

STORAGE & SECURITY

ChannelLine Advisory Council

Everyone is concerned about the future of the IT Channel. Managed by Integrated mar.com (*publishers of eChannelLine*), the primary objective of the Council is to ensure the long-term health and vibrancy of the IT Channel. It does this by bringing together top executives from the IT Vendor, Distributor and Reseller/Retailer sectors, along with associations and service providers to these organizations for open and honest communication. Together, we will help shape the future of the IT Channel.

This vendor-neutral forum discusses, deliberates, consults and implements programs designed to ensure the long-term health and vibrancy of the IT Channel. For a current list of ChannelLine Advisory Council members, [click here](#).

CLAC Deliverables include

- Development of a vendor neutral channel portal site
- Channel business education at the Vendor, Channel and End-User levels
- Channel certification

Agenda

- Vendor Panel Discussion: Storage Solutions & The Role Of VARs
- Review the findings of Engaging The Channel Survey (*Conducted by Integrated mar.com, Gartner Vision Events & CMO Council*)
- Discuss the CLAC objectives (*what, why, direction, benefits, etc.*)
- Vendors Partnering With VARs:
 - *The value that VARs provide*
 - *Recruiting, educating, motivating, rewarding, measuring performance, adapting and winning back channel partners*
 - *Making partner programs effective*
 - *The essential SMB market*
- Launch of the ChannelLine Advisory Council Storage & Security Special Interest Group

For more information or to **join the ChannelLine Advisory Council**, please **contact Bill Doherty**, Business Development Director, Storage Networking Industry Association at (207)646-7761 or by email at bill.doherty@snia.org or **Robert Cohen**, President and Business Editor, Integrated mar.com (*publishers of eChannelLine*) at (800)465-2059 or by email at rcohen@integratedmar.com.

This meeting is being held in conjunction with the **SNIA Winter Symposium 2006** taking place during the week of **January 23, 2006 at the Doubletree Hotel, San Jose, California**. The Symposium is a week of break out sessions for all SNIA members (and invited guests) to participate in various Committee, Forum, Technical Work Groups, and Birds of a Feather sessions. Each meeting has its own agenda determined by the group's Chairperson. If you would like to know a meeting's specific agenda, please contact Bill Doherty or the Chair associated with that group.

If you are interested in attending the SNIA Symposium, please contact Lisa Mercurio, Sr. Manager Conferences & Development, at lisa.mercurio@snia.org. Please identify yourself as a SNIA member or non-member. Note that non-members are welcome to attend this CLAC meeting and reception that follows. Lisa can also be reached at (781)923-1500.

WHAT?

ChannelLine Advisory Council (CLAC) Meeting (*brought to you by SNIA & Integrated mar.com*)

WHEN?

January 24, 2006
from 3:00pm till 5:30pm
(reception following)

WHERE?

SNIA Winter Symposium 2006
at the **Doubletree Hotel***
2050 Gateway Place
San Jose, CA (408)453-4000

*Reserve a room by January 2, 2006 for discounted SNIA negotiated rate

RSVP

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NEXT STORAGE & SECURITY MEETINGS

May 7/06
> IT Channel Vision
(Orlando, FL)

June 27/06
> SNIA Spring Symposium
(Boston, MA)

October 3/06
> IT Channel Vision
(Phoenix, AZ)

