

NEWSLETTER APRIL 2024



ABOUT ITSERVE ALLIANCE

Founded in 2010, ITServe Alliance is the largest association of Information Technology Services Organizations functioning across the United States. Established with the objective of being the collective voice of all Information Technology companies functioning with similar interests across the United States, ITServe Alliance has evolved as a resourceful and respected platform to collaborate and initiate measures in the direction of protecting common interests and ensuring collective success.



ITServe Alliance, the largest association of IT Solutions & Services organizations in the United States, representing over 2300 member companies, serves as the collective voice for prestigious small and mid-sized Information Technology companies with similar interests with shared interests across the United States.

Since its establishment in 2010, ITServe Alliance has been a beacon of knowledge, skills, and awareness, empowering its members through 21 Chapters across the country. As a trusted platform, ITServe collaborates and implements measures to safeguard common interests, ensuring the protection of its member companies.

Over the years, ITServe Alliance has evolved as a resourceful and respected platform to collaborate and initiate measures in the direction of protecting common interests and ensuring collective success. It has established a name for itself as the center point of information for its members covering a variety of topics ranging from immigration, technology, economy, and many more.

ITServe Alliance has built a strong member-focused community within the IT industry where professionals and experts alike can collaborate, present new business ventures, and work together to find new ways to overcome industry obstacles.

Led by highly talented individuals, phenomenally successful entrepreneurs, and Innovators who are enthusiastic about giving back to the community as part of this BIG ITServe Family, at ITServe, we believe in developing strategic relationships with our partner organizations to work for a better technology environment by building greater understanding.

Come and join us on our journey. Let us be your voice when it comes to Information Technology.

- INTERVIEW WITH
 LAVANYA POOSARLA
- SYNERGY 2024
 ANNOUNCEMENT
- SYNERGY 2024
 ELITE MEMBER BENEFITS
- GLIMPSE OF SYNERGY KICKOFF 2024
- APRIL ACTIVITIES
- 4 CSR ACTIVITIES
- 22 IMMIGRATION UPDATES
- 23 SPONSORSHIP OPPUTUNITIES FOR SYNERGY 2024
- 24 2024 NATIONAL SPONSORS
- 26 MEMBER BENEFITS, SPORTS & WELLNESS
- 31 LEADERSHIP BOARD



LAVANYA POOSARLA

ITSERVE EXECUTIVE BOARD
DIRECTOR - DIVERSITY AND COMPLIANCE

Interviewer:

Congratulations on being the only Woman Director at ITServe. Best Wishes! Could you share your vision for ITSeve as the Director of Diversity and Compliance.

Lavanya Poosarla:

Our vision is to cultivate an environment where every individual feels valued, respected, and empowered. Our commitment to diversity extends beyond mere representation; it's about fostering a culture of inclusion where all voices are heard and all perspectives are considered.

Interviewer:

In a male-dominated IT world, what are the challenges women face in standing out as IT leaders.

Lavanya Poosarla:

Work Life balance is major challenge along with Isolation and Lack of Networking Opportunities.

Despite these challenges, many women are breaking barriers and achieving success as leaders through resilience, determination, and support from allies within the industry. Efforts to promote diversity, equity, and inclusion, along with initiatives aimed at addressing systemic biases and creating more supportive work environments, are crucial in overcoming these challenges and fostering the growth of women leaders

Interviewer:

What are some of the activities/plans to attract and include diverse sections of IT members across the United States?

Lavanya Poosarla:

Networking events and Webinars along with these we are actively seeking out opportunities to engage with and support diverse communities both within and outside of our organization. By partnering with local organizations and participating in community events, we will demonstrate our dedication to making a positive impact.

Interviewer:

How do you help bring diversity into ITServe and make this a more representative

Lavanya:

Diversity is essential because it drives innovation, enhances problem-solving capabilities, improves understanding, boosts engagement and satisfaction, enhances reputation and brand image. By embracing diversity and fostering inclusive work environments, we can position ourselves for long-term success in a rapidly changing and increasingly diverse world.



