

MON
JAN 13

TUE
JAN 14

WED
JAN 15 AM

WED
JAN 15 PM

THU
JAN 16

FRI
JAN 17



WEST PALM BEACH, FLORIDA

MONDAY, JANUARY 13

Eastern Time (ET)

4:00 p.m.	Check-in	Hilton Lobby
12:00–7:00 p.m.	Register at Convention Center	PB Convention Center Lobby, 1st Floor
6:30–9:00 p.m.	Executive Dinners (For Inspiration, Elevation, and Empowerment sponsors only)	Various Locations
7:00–10:00 p.m.	CNXN Helix Center for Applied AI and Robotics Dinner – Sponsored by HPE (By Invitation Only)	Mezze, at the Hilton
7:30–10:00 p.m.	PSG Team Dinner (FED/SLED) El Camino West Palm Beach • Located in: The Square 700 S Rosemary Ave suite 232 Floor 2, West Palm Beach, FL 33401	

Agenda and times are subject to change. [LIVESTREAMED](#) sessions are accessible in the [Virtual Environment](#).

MON
JAN 13

TUE
JAN 14

WED
JAN 15^{AM}

WED
JAN 15^{PM}

THU
JAN 16

FRI
JAN 17

TUESDAY, JANUARY 14

Eastern Time (ET)

6:30–7:45 a.m.	Breakfast	Hilton, Oceana AB
7:00–7:45 a.m.	Empowerment Coffee Chat – Sponsored by Microsoft	Hilton, Galley
8:00–8:15 a.m.	Opening Remarks – Tim McGrath	Grand Ballroom LIVESTREAMED
8:15–9:00 a.m.	Keynote Speaker – John “Gucci” Foley	Grand Ballroom LIVESTREAMED
9:00–9:50 a.m.	Helix Value and Selling Plays - Federal Markets Jamal Khan	FED Breakout Room JK LIVESTREAMED
10:00–10:45 a.m.	TSX Tech Insights and Opportunities: FED Focus Cam Bulanda, Heather Eakin, and Brian Gatke	FED Breakout Room JK LIVESTREAMED
11:00–11:45 a.m.	PSG Kickoff – Larry Kirsch	Grand Ballroom LIVESTREAMED
12:00–1:00 p.m.	Lunch	Ballroom BC
1:00–1:30 p.m.	CNXXN Helix – Jamal Khan, Jeff Minushkin, Rai Basharat	Grand Ballroom LIVESTREAMED
1:35–2:05 p.m.	Leveraging Marketing to Level Up Your Sales Process Jeff Frank	Grand Ballroom LIVESTREAMED
2:10–2:40 p.m.	The Future of CNXXN IT – Scott Sova	Grand Ballroom LIVESTREAMED
2:45–3:00 p.m.	Break	
3:05–5:30 p.m.	Technology Solutions and Services powered by TSX	Grand Ballroom LIVESTREAMED
6:30–8:30 p.m.	Welcome Reception and Dinner	Hilton, Event Lawns

Agenda and times are subject to change. [LIVESTREAMED](#) sessions are accessible in the [Virtual Environment](#).



FEDERAL GOVERNMENT AGENDA 2025



MON
JAN 13

TUE
JAN 14

WED
JAN 15 AM

WED
JAN 15 PM

THU
JAN 16

FRI
JAN 17

WEDNESDAY, JANUARY 15

Eastern Time (ET)

7:00–8:15 a.m. **Breakfast** Hilton, Oceana AB

7:00–7:45 a.m. **Inspiration Coffee Chat** Hilton, Galley
Sponsored by Lenovo (by invitation only)

CORNERSTONE SALES IMPACT SESSIONS (FED):

FED Breakout Room JK
[LIVESTREAMED](#)

8:30–8:50 a.m. **Two Guys, Great Partners, and Public Sector—
Winning in 2025** - Camden Haley and Brian Hicks

9:00–9:20 a.m. **Dell Technologies—Partnering for Success**
Tim Coste, Sr. Manager Presales Solutions Architect

9:30–9:50 a.m. **APC—Partnering for AI Ready Data Centers**
Amy Serpliss, Federal Account Executive

10:00–10:20 a.m. Break

10:30–10:50 a.m. **Google—ChromeOS for Government**
Kaitlyn Gasque, Strategic Partner Manager, ChromeOS
Jose Rubio, Channel Account Manager, Chrome Enterprise

10:50–11:05 a.m. Break

11:10–11:30 a.m. **NVIDIA—Empowering Federal Initiatives**
John Fahmy, Sr. PBM
Corey Wheeler, SA
Troy Christopherson, SA Networking

11:35–11:55 a.m. **HPE Aruba Networking—Success in Federal**
Lisa Boynton

12:00–1:00 p.m. **Lunch** Grand Ballroom BC

Agenda and times are subject to change. [LIVESTREAMED](#) sessions are accessible in the [Virtual Environment](#).



