



ITServe Alliance

Empowering Local Employment

NEWSLETTER MAY 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

Empowering Local Employment

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.

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IN FOCUS

ITServe's Synergy 2024 Will Be Held In Las Vegas

ITServe Alliance's Synergy 2024 will be held in the vibrant city of Las Vegas at Caesars Palace, the legendary hotspot where fortunes favor the bold, from October 29-30, 2024," Suresh Potluri, Director of Synergy 2024, announced today.

Synergy is the annual flagship event of ITServe Alliance. More than 2,000 CEOs and CXOs will come together for three days to network and gain knowledge on improving their businesses. At Synergy, we host numerous panels and keynote speakers who share their incredible and practical experiences in areas such as technology, finance, M&A, immigration, and entrepreneurship, in addition to mesmerizing live entertainment by famous artists. Every attendee will have something to take home from the conference that will help them grow their businesses and dream endeavors," he added.

An esteemed panel of keynote speakers, industry experts, and thought leaders 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," Potluri added.

With the theme, "Join - Collaborate - Accelerate!", ITServe is working hard to streamline the Synergy Conference process, increase the brand value of Synergy, and promote diversity to establish it as America's biggest IT staffing conference recognized by mainstream media similar to SIA, HR World, and Inc 5000.

"Synergy 2024 is a unique venue for the collision of brilliance, a networking supernova, and a tech safari all rolled into one," said Amar Varada, ITServe's Governing Board Chair. "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 panel discussions vital to ITServe members, who are entrepreneurs, Synergy 2024 will be packed with sessions on immigration, CIO/CTO roles, mergers & acquisitions (M&A), financial strategies, the Startup Cube, and PAC.

Jagadeesh Mosali, National President of ITServe Alliance, said, "ITServe Alliance's Synergy 2024 will offer its over 3,000 participants from across the nation innovative strategies, unique insights, and proven tactics for success, exclusively for IT service companies and individuals. Synergy will focus on developing strategic relationships with our partners organizations, sponsors, and supporters to work for a better technology environment by building greater understanding.

IN FOCUS

According to **Anju Vallabhaneni, President-Elect of ITServe**, "Synergy offers a unique opportunity for IT companies and individuals in the industry to hear from renowned guest speakers and thought leaders from across the country. participants will have the opportunity to break out into start-up cubes with business leaders and investors to pitch their offerings and ideas for the chance to turn dreams into a reality.

As per the organizers, 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, & participate in interactive breakout sessions, deliberate on the latest trends, challenges, & opportunities in the world of IT Staffing & Technology.

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

It's a collision of brilliance, a networking supernova, & 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.

According to **Sateesh Nagilla, Treasurer of ITServe**, "Synergy is ITServe Alliance's flagship Annual Conference, which began in 2015 with the objective of providing business owners, entrepreneurs, and executives with strategies and solutions that address the unique needs of the IT Solution & Services Industry."

Since 2015, Synergy has grown from a one-day conference and banquet event to two full days of speakers, panels, and breakout sessions. What began in Dallas, TX, has now travelled to Atlantic City and Chicago, continuing to grow. Synergy continues to add prominent speakers, valuable sponsorships, and help grow a community network of industry professionals across the country.

Participants will 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.

IN FOCUS

ITServe Announces Synergy 2024 During Kick Off Event In Phenix, AZ

ITServe Alliance's signature event, Synergy 2024 was announced during the Kickoff event held in Phoenix, AZ on May 3, 2024, with participation from a distinguished gathering of over 200 ITServe leaders, entrepreneurs, sponsors, and business magnates from across the nation.

During the kickoff, it was announced that Synergy 2024 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.

Organized by the #TeamPhoenix and the Phoenix Core Team, showcasing their unwavering dedication and support, which were instrumental in ensuring the seamless execution of this event, Praveen Samala, ITServe Phoenix Chapter President stated that Synergy (Kickoff) was triumphantly launched in conjunction with the West Coast Regional Meeting and Q2 Board Meeting in Phoenix.

"My Core Team deserves special accolades for their tireless efforts; this achievement would not have been possible without their collective expertise and commitment," Samala said. "ITServe Alliance is thrilled to unlock new opportunities and ignite your success at Synergy 2024."

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.

The keynote session during the kickoff was by Laura Sicola Dr. Laura Sicola on transformational leadership, which was truly captivating, insightful, and thought-provoking. Her remarks added a new dimension to our understanding of leadership and its impact on our organization.

While thanking the national leadership for entrusting the Phoenix Chapter with this opportunity, Samala said, "We look forward to hosting more events in Phoenix to enhance our knowledge, expand our network, and foster greater synergy. We are also grateful for the generous support from our Grand Sponsors, Platinum Sponsors, and Event Sponsors, which was crucial in making this event a success. Lastly, I express my sincere gratitude to all national leaders for recognizing the Phoenix Chapter and our core team. We are excited for the successful execution of Synergy 2024 in Las Vegas!"



SPOTLIGHT

SURESH POTLURI

DIRECTOR - SYNERGY

Interviewer:

Could you tell us briefly about you, your professional accomplishments.

