:45 pm	Daily Wrap Up
4:45 pm to 6:45 pm	Connections & Cocktails: Open bar & heavy hors d'oeuvres (Wine Bar, Main FL)

***MUST be present to win Raffle Prizes***

<b>Friday, April 8, 2016 (Conference Rooms – Lower Level)</b>	
8:00 am to 9:00 am	Breakfast with Partners (collect Saturday roundtable surveys)
9:00 am to 9:15 am	Opening Remarks, <b>Patrick Jacobwith</b>
9:15 am to 9:45 am	<b>Platinum Case Study: Rapid Fire Tools &amp; ACS Technologies: <i>Using Rapid Fire Tools To Survive A HIPAA Data Breach Investigation</i></b>
9:45 am to 10:45 am	<b>Presentation: Matt LaMaster, LaMaster Law Firm – <i>How to Make the Most of your Managed Service Agreement (Oh! and Protect your Business)</i></b>
10:45 am to 11:00 am	Partner Networking Opportunity
11:00 am to 11:15 am	Gold Presentation: PCI HIPAA
11:15 am to 11:45 pm	<b>Platinum Case Study: Intronis &amp; Compass Network Group: <i>Keeping Data Protected and Compliant While Growing Your Business</i></b>
11:45 am to 12:00 pm	Gold Presentation: Social Dental
12:00 pm to 1:00 pm	Lunch with Partners
1:00 pm to 1:15 pm	Partner Networking Opportunity / Set up for Roundtables
1:15 pm to 1:30 pm	Gold Presentation: ConnectBooster
1:30 pm to 2:45 pm	Mini Roundtables (6 sessions/tables of 15 min each) 4 plats, Clay, Matt
3:00 pm to 4:00 pm	<b>Standing on the Shoulders of Giants: Jonathan Kearns - Integrated Axis Group, President (large-size company)</b>
4:00 pm	Partner Recognition / Daily Wrap Up
4:00 pm to 5:00 pm	Partner Recognition Cocktail Reception Dinner on your own
<b>Saturday, April 9, 2016 (Members Only)</b>	
8:30 am to 9:30 am	Breakfast
9:30 am to 11:30 am	Round Table: <b>Moderator, Patrick Jacobwith - Integrator Executive Roundtable</b> , Open Forum / Various Issues
11:30 am	DIA Business / Conference Closing: <b>Patrick Jacobwith</b>

**Thank you to the  
2015 Board Members**

**Patrick Jacobwith - President  
Jeffrey Weiss  
Dan Edwards  
Amy Wood  
Kim Kiernan**

***MUST be present to win Raffle Prizes***

## Guest Speaker



### Matt LaMaster, Esq.



**Matt LaMaster** is the Founder and Principal attorney of The LaMaster Law Firm, PLLC, a law firm focused on providing legal services to the healthcare and technology industry.

Prior to forming LaMaster Law, Matt spent a major part of his legal career providing services as corporate counsel and Compliance Officer for a Managed Service Provider. Matt was also in-house counsel for a multi-location dental practice located in Michigan

Matt has significant experience counseling his clients in business and corporate law matters, real estate transactions, mergers and acquisitions, and compliance and risk management techniques.

Matt is licensed to practice law in Michigan and Florida.

Contact Matt

269.760.1499

**LaMaster Law Firm, PLLC**

[matt@lamasterlaw.com](mailto:matt@lamasterlaw.com)

[www.lamasterlaw.com](http://www.lamasterlaw.com)

# Guest Speaker



## Leslie Canham, CDA, RDA, CSP



**Leslie Canham** is an international speaker and consultant specializing in Infection Control, OSHA Compliance, HIPAA regulations, and treating special needs patients.

Her vast experience in the dental field since 1972 along with her OSHA knowledge, gives Leslie a unique perspective on how dental practices can be safe, compliant, and productive.

Leslie is recognized as a Certified Speaking Professional and has earned the reputation as an outstanding speaker in dentistry. Leslie is authorized as an OSHA Trainer and an AGD PACE provider.

In addition to her busy speaking schedule, Leslie provides in-office training, consulting, mock OSHA inspections, dental office audits, and webinars.

