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SIA Executive Roundtable program and meeting details June 10, 11, 2015 in PA Essintial Enterprise Solutions will host the roundtable, lunch and break at their HQ location, 100 Sterling Parkway, Suite 307, Mechanicsburg, PA 17050. **Customer Service Delivery Platform (CSDP)** and **PC Parts** will host the cocktail reception at the Hotel Hershey.

Sponsors:  **ESSINTIAL**
ENTERPRISE SOLUTIONS

 **Customer Service Delivery Platform**
Unifying Infrastructure. Transforming Businesses. Gaining Market Share.



Hotel info: The Hotel Hershey 100 Hotel Road, Hershey, PA 17033 1 800-HERSHEY. Attractions include Hershey Park, the famous Hershey world attraction chocolate experience or Gettysburg National Military Park and Museum - 54 miles from The Hotel Hershey.

June 11 High Noon – Welcome Tom York, President SIA & President Essintial Enterprise Solutions

- Introductions; Genesis came from past board meetings where a lot of value came from the industry topics and issues that were discussed at board meetings impacting many of us.
 - Format –open and dynamic discussions –facilitator will lead the discussion, challenge our thinking, ask relevant questions, and keep us focused on the subject to remain productive.
- 12:15 – 1:15pm
- Lunch & Networking (meeting, lunch and break hosted by Essintial Enterprise Solutions)
- 1:15 – 2:15pm
- Market Trends - Rob Brothers, Program Director Software & Hardware Support and Deploy Services, IDC (Bio attached)
- 2:15 – 2:45 pm
- Break & Tour of Essintial Enterprise Solutions
- 2:45 – 3: 45pm
- Future of the IT Service Parts Market - George Crist, PhD CEO PC Parts (BIO attached)
- 3:45 pm
- Open topics – this session will allow the participants to get input on issues in the services market from others participating in the roundtable discussions.
- 4:30 pm
- Wrap up
- 6: 45 pm
- Cocktails (hosted by PC Parts & CSDP) at the Hotel Hershey bar & outside Veranda. This will be the Overlook Patio.
- 8:00pm
- Dinner at Hershey Hotel’s flagship restaurant, Circular. We have arranged a pre-set price for \$50pp plus tax, gratuity and wine. Individual cards for payment.

Rob Brothers, Program Director IDC Software & Hardware Support Services



Rob Brothers is a Program Director for IDC's Software and Hardware Support Services research practice. In this role he focuses on worldwide support services for hardware and software. IT hardware includes servers, storage, client devices, networking equipment, and peripherals. Software includes operating systems, databases, applications, and system software. Mr. Brothers draws on decades of industry experience to provide insights and actionable advice to assist vendors in developing, marketing, and delivering support services. His areas of expertise include, but are not limited to, enterprise storage and system support, high-availability and mission-critical support services, virtualization services and channel and partnering strategies.

Mr. Brothers joined IDC from Endeavor Services Group where he was director of services. In this role, he developed and implemented hardware and software support programs for storage and server solutions.

Rob holds a Bachelors Degree in Marketing from Northeastern University.

George H. Crist, Ph.D., Chief Executive Officer



Dr. Crist is the CEO of GreenLoop IT as well as the President and Chief Financial Officer of PC Parts, Inc. He has extensive experience in information technology, logistics, biotechnology and statistical analysis. Dr. Crist holds a Ph.D. in Physiology from the Pennsylvania State University College of Medicine and a B.S. in Cellular and Molecular Biology.

Before joining the company in 1998, Dr. Crist served as President of Edge Biosciences, a start-up biotechnology company. Prior to that, he was a fellow at the Penn State College of Medicine specializing in cellular signal transduction, endocrinology, and pharmacology. He served on the Penn State faculty senate as well as on the Institutional Review Board at Hershey Medical Center. Dr. Crist is published in the field of metabolism and still teaches part time at Harrisburg Area Community College. His work led to a U.S. patent (6060481) for the treatment of Type II diabetes which is currently being developed by Novartis. He has also served on the boards of Estari, Inc., the Thompson Institute, and the Central PA workforce development board. With his wife Jennifer and their seven children, Dr. Crist also helps to lead philanthropic work in Central America.