Suresh Potluri:

Like many who come to the United States with big dreams, I navigated the challenging immigration process from 2001 to 2014 and finally received my Green Card in 2014. Following my entrepreneurial ambitions, I founded Quiddity Infotech, starting with offshore development in 2015 and later expanding into IT staffing and consulting. Since then, with the support of my good friend and partner, Suresh Manukonda, I have established Quiddity Infotech as a trusted company dedicated to meeting our clients' needs.

Interviewer:

Your association with ITServe and why did you join ITServe and the roles you played.

Suresh Potluri:

Our company Quiddity Infotech became an ITServe member in 2016. I attended my first Synergy in 2017, and thereafter, I have taken up several roles in the organization. Starting in 2018 as a Dallas core team member, I served as the Dallas Chapter Treasurer and Secretary. In 2021, I served ITServe as an Executive Board Member as the CSR Chair, and in 2022, I was appointed as the CSR Director. The following year saw me as the Dallas Chapter President, and in 2024, I am honored to serve as an Executive Board Member in my capacity as the Synergy Director.

Interviewer:

What is Synergy? Why is it the most important event of all IT events across the nation.

Suresh Potluri:

Synergy is the annual flagship event of ITServe Alliance, where over 2,000 CEOs and CXOs gather for three days to network and gain insights on enhancing their businesses. The event features numerous panels and keynote speakers who share practical experiences in technology, finance, M&A, immigration, and entrepreneurship. Additionally, attendees enjoy captivating live entertainment from renowned artists. Every participant leaves the conference with valuable takeaways to help grow their businesses and pursue their dream endeavors.



SPOTLIGHT

SURESH POTLURI

DIRECTOR - SYNERGY

Interviewer:

What is the theme for ITServe's Synergy 2024?

Suresh Potluri:

The theme for ITServe 2024 is: Join – Collaborate – Accelerate! Given the recent hardships faced by IT companies that are members of ITServe, our focus is on providing the necessary education to help them transition their core businesses from staffing to services. Additionally, Synergy will feature sessions on AI, discussing its impact and the challenges it presents to IT companies and society as a whole.

Interviewer:

What is new in Synergy 2024?

Suresh Potluri:

At Synergy 2024, we are launching ProcureCon Match Making, connecting our members with clients to showcase their capabilities and establish direct relationships. Additionally, we are introducing new panels on Procurement and Government Contracting. This year, we are also unveiling the Near Shore/Offshore Exhibit Arena, where we collaborate with various nearshore governments to exhibit and educate our members on starting businesses globally.

Interviewer:

Who are the speakers expected at Synergy 2024?

Suresh Potluri:

Our speakers are not just experts; they are pioneers from diverse backgrounds who are shaping the future. From influential leaders to emerging talents, our lineup features the brightest minds and boldest innovators. Prepare to be inspired, challenged, and empowered as they share their knowledge and skills, advancing the dialogue and setting new standards for excellence in technology and beyond.

Interviewer:

Tell us about the team under your leadership working towards putting together this mega event.



SPOTLIGHT

SURESH POTLURI

DIRECTOR - SYNERGY

Suresh Potluri:

ITServe Alliance is a volunteer organization, and to execute this mega event, over 100 CEOs come together, dedicating their time, skills, and resources for several months. Our leadership team includes a conference chair, conference director, and three associate directors, alongside the national president and governing board chair. Each member volunteers across various departments, including sponsorship, exhibits, panels, speakers, hospitality, PR & Media, registrations, and more. ITServe Synergy is a major conference for CEOs, meticulously planned and executed by CEOs.

Interviewer:

What do you envisage to be accomplished by organizing such a mega event?

Suresh Potluri:

Our team's goal is to ensure that every attendee leaves this mega event with valuable insights and knowledge to help grow their businesses. With ProcureCon, members can challenge themselves and learn how to pitch their capabilities to clients. The Government Contracting Panel will teach our members how to do business with local, state, and federal organizations. The nearshore exhibits will provide guidance on establishing businesses in nearby countries. Additionally, panels on immigration, CIO/CTO, finance, M&A, breakout sessions, and keynote sessions ensure that everyone gains meaningful takeaways from the conference. This is the goal our team is dedicated to achieving.

Interviewer:

Anything else you want to share with us?

Suresh Potluri:

On behalf of the Synergy team, I warmly welcome all our members to join our flagship event, ITServe Synergy 2024, on October 29th and 30th at Caesar's Palace in Las Vegas. Come experience the impact of synergy with ITServe's outstanding speakers leading the way. I look forward to meeting you all in person at Synergy 2024!



SPOTLIGHT

MANOHAR KASAGANI

DIRECTOR - ITSS

Interviewer:

Could you tell us briefly about you, your association with ITServe and the roles you have played thus far?

Manohar Kasagani:

I'm Manohar Kasagani, the CEO of Sainar Solutions Inc. My journey with ITServe began in 2011. Over the years, I've played pivotal roles within the organization, serving as a core team member from 2016 to 2018. In 2019, I took on the responsibility of Dallas chapter president. My involvement continued to grow as I assumed national roles, served as Secretary in 2020, Membership Director in 2021, and Benefits Director in 2022. In 2023, I stepped into the position of ITSS COO, and presently, I'm honored to serve as ITSS Managing Director.

