



ITServe Alliance
Empowering Local Employment

ITSERVE SYNERGY 2019 CONFERENCE

OCTOBER 17 & 18



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VINOD BABU UPPU

ITServe President



Dear all,

We are delighted to welcome you all to ITServe annual conference Synergy 2019. ITServe is one of the largest IT organizations with more than 1200 members representing 16 chapters, Synergy is a significant event to network with peers, share ideas and find solutions for problems.

A continuous association and experience of serving ITServe for nine years as EB Member.

2010 - Hospitality Chair, 2011 - Membership Chair, 2012 - Secretary, 2013 - Vice President
2014 - Vice President, 2015 - Secretary, 2016 - Conference Director, 2017 - Vice President
2018 - Vice President

This year as ITServe President, I got an opportunity to cultivate trust, transparency & teamwork across the organization. Chapters are given more responsibility and accountability for growing the organization. Laid a strong foundation to continue and execute Lobbying, Litigation, and CSR initiatives.

ITSERVE Alliance continues to empower small business owners, start-ups and entrepreneurs to grow and prosper. ITServe is the right platform for IT companies to collaborate and foster mutual trust and cooperation and has helped its members network in all IT segments promote business growth through high ethical standards.

I would like to thank the entire Synergy team who are working relentlessly for the success of Synergy 2019, along with sponsors, advisors, Executive Board, Core committees of all the chapters, members of the Governing Board and above all the members of ITServe.

We believe in "Coming together is beginning, keeping together is progress, working together is a success".

Vinod Babu Uppu
President
ITServe Alliance Inc



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ITServe Alliance

Empowering Local Employment



ANIL KILARU

ITServe Governing Board Chair



It gives me immense pleasure to invite all our members, sponsors, partners and guests to yet another edition of our signature event – Synergy. ITServe was formed to help member companies learn from thought leaders and also from each other, I believe Synergy is an important avenue that helps in achieving that goal.

The simplest definition for a trade association is one that is made up of members of an industry who are working toward a common goal of promoting and improving their industry, ITServe has been formed and continues to be the only trade association that is promoting and improving the IT Staffing industry in the United States. ITServe has been the center point for information advocacy, trust building, and challenging the status quo, when it matters the most. Over the last 9 years ITServe is the only organization that has aggressively been fighting to protect the interests of Small and medium IT Services companies and to promote business growth.

Since its inception in 2010, our organization has grown from a small network in Dallas to a nationally recognized association of IT services companies. This journey and success would not have been possible without the active participation of volunteers, members and sponsors. With 1200 members, 16 chapters, hundreds of volunteers, ITServe is now a force to reckon with, the force we intend to use to help level the playing field for small and medium size companies in the IT Industry. Not only have we advocated with law makers, when required, we have demonstrated that we will not hesitate to challenge unfair policies in the court of law. With great strength comes immense responsibilities – it is now our collective responsibility to help our organization be identified not just as the largest but, also as the one with the most ethical set of members and one that is willing to give back to the country and community that helped us prosper.

As a founding member in 2010, ITServe’s President in 2014, Synergy Chair in 2016 and now GB Chair, I had the chance to witness the transformation of ITServe in general and Synergy in particular. Throughout this journey, ITServe has not just helped its members but has also shaped great leaders – leaders that otherwise would have been confined to their own businesses. I find the opportunity to learn from these interactions and individuals an invaluable benefit of being associated with this organization.

This year we have also seen our organization and its policies challenged by certain internal and external parties. Through this medium, I request those parties to come to the table and resolve the differences amicably. In my capacity as the GB chair, I will work with you and the Executive Board to eliminate any miscommunications that may have caused you to disassociate yourself from the organization.

I am aware of the hard work our Synergy team has put in to bring excellent speakers and industry leaders to the event. I wish all our members attend and gain meaningful insights from the sessions and panel discussions at Synergy.

Congratulations and a warm welcome again to each member of ours!

Anil Kilaru
ITServe Governing board Chair - 2019

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ITServe Alliance

Empowering Local Employment

A JOURNEY OF A THOUSAND MILES BEGINS WITH A SINGLE STEP

ITSERVE PRESIDENTS CONTRIBUTIONS THROUGH YEARS



VINOD BABU UPPU

Serving ITServe for 9 years as EB Member, instrumental in cultivating trust, transparency & teamwork across the organization. Successfully taken the membership count from 1000 to 1200+ . Chapters are given more responsibility and accountability, laid a strong foundation to continue and execute Lobbying, Litigation, and CSR initiatives.

2019



GOPI KANDUKURI

Built great team across all chapters and made truly a national organization, established several policies and processes and emphasis on Litigation. Grown organization from 800 to 1000+ members

2018



SATISH NANNAPANENI

Created an organizational strategy to emphasize Policy Advocacy. Standardized operational procedures by defining ethical rules, and social media guidelines.

2017



SHASHIDHAR DEVIREDDY

Five years of robust groundwork resulted in growth from 2 chapters in Texas to 9 chapters and 600+ members across United States.

2016



ITServe Alliance

Empowering Local Employment

A JOURNEY OF A THOUSAND MILES BEGINS WITH A SINGLE STEP

ITSERVE PRESIDENTS CONTRIBUTIONS THROUGH YEARS



SUDHAKAR PENNAM

Saw exponential growth of membership from 75 to 250, evolving as an expanded collaborative platform for the IT industry globally. First Synergy annual conference

2015



ANIL KILARU

Introduced concept of educational speakers in monthly meetings. Association benefits showcased to sponsors and secured annual sponsors. Partners added to enhance financial viability. First Annual banquet of ITServe with the help of sponsors.

2014



ASHOK KUMAR CHITIPROLU

Established Roadmap to Expand and Diversify across the country. Discussions initiated with organizations from Atlanta, Chicago and NJ to join the policy advocacy at D.C.

2013



SUDHAKAR PERAM

Set the foundation for growth with processes and ITServe grew into Chapters in addition to Partnerships. Membership Benefits and Policy Advocacy was the focus.

2012



SATISH MANDUVA

The Neufeld Memo, laid the foundation for ITServe. A need arose for a unified voice to safeguard interests of employees and employers. ITServe evolved as a trusted network of companies to come together, share knowledge and promote policy advocacy.

2010
&
2011

ITServ Alliance Synergy

October 16-18, 2019

Renaissance Schaumburg
Convention Center Hotel
Schaumburg, Illinois

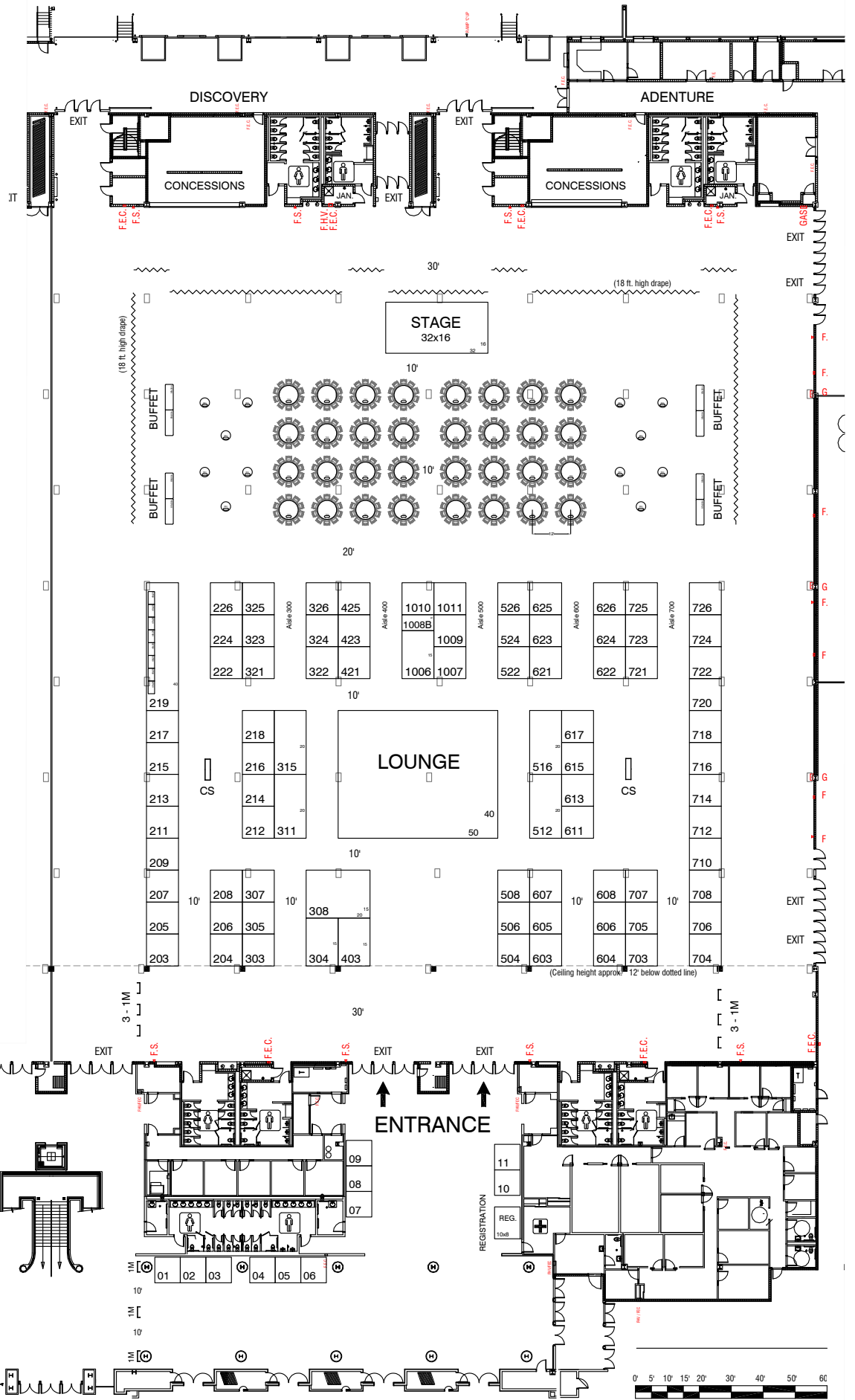


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Day 01 : 17 October 2019



Registration, Networking & Breakfast
Adventure & Discovery Hall
8:00 AM - 10:00 AM



Tea Break
Adventure & Discovery Hall
3:00 PM - 3:15 PM



Breakfast & Learn: Why Sales People Fail ?
Karl Graf
Schaumburg E-F
8:00 AM - 10:00 AM



Book Signing by Tanmay Bakshi
Synergy Lounge
3:00 PM - 3:15 PM



Session: Building a Culture of Accountability
Karl Graf
Schaumburg E-F
10:00 AM - 10:45 AM



M & A Panel by Law Office of Thomas V. Allen,
Thomas V. Allen
Schaumburg Ballroom
3:15 PM - 4:15 PM



**Session: H1b Rejections & Nearshore
Canada Opportunities**
Sean Languedoc
Schaumburg H
11:00 AM - 11:45 AM



Naya Venture - Startup Pitch Contest
Dayakar Puskoor
Schaumburg Ballroom
4:30 PM - 6:00 PM



Networking Lunch
Adventure & Discovery Hall
12:00 PM - 1:30 PM



Solution Partners Panel
Dev Aerrabolu
Schaumburg H
4:30 PM - 5:30 PM



Investor - Startup Interactions
Vijay Garg
Schaumburg H
12:00 PM - 1:30 PM



**How To Stop Candidates From Ghosting
Recruiters**
Barbara Bruno
Schaumburg E-F
4:30 PM - 5:15 PM



Welcome Note
IT Serve Leadership
Schaumburg Ballroom
1:30 PM - 1:45 PM



**Session: Diversifying From IT Consulting
Business Into Passive Real Estate Rental
Investments**
Suresh Kagithapu
Schaumburg E-F
5:30 PM - 6:00 PM



Entrepreneurship: A Lifetime of Rewards
Raju Reddy
Schaumburg Ballroom
1:45 PM - 2:00 PM



Welcome Reception
Adventure & Discovery Hall
Adventure & Discovery Hall



**Keynote: Empowering Businesses With AI By
Cutting through its Misconceptions & Hype**
Tanmay Bakshi
Schaumburg Ballroom
2:00 PM - 3:00 PM



Synergy Conference Party
Schaumburg Ballroom
7:30 PM - 10:30 PM

Day 02 : 18 October 2019



Yoga: Registration, Networking & Breakfast
 2nd Floor
 7:00 AM - 8:00 AM



An Interactive session with an Expert CTO/CIO Panel
 Kishore Kandavalli, Gopi Kandukuri
 Schaumburg Ballroom
 1:30 PM - 03:00 PM



Breakfast: Registration, Networking & Breakfast
 Adventure & Discovery Hall
 8:00 AM - 10:00 AM



Session: I-983 Audit Compliance & Electronic I-9 Solutions
 Marketa Lindt
 Schaumburg E-F
 1:30 PM - 02:15 PM



Breakfast & Learn: Are you building trust with your client?
 Karl Graf
 Schaumburg E-F
 8:30 AM - 10:00 AM



Meet-and-Greet with Senator Kennedy
 John Kennedy
 Schaumburg A-B
 2:15 PM - 2:45 PM



Immigration Panel By - ImmLaw & Moderated by Greenspoon Marder
 Raj Guru, Nandini P. Nair
 Schaumburg Ballroom
 09:30 AM - 12:00 PM



Town Hall with Lawmakers to discuss Immigration Changes and Trends
 Raja Krishnamurthy, John Kennedy
 Schaumburg Ballroom
 3:15 PM - 4:00 PM



Networking Lunch
 Adventure & Discovery Hall
 12:00 PM - 1:30 PM



Synergy Reception
 Adventure & Discovery Hall
 6:00 PM - 7:15 PM



Banquet Gala/Band Performance by Capricio
 Schaumburg Ballroom
 7:30 PM - Midnight

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JULIANA STRATTON
LIEUTENANT GOVERNOR
STATE OF ILLINOIS

October 4, 2019

It is my extreme pleasure to welcome you Synergy 2019-The Annual Conference of ITServe Alliance. I am incredibly honored that I was asked to be the chief guest of a conference sponsored by an organization that is the largest association of IT products in the US and that they chose the great state of Illinois to host their conference.

Participating in Synergy gives you a fantastic opportunity to do global networking and create a bridge between the United States and India. Your attendance today allows for a worldwide exchange of ideas and networks.

I sincerely hope you enjoy your time at Synergy and that you can connect and build camaraderie with fellow IT workers.

Sincerely,

A handwritten signature in black ink, appearing to be "JS" with a flourish.

Juliana Stratton, Lieutenant Governor

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COMMONWEALTH of VIRGINIA

Office of the Governor

Ralph S. Northam
Governor

October 17, 2019

Dear Friends:

On behalf of the Commonwealth of Virginia, it is my honor to address and extend my best wishes to everyone attending the Synergy Annual Conference hosted by ITServe Alliance.

With more than 1,200 CEOs and COOs in attendance, the Synergy Annual Conference is an excellent opportunity to bring together leaders in the Information Technology (IT) industry to address wide-ranging topics, gain insight on emerging trends in technology, and consult fellow colleagues on small business challenges. As a small business owner myself, it is great to see more and more entrepreneurs becoming successful all around Virginia. I know from personal experience how much time, dedication, innovation, and resilience it takes to make a small business succeed.

I would also like to take a moment to commend the ITServe members and 16 chapters across our nation and the 150 member companies in Virginia for bringing together industry leaders and professionals to find innovative ways to better serve the needs of Americans. Your work has helped Virginia and our nation become the great place it is today.

As you know, the jobs of the future are in science, technology, engineering, arts, math, and healthcare. My administration is working every day to diversify Virginia's economy and strengthen our education system so we can bring those 21st century jobs to the Commonwealth. The Synergy Annual Conference plays a critical role in those efforts.

Again, thank you for attending the Synergy Annual Conference, and I send my best wishes for a successful conference.

Sincerely,

Ralph S. Northam

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ADVANCED RESEARCH

INTELLIGENCE MODERNIZATION &
READINESS

October 18, 2019

ITServe Alliance
8951 Cypress Waters Boulevard
Suite 160
Dallas, TX 75019

Dear Friends,

It brings me great pleasure to congratulate ITServe Alliance for sponsoring Synergy 2019, held this year at the Renaissance Schaumburg Convention Center in the 8th Congressional District in Illinois.