Visit Website for Details: events.itserve.org/synergy

2024 SYNERGY ANNUAL CONFERENCE

(ITServe Alliance Flagship Event)

JOIN - COLLABORATE - ACCELERATE



- One Elite admission ticket
- One additional general admission ticket

PRIMARY ELITE TICKET BENEFITS

- ➤ Elite area seating for Cocktail night
- Elite area seating for Banquet night
- Elite Dinner and Vegas style entertainment (6PM - 10PM on Oct 28th)
- Exclusive Elites WhatsApp group for business growth activities
- Exclusive Elite member WhatsApp promotion in home chapter WhatsApp group
- Limo Pickup from airport to the hotel
- Red Carpet welcome at the hotel on arrival
- 40% discount on Silver Sponsorship (*)
- 50% Discount in Journal Print & Digital advertisement
- Exclusive Procurecon Matchmaking with Clients and MSP's
- Dedicated breakfast and lunch areas
- Access to Elite lounge
- Promotion during Synergy
 - (*) Only to display your IT Services \ Product

Conference Director:

Suresh Potluri

+1 (859) 221-2248

Elite Chairs:

Ravi Komatireddy

+1 (401) 369-4185

Suresh Kandala

+1 (251) 214-6642





One Hotel Room for 3 Nights



Elite Member E-mail promotion to all **Chapter Members**



Website and **Conference Journal Elite Listing**



Oct 29-30, 2024



Caesars Palace

3570 S Las Vegas Blvd, Paradise, NV 89109





Remarkable Success of our Synergy Kickoff event!













Thank you for being a part of this extraordinary beginning!

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APRIL ACTIVITIES

NATIONAL

National Webinar on Benefits by Roopak Naresh Gupta - Virtual held on 2nd April.

The speaker for the event was Roopak Naresh Gupta shared insights on How to Use mTap Cards Effectively? & Updates on Benefits and Features

ITServe Webinar on succeed in An MSP World and Grow Your Business by Erik Thorberg - Virtual held on 9th April.

The speaker for the event Erik Thornberg shared insights on How to Succeed In An MSP World and Grow Your Business!

ITServe Webinar By Chelsey Baker on Business Pitching - Virtual held on 10th April.

The speaker for the event was Chelsey Baker shared insights on Business Pitching - How to craft compelling business pitches to attract clients and opportunities including tips on structuring presentations and delivering impactful messages to sell business services successfully.

ITServe webinar on Quill Discounts - Virtual held on 16th April.

ITServe webinar on how to utilize Discount Prizes for Members and Updates on ITServe Member Benefits.

ITServe Webinar on Pitch Practice - Virtual held on 17th April.

The speaker for the event was Chelsey Baker shared insights on

An interactive session where ITServe will have the opportunity to practice pitching with Chelsey's guidance, refining their skills and boosting confidence.

ITSS webinar on R&D of Tax credits for IT Organization - Virtual held on 18th April.

ITServe Services & ADP Live Webinar Shared insights on R&D of Tax Credits for IT Organizations.

ITServe Webinar By Santosh Somireddy - Virtual held on 30th April.

The speaker for the event was Santosh Somireddy shared the New FTC Ban ON NON-Compete Agreements.

IMMIGRATION WEBINARS

Immigration Webinar by Bhanu B ilindra - Virtual held on 10th April.

The speaker for the event was Bhanu ilindra shared insights on Immigration Updates and Q&A Session.

Immigratation Webinar By santosh Somireddy - Virtual held on 24th April.

The speaker for the event was Santhosh Somireddy shared insights on 10 Common Issues, Error and Omissions by IT Consulting Firms

APRIL MONTHLY MEETINGS UPDATES

ATLANTA CHAPTER

Atlanta Chapter Monthly Meeting & Workshop - In-Person held on 24th April.