Interviewer:

Can you tell us about ITSS – what is the background to forming a parallel organization, ITSS, while it's still under ITServe Alliance?

Manohar Kasagani:

The inception of the ITserve Alliance aimed to offer monetary benefits to its members, but as the organization evolved, it became evident that certain benefits couldn't be adequately provided through ITServe Alliance alone. This realization led to the conception of ITSServe Services, an initiative born out of the need to address these additional requirements comprehensively.

By operating as a subsidiary of the ITServe Alliance, ITServe Services is uniquely positioned to develop and implement tailored solutions that directly address the challenges and opportunities faced by ITServe Alliance members. This collaborative approach ensures that ITServe Services remains responsive, agile, and effective in delivering tangible value to its members.

Presently, ITServe Services is strategically focused on a select range of benefits, tailoring its offerings to meet the specific needs and priorities of its members.



SPOTLIGHT

MANOHAR KASAGANI

DIRECTOR - ITSS

1. Group Health Insurance
2. Business Insurance
3. ITServe Angels
4. Merger and Acquisition.

ITServe Services has placed significant emphasis on group health insurance solutions. Recently, we forged a partnership with AIS, a PCF company specializing in insurance services. This collaboration aims to leverage AIS's expertise to develop a Captive plan tailored specifically for ITServe members. By teaming up with AIS, we aim to provide our members with comprehensive and competitive insurance offerings that cater to their unique needs and requirements.

Group Health Insurance:

ITServe has 2500+ members, but everyone is taking their own group health insurance, which means they are not leveraging the advantages of being a large group. Therefore, ITServe Service is planning to introduce a captive plan for its members. Captive health insurance is a unique and specialized form of self-insurance. It involves a group of companies, often from the same industry or with similar risk profiles, coming together to create their own insurance company, known as a "captive." This captive insurer is exclusively dedicated to covering the health insurance needs of the member companies and their employees.

Benefits of Captive Health Insurance:

- Cost Control: Companies can better control insurance costs by customizing policies to fit their unique needs and risk profiles.
- Financial Incentives: Surplus funds may be returned to member companies during profitable periods.
- Tailored Coverage: The ability to create customized policies means that companies can offer more tailored benefits to their employees.

Interviewer:

As the Managing Director of ITSS, what is your role?



SPOTLIGHT

MANOHAR KASAGANI

DIRECTOR - ITSS

Manohar Kasagani:

ITServe Services operates as an independent board, overseeing a range of activities aimed at enhancing the experience and benefits for members. As the ITSS Managing Director, my role involves supervising the ongoing operations within the ITSS organization and serving as a crucial link between ITServe Alliance and ITSServe Services. This entails providing regular reports to the governing board regarding the activities of ITServe, including the implementation of various initiatives related to health, business, ITServe perspectives, and M&A benefits for our members.

Furthermore, part of my responsibility includes facilitating communication between ITSServe Services and its members, ensuring that their feedback and suggestions are effectively collected and integrated into the ongoing efforts to enhance member benefits. By actively engaging with members and understanding their needs, we aim to continuously improve and expand the range of benefits and services offered by ITSServe Services.

Interviewer:

What are some of the tangible services ITServe members receive now by being part of ITServe?

Manohar Kasagani:

ITServe Services was established with a clear mission: to provide tangible benefits to members of the ITServe Alliance. Functioning as a subsidiary of the ITServe Alliance, ITServe Services operates with the primary goal of enhancing the value proposition for ITServe Alliance members.

- Group Health Insurance.
- Business Insurance.
- ITServe Angels.
- Merger and Acquisition.
- ADP Payroll discounts.
- Google Workspace discounts.
- Microsoft Office discounts.



SPOTLIGHT

MANOHAR KASAGANI

DIRECTOR - ITSS

Interviewer:

What are some of the benefits ITSS envisages offering to its fast-growing members?

Manohar Kasagani:

ITSServe Services is diligently preparing to introduce a host of new benefits for its members in the near future. Among the initiatives currently in progress, two noteworthy offerings stand out:

1.Travel Discounts: In collaboration with leading travel partners, ITSServe Services is negotiating exclusive discounts on flight tickets for its members. These discounts aim to make business travel more affordable and convenient, allowing members to save on their travel expenses while still enjoying quality service and flexibility.

2.Accounting Software Discounts: Recognizing the importance of efficient financial management for businesses, ITSServe Services is working to secure discounted rates on popular accounting software, such as QuickBooks. These discounts will enable members to streamline their accounting processes, improve accuracy, and reduce costs, ultimately enhancing their overall financial performance and competitiveness.

As we continue to refine these offerings and finalize the details, we are committed to ensuring that they provide tangible value to our members. Stay tuned for further updates as we prepare to roll out these exciting benefits in the near future.

Interviewer:

Who are your team members, who help you in fulfilling the mission of ITSS in the current year?