Synergy 2019 brings together CEOs, chief technology officers and other information technology professionals, and provides an important forum for the exchange of ideas and a platform for collaboration among many of the most important information technology firms in our country.

The health of our economy is driven by advances in computer science, networking and information management. Your efforts to support an open exchange of information between industry professionals, and provide opportunities to build new partnerships and incubate new ideas, are crucial to preserving our nation's competitive edge in today's global economy.

Thank you for all that you do, and I wish you great success with Synergy 2019 and all your future endeavors.

Warm regards,



Raja Krishnamoorthi
Member of Congress



Tim Kaine
United States Senator

Virginia

October 4, 2019

Dear Members and Supporters of ITServe,

It gives me great pleasure to congratulate ITServe on the annual ITServe Alliance Synergy Conference. I especially want to acknowledge the 150 member companies that call the Commonwealth of Virginia home.

I would like to commend ITServe on its mission to provide a platform for collaboration and innovation in the rT space. I know that this conference is gathering around 2,000 CEOs from the 16 ITServe chapters. This provides a productive venue for companies from all over the country to come together to discuss the challenges that face the industry as well as strategies and solutions for the future.

Thank you for the valuable work that you are doing. Please accept my best wishes for continued success and a great event.

Sincerely,

Tim Kaine

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Senator Ram Villivalam

*Illinois State Senate
8th Legislative District*

Friends,

I am honored to welcome you to Synergy 2019-The Annual Conference of ITServe Alliance.

As the largest association of IT consulting firms in the country, ITServe Alliance plays a crucial role in advancing the field of information technology.

As the first Indian American elected to the Illinois General Assembly, I am particularly excited that Synergy is focused on Indian Information Technology companies. This is an incredible opportunity for collaboration and partnership between the United States and India.

I look forward to joining you all and with you the best of luck at Synergy.

All my best,

Senator Ram Villivalam

Ram Villivalam
State Senator (IL-08)

United States Senate

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CHAIRMAN OF
FINANCIAL SERVICES
GENERAL GOVERNMENT
BANKING, HOUSING, AND
URBAN AFFAIRS
BUDGET
JUDICIARY
SMALL BUSINESS AND
ENTREPRENEURSHIP

October 9, 2019

ITServe Alliance
8951 Cypress Waters Boulevard
Suite 160
Dallas, TX

Dear Friends,

It brings me great pleasure to congratulate ITServe Alliance for sponsoring Synergy 2019, held this year at the Renaissance Schaumburg Convention Center in the 8th Congressional District in Illinois.

Synergy 2019 brings together CEOs, chief technology officers and other information technology professionals, and provides an important forum for the exchange of ideas and a platform for collaboration among many of the most important information technology firms in our country.

The health of our economy is driven by advances in computer science, networking and information management. Your efforts to support an open exchange of information between industry professionals, and provide opportunities to build new partnerships and produce new ideas, are critical to preserving our nation's competitive edge in today's global economy.

Thank you for all you do, and I wish you great success with Synergy 2019 and all your future endeavors.

Sincerely,



John Kennedy
United States Senator

Sponsored by



October 9, 2019

Dear Friends,

I'd like to offer my sincerest congratulations to ITServe Alliance Synergy 2019. This conference brings together CEO's, Chief Technology Officers, Chief Information Officers and various Information Technology professionals to provide an important forum for the exchange of ideas and collaboration across many technology firms in our country.

The health of our economy continues to be driven by advances in information, communication and technology. Your efforts to open and preserve lines of communication among industry professionals, and to provide opportunities to build new partnerships and incubate new ideas, are crucial to maintaining our nation's competitive edge in today's global economy.

Thank you for all that you do, and I wish you great success with Synergy 2019 and all your future endeavors.

Regards,

Richard C. Irvin

THE OFFICE OF MAYOR RICHARD C. IRVIN

44 East Downer Place, 3rd Floor | Aurora, Illinois 60507

Office: (630) 256-3010 | Email: mayoroffice@aurora-il.org | Web: www.aurora-il.org



UNITED STATES SENATOR
WASHINGTON, D.C.

October 17, 2019

Dear Friends,

I am pleased to extend my warmest greetings to all who are gathered for ITServe Synergy 2019.

This event provides a wonderful opportunity to network with fellow information technology professionals while gaining information and resources that will be helpful to your business. By furthering your professional development through the connections you make and the sessions you attend, you will become an even greater asset to your organization and the clients you serve. I commend you for your efforts and for your dedication to excelling in your profession.

As you gather today, I know that efforts to strengthen and modernize our IT infrastructure and boost our Nation's cybersecurity posture will be at the forefront of many discussions. As recent events in the United States and abroad have demonstrated, these are incredibly important aims. Our Nation's economy, increasingly inseparable from our digital economy, has rewarded innovation that brings internet connectivity and software processing to ever-more products, processes, and sectors. However, security and resiliency too often are an afterthought. Ransomware attacks have grown increasingly common, with attacks like WannaCry and NotPetya hitting hundreds of thousands of computers across the globe and causing billions in damages. Similarly, while developments such as the proliferation of the Internet of Things (IoT) have the potential to transform how people live their everyday lives, the proliferation of insecure devices has also put in stark contrast just how vulnerable our networks and systems have become – such as by allowing hackers to launch Distributed Denial of Service (DDoS) attacks of a previously unimaginable scale. We face a wide range of challenges in these areas, requiring that we all push forward in pursuit of smart, effective solutions. I commend you for your leadership in this important field. While much of the focus is on new technology products, our Nation's greatest cyber asset is cyber and IT professionals. Ensuring a strong cybersecurity and IT workforce pipeline is critical to our protection and that is why I support efforts to both fix our broken immigration system and attract foreign IT talent to the United States and to upskill the United States workforce to be equipped for knowledge economy jobs.

Please accept my best wishes for an informative and successful event.

Sincerely,

MARK R. WARNER
United States Senator

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Naperville

OFFICE OF THE MAYOR

Steve Chirico

Greetings,

Thank you for inviting the City of Naperville to be a part of the ITServe Synergy event. I'd like to give a warm welcome to all the attendees from Illinois and to the attendees that traveled to Illinois from other chapters of the organization. Naperville, Illinois, is largely considered the 'Second City of the Second City', so while Chicago is the urban center in the state, Naperville is the suburban center for many businesses and families.

The City of Naperville has laid the foundation for businesses in the IT field to prosper. There are many different facets of the IT industry, including programming, Web design, cloud storage and many more, but one thing they all have in common is the need for an educated workforce, reliable utilities, robust infrastructure and a community that supports the employees and their families with great schools, abundant recreational activities and amenities that meet the spiritual and cultural needs of the families.

Naperville is unique in that provide its own electricity through a public power utility. The city's substantial investment in underground lines and redundant service ensures the highest level of reliability. The city's infrastructure also provides conduit for high-speed and dedicated fiber.

Naperville's location is close to the Chicago Loop and only 30 miles to two international airports, making it ideal for world-wide access to products and customers.

The community is proud of the IT businesses that are headquartered in Naperville. Companies such as IndSoft, headed up by Naperville resident – and my good friend – Vinoz Chanamolu, have become part of the fabric of the tech community, joining other firms such as Nokia, Ecolabs, Fieldglass/SAP and Launch Digital to create one of the most vibrant business hubs in the Midwest.

Enjoy your time in Naperville, and again, welcome.

Thank you,

Steve Chirico
Mayor, City of Naperville



VILLAGE OF SCHAUMBURG

PROGRESS THROUGH THOUGHTFUL PLANNING

OFFICE OF MAYOR TOM DAILY

October 8, 2019

Dear Conference Members:

It is with great pleasure that I welcome you to the Village of Schaumburg for ITServe's Synergy 2019 National Conference on October 17 and 18, 2019, at the Renaissance Schaumburg Convention Center Hotel.

I am pleased you have chosen Schaumburg as the location to come together to explore new strategies and opportunities with your members. If your schedule allows, I hope you will find some time during your stay to take advantage of our community's many amenities such as the Al Larson Prairie Center for the Arts, the 135-acre Spring Valley Nature Center and Historic Farm site, and our shopping and entertainment district anchored by Woodfield Mall.

As an Information Technology Director myself for another community, I am well aware of both the challenges in the IT services industry and the unique opportunities that are available to IT professionals like you. Outside the City of Chicago, Schaumburg is the largest center of economic development in the State of Illinois, due in large part to our robust array of innovative, leading edge technology companies that call Schaumburg home including Motorola Solutions, Paylocity, Experian, Verizon Wireless and others.

On behalf of our community, I wish you a successful and productive conference filled with engaging discussion and opportunities for networking, continuing education, and collaboration. I hope that our accommodations in Schaumburg will be more than you hoped for, and I sincerely hope you will find a reason to come visit us again soon.

Sincerely,

VILLAGE OF SCHAUMBURG

Tom Dailly
Mayor

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AJAY SUNKARA

Synergy Director

Hello Everyone,

We are thrilled to welcome you all to the ITServe's 6th annual conference Synergy 2019. Synergy is an influential event because we bring together members from our 16 chapters to network, share ideas and solve problems through panels, interactive breakout sessions, keynote addresses and opportunities to promote services.

Synergy conference brings key experts in our field to explore various topics—from building a culture of accountability and building trust with clients to pitfalls to avoid in IT contracts management and understanding immigration changes and trends.

We welcome our keynote speakers: Tanmay Bakshi, AI and ML systems architect and TED speaker, and Matt Mayberry, former Chicago Bears linebacker who is now a columnist for Entrepreneur and Fortune Magazine. We would also like to extend a special welcome to our Town Hall speakers, John Kennedy, U.S. Senator for Louisiana and Raja Krishnamoorthi, Congressman of the 8th District of Illinois.

It is a privilege to convene the conference in the Midwest. We sincerely thank all of our speakers, panelists, sponsors, and members who have traveled from all over the country to attend. Thank you Synergy Leadership who put in the hard work to organize the conference to make it possible for all of us to be here today.

Welcome to Schaumburg and we hope that this information-rich conference will inspire you as you learn from leading experts and network and collaborate with peers.

Sincerely,

Ajay Sunkara

Ajay Sunkara
Synergy Director



SHASHI DEVIREDDY



ITServe Synergy 2019 Chair

Dear ITServe friends,

As Synergy 2019 conference chair, I would like to welcome all our members, sponsors and speakers to our ITServe Alliance's flagship Annual Conference happening in Chicago on 17th and 18th of October.

We are in the midst of developing Digital transformation, AI, robotic automation and many other technological revolutions. Synergy has been evolving over the years, this year, Synergy hosts various sessions around the latest technological disruptions. Synergy 2019 provides business owners, entrepreneurs, and executives an opportunity to learn and be prepared to make informed decisions in an ever changing unique needs of the IT Solution & Services Industry (#INNOVATE #ADAPT #GROW).

Our hallmark sessions during this year's conference includes:

- Empowering Business with AI by cutting through it's Misconception and Hype.
- Panel discussions by industry experts on immigration, mergers and acquisitions.
- Panel discussion by CXO's from fortune 100 companies.
- Compliance and Leadership sessions on IT staffing and services.

Hosting a conference of this scale is beyond an individual contribution. This is an essence of true team effort. Synergy2019 TEAM has worked incredibly hard. I would like to thank all our members and volunteers who has directly or indirectly contributed their wisdom, guidance and support.

ITServe members, sponsors, entrepreneurs and business leaders come together at Synergy to participate and learn from each other. Synergy provides a forum to partner and build strong business relationship. As we build and grow these relationships, our members and sponsors continue to support and stand by us in making Synergy year after year a grand success. Thanks to all our members and sponsors who generously contributed towards making this year's Synergy a success.

Shashi Devireddy

Thanks
Shashi Devireddy
Synergy 2019 Chair

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INSURANCE SERVICES



AMAR VARADA

PRESIDENT - ELECT

It is with great pleasure I, Amar Varada, ITSERVE President Elect for 2020 Welcome you to SYNERGY 2019 at Renaissance Schaumburg Convention Center, Chicago, IL on October 17th & 18th. You will be witnessing a fantastic event with great speakers, exhibits, hospitality and mesmerizing entertainment on both days. Our organization is growing year after year, what that means to you as an attendee is, an opportunity to network and learn new things that you take away from the event. Another unique thing about this year SYNERGY is, SOLUTION Partner & Prime Partner exhibits, Townhall Meeting with Policy Makers discussing current affairs and many other. I look forward meeting each attendee in-person at the SYNERGY 2019.

V. Amareswararao

Amar Varada
President - Elect
ITServe Alliance Inc



Synergy Advisors

The 2019 edition of ITServe Synergy has only got bigger and better, be it scale or number of participants or number of sponsors or just the grandeur of the event - it is an out of the world event. Being associated with ITServe since its inception (over 10 years now), I am proud to see the journey we have traded together. I have held multiple roles in this prestigious organization and the experience and wow factor have been a world class experience.

We are honored by your participation in the this edition of the ITServe Synergy Conference which promotes innovation, start-ups, immigration best practices and growth. These features assure the effective growth of IT staffing and services organizations in North America.

Synergy conference aims to be a platform for the dissemination of best practices in the field of IT Services, products and staffing companies without borders, a platform for discussions and opportunities for mutual knowledge of working in IT. That is why we are proud to organize the ITServe Synergy event.

We are looking forward to your presence and wish you a pleasant stay in the city of Chicago. The ITServe Synergy organizing committee wishes you good luck with your presence and networking for the growth of your business.



Sudhakar Pennam
Synergy Advisor & President 2015



Ravi Mandalapu
Synergy Advisor & New Chapter Development

Welcome to ITServe synergy 2019 in Chicago . As Elite chairman and synergy advisory I want to congratulate all ITServe members for bringing vast number is technology companies on to one big platform . We grew to 16 chapters in total and ITServe grow their service to next level in future.

. All the best to all ITServe team.



Radha Alla
Synergy Advisor & Director of Benefits

Welcome you all for ITServe 5th annual convention Synergy. With more than 100 companies displaying their offerings and with more tan 1500 attendees, I hope this year Synergy will give you educational experience that help grow your business. Best of luck!

Best wishes to all the ITServer Members.

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Office Bearers



Vinoz Chanamolu
Secretary

Vinoz Chanamolu is entrepreneur and business owner. He has been president and CEO of IndSoft since 1998. He owns multiple locations of famous south Indian restaurant, Hyderabad House in Chicago and Madison. He is ardously working to bring a one stop shopping experience to Indian community in Naperville – Mall of India.

He has been involved with ITServe since its inception in 2010. He has played a paramount part in starting the Chicago chapter and has also served as its first president. As the National Developmental Chair, he was instrumental in starting various chapters, including, North East, DMV, Phoenix, Tampa, Philadelphia, Los Angeles, Columbus, St Louis. As current National Secretary, he is significantly involved in ITServe's data to day activities. He played a major role in making 2015 Synergy a grand success and has put his heart into making all the guests feel at home at Synergy 2019.

He also served on the national executive board of TANA. His interests vary from Indian politics, collecting cars and spending time with his family.



Narsimha Telukuntla
Joint Secretary

Built NE chapter from scratch to 150 members. Energized DC Metro chapter to enable to run monthly meetings regularly every month. Conducted 10 monthly meetings this year. Coordinated DC Court Hearing on May 9th, 2019 for a smooth participation. Coordinated more than ten OB & EB calls to discuss on various topics and documented minutes for members benefit. Added more number of quality speakers to attract huge number of members to attend monthly meetings and get benefited. Coordinated more than ten OB & EB calls to discuss on various topics and documented minutes for members benefit.



Venkat Maram
Treasurer

Financial credibility and accountability are essential for the credibility of a non-profit organization. To that end, this year we have setup a clean accounting system and streamlined the AR, AP, and Book-keeping process. We have rolled out procedures to keep IT Serve in compliance with IRS guidelines. We have created a transparent platform by which the GB and EB would be able to quickly know the financial status of each chapter as well as entire the organization. We have setup processes and executing it to allow us generate the financial reports in-time for quarterly board meetings.



Devender Reddy Aerrabolu
Joint Treasurer

Devender Aerrabolu is a Serial Entrepreneur and an Award-winning leader with expertise in leading growth for high tech companies. Throughout his career: Devender's hallmark has been maximizing opportunities, building successful IT organizations and revenue centers from the ground up. Devender has been an active member and leader of the IT Serve Alliance and performed several roles: President of IT Serve Dallas Chapter in 2017, Director of Chapter relations in 2018 and Joint treasurer/Chair-Solutions Partner in 2019. While performing these roles, he has successfully executed several tasks which include adding several new Entrepreneurs and bringing them together to the community, raising surplus budget and facilitating Digitalization for the smooth treasury operations and growth. Described as focused, passionate and futurist, Devender's distinctive leadership style was profiled and commended amongst many IT Services corporations.