The speakers for the event are Durga Rao & Geetha Dammanna Shared insights on Navigating Immigration Landscape, i9 audits & compliance, streamline H1B modernization & process.

Atlanta CSR Activity held on 6th April.

Thanks to our incredible community, we collected a bounty of food for those in need. Your contributions made a real difference.

AUSTIN CHAPTER

Austin Chapter Monthly Meeting - In-Person held on 23rd April.

The speakers for the event are Vedavyas Vittala, Murali Talluri & Prashanthi Reddy Shared Insights on ICICI Banking Products by Vedavyas Vittala, Protecting from Cyber Threats by Murali Talluri & Immigration Updates by Prashanthi Reddy Esq.

Austin CSR Activity held on 13th April.

Volunteers, families, and kids gathered at the Central Texas Food Bank for a meaningful cause. Together, we sorted, inspected, and packed 571 boxes, totaling 17,130 pounds of food—enough for 14,275 meals. Your dedication made a significant impact. Thank you, everyone! See you soon!

Austin CSR Activity held on 20th April..

ITServe Austin Volunteers along with kids and families participated on April 19th and April 20th, 2024 for cooking and distributing burritos for homeless people in Austin. Our volunteers cooked, packed, and distributed around 128 burritos.

BAYAREA CHAPTER

Bay Area Chapter Monthly Meeting - In-Person held on 23rd April.

The Bay Area Monthly Meet event created an opportunity for in-person networking, and everyone spent a memorable day together.

CHARLOTTE CHAPTER

Charlotte chapter Monthly Meeting - In-Person held on 25th April.

The speaker for the event was Nazeera Dawood Created opportunity for In-Person Networking and everyone Spent a Memorable Day together.

Charlotte CSR Activity held on 11th April.

The ITServe Alliance Charlotte Chapter's CSR Activity made a meaningful impact with a \$1000 donation to Roof Above. Thank you to all who helped make this possible!

APRIL MONTHLY MEETINGS UPDATES

CHICAGO CHAPTER

Chicago Chapter Monthly Meeting - In-Person held on 17th April.

The speaker was Radhesh Reddy Gurrala Shared Insights on Personal Finance and Estate Planning (Will & Trust) Workshop and everyone spent a memorable day together.

COLUMBUS CHAPTER

Columbus Chapter Monthly Meeting - In-Person held on 17th April.

The Speakers for the event are Santhosh Somireddy & Shaundretta Boykins shared insights on Immigration workshop on Common Malpractices by IT Firms - How to Avoid Them & State of Ohio, Department of Development Financial Programs and Incentives.

DALLAS CHAPTER

Dallas Chapter Monthly Meeting - In-Person held on 24th April.

The Dallas Monthly Meet event created an opportunity for in-person networking, and everyone spent a memorable day together.

Dallas Chapter Workshop - In-Person held on 10th April.

The speakers for the event are Durga Rao & Geetha Dammanna Shared insights on Navigating Immigration Landscape, i9 audits & compliance, streamline H1B modernization & process.

Dallas CSR Activity 13th April.

We extend our deepest gratitude to every participant of the Dallas Chapter 5K walkathon. Your enthusiasm and support made it a resounding success! hope to see you again Thanks for everyone.

DETRIOT CHAPTER

Detroit Chapter Monthly Meeting - In-Person held on 24th April.

The speaker for the event was Christopher Swanson created an opportunity for in-person networking, and everyone spent a memorable day together.

APRIL MONTHLY MEETINGS UPDATES

DMV CHAPTER

DMV Chapter Monthly Meeting - In-Person held on 22nd April.

The speakers for the event are Vijay K Banda, Atchut Kanthamani, Kiran Gullapalli & Jay Challa Shared insights on Old Keys Cannot Unlock New Doors, Context Cybersecurity Trends, Threats & Strategies by Vijay K Banda, Strategies to win large federal contracts: Fireside Chat with Atchut Kanthamaneni and Kiran Gullapalli & Federal Contracting Basics by Jay Challa.

