

## Monday, July 19th

8:00 – 10:00 AM

Breakfast and Networking - Sponsored by Teleticity Group

SALES/MARKETING	TECHNOLOGY: OPERATIONS	CLOUD: TRENDS	BUSINESS DEVELOPMENT: GENERAL
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9:00 – 9:45 AM

<b>Strategies for Building a Customer-Focused Company</b> Douglas Hanna (A Small Orange) Elya McCleave (Superb Internet Corporation)	<b>Leveraging a CDN to Exceed Customer Expectations</b> Martin Hayward (Mirror Image)	<b>Cloud Storage Adoption: Public, Private, Enterprise, and Service Providers</b> Steve Lesem (Mezeo Software)	<b>Adding Value to Your Business With Financial &amp; Operating Metrics</b> David Snead (W. David Snead, P.C.) Francis Stiff (Cheval Capital, Inc.) Hari Ravichandran (Endurance International Group) Zak Boca (SingleHop, Inc)
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10:00 – 10:45 AM

<b>Differentiating Your Hosting Business in a Saturated Market</b> Adam Eisner (OpenSRS)	<b>Meeting Enterprise Expectations with Cloud Hosting</b> Christian Dawson (ServInt)	<b>Establishing a Strong Cloud Hosting Business</b> Agatha Poon (Tier1 Research)	<b>Stabilize, Optimize and Profit by Outsourcing Your IT Management</b> Jeff Huckaby (rackAID LLC)
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11:00 – 11:45 AM

<b>The Demise of Hosting – And What's Replacing It</b> Dave Murphy (Hostopia)	<b>Cloud Services for Small Business</b> Jack Zubarev (Parallels)	<b>Leveraging Hybrid Computing for Customization, Scalability and Cost-Effectiveness</b> Andrew Schroepfer (Rackspace)	<b>Adding Online Backup as a Service</b> Roland Sars (BackupAgent BV)
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12:00 – 2:00 PM

Luncheon/Networking

1:00 – 1:45 PM

<b>Beyond Traditional SEO: Local Search Ranking Tactics</b> Curtis R. Curtis (Name Dynamics Inc. / UBL.org) Andrew Shotland (Local SEO Guide) Lisa Maier (LocalDirective)	<b>Opportunities and Advantages for Hosting Resellers</b> Elliot Noss (Tucows Inc.) Doug Erwin (The Planet) Douglas Hanna (A Small Orange) Liam Eagle (Web Host Industry Review)	<b>Enterprise Cloud Computing: Trend, Strategies and Best Practices</b> Todd Abrams (Layered Technologies)	<b>Cloud Computing: More than Virtualization</b> Scott Charter (GTT)
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2:00 – 2:45 PM

<b>Increasing Profits and Prospects with Marketing Best Practices</b> Hartland Ross (eBridge Marketing Solutions Inc.)	<b>Implementing Secure Unified Communications Strategies</b> Anand Ramanathan (Cisco)	<b>The Evolution of Hosting - Where We Are Going</b> Darryl Brown (Equinix)	<b>Managing Risk in Outsourcing</b> Lijoe Chakiath (Bobcares)
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SALES/MARKETING	TECHNOLOGY: OPERATIONS	CLOUD: TRENDS	BUSINESS DEVELOPMENT: GENERAL
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3:00 – 3:45 PM

<b>Launch Your Own Cloud Reseller Business</b> Daniel Salcedo (SingleHop, Inc) Michael Crosse (SingleHop, Inc)	<b>Expand Your Revenue Not Your Data Center</b> Dan Ephraim (Digital Realty Trust)	<b>Defining Cloud Valuations</b> Tom Millitzer (NCC International)	<b>Successfully Expand Your Business Internationally</b> Usman Arshad (HostDime.com)
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4:00 – 5:00 PM

**KEYNOTE**  
**The Future of Cloud Hosting**  
 Lydia Leong (Gartner)

5:00 – 7:00 PM

Opening Networking Reception- Sponsored by Time Warner Cable Business Class

## Tuesday, July 20th

7:00 – 9:00 AM

Breakfast and Networking - Sponsored by Teleticity Group

SALES/MARKETING	TECHNOLOGY: INFRASTRUCTURE	CLOUD: DEVELOPERS	BUSINESS DEVELOPMENT: LEGAL/REGULATORY
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8:00 – 8:45 AM

<b>Roadmap to the Clouds: Tools, Guidance, and Best Practices</b> Michael Joffe (Microsoft)	<b>Backup Strategies for Reliable Data Protection</b> David Wartell (RISoft)	<b>Hosting and Cloud Computing: The United States Defense Department</b> Henry Sienkiewicz (Defense Information Systems Agency)	<b>Mergers and Acquisitions: Internationalization, Valuation Parameters and Strategic Outlook</b> Jon Vanden Heuvel (Bank Street Group)
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9:00 – 9:45 AM

<b>Optimizing Social Media for Branding, Traffic, and Sales</b> Kevin Hazard (The Planet) Curtis R. Curtis (Name Dynamics Inc. / UBL.org) Matt Ballek (Resolution Media) Ryan Merket (Appbistro.com) Nicholas Longo (Rackspace Hosting)	<b>Transitioning Toward Green Hosting</b> Trey Gardner (Green Geeks) Michele Martin (Bonneville Environmental Foundation)	<b>How to Bootstrap a Start-Up</b> Jason Williams (DigiTar) Tana Anischova (Bijik.com)	<b>Understanding the Legal Risks and Uncertainties in Cloud Computing</b> David Snead (W. David Snead, P.C.) Jeffrey A. Cohen (InternetLitigators) Jeff Gordon (Andrews Kurth LLP)
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10:00 – 11:00 AM