Directors



As a Sponsorship Chair and Director, worked towards streamlining the sponsorship program operations and added new high end revenue generation packages like Platinum, Regional Sponsor and Immigration packages. Promotion of sponsors plays a bigger role to encourage new sponsors, worked closely with PR team on adding new promotional platforms to take care of sponsors. ITSERVE Synergy is a great platform for networking and tap shoulder each other capabilities.

Thank you all for joining the great conference and wish you all the best.

Ram Nandyala
Director of Sponsorship

Successfully managed sixteen chapters relations and established trusted communication between chapter and national leadership teams. Attended all chapter monthly meetings and established regular consistent meeting patterns with all chapter presidents and chapter core committee meetings. Created an environment where members can see value out of their membership by showing examples of successful collaborations of other active members. Very happy and honored to get associated with IT Serve in various capacities from its inception.



Raghu Chittimalla
Director of Chapter Relations



Re-engineered PR & Media strategies by leveraging on existing capabilities and carving new innovative initiatives, with multi-dimensional campaigns to gain global attention. ITServe's PR & Media outreach scaled new heights, which forever seemed unrealistic. Social Media Reach specifically saw considerable hike in the form of increased likes and engagement, achieved by adopting the right content strategy. The combined organic and inorganic reach more than tripled as compared to the past. Engaged groundbreaking approaches including social media, high visible mainstream media, focusing on unique events and strategic lobbying to objectively project ITServe as a self-reliant organization, which relentlessly preserves the interests of its members. Represented ITServe on the global stage as the emerging united coalition force with a futuristic vision catering to critical needs of all stakeholders

Deepali Khadakban
Director of PR & Media

I would like to welcome all ITServe Members, Sponsors and Guests to Synergy 2019 conference which is ITServe's flagship annual conference for which 1500 CXOs from 1200+ companies come together making it one of the biggest IT conferences in USA. It is an information-rich event which provides business owners, entrepreneurs, and executives with strategies, solutions and insights that address the unique needs of the IT Staffing, Solutions & Services industry with lot of learning and networking for 2 full days.

Thank You all for attending ITServe's flagship annual conference Synergy 2019.



Kumar Nandigam
Director of Services

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* Sourced from G Report, Fall 2019



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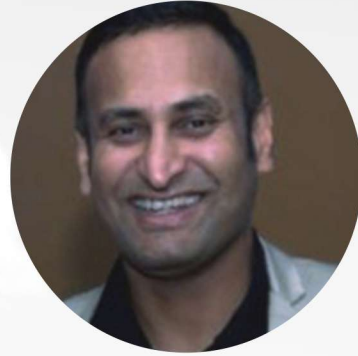
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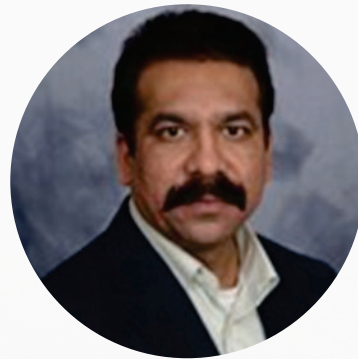
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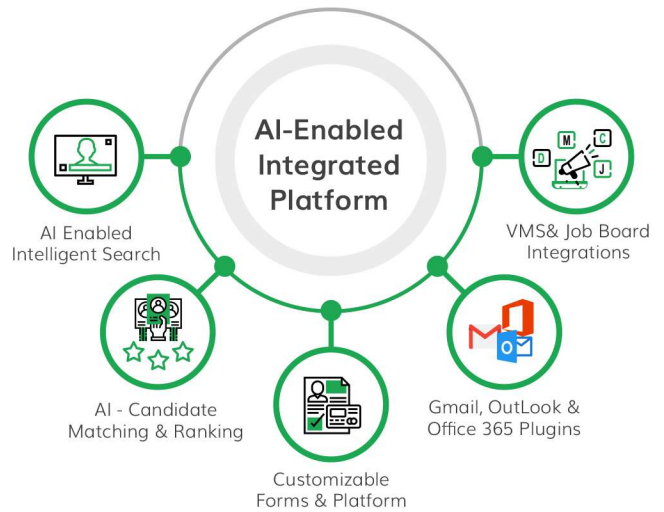
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RAMESH THUMU

Synergy Convenor

Distinguished Guests and Conference Attendees

Ladies and Gentlemen,

I am Ramesh Thumu, CEO of Thoughtwave Software and Solutions and Co-founder of Xenwork and Principal and CTO of SWARM HR.

Let me extend a sincere welcome to all of you to the IT SERVE SYNERGY 2019, for the first time launched in Chicago, IL with more than 2000 CEOs/CXOs attending this event along with their clients, employees' families and friends.

This event brings together Keynote Speakers, Corporate Leaders, Government Officials from all over the World along with renowned Immigration Attorneys, CIO/CTOs, M&A Experts, Startup Cube with emerging ideas and products. We will have abundant knowledge sessions, a cocktail event and a banquet night for 2 days with distinguished speakers on both days.

The key feature to this year's Synergy is Matchmaking of 25+startups with Investors and 60+elite members.

I want to take this opportunity to inform you that the IT Sector in USA has recorded significant progress in recent decades and has been key factor for economic growth in the country. The recent challenges faced by IT Companies with policy changes in immigration, shortage of IT consultants, ghost interviewers are addressed by ITSERVE by reaching out to policy makers, reviewing at this session how to stop candidates from ghosting recruiters. A Solution Partners Panel and several other companies offering a variety of solutions for the IT Companies.

I thank one and all who are attending this session and several volunteers who worked relentlessly including myself to make your experience for the conference a memorable one. Our volunteers are available to assist you as needed to guide you for any sessions, accommodations, booth setups and any special requests for your kids and families.

Looking forward to meet you and say Hello to each one of you throughout the conference, and if you spot me please do say hello and introduce yourself.

Thanks

Ramesh Thumu

Ramesh Thumu
Synergy Convenor



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Geeta Dammanna, Esq.
Attorney and Counselor at Law

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*2018 recipient of the Steven G. Condos Award for Outstanding First-Year Member of TX Bar College.

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September 10, 2019
Kellyane Conway and Stephen Miller
The White House
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RE: ITServe Alliance

Dear Senior Counselor Conway and Senior Adviser Miller:

I would like to thank you for taking the time to meet with IT Serve Alliance. We hope to bring to light some of the issues our members face in the current business immigration environment. ITServe Alliance is a 100% member run, non-profit association of more than 1,200 companies in the U.S that provide services to Fortune 500 companies and government agencies by hiring workers in the U.S. and, more importantly, keeping jobs in the U.S. Our mission is to serve as the voice of the industry, educate our members on best practices, and protect the U.S. economy by providing U.S. businesses with cost-effective alternatives to outsourcing and off-shoring.

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In 2018, President Trump launched the much-needed initiative, "Charting a Course for Success: America's Strategy for STEM Education", which is designed to increase the interest of young people in science, technology, engineering and mathematics (STEM). While we are working on expanding the pipeline for a strong, innovative, and homegrown STEM workforce, there is a more

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demand than supply for such STEM workers in the current economy. To continue to expand our economy, we need to do everything we can as a nation to attract the best and the brightest to come to the United States. Innovative immigrants have always been central to America's growth, job creation, and global competitiveness. The H-1B visa program is a great program that helps American firms supplement their local teams with STEM workers so that they can remain competitive in the global marketplace. Employment in computer systems design and related services has trended up throughout the Trump Administration, increasing by nearly 10,000 jobs in 2018 alone (Bureau of Labor Statistics, U.S. Department of Labor, Employment Projections, on the Internet at <https://www.bls.gov/emp/tables/stem-employment.htm>). In 2008, the National Foundation for American Policy showed that, on average, for every H-1B employee hired, an additional five American employees were also hired. If we further tighten the restrictions on the H-1B visa program, U.S. businesses will be unable to hire the much-needed STEM workers, and it will ultimately encourage companies to outsource to other countries where they can find the workers.

Declining Interest in STEM Fields

As the U.S. economy continues its rapid growth under the Trump Administration, a troubling new issue has been identified, a lack of skilled workers in necessary fields. As the economy has expanded past full employment, many companies are having difficulty fulfilling their employment needs, leading to missed opportunities for growth and lost earning capacity. This issue is very prevalent in STEM fields and is likely to get worse due to declining American interest in pursuing STEM degrees, with a significant drop in interest in pursuing a STEM degree from teenage boys, from 36% to 24%, and an already low level of interest from teenage girls, merely 11%. (New Research Shows Declining Interest in STEM, <https://www.govtech.com/education/k-12/New-Research-Shows-Declining-Interest-in-STEM.html>).

With such low interest in pursuing STEM degrees from America's children, we must turn elsewhere to find skilled and qualified workers as they continue their efforts to build a local source of STEM workers. The strongest current source for these temporary workers is India which continues to meet America's needs for STEM workers, with Indian students securing 56% of STEM-OPT authorizations in 2017 and followed by China with a 24%. (In US, Indian STEM students bag 56% of job training slots, <https://timesofindia.indiatimes.com/india/in-us-indian-stem-students-bag-56-of-job-training-slots/articleshow/66407588.cms>). However, rather than being treated as a welcome source of skilled workers, STEM students face ever growing burdens and difficulties in the H-1B process.

Growing Burdens on the H-1B Application Process

As the number of H-1B applications granted has remained stagnant under the statutorily mandated number of 85,000, the ever increasing numbers of applicants face significant hurdles in their application process, from processing delays, increasing numbers of Requests for Evidence (RFEs) being issued, and approvals being only granted for a shorter length of time, the U.S. economy and companies who employ hundreds of STEM workers face unnecessary delays and increasing costs for what was previously a routine application process. The end result is that many skilled STEM workers choose to find work with their companies in their home countries or work at affiliates in nations with more efficient immigration laws, such as Canada. (H-1B Chaos Means Tech Firms Looking to Canada for Offices, Workers, <https://insights.dice.com/2019/07/30/h-1b-chaos-tech-firms-canada/>). These issues are not just problems for H-1B applicants, also companies seeking to hire STEM workers. Facing issues in finding qualified candidates and the growing scrutiny of H-1B applicants, many companies are opting to wash their hands of the American immigration system and instead relocate jobs in Canada. (As H-1B Hiring Escalates, Firms Moving Jobs to Canada: Study, <https://insights.dice.com/2019/03/25/h-1b-hiring-moving-jobs-canada/>).

Processing Delays

Among the growing issues faced by H-1B applicants is the increasing length of time USCIS is taking to process each application. The result of these delays is applicants and their companies face the pressure of balancing their work needs and being compliant with immigration laws. There have been cases of H-1B workers being fired by their companies due to processing delays making the company fear that they will be targeted for employing workers without legal status. This increase in processing times is not an isolated occurrence, the American Immigration Lawyers Association (AILA) found that case processing times have nearly doubled since 2014, and increased by nearly 50% over the last two years. (Immigrant tech workers struggle to get H-1B visas under Trump: 'I've never felt so helpless', <https://www.latimes.com/business/technology/la-fi-tn-h1b-workers-tech-trump-20190201-story.html>). This issue was exacerbated by USCIS's previous suspension of premium processing, which fast tracked applications for a higher fee. USCIS recognized the impact this suspension was having, and reinstated premium processing this year, however that will not be enough to solve the issue of increasing processing times.

The growing processing delays have now drawn the attention of the United States Congress which is seeking answers regarding the increased processing times and the growing number of applications which face RFEs. (Congress Asks USCIS to Explain Immigration Delays and Denials,

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<https://www.forbes.com/sites/stuartanderson/2019/07/17/congress-asks-uscis-to-explain-immigration-delays-and-denials/#350ae4e02a2b>). These processing delays must be solved with the sensible and sound solutions listed below. These processing delays do nothing but hurt skilled workers in highly needed fields and the companies who employ them.

Increase in Requests for Evidence

Another significant issue which is harming H-1B workers and their companies is significant increase in the number of applications which face RFEs. Many of these RFEs are issued on questions which were previously considered trivial and not necessary when making a determination on validity of an application. This increase in RFEs significantly increases processing times and results in costly delays for both USCIS and the company seeking to employ the applicant. RFEs are now issued on more than 60% of H-1B petitions, more than triple the rate of 2016. (US lawmakers concerned over spike in request for evidences for H1B visas, <https://economictimes.indiatimes.com/nri/visa-and-immigration/us-lawmakers-concerned-over-spike-in-request-for-evidences-for-h1b-visas/articleshow/70274958.cms>). RFEs not only result in significant time delays on when the applicant can begin working, assuming the H-1B petition is ultimately approved, the result is also an increase in cost for the companies planning to hire the applicant who must now pay the additional cost of filing a response to the RFE in addition to the investment already made in the initially filed H-1B petition. As noted above, many companies are choosing to avoid this burdensome and costly system completely and shift the positions outside of the United States entirely. Many of our member companies recently opened offices in Mexico and Canada. The beneficiaries of these positions are countries such as Canada, which continues to recognize the value these STEM workers bring. These RFEs do nothing but increase the cost of doing business and harm the American companies and workers who benefit from the growth H-1B workers provide.

Conclusion

A vast majority of our member companies are small businesses. Companies like our members continue to face rising costs from every direction, from employee benefits to regulations. Our member companies do not have the deep pockets of the large multinational outsourcing companies. Yet, the changes to the H-1B visa program meant to discourage large outsourcing companies from using the program are also applied to our businesses. Added filing fees, additional burdens placed on H-1B visa program and the low supply of visas disproportionately impact small businesses, clearly making it more difficult for smaller employers to compete in the marketplace.



The provisions described above in their current form would make the H-1B classification inaccessible to an entire class of U.S employers – companies that engage in IT consulting operations. These IT consulting companies provide technical professionals to U.S. companies as well as in government sectors to allow them to ramp-up new projects. IT consulting companies constitute a backbone of the IT industry in the U.S. that is relied upon by many U.S businesses. ITServe is opposed to any changes that would restrict or prohibit our members’ access (small businesses) to the H1B visa program. With this letter, ITServe urges you to consider any immigration reform proposals in light of these points and ensure that the H-1B visa program remains accessible to our members:

- Ease USCIS recent undue scrutiny on H-1B dependent employers, specifically denials based on Specialty Occupation and Employer-Employee Relationship.
- Remove H-1B Amendments and Short-Term Approvals.

While the immigration debate often centers on the undocumented immigrants and border security, there are other areas in need of reform, including the H-1B visa program. Unfortunately, recent changes by USCIS to the H-1B program would make this classification inaccessible to an entire class of U.S employers – it’s in fact hurting the US economy.

We appreciate your time and efforts in supporting our members’ businesses. Should you have any questions, please feel free to contact me at (630) 890 8778

Truly yours,

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MASS LITIGATION HEARING ON UNLAWFUL H-1B DENIALS BY USCIS

The case is on an expedited briefing schedule, with a hearing set to determine the motion for summary judgment filed by plaintiffs on the three issues. The expedited briefing schedule cut months off of the typical litigation process, allowing the employers to get answers to these questions much faster than normal. The hearing is on May 9, 2019, before Judge Collyer in Washington DC, and is open to the public.

It is worth noting that while USCIS contends in court that it has not created and enforced new rules, data the agency released to the public in the midst of the briefing schedule indicated the exact opposite. The data showed historical approval rates for companies like ITServe members as well as all other employers. Beginning in Fiscal Year 2018, the approval rate plummeted for companies whose employees at times perform services at client locations. This was true of H-1B extension petitions for employees who were in the country legally on a previously approved H-1B, and where the employer was seeking to continue their employment in the same job for the same employer.

Some of these employees had been in the country for more than 10 years, on multiple H-1B extensions, without any problem. Because of hidden rule changes these employees were no longer deemed eligible for H-1B visas.

