



Annual Conference Agenda April 16-18, 2026



Thursday, April 16, 2026 (Seagrass Room)	
1:00 pm – 1:10 pm	Opening Remarks, Dan DeSteno, DIA President
1:10 pm – 1:30 pm	Welcome, Lee Rozeboom, Emcee (GreatAmerica)
	<i>Intro by Lee</i>
1:30 pm – 2:30 pm	<i>Designing an MSP That Can Run Without You for 30 Days-</i> Karl Palachuk, Author (Live Feed on Discord)
	<i>Intro by Lee</i>
2:30 pm – 2:50 pm	<i>From Reactive to Responsible: What Dental MSPs Must Own in Security –</i> Derek Kornbluth, BlackPoint
2:50 pm – 3:10 pm	Break / Partner Networking
	<i>Welcome Back and Intro by Lee</i>
3:10 pm – 4:10 pm	<i>Building the Leadership Bench: How MSPs Identify, Develop, and Retain Their Next Leaders –</i> Dave Cava, PeopleSharp (Live Feed on Discord)
4:15 pm	Daily Wrap Up, Lee Rozeboom
5:00 pm to 6:00 pm	Welcome Reception by Great America (Fins Up - Poolside)
6:00 pm – 8:00 pm	Welcome Dinner (Fins Up – Poolside)

Friday, April 17, 2026 (Seagrass Room)	
8:30 am - 9:30 am	Breakfast with Partners (Porch of Indecision)
9:30 am - 9:45 am	Day 2 Opening Remarks (and Intro), Lee Rozeboom
9:45 am – 10:30 am	<i>Cyber Insurance and MSP Responsibility</i> – Patrick Jacobwith, Sunset Technologies (Live Feed on Discord)
10:30 am – 10:50 am	<i>Strategic Development Committee Update:</i> Dan DeSteno, DIA President
10:50 am – 11:05 pm	Break / Partner Networking
	<i>Intro by Lee</i>
11:05 am – 12:05 pm	<i>Financial Optionality: What MSPs Should Fix Before They Are Ready to Exit</i> – Reed Warren, IT Valuations (Live Feed on Discord)
12:05 pm – 12:15 pm	Break / Partner Networking
12:15 pm – 1:15 pm	Lunch with Partners (Porch of Indecision)
	Welcome Back & Intro by Lee
1:30 pm – 1:50 pm	<i>Think Like an Adversary: How MSPs Outplay Cybercriminals in 2026</i> – Natalie Suarez, Huntress
	<i>Intro by Lee</i>
2:00 pm – 3:00 pm	<i>Executive Synthesis: What Changes Monday and Who Are You Going to Be Accountable to?</i> – Facilitated by Lee Rozeboom with Speakers
3:00 pm	Closing Remarks
Saturday, April 18, 2026 (Members Only – Seagrass Room)	
8:30 am - 9:30 am	Breakfast (Porch of Indecision)
9:30 am – 9:45 am	DIA Housekeeping
9:45 am – 11:45 pm	Executive Roundtable: Open discussion, peer problem-solving, and forward planning
12:00 pm	Conference Closing

**Thank you to the
2025-2026 Board Members**

**Dan DeSteno – President
Christi Thissen
Dan Edwards
Sam Suglio
Tom Goembel**

Guest Speaker

Karl W. PalaChuk

Author / Speaker / Coach



Karl W. Palachuk has been an IT Consultant since 1995 and is one of the pioneers of the managed services business model. He is the author of more than twenty-five books, most of which are focused on running a successful IT consulting practice.

Karl founded IT Service Provider University in 2013 and the Small Biz Thoughts Technology Community in 2018. He blogs at Small Biz Thoughts and Relax Focus Succeed. In 2021, Karl founded the National Society of IT Service

Providers where he now serves on the Board of Directors.

Karl has bought, sold, and owned several businesses, including two very successful Managed Service companies in Sacramento, CA. He received his first Microsoft certification in 1995 and his first MCSE in 1999. He now provides executive coaching and consulting services to IT professionals of all sizes.

Contact Karl:

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Guest Speaker



Dave Cava *Owner*



Dave Cava is the owner of PeopleSharp, a company focused on helping MSPs scale by getting the right people in the right seats through consultative outsourced recruiting services. Previously, Dave co-owned Encore Strategic, a firm that does MSP coaching and peer groups. Prior to that, Dave co-owned Proactive Technologies, a NYC-based MSP. Dave served as COO/CFO from their 2007 inception until their acquisition in 2019. Proactive made the INC 5000 seven times during that period.