**KEYNOTE**  
**TCO From the Cloud - What Hosters Need to Know**  
 Andy Rhodes (Dell)

## Tuesday, July 20th

11:00 AM – 6:30 PM

Exhibit Hall Open

12:30 – 2:00 PM

Luncheon/Networking

SALES/MARKETING	TECHNOLOGY: INFRASTRUCTURE	CLOUD: DEVELOPERS	BUSINESS DEVELOPMENT: LEGAL/REGULATORY
2:00 – 2:45 PM			
<b>Engagement Marketing: Email, Social, and Mobile Media</b> Joel Book (ExactTarget ,Inc.)	<b>Meeting Changing Business Needs with On-Demand Infrastructure</b> Nathan Day (SoftLayer)	<b>Enabling ISVs to Go SaaS with Hosted Infrastructure as Service Solutions</b> Trina Horner (Microsoft) William Toll (Navisite) Lincoln Murphy (Sixteen Ventures) Anders Trolle-Schultz (SaaS-it Consult) Jeffrey Kaplan (THINKstrategies) Alex Davis (WorkPlace Systems) Justin Pirie (Mimecast)	<b>Practical Acquisitions Advice: Process, Pricing, and Trends</b> Joe Bardenheier (Endurance International Group) Hillary Stiff (Cheval Capital, Inc.) Ditlev Bredahl (UK2 Group) Michael Platner (Layered Tech)
3:00 – 3:45 PM			
<b>Search Engine Trends: Local, Social, and Mobile</b> Gillian Muessig (SE0moz) Doyal Bryant (Universal Business Listing) Evan Fishkin (Portent Interactive)	<b>Manage Your Dedicated and Cloud Servers from Anywhere</b> Daniel Salcedo (SingleHop, Inc) James Tremmel (SingleHop, Inc)	<b>Leveraging Hybrid Cloud Models to Boost Business Strengths</b> John Robb (Zimbra)	<b>Legal Issues Involved in Moving to the Cloud</b> David Snead (W. David Snead, P.C.) Markus Latzel (Palomino System Innovations Inc.)
4:00 – 6:30 PM			
Happy Hour in Exhibit Hall - Sponsored by VeriSign			

## Wednesday, July 21st

10:00 – 10:45 AM

**KEYNOTE**  
**Becoming Profitable Providers of Cloud Services**  
 Serguei Belousov (Parallels)

11:00 AM – 4:00 PM

Exhibit Hall Open

12:30 – 2:00 PM

Luncheon/Networking

DATACENTER	TECHNOLOGY: TRENDS	CLOUD: APPLICATIONS AND STANDARDS	BUSINESS DEVELOPMENT: SECURITY
2:00 – 2:45 PM			
<b>Build Your Most Effective Data Center</b> Daniel Golding (DH Capital)	<b>Protection Your Cloud: Security, Trust, and Opportunities</b> Fran Rosch (VeriSign, Inc.)	<b>Understanding and Meeting Small Business Needs</b> Craig Bartholomew (Parallels)	<b>Understand and Complying with New Payment Card Standards</b> Michael Auger (Pinnaclecart.com) Michael Petitti (Trustwave) Stacy Griggs (MaximumASP)
3:00 – 3:45 PM			
<b>Disruptive Strategies and Technologies: Avoid Them or Lose Ground</b> Dan Ephraim (Digital Realty Trust) Daniel Golding (DH Capital)	<b>What Tomorrow Brings - Open Q&amp;A to Prepare for the Future</b> Jack Zubarev (Parallels) Michael Joffe (Microsoft) George Karidis (SoftLayer) Ditlev Bredahl (UK2 Group) Doug Toombs (Tier1 Research) Igor Seletskiy (CloudLinux)	<b>Choosing a Secure Cloud Services Provider</b> Misha Govsteyn (Alert Logic)	<b>Improve Email and Messaging Security and Performance</b> Mike Blum (Cloudmark)
4:00 – 4:45 PM			
<b>Hosting IP-Based Telecommunications</b> Syed N. Hashmi (Hosting Controller)	<b>Azure for Cloud Hosting Providers – Understanding the Solution Today and Vision Tomorrow</b> Christopher Samson (Microsoft)	<b>The Anatomy of a Cloud</b> Jason Silvergate (Fortress ITX)	<b>Entering the World of an Email Spammer</b> Dreas van Donselaar (SpamExperts B.V.)
6:00 – 9:00 PM			
Closing Networking Reception - Sponsored by Giglinx			

## Wednesday, July 21st

8:00 – 10:00 AM

Breakfast and Networking - Sponsored by Telety Group

DATACENTER	TECHNOLOGY: TRENDS	CLOUD: APPLICATIONS AND STANDARDS	BUSINESS DEVELOPMENT: SECURITY
9:00 – 9:45 AM			
<b>Understanding Data Center's Evolution: Cloud, Colocation, and Managed Services</b> Unni Narayanan (PRIMARY GLOBAL RESEARCH)	<b>Preparing for IPv6 Deployment</b> John Curran (American Registry for Internet Numbers (ARIN)) Owen DeLong (Hurricane Electric)	<b>Real Case Study: Moving to the Cloud</b> Jason Baker (VISI) Shannon Williams (Cloud.com)	<b>Conquering Web-based Malware</b> Caleb Sima (Armorize Technologies)