FLORIDA CHAPTER

Florida Chapter Monthly Meeting - In-Person held on 19th April.

The Speakers for the event are Praveen Andapalli & Nazeera Dawood Shared insights on How Digital Marketing Shapes IT Staffing by Praveen Andapalli & Are you prepared to do Business with the Gov? By Nazeera Dawood.

HOUSTON CHAPTER

Houston Chapter Monthly Meeting - In-Person held on 22nd April.

The speakers for the event are Durga Rao & Geetha Dammanna Shared insights on Navigating Immigration Landscape, i9 audits & compliance, streamline H1B modernization & process.

LOS ANGELES CHAPTER

Los Angeles Chapter Monthly Meeting - In-Person held on 5th April.

The Speaker for the event was Ali Emami created an opportunity for in-person networking, and everyone spent a memorable day together.

MINNEAPOLIS CHAPTER

Minneapolis Chapter Monthly Meeting - In-Person held on 25th April.

The Speakers for the event are Virendra Yadav & Gregg J. Cavanagh created an opportunity for in-person networking, and everyone spent a memorable day together.

NEW ENGLAND CHAPTER

New England chapter Monthly Meeting - In-Person held on 10th April.

The Speakers for the event are Rajneesh Das & Jonathan Wasden created an opportunity for in-person networking, and everyone spent a memorable day together.

APRIL MONTHLY MEETINGS UPDATES

NORTH EAST CHAPTER

North East Chapter Monthly Meeting - In-Person held on 11th April.

The Speakers for the event are Alak D., Reetesh Ghosh, Tek Singh & Sheetal Shastri created an opportunity for inperson networking, and everyone spent a memorable day together.

NorthEast CSR Activity held on 3rd April.

As part of April's CSR initiative, the ITSERVE North East Chapter conducted a Blood Donation Drive at the Robert Wood Johnson Blood Service Center. We were fortunate to have 15 CEOs from the NE Chapter step forward for this noble cause. We extend our heartfelt gratitude and a shout-out to all contributors who made this event successful. It brings us immense joy and satisfaction to assist and serve the community through this life-saving endeavor. Once again, thank you to all our donors.

PHILADELPHIA CHAPTER

Philadelphia Chapter Membership Drive - In-Person held on 26th April.

The Philadelphia Chapter New Membership Drive held for in-person networking and new member interactions, provided an opportunity for everyone to spend a memorable day together.

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APRIL MONTHLY MEETINGS UPDATES

PHOENIX CHAPTER

Phoenix Chapter Monthly Meeting - In-Person held on 18th April.

The Speakers for the event are Murali Talluri & Marcia Reynolds Shared Insights on Protecting from Cyber Threats and Risk Management by Murali Talluri & Master of teaching Entrepreneurs, Internationally renowned Leadership & Transformational Coach by Marcia Reynolds.

Phoenix CSR Activity held on 25th April.

The CSR Activity hosted by the ITServe was Alliance Phoenix chapter remarkable success. Together. came together to support those in need, packing numerous boxes and preparing meals. It's truly heartening to witness such generosity and unity within our community. We extend our heartfelt gratitude to all attendees for their enthusiastic participation and dedication to making a difference. Your contributions have made a significant impact, and we are immensely grateful for your support. Looking forward to the next gathering and continuing our efforts to serve our community. Thank you for joining us, and until next time!

RALEIGH CHAPTER

Raleigh Chapter Monthly Meeting - In-Person held on 24th April.

The Speakers for the event are Murali Talluri & Nazeera Dawood Shared Insights on Protecting from Cyber Threats and Risk Management by Murali Talluri & Are You Prepared to Do Business with the Government Sector? by Dr.Nazeera Dawood.

Raleigh CSR Activity held on 21st April.

The Speakers for the event are Murali Talluri & Nazeera Dawood Shared Insights on Protecting from Cyber Threats and Risk Management by Murali Talluri & Are You Prepared to Do Business with the Government Sector? by Dr.Nazeera Dawood.

