

## ECS 2017

<b>When:</b>	May 7-9th, 2017
<b>Where:</b>	Hotel Valley Ho, Scottsdale AZ
<b>Who:</b>	C Level Executives, Dealer Principles, VP Presidents and MGMT Executives
<b>Why:</b>	Connect and network with progressive decision makers and technology professionals in one location. SELL! Share your competitive advantage, solutions, and products with key stakeholders and establish key partnerships with industries and best technology providers. Most all, NETWORK!

### Sunday, May 7th, 2017

<b>Start</b>	<b>End</b>	<b>Description</b>
3:00	5:00	Press Conference
5:00	6:30	Cocktail Hour by the pool @ The Hotel Valley Ho Sponsored by: GreatAmerica
6:30	7:00	Welcome and Awards MC: Bob Goldberg
7:00	9:00	Dinner by the Pool Sponsored by: GreatAmerica Guest Speaker: Jennie Fisher

### Monday, May 8th, 2017

<b>Start</b>	<b>End</b>	<b>Description</b>
7:00	8:00	Breakfast: Sponsored by IN-Map Location: Main Place Courtyard Solutions Showcase Location: Valley Ho Room
8:00	9:30	Keynote Address: Uptake Presenter: Joseph Bradley, President Business Ventures Title: The Avant-Garde of Data Deliverance Description: Out of the most talked about themes throughout the modern Business IT industry, many primarily focus on one centralized topic: Big Data. Organizations that have big data analytics at their disposal and utilize it are able separate themselves from the rest of the marketplace. Through the processes of collecting, storing, and analyzing, vast amounts of raw data can be transformed into business revelations like consumer behaviorism. Big data is the most efficient approach towards organizational optimization and enables businesses to effectively leverage their data assets for maximized data deliverance.
9:30	10:00	Break: Sponsored by Psigen Location: Main Place Courtyard Solutions Showcase Location: Valley Ho Room
10:00	11:00	Company: Xerox Presenter: Mike Feldman, President North America Title: TBD Description: TBD

11:00	12:00	<p>Company: HP  Presenter: Mimi Evenson, National Channel Manager  Title: Warding Against the Wolf  Description: The age of digitization has brought forth a plethora of business and technological advancements; however, the same can be said for entities challenging cyber security. For an industry rooted in IT and services, cyberattacking on its enterprises has become an unfortunate reality that must be dealt with. The danger that hackers and malicious malware pose can be a devastating blow to any organization and the worst part about them is that they can be looming right around the corner without warning. The industry is at a critical juncture where the necessities of survival must include the proper security measures to ward off the wolves the channel faces.</p>		
12:00	1:00	<p>Lunch: Sponsored by LMI  Location: Palm Court  Solutions Showcase Location: Valley Ho Room</p>		
			Moderator	Panelists
1:00	2:30	<p>Panel Discussion  Title: Technologically Secure Armament  The old aphorism that “numbers never lie” could not be more appropriately suited for the modern Business Intelligence era. In 2015, 85% of SMEs within the U.S. have reported that they were hacked while approximately 60% of large corporations noted system attacks. With attacks on the rise two years later, big data develops into a valuable resource for companies as well as prized possessions for cyber-thieves. SMEs are heavily targeted because of the lack of resources needed to defend their data. This is partially why 60% of small companies who fall victim to cyber-attacks no longer exist after 6 months. However, organizations of any size are vulnerable and businesses must adapt to modern, proactive approaches to armament their organizations against the contingency of modern business threats.</p>	<p>Bob Goldberg,  BTA General  Counsel</p>	<p>Bill McLaughlin: CIO, Atlantic:  Tomorrow’s Office  Mimi Evenson: National Channel  Manager, HP  Brooks Borcherding: Chief  Revenue Office, Datto  John Swalwell: VP Imaging/CTO,  Perry proTECH</p>
2:30	3:00	<p>Break: Sponsored by USFleetTrack  Location: Main Place Courtyard  Solutions Showcase Location: Valley Ho Room</p>		
3:00	3:30	<p>Company: LMI  Presenter: Doug Johnson  Title: Your Roadmap for Success—Paper or Google?  Description: The Printing and Imaging Industry is maturing, evolving, consolidating, disaggregating—and that was just last week. In all of this chaos, dealers must grow to ensure their long term success. Navigating your business through this challenging environment, how should you re-evaluate your tools, systems, skills sets, and partnerships to enable long term top line and bottom line growth? Is your navigation approach akin to the free gas station maps (huddling around fixed data) or Google maps (intelligent, big data analytics driven)? After this discussion, you may have a whole new perspective on your long term roadmap for success...</p>		
3:30	4:00	<p>Company: Clover Imaging Group &amp; Print Audit  Presenters: Luke Goldberg &amp; West McDonald  Title: Where Did That Seat Go?  Description: Last year Luke and West shared their vision of SBB (Seat Based Billing) for Managed Print. One year later, what has happened? In this session you will learn some surprising new details about the advances in SBB in the last 12 months as well as learning about a revolutionary roadshow that could transform how you sell managed print tomorrow.</p>		