Contact Leslie

888-853-7543

***Leslie Canham & Associates***

[leslie@lesliecanham.com](mailto:leslie@lesliecanham.com)

[www.lesliecanham.com](http://www.lesliecanham.com)

# Partners

## PLATINUM



### **Lee Rozeboom & David Pohlman**

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GreatAmerica Financial Services partners with MSPs, VARs, and resellers in the channel to help them successfully grow their businesses and create long term relationships with their clients. By using a strong financing strategy with GreatAmerica, your customers will upgrade their technology more frequently, improve their service experience, increase your cash flow, and ultimately reinforce yourself as the trusted advisor to your clients. Partners across the country are having amazing success by matching a hardware and project monthly payment with their Managed Services monthly payment.



### **Mark Winter**

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RapidFire Tools, Inc., makes Network Detective, the #1 non-invasive IT assessment tool used by thousands of service providers around the world. It acquires a vast amount of network data – including assets, users, configurations, and vulnerabilities – and generates a wide array of professionally designed, completely brandable reports by the MSP. Network Detective includes a series of different IT assessment and IT compliance modules, each sold separately or in bundles through low-cost annual subscriptions. RapidFire Tools also offers a line of software appliances that deliver deeper dive assessments, cybersecurity alerts, and enhanced remote automation. All products sold with a 30-days money-back guarantee. To learn more, visit [www.rapidfiretools.com](http://www.rapidfiretools.com) or call 678-323-1300, ext. 2.



### **Neal Bradbury & Will Borger**

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Intronis offers world-class business continuity and disaster recovery (BCDR) solutions to Managed Service Providers (MSPs) for resale under a transformative, fixed-price model. MSPs can re-brand and bundle these with other services to grow customers and profits. Intronis has won numerous awards for innovation and dedication to the channel, including a "Best Channel Vendor" recognition by Business Solutions Magazine in 2016. Intronis was acquired in October 2015 by Barracuda Networks (NYSE: CUDA). Learn more at [www.intronis.com](http://www.intronis.com).

## **PLATINUM Cont.**



### **Robb Miller & Jared Steere**

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Weave makes it easier for front office staff to do their job, build stronger relationships with patients and grow the practice. It works seamlessly with practice management software, making relevant data instantly available through on-screen prompts. This helps the staff make patients feel important and get them in more regularly. It keeps chairs full, the front office happy and the practice healthy.

## **GOLD**



### **Doug Lubahn & Sarah Greenspan**

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Absolute® provides persistent endpoint security and data risk management solutions for computers, tablets, and smartphones. Our customers rely on us to provide them with a unique and trusted layer of security so they can manage mobility while remaining firmly in control. Our Persistence® technology is embedded into the core of most devices at the factory. Once activated, it provides you with comprehensive visibility into all of your devices enabling you to confidently manage mobility, investigate potential threats, and take action if a security incident occurs. No other technology can do this.



### **Ken Lukach & David Dorfman**

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YAPI software offers our customers to have a better experience and work more productively, creatively and efficiently. Our automated solutions include: Paperless Dental Practice, Patient Engagement, Intraoffice Communication and Practice Dashboard

## **GOLD Cont.**



### **Tom Reinhardt & Joe Cresswell**

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ConnectBooster's gives your IT company the tools to collect payment from credit card and ACH payments, without lifting a finger, while eliminating the manual tasks associated with your billing process. We help you save time and money through our integration with ConnectWise, Autotask, QuickBooks and Microsoft Great Plains accounting.



### **Jeff Broudy, Danielle Mckinley & Jami Petersek**

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PCIHIPAA has over 20 years' experience making Compliance, Data Protection, and Payments easy and affordable for medical practices. We specialize in Payment Card Industry (PCI) and HIPAA Compliance. What would you do if your client's computer was stolen, or your their patient data was hacked? Unfortunately, too many practices don't have the answers. PCIHIPAA becomes their Incident Response Team, and we also help evaluate all PCI and HIPAA vulnerabilities. In addition, our comprehensive Compliance Program provides HIPAA and Data Breach coverage in case of a breach or HIPAA violation. It all starts with a mandatory HIPAA Risk Assessment. In less than 5 minutes, practices are provided a HIPAA Risk Score and a 15 page risk analysis summarizing their vulnerabilities. In addition, we provide a complimentary risk consultation. Every day practices acquire more and more patient data. It's not a matter of if they'll experience an incident, it's a matter of when.



### **Brandon Andra & Derek Pearson**

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Social Dental is a social media marketing SaaS company that gives dentists all of the social media tools and services they need for profitable growth. Social Dental created the only HIPAA-compliant patient photo and review sharing app and provides integrated websites and social advertising services. The app helps practices celebrate successful patient outcomes by posting HIPAA-compliant patient photos and reviews at the point of treatment, with just a few clicks. The posts attract new patients and increase treatment compliance and success among existing patients by showing them that their dentist puts patients first and has a fun time doing it. Visit <http://www.socialdental.com/> to learn more.



