

COLLABORATION ~ CONNECTIONS ~ RESULTS!

MONDAY

October 11, 2010

11:00 - 3:00pm	1nService MSP-SIG Breakout Session The MSP SIG breakout is a CLOSED session and participation in this SIG requires membership based on established guidelines and qualifications. The session will take an in depth look at the Go-to-Market Strategy of individual member companies and a combined strategy for the SIG.	National Harbor Conf. 1 CLOSED SESSION
1:00 - 3:00 PM	1nService Board of Directors Meeting	Azalea 2
3:00 - 4:30 PM	1nService Shareholders Meeting - Annual Meeting	Azalea 2
3:30 - 5:00 PM	1nService Special Interest Group ~ Meet & Greet Gatherings Sales & Marketing Professional Services	Hospitality Suite 11081 Hospitality Suite 11082
6:30 - 8:00 PM	INTERCHANGE 2010 ~ Collaboration Kick-Off! Join your fellow INTERCHANGE attendees for a social gathering of cocktails & hors d'oeuvres as we kick-off INTERCHANGE 2010 from the top 2 floors of the resort! Take the private elevators to Pose Ultra Lounge where Interchange attendees will enjoy spectacular views of the harbor area from the floor to ceiling windows and outdoor patio while connecting with attendees.	Pose ~ Ultra Lounge

TUESDAY

October 12, 2010

7:00 - 8:00 AM	INTERCHANGE 2010 Exchange Expo Set-up	Cherry Blossom Lobby
7:45 - 8:15 AM	Continental Breakfast & Industry Presentation Sponsored by eGestalt Technologies Pvt Ltd <i>Presented by Mr. Jim Hare, Vice President of World Wide Sales</i>	Cherry Blossom Ballroom 
8:30 AM	WELCOME to INTERCHANGE 2010! Opening Comments and Introductions Jo Miller, 1nService Exec. Director of Partner Relations & Paul Cronin, 1nService CEO	Cherry Blossom Ballroom
8:45 AM	Collaboration ~ Connections ~ Results! 1nService Introductions, Case Studies & Successes Get to know 1nService and who is attending INTERCHANGE. Past events have included speed meeting and member presentations. There is a new twist on this year's introductions. All companies will introduce and provide a brief overview. Attendees can capture information to set their course for key communications at the Exchange EXPO. We'll then take it a step further and introduce the audience to a few companies who have reported over 100K in revenue from their 1nService membership. We will challenge them and find out how they made it work. Learn how to make it work for you.	Cherry Blossom Ballroom Session Sponsored by 
10:15 AM	Break	
10:30 AM	State of the Carrier Industry Presented by Carl Grivner, CEO of XO Communications This presentation will touch on how the trends present opportunities for 1nService member companies.	Cherry Blossom Ballroom 
11:00 AM	The 411 Deal ~ Get in the Game! Interactive General Session Get to know 1nService and the services and scope of technology available. We'll keep it lively by using an interactive game format to deliver the facts about 1nService, the 411 member portal, and scope of our capabilities within the 1nService organization.	Cherry Blossom Ballroom
12:00 PM	Lunch Session INTERCHANGE 2010 - Technology Connections No more death by PowerPoint! Our supplier members are up for the challenge and ready to exchange their ideas and offerings in a different way. They have been given the challenge ~ make it content rich & entertaining. We'll put them to the test and rate them on the spot! Autotask <i>Presented by Mr. Gary Martini, Executive Director of Sales</i> CompTIA <i>Presented by Mr. Kirk Smallwood, Vice President, Strategic Relationship</i> Fortinet <i>Presented by Mr. Mike Pickett</i> Panduit Corp. <i>Presented by Mr. Jonathan Cowen,</i>	Cherry Blossom Ballroom    
1:30 PM	INTERCHANGE 2010 EXCHANGE EXPO Collaborative 360 Trade EXPO This year is different! 1nService Members, Supplier Members and Sponsors will all interact at the same time during our lively afternoon Exchange. We keep it simple ~ table top displays only. We will get you out of a stuffy ballroom and into the bright, open space in the Gaylord Atrium where attendees will have the opportunity to make valuable connections within the 1nService community and work toward business results and ROI! Attendees will use their "1nServiceopoly" guide from the morning sessions to navigate the EXPO, collect "CHANCE" cards from each table and you will be entered into the INTERCHANGE drawing to win a prize! <i>Trade EXPO drawing and Interchange awards sponsored by 1nService Member Company,</i>	Cherry Blossom Lobby  
4:00 PM	Break	
6:45 - 10:15 PM	INTERCHANGE 2010 - Dinner Event Private Riverboat Dinner Cruise (Departing from Gaylord National Dock) <i>Spouses/Significant others are invited to join attendees on this cruise. Guest fee is \$100pp.</i> Watch as the Washington Monument, Jefferson and Lincoln Memorials, and Kennedy Center glide past on our private dinner cruise on the Potomac. Our dinner cruise will provide attendees time to connect and collaborate in a relaxed setting while enjoying the evenings view of the Capital. Attendees should gather at the Gaylord National Dock for boarding and departure.	Dandy Riverboat Cruise Boarding at GAYLORD HARBOR DOCK