Manohar Kasagani: we have 6 Board of Directors:

Manohar Kasagani, Jagdeesh Moasali, Vinay Mahajan, Goutham Goli, Prasad Arikatla, Vamshi Tamanna

ITSS Office Bearers:

Manohar Kasagani (Managing Director), Prasad Arikatla (Secretary), Vijay Gudiseva (Jt. Secretary), Ramesh Thumu (Treasurer), Srinivas Gattu (Jt. Treasurer)

Chairs:

Gautham Reddy Maligireddy, Suresh Mittapalli, Malleshwer Yenugu, Anudeep Arla



SPOTLIGHT

SHREE YERRAMSETTI

CHAIR-MEDIATION

Interviewer:

Could you tell us briefly about yourself and your professional accomplishments?

Shree Yerramsetti:

I am the Co-Founder of Libsys, based in Chicago, IL. At Libsys, I have led the firm to over \$10 million in revenue within five years, leveraging my skills in technology and performance monitoring to drive success.

I am a highly accomplished professional with over two decades of experience in IT Services, IT Staffing, and Solar Digital Monitoring. My expertise in sales leadership, marketing strategy, social selling, and predictive analytics has enabled me to build and manage million-dollar enterprises. As a sustainability advocate, I am committed to diversity, inclusion, and community involvement. I continuously stay abreast of industry trends to create innovative solutions.

Interviewer:

Could you tell us briefly about your association with ITServe and the roles you have played thus far?

Shree Yerramsetti:

An active member of ITServe since 2015, I played a pivotal role in forming the Chicago Chapter of ITServe that same year. Since then, I have held various positions within ITServe, including PR Chair, Speakers Chair for Synergy, Governance and Compliance Chair, and ITServe Secretary in 2017. Additionally, I served as the Immigration Panel Chair for Synergy 2019 and took on roles in PR, Immigration, and Sponsorship for Synergy 2017. I believe my extensive involvement has contributed to ITServe's growth and success.

Interviewer:

As the Chair of Mediation, what is your role?



SPOTLIGHT

SHREE YERRAMSETTI

CHAIR-MEDIATION

Shree Yerramsetti:

As the Mediation Chair at ITServe, my role is to assist members facing disputes, particularly related to payment issues, candidate delivery to clients, and firm bypassing. ITServe maintains neutrality in these matters, aiming to mediate through impartial listening & leveraging personal relationships with member firms. By fostering open dialogue, the goal is to help parties reach a mutually agreeable resolution. ITServe does not act as a legal arbitration entity but uses its network & past relationships to support members in resolving conflicts amicably.

Interviewer:

How do you see the current year shaping up, & what is your goal for the year?

Shree Yerramsetti:

The Mediation team has made significant progress this year. We implemented Google Forms to collect & track payment-related issues, which allows us to monitor pending invoices & update the status when payments are received. In the first five months of 2024, over 250 firms reported \$12 million in overdue payments. We've helped more than 40 firms resolve their issues, resulting in the recovery of over \$2.5 million in payments. Despite these successes, we anticipate a challenging period ahead due to economic stress in the IT consulting market.

Interviewer:

What are the challenges you face in accomplishing the goals for ITServe, & how do you manage them?

Shree Yerramsetti:

One challenge we face is resolving disputes between members. To address this, we first seek assistance from Mediation core members in each Chapter & the Chapter President to negotiate with the involved firms. This approach has been very effective, resolving 50% of the issues through phone calls alone. When parties cannot reach an agreement, they often resort to legal help. We have vetted & negotiated favorable discounts for our members with legal professionals. This support ensures that even complex disputes are handled efficiently, providing a structured path to resolution while minimizing costs for our members.



SPOTLIGHT

MURALIDHAR BANDLAPALLI

SECRETARY, ITSERVE ALLIANCE

Interviewer:

Can you share with us about yourself, your professional, and family background?

Murali:

I completed my bachelor's degree in civil engineering from KSRM Engineering College, Kadapa, in Andhra Pradesh, and went on to do my master's in environmental engineering from PDA College of Engineering, Gulbarga. After having worked in the England for two years, I immigrated to the United States, and began my career in this land of opportunities. My wife is a software professional. My daughter is doing Second year Medicine at Baylor, Houston, TX. My son is a high school senior who has been accepted into Texas A&M University. He has also been awarded the prestigious Brown Scholarship. Furthermore, he has gained early assurance into the E2ENMED program at Texas A&M, which will allow him to pursue a career in medicine.

Interviewer:

What is unique about you that has made you the Secretary of ITServe

Murali:

I have been an active member of ITServe for the past eight years, during which I have played integral roles within the organization's Austin Chapter. Serving in various capacities, I have dedicated myself to furthering the objectives of ITServe with utmost sincerity and passion. In 2021, as the President of the Austin Chapter, I diligently led initiatives and fostered collaboration among members to advance the Chapter's mission. In 2022, I served as the Joint Secretary, continuing to contribute my expertise and commitment towards the growth of the organization. Building upon these experiences, in 2023, I assumed the responsibility of CPAC Secretary, where I diligently managed administrative tasks and facilitated communication channels to ensure smooth operations within the Chapter. Throughout these diverse roles, I carried out my responsibilities with utmost dedication to ITServe's mission and objectives. It is this unwavering commitment and demonstrated leadership that has led to my appointment as the Secretary of ITServe, where I am committed to continuing my efforts in driving the organization forward.