Refer:

1. <https://news.bloomberglaw.com/daily-labor-report/it-consulting-firms-trying-to-force-litigation-of-h-1b-denials>
2. <https://markets.businessinsider.com/news/stocks/mass-litigation-hearing-on-arbitrary-and-unlawful-h-1b-visa-denials-by-uscis-1028183823>
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MASS LITIGATION HEARING ON UNLAWFUL H-1B DENIALS BY USCIS

The case is on an expedited briefing schedule, with a hearing set to determine the motion for summary judgment filed by plaintiffs on the three issues. The expedited briefing schedule cut months off of the typical litigation process, allowing the employers to get answers to these questions much faster than normal. The hearing is on May 9, 2019, before Judge Collyer in Washington DC, and is open to the public.

It is worth noting that while USCIS contends in court that it has not created and enforced new rules, data the agency released to the public in the midst of the briefing schedule indicated the exact opposite. The data showed historical approval rates for companies like ITServe members as well as all other employers. Beginning in Fiscal Year 2018, the approval rate plummeted for companies whose employees at times perform services at client locations. This was true of H-1B extension petitions for employees who were in the country legally on a previously approved H-1B, and where the employer was seeking to continue their employment in the same job for the same employer.

Some of these employees had been in the country for more than 10 years, on multiple H-1B extensions, without any problem. Because of hidden rule changes these employees were no longer deemed eligible for H-1B visas.

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10 Tips for Filing CAP H-1B Petitions

by Attorney Thomas Allen

As I write this column, I suspect there are hundreds and thousands of CEOs and entrepreneurs at this moment who are trying to solve a financing challenge.

Here are 10 very important tips to help you navigate through the perils of the USCIS application process:

Make sure your occupation code (SOC) and the job title are the ones accepted by USCIS as a Specialty Occupation.

The job description should have a very detailed explanation that includes the nature of the project, the position summary, duties, and responsibilities, as well as the percentage of time spent on each job duty. The job offer and job description must both present evidence of why this position requires a minimum of a Bachelor's degree.

The confirmation from the client and the layers (vendors) must clearly state the nature of control the employer has on the beneficiary, and who will supervise the beneficiary.

Your employment contract must show that the employer is in control of the beneficiary's pay, day-to-day management, providing equipment or tools, and has a direct review of the employee.

If the beneficiary is placed at a third party location, include the itinerary with the petition which should include the dates of employment, contact information of the client and the vendors and the name and complete address of the work location.

If the offered position is not directly related to the beneficiary's field of education, please provide a work evaluation from an authorized professor/evaluation agency.

The Client Contract and the Statement of Work should be dated prior to the filing of the Petition. The Statement of Work or the Purchase Order should not have an end date before October 1. The client and the vendor letters should not mention an end date before October 1.

Not all U.S. Master's degree qualifies for the H-1B Master's Cap. Make sure the US Degree was from an accredited University. The U.S. Master's should be obtained from a Public or non-profit university/school.

Make sure the petition is filed with the right Service Center.

Have a qualified Immigration Attorney file your H-1B Petition.

Many denials can be avoided if a qualified attorney prepares the Petition. Having so-called 'immigration paralegals' prepare your petition may be illegal, and the company may be involved in the aiding and abetting of unauthorized practice of law.



What you should know before hiring OPT/STEM-OPT students

By Kamala Moddipoti, Attorney at Kamala Law Corporation

Every year large number of international students arrive in United States on F-1 visa with a motive to pursue masters/bachelors programs in various universities. These students who complete their masters/bachelors with a major field in one of the STEM (Science, Technology, Engineering, and Math) are eligible for one year of initial OPT (Optional Practical Training Program) and 2 years of STEM OPT Extension, which allows them to work in the United States. There has been a constant rise in the employment of OPT/STEM-OPT students by IT services companies. Several factors are contributing to this trend, ranging from shortage in local workers to recent complexities in H-1B program. This article discusses the advantages of hiring OPT/STEM-OPT students and employer's obligations when hiring students.

Advantages of hiring OPT/STEM-OPT students

- **Specialized degree and knowledge:** The rigorous curriculum of the US universities educates the students with cutting edge technologies and prepare them with the knowledge required to join the workforce. Furthermore, some students have prior work experience gained either through employment in their home country or through CPT (Curricular Practical Training Program) making them attractive to the IT services companies.
- **Willing to adapt to new technologies:** As part of their education program, OPT/STEM-OPT students get exposed to wide varieties of latest technologies. These technological foundations allow the students to adapt to new emerging technologies quickly.
- **Ready work authorizations:** OPT/STEM-OPT students have work authorizations which allow them to work in the domains related to their field of study. This helps the employer in avoiding the costs and uncertainties associated with other types of work authorizations.
- **Job location flexibility:** IT services companies have job opportunities throughout the US and those opportunities needs to be filled quickly. Students are generally flexible and willing to relocate to new places on a short notice. This flexibility helps the IT services companies to fill the job openings with OPT/STEM-OPT students efficiently.

Employer Obligations in hiring OPT/STEM-OPT students

Even though OPT/STEM-OPT students are attractive to IT services companies, there are certain obligations & challenges that needs to be considered by employers. This is especially true, when students are placed at 3rd party work sites where daily supervision remains a challenge for few companies. IT services companies should be cautious when hiring STEM-OPT students and consider various factors to avoid potential liabilities.

- **E-Verify Employer:** The employer must be an E-Verify employer to hire any STEM-OPT student.

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- **I-9 Compliance:** Often employers have the questions like “our company doesn’t pay the OPT student, should we still run the I-9 for such student”. As per the rule of I-9 compliance, an I-9 must be run for a paid employee. Therefore, it may not be required for unpaid internship/volunteer employment cases. When employer decides to start making payment to the services of OPT student, the I-9 compliance requirements should be met. Also, employer should be cautious when the EAD of student is about to expire.
- **Labor Laws:** Small companies often ignore local, state, and federal labor laws while hiring OPT students. The labor laws kick in when the stated student is engaged in productive work and not getting paid for his/her services. Therefore, it is recommended to check the local, and state labor laws before hiring the OPT/STEM-OPT talent.
- **Compensation:** There is a myth that STEM OPT students can be paid a minimum wage and prevailing wage is only applicable to H-1B workers due to the labor condition applications (LCAs). All employers and STEM OPT students are required to complete form I-983 as part of the hiring process providing specific information about the training program and agreeing to notify the designated school official (DSO) if there are any material changes to the training program. In addition to that, Form I-983 must be repeatedly updated with the student’s progress in the training program. Employers, in section 3 of I-983, attest, verify, and sign under penalty of perjury that “The student on a STEM OPT extension will not replace a full- or part-time, temporary or permanent U.S. worker and duties, hours, and compensation would be in commensurate with the similar US employees”. Therefore, STEM OPT students can’t be paid less than what comparable workers are getting paid. It is often a good practice to refer to proper wage source before determining salary for STEM OPTs.
- **STEM OPT site inspections:** ICE has recently started visiting work sites of employers to ensure that employers are complying with Form I-983 statements. The site visits are to ensure that employer meets program requirements and have the resources to provide structured and guided work-based learning to students. ICE usually reviews the records and questions the supervisors. The whole process can take around 5 hours per employer. As of now, based on few inspections, the length of the site visits appears to be in the range of 1-2 hours rather than 5 hours.

Even without a site visit, compliance is extremely important. Form I-983 creates obligations certified by both the student and the employer. Violations could impact future adjudications if USCIS finds discrepancies between the Form I-983 and social media information, submitted resumes etc. Furthermore, students will accrue unlawful presence if some of the conditions haven’t been met or ignored, jeopardizing not only student’s status but also the reputation of the employer.

Conclusion

Employers have several advantages in hiring the OPT/STEM-OPT students in terms of their specialized knowledge, flexibility, adaptability and work authorizations in filling the job opportunities throughout the US. Also, employers have obligations and must follow the requirements of I-983, Labor laws etc. to avoid potential penalties and liabilities. When the regulations are followed properly, OPT/STEM-OPT students can be a great resource for employers like IT services companies.



Do We See a Lottery Bonanza In Our Future?

By Sharadha Kodem, Managing Attorney, Kodem Law Firm

On February 7, 2019, the Fairness for High-Skilled Immigrants Act of 2019 was introduced in the House and Senate (H.R. 1044 / S. 386). If enacted, this bill would eliminate the per-country numerical limitation for all employment-based immigrants, and increase the per-country limitation for all family-sponsored immigrants from 7 to 15 %.

To understand the background of the act, it is important to keep in mind that the total immigrant visas available annually is 675,000. Out of those 675,000 visas, 480,000 are available for family-based petitions, and 55,000 are available for the diversity visa. The remaining 140,000 are available for employment-based petitions. 15% of the 480,000 family-based visas and 7% of 140,000 employment-based visas are allocated per country. As we all know, at this time, India and China are oversubscribed.

On July 10th, 2019, the House passed the bill (H.R.1044) while Senate has held the bill back. The current bill in the senate provides for:

- Removal of the 7% per country cap for employment-based visas.
- Removal of the 15% per country cap for family-based visas.
- Allocates 7,200 visas for occupations such as: nurses and technicians in the EB3 category.
- "Do No Harm" provision - This provision states that no one who is the beneficiary of an employment-based immigrant visa petition approved before the bill's enactment will receive a visa later than if the bill had never been enacted. Notably, the "do no harm" provision only applies to employment-based immigrants and does not apply to family-sponsored immigrants.

With this background, we can analyze why this bill is controversial. Opponents argue that the bill will open the floodgates to Indian, Chinese and Mexican nationals who will saturate the economy with IT nationals. This is because majority of Indians and Chinese nationals are H-1B holders.

Proponents of the bill say it is time that Indian, Chinese, and Mexican nationals get a break. Currently, the wait times for these national to get green cards is close to 50 years. The dependents of these nationals will age out and lose their H4 status before they turn 21.

The bill is currently stuck on the Senate floor and its future is anyone's guess. However, it is well established that it is time for immigration reform which is fair to all immigrants.

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The Fairness for High-Skilled Immigrants Act of 2019 (H.R. 1044) Seeks to Remove Per Country Limitations

By Prashanthi Reddy, Owner at Law Offices of Prashanthi Reddy

History of the Bill

Earlier this year on July 12, the Fairness for High-Skilled Immigrants Act of 2019 (H.R. 1044) bill passed in the House of Representatives with majority. The bill related to the S. 386 introduced in Senate and consigned to the Committee on the Judiciary. The H.R. 1044 bill is essentially the same as the S. 386 Bill (also called the “Fairness for High-Skilled Immigrants Act of 2019”). The main difference is that the S. 386 was introduced in the Senate - thus the presence of the S that prefixes the bill, while the H.R. 1044 was introduced in the House of Representative - thus the H.R that prefixes the bill.

The S. 386 bill (the senate’s substitute to the H.R. 1044) was then brought onto the Senate floor for a unanimous consent vote by Senator Mike Lee (R-UT). On September 19, the bill did not pass in the Senate due to objection from Senator David Perdue (R-GA), who objected because of (1) the language used in the bill which he believes needs clarity, and (2) concerns over the bill’s effect on specific industries in his state. However, Senator Lee plans on working on the bill with Senator Perdue and believes that whatever issues Senator Perdue has with the bill can be resolved.

The Fairness for High-Skilled Immigrants Act of 2019 bill, if enacted, would eliminate the per-country numerical limitation on employment-based immigration (employment-based green cards) established by the Immigration and Nationality Act and raise the per-country cap for family-based immigration (family-based green cards) among other purposes.

What is the Fairness for High-Skilled Immigrants Act of 2019 (H.R. 1044)?

The H.R. 1044 was first introduced by House Representative Zoe Lofgren (D-CA-19) before the house of representatives on February 7, 2019. The Fairness for High-Skilled Immigrants Act of 2019 was also introduced in the Senate as the S. 386 Bill. As already mentioned, this piece of legislation sought to eliminate per country cap on employment-based preferences as well as increase per country numerical limitations placed on family-sponsored preferences.

Currently, the annual numerical limits on immigrants are determined under the Immigration and Nationality Act as outlined under 201(c) & (d). The Department of State is responsible for determining both the family-based and employment-based preference numerical limitations based on a per-country limit fixed at a 7% annual limit for both the employment-based and family-based preferences.

The Fairness for High-Skilled Immigrants Act of 2019 (H.R. 1044) sought to remove the numerical limits placed on employment-based preferences, as well as increase the numerical limit on family-sponsored preference from the current 7% to 15%.

What Would the Bill Mean to Employment-Based Preferences?

Currently, the employment-based preferences section is separated into five preference categories all of which are dependent on the per country limit. Those are EB-1, EB-2, EB-3, EB-4, and EB-5.

If enacted, the act would eliminate per-country numerical limit and the 7% cap and ensure employment-based visas were granted based on merit and not country of origin. This would in effect eliminate an offset that decreased the number of visas available to persons from China (& India).

What Would the Bill Mean to Family-Based Preferences?

For family-based preferences, the H.R. 1044 proposes an increase in per-country numerical limitation from 7% to 15%.

Currently, the family-based preferences section is separated into four preference categories all of which are dependent on the per country limit. These include F1, F2 (which is divided in F2A & F2B), F3, and F4.

What Are the Transition Rules Proposed by The Bill?

The bill also proposed a transition plan for fiscal years 2020 through to 2022. The transition rules include setting aside a percent of EB-2, EB-3, and EB-5 visas for persons not from the two countries with the most number of recipients of such visas (China & India). In addition, not more than 85 percent of unreserved visas can be awarded to any single country.

Additionally, all persons with an approved I-140 waiting for an immigrant visa with have a wait time identical to or shorter than what they already have. This is to ensure that persons with a set priority date are not negatively affected by the Fairness for High-Skilled Immigrants Act of 2019 if enacted.

Conclusion:

Opinions are divided when it comes to the bill, although it has passed the House of Representatives. Since there is no actual increase in the number of green cards given, some feel the redistribution of how immigrant visas are given will affect persons in specific occupations such as nurses and others in the health sector. For instance, currently, the majority of nurses on the EB-3 are from Philippines and have no wait time. The H.R. 1044 bill would likely lead to long wait times for them. Since generally, nurses are not eligible for H-1b visa program, they would have to be unemployed as they wait for an immigrant visa. A new provision related to Nurses Carve Out (setting aside 5,000 or more visas for shortage occupations which includes nurses and physical therapists) was added on September 18, 2019. On the other side, the bill may be the solution to clearing the long backlogs persons from China and India face when it comes to the processing of employment-based immigration.

At The Law Offices of Prashanthi Reddy we are always ready to provide assistance to persons in need of legal advice when it comes to the rather confusing U.S. immigration process. Do you amend your I-140 to an Eb-3 or an EB-2, which category is better? And many other questions on visa categories.

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INSURANCE SERVICES



Importance of I-9 Compliance. What do you need to know?

What is a Form I-9?

Form I-9 is used for verifying the identity and employment eligibility of all the individuals hired for work in the US. All US employers must complete and retain this form for the individuals they hire.

Form I-9 is a 2-page document with 102-page instructions. So, never take this lightly.

What is E-verify?

Employers who are enrolled for E-verify services are required to verify the identity and employment eligibility of newly hired employees by electronically matching the information in the Form I-9, against the Social Security Administration (SSA) and the Department of Homeland Security (DHS) records.

E-verify is not a replacement for Form I-9.

What are the Common Mistakes in Filling Form I-9?

Here are a few of the common mistakes employers/ employees commit while completing the form:

- **Incomplete form:** Employers forget to enter the name of the candidate in Section-2 or miss filling the section that involves the preparer/ translator.
- **Missing Deadlines:** Employers fail to complete the Form I-9 within 3 business days of employment.
- **Signature & Date:** Employers or the employees may forget to sign the form after completion, which will make the I-9 invalid.

What happens if an employer/ employee makes mistakes in Form I-9?

During an ICE audit, the audit officer inspects Form I-9s to ensure compliance. Any violations that are found during the inspection are categorized as substantive or technical violations. The respective employers are then allowed a 10-business day period for the correction of technical violations, while the substantive violations result in monetary fines.

The fines for these violations start from \$230 and can go up to \$2,292 per I-9.

How can an employer correct mistakes and avoid penalties?

Hefty penalties imposed by ICE are majorly due to the substantive violations. The key factor in avoiding these penalties is by conducting an I-9 internal audit and having an executable I-9 policy.

ICE recommends every employer to conduct an internal audit at least once in a year and have a policy for I-9 compliance.

ICE Audits (VS) Internal Audits

ICE audit is a random inspection conducted by the Immigration & Customs Enforcement office that is initiated by a Notice Of Inspection (NOI) and the employers are provided 3 business days to produce the Form I-9s. Upon the completion of the inspection, ICE will notify the organization with any one of the following notices: Notice of Suspect Documents, Notice of Discrepancies, Notice of Technical or Procedural Failures, Warning Notice, Notice of Intent to Fine (NIF).

