



## AGENDA

### Tuesday, September 20

- 2:00 Summit Registration Opens .....Ballroom Foyer
- 2:30 – 5:30 Open Networking Time
- 6:00 – 7:00 Reception .....Ballroom Terrace
- 7:00 – 8:00 Dinner .....Bay Laurel Ballroom Central
- 8:00 Keynote Address ..... Bay Laurel Ballroom Central  
Carl Eschenbach - *President, VMware*
- 8:30 Rising Star Awards Ceremony ..... Bay Laurel Ballroom Central

### Wednesday, September 21

- 8:00 – 2:00 Registration ..... Ballroom Foyer
- 8:00 – 8:30 Continental Breakfast ..... Ballroom Foyer and Terrace
- 8:30 Agenda & Overview ..... Bay Laurel Ballroom Central  
Tim Curran - *CEO, GTDC*
- 8:35 Chairman's Welcome  
Bob Dutkowsky - *Chairman of the GTDC and CEO of Tech Data*
- 8:40 Presentation: 'The State of Distribution'  
Tim Curran - *CEO, GTDC*
- 9:15 Keynote Address  
Jerry M. Kennelly – *Chairman and CEO, Riverbed*



#### Fairmont Hotel

4500 MacArthur Blvd.  
Newport Beach, CA 92660  
TEL (949) 476-2001

[Click here for hotel reservations](#)

GTDC Vendor Summit 2011 brings more strategic value your way than ever before! You'll go deep into the challenges and opportunities ahead for you with your distribution partners – with each of their top leaders directly engaging you and your channel-focused peers. Save the date now, and be set to:

- Know what markets and solutions are growing the fastest and why
- Learn from distribution leaders how best to capitalize on current trends
- Get expert insight from all perspectives as you advance your channel strategy

For more information on this event e-mail us at [info@gtdc.org](mailto:info@gtdc.org) or call 813.412.1148.

**10:00 – 10:45 CEO Panel: ‘Maximizing Profit in an Uncertain World’**

A solid partnership between vendors and distributors is a key to success in today’s economic environment. Distributor executives will share their thoughts on where the industry is headed in terms of sales trends, technologies. The panelists will also learn how to maximize profitability alongside their vendor partners.

- Moderator:** John O’Malley – CFO, Westcon
- Panelists:** Dean Douglas – President & CEO, Westcon  
Bob Dutkowsky – CEO, Tech Data  
Rick Hamada – CEO, Avnet  
Kevin Murai – CEO, SYNnex  
Greg Spierkel – CEO, Ingram Micro

**10:45 – 11:00 Audience Response Session**

Your views are aggregated with those of your peers and distributors as the basis for dynamic breakout sessions that follow. Our instant polling system captures attendee views on key issues and opportunities. Knowing where you and others stand is just the beginning. Join distributor execs and other vendor channel execs in drilling into the responses.

**11:00 – 11:15 Coffee Break**

**11:15 – 12:05 Panel: Concurrent Panel Breakout Sessions: The Value of IT Distribution**

The GTDC has commissioned a research study that quantifies the scope of value services provided by IT distributors and defines their value to resellers and suppliers. These interactive and concurrent breakout sessions will serve as a forum for vendors and distributors to address the different ways in which these high-end value services should and can be leveraged.

**Red Session** ..... Bay Laurel 1 & 2

- Moderator:** Bob Stegner, SVP Marketing N.A., SYNnex
- Panelists:** Keith Bradley -President N.A., Ingram Micro  
Chris Frey -VP Consumer & Commercial Channels, Lenovo  
Dan Schwab -President D&H  
Julie Hens -VP WW Channels, Cisco  
Murray Wright -President Americas, Tech Data

**Blue Session** ..... Bay Laurel 3 & 4

- Moderator:** Joe Quaglia, SVP U.S. Marketing, Tech Data
- Panelists:** Carolyn Crandall -VP Marketing Riverbed  
Mark Enzweiller -Global VP Channel Sales Red Hat  
Phil Gallagher -Global President TS Avnet  
Peter Larocque -President Distribution SYNnex  
Lynn Murphy -SVP Canada and U.S., Westcon

**12:10 – 1:10 Luncheon**

**1:15 – 2:00    What makes up a Rising Star?**

Hear from the top vendor performers based on the NPD data and their secret to growth and success during the downturn. Gain a better sense of how you stack up with competitors and how well you will likely capitalize on changing demand trends.

**Moderator:**        Larry Walsh, President of The 2112 Group and Executive  
   Director of the Channel Vanguard Council

**2:00                Closing Remarks – Tim Curran - CEO, GTDC**

**2:00 – 5:00    Open Sessions/Networking Meetings**