Dave is the co-author of The Pumpkin Plan for MSPs, released in February of 2024. Dave has been a featured speaker at IT Nation Connect, BuildIT, The Big BIG, Halo PSA Orbit, GTIA ChannelCon, and multiple business incubators.

Contact Dave:

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Guest Speaker



Reed Warren
CEO and CVA



Reed Warren, CEO and Certified Valuation Analyst (CVA), brings over 30 years of experience in the IT services and technology industry to our organization. Throughout his distinguished career, Reed has provided strategic business consulting and M&A services, successfully completing over 100 transactions, consulting with over 400 companies across 19 countries.

Reed's journey began in software development, but his career quickly evolved to encompass roles in recruiting, sales, operations, and executive leadership. His extensive knowledge of the technology sector, combined with his in-depth understanding of organizational dynamics, has made him a trusted advisor and a recognized author and speaker in his field.

Known for his exceptional negotiation skills, Reed has a unique ability to guide all parties toward mutually beneficial solutions, regardless of the challenges. His strengths in collaboration and ideation have earned him a reputation for being creative, agile, and seasoned—attributes that are invaluable during valuation and strategic planning processes.

Outside of his professional endeavors, Reed enjoys boating with his wife and three adult sons, as well as camping and hiking. Despite his deep passion for his work, Reed has always harbored a dream of becoming a bush pilot, captivated by the allure of flying.

Contact Reed:

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iT Valuations

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Partners

Emcee & Reception Sponsor



Lee Rozeboom

GreatAmerica Financial Services partners with MSPs, VARs, and resellers in the channel to help them successfully grow their businesses and create long-term relationships with their clients. By using a strong financing strategy with GreatAmerica, your customers will upgrade their technology more frequently, improve their service experience, increase your cash flow, and ultimately reinforce yourself as the trusted advisor to your clients. Partners across the country are having amazing success by matching a hardware and project monthly payment with their Managed Services monthly payment.

PLATINUM



blackpoint

Greg Luebke & Derek Kornbluth

Blackpoint exists to flip the script on attackers. Built by security experts who have faced real-world threats, Blackpoint delivers a unified security platform designed to stop attacks in real time. By combining adversary intelligence, purpose-built AI, and elite human expertise, Blackpoint integrates identity, endpoint, and cloud telemetry into a single context-rich environment that enables faster detection and decisive response. Its 24/7 Security Operations Center provides Managed Detection and Response powered by AI-enhanced detection and human-verified analysis to identify and disrupt threats before they escalate. Purpose-built for managed service providers and the organizations they protect, Blackpoint delivers outcome-driven security measured by attacks stopped, not alerts generated.

PLATINUM Cont.



Natalie Suarez & Becky Teal

Huntress is a global cybersecurity company on a mission to make enterprise-grade products accessible to ALL businesses. Fully owned and purpose-built from the ground up, Huntress technology is specifically designed to continuously address the unique needs of security and IT teams of all sizes, protecting endpoints, identities, data, and employees, for trusted outcomes and peace of mind. <https://www.huntress.com/>

GOLD



Tim Devitt

Equus Compute Solutions customizes white box servers and storage solutions to enable flexible software-defined infrastructures. Delivering low-cost solutions for the enterprise, software appliance vendors, resellers, and cloud providers, Equus is one of the leading white-box systems and solutions integrators. Over the last 28 years, we have delivered more than 3.5 million custom-configured servers, software appliances, desktops, and notebooks throughout the world. Our advanced systems support software-defined storage, networking, and virtualization that enable a generation of hyper-converged scale-out applications and solutions. From components to complete servers, to fully customized fixed-configurations, white box is our DNA. Find out how to enable your software-defined world with us at www.equuscs.com.

GOLD Cont.



Aaraon DeCorte & Kienna Villaplana

Founded by the engineers of the company that developed and manufactured DEXIS and Gendex Sensors, Jazz Imaging delivers superior intra-oral sensors with a lifetime warranty and support included. DSO's can replace or add sensors without incurring a fortune in costs or worrying about compatibility issues. Jazz sensors integrate into all major software without the Pain of TWAIN. Our sensors are manufactured in San Jose, CA and are sold direct through www.jazzimaging.com



Matthew Langdon & Kevin Galletto

TouchPoint Medical helps dental practices create ergonomic, efficient, and patient-focused environments by integrating technology where it's needed most. Formerly ICW, we specialize in advanced mounting systems, workstations, carts and medication management solutions tailored for operatories, imaging rooms, front office spaces and more. Our configurable carts and AccessMount™ monitor mounts support better ergonomics, infection control, and workflow efficiency, so dental teams can stay focused on delivering a more comfortable, streamlined experience for every patient.