Internal audit is the one where the employer conducts the audit voluntarily. It is of high importance to take the advice of a third party expert for conducting an internal audit.

Internal I-9 audit is a key factor in ensuring compliance. These can be conducted by the employer Internally following the process defined by ICE 9 (or) It can always be conducted with the help of a 3rd party professional or an agency.

Internal audits provide a chance for the employers to review the forms and reveal errors (if any) that are present in the Form I-9. These help the employers in making necessary corrections and recording these corrections in an Audit note which stays with the I-9 that was corrected. This prepares you for any Notice of Inspection from ICE. It is recommended that every organization should conduct an internal audit once a year at the least, which will lower the penalties at a significant rate.

“ Most importantly, ICE cannot penalize any employer even if they come across substantive violations after 5 years of an internal audit done by the organization. ”



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WHY YOU SHOULD CARE ABOUT YOUR BODY LANGUAGE!

When I was 18, I asked my parents if I could go to the US for a few months to learn how to speak English. I'm from Venezuela, and at that point in life, my knowledge of English was very limited to what I had learned in High School.

When my parents agreed to send me overseas, I was ecstatic about the possibility of going to LA, NYC, Miami (although I probably wouldn't have learned much English there). Instead, I ended in Wichita, Kansas!

Why do I give you this backstory? Because for the first 3 months in Wichita, I couldn't find anybody that spoke Spanish. And I didn't speak English. Yet, I was able to communicate with people around me; non-verbally.

It is said that when a person loses their sight, their hearing becomes enhanced. Almost like a superpower. The same thing happened to me, but with my observation skills. I found myself not only paying attention to what people were doing with their bodies when talking to me, but also, I paid attention to what MY body was doing when I communicated. I started minding my body language.

WHAT IS BODY LANGUAGE?

According to the definition, body language is the process of communicating nonverbally through conscious or unconscious gestures and movements.

But body language is so much more than that. Yes, we communicate using our hands, our head, our face, our feet. But we also send a message nonverbally with the clothes we wear, jewelry, hairstyle, smell.

Nonverbal communication is also our choice of words when we talk; and the words we don't say.

You've probably heard that body language makes up 93% of our communication – PLEASE FORGET THIS FOREVER! This number is based on a misquoted study that Dr Albert Mehrabian conducted back in the 60s where the conclusion was "7% words used; 38% tone of voice, volume, rate of speech, vocal pitch; 55% facial expres-

sions, hand gestures, postures and other forms of body language." The problem with this study, and why it shouldn't be used out of context, is that the study was focused mainly on the communication of emotions as it pertains to "liking" and "disliking."

Try watching a foreign film and see if you understand 93% of it only observing the body language of the actors. You can't.

We use body language even when we are not saying anything. When you are listening to a speaker during a presentation, your posture, your hands, your head, your feet, they are all sending a message to the speaker and to the people around you.

WHY SHOULD YOU CARE ABOUT YOUR BODY LANGUAGE?

The internet is flooded with articles and videos about body language, but the majority of these focus on how to read others. Don't get me wrong; it's a great skill to have. But until we understand what our OWN body language is doing, we should not attempt to decipher others.

For me, minding my body language allows me to communicate and connect better with people. I'm constantly scanning myself from top to bottom. Paying attention to what my hands are doing, which direction are my feet pointed, what my face looks like.

Our brains control everything we do, and it does it in an effort to keep us alive and safe. We can't control the involuntary micro-expression of disgust when we see somebody picking their nose, but we can be mindful of it and change it.

When we are at a party and Uncle Bob is going on and on about some boring story we've heard a hundred times before, our brains will tell our feet to get ready to run and you'll find that one of your feet starts pointing away. We can't stop it from happening, but we can be aware of it and change it. Point them back to Uncle Bob.

That's what minding your body language is. It's about giving people attention, connecting better, communicating actively, making a great first impression.

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INSURANCE SERVICES



H-1B CAP AND OPT/CPT CHANGE OF STATUS | FAQs

by Attorney Rajaguru Nalliah, IMMLAWS

1) What Documents Should Be Submitted To Avoid Intent To Deny In Cap Subject H-1B Petitions?

USCIS has issued many Intent to Deny (ITD) in the 2019 CAP subject petitions. Intent to deny is issued when the file is missing initial evidence. USCIS normally issues Intent to Deny when they have question on the fee exemption, such as ACWIA and Public Law Fee, also when the employer's information is not matching in the USCIS VIBE (Validation Instrument for Business Enterprises) database. In order to avoid ITDs, you may submit the documentary evidence for the following issues:

Business Verification: Include a copy of your lease, copy of any IRS letters, copy of the utility bills, photograph of the premises, etc. You may update your Dun and Bradstreet (D&B) information, but it is unlikely that D&B will update VIBE information immediately. If you have moved your office recently, you must include this evidence with your filing.

Fee exemption evidence: ACWIA fee - If you claim that you have less than 25 employees, or less than 50 employees, include form 941 or payroll records to show your employees count.

Public Law fee - When you claim that you have more than 50 employees and less than 50% H-1B employees, include the form 941 and payroll records to show employee count and include a list of employees with their immigration status.

2) How To Choose Job Title, Level And SOC Codes?

You must choose these elements based on the Job Duties. In IT related positions, USCIS accepts mainly "Software Developer" SOC as specialty occupation, other positions such as Computer Systems Analyst, Computer Programmer, Network and Computer System Admins, and all other occupations are inviting RFEs. I strongly suggest avoiding Computer - all other category. It is important to review job duties to choose the SOC code and levels. If your duties contain software development activities, you can designate the position as Software Developer. When determining Level 1 or 2, make sure not to include any high-level decision making, managerial, or supervisory duties.

3) How To Document Employer-Employee Relationship And Specialty Occupation Availability At Third Party Location:

Submit client documentation such as, 1) client letters with all details including duration, educational requirement, employer's control, etc. 2) Master Service Agreement, SOW-PO between end-client and vendor. Client MSA and SOW/PO are mandatory at California Service Center. On many occasions they are not accepting heavily redacted agreements. A Vendor letter is not necessary, but you must submit MSA and PO between all layers. Other worksite related documents such as photos, ID cards, co-worker affidavit, etc. may be submitted.

If you are submitting an employment agreement or offer letter, it should not contain any liquidated damages clauses. If you include an organizational chart, make sure the supervisor has no more than reasonable number of employees under his supervision.

MSA and Work order should be signed before the date of filing and must include duration - must cover the requested duration, job duties and identify the employee. Make sure MSA does not contain any language that only client or vendor control the employees. If no job duties listed in the work order make sure to include a client letter or any client documents signed by authorized personnel having knowledge of the placement, nature of the work. Also, include any evidence to show that the signatory has authority to sign such letters.

In recent days, USCIS is not accepting mere statements of the client that you have control over the employee, also expecting documentation to show how you are controlling the employee. Submit task assignment and task completion reports by the employee, and communication between your supervisor (not client) and the employee.

4) Can I File H-1B If The Current Work Order Expires Before October 1st? Can I File Amendment Petition If The Employee Changes The Project After Filing?

H-1B petition may be filed only for a position available from the start date listed in the petition. This means, in this case the work order should be issued for an assignment valid on October 1st. You may file a petition with October 1st as start date if you expect the employee will be working in that position/project by October 1. At least the initial work order should be signed before the date of filing. You must document the extended work order along with initial work order when USCIS requests for additional evidence.

If the employee will not be continuing in the project after October 1st, you should not petition for that position. An amendment cannot be filed unless you have an approved petition for the same beneficiary, therefore you cannot successfully file an amendment in CAP cases using different assignment.

5) What Kind Of Evidence Should Be Submitted To Establish The Position Is A Specialty Occupation?

Clearly establish the minimum educational requirements, level of education and the major. If you accept any major other than the specialty, the position is not specialty occupation. For example, if you claim that you accept "Engineering," it refers to all types of engineering majors, so your position is not specialty occupation. Make sure the educational requirement is limited to the specialty (e.g. Computer Science or equivalent). If the employee has a degree other than specialty, you must document how his education, specialized training and experience is equivalent to the specialty.

6) Is Expert Opinion Required To Establish Specialty Occupation?

An Expert Opinion is not required to show that your position is a specialty occupation. In many cases, USCIS rejects the expert opinions not supported by corroborating evidence. You can very well establish the specialty occupation, without an expert opinion, by providing evidence of your job announcements, past employment practice, detailed job duties and why the task requires a Bachelor's degree in the specialty, industry standard, and discussion of OOH requirements.

7) How To Justify The Employee Is Qualified For The Specialty Occupation If The Employee Has A Degree Other Than The Specialty?

If the employee has a degree other than the specialty, establish the equivalency based on the education and experience. Any evaluation not supported by corroborating evidence, such as specialized training-experience letters are not acceptable. Expert Opinion on the educational equivalency of the employee is also not acceptable unless it was supported by proper evidence such as experience letters showing the employee has gained progressive experience in the specialty, and specialized training in the occupation.

8) Can I Request The Duration For Three Years?

In many cases USCIS approves only till the date the SOW was issued. You need to be reasonable in determining the end date. Keeping the processing time in the mind, you may request for around 18 months. When you are applying for in-house employment request for least possible period based on the salary and financial viabilities.

9) When Requesting Change Of Status For CPT/OPT Students, What Documents Should Be Submitted?

Last year, USCIS has denied change of status for many students and determined they have failed to maintain status, particularly in California Service Center. Include employment history and pay statements for entire OPT period to establish that the employee has not been unemployed for more than 90 days in OPT and 60 days during STEM OPT. If your employee had unemployment for more than these allowed periods, you may avoid requesting Change of Status and apply for consular notification, so that USCIS will not test employee's maintenance of status. You may submit 1) all OPT copies, and employment history, all pay statements, all I-120, attendance, transcripts, tuition

payment proofs, 2) STEM OPT: all I-983s, training materials, trainer's name, designation, qualification, contact details, assignment - task reports, 3) if on CPT: employer/school co-operative agreement, explanation of how the major related to the practical training, etc.

10) Shall We Claim Unpaid Internship To Overcome Unemployment Period?

In many cases USCIS is not accepting unpaid internship. It seems the adjudicators are looking only for pay statements to determine the maintenance of status. Unpaid internship is accepted only if it meets the DOL requirement on the unpaid internship. In IT consulting, these DOL conditions cannot be satisfied. Please refer to <https://www.dol.gov/whd/regs/compliance/whdfs71.htm>

Courts have used the "primary beneficiary test" to determine whether an intern or student is, in fact, an employee under the Fair Labor Standard Act. In short, this test allows courts to examine the "economic reality" of the intern-employer relationship to determine which party is the "primary beneficiary" of the relationship. Courts have identified the following seven factors as part of the test:

>The extent to which the intern and the employer clearly understand that there is no expectation of compensation. Any promise of compensation, express or implied, suggests that the intern is an employee—and vice versa.

>The extent to which the internship provides training that would be similar to that which would be given in an educational environment, including the clinical and other hands-on training provided by educational institutions.

>The extent to which the internship is tied to the intern's formal education program by integrated coursework or the receipt of academic credit.

>The extent to which the internship accommodates the intern's academic commitments by corresponding to the academic calendar.

>The extent to which the internship's duration is limited to the period in which the internship provides the intern with beneficial learning.

>The extent to which the intern's work complements, rather than displaces, the work of paid employees while providing significant educational benefits to the intern.

>The extent to which the intern and the employer understand that the internship is conducted without entitlement to a paid job at the conclusion of the internship.



Employer And Employee Are Two Sides Of The Same Coin

IT SERVE ALLIANCE AND ITS MISSION TO SERVE THE COMMUNITY

ITServe Alliance is the largest association of IT consulting firms in the U.S. Member companies provide services to Fortune 500 companies and government agencies by hiring employees in the U.S., and more importantly, keeping jobs in the U.S. Through our membership, we reach out to elected officials, the media, and government agencies to find ways to better address the immigration needs of our member companies and their employees. Over the last six years, ITServe has worked to bring to light some of the issues consulting firms and their employees face in navigating the current business immigration system.

EMPLOYER AND EMPLOYEE ARE TWO SIDES OF THE SAME COIN

The current U.S. immigration system is broken according to most experts. IT Serve Alliance and its members realize that we can achieve greater success by working together and fighting for better laws and regulations, alongside our employees. If employers and employees both understand the other's perspectives, and work together, there will be greater harmony and success for all concerned in the long term.

PLEDGE OF IT SERVE ALLIANCE

To the extent that ITServe has historically been focused on employers' interests, we fully recognize that it is also the hard work and dedication of employees that has made it possible for our members to establish, maintain and grow successful IT consulting firms. Employees need employers who create jobs and employers need a strong and happy workforce to keep growing businesses. Our recognition and appreciation for these employees will be reflected in our actions.

To that end, we pledge to our member companies, their employees, and the public at large: We will work together and pursue changes in immigration laws and regulations that would lead to a U.S. immigration system that is less burdensome and beneficial for all parties. We are stronger when we are united.

IT SERVE'S NEW ADVISORY BOARD MEMBER IS LEADER IN THE FIELD

Recently, our organization invited renowned U.S. immigration attorney, Sheela Murthy, founder of the Murthy Law Firm, to serve as our Immigration Policy and Advocacy Board Advisor. Ms. Murthy agreed and her philosophy is for us to advocate for "win-win" solutions that help both employers and employees. Her fresh perspective helped us to better understand the complex U.S. immigration system and consider the rights, obligations and limitations of all parties, under the current system.

Sneaking Into Futuristic Technology Trends

It has become like a daily ritual now, every day we hear about some or other forms of technical developments in the news. Last few years were all about Internet of Things, the cloud, big data and cyber security; however, it seems that all those trends are still not ready leave the limelight as they are poised to dazzle the world with exciting new opportunities, integration possibilities and innovations in coming years.

Internet Of Things And Investment

From the beginning, Internet of Things (IoT) has continuously produced solutions in order to take business intelligence to the next level. Research conducted by ABI impressed everyone with results stating 20% increase in IoT device implementation and connection in 2014 as compared to preceding year. Also Cisco estimated that total number of currently deployed IoT devices will double in its size to reach the mark of 50 billion by the year 2020.

Such impressive futuristic predictions have made one thing quite clear that coming years are going to witness continuous rise of investments in the field of IoT. IoT is enabling business houses in enhancing their value propositions by engaging with customers at completely new levels that were seemed impossible before; that way it is making way for new revenue streams to flow freely and rapidly.

Big Data Demanding Big Investment In Both Skill And Infrastructure Level

Big data has come a long way by evolving heavily than ever predicted; the capacity has increased exponentially to mine data that are structured, semi structured and even unstructured. Highly recommended search engines are now more accurately anticipating consumer interests concerning services like Google, Amazon and Netflix. In 2014, advancement in business intelligence has played pivot role in budget planning and logistics to function more efficiently.

As per IDC report, 2015 is going to witness whopping increase in investment in big data software to reach at £80 billion. Data consumption and analysis are demanding new methods having greater sophistication in order to refine corporate wide acquisition strategies. As total amount of corporate data generation have increased, companies are finding is challenging to use those information in productive manner. That is why demand for new data science skills will be high in upcoming years.

Cloud Computing - Gravitating Gamut Of Business Operations

2014 was yet another impressive year for cloud computing. Be it IT agility to employee collaboration & IT innovation, companies are not hesitating even a bit to shift to cloud based operations. That way cloud computing is becoming center pillar for operational infrastructure. Even big data generation through IoT devices are prompting companies to shift to cloud.

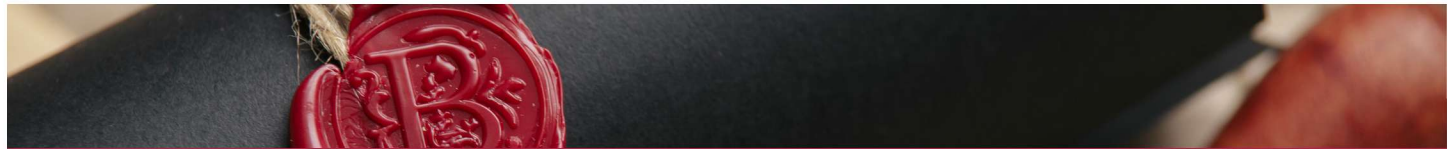
In coming years, there will be greater adoption of cloud hosted application among corporates. Big companies are investing heavily in futuristic technologies to operate their cloud operations in more productive ways. Technologies like network functions virtualisation (NFV) and software-defined networking (SDN) are getting more preference to provide improved agility, ultimately boosting investment in cloud computing sector.

