



## AMM Meeting Minutes

Wednesday, April 2nd, 2014, 9:00 a.m. – 11:00 a.m.

The Rancho Bernardo Inn, San Diego, CA

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### Attendees:

John Tippett, SnapAV; Chair  
Vince Tinnirello, Anchor Network Solutions; Vice Chair  
Amy Hodge, Connectwise; Executive Council  
Kelly O'Bray, GFI Max LTD; Executive Council  
Frank Picarello, TeamLogic IT; Executive Council  
Rob Rae, Datto; Executive Council  
April Babb, Zero Edge Unified Systems Inc  
Alice Bartose, Unitrends  
Don Bentz, Preferred IT Group LLC  
Neal Bradbury, Intronis  
Michael Bui, McAfee Inc  
Mark Calzone, Ash Creek Enterprises Inc  
Mike Celayeta, TeamLogic IT  
Mark Crall, StorageCraft Technology Corp  
Ron Culler, Secure Designs Inc  
Bruce Cutler, MasterWorks International Inc  
Jeff Dryall, VAR Dynamics  
Sean Esler, Zero Edge Unified Systems Inc  
Larry Foster, Calero Software LLC  
Tony Francisco, VAR Dynamics  
Robert Hausman, Global Convergence  
Bob Heth, MasterWorks International Inc  
Daniel Hurd, Complete Tablet Solutions  
Chris Hyun, Hyuntec Industries  
Chris Johnson, Untangled  
Koorosh Khashayar, Unitrends  
Jack Knocke, The Var Advisor  
Stefani Laszko, Mythos Technology Inc  
James Laszko, Mythos Technology Inc  
Aaron Lee, StorageCraft Technolog Corp  
Scott Levy, D & M Enterprise Group  
James Lii, Intermedia  
Greg Magee, Express Point  
Tim Malm, CorePoint360 LLC  
Raj Mathur, Tech4SMB  
Kenneth May, Swift Chip

Mark Mercado, SingleHop LLC  
Susan Neimes, ENX Magazine  
Nic Orrben, TekTegrity Inc  
Mont Phelps, NWN Corporation  
John Rice, Intermedia  
Ted Roller, LogMein  
Natassia Roman, Mythos Technology Inc  
David Russell, Managetowin  
MJ Shoer, Jenaly Technology Group Inc  
Justin Sowa, Valorem Technology  
Guy Spencer, Parts Now! LLC  
Charles Stafford, Matrix Integration  
Paul Storck, Abtech  
Ken Totura, Pax8 Inc  
Fred Trovato, StorageCraft Technolog Corp  
Mark Williams, Pensar

### **CompTIA Staff**

Kimberly Campbell, Marketing  
Jim Hamilton, Member Communities  
Shana Holloway, Member Relations  
Lisa Person, Member Communities  
Vaughan Shayler, Member Communities  
Yvette Steele, Trustmarks  
Justin Valentine, Member Relations

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I. Welcome and Agenda Review

Participants were reminded that this meeting was conducted under CompTIA's Anti-Trust Statement  
Executive Council commitments

Introduction of Chair, John Tippett and Vice Chair, Vince Tinnirello

II. Executive Council & Community Updates

- a. Thank you to Outgoing 2013 Executive Council members Jay McBain, ChannelEyes; Outgoing Chair and executive council members Mark Crall, StorageCraft; Len DiConstanzo, AutoTask; Amy Luby, JetStream; James Foxall, TigerPaw; Michael Minnich, NetGain
- b. Introduce 2014 Executive Council (Listed below)
- c. Managed Services Trustmarks earned in 2014. See meeting presentation for list
- d. Take Action – See meeting presentation for details and Checklist post AMM 2014

III. Survey results – You Spoke; We Listened - See meeting presentation for details and Summary of Managed Services Topics - Survey Conducted February 2014 located at [Managed Services Community Documents and Resources](#)

IV. Executive Management –Growth & Critical Points along the way – Frank Picarello, TeamLogic IT - See meeting presentation for details

- V. Operational Management – Service Agreements – Steve Alexander, MSP-Ignite and Rob Rae, Datto - See meeting presentation for details
- VI. Pricing Models - See meeting presentation for details
  - a. Value Based – Frank Picarello, TeamLogic IT
  - b. Cost / Margin Based – Vince Tinnirello, Anchor Network Solutions
- VII. Q&A
- VIII. Closing – Lisa thanked everyone for attending and adjourned the meeting at 11:00 am PT

## Appendix

Information shared on agenda at AMM.

## Who are we?

Our managed services community members run the gamut from managed service providers (MSPs) to managed service vendors to industry thought leaders. We’re all working together to advance the managed IT services industry through the promotion of best practices, the development of tools and templates, and the refining of educational tracks for MSPs. We created the Managed Services Trustmark as one step toward improving the industry and providing a standard to base best practices.

A sharing of responsibility is a key part of the provision of managed IT services. This collaborative community for MSPs takes that principle and applies it to the improvement of the managed services industry as a whole. Anyone who is passionate about managed IT services should join today and do your part to improve the industry!

## Leadership Team

Chair	John Tippett	VP of New Markets	SnapAV
Vice Chair	Vince Tinnirello	CEO	Anchor Network Solutions
Executive Council	Frank Ballatore	President	The New England Computer Group
Executive Council	Andrew Harper	CEO	Gaeltek, LLC
Executive Council	Amy Hodge	Director of Community	Connectwise
Executive Council	Kelly O'Bray	Regional Manager	GFI
Executive Council	Frank Picarello	COO	TeamLogic IT
Executive Council	Rob Rae	VP of Business Development	Datto
Executive Council	Chris Wiser	CEO	TechSquad IT
CompTIA Staff	Lisa Person	Director	CompTIA

## Notes

### **Jay McBain, Ex-Officio**

“First, I’d like to send my regrets that I was not able to attend. Keep your eyes open for an iPad robot. If timing works out I may show up after all. 😊

I am excited about the work John and Vince have already done and I am confident the Managed Services Community will continue to grow in size and value under their leadership! Have a great AMM and I’ll see you at ChannelCon in August!

***Frank Ballatore, Executive Council***

“I was greatly looking forward to this year’s AMM, but unfortunately wasn’t able to attend. My participation in CompTIA, in general, and the Managed Services Executive Council has been extremely beneficial to me personally and to my business. I’ve been in business for over 20 years; the last 10 as an MSP. I continue to learn how to make my business better every day, and one of the most valuable methods is talking to my peers from around the country. I also enjoy sharing best practices and experiences that I’ve learned in my business with the hope that my peers will gain some value as well.”

***Andrew Harper, Executive Council***

“I’m sorry I won’t be at AMM due to personal commitments, but I’m excited to be a member of the Managed Services Executive Council. We’re keen to help other MSP’s develop their Managed Services practice through sharing problems, solutions and ideas that will help us all grow our businesses. This has to be a 2 way dialogue – through mutual sharing of new ideas and experience we will come up with solutions that grow our business and avoid the pitfalls that others have seen before us. Our growth and health improves the overall industry, as our distributors and vendor succeed, when we collectively succeed.”

***Chris Wisner, Executive Council***

“It is an unfortunate set of circumstances that precluded my attendance at AMM this year. I am pleased to be serving on the Executive Council this year and look forward a great year with a lot of valuable interaction in the council and community at large.”