



Agenda

Monday, March 10

12:00 PM – 7:30 PM	Registration
12:00 PM – 5:00 PM	Community Industry Advisory Council Working Meetings <i>By invitation</i> <ul style="list-style-type: none"> • AI Advisory Council Meeting • Blockchain & Web 3 Advisory Council • Channel Development Advisory Council • Data Council Meeting Advisory Council • SaaS Ecosystem Advisory Council • IoT Advisory Council • Workforce Advisory Council
3:00 PM – 4:00 PM	North America Regional Group Executive Council Meeting <i>By invitation</i>
3:00 PM – 5:00 PM	Cybersecurity Programs Volunteer Leaders Planning Session <i>By Invitation</i> <i>(ISAO Executive Steering Committee, Cybersecurity Global Task Force, Cybersecurity Trustmark Working Group)</i>
4:00 PM – 6:00 PM	Member Lounge <i>Open to all</i> Visit our membership reps and extended staff in the Membership Lounge to learn more about membership benefits and other department opportunities across different areas. The Membership Lounge will be open throughout CCF.
5:30 PM – 6:00 PM	Welcome New Member & Attendee Orientation: Make the Most of Your Membership & CCF <i>Open to all</i> We're so glad that you're a part of the Community! In this session—open to both new and long-standing members—you'll learn about the latest and greatest Community benefits and how to make the most of your membership. You'll also get tips on maximizing your experience at CCF—from networking and expanding your industry peer group to joining working groups dedicated to the business topics that matter to you and your company. Presenter: Robert Cosentino, Senior Director, Member Experience
6:00 PM – 7:30 PM	Opening Reception and Give Back Activity <i>Open to all</i> Please join us at the CCF opening reception. Network with fellow members while we participate in a service project. Don't miss this opportunity to give back and get to know your colleagues. An open bar and heavy hors d'oeuvres will be served.
7:30 PM	Free time to explore the Windy City.

Tuesday, March 11

8:30 AM – 6:30 PM	Registration & Member Lounge <i>Open to all</i> Visit our membership reps and extended staff in the Membership Lounge to learn more about membership benefits and other department opportunities across different areas. The Membership Lounge will be open throughout CCF.
8:30 AM – 9:00 AM	Networking Breakfast <i>Open to all</i>
9:00 AM – 10:00 AM	CCF Welcome <i>Open to all</i> Join MJ Shoer, Chief Community Officer, for a state of the Community overview, including what's new with membership, upcoming events, new benefits, and more. Presenter: MJ Shoer, Chief Community Officer
10:00 AM – 10:45 AM	Research Keynote <i>Open to all</i> Presenting the 2025 State of the Channel research, Carolyn April will decode the industry's complexities, revealing trends, challenges, and opportunities shaping its future. Whether you're an industry veteran or a budding professional, this session will equip you with the knowledge and foresight to stay ahead of the curve. Starting with the "big picture," Carolyn will navigate attendees through the channel ecosystem, products, and services, as well as business dynamics, and touch on topics like growth expectations and drivers, financial literacy, operational efficiency, and preparing for the future. Presenter: Carolyn April, Vice President, Industry Research
10:45 AM – 11:00 AM	Networking Break
11:00 AM – 12:15 PM	Interest Group Meeting Advancing DEI&B in IT: Challenges, Trends, and the Association's Role <i>Open to all</i> Join us for an engaging and collaborative working session with the DEI&B Committee at CCF. This session will discuss the common trends and challenges that IT Providers face when building or expanding their Diversity, Equity, Inclusion, and Belonging (DEI&B) initiatives. We aim to identify areas where the association can provide support and resources to help overcome these challenges. Additionally, we will highlight the Mentorship Program and introduce the newly released DEI&B Guidebook, which offers practical insights and strategies for fostering a more inclusive and equitable workplace. In this working session, we will: <ul style="list-style-type: none">• Explore the latest trends and challenges in DEI&B initiatives within the IT industry.• Facilitate an open discussion to share experiences and best practices among attendees.• Identify specific areas where the association can offer assistance and resources to support DEI&B efforts.• Highlight the Mentorship Program, designed to connect experienced professionals with those seeking guidance and support in their DEI&B journey.