Requirement Of Skilled Professionals For Cyber Security Industry

2014 was the year of breach as there were more than expected incidents came into limelight sending out threat signals. Companies like Sony, Google and Apples have also felt security tremors due to data leak incidents.

2015 is the time for the information security industry to re-define and also re-position itself. The trend will demand acquisition of fresh talents to fade away negative global coverage it gathered in 2014. The gap existed in cyber security skill is required to be closed now by making it a lucrative career opportunity.

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What are HR Tech Analysts predicting for the future of HR Tech and Investment Trends?

By Sameer Penakalapati, Entrepreneur, Investor

In recent months, I've had the opportunity to speak with over a dozen large private equity firms at various events who have a strong focus on HR technology trends and opportunities. These conversations have touched on many broad and extremely diverse topics, yet there were a few emerging themes that seemed to stand out no matter who I spoke with. It's these items, these repeating trends, that interest me the most and should, I believe, interest others who have a desire to grow and apply themselves in these areas.

Talent Acquisition Technology

While talent acquisition technology has been playing a leading role in HR Tech in the last five years, a lot of great new ideas are being brought to the discussion and catching the eyes of private equity firms. The big ones to watch out for?

- **People Analytics**
People Analytics, also sometimes known as Talent Analytics or HR Analytics, refers to the type of analytics that helps managers/executives make decisions about their employees by applying statistics, technology, and expertise to large amounts of data. In short, it's a data-driven approach to managing people at work. Many companies want to drive the return on their investments in people, and this new domain of doing so is more specific and efficient than simply relying on gut instinct or personal interaction. In recent years there has been a surge in adoption of People Analytics, with 69% of large companies now employing them.
- **Gig Workforce Management**
With the recent rise of companies like Uber, Lyft, Postmates, and DoorDash, the gig economy is now under study for how they manage their workers. The biggest way employers benefited from the gig economy was often the cost savings involved; by hiring one person for one task and only paying them when they do it, there is a significant saving to hiring training full-time employees and providing them with a salary and benefits. While this may sound relatively undesirable, the gig economy is actually experiencing rapid growth, and attracting and hiring workers for these temporary roles is a much different beast than bringing on employees you expect to keep for several years. But, clearly something is working, as the Gig economy has seen steady yearly growth of nearly 2%, thus making Gig workforce management a topic of growing interest.
- **Learning Management System (LMS)**
The role a learning management system plays in an organization depends on the company's objectives, but, most commonly, it is used to deploy and track online training initiatives. It's a repository where you can store and track information about the online learning opportunities available to your workforce. Uses vary, but an LMS can be used for extended enterprise online training, new hire training, or even sales training.

An LMS can be vital to an organization, because of its ability to track employee performance as they use it, evaluate learning efficiency, and even offer personalized training experiences. Plus, all information lives in one consolidated platform, so all information is secure and accurate. Companies are also adopting LMSs in surprisingly large numbers, with a prediction from Small Business Trends that by 2020, 98% of small businesses will use one to fulfill their learning requirements.

While private equity firm investments in HR Tech is down compared to previous years, more and more scrutiny is being applied to new start-ups and copy-cat startups. So, if you're looking to catch the eye of a firm and get some investment, consider these aspects of workforce management.

- Companies with strong unit economics
- Businesses who support efficient and effective teams
- Organizations who display distinct product-market fit
- Establishments able to survive the recession
- Enterprises with a global presence
- Corporations displaying a positive, predictable cash-flow
- Firms built on strong fundamentals

As I mentioned, these are just some of the most salient metrics considered for investment. There are potentially many more factors taken into consideration depending on the firm.

At the end of the day, if you're looking to get attention from private equity investors, considering adopting some of these technologies and be sure that your business is one that meets many of the most popular benchmarks taken into account by investors. While there is no sure-fire tip for securing investment, my conversations have revealed that these areas are a great place to start.

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Big Data For Managing IT Operations: Data Warehouse Or Data Lakes?

In 2015, we are standing in the prime era of big data. Analytics platforms are evolving day by day, just like the way they had continuously evolved in past years, but now it's time for implementation.

For the very long time, IT departments have been burdened with data collection in service of optimizing and automating all types of business processes. This phenomenon is turning inward as high number of IT teams are accumulating petabytes of sensor, raw machine and log data in hopes of visualizing and after that optimizing their very own operations.

Getting meaningful outcome from such massive data quantity is quite challenging. An ecosystem concerning IT operations management solutions is functioning around the use of Hadoop-based, open source data lakes. As the technology gradually matures, companies are moving from batch analytics and storage to real-time data processing and streaming built on modular, flexible platforms. Because early adopters have visibly won significant competitive advantage with the help of their data initiatives, analytics are becoming mainstream, making way for the new wave of impressive solutions.

■ Data Lakes

Data lakes are faster and easier solution to park and process ginormous amounts of data (unstructured) from multiple sources; the most impressive salient feature of Hadoop is you do not requires schema-on-write necessarily. That way data lake is a timely solution for corporates knowing they have quite large amount of valuable data but aren't sure of what to do with that data yet. Data scientists will also hugely benefit from conducting experiments in such an evolving and open framework.

However, depending on the data case, data type, or desired outcome, the lack of ideal structure can prove to be a major drawback. The addition of information to a data lake does not carry any metadata, and without a modicum of governance and curating, it is challenging to determine the provenance and quality of the data.

■ Data Warehouses

On other side, data warehouses organize and sanitize data upon entry, enabling predictable and consistent analysis across structures that are pre-categorized. The capacity to replicate standard reports and queries over the time covering uniform datasets is critical to many enterprises. In another words, data warehouses leads to value creating that can't be replaced by data lakes, irrespective of the fact that how flexible and critical they are.

Be it data lacks or data warehouses, at the end corporates must get their basics right. Analyzing and measuring the right things, involving efficient stakeholders and asking the right questions at the right time always leads to success.

In business, after a meaty problem has been identified and then assessed, the task of picking ideal tools gets easier that can provide with optimum business solution. Sometimes it requires data analysis in rigid silos; while in some instances it requires sample drawing from a fluid pool filled with nothing but data.

As next-generation analytics are evolving continuously, without any doubt, human being will invent new approaches that can perfectly blend these models that to get deeper level of knowledge and beyond.



Latest Trends in Cyber Security

By Srimi Dhara, Founder of WeSecureApp

In 2018, we witnessed 1244 cyber breaches that exposed 446.52 Mn records in the United States alone. While the number of US data breaches dipped as compared to 2017, the exposure of Personal Identifiable Information increased by a whopping 126 percent.

Emerging disruptive technologies in the retail, information technology, banking, defense, and automotive sectors have offered new ways of automation and advancements and ease of working. These recent technologies have also come out as a factor in the global development of data and information threats.

As enterprise IT solutions get more sophisticated and business rethink their digital strategies from a transformation point of view, this scenario can be expected to grow on a more steep slope.

Let's look at a few trends in the US cyber security space that could negate the impact of cyber-attacks, or dampen them.

User-behavior analytics on IT assets

Privileged account misuse continues to be a significant source of threat for businesses. Historically, IT security has been more focused on securing IT components, data, infrastructure, IT services, networks, and so on.

However, if the user is the weak link in the IT security chain, companies need to take appropriate measures to mitigate the risks by emphasizing on access and identity management. AI-based analytics of behavioral bio metrics data can help businesses automate the task of analyzing user behavior over various IT assets.

Sophisticated machine learning algorithms can then build each user's profile and record their typical behavior. Then, any deviation in this behavior might mean a potential threat. By automating, unusual patterns will be identified sooner rather than later, and companies will make the entire security process more efficient.

Data encryption

The goal of preventing all kinds of data breaches appears too far-fetched. No matter how poised a security team, it cannot guarantee 100 percent security. Therefore, instead of asking "how can I prevent my assets from attackers", companies need to look at what an attacker might be able to access when he is inside the system.



Latest Trends in Cyber Security

When a hacker penetrates the network, encrypted data can prevent them from accessing sensitive information and files. The coming years might see companies heavily investing in encryption software and solutions.

Securing the employees within the organization

Employees are the top security risks for any organization. They might click on malicious links, or bypass security controls unknowingly. Therefore, a growing trend we can get to see can be the ceasing of the us-vs-them trend between the security operations teams and the rest of the organization.

Companies might invest in increasing their employees' awareness about the common threats that exist and how to navigate them.

Cyber hygiene

The widespread WannaCry and Petya attacks were a direct result of companies not paying enough attention to the basics of cyber hygiene. Enterprises continually find it difficult to demonstrate their control over cyber hygiene and the ability to remediate top cyber security risks.

The larger an organization, the harder it is to identify IT assets, update and patch software, and run standard controls while educating users.

Given that 80 percent of all cyber attacks can be prevented by addressing cyber hygiene, this might emerge as a fundamental shift in how companies perceive cyber security and act on it around the globe.

Strengthening security and controls on cloud services

Ransomware is very lucrative for attackers as they demand payments directly from the victims. Since this has proven to play out well for them, Ransomware attacks might not slow down in the future.

Companies might now double down on basic security arrangements such as a layered defense with firewall, filtered DNS, segmented networks, security clients, and so on. However, employee awareness and training might be the investment that brings the highest ROI for companies.

As 2018 was a record year for publicized data breaches both in terms of scope and number, companies now might focus on strengthening their security controls over cloud services and implement encryption in transit and at rest, for instance.

Improperly guarded cloud data might get under more stringent policies of access and control. Apparently, the cloud does not make security issues vanish. On the contrary, it increases the attack surface.



Latest Trends in Cyber Security

Securing the latest technologies

With the rise of Block chain, Ethereum, and other crypto coins, most companies have started experimenting with Block chain technology. However, with newer technologies such as AI, IoT, ML, and more, there come innovative opportunities for attackers to exploit areas that are not well known.

Hackers might find more opportunities for launching attacks as companies try more and more of the latest technologies in a bid to automate and transform digitally. Therefore, solutions and frameworks to guard the latest technologies will be seen on the rise

Building the right security infrastructure

Hackers might find more opportunities for launching attacks as companies try more and more of the latest technologies in a bid to automate and transform digitally. Therefore, solutions and frameworks to guard the latest technologies will be seen on the rise.

Company-wide security policies, BYOD security, cyber insurance, and more - we expect a lot to happen in the coming years as a mitigative measure or an impact of the rising cyber-attacks around the globe.

According to your organizational needs there are applications in the market that could help with your cyber security challenges which you could explore.



ITServe Alliance is for Skilled Immigrants in USA

ITServe Alliance is the largest association of IT consulting firms in the U.S. Member companies provide services to Fortune 500 companies and government agencies by hiring workers in the U.S., and more importantly, keeping jobs in the U.S. Over the last six years, ITServe has worked to bring to light some of the issues consulting firms and their employees face in navigating the current business immigration system.

Our goal from the beginning has been to educate the public on what IT consulting is, and what it isn't. Through our membership, we reach out to elected officials, the media, and government agencies to find ways to better address the immigration needs of our member companies and their employees.

We respectfully wish to address and clarify the clear misunderstandings stemming from a YouTube video posted late last week. It has become apparent that many people are upset and concerned regarding a presentation and Q&A event of ITServe that was the subject of a recent viral video. These people seem to believe that those in attendance were making statements against the plight of those skilled nonimmigrants who have worked so hard in order to try and obtain the legal right to live and work in the United States. We want to make it very clear that this is nothing more than an unfortunate misunderstanding and could not be further from the truth.

Many of the concerns discussed in the September 2015 event stem from the issuance of a 2015 USCIS Administrative Appeals Office precedent decision, Matter of Simeio Solutions, LLC and the resulting Policy Memorandum from USCIS. Prior to the Simeio Solutions Decision, the IT industry was able to keep up with the dynamic nature of our work and readily assign consultants to meet our clients' demands for quality IT consulting services. Before the Simeio Solutions Decision, moving the specialty occupation H-1B workers we employ to client locations did not necessitate filing an amended I-129 petition. Our industry relied on a letter from former INS Director Efren Hernandez written in 2003, in which he stated, "an amended Form I-129 petition would not be required simply on the basis of [a] geographic move. As long as the LCA has been filed and certified for the new employment location, the appropriate worksite posting has taken place, and other wage and hour obligations are met, no amended petition would be required..."

A five minute discussion of potential litigation to fight the Matter of Simeio Solutions decision was taken out of context and falsely suggests that a group of employers were plotting against skilled immigrants. On the contrary, the result of the September 2015 meeting was an ITServe recommendation to its members to reach out to government officials to explain how devastating this new requirement is to small businesses within the IT industry. A letter campaign was started in February 2016 to address the Simeio guidance, as well as the following other areas of concern to our members:

The Importance of our Services to the American Economy

Work Location Change for H-1B Workers Now Costs Over \$2,000

New \$4,000 Filing Fee Unduly Burdensome on Small Business

Limited Visa Supply Results in Lottery to Choose Best and Brightest and 18-Month Delay in Hiring

An additional point of discussion in the video related to the October Visa Bulletin Filing Dates and member concerns regarding the legality of the Department of States' actions to potentially allow filing of an Adjustment of Status application when a visa number was clearly not immediately available. This discussion was unrelated to the potential litigation of the Simeio guidance. No litigation regarding the October Visa Bulletin or I-140 EAD has taken place and none is planned. The members simply raised their concerns that larger employers, who typically sponsor only a small percentage of their nonimmigrants for permanent residence, would benefit and the employees would never even receive a green card under the proposed changes. In fact, as a result of the meeting, the ITServe leadership asked attorney Emily Neumann (a founding member of ITServe and partner at Reddy & Neumann, P.C.) to assist the employees of their companies by posting a sample letter

Expired H1B Approvals – “NUNC PRO TUNC” Requests for Extensions

by Attorney Rajaguru Nalliah, IMMLAWS

Many employers have been reporting H-1B approvals with expired validity period, for example, the petition was approved on 02/17/2019 with an expiry date of 12/31/2018.

In these cases, the petitioners may file NUNC PRO TUNC request for extending the status. If the employee is working at the same location, you may have the LCA valid from the expiry date, you can use that LCA for filing extension from the expiry date (e.g. 01/01/2019 for the cases expired on 12/31/2018) explaining the reasons for the delay.

Nebraska Service Center is reasonable in considering NPT H-1B extension cases where the petitioner received approval notices after the expiry date.

If the work location has already changed and you do not have an LCA to cover the period immediately after the expiry date, it may adverse the NPT decision.

For successful NUNC PRO TUNC request, you must show that (1) the late filing is the result of extraordinary circumstances beyond the control of the applicant or petitioner and the delay is commensurate with the circumstances; (2) the foreign national has not otherwise violated her/his non-immigrant status; (3) the foreign national remains a bona fide non-immigrant; and (4) the foreign national is not subject to deportation or removal proceedings.

Our office has received many “Nunc Pro Tunc” extension approvals in such cases. You must consult with an experienced immigration attorney before filing an NPT request.



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Are You & Your Organization Emotional Intelligence (E.I) Enabled for Strategic Growth?

ARE YOU & YOUR ORGANIZATION EMOTIONAL INTELLIGENCE (E.I) ENABLED FOR STRATEGIC GROWTH?

by Krishna Saagar Rao, Organizational Strategist & Global Leadership Coach

OVERCOME PERSONAL & ORGANIZATIONAL PITFALLS

Many organizational leaders start as small, passionate promoters and can even experience short term financial success. However, they will certainly experience serious challenges in consolidating and scaling their organizations to the next level of growth.

Many small entrepreneurs run out of working capital, cash flows, focused teams and business opportunities with compelling challenges that growth, economic and political cycles of a nation bring.

There are just few aces in the pack. Very few organizational leaders who have an open mind to learn on the go, understand the language of growth, invest into professionalizing their business, and have courage to drive transformation.

Emotional Intelligence is the core of a successful organizational leader. All great organizational leaders are made of high E.I. quotient and competence framework.

BUILD A FAST PACED, HIGHER REVENUE & RESULT ORIENTED ORGANIZATION - APPLY EMOTIONAL INTELLIGENCE

If you are failing to plan, you are planning to fail. E.I. enabled leaders and organizations are necessarily well-organized, proactive in their business decisions and highly customer oriented.