SPOTLIGHT

MURALIDHAR BANDLAPALLI

SECRETARY, ITSERVE ALLIANCE

Interviewer:

As the Secretary of ITServe, could you share your role and contributions?

Murali:

As the Secretary of ITServe, my role involves a variety of responsibilities aimed at supporting the organization and its mission. ITServe is a prominent association representing IT services firms in the United States, so my contributions are focused on advancing the interests of our members and the broader IT industry. Some of my key roles and contributions include:

Administrative Duties: As the Secretary, I oversee the administrative functions of ITServe, including maintaining accurate records of meetings, managing correspondence, and ensuring compliance with organizational bylaws and regulations.

Communication and Coordination: I facilitate communication and coordination among ITServe members, board members, and external stakeholders. This involves disseminating important information, scheduling meetings and events, and fostering collaboration within the organization.

To be specific, my responsibilities, preparing the agenda, conducting weekly meetings with the Executive Board, Governing Board, the Directors and with the Office Bearers, as well as documenting in a timely manner the minutes of the meetings.

Interviewer:

What has been the goal you have set for ITServe to reach under your leadership as the Secretary of ITServe

Murali:

I have been part of ITServe for the 7-8 years, serving various capacities. Being part of the core team, I am familiar with the functioning of ITServe. At ITServe, each of the over 2,200 members is a CEO of his/her own company, bringing in vast amounts of expertise, skills and resources. And rightly so, they all want their voices, opinions and concerns are heard by the local and the national leadership.



SPOTLIGHT

MURALIDHAR BANDLAPALLI

SECRETARY, ITSERVE ALLIANCE

The national/core teams meet weekly and monthly for the duration of the time allocated, discussing several items on the agenda. However, often due to lack of time, at the Teams/Meetings of the EB, Directors and GB, everyone does not get to express their views. My role as the secretary has been to find ways to regularly organize follow-up meetings/break out sessions, allocating enough time to share their perspectives and providing opportunities to discuss items in depth. This is a great way of ensuring that everyone's voice is heard and represented at ITServe and that decisions are made after due consideration given to different perspectives shared by individual members, and decisions are being made in the best interests of the membership and the organization.

Another area of great importance I have given is to ensure that every Dollar raised by ITServe is well spent and is being accounted for. This is being done regularly by reviewing the income and money spent on items during our monthly meetings in a transparent manner.

Overall, my Vision for ITServe has been that I want to see ITServe grow on the current trajectory and reach newer heights.

Interviewer:

In a short period, ITServe Alliance has increased its current active membership to over 2200. Can you tell us what draws people to be part of and stay active members of ITServe?

Murali:

The best thing about being part of ITServe is the number of benefits its members have by becoming its 2.200 active membership. Networking, meeting regularly with other members who are CEOs of companies, education, and sharing your views, business ideas during expert seminars, and workshops on well-thought-out topics that are effective and useful to members. Sponsors of such events include insurance companies, attorneys, and others who are qualified and validated for integrity and the type of services that benefit ITServe's members.



SPOTLIGHT

MURALIDHAR BANDLAPALLI

SECRETARY, ITSERVE ALLIANCE

Interviewer:

What is the singular quality that has made Indian-origin IT professionals so popular and well-regarded across the United States?

Murali:

I believe, it is the combination of their technical expertise, adaptability, work ethic, and interpersonal skills that have made Indian-origin IT professionals highly sought after and well-regarded across the United States. They contribute significantly to the innovation and growth of the tech sector, driving progress and excellence in their field.

SYNERGY-2024
— ITSERVE ALLIANCE —
ANNUAL CONFERENCE - LAS VEGAS - OCT 29TH & 30TH

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

2024
SYNERGY ANNUAL
CONFERENCE

(ITServe Alliance Flagship Event)

JOIN - COLLABORATE - ACCELERATE



ITServe Alliance
Empowering Local Employment



ITServe Alliance CSR
Empowering Local Communities

V042220240955

ELITE MEMBER BENEFITS

\$5000

[Click to Register](#)

- 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

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Elite Chairs:

Ravi Komatireddy

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Suresh Kandala

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ProcureCon Matchmaking
With Clients & MSP's



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

Solutions Partner Sponsor

Solutions Partner
Dates are
Oct 29 - 30, 2024

~~\$12,500~~
\$10,000
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FOR MEMBERS

UNIQUE OPPORTUNITY TO SHOWCASE YOUR
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Benefits:

- * Silver Booth Space (10x10 booth) to Showcase your Own Company ITServices Solutions & Products
- * WhatsApp Promotion in all Chapter WhatsApp Groups
- * E-Mail Promotion to All ITServe Members
- * 1/2 Page Advt. in Conference Journal
- * 2 Diamond Passes
- * 1 Hotel room with 3 Nights



Oct 29 - 30, 2024



**Ceaser Palace,
Las Vegas**

CONFERENCE DIRECTOR

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Conference Solutions Chair

Manohar Kasagani
+1 (281) 691-0024

*This sponsorship package does not include benefits related to real estate promotions