SEATTLE CHAPTER

Seattle Chapter Monthly Meeting - In-Person held on 19th April.

The Seattle Monthly Meet event created an opportunity for in-person networking, and everyone spent a memorable day together.

ST.LOUIS CHAPTER

St.Louis Chapter Monthly Meeting - In-Person held on 18th April.

The St.Louis Monthly Meet event created an opportunity for in-person networking, and everyone spent a memorable day together.

ITServe North East Chapter Blood Donation Drive!

In April, the ITSERVE North East Chapter held a successful Blood Donation Drive at the Robert Wood Johnson Blood Service Center. We thank the 15 CEOs who participated and all contributors. Your support is deeply appreciated as we assist the community. Special thanks to the NE CSR team for their efforts in organizing this event.

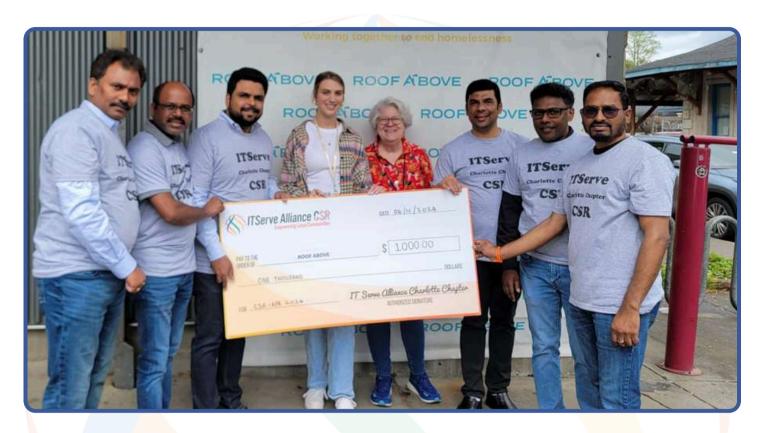






Charlotte Chapter's CSR Activity

The ITServe Alliance Charlotte Chapter's CSR Activity made a meaningful impact with a \$1000 donation to Roof Above. Thank you to all who helped make this possible!





ITServe Austin Chapter CSR Activity!

On April 13, 2024, ITServe Austin Chapter organized a CSR activity at Central Texas Food Bank. Volunteers inspected, sorted, and packed 571 boxes, totaling 17,130 pounds, providing 14,275 meals. Their dedication made a significant impact. Thank you to all involved!







ITServe Austin Chapter CSR Activity

ITServe Austin Volunteers along with kids and families participated on April 19th and April 20th, 2024 for cooking and distributing burritos for homeless people in Austin. Our volunteers cooked, packed, and distributed around 128 burritos.









Raleigh Chapter CSR Activity!

We extend our heartfelt thanks to all who joined us in this meaningful endeavor. The ITServe Raleigh Chapter recently provided nourishing meals for 100-120 individuals at the Wake County South Wilmington Street Center on April 21, 2024. Your generosity made this event possible, and we're deeply grateful for your support. We eagerly anticipate future collaborations. Thank you, everyone, for making this event a resounding success!







ITSERVE APRIL BOX CRICKET ACTIVITIES

Chapter Box Cricket Event

The ITServe Alliance organized a Box Cricket event for Chicago on April 27. It was an exciting activity, and everyone participated enthusiastically, showcasing their skills on the field. The event was a great success, and it was wonderful to see everyone enjoying themselves. Thank you to all who participated and made it such a memorable event.









Dallas Chapter's CSR Activity

We extend our deepest gratitude to every participant of the Dallas Chapter 5K walkathon. Your enthusiasm and support made it a resounding success! hope to see you again Thanks for everyone.







Phoenix Chapter's CSR Activity

ITServe Alliance Phoenix's CSR Activity was a resounding success. Packing boxes and preparing meals, we saw remarkable unity and generosity. Thanks to all attendees for their enthusiastic participation. Your contributions had a significant impact, and we're immensely grateful. Looking forward to the next gathering to continue serving our community. Thank you for joining us!