'Empathy' is what drives these organizations to ensure self-sustenance. Before expanding their portfolios through diversification, they are certain that their core business is protected and is on the growth path.

E.I. enabled leaders and organizations understand their core-competence is what drives their revenues. They consolidate on strengths before making any other investment decisions, digressing from their core business.

Managing economic, governance, social and political cycles through the timeline of the business, being a powerful innovator and initiator are hallmarks of Emotional Intelligence enabled organizations.

As a professional strategist, I will be able to guide you and your organizations at the board level to professionalize and build systems for enabling Emotional Intelligence for strategic growth.

Trying to Solve a Financing Challenge? Choices will help you make a better decision

Trying To Solve A Financing Challenge? Choices Will Help You Make A Better Decision

by Ami Kassar, CEO of MultiFunding and Author of The Growth Dilemma

As I write this column, I suspect there are hundreds and thousands of CEOs and entrepreneurs at this moment who are trying to solve a financing challenge.

Sometimes they are stuck because they are exploring one path and can't get out of their own way. A simple tool to get out of your own way is to push for a very different solution. Usually there are a couple of ways to skin a cat. The contrast in the choices should help you make the best decision.

I want to share three examples with you.

Recently, I spoke with an entrepreneur who is working hard to get a new start-up off the ground with a partner and they need a few hundred thousand dollars to do it. He has been fighting with the bank for months to get it done and start-up loans are incredibly tough.

This entrepreneur has an alternative. He owns an existing business that is cash flowing and could easily get the loan - and

then lend the money to the new company. It's far from a perfect solution, because if they follow this approach only one partner is taking the risk. He has a choice. Keep fighting for Plan A or reach an agreement with his new partner that compensates him for taking the risk and get going with Plan B.

Today I spoke with another business owner whose business is eligible for an SBA loan at a low rate and a long amortization. He liked the terms, but was not happy with the personal guarantee or lien on his house.

I explained that his option was to get an investor and dilute his equity in the company.

The contrast made him think.

And as a third example today, I talked to a client who has been struggling to get a term loan for his business that had a tight cash flow last year.

His option, which he didn't realize, is to get an Asset Based Line secured with his Accounts Receivable and inventory. It will give him more money, and the opportunity to grow and expand.

Usually, there is more than one way to solve a problem. Push for Plan B, or Plan C. Consider alternatives, and you will make the best decision.

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5 PRINCIPLES FOR PRODUCT SUCCESS WE CAN LEARN FROM APPLE

5 Principles For Product Success We Can Learn From Apple

by **Raj G. Asava, founder and CEO of Asava Consulting, Inc**

Summary: The road to success for Apple was not easy; however, success came when - knowingly or unknowingly - Apple locked into the following five principles.

Think about it - why do we like Apple products so much and keep wanting for more from this interesting and innovative company? Now think about James Bond - the character and the movie for which we anxiously await and show up at the box-office for each new installment of action series? While it is exciting to vicariously experience the unbelievable thrills, we also can't wait to discover what Bond's technological enabler, Q, has devised this time around.

There is always that one sequence in the Bond movies where he goes to Q's lab and is surrounded by a variety of quirky products. Bond walks through Q's lab, all the while tampering with the gadgets, and Q desperately tries to avoid setting off a major disaster inside the lab. Q then introduces him to a set of products designed, developed, manufactured, and packaged for his crusades. Isn't that what Apple does to us? Look at the iPad advertisements - at least those till Steve Jobs was at the helm. The hoardings had very few words and the TV ads were teasers which merely scratched the surface of the products' true potential. It got our minds fantasizing about how the product will change our lives, leading us to subliminally believe the product was designed, developed, manufactured, and packaged just for "i", that is us.

Apple, over the years, has become for the general public what Q is to James Bond - the similarities are uncanny! Starting from a simple but innovatively modified attaché case, Q has introduced us to hundreds of new gadgets (from an exploding pen to a remote-controlled submersible automobile) which were made available to a privileged one -- Bond, James Bond.

Apple similarly started with a clunky computer attached to which was an unusual point and click device we so fondly call the mouse. Over the years -- through the introduction of iPod, iPhone, iPad, Apple Watch -- Apple has given the world dozens of interesting products, each time creating a "wow" factor, and each time outdoing itself.

The road to success for Apple was not easy; however, success came when - knowingly or unknowingly - Apple locked into the following five principles:

- >Create different and differentiated offerings - visualize and bring to life the unthinkable
- >Demonstrate its potential - highlight the awesome power packed in little things
- >Make it wearable and/or portable - an extension to oneself
- >Ready to use out of the box - intuitive and no manuals needed
- >Keep inventing - boldly go where no imagination has gone before

Isn't this what Apple follows as it introduces new gadgets (and of late software-based products) to, and for, us?

Mr. Bond, you may have Q but thanks to Apple, we have "I"! And Mr. Cook, we are now so ready for the infamous iCar.

~ Author, Raj G. Asava is the founder and CEO of Asava Consulting, Inc., a management consulting firm focused on creating value, delivering results and enabling growth for its stakeholders. As a veteran strategist, Raj engages with clients - in the public and private sectors - and guides them in the development and operationalizing of their organization's strategy.

THAT'S A STRETCH

That's A Stretch

by Ami Kassar

As you grow older, you'll recognize the increasing value of stretching your body. And as you plan to grow your business, you also should be thinking about stretching - as in your goals.

While entrepreneurs are thought of as a freewheeling lot, that isn't necessarily the case. Sure, there are some big-time risk takers out there, but there are just as many (if not more) business owners who are unsure of their future or are overly cautious. Let's start by defining a stretch goal.

Simply put, a stretch goal is a target that might be a bit beyond what's considered a reasonable expectation. For example, if your business has grown by five percent annually and you expect steady growth, eight percent might be a reasonable stretch. Experience shows that often those stretch goals become achievable. Sometimes market conditions change, other times, the value of a product or service that is slow to catch on is suddenly recognized. And often, entrepreneurs are unaware of the many funding options open to them; securing additional funding to bolster inventory, add a sales team, increase product development or multiple other needs may be the missing key to increased success.

Let's try a brief exercise on stretch goals that looks two years ahead to 2021.

First, what are your stretch goals in terms of revenue and earnings before interest, tax, depreciation and amortization (EBITDA), as well as the numbers for the most recently completed financial year and projections for the current year? As a reminder, remember that EBITDA measures a company's operating performance without factoring in tax numbers, accounting issues and financial questions.

From there, describe three things that are hindering your business.

That might entail anything from a weak distribution system to the departure of key management members to a competitor introducing a better product or service to limited inventory. Theoretically, the number of hindrances is unlimited - these are just a handful of examples. Now, what's a ballpark figure for the amount of capital infusion you would need to accomplish your goals?

All this information, combined with questions used to judge risk tolerance, will enable a lending expert to pinpoint lending options that are best-suited for you.

Remember, the idea isn't to push you out of your comfort zone. It's more to show you that, from an outsider's perspective, you have a chance to make real gains. And it's about adding clarity to your business goals while removing doubts you may have harbored about your operations going forward.

To further assuage any doubts, "stretchers" can be classified into a few different categories.

Conservative stretchers may be happy with five percent annual growth, while moderate stretchers fall in the five to 15 percent range. So-called aggressive stretchers push for 15 to 25 percent annual growth, a rate that will have those entrepreneurs, by necessity, planning and investing ahead of the curve.

And for those striving to top 25 percent - let's call them "rocket ship" stretchers - prepare for an exhilarating but potentially bumpy ride.

Has this given you the tools you need to clarify your realistic expectations?

Golf and entrepreneurship seem to go together, so think about this: If you're on the green, you'll never sink a putt if your shot doesn't reach the hole. As long as you hit the ball hard enough, it may go past the hole, but at least there's a chance it goes in.

Similarly, if you never stretch a bit, you may never reach that potential that may not be so far out of grasp.

The CEO Saboteur | Who Amongst Us Is Causing Doom?

by Kent Billingsley, The Revenue Growth Company

Summary: It doesn't matter if the company is small, with a few people, or large with a thousand employees, there is always someone who is working for the "resistance".

Changing a company to higher levels of performance is extremely difficult. Achieving "next level sustainable performance transformation" is close to impossible. But it doesn't have to be. In many cases, to accelerate change and achieve success faster, all you have to do is find who is sabotaging the effort.

"In every major change or transformation effort there is at least one saboteur – sometimes several."

Here are the findings from experience leading over 1000 change and transformation projects starting 25 years ago. Ninety-nine percent of CEOs and leaders are not dealing with the resistance issues quickly and effectively. Many executives ignore this cancerous issue and yet shockingly still become frustrated with lack of immediate or final results.

For example, the majority of our clients want greater sales and growth results, yet many are stymied by their salespeople or sales manager - new or seasoned - who refuse to transform. If your business is in complex sales, your sales growth initiatives are dead before you start.

It doesn't matter if the company is small, with a few people, or large with a thousand employees. There is always someone who is working for the "resistance".

Identifying your "Saboteur" is sometimes more important than the initiative itself - or at least being successful with the project. Let me help you do that.

It doesn't matter if the company is small, with a few people, or large with a thousand employees. There is always someone who is working for the "resistance".

Identifying your "Saboteur" is sometimes more important than the initiative itself - or at least being successful with the project. Let me help you do that.

FINDING YOUR SABOTEUR

The "resistance" can come in many forms. Here are some examples:

- >An individual - new employee or seasoned vet (a single employee can have a devastating effect on change - costing millions to tens of millions of dollars to a business)
- >A whole team or department
- >A board member
- >An investor or an outside third party
- >C-level leaders

See, just about anyone and everyone can be working to block the change effort. Sometimes these saboteurs are working for what they believe is best for the company, however most of the time they are working for what is best for them - it's self-serving..

WHAT TO DO WITH YOUR SABOTEUR

Once you identify the individual or individuals (could be more than one or in different departments), you are going to have to take action. That is the number one role of being a leader. Remember, leader's drive through adversity - managers don't.



CEOs - Want FREE Sales

by Kent Billingsley, CEO Knowledge Letter

Summary: Need More Sales To Grow Your Business - How About The Sales You've Already Paid For

There is nothing worse in life (and business) than paying for something and not getting it.

Every day in every company, leaders are settling for what is served to them - not what they should be receiving. And even worse - not what they and the company have already paid for.

Sales, salespeople, and sales organizations are the only function in a company where getting close, or winning on occasion, or hitting a low percentage (fill in your number under 50%) is acceptable. Why? Because leaders tolerate it. They accept it. They've been "culturalized" to believe that "sales is just a numbers game". Sales is hit AND miss. You've been sold this - to hit more you have to miss more. Meaning you and your team will have to strike out on many occasions. Really? That can be true in high volume transaction sales. However, that thinking in low volume, big ticket, complex sales will destroy your company and lead to severe underperformance in dozens of ways.

■ EVEN WORSE NEWS

Shockingly, 99% of all companies are not even close to their sales optimization or sales potential. On average, companies with great products and services, strong brand, and excellent delivery only convert about 22-32% of 'qualified' demand, into new customers, clients or cash. Our experience helping thousands of CEOs proves that every company has one to two more levels of sales results easily available - FOR FREE! Because you have already paid for it, sometimes many times over.

■ HOW DO YOU CHANGE?

It's easy. You stop settling. "It's just that simple", as Ross Perot Sr would always say. Yes, you start to demand "sales optimization". In every part of your company, at every level, from leaders to individual employees, you start to think, speak, act, and execute toward optimizing sales - perfect performance.

■ WHERE TO START

The fastest and smartest way to determine where and how to quickly - and for no money - achieve sales optimization is to go through an "MRI" of your company, organization, design and build. You must find out where the holes, defects and sales performance attack points are hiding. It's not your salespeople - they just operate in the system you provided for them. Fixing or training salespeople will never (let me repeat) never achieve sales optimization. You need a cross functional team transforming these issues holistically:

- >Identify those areas that need to be accelerated (you will be surprised at which ones)
- >Identify those areas that need repair and fixing (you will have a lot - its normal)
- >Identify those areas that need to be built (every company has holes, but they don't see them because of blind spots). And finally,
- >Identify those areas that you must stop doing (this is easy money - but it's hard to stop doing things).

■ ACTION STEP - DO THIS NOW

Go here - <https://revenuegrowthcompany.com> Have someone in your organization call us now so we can share with you how to start optimizing your sales performance immediately. There are numerous "quick hits" that can be worth millions of dollars even to small companies. And they won't cost a dime to do. It's basically free money - Free Sales.

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INSURANCE SERVICES



What Is Holding You Back From Growing Your Business?

by Ami Kassar, CEO of MultiFunding and Author of *The Growth Dilemma*

Summary: Often, when it comes to growing a company, the trigger is a fear of investment, taking on debt, or ruining the status quo.

Have you ever had a significant amount of pain and decide to go for a massage to get it “fixed”? I recently discovered “trigger point massage” and learned that often the point in the body that is causing the pain is nowhere close to the pain. An experienced “trigger masseuse” knows how to find the root of the pain, and hopefully solve the problem.

“Trigger Points”, are prevalent in business also. Let’s face it, running and building a business involves a constant complex set of decision making. As entrepreneurs, we are constantly playing “offense” and “defense”. Our days and nights are filled with ups and downs as we deal with issues. What is clear today might be ambiguous tomorrow.

If you have a sore shoulder and go get a trigger point massage, you might be surprised if they spend the time working on a point in your lower back. In business, if you have a customer service issue, you may focus on hiring or firing the people in that department. But if they’re good people, and the issue is bad quality products – then you’re not focusing on the trigger point.

Always look for the “root” of the issue or the “trigger”.

Often, when it comes to growing a company, the trigger is a fear of investment, taking on debt, or ruining the status quo. If you know what you need to do to grow your business, have a strong thesis for the return on investment, can borrow the money to do it, and the expected return is higher than the cost of capital, what is holding you back?

If the answer is fear or risk aversion, that is alright. Understand the trigger and be comfortable with it. If you can overcome your fear, you can make a move and get your business growing.

INSURANCE – AN EXPENSE OR A SHIELD?

The success of any business is like a combination lock. Combinations of many keys or numbers are required to open a combination lock, similarly, to run a successful business you need the right combination of many aspects. It may be the strategy, team, office space, system, processes and many more. Insurance is also one of the keys to open this combination lock. If you have not used it smartly it can really hamper your progress in the long run. Insurance is tricky. It's not like buying a chair or a shirt or groceries. When you buy insurance, you're buying a promise. It's a promise that if something catastrophic happens to your business or health of your employees, your carrier is going to assist you to cover that risk. Sometimes, though, it's tempting to question the value of insurance because it is an intangible product and you don't get anything tangible when you pay for the insurance. In this country, you cannot think of running your business without a proper and in-depth understanding of insurance.

It is of utmost importance to discuss your requirements in detail with your Insurance advisors, be it health or business so that they can provide you the best possible options available.

A healthy employee is a productive employee and when you offer employee benefits, you build allegiance. You offer your employees an environment where they can work with peace without worrying about their medical bills. While providing health insurance benefits to your employees, you have some responsibilities as an employer to comply with federal rules. These cannot be overlooked at any cost. These are

* COBRA

> (COBRA) gives workers and their families who lose their health benefits the right to choose to continue group health benefits provided by their group health plan for limited periods of time under certain circumstances such as voluntary or involuntary job loss, reduction in the hours worked, the transition between jobs, death, divorce, and other life events.

> COBRA requires that group health plans sponsored by employers with 20 or more employees.

* ERISA (Employee Retirement Income Security Act)

> Set of federal laws and it Establishes, consolidates, and maintain a written plan document for each benefit plan offered

> Provide a summary plan description (SPD) that explains the plan's terms and conditions to all enrolled employees.

> Prepare tax Form 5500 for each benefit plan for the Department of Labor and Internal Revenue Service (group having 100+ participant, need to file 5500)

* Premium Only Plan /Section 125 Plan /Cafeteria Plan

> Allowing employees premium payments to be paid on a pre-tax basis.

> Employees make contributions to their group health, dental, and term life insurance before taxes are calculated, POP is enabling them to save FICA and federal income tax (up to 30%) on their insurance deductions with every paycheck. Employers save on FICA taxes (of 7.65%.)

> If POP document is not generated and you are making a tax deduction, it tends to non-compliant and subject to penalties.