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Benefits:

- * Silver Booth Space (10x10 booth) to Showcase any of your Services and Solutions
- * WhatsApp Promotion in all Chapter WhatsApp Groups
- * E-Mail Promotion to All ITServe Members
- * 1/2 Page Advt. in Conference Journal
- * 2 Diamond Passes
- * 1 Hotel room with 3 Nights

**Silver Sponsorship Dates are
Oct 29 – 30, 2024**



\$12,500

 **Oct 29 – 30, 2024**

 **Ceaser Palace,
Las Vegas**

CONFERENCE DIRECTOR

Suresh Potluri
+1 (859) 221-2248

*This sponsorship package does not include benefits related to real estate promotions



ITServe Alliance
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**Solutions Partner
Dates are
Oct 29 – 30, 2024**

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\$7500
**40% OFF FOR
ELITE MEMBERS**

UNIQUE OPPORTUNITY TO SHOWCASE YOUR IT SOLUTIONS, SERVICES & PRODUCTS

Benefits:

- Silver Booth Space (10x10 booth) to Showcase your Own Company ITServices, Solutions & Products
- WhatsApp promotion in all chapter WhatsApp groups
- E-Mail Promotion to All ITServe Members
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Oct 29 – 30, 2024



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Las Vegas**

CONFERENCE DIRECTOR

Suresh Potluri
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Conference Solutions Chair

Manohar Kasagani
+1 (281) 691-0024

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ITSERVE SPORTS & WELLNESS PROGRAM

SEDONA HIKING ADVENTURE



Thanks for being part of this Awesome Adventure!

Atlanta | Austin | Bay Area | Charlotte | Chicago | Columbus | Dallas | Detroit | DMV | Florida | Houston | Los Angeles
Maryland | Minneapolis | New England | North East | Philadelphia | Phoenix | Raleigh | Seattle | St. Louis

Attention **STARTUPS** Seeking Investment!

Are you an ambitious startup looking for funding & support ?

If yes, apply for **ITServe Angels!**

WHY CHOOSE US?

Substantial Investment:
Over \$6 Million
Invested Last Year

Vibrant Network:
2300
Entrepreneurs

Expert Guidance:
Benefit from
Experienced
Entrepreneurs

How to Apply

Send us an email at angels@itserve.org with:



**Brief Intro to
Your Startup**



**Problem You're
Solving and
Your Solution**



**Current Stage
and Traction**



**Funding
Requirements
("ask")**

MAY ACTIVITIES



NATIONAL

ITServe Sports & Wellness Program - In-Person held on 4th - 5th May

A big thank you to everyone who joined the Sedona Hiking Adventure ITServe Alliance's Sports & Wellness Program on May 4th and 5th, 2024. Your energy and teamwork made it really special. We're grateful for each of you for making the trip so memorable. Thanks for being part of this awesome adventure!

ITServe Alliance Webinar on Sleep and Wellness - Virtual held on 17th May

The Speaker for the event was Dr. Sriharsha Vajjala M.D Shared insights on emphasized the importance of adequate sleep for health, suggesting good sleep hygiene practices like consistent schedules and a restful environment. He noted that short naps can boost alertness but warned against long or irregular naps. Adequate sleep enhances work performance and productivity, while sleep deprivation impairs cognitive function and increases health risks. Prioritizing sleep and managing stress are key to optimizing work output.

IMMIGRATION WEBINARS

Immigration Webinar by Bhanu B. Ilindra - Virtual held on 15th May

The Speaker for the event was Bhanu B. Ilindra Shared insights on Information on H-1B Cap cases to file in Level1, Level2, Consular Processing and Part-time.

MAY MONTHLY MEETINGS UPDATES

AUSTIN CHAPTER

Austin Chapter CSR Activity - In-Person held on 11th May.

ITServe Austin Chapter Volunteers kids and families participated on May 11th, 2024 | from 01:00 AM - 04:00 PM for a food inspection, sorting, and packing event at Central Texas Food Bank. Kids and ITServe members with families helped in sorting, inspecting, and packing around 7,000 pounds of food which is estimated to provide 5417 meals for needy people.

Austin Chapter Monthly Meeting - In-Person held on 21st May

The Speakers for the event are Deepak Sharma & Peter Voss Shared insights on Tax Compliance & Business Strategies, Towards Human-Level Artificial Intelligence.

BAYAREA CHAPTER

Bay Area Chapter Monthly Meeting - In-Person held on 21st May

The Bay area Chapter 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 29th May

The April ITServe Alliance Charlotte Chapter Monthly Meeting exceeded expectations, with active participation from all members, including our esteemed speaker Nazeera Dawood. Thank you for your valuable insights and contributions. Looking forward to future gatherings for continued knowledge exchange and networking. Thanks a lot, and see you all again!

CHICAGO CHAPTER

Chicago Chapter CSR Activity & Membership Drive - In-Person held on 18th May.

The ITServe Alliance Chicago Chapter CSR event held on May 18, included a \$1000 donation to support individuals and families living with Autism in Bloomington, IL

A big thank you to everyone involved in today's CSR activity. Your support is greatly appreciated, and we look forward to seeing you at our next event!