WEDNESDAY

October 13, 2010

8:30 AM Light Continental Breakfast Cherry Blossom Lobby

9:00 AM **INTERCHANGE ~ Morning Kick-off!**
Tim Hebert, 1nService Board Chairperson Cherry Blossom Ballroom

9:15 AM **The Business of You!**
Double Your Productivity, Reduce Your Stress & Balance Your Life
Steve McClatchy, President, Alleer Training & Consulting
International Speaker, Trainer, Consultant, Writer & Entrepreneur



In this age of social networking, text messaging, email, voice mail, cell phone calls, face-to-face meetings, virtual meetings, drop-ins and to-do list that never seems to end, a new approach to managing it all is needed. Used by Disney, HP, Wells Fargo, IKEO, Nestle, Merck, BASF, Comcast and the San Francisco 49ers this presentation delivers a fresh, practical everyday approach that will help you to accomplish more in less time and with less stress.

In this fast paced, interactive and engaging presentation you will learn how to make better choices, plan more strategically and get more done in less time. If you want to double your productivity, reduce your stress and balance your life this is a don't miss presentation.

After Attending this Session Participants Will Be Able To:

- Make better decisions that yield better results.
- Execute specific tasks that create work/life balance.
- Plan more effectively and strategically.
- End email addiction, procrastination and needless interruptions.

11:15 AM **INTERCHANGE 2010 - Awards & General Session Closing**

11:45 PM Lunch Break

1:00 PM **1nService Special Interest Group Breakout Sessions**

Sales & Marketing ~ SOCIAL MEDIA...Are You Part of the Conversation?

Cherry Blossom Ballroom

Facilitated by Kyle Nelson, CEO/Founder, Launchfish

Social Media is the #1 activity on the Web. As an example, Facebook is the #2 most-used site with 500 million users of which 50% of them login EVERYDAY. Your customer is on-line, engaging with brands and partners...are you "part of the conversation"? According to Seth Godin, if your customers aren't talking about you, there's a reason...and the reason is your boring.

So, how do you become noticed and engaged in conversations across the web? Kyle Nelson, CEO and Founder of LaunchFish — a social media marketing agency in Dallas, TX — will show you how. Recently, LaunchFish has helped several AV and UC integrators get on the map by engaging their customers through online conversations on blogs, Facebook, Twitter and YouTube. Integrators, never before involved in social media activity, are now leading their markets with more traffic, more sales and more referrals.

During the October Interchange Sales & Marketing Breakout Session, Kyle will introduce the Integrator's Consortium — a "social media-driven ecosystem" of integrators, AV and UC manufacturers, and other industry providers. Imagine being a part of an online team of integrators that are driving the online conversation around subject matters such as video conferencing, unified communications, collaboration, WiFi initiatives and more. Kyle will show you how you can quickly become what people are talking about and "leverage" others in the consortium to bring you leads, content, and increased success.



Sales & Marketing ~ Fill Your Pipeline with HOT Prospects: Harness the Power of Referrals

Cherry Blossom Ballroom

Facilitated by Joanne Black, Founder/Sales Speaker, No More Cold Calling

This session is sponsored by 1nService member & shareholder company SMARTnet

How would you like to consistently attract your best and most profitable clients while turning every new client into a source of even more business? Joanne Black's presentation presents the common-sense approach to referrals that leaves people wishing that they had started down this road years ago.

This session will tap into Joanne's proven, No More Cold Calling Referral-Selling Systems, boost your sales and fire up your business! Whether you make cold calls now or not, leverage the power of your referral network and hit your sales numbers without hitting the phones.

- Get HOT sales leads at the level that counts
- Convert more than 50 percent of your prospects to clients
- Use referrals to impact your bottom line
- Double your sales footprint without adding to your sales budget
- Learn the 5 steps to build your referral business

Following Joanne Black's proven, Breakthrough Referral-Selling System, you'll discover how to turn current customers and your myriad of contacts into rich sources of referrals - as you establish relationships that ace out the competition. Qualified prospects, ready to do business, will call you asking for your help!



Sponsored by
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1:00 PM **CEO Roundtable Forum**
GROWING & SUSTAINING YOUR BUSINESS IN TODAY'S ECONOMY
Facilitated by Tim Hebert, CEO of Atrion Networking and 1nService Board Chairperson
Best Practice Session. Attendees in this breakout should come prepared to present one strategic initiative that has been implemented in their organization within the last year. What are they seeing with the outcome and what successes have been achieved.

Magnolia 1
CLOSED SESSION

1:00 PM **Professional Services ~ The Professional Services Opportunity in The CLOUD**
Facilitated by the 1nService Professional Services Leadership Group
During this session we will redefine the ProService SIG and add strategy and structure for the group that will ensure value is garnered more consistently for the membership. This session will then take an in-depth look at the Professional Services opportunity in The Cloud. Best practice sharing, interactive discussions and information exchange.

Baltimore 1
CLOSED SESSION

1:00 PM **Executive Forum - Unified Service Delivery Strategy - 1nService Special Interest Group**
Facilitated by Win Farnsworth, CEO of ISC
This newly formed Special Interest Group (SIG) will focus on best practices and identification of potential revenue opportunities within the scope of the technology practice.

Baltimore 2
CLOSED SESSION

4:00 PM **INTERCHANGE 2010 - Closed**

AGENDA is subject to change