	<ul style="list-style-type: none"> • Introduce the newly released DEI&B Guidebook, a comprehensive resource crafted to help Managed Service Providers (MSPs) and IT Professionals implement effective DEI&B strategies. This guidebook provides actionable insights and ideas that can be seamlessly integrated into daily operations, catering to the unique needs of each organization. <p>We look forward to your participation and valuable contributions to this important discussion. Let's work together to create a more inclusive and equitable IT industry!</p> <p>Moderators: Terez Leach, Manager, MSP Marketing, Trend Micro Eric Torres, Vice President of Channel and Community Engagement, Pax8</p>
11:00 AM – 12:15 PM	<p>Member Champion Meeting <i>By Invitation</i></p>
12:15 PM – 1:15 PM	<p>Networking Lunch <i>Open to all</i></p>
1:15 PM – 2:30 PM	<p>Interest Group Meeting The Growth Blueprint: Strategies, Stories, and Solutions <i>Open to all</i></p> <p>This session is designed to provide a comprehensive overview of growth strategies, highlighting both successes and challenges. It begins with a brief introduction outlining the goals and introducing the speakers.</p> <p>Successes and Challenges are explored through detailed stories of triumphs and personal anecdotes about failures, offering valuable lessons learned.</p> <p>Participants then split into three breakout groups:</p> <ol style="list-style-type: none"> 1. Growth Strategies: Discuss key considerations for successful mergers and acquisitions (M&A) and strategies for driving organic growth, supported by real-life examples and case studies. 2. Leadership and Process Adaptation: This section examines how leadership styles and processes have evolved to support growth, with insights into overcoming challenges and increasing organizational maturity. 3. Technical and Strategic Focus: This section emphasizes the importance of a well-defined technology stack and strategies for focusing on core business competencies, illustrated by effective examples and case studies. <p>The session concludes with a summary of key takeaways from each group and closing remarks from the speakers, ensuring participants leave with actionable insights and growth strategies.</p> <p>Moderators: Carrie Green, Senior Vice President Operations, Alt-Tech Christopher Infante, Director, Engineering, Forward Edge</p>
1:30 PM – 4:00 PM	<p>Business Genius Café – Book 1:1 Business Advice with Industry Experts <i>Members Only</i></p> <p>Solution provider members are invited to book 25-minute appointments to get advice on a range of different topics and challenges. Business experts will share top tips and insights during these one-on-one meetings, where you can discuss strategies and challenges that are unique to your business. Solution provider members interested in participating may reserve a timeslot here (available on a first-come, first-served basis).</p>

	<p>Topics include:</p> <ul style="list-style-type: none"> • Cybersecurity • Marketing & Social Media • MSP Sales Growth Strategies • Leadership & Strategy Best Practices <p>Questions? Please email genius-cafe@gtia.org</p>
2:30 PM – 2:45 PM	Networking Break
2:45 PM – 4:00 PM	<p>Interest Group Meeting MSP Cybersecurity Missteps: Turning Their Failures into Your Success"</p> <p>In this session, participants will analyze real-world MSP cybersecurity failures in small groups, identify mistakes, and propose better solutions. The session will conclude with presenting findings and best practices to prevent similar issues.</p> <p>Participants will be divided into small groups of 10. Each group will be given a scenario detailing a cybersecurity incident where an MSP (Managed Service Provider) made critical errors.</p> <p>The task for each group is to:</p> <ol style="list-style-type: none"> 1. Identify the Mistakes: Analyze the scenario to pinpoint where the MSP went wrong. 2. Propose Solutions: Discuss and outline what the MSP should have done differently to handle the situation better. <p>After the group discussions, each team will present their findings and recommendations. The session hosts will then provide an overview of best practices for MSPs to avoid similar pitfalls in the future.</p> <p>Moderators: Jason Eberhardt, Global Vice President MSP Channel, 1Password Nett Lynch, Chief Information Security Officer, Kraft & Kennedy, Inc.</p>
4:00 PM – 4:15 PM	Networking Break
4:15 PM – 5:00 PM	<p>Conversations and Cocktails <i>Open to all</i></p> <p>Networking will be served over questions, cocktails and mocktails. This unique session is a wonderful opportunity for anyone passionate about creating a more inclusive and equitable IT industry in a fun new way.</p> <p>Sip on expertly crafted cocktails and mocktails as you mingle with fellow advocates who share your passion for driving meaningful change.</p> <p>This session offers a supportive environment to network, learn, and contribute to a brighter future for women in technology. Let's come together to make a real impact and pave the way for the next generation of women leaders in IT.</p> <p>Moderators: AWIT Interest Group</p>
4:15 PM – 5:00 PM	<p>Member Lounge</p> <ul style="list-style-type: none"> • Cybersecurity Programs with Wayne Selk & Team • Membership with Josh Kilker & Team • Regional Groups Leaders

	<ul style="list-style-type: none"> • Community Liaisons • Advisory Councils
5:00 PM – 6:00 PM	Free time
6:00 PM – 6:30 PM	North America Spotlight Awards Reception <i>Open to all</i>
6:30 PM – 8:30 PM	North America Spotlight Awards Dinner & Ceremony <i>Open to all</i> The North America Spotlight Awards recognize individuals and companies that are leading the way for the Community and displaying excellence in the tech industry. Join us for an evening of celebration as we announce the winners of the 2024 North America Spotlight Awards and honor your peers and colleagues.