* Affordable Care Act (ACA) Reporting

Per the Affordable Care Act (ACA), businesses with Applicable Large Employees(ALE) - 50 or more full-time equivalent employees - must provide the IRS with ACA reporting using IRS form 1094-C and 1095-C that explains what benefits they offered. Those with 49 or fewer employees don't need to report this data unless they're self-insured.

Do check with your HR whether they are fulfilling the above federal requirements or missing on something.

If we look at Business Insurance, the situation is not very different. I have seen many organizations taking the insurance because they want to sign the contract with vendors and in the process miss the bigger picture. The purpose of insurance is not only to fulfill the contractual obligation but also to shield yourself from unexpected exigencies. An example of business insurance in action is the West Fertilizer Co. explosion in Texas in 2013. The explosion did \$100 million in damage to the community, including schools and hospitals. The fertilizer company had only \$1 million in general liability coverage. City sued the west fertilizer and they have to face 100+ lawsuits. The reason I have shared this example is to make a point that insurance is not taken for the purpose of taking insurance. One must make sure that the risk associated with the business has been taken into consideration.

For example, worker's compensation is one of the insurances that every employer has to take even if they have one employee working in any state. There have been many cases where the Department of Labour has come after 2 years of their audit and levied a huge penalty for not covering the employee under worker's compensation. It means, if you add an employee, make sure to cover him under this policy by making an endorsement to your current policy through your agent.

Insurance is not an expense rather it's a shield for all the unexpected exigencies because life is all about "expect the unexpected" and we all have to be ready for unexpected events.

Deepak Sharma, AIS Insurance

“The Long Tail” And How It Helps Us Understand Digital Transformations

by Sreedhar Kajeepeeta is the Founder and President of Adunik Inc

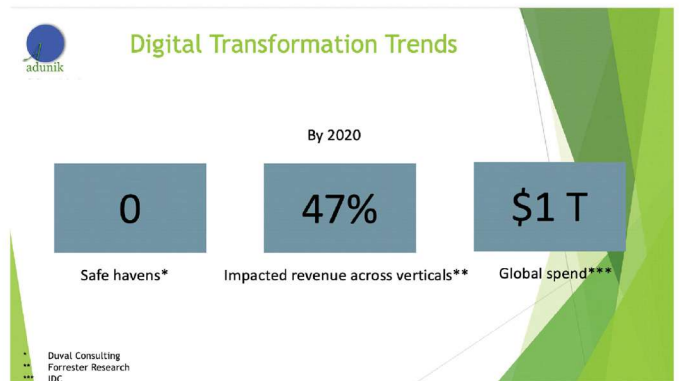
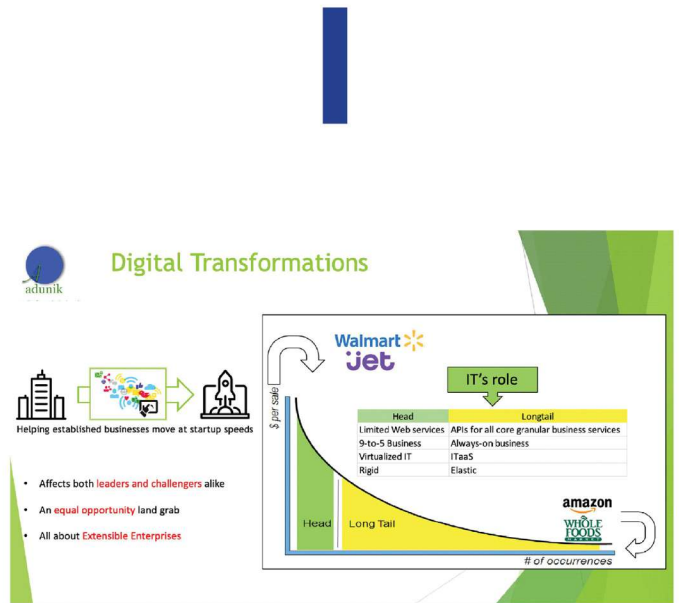
Chris Anderson (author and entrepreneur) first articulated the pattern of 'The Long Tail' in an article in the Wired magazine back in October 2004. The idea became so popular that in 2006 it came out as a full-fledged book called *The Long Tail: Why the Future of Business is Selling Less of More*.

When it was first introduced, 'the long tail' was used to effectively explain the strategy and success of online retailers like Amazon. But over the years, we find that the same concepts apply equally well, and more forcefully so, to understand digital transformations that are shaping the future of traditional businesses across all industries.

Anderson's coinage of the catchy term refers to the whole concept of demand distribution over a larger demographic. And it happens to be a use case that has been studied for many decades by statisticians. The delivery and operational costs of applicable goods/services allow businesses to realize significant profits out of selling sustained lower volumes to many customers, instead of only selling larger volumes to a select audience, creating "the long tail" of their expansion. We must note that the possibilities for this expansion grew even more dramatically with the technological enablers on offer today.

In Anderson's analysis, there are certain physical constraints that all brick & mortar businesses face - limited reach and expensive facilities resulting in higher operational costs. It is not easy for them to support a dual 'products and services' portfolio. Many of them don't even have a services portfolio. For those who do, they can't sell services that enjoy a rather sustained and prolonged demand, at a lower price point. Newer business models, which focus more on services, such as those of Amazon (retail), Uber/Lyft (transportation), and Lending Tree/Square (Banking & Financial Services) are not faced with these physical constraints. They can create a virtual and highly extensible enterprise that can aim to deliver services to anyone, anywhere, and anytime. Thus, they are able to cater to "the long tail" extremely effectively.

Looking at the graph below, we can clearly understand how what we refer to as 'Digital Transformation (DX)' is all about traditional businesses identifying newer services, channels, and methods of richer customer experiences to first create and then try to maximize their own 'long tail' revenue. While that is going on, many of the 'born digital' enterprises, aka the digital predators, such those listed above, are now working hard to complement their dominant position in the 'long tail' with growing physical capabilities, including manufacturing of products in some cases, to go after the 'head' portion of the graph. Hence, it is quite clear that this game of one-upmanship will eventually be an equal opportunity play, for any aspiring business, regardless of which end of the spectrum they start their land grab from, to go after the combined area represented by green and yellow in the graph.



A few more observations about certain digital dynamics that this graph helps us to call out.

The area under the “long tail” can significantly be greater than the “head”, and can therefore make these new age companies succeed in ways that are currently not tenable for traditional enterprises (unless they are willing to work hard to transform themselves to be digital, in a hurry). For example, Uber and Lyft combined can make more money selling millions of rides, for an average of \$20-30 in any given hour, than the combined sales of all auto OEMs (if the OEMs limit their business models to just making vehicles and not push themselves to enter the ‘services’ business that the ‘long tail’ is all about). That new game, of ‘products and services’ play, is arguably easier, through digital transformations, for established companies to respond to the challenge with. On the flipside, it will take more time, money, and acquired capabilities for the digital challengers to add ‘products and manufacturing’ capabilities to their ‘services rich’ portfolio for them to compete in the ‘head’ portion of the graph. The point is, with agile and effective digital transformations, traditional businesses have a rare opportunity to have an edge in this land grab.

But, being slow to react can be rather disastrous. The case in point is that a particular service (such as selling books in a store) may get so well entrenched in the ‘long tail’ area, after disruptions set in and newer buying and user experience habits reach a certain level of maturity, that it forces all providers to learn the dynamics of the ‘long tail’ or perish, as it happened with Borders for example. We all can take our own guesses as to what will be such a broad-based next such use case? Buying automobiles from OEMs/dealers? What if using ride-sharing in autonomous vehicles becomes the norm for personal transportation needs becomes the norm, for the most part? What if, as Tesla is proposing, our own vehicles, which statistically sit idle for 95% of the time (either at home in the garage or in the parking lot at work) can make money for us by participating in the autonomous ride-sharing gig economy during that idle time? Who will be wiped out if that were to happen?

Well, we must also note that many services do coexist in the ‘head’ and the ‘long tail’, complementing each other, forcing the providers to have a dual strategy to cater to these two different models, as is being done by Best Buy and Walmart (with their stores plus eComm strat

egy with acquisitions like Jet.com by Walmart), for example. They have been so effective at it, that while on the one hand they are being challenged by the mighty Amazon they are also able return the favor by forcing Amazon to develop physical presence with such moves as the acquisition of Whole Foods. The same applies to many auto OEMs who have transportation-as-a-service offerings of varying flavors, but they are all in their infancy compared to their challenged counterparts in the retail industry.

Given these dynamics, the established players owe it to themselves to get their act together, and to do so rapidly, to differentiate themselves as attractive Digital Plus businesses, with balanced portfolios (of products and services) and robust Omni-Channel capabilities, that can operate as Extensible Enterprises of global scale.

But, while they may have the business capabilities to address both the ‘head’ and ‘long tail’, they do have some big baggage unlike their challengers. And, that burden is the baggage of older systems (i.e. stodgy applications) which can impede the businesses from where and how fast it wants to go. And, that is precisely where most of the \$1 trillion will go, and the question the IT providers need to ask themselves is, how ready are they as the enabling partners to help them shape and hasten these transformations.

IT providers need an end-to-end DX methodology that combines business transformation with technology enablement, and one with an underlying foundation layer of agile DevSecOps, for them to be qualified as viable and effective partners in these efforts. They must realize that it is one thing to help their customers to go digital, but it is yet another to help them stay digital, which is where best practices related to implementing the ‘continuous next’ come in through DevSecOps. They have to be fully equipped with thought leadership and all kind of accelerators to help traditional businesses in getting to be truly extensible and very nimble so as to move at startup speeds.

Have you thought about Digital Transformation? The opportunities are plenty, and the journey is very exciting and will go on for a while!!

Sreedhar Kajeepeta is the Founder and President of Adunik Inc and can be reached at: sreedhar@adunik.com



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INSURANCE SERVICES



Wage and Hour Investigations

Penalties for Substantial Failure :

- If a violation occurs 20% of the time, it is considered a substantial failure.
- This can result in Civil Money Penalties ranging from \$1,000 to \$35,000 per violation.
- This is in addition to any back wages that may be assessed.

Wages:

- Must pay prevailing wage or wage listed on I-129, whichever is higher.
- Must pay every pay period.
- NO benching
- Must pay unless H-1B worker unavailable because of documented non-work related factors like Voluntary request for time off, Sickness Maternity leave.

LCA'S:

- Must have an LCA on file for each place of employment
 - Exception: not needed if worker moving within the same geographic area (i.e. same county / commuting distance).
- Must give notice of filing the LCA to US Workers by posting:
 - 2 locations
 - 10 days

At place of Employment:

- If work location changes notice must be given and LCA filed before H-1B worker reports to new site
- Must give LCA to H-1B employee and keep proof.
- Must keep documentation of prevailing wage.
- Misrepresentation of material fact – be careful with:
 - Prevailing wage
 - Place of employment
 - H-1B dependent or not
 - Exempt H-1B
- Misrepresentation can equal automatic debarment!

Termination (3 requirements to be proper) :

- Notify worker
- Notify USCIS
- Documented offer to pay return transportation

Without all 3, wage liability continues and back wages can be assessed to end of H-1B validity.

Wage and Hour Investigations

Deductions from Wages:

- H-1B worker can never pay: - Penalty for leaving, Filing fees, Attorney fees
- Deduction only if allowed if:- Required by law (ex. withholding), Reasonable and customary (ex. health ins), and Voluntary written authorization

Record Keeping for each H1-B:

- First page of each file:
 - Name, contact info, Date of entry, hire, work commenced, payroll commenced, termination, Work location (city, state) and dates.
- Each LCA and prevailing wage to match all locations worked
- Time sheets and payroll to document hours worked and pay received
- Document any deductions including written authorization.
- Copy of Petition and Approval Notice
- Proof of proper termination (3 parts)
- Any damages or penalties sought
- Documentation of Notice
- Proof LCA given to employee
- Proof notice given to US workers
- Summary of benefits
- Wage to be paid
- Explain how wage was decided

H-1B Dependent:

- List of Exempt H-1Bs - be prepared to document how they are exempt
- Summary of recruitment efforts
- Compliance with non-displacement obligation
- Direct - your company
- Indirect/secondary - client site



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Tips to Prepare for H-1B Site Visits

The number of FDNS site visits from USCIS has been and is expected to continue increasing. Below are some points to keep in mind to ensure your company is complying with applicable DOL and DHS requirements for H-1B employers.

Please note these are general guidelines—your company should consult with an immigration attorney to address your company's specific situation.

- Ensure your company contact information is up-to-date and accurate, including the physical address, daytime phone number, and e-mail address listed in Part 1 of the I-129 form and Parts C and D of the LCA. DOL and DHS use this information to contact H-1B employers for site visits and compliance reviews.
 - The company address listed should be a physical office space in your company's name—not a P.O. box, virtual office, executive suite, or shared office space. The office should be open during normal business hours (Monday through Friday, 9am to 5pm) with at least one staff member. The company representative who signed the immigration paperwork should be based at this office and be able to answer questions about the H-1B employees. If that representative is not physically present, the staff member who is there should be able to contact him or her directly and quickly and inform the officer when they will be present.
 - The phone number listed on the forms should be the company's office phone number, preferably not a cell phone. An official office voicemail account should be set up and regularly checked.
 - The e-mail account listed on the forms should be regularly checked and should preferably be a company e-mail ID (not a personal gmail, yahoo, or Hotmail account).
- Ensure that contact information listed on project documents (such as vendor letters and client letters) is accurate, and that the vendor/client employee listed on these documents is aware that he or she could be contacted by the government to verify details of the H-1B employee's assignment.
- Details of the H-1B employment in the petition should be accurate as possible. List the actual salary you intend to pay the employee, not just the prevailing wage. RFE's and consular inquiries have been questioning actual pay that is significantly higher than the wage rate listed in the petition. Even if the actual pay is higher than the prevailing wage, the discrepancy calls into question the accuracy of all the information provided in the application. You will have the opportunity to change the wage rate if needed in an amendment application if there is a project change.
- File amendment applications timely—a change in work location to a new MSA should be documented in an amendment petition and be filed prior to the employee's start date at the new location.

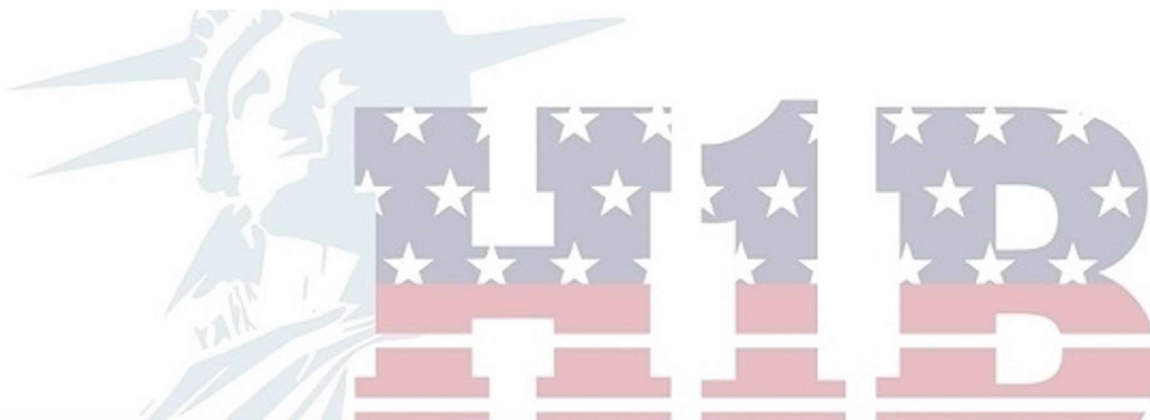
Tips to Prepare for H-1B Site Visits

Ensure your Public Access Files (PAFs) are in order and up-to-date. PAFs should be kept at the company's physical address and must be made available for inspection by anyone who inquires—not only government officers, but any member of the public. For this reason, you may want to keep the PAF and confidential personnel information separate. The PAF needs to include:

- Employee contact information and work location.
- Copy of the LCA submitted in support of the H-1B petition.
- Memo of the wage rate to be paid.
- Memo explaining the system used to set the actual wage.
- Documentation of the prevailing wage.
- Copies of the LCA notification documentation and acknowledgment of posting.
- Evidence of employee's acknowledgment of receipt of the LCA.
- Summary of standard company benefits.
- Copy of the H-1B worker's pay statements.
- Explanation of any deductions made from the H-1B worker's wages, if applicable.
- Copy of termination notice, if applicable.
- Documentation of liquidated damages or penalties sought or collