

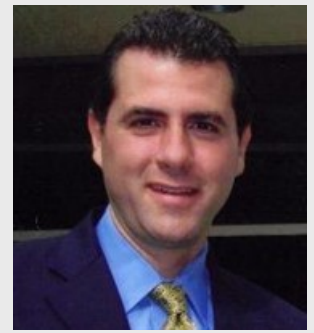
AITP Region V
Information Technology Conference 2011
Radisson Hotel & Convention Center—Green Bay, WI
October 19-20, 2011



Secure Your Business... And Your Future!

WEDNESDAY, Oct. 19, 2011

The Transformation of Dell— Driving Business and IT Solutions



Special Events

Conference Banquet
6:00-8:00 p.m.—Grand Council Ballroom

Guest Speaker: Matt Sedlacek
Executive Director, Large Enterprise Solutions
Dell Computers

Matt has been with Dell for 11 years and has held several sales and management positions during this time. His career started as an Account Executive in New Business Development in Dell's Healthcare vertical and then moved into various business development AE roles in both healthcare and Dell's corporate business verticals. From there, Matt assumed Regional Sales Director responsibility covering the Midwest/Great Lakes Regions for Dell's Corporate business group. In 2006, Matt became the Area Vice President of Sales for the US Central Area Commercial Business Unit. In 2010, Matt completed an assignment as the Country Manager for Dell's commercial business in Canada. Most recently, Matt moved into the role of Executive Director for Large Enterprise Solutions which focuses on go to market field readiness for Dell's server, storage and networking solutions in the Americas.

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Agenda at a Glance

WEDNESDAY, Oct. 19, 2011

9:00 a.m.–6:00 p.m.	Registration, Grand Council Ballroom entrance/Atrium
10:00 a.m.–6:00 p.m.	Exhibitor Booths
10:00 a.m.–5:00 p.m.	Education Tracks (details below)
5:00 p.m.–6:00 p.m.	Cocktail Hour, Atrium
6:00 p.m.–8:00 p.m.	Conference Banquet, Grand Council Ballroom
8:00 p.m.–Midnight	Hospitality Suite, Tower One (open to all attendees)

10:00 a.m.–Noon

Mohawk Social Networking in the Corporate Environment–Risk vs. Opportunity–Panel Discussion

Noon–1:00 p.m.

Lunch on your own

1:00 p.m.–2:00 p.m.

Mohawk	The Efficient Enterprise, Managing Costs out of the Data Center–Dell
Seneca	Customer Relationship Management for the Mobile Sales Force, the Analytical Executive, and the Untrainable User–Ledgview Partners
Onondaga	Enabling Work at Home for Business Continuity–Time Warner Cable/Northwestern Mutual

2:15 p.m.–3:15 p.m.

Mohawk	Business Etiquette–New Rules in a Digital Age–Robert Half Technology
Seneca	Harnessing the Power of the Cloud–Tushaus
Onondaga	SharePoint–When to Crawl, Walk, Run–Avtex

3:30 p.m.–5:00 p.m.

Mohawk	Managing Customer Expectations–ITT Technical Institute
Seneca	Securing Your Future with Open Source Code–Zyquest
Onondaga	Mitigating the Business Pain and Suffering of Social Media Networking–Heartland Business Systems

THURSDAY, Oct 20, 2011

8:30 a.m.– 10:00 a.m.	Region V Board Meeting, Grand Council Ballroom
10:00 a.m. -10:30 a.m.	Break
10:30 a.m.–1:00 p.m.	Leadership Workshop. Grand Council Ballroom Learn how to navigate and use the new tools available with ATIP's new web portal and Membership System. Participate in the discussions on how to grow your chapter and increase the value of an AITP membership to your members.

Register Now!

AITP Members	\$40
AITP Student Members	\$20
Non-Members	\$50

Conference registration deadline is October 13th

To register: <http://new.aitp.org>

Radisson Hotel reservations:
Call 800-333-3333 or direct at 920-494-7300.

Request group rate code "AITP". Room rate is \$79 (single or double)
Rate is good two days before and two days after the conference and includes a full buffet breakfast
Room reservation cutoff is October 4th.



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aitp Association of
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