



Annual Conference Agenda April 3-6, 2019



GREEN VALLEY RANCH™
RESORT | SPA | CASINO
LAS VEGAS

Wednesday, April 3, 2019 (The Pond & Opium Terrace)	
5:00 pm to 8:00 pm	Registration & Welcome Dinner Reception with Partners
Thursday, April 4, 2019 (La Cascada I, II & III)	
7:30 am - 8:30 am	Breakfast with Partners (La Cascada III)
8:30 am - 9:00 am	Welcome and DIA Business (La Cascada I & II) Patrick Jacobwith, Opening Remarks
9:00 am - 10:15 am	Brent Watkins, Global Security Partners – <i>Cyber Security Lessons Learned from Twenty Years as an FBI Cyber Agent</i>
10:15 am - 10:45 am	Platinum Case Study - Michael DePalma, Datto & Yaron Baitch, Sunset Technologies: <i>Keeping Your Clients Up and Running in Any Disaster</i>
10:45 am – 11:00 am	Break / Partner Networking
11:00 am - 11:15 am	Gold Presentation: Review Wave
11:15 am - 11:30 am	Gold Presentation: Rapid Fire Tools
11:30 am - 11:45 am	Board of Directors Introduction
11:45 am - 12:45 pm	Lunch with Partners (La Cascada III)
12:45 pm – 1:00 pm	Partner Networking Opportunity / Set up for Roundtables
1:00 pm – 1:10 pm	Mini Roundtable Introduction and Objectives (La Cascada III)
1:10 pm - 2:45 pm	Mini Roundtables (4 sessions/tables of 20 min each) – 2 Plat Partners; 1 Speaker
2:55 pm – 3:55 pm	Standing on the Shoulders of Giants, Member Presentation: Scott Haselkorn & Corey Harris, Haselkorn, Inc – <i>Trust No ONE Security Vendor</i> (La Cascada I & II)
3:55 pm – 4:00 pm	Daily Wrap Up
5:00 pm to 7:00 pm	Connections & Cocktails: Open bar & heavy hors d'oeuvres (Lobby Bar Terrace)

Friday, April 5, 2019 (La Cascada I, II & III)

8:00 am - 9:00 am	Breakfast with Partners (collect Saturday roundtable surveys) (La Cascada III)
9:00 am - 9:15 am	Opening Remarks, Patrick Jacobwith (La Cascada I & II)
9:15 am - 10:30 am	Arial Harland, Great America – Hiring for Top Performance: The Path to Hiring Success
10:30 am - 10:45 am	Gold Presentation: Fortis Payments
10:45 am - 11:00 am	Break / Partner Networking
11:00 am – 11:30 am	GreatAmerica Platinum Case Study: “Better Late Than Never...” A Lee Rozeboom Documentary on Life, Love, and HaaS with Guest Star Appearance by Sam Suglio of DMA
11:30 am – 11:45 am	Board of Directors Election
11:45 am – 12:45 pm	Lunch with Partners (La Cascada III)
12:45 pm – 1:00 pm	Partner Networking Opportunity / Set up for Roundtables
1:00 pm - 1:10 pm	Mini Roundtable Introduction and Objectives
1:10 pm – 3:05 pm	Mini Roundtables (6 sessions/tables of 15 min each) – 3 Gold / 1 speaker
3:10 am – 4:10 pm	Standing on the Shoulders of Giants, Member Presentation: Patrick Jacobwith, Sunset Technologies – Growing a Business (La Cascada I & II)
4:10 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 6, 2019 (Members Only)

8:30 am - 9:30 am	Breakfast (La Cascada III)
9:30 am - 10:00 am	DIA Housekeeping (La Cascada I & II)
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
2018 Board Members**

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

Guest Speaker



Brent Watkins



Brent Watkins, a retired Special Agent of the FBI in late 2016; Brent decided to offer his unique expertise, specialized education, training, and extensive experience to the private sector. Brent had much to offer, with 20 years of investigating computer and high-tech crime, as he began his career when e-commerce was in its infancy. Brent's first case was in 1997 and it was a simple DOS attack on a large retailer that cost the company millions. Contrast that with today where terrorists, nation states, attacks on critical infrastructure, and financially motivated cybercrime (e.g. ransomware and Business Email Compromise) are in the news every day. In addition to his cases in the United States, Brent also investigated international cases in conjunction with foreign governments. As a Special Agent Bomb Technician, Brent is well aware of the fact that mistakes can have bad results!