4:00	5:15	Panel Discussion Title: OEM Panel	Mike Stramaglio, MWA Intelligence, Inc.	Doug Albrechts: President, Sharp Rick Taylor: President, Konica Minolta Phil Boatman: Lexmark Jim D'Emidio: President, Muratec Mimi Evenson: National Channel Manager, HP
5:15	5:30	Wrap-up		
5:45		Meet in the lobby at the Hotel Valley Ho		
6:00	7:00	Cocktails at the House Sponsored by		
7:00	10:00	Dinner at the House Sponsored by Xerox		

Tuesday, May 9th, 2017				
Start	End			
7:00	8:00	Breakfast: Sponsored by HP Location: Main Place Courtyard Solutions Showcase Location: Valley Ho Room		
8:00	9:00	<p>Keynote Address: Konica Minolta Presenter: Rick Taylor, President &amp; CEO Title: REAL NEWS</p> <p>Description: The dynamic nature of the imaging channel characterizes an industry molded by progression and innovation. As the imaging channel continues to undergo transcending transformations, business organizations must be willing to take on modern business practices through convergence. The effects of dealership versatility by adopting the convergence of information technology and managed network services extends well beyond the customer experience. Having the ability to serve the imaging channel on a multi-level spectrum sets forth a precedent acknowledged not only by customers, but captures the attention of manufacturers and investors as well. Convergence within the dealership channel ultimately leads to competitive advantages that maximizes potential and optimizes organizational bottom lines.</p>		
9:00	10:30	<p>Panel Discussion Title: All About the Benjamins Description: Benjamin Franklin once said, "An investment in knowledge pays the best interest." As a dynamically moving commerce, the imaging channel is dependent upon the knowledge capable of developing innovation and creation to dissipate industry challenges. Knowledge has led to the advancement of cutting-edge technologies and processes, enabling business organizations to overcome problematic obstacles and breaking down barriers that stunt industry growth. Now, more than ever, an investment in knowledge is an investment for the future, which is in the best interest of the imaging channel.</p>	Mike Stramaglio, President & CEO MWA Intelligence, Inc.	Steve Etter: Partner, Greyrock Capital Group Dan Doyle, Jr: President, Dex/e- Merge Dan Ruhl: Oval Partners

10:30	11:30	<p>Company: Clover Imaging Presenter: Matt McGuire and Aaron Dyck</p> <p>Title: How to become the Kevin Bacon of Lead Generation</p> <p>Description: What do Kevin Bacon, the movie Top Gun, and a popular business practice have in common? Find out in this engaging discussion! Aaron Dyck &amp; Matthew McGuire will help you make sense of the latest digital marketing trends and best practices in outsourcing business services so you can expand capabilities, implement enterprise-level sales with confidence and leverage world-class marketing strategies to compete and win.</p>
11:30	12:30	<p>Lunch: Sponsored by ESP</p> <p>Location: Palm Court</p> <p>Solutions Showcase Location: Valley Ho Room</p>
1:00	5:00	Golf at the Phoenician