Chicago Chapter Monthly Meeting - In-Person held on 22nd May.

The Speakers for the event are Bich-Thuy Le & Shailu Tipparaju Shared insights on AI: Changing the Way We do IT & Crisis Leadership and Strategic Conversation with Customers.

MAY MONTHLY MEETINGS UPDATES

COLUMBUS CHAPTER

Columbus Chapter Monthly Meeting - In-Person held on 15th May

The Speakers for the event are Dr. Nazeera Dawood & Kris Padmanabhan shared insights on Government Contracts: Cracking the Code to Your Business's Next Big Opportunity Next Big Opportunity, Importance of Wills and Trusts and How to Mitigate Taxes.

Dallas Chapter TekJobs Webinar - Virtual held on 7th May

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

DETROIT CHAPTER

Detroit Chapter CSR Activity - In-Person held on 26th May.

We sincerely appreciate your presence and participation in our ITSERVE Alliance DETROIT Chapter CSR Activity commemorating Memorial Day. Your dedication to honoring our servicemen and women is commendable. Together, we reflected on the bravery of those who serve our country, and we pledged to support initiatives for veterans and their families. Thank you to all attendees for your active participation. Let's maintain this spirit of engagement for our next gathering.

DALLAS CHAPTER

Dallas Chapter CSR Activity - In-Person held on 26th May.

The recent ITServe Alliance Dallas Chapter CSR Activity honored heroes on Memorial Day. We are grateful to everyone, including the Dallas team, who showed their social responsibility and participated in this meaningful event. Special thanks to the children who participated, and to the entire team for their outstanding work. Thank you all for making this Memorial Day memorable. A special acknowledgment to the Dallas team for their contributions. Like this, we look forward to involving you in future activities and contributing to valuable gatherings. See you all soon!

Dallas Chapter Monthly Meeting - In-Person held on 22nd May.

The Speaker for the event was Robert McCrossan Shared insights on Business Opportunities in Ontario, Canada, international Taxation.

DMV CHAPTER

DMV Chapter Monthly Meeting - In-Person held on 22nd May

The Speakers for the event are Larry Webb and Neil McDonnell Shared insights on the event created an opportunity for in-person networking, and everyone spent a memorable day together.

MAY MONTHLY MEETINGS UPDATES

FLORIDA CHAPTER

Florida Chapter Virtual Monthly Meeting - Virtual held on 16th May

The Speaker for the event was Santosh Somireddy Shared insights on Common issues and omissions by IT Consulting Firms., New Regulations From DOL & FTC Effecting Non-Compete Agreements.

HOUSTON CHAPTER

Houston Chapter CSR Activity - In-Person held on 26th May.

The recent ITServe Alliance Houston Chapter CSR Activity on Memorial Day was a heartfelt tribute to our fallen heroes. We extend our gratitude to everyone who participated and demonstrated their commitment to social responsibility. Special thanks to the children who took part and to the entire team for their remarkable efforts. Your involvement made this Memorial Day unforgettable. A big shoutout to the Houston team for their significant contributions. We look forward to seeing you at future events and continuing to make a positive impact together. See you all soon!

LOS ANGELES CHAPTER

Los Angeles Chapter Monthly Meeting - In-Person held on 9th May.

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

MARYLAND CHAPTER

Maryland Chapter Monthly Meeting - In-Person held on 23rd May.

The Speakers for the event was Dr Nazeera Dawood & Prashanthi Reddy Shared insights on Government Contracts: Cracking the Code to Your Business's Next Big Opportunity, H-1b proposed regulation and impact on Cap filings & Stem OPT site visits.

MINNEAPOLIS CHAPTER

Minneapolis Chapter CSR Activity - In-Person held on 23rd May

The ITServe Alliance Minneapolis Chapter CSR Activity with Feed My Starving Children was a great success . A heartfelt thank you to everyone who participated and showed their dedication to this meaningful cause. Your efforts have made a significant impact, and we couldn't have done it without you.

MAY MONTHLY MEETINGS UPDATES

NEW ENGLAND CHAPTER

New England Chapter Monthly Meeting - In-Person held on 20th May

The Speakers for the event are Murali Talluri & Richard E. Neal Shared insights on Protecting from Cyber Threats and Risk Management.

NORTH EAST CHAPTER

North East and Philadelphia Chapters Monthly Meeting - In-Person held on 21th May

The Speakers for the event are Ravi S Nimmagadda, Nivedita Candade & Shilpa Kulkarni Shared insights on A Workshop from Tech Insurance on Defending against Cyber Threats, Need for Services Companies Syndication, to win in the current Market & CEO Health & Wellness.

North East Chapter 5K Run CSR Activity - In-Person held on 12th May

The ITServe Alliance North East Chapter hosted a fantastic 5K Run/Walk at Johnson Park on May 12, along with Mother's Day celebrations. It was a wonderful event filled with joy, health, and community spirit. We are thrilled everyone enjoyed the day and grateful for all the support and participation. This fun and meaningful event promoted fitness and well-being as part of our Corporate Social Responsibility (CSR) activities. Thanks to everyone who joined and made this event a memorable success! We hope to see you again soon.