IMMIGRATION NEWS

USCIS Announces Information Regarding EB-5 Regional Center Audits

Under the new provisions of section 203(b)(5)(E)(vii) added by the EB-5 Reform and Integrity Act of 2022 (RIA) to the Immigration and Nationality Act, we must audit each designated regional center at least once every five years. This audit will include a review of any documentation required to be maintained by the regional center and a review of the flow of immigrant investor capital into any capital investment project. Regional center audits enhance the integrity of the EB-5 program by helping us verify information in regional center applications and annual certifications as well as associated investor petitions.



Click to Know More

USCIS Announces Open Application Period for the Citizenship and Integration Grant Program

The U.S. Citizenship and Immigration Services (USCIS) has initiated the application period for the Citizenship and Integration Grant Program. This program, spanning 16 years, aims to fund citizenship preparation programs nationwide. USCIS Director Ur M. Jaddou emphasizes empowering organizations to assist legal immigrants, particularly in underserved communities.

Grants of up to \$300,000 are available for approximately 40 organizations over two years, totaling \$10 million. Eligible recipients, including public or nonprofit organizations, are urged to apply before the June 21 deadline. Since 2009, the program has awarded \$155 million through 644 grants, benefiting over 300,000 immigrants.

Click to Know More

SPONSORSHIP OPPORTUNITIES FOR SYNERGY 2024

Dear Supporters of ITServe:

This is to express our sincere appreciation and gratitude for being a Sponsor of ITServe Alliance's Flagship Annual Conference, Synergy 2023. With your support, we have had a highly successful conference in 2023, benefitting ITServe members, vendors and sponsors.

We are reaching out to you to continue your support for the Synergy 2024, which will be held at the electric city of Las Vegas, at the Caesars Palace, the legendary hotspot where fortunes favor the BOLD on October 29-30, 2024.

It's a collision of brilliance, a networking supernova, and a tech safari all rolled into one. As you are aware, ITServe Alliance's Synergy is the only one-of-a-kind conference delivering innovative strategies, unique insights, and proven tactics for success, exclusively for IT service companies and individuals.

With the theme, "Technology, Member Benefits and Diversity" we are working hard to streamline the Synergy Conference process, increase the brand value of our Synergy, and promote diversity to establish it as a recognized America's biggest IT Staffing conference by mainstream media similar to SIA, HR World, Inc 5000.

Synergy 2024 will provide a platform for 3,000+ CXOs from hundreds of multi-national companies come together to hear industry leaders speak, engage in discussions with lawmakers, and participate in interactive breakout sessions, deliberate on the latest trends, challenges, and opportunities in the world of IT Staffing and Technology.

With an esteemed panel of keynote speakers, industry experts, and thought leaders, who will share their insights and best practices on a diverse range of topics, Synergy 2024 will focus on developing strategic relationships with our partner organizations, sponsors and supporters, to work for a better technology environment by building greater understanding.

Your valuable presence and support for Synergy 2024 will help us provide business owners, entrepreneurs, and executives with strategies and solutions that address the unique needs of the IT Solution & Services Industry.

You'll get to network with peers, learn from experts, and discover new and exciting developments in IT. Don't miss the chance to hear from inspiring speakers who will show us how to conquer the upcoming challenges and opportunities in information technology.

Come, join us and be part of our journey. Let us be your voice when it comes to Information Technology.





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MEMBER BENEFITS

ITServe is providing excellent benefits to members. The benefits team continuously works to enhance benefits for members. Here are some Benefits below that can help:

- ADP Payroll discount of 60%
- MS Office 365 Business basic \$1.8 per month for User MS Office 365
- Business Standard \$12 per month for user
- Comprehensive Smart Pack with Fed and drug test \$72.43 from USA Facts
- No out-of-pocket fee! No retainers or hourly rates for Collection Agency

Please feel free to reach the benefits team by E-Mail: benefits@itserve.org



"SPORTS & WELLNESS" Program at ITServe Alliance

Staying FIT physically and mentally is the key to keeping pace with the fast-paced world we all live in as entrepreneurs. Being fit and healthy goes without saying to make a difference in our professional and personal lives and maintain balance.