Wednesday, March 12

8:30 AM – 1:30 PM	<p>Registration & Member Lounge <i>Open to all</i></p> <p>Join our membership reps and extended staff in the Membership Lounge to learn more about membership benefits and other department opportunities across different areas. The Membership Lounge will be open throughout CCF.</p> <p>10:00 AM – 12:00 PM Member Lounge</p> <ul style="list-style-type: none"> • Cybersecurity Programs with Wayne Selk & team • Membership with Josh Kilker & team • Regional Group leaders • Community liaisons • Industry Advisory Councils
9:00 AM – 10:00 AM	<p>Networking Breakfast and MentorUp: Launching a new cohort <i>Open to All</i></p> <p>Are you just starting your career and looking for guidance, or are you a seasoned professional who wants to share your expertise? Discover the transformative power of mentorship by hearing firsthand experiences from our program participants and learn how being a mentor or mentee can enrich your professional journey and personal growth.</p> <p>This isn't just a session—it's a chance to join a thriving community that champions mutual success and support. By joining, you'll gain valuable insights, build meaningful connections, and contribute to a culture of collaboration and growth.</p> <p>Don't miss this opportunity to see how the Community mentorship program can elevate your career. Sign up for our third mentorship cohort and take the next step in your professional development.</p>
10:00 AM – 10:15 AM	Networking Break
10:00 AM – 10:45 AM	<p>Cybersecurity Trustmark 2.0 - What to Expect <i>Open to All</i></p> <p>The update for the Trustmark is out! We will talk through the changes and discuss how they may impact your organization.</p>
10:15 AM – 11:30 AM	<p>Interest Group Meeting Launching the next phase of AWIT <i>Open to all</i></p>

	<p>Evolution reminds us that change is natural, and with it comes the opportunity to adapt, improve, and succeed. Join us for an exciting and transformative session as we unveil the new AWIT Playbook, a comprehensive guide designed to inspire and empower individuals and organizations in the tech industry. Your voice matters—feedback from the Playbook will play a crucial role in shaping our new initiatives, ensuring that AWIT continues to meet the needs of our community and drive meaningful change in the tech landscape.</p> <p>Looking ahead, 2025 will be a year of growth and opportunity as we expand AWIT's reach into new regions and strive to host more impactful events throughout the year. This session will also mark a pivotal moment as we announce a new, more inclusive name for the AWIT interest group, reflecting our commitment to diversity and belonging.</p> <p>Additionally, we will dedicate time during this session to break into groups and tackle critical questions:</p> <ul style="list-style-type: none"> • Now that we are successfully getting women into the pipeline what challenges are MSPs seeing? • What barriers are holding us back? • What actionable solutions can we implement now to overcome them? <p>Be part of this collaborative and forward-thinking journey as we take AWIT to new heights, address current challenges, and create a more inclusive and innovative future for all.</p> <p>Moderators: Katherine Gray, Administrative Services Manager, Warren Averett Technology Group Renee McCloden, Vendor Community Director, Pax8</p>
11:00 AM – 11:45 AM	<p>Third-Party Vendor Risk Management: <i>Open to All</i></p> <p>Managed Service Providers (MSPs) often face challenges in satisfying the safeguards outlined in the Cybersecurity Trustmark Third Party Vendor Management due to the complexity and scope of their operations and the high level of accountability required. Mike Stewart of Anchor Networks and Chad Holstead of BKS Group have put together a strategy for executing their Third Party Vendor Management plan. Having all your vendors accounted for in your inventory is one thing, but have you classified your service providers? Do your vendor contracts include security requirements? Do you monitor your vendors? When leaving one of your vendors, do you ensure they have been securely decommissioned? You will walk away with a template for your vendor management process and some ways to overcome the challenges in managing them.</p> <p>Presenters: Chad Holstead, CEO and Founder, BKS Group CJ Johnson, Senior Director, Cybersecurity Compliance Programs</p>
11:30 AM – 12:30 PM	<p>Lunch <i>Open to all</i></p>
12:30 PM – 1:15 PM	<p>Cybersecurity Trustmark Training for Your Organization <i>Open to All</i></p> <p>Don't miss this new training aligned to the Trustmark safeguards, which provides a way to manage curriculum for your employees.</p>
1:30 PM – 2:15 PM	<p>LevelBlue OTX/USM <i>Open to All</i></p> <p>We will explore the new LevelBlue benefit, which will be replacing Splunk/TruStar, inside of the Cyber Hub.</p>

2:30 PM – 3:15 PM	Tales from the Assessor: Lessons Learned <i>Open to All</i> Hear firsthand accounts from members about being assessed in the Trustmark and learn how to better prepare.
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Join us in the Membership Lounge throughout the event to meet with your member rep and learn more about your benefits!