PHILADELPHIA CHAPTER

Philadelphia & North East Chapters Monthly Meeting - In-Person held on 21th May

The Speakers for the event are Ravi S Nimmagadda, Nivedita Candade & Shilpa Kulkarni Shared insights on A Workshop from Tech Insurance on Defending against Cyber Threats, Need for Services Companies Syndication, to win in the current Market & CEO Health & Wellness.

RALEIGH CHAPTER

Raleigh Chapter CSR Activity - In-Person held on 27th May

ITServe Alliance Raleigh Chapter paid respects to fallen heroes by visiting Raleigh National Cemetery on Memorial Day 2024! Members interacted with several veterans, thanking them for their service and sacrifices. Notably, they heard from Clint Watkins, a fifth-generation veteran whose grandfather actively served during World War II. Clint Watkins is pictured with ITServe Raleigh members and volunteer kids

ITSERVE MAY CSR ACTIVITIES

ITServe Dallas Chapter CSR Activity

Volunteering at the North Texas Food Bank with the Dallas Chapter CSR Activity Huge thanks to all participants for their dedication! Special appreciation to the Dallas team, NTFB, and ITServe Alliance for their support. Let's continue making a positive impact together!



ITSERVE MAY CSR ACTIVITIES

North East Chapter's CSR Activity 5K Run/Walk

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ITSERVE MAY CSR ACTIVITIES

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ITSERVE MAY CSR ACTIVITIES

ITServe Minneapolis Chapter CSR Activity

The ITServe Alliance Minneapolis Chapter CSR Activity with Feed My Starving Children was a great success. A heartfelt thank you to everyone who participated and showed their dedication to this meaningful cause. Your efforts have made a significant impact, and we couldn't have done it without you. Together, we are making a difference!



ITSERVE MAY CSR ACTIVITIES

ITServe Alliance Detroit Chapter CSR Activity!

We wanted to express our sincere appreciation for your presence and participation in our ITServe Alliance Detroit Chapter CSR Activity commemorating Memorial Day. Your commitment to honoring the sacrifices of our servicemen and women through your involvement speaks volumes about your dedication to our community. Together, we took time to reflect on the bravery and selflessness of those who have served and continue to serve our country. As we remember and honor the fallen, let us also carry forward their legacy by continuing to support initiatives that benefit our veterans and their families. Thank you to all the attendees for your active participation. Let's continue this spirit of engagement for our next gathering. Thank you, team!



ITSERVE ALLIANCE MAY CSR ACTIVITY

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ITSERVE ALLIANCE MAY CSR ACTIVITY

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IMMIGRATION NEWS

USCIS Updates Guidance for Family-Based Immigrant Visas

Effective May 22, 2024, we are updating guidance in the USCIS Policy Manual on family-based immigrant visa petitions (including Form I-130, Petition for Alien Relative and, in limited situations, family-based Form I-360, Petition for Amerasian, Widow(er), or Special Immigrant), including explaining how we handle correcting approval notice errors, requests for consular processing or adjustment of status on the beneficiary's behalf, and routing procedures for approved petitions.

If you are a petitioner submitting Form I-130, Petition for Alien Relative, you must inform USCIS of the beneficiary's current.....

[Click to Know More](#)



Cap Reached for Additional Returning Worker H-2B Visas for the Early Second Half of FY 2024

U.S. Citizenship and Immigration Services has received enough petitions to reach the cap for the additional 19,000 H-2B visas made available for returning workers for the early second half of fiscal year (FY) 2024 with start dates from April 1 to May 14, 2024, under the H-2B supplemental cap temporary final rule (FY 2024 TFR). April 17, 2024, was the final receipt date for petitions requesting supplemental H-2B visas under the FY 2024 early second half returning worker allocation.

We are still accepting petitions for H-2B nonimmigrant workers for the additional 20,000 visas allotted for nationals of El Salvador, Guatemala, Honduras, Haiti, Colombia, Ecuador, and Costa Rica (country-specific allocation).....

[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.



ITServe Alliance
Empowering Local Employment



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Empowering Local Communities

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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.

UNLOCK EXCLUSIVE ITSERVE MEMBER BENEFITS TODAY!

HERE'S WHAT YOU GET AS AN ITSERVE MEMBER:

- Up to 60% discount* on ADP payroll and HR services
- Enjoy up to 12 months free* when you purchase a 401(k) plan
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**Limited Time Offer: Sign Up in March 2024
and Get 4 Months Free Payroll Service + Discount!**



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ITServe Alliance

Membership



For Membership Visit:

www.bit.ly/ITServeMembershipApplication

PR & MEDIA TEAM

Amar Varada

Governing Board Chair 2024



Jagadeesh Mosali

President



Anju Vallabhaneni

President Elect



Suggestions:

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

Abhishek Boyanapally

Director - PR & Media



Ramesh Garlapati

Chair - PR & Media
(Internal)



Sridhar Reddyreddy

Chair - PR & Media
(Internal)



Karthik Chadawada

Chair - PR & Media
(Social Media & Web)



Naveen Tipirneni

Co-Chair-PR & Media
(Social Media & Web)



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