



WA SMB Cloud Summit – Detailed Event Programming

- Strategic planning retreat for SMB IT Providers in the State of Washington
- Experiential learning experience to build cloud practice in 100 days
- Access to over \$10,000 in cloud offers, resources and advisory services
- Community to community conversations driving shared wisdom
- [Grab your spot](#) with 50% discount code **"5OSMB"**

Topics	Presenters
EMCEE	Jeff Shuey, IAMCP president, Ignitewa Board Member
Opening IgniteWA, WA Goals, How to win big together!	Chaitra Vedullapalli, IgniteWA Founder
Cloud Opportunity in WA	Joseph Williams Director of Economic Development for the ICT Sector, Advisor to Governor Jay Inslee
Cloud Opportunity in Puget Sound Access to resources and opportunities	David Jennings Business Development Manager & ICT Sector Lead, EDC Seattle and King Country
Cloud Transformation Journey for SMB IT companies	Karen Fassio, Director IgniteWA Board Advisor
Building a Million Dollar Cloud Practice	James Farhat, CEO of ACTS
Cloud Business Models - Planning and Modeling	Chaitra Vedullapalli, CMO of Meylah
Customer Case Study: Issaquah School Foundation - Move to Cloud	Alex Fong, President of SignaRama, Technology Chair – Issaquah Schools Foundation
Lunch, Networking via Roundtables 1. Microsoft 2. Salesforce 3. SBA 4. Meylah 5. Domain6 6. Extraslice	<ul style="list-style-type: none"> • Sharon Lee (Microsoft) • Andra Ely (Salesforce, CRM) • Ram Dutt (Meylah, eCommerce) • Salim Faroukh (Domain6, CRM, Services) • Lisa White (SBA, Contracting with Government) • ExtraSlice (Co-Working Spaces)
Cloud Talent Recruit and Retain – Success story How to recruit and retain talent for your cloud practice.	Nyasha Tunduwani, Founder of RLI
Salesforce Fireside Chat: Secret sauce to build a cloud business with Cloud Companies	Tony Rodoni, Executive Vice President & Sales Readiness, Salesforce Matt Stoyka, CEO, RelationEdge
Cloud IP Development	Ram Dutt, CEO, Meylah

Generating new revenue with Cloud IP	
Developing the Best Cloud Pitch and Offer How to pitch and win customer to move to cloud.	Announcing Soon
Digital Marketing – Traffic, Leads, Sales Building customer funnel with digital tools	Kiran Modak, Founder, Ignitewa Board member
Panel Discussion Cloud Vendors + Cloud Incentives = Cloud Customers	Berry Zimmerman - Panel Moderator, Founder Microsoft, Salesforce, Domain6, RLI Technology, Meylah, ExtraSlice
Customer Buying Signals	Nikki Rausch, Founder Sales Maven
Community to community Conversation	Jeff Shuey
Announcements and Evening Networking	

Interested in learning more, visit ignitewa.com

Get in touch with us to find out how you can become a part of WA SMB Cloud Summit.

Contact Chaitra at chai@meylah.com or 510-579-4945