### **Eric Brief & Marty Kearns**

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Lighthouse 360 is an award – winning platform that helps dental professionals maximize patient visits through automated communications. Lighthouse 360 provides a comprehensive, automated practice management and patient communication solution for offices of any size.

**SILVER**



### **Justin Reinmuth**

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Why **techrug**? Because we're technology professionals just like you. We understand the unique risks your IT business is exposed to every day and have created a complete, customized insurance solution to better protect your company. Our TechMal (Technology Malpractice) program offers clients a one-of-a-kind E&O product that can't be found anywhere else. Add this to our propriety pricing model, and 92 percent of techrug's clients experience a savings between 21 and 56 percent when switching from their previous carrier.



### **Brian Cordell**

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Made for companies that sell, service, and support technology, ConnectWise was specifically designed to dramatically streamline your company's operations through a single business management platform.



### **Cliff Fano**

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StorageCraft Technology Corporation provides best-in-class business continuity solutions for IT environments. StorageCraft® delivers backup, disaster recovery, system migration, data protection, and cloud services to help businesses recover anytime, anywhere. With our award-winning solutions, you and your clients can recover quickly and easily following any disaster, great or small.



## **SILVER Cont.**



### **Jim Lewis & Tim Devitt**

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Equus Computer Systems, Inc. is a 100% employee owned company and has over 200 employees. One of America's largest manufacturers of build-to-order desktops, notebooks, servers and workstations. Recognized as a top OEM of industry leading vendors such as Microsoft® and Intel® and named by Computer Reseller News as the top North American system builders, Equus has delivered more than two million custom computer systems to business, education and government customers.



### **Laura Miller**

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Aspida Mail offers medical practices a comprehensive solution for HIPAA Compliant Encrypted Email, including email archiving, retention and backup for six years along with robust Spam and Malware Protection. We are a true email solution, managing MX records of existing domains or allowing users to purchase a single address on our aspidamail.com domain (ex: drjohnsmith@aspidamail.com). No software to install, maintain or update. Compliant Email - Simplified.



### **James Foxall**

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Tigerpaw is the leading end-to-end business application for technology providers. Tigerpaw enables businesses to deliver a higher level of service while achieving greater profitability by managing, automating and integrating service, CRM, inventory, sales, marketing, purchasing, workflow, and accounting. Tigerpaw ensures that sales calls are never forgotten, customer requests don't fall through the cracks, Service Level Agreements are met, and technician time is always billed. With Tigerpaw, all of your employees share customer information from a single database, through one powerful application.



### **Mike Kissen & Sean Curiel**

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NovaStor® ( <http://www.novastor.com> ) is an international provider of powerful, affordable, all-inclusive data-protection solutions for physical and virtual environments. NovaStor provides backup & restore solutions to small and medium business (SMB) helping to protect data on both sides of the cloud. NovaStor's SMB solution NovaBACKUP® is rated #1 for businesses requiring local and remote protection of Windows Servers, VMware, Hyper-V and NAS environments with advanced monitoring capability, detailed reporting, and administration from a Central Management Console. NovaStor's Setup Assistance is an industry first where our backup experts relieve partners & clients from the complexity of installation and support at no additional cost. NovaStor is management-owned with over 1,000 partners, and millions of seats distributed. With global headquarters located in Zug, Switzerland and offices in Germany (Hamburg) and the USA (Agoura Hills), NovaStor is also represented in numerous other countries through partnerships.



### **Chris Metcalf & Gus Safadi**

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Total Tech is a Value Added Distributor for ESET's award winning security software products. ESET's security products deliver proactive malware defense that balances fast scanning with accurate detection. Total Tech delivers market-leading security, encryption and virtualization products to technology service firms across the United States.



### **Matt Weinbender & Les Rickert**

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Apple Butter Software is the maker of Venga, the premiere dental & medical intra-office communicator, and NexTime Fingerprint TimeClock, a complete biometric-based time & attendance suite. Both products are excellent fits for new and existing dental practices and fill a niche that isn't well served by the big box practice management softwares. We have a fanatical user base of more than 12,000 and are poised to grow considerably in the next year. We're an independent software company that places the highest value on making products that not only improve productivity, but are fun to use - software that inspires!