



## Annual Conference Agenda April 15-18, 2015

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CONDADO  
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Wednesday, April 15, 2015	
6:30 pm to 9:00 pm	Registration & Welcome Dinner Reception with Partners (Brisas Room/Terrace)
Thursday, April 16, 2015 (Royal Ballroom)	
7:30 am to 8:30 am	Breakfast with Partners
8:30 am to 9:00 am	Welcome and DIA Business <b>Bryan Currier, Opening Remarks</b>
9:00 am to 10:30 am	<b>Presentation: Alex Rogers, CharTec – Sales Prevention Therapy</b>
10:30 am to 10:45 am	Collect surveys for round table - Break
10:45 am to 12:00 pm	<b>HaaRmony in Your Sales Process – Presented with Great America and Pact-One</b>
12:00 pm to 1:00 pm	Lunch with Partners
12:30 pm to 12:50 pm	<b>Weave Introduction</b>
1:00 pm to 1:15 pm	Partner Networking Opportunity
1:15 pm to 2:30 pm	<b>Profiting With Tigerpaw – Best Practices Presented with High Tech Innovations</b>
2:30 pm to 2:50 pm	<b>RapidFire Tools Introduction</b>
2:50 pm to 3:00 pm	Daily Wrap Up
4:00 pm to 6:00pm	Networking & Relaxing: Open bar and heavy hors d'oeuvres (Eternal Lounge)

***Raffle Prizes dispersed at Breakfast and Lunches  
MUST be present to win***

<b>Friday, April 17, 2015 (Royal Ballroom)</b>	
7:30 am to 8:30 am	Breakfast with Partners
8:00 am to 8:20 am	<b>ConnectWise Introduction</b>
8:30 am to 8:45 am	Opening Remarks, <b>Dan Edwards</b>
8:45 am to 10:15 am	<b>Presentation: Emalee Sugano, CharTec – Getting Your Marketing off the Ground</b>
10:15 am to 10:30 am	Break
10:30am to 10:45 am	Partner Networking Opportunity
10:45 am to 12:00 pm	<b>Becoming the Perpetually Valuable Managed Service Provider: A Recurring Revenue Business Model with Longevity – Presented with MAXFocus and Austin Area Computers</b>
12:00 pm to 1:00 pm	Lunch with Partners
12:30 pm to 12:50 pm	<b>Auth Air Introduction</b>
1:00 pm to 1:15 pm	Partner Networking Opportunity
1:15 pm to 1:45 pm	DIA New Board of Directors Election
1:45 pm to 3:00 pm	<b>Sunset DT and PCIHIPAA: HIPAA Compliance Collaboration</b>
3:00 pm to 3:15 pm	Daily Wrap Up
3:30 pm to 4:30 pm	Partner Recognition Cocktail Reception Dinner on your own
<b>Saturday, April 18, 2015 (Royal Ballroom)</b>	
7:30 am to 8:30 am	Breakfast with Partners
8:00 am to 8:20 am	<b>QSI Dental Introduction</b>
8:30 am to 8:45 am	New President Remarks
8:45 am to 10:30 am	Round Table: <b>Moderator, New President- Integrator Executive Roundtable</b> , Open Forum / Various Issues
10:30 am to 10:45 am	<b>Bryan Currier</b> : Partner Recognition
10:45 am to 11:00 am	DIA Business / Conference Closing: <b>Bryan Currier</b>

**Thank you to the  
2014 Board Members**

**Bryan Currier - President  
Jeffrey Weiss  
Dan Edwards  
Tony Kattan  
Amy Wood**

## **Guest Speaker**



### Alex Rogers



Alex Rogers is the founder and President of CharTec and ARRC Technology. CharTec evolved from Rogers' experience as CEO of ARRC Technology, his award-winning, multi-million dollar MSP practice which he founded in 1992 with a \$300 investment. CharTec was developed exclusively for IT service providers who support small to medium-sized businesses. The company designed and built the largest MSP training facility in North America as well as creating a "HaaS" program intended to provide custom hardware at no upfront cost to its Partner base of nearly 1000 companies.

### Emalee Sugano



Emalee Sugano currently serves as the Corporate Marketing Manager for ARRC Technology and CharTec. She primarily manages and coordinates all marketing, advertising and promotional staff and activities including market research, analysis and implementation. In addition she develops, monitors and measures annual marketing plans and budgets to ensure the company is meeting its strategic vision within budget. While teaching Marketing at the University of Denver, Emalee guided nearly 500 students in the development of marketing plans, including conducting SWOT analyses, creating strategic and time-based marketing objectives, and deciding what tactics would best meet marketing objectives within budgetary constraints, all of which gave her valuable strategic planning experience.

# Partners

## **PLATINUM**



### **River Cohen, Brian Sachs, Danielle Mckinley & Jami Petersek**

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.



### **James Foxall**

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.



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

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.

## **PLATINUM Cont.**



### **Dave Sobel & Jeff Hardee**

MAXfocus is the platform of choice for the largest community of future-focused MSPs with a customizable set of integrated services that has the lowest total cost of ownership in the industry. MAXfocus is a great fit for an MSP who is interested in a fully integrated suite of tools available in a single dashboard. MAX grows with you- we offer MAX Mail, MAX Backup, MAXfocus RemoteMonitoring and Management, and MAX Service Desk- all fully integrated and scalable. MAX is a great fit for the growing or established MSP looking for a suite of tools in a single pane of glass with no contract. Our MSPs keep using MAXfocus because they want to, not because they are stuck in a contract.

## **GOLD**



### **Mark Winter**

RapidFire Tools develops innovative and powerful, award-winning IT software tools for service providers, resellers, and MSPs. Our flagship product is Network Detective, the #1 non-invasive IT assessment tool used by thousands of service providers around the world. Unlike other solutions, Network Detective is able to acquire a vast amount of network data – including assets, users, configurations, and vulnerabilities – all without installing any software, probes, or agents. Network Detective now includes four IT assessment modules, as well as a separate HIPAA compliance module, each sold separately through annual subscriptions that allow for an unlimited number of scans on an unlimited number of networks to generate an unlimited number of reports.



### **Yaron Baitch, Mo Etesam & Jules Johnston**

AuthAir is a pioneer in the next generation of seamlessly integrated authentication. Their solutions integrate with both simple and complex IT infrastructures, adding additional layers of security, helping businesses - large and small – meet regulations with compliance, promoting industry best practices for multiple verticals – all while minimizing end user behavior modification. The company's AuthAir Dental product delivers the first of its kind security product to help ease HIPAA compliance concerns for Dentists nationwide.

## **GOLD Cont.**



### **Brian Cordell**

Made for companies that sell, service, and support technology, ConnectWise is the leading business management platform worldwide. Today, more than 90,000 users rely on ConnectWise to achieve greater accountability, operational efficiency, and profitability. Leveraging the cloud, the platform fully integrates business-process automation, help desk and customer service, sales, marketing, project management, and business analytics that dramatically streamline a company's operations. ConnectWise also gives its users access to a powerful network of ideas, experts, and solutions. A veteran in the technology services industry, ConnectWise has been the premier business management platform for technology companies for more than 15 years.



### **Robb Miller & Dustin Bybee**

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.



### **Ryan Hourigan**

For over 30 years we have delivered innovative solutions which have enabled dental practices and public health providers to increase productivity, reduce risk, minimize costs, and improve patient care. It all began over 35 years ago with a dream to build a company that would provide the most comprehensive information technology suite available. Even today, our first customer is still our customer and our commitment to quality and exceptional customer service remains the same.

## **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.



### **Mark Baird**

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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.



### **Matt Kowalski & Aaron Dun**

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Intronis is an award-winning provider of world-class cloud backup solutions exclusively for the IT channel. Intronis' complete data protection platform protects and recovers physical and virtual data and easily integrates with top PSA and RMM tools. It has been field tested by thousands of MSPs and is centrally managed from a single console that can be customized and rebranded.

## **SILVER Cont.**



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

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.



### **Christopher Adams & Linda Spitzer**

Carestream Dental provides industry-leading imaging, CAD/CAM, software and practice management solutions for dental and oral health professionals. With more than 100 years of industry experience, Carestream Dental products are used by seven out of 10 practitioners globally and deliver more precise diagnoses, improved workflows and superior patient care. For more information or to contact a Carestream Dental representative, call 800.944.6365 or visit [www.carestreamdental.com](http://www.carestreamdental.com).



### **Sara Mahaffey & Laura Miller**

Aspida was established in 2013 to combat the growing need for HIPAA compliant technology solutions in a medical environment. Our first product to market is *Aspida Mail*, our encrypted email solution. Aspida Mail offers medical practices a comprehensive solution for HIPAA compliant encrypted email, including email archiving, retention and backup for six years and best in class spam and malware protection



### **Todd Rees**

NTG puts operations and delivery in the palm of your hands using industry-leading technology to help dental IT service providers manage workflow.



## **SILVER Cont.**



### **Clay Shubin**

Dental Intel is the leader in business intelligence for dental offices, providing an at-a-glance dashboard that is easy to understand. With a heritage focused specifically on dentistry since 2004 the Dental Intel solution enables dentists and their staff to see exactly what is going on within their practices, knowing exactly what is working, what isn't working, what could be working better, and having the visibility to both address and monitor. This is accomplished by providing accurate, timely, relevant and actionable intelligence through a completely automated solution that integrates with and synchronizes the data from both the Practice Management system and QuickBooks financials.



### **Dr. Robert Barrick & Josh MacDonald**

ReferralWeb is an innovative cloud based referral tool that allows dental specialists the ability to capture a larger percentage of patients who are referred to them by General Dentists. Studies show that 30% of referred patients never make it to the specialist. This equates to \$2,000 to \$5,000 dollars per patient, or \$73,000 per year on average, lost in potential billing for the specialist. ReferralWeb changes the inefficient referral methods widely used in oral health practices today. With the click of a button, an easy to use referral form opens on the General Dentists browser. A few more clicks, the form is populated, and a HIPAA compliant communication dialogue is started between General Dentist, Patient, and Specialist via text and email which closes the gap in patient referral retention.



### **Pedro Balata & David Bailey**

Email Encryption & Cloud Services.