



Annual Conference Agenda April 18-21, 2018



Wednesday, April 18, 2018	
5:00 pm to 8:00 pm	Registration & Welcome Dinner Reception with Partners (B Ocean Private Beach)
Thursday, April 19, 2018 (Pointe Room / Lido A, B & C / Wreck Bar)	
7:30 am - 8:30 am	Breakfast with Partners (Lido B & C)
8:30 am - 9:10 am	Welcome and DIA Business (Pointe Room) Patrick Jacobwith, Opening Remarks
9:10 am - 10:25 am	Paul Dippell, Service Leadership, Powered by Great America – <i>Driving Best-in-Class MSP Value Creation: Comparisons and Best Practices</i>
10:25 am - 10:55 am	Platinum Case Study: Lee Rozeboom, Great America & Clay Archer, DentalPC: <i>More Dippell & Dental PC, Less (Lee)sing... Win/Win</i>
10:55 am - 11:10 am	Break / Partner Networking
11:10 am - 11:25 am	Gold Presentation: CT Distributing, Joy McNevin
11:25 am - 11:40 am	Gold Presentation: Banyan, Kris Jenkins
11:40 am - 12:40 pm	Lunch with Partners (Lido B & C)
12:40 pm - 12:55 pm	Partner Networking Opportunity / Set up for Roundtables
12:55 pm – 1:00 pm	Mini Roundtable Introduction and Objectives
1:05 pm - 2:40 pm	Mini Roundtables (4 sessions/tables of 20 min each) – 2 Plat Partners; Speakers
2:45 pm – 3:45 pm	Special Agents Lauren Szwech & Brody Black, FBI Miami Field Office / Criminal Cyber Squad: <i>2018 Cyber Threat Landscape</i>
3:45 pm – 4:00 pm	Gold Presentation: Black Talon Security, Gary Salmon
4:00 pm	Daily Wrap Up
5:00 pm to 7:00 pm	Connections & Cocktails: Open bar & heavy hors d'oeuvres (Wreck Bar)

MUST be present to win Raffle Prizes

Friday, April 20, 2017 (Pointe Room / Lido A, B & C)	
8:00 am - 9:00 am	Breakfast with Partners (collect Saturday roundtable surveys)
9:00 am - 9:15 am	Opening Remarks, Patrick Jacobwith
9:15 am - 10:15 am	Josh Peterson, Bering Mckinley – Matching Sales Strategies with Personal Goals
10:15 am - 10:30 am	Platinum Partner: Michael Jenson & Nancy Haight, Weave: The Power of Relationships and Retention
10:30 am - 11:00 am	Break / Partner Networking
11:00 am – 11:15 am	Gold Presentation: ConnectWise, Joe Kilburg
11:15 am – 11:30 am	Gold Presentation: Lenovo, Kyle Wise
11:30 am – 11:45 am	Partner Recognition
11:45 am – 12:45 pm	Lunch with Partners
12:45 pm - 12:55 pm	Partner Networking Opportunity / Set up for Roundtables
12:55 pm - 1:00 pm	Mini Roundtable Introduction and Objectives
1:05 pm - 2:45 pm	Mini Roundtables (6 sessions/tables of 15 min each) - Gold Partners
2:50 pm – 3:05 pm	Gold Presentation: PCIHIPAA, Danielle McKinley
3:05 am – 4:05 pm	DIA Board of Directors: Changing Landscape / Standards of care
4:05 pm – 4:15 pm	Raffle Drawings / Daily Wrap Up
4:15 pm – 5:15 pm	Partner Recognition Cocktail Reception Dinner on your own
Saturday, April 21, 2017 (Members Only)	
8:30 am - 9:30 am	Breakfast (Lido B & C)
9:30 am - 10:00 am	DIA Housekeeping (Pointe Room)
10:00 am - 12:00 pm	Round Table: Moderator, President - Integrator Executive Roundtable, Open Forum / Various Issues
12:00 pm	DIA Business / Conference Closing: Patrick Jacobwith

**Thank you to the
2017 Board Members**

**Patrick Jacobwith - President
Dan Edwards
Christi Thissen
John Moore
Steve McNamara**

MUST be present to win Raffle Prizes

Guest Speaker



Paul Dippell



Paul Dippell is CEO of Service Leadership, Inc. a leading global consultancy to Solution Providers, industry consultants and IT vendors, and publisher of the Service Leadership Index®, the foremost worldwide channel partner benchmark. Prior, at USBX Advisory Services, Paul established its IT M&A practice. At All Covered, Inc., a large SMB IT Managed Services Provider, he led M&A and Integration. He then founded a mid-market IT services firm with two private equity raises. At Xerox, Paul was V.P. of Managed Services, serving F500 customers worldwide. Before that, at CompuCom, he was V.P. of Enterprise IT

Operations Consulting for this \$2BB IT Solution Provider. Paul is a highly rated speaker at Solution Provider industry events worldwide.

About Service Leadership, Inc.

Service Leadership advises global IT vendors and Solution Providers on offerings and execution strategies for solutions and services to optimize profit, growth and stock value. To consultants and advisors to the IT Solution Provider community, it offers Solution Provider business diagnostic and peer group benchmarking services. The company publishes the Service Leadership Index®, the industry's leading and most actionable Solution Provider financial and operational benchmark series.

Contact Paul:

972-798-1288 x 111

Service Leadership, Inc

paul.dippell@service-leadership.com

www.service-leadership.com

Guest Speaker



Special Agents, Lauren Szwech & Brody Black

Criminal Cyber Squad / Miami Field Office

Special Agent Lauren Szwech is currently assigned to the cyber squad at the Miami field office. Throughout her 5 years in Miami, she has worked a variety of criminal and national security cyber matters. Prior to her current assignment, SA Szwech worked as an Intelligence Analyst in the Knoxville Division.

Special Agent Brody Black is currently assigned to the Miami field office, working criminal cyber matters. Prior to that, he was a Computer Scientist in the FBI's Philadelphia Division.

Contact SA Szwech & Black:

754-703-2000

Federal Bureau of Investigations, Miami Division

lszwech@fbi.gov

bcblack@fbi.gov

www.fbi.gov

Guest Speaker



Josh Peterson



Josh Peterson is the founder and CEO of Bering McKinley, a management consulting firm serving IT Solution Providers from around the world. For over 14 years the mission has been to provide blue chip strategic and operational consulting to companies looking for exceptional growth, profit, and exit strategies. As the longest tenured consultant in the IT space Josh and his team continue to deliver and exceed client expectations. Bering McKinley is also the longest running independent ConnectWise consulting firm in the industry with over 20,000 hours spent working with clients and end users.

Josh's presentations at IT Nation, Autotask Community Live, Tech Select, Channel Pro and other major industry events are filled with real life scenarios, humor, and a harsh dose of accountability.

Josh rejects cookie cutter solutions, "one to many consulting", and anything that smells like a so called scalable approach to consulting. Bering McKinley solutions are designed, tested, and implemented to meet each client's unique circumstances. Clients benefit from the success and struggles of those who came before them.

With an MBA and an undergraduate degree in education, Josh has studied how organizations work, how to train owners and staff on new and difficult concepts, and how to build teams that succeed for everyone involved.

Along with Josh's passion for innovation and business he also enjoys flying, World Series of Poker events, and spending as much time possible travelling with his wife and two sons. Recently Josh completed (run would be an exaggeration) the NYC Marathon and the NYC ½ Marathon with several Bering McKinley Peer Team members.

Contact Josh:

212-300-3016

Bering McKinley

josh@beringmckinley.com

www.beringmckinley.com

Partners

PLATINUM



Lee Rozeboom, Harrison Gerber & Jim Hocking

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.



Michael Jenson & Nancy Haight

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



Joy McNevin, Keith Butler & Mike Acevedo (AllWorx)

Computer Telephony Distributing (CTD) is a value-added distributor of IP telecommunications products in the SMB/Enterprise IP space. At CTD, we provide complete telecommunication solutions for you and your business while offering 30 years of traditional telecommunications and networking experience. Along with our experience, our team of professionals assist our resellers with consultative sales skills to provide the best products for their application, as well as pre/post sales and technical support to insure their success. CTD always offers the latest in technology with competitive pricing and is constantly aiming to stay at the forefront of advances in the telecommunication industry.



Joe Kilburg

ConnectWise transforms how technology solution providers successfully build, manage, and grow their businesses. Our award-winning set of software solutions provide a seamless experience to companies in more than 50 countries, giving them the ability to increase their productivity, efficiency, and profitability. When combined with our commitment to innovation, passion, and more than 30 years of experience, ConnectWise software solutions deliver the support companies want at each step of their business journey. Be a part of our game-changing community, come to our events, and see the benefits for yourself. For more information, visit ConnectWise.com.



Gary Salmon

Black Talon Security specializes in cyber security and HIPAA solutions for the dental industry. We work closely with IT companies to identify and mitigate vulnerabilities in networks through vulnerability scanning and penetration testing. BTS has a very aggressive reseller program for MSPs.

GOLD Cont.



Kris Jenkins, Tim Hansen & Robb Miller

Banyan is a patient experience SaaS company. Our software platform and success coaching help doctors create patients for life by humanizing the patient experience. Unlike stand-alone point solutions, we deliver best-in-class tools and training—from a single source—so practices can grow profitably with less hassle and overhead. Our automated HIPAA-compliant social media app, reviews platform and patient communications software help healthcare providers personalize the patient experience and connect with patients online and offline. Building trusted patient relationships improves patient acquisition, retention and lifetime value. In addition, our client success coaches teach providers how to adopt successful behaviors nationwide.



Danielle Mckinley

PCIHIPAA is an industry leader in PCI and HIPAA compliance by providing turnkey, convenient solutions for its clients. Its OfficeSafe Compliance Program takes the guesswork out of compliance while providing the assurance and insurance medical and dental providers need to protect their future. PCIHIPAA was recently voted one of the Top 10 Healthcare Compliance Companies of 2017. Over the last 5 years, PCIHIPAA has helped DIA Members generate over \$500,000 selling HIPAA Compliance as - a Service solutions. Learn more at OfficeSafe.com and PCIHIPAA.com.

SILVER



Justin Reinmuth

The Technology Risk Underwriting Group (techrug) specializes in Cyber Liability Errors & Omissions Insurance to MSP's, MSSP's and CSP's. In 2015, techrug launched its TechMal (Technology Malpractice) policy form to our 1000+ clients around the US. This is a one-of-a kind, 1st & 3rd party policy only available through techrug via the creation of policy language granted to us by the carrier. The average techrug client saved **42%** when switching over from their previous provider in 2017.



Laura Miller

Aspida Mail offers 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 – offering both outbound & inbound encryption. We manage MX records of existing domains or allow users to purchase a single address on our domain (ex: drjohnsmith@aspidamail.com). With Aspida Mail, there is no software to install, maintain or update. All plans offer simple, month-to-month pricing with no contracts, no set-up fees and no hidden costs. HIPAA Compliant Email - Simplified.



Martin Kearns

Lighthouse 360 is an award-winning platform that helps dental professionals maximize patient visits through automated communications.

SILVER Cont.



Tim Devitt & Adam Larpenteur

Equus Compute Solutions customizes white box servers and storage solutions to enable flexible software-defined infrastructures. Delivering low-cost solutions for the enterprise, software appliance vendors, resellers, and cloud providers, Equus is one of the leading white-box systems and solutions integrators. Over the last 28 years, we have delivered more than 3.5 million custom-configured servers, software appliances, desktops, and notebooks throughout the world. Our advanced systems support software-defined storage, networking, and virtualization that enable a generation of hyper-converged scale-out applications and solutions. From components to complete servers, to fully customized fixed-configurations, white box is our DNA. Find out how to enable your software-defined world with us at www.equuscs.com.



Bob Dziengeski & Bill Kane

First American Dental Finance provides leasing & financing to the entire spectrum of dental businesses for projects including equipment, technology, software, expansions, renovations and services.