MON
JAN 13

TUE
JAN 14

WED
JAN 15 AM

WED
JAN 15 PM

THU
JAN 16

FRI
JAN 17

WEDNESDAY, JANUARY 15

Eastern Time (ET)

1:00–1:45 p.m.	EMPOWERMENT SALES IMPACT SESSION: Microsoft—Driving Sales Success: Leveraging Microsoft Copilot, Security, Surface, and Professional Services with Real-world Success Stories Russ Fell, Microsoft, Senior Partner Development Manager Tiffany Downey, Microsoft Surface, Senior Partner Development Manager Courtney Freed, Microsoft, Partner Technology Strategist Chi Chung, Connection, Dir. Solution Architects	Grand Ballroom LIVESTREAMED
1:50–2:35 p.m.	ELEVATION SALES IMPACT SESSION: Dell Technologies—Accelerate AI Adoption from Ideas to Innovation Allen Clingerman, Dell, Field CTO-PowerEdge and AI Chi Chung, Connection, Dir. Solution Architects	Grand Ballroom LIVESTREAMED
2:40–3:25 p.m.	INSPIRATION SALES IMPACT SESSION: Lenovo—Musings from the Edge—In the Age of Uncertainty Ed Soo, Lenovo, Worldwide CTO Global Accounts Cameron Bulanda, Connection, VP, Centers of Excellence	Grand Ballroom LIVESTREAMED
3:25–3:35 p.m.	Break	
3:40–4:10 p.m.	INNOVATION SALES IMPACT SESSIONS: Apple at Work Apple with Brian Gatke, Connection, VP, Technology Solutions Portfolio and GTM	Grand Ballroom LIVESTREAMED
4:15–4:45 p.m.	HP—Why HP in the New Era of AI Tara Philip, HP, Lead Partner Business Manager Max Ricci, HP, Global Director WW Category Management & 4P	
4:50–5:20 p.m.	Hewlett Packard Enterprise—Private Cloud—AI Scott Wood, HPE, VP of North America Compute Chi Chung, Connection, Dir. Solution Architects	
5:25–5:55 p.m.	Intel—Bringing AI Everywhere Tiffany Fisher, Intel, Director, US National Solutions Providers and Integrators Cameron Bulanda, Connection, VP, Centers of Excellence	
5:55–6:30 p.m.	Break	
6:30–8:30 p.m.	Technology Expo and Dinner	Exhibit Hall A

Agenda and times are subject to change. [LIVESTREAMED](#) sessions are accessible in the [Virtual Environment](#).



FEDERAL GOVERNMENT AGENDA 2025



MON
JAN 13

TUE
JAN 14

WED
JAN 15^{AM}

WED
JAN 15^{PM}

THU
JAN 16

FRI
JAN 17

THURSDAY, JANUARY 16

Eastern Time (ET)

7:00–8:00 a.m.	Breakfast	Hilton, Oceana AB
7:00–8:00 a.m.	Elevation Coffee Chat Sponsored by Dell Technologies (by invitation only)	Hilton, Galley
8:30 a.m.–12:00 p.m.	Partner Forum and Breakout Sessions	Grand Ballroom LIVESTREAMED
8:30–9:30 a.m.	Security, Frameworks, and AI Activity in the Federal Space - Jeff Minushkin	FED Breakout Room JK LIVESTREAMED
9:45–10:45 a.m.	FY25 Federal Budget Briefing and IT/Cyber Policy Update – Rob Efrus	FED Breakout Room JK LIVESTREAMED
11:00 a.m.–12:00 p.m.	AMD—Together We Advance – Joe Ayers	FED Breakout Room JK LIVESTREAMED
12:00–12:30 p.m.	Break (Lunch included at the Technology Expo)	
12:30–2:30 p.m.	Technology Expo (Includes Lunch)	Exhibit Hall A
2:45–4:00 p.m.	Women in Technology – Paige McNamara, Microsoft	Grand Ballroom LIVESTREAMED
4:30–6:30 p.m.	Connection Cares Activity – Race for Relief in support of the Boys & Girls Club of West Palm Beach	Hilton, Oceana Ballroom
7:00–9:00 p.m.	FED Team Dinner – Sponsored by AMD	Hilton, Galley

Agenda and times are subject to change. [LIVESTREAMED](#) sessions are accessible in the [Virtual Environment](#).



FEDERAL GOVERNMENT AGENDA 2025



MON
JAN 13

TUE
JAN 14

WED
JAN 15^{AM}

WED
JAN 15^{PM}

THU
JAN 16

FRI
JAN 17

FRIDAY, JANUARY 17

Eastern Time (ET)

6:30–8:30 a.m.	Breakfast	Hilton, Oceana AB
9:00–9:45 a.m.	Salesforce Rollout for Public Sector—FED Scott Sova	FED Breakout Room JK LIVESTREAMED
10:00–11:00 a.m.	Activities for Capturing work with the Government Debi McGhee, Red Team Consulting	FED Breakout Room JK LIVESTREAMED
11:15 a.m.–12:00 p.m.	Closing Remarks Larry Kirsch	FED Breakout Room JK LIVESTREAMED
12:00–3:00 p.m.	Departure Shuttles for Palm Beach International Airport (PBI) Every 30 minutes from the Convention Center’s North Valet Loop	

Agenda and times are subject to change. [LIVESTREAMED](#) sessions are accessible in the [Virtual Environment](#).