As you all know, the pandemic has taught us the importance of being healthy and its impact on our lives, our families, the well-being of the employees, and the overall organization in general. Some of the benefits we envision through these physical activities and staying engaged will:

- Instill discipline, confidence, team bonding & building, co-existence in a fun-filled environment.
- Help to improve both mental & physical health.
- Enhance member engagement at ITServe through sporting events.
- As the saying goes, healthy minds have more and make a positive contribution to their communities.

ITServe is excited to announce a new initiative to help our members relieve some stress from day-to-day activities by introducing a sports and wellness program. The program in the inaugural year will have Badminton, Cricket, Golf, Table Tennis & Volleyball with Yoga. Complete program details will be published soon.





ITSERVE ALLIANCE - WHAT ARE YOU GETTING FOR \$1000 MEMBERSHIP FEES?

BECAUSE OF INCREASE (\$500) IN MEMBERSHIP FEE ITSERVE WILL NOT FUNDRAISE FOR PAC (POLICY ADVOCACY) & CSR.

\$300 goes to PAC (Policy Advocacy):

- >> Salary to Monte Ward (Government liaison officer)
- >> Salary to Jon Wasden (Litigation Attorney)
- Challenge the upcoming immigration reform which will ELIMINATE our current consulting model.
- >> Passing of HIRE ACT

PARTIAL LIST OF PAC ACHIEVEMENTS

- >> 3 years of H1B approval
- >> Removal of Neufeld Memo/Client letter/Itinerary
- >> Opposed OPT/CPT third-party placements
- >> H1B lottery rule change
- >> Historic ITServe memo
- >> Reduced 221(G) at the consulates (Savings: Several thousands of USD)

\$200 to CSR:

STEM

- >> Support local employment via
 - 1. Scholarships
 - 2. Training &
 - 3. Foster startups.
- >> Lawmakers are appreciating and supporting this program

NON-STEM:

- >> Getting closer to local communities
- >> Convey to the public about our contribution to this country
- Get ground level support to our high skilled immigration policies (Savings: Several thousands of USD)

ITSERVE ALLIANCE - WHAT ARE YOU GETTING FOR \$1000 MEMBERSHIP FEES?



* - Intangible benefits. We are currently working with other national brands. If you have any questions or leads please contact us via email benefits@itserve.org or call our team members.

AG FinTax (Anil Grandhi (Savings: 5%))







Limited Time Offer: Sign Up in March 2024 and Get 4 Months Free Payroll Service + Discount!





Visit adp.com/ITServe or scan here to sendyour contact information to our dedicated ADP representative!

Contact ADP Sales Representative to Learn More:

Taylor Sweeney | (704) 254-4900 | Taylor.Sweeney@ADP.com

*Exact discount eligibility to be confirmed by ADP representative, Free months available with purchase of a 401(k) for new ADP clients processing on RUN Powered by ADP (5+ employees) in the US that complete, sign and submit an ADP sales order and start processing payroll timely as required. This offer cannot be combined with any other promotions. This offer shall not apply to CBA or Wholesale units or HR Pro 1-4 ees. Months free are 7-12 in Year 1 and 19-24 in Year 2. ADP, the ADP logo, and Always Designing for People are trademarks of ADP, Inc. All other marks are the property of their respective owners. Copyright © 2024 ADP, Inc. All rights reserved.





ITServe Alliance Membership



For Membership Visit:

www.bit.ly/ITServeMembershipApplication

PR & MEDIA TEAM







Suggestions:

Please feel free to E-Mail us at PR@itserve.org











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