Brent and his firm, GlobalSec Partners, are advocates for the National Center for Missing and Exploited Children. As Brent explains, "Children are victims of horrendous crimes all around this country every single day. I've worked some of these heart-breaking cases and know that often perpetrators use technology to facilitate their crime. I want everyone to know if anyone asks for my assistance in such a case, I'll drop everything and try to help. Fortunately, the FBI and local law enforcement are extremely good at working these cases." As an additional way to help, a portion of Global Sec Partners profits go to the National Center for Missing and Exploited Children.

Contact Brent:

844-200-9876

GlobalSec Partners

brent@GlobalsecPartners.com

www.GlobalsecPartners.com

Guest Speaker



Arial Harland



Arial Harland is a Human Resources & Organizational Development Consultant with PathShare® HR Services Group at GreatAmerica Financial Services, where she enjoys fostering relationships with business owners and helping them with their organizational challenges. Arial is certified by the Society for Human Resource Management as a Senior Certified Professional (SHRM-SCP), and she is a certified AVA Analyst through AVA Associates. She obtained her Bachelor of Arts in Organizational Sciences and Psychology at Coe College and her Master of Organizational Leadership through St. Ambrose University. Arial was named an industry “Difference Maker” in ENX Magazine and was also one of six named as an industry “Young Influencer” in The Cannata Report in 2018

PathShare® HR Services is a suite of consulting services designed to help our GreatAmerica customers achieve greater success. We are an extension of our customers' leadership team bringing Human Resources knowledge and Organizational Development expertise to their business and growth strategies. We have been fortunate to help many customers in our industry by providing services such as:

- Hiring
- Sales Training
- Cultivating Company Culture
- Strategic Planning
- Leadership Development and Succession Planning

PathShare's unique knowledge of the industries we serve, combined with our specialized expertise and experience in growing successful sales and technical organizations, has helped our GreatAmerica Financial customers accelerate achievement of their business goals.

Contact Arial:

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Partners

PLATINUM



Lee Rozeboom & Cameron Fisher

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 DePalma & Sam Ledversis

As the world's leading provider of IT solutions delivered by Managed Service Providers (MSPs), Datto believes there is no limit to what small and medium businesses can achieve with the right technology. Datto offers business continuity and disaster recovery, networking, business management, and file backup and sync solutions, and has created a one-of-a-kind ecosystem of partners that provide Datto solutions to half a million businesses across more than 130 countries. Since its founding in 2007, Datto has earned hundreds of awards for its rapid growth, product excellence, superior technical support, and for fostering an outstanding workplace. With global headquarters in Norwalk, Connecticut, Datto has international offices in the United Kingdom, Netherlands, Denmark, Germany, Canada, Australia, China, and Singapore. Learn more at datto.com.

GOLD



Rick Danuloff, Jonathan McAlees & Jimmy Nafso

Fortis Payments (FortisPay) provides products, services, and technology that rivals the largest credit card processors in the nation without losing the close, personal attention their merchants deserve. Today FortisPay processes for nearly 200,000 merchants and roughly \$40B annually.

GOLD Cont.



Dr. Brian Johnston

Review Wave is best in class reputation management software for dentists to get reviews. It is best in class customer service and support, so your clients get results and you don't get headaches. Review Wave can also handle your clients 2-way texting, appointment reminder needs, as well as Online Scheduling, and even listing SEO. This makes Review Wave the most complete integrated marketing automation platform for dentists all under one roof, and at a great savings to your client.



Mark Winter

RapidFire Tools, Inc creates innovative business-building technology tools for MSPs. The company's offerings include Network Detective®, a suite of IT assessment, documentation, and reporting tools; Audit Guru, for compliance process automation; and Detector, for insider cyber threat detection and alerting. To learn more, visit www.rapidfiretools.com or call 678-323-1300.

SILVER



Gary Salman

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.



Ken Lukach

YAPI is a paperless software that integrates with Dentrix, Eaglesoft, Open Dental, and PracticeWorks. We designed our software as a complete suite of solutions dedicated to maximizing efficiency and profitability for dental practices. We offer many features, from paperless forms on an iPad to automated appointment confirmations and recall.

SILVER Cont.



Matt Sullivan

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.



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.



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.

SILVER Cont.



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.



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.



Leonard DiMiceli

Ecessa's scalable wide area network products make business applications run better and prevent outages by combining multiple carrier and Internet connections. Ecessa SD-WAN solutions create Never Down™ networks with automatic inbound and outbound failover, load balancing, line health monitoring and more. You can leverage up to 25 communication links of any kind, including MPLS, broadband, DSL, cable, satellite, microwave or LTE -- from any providers. Keep your clients' offices reliably connected to cloud-based apps, data centers, VoIP systems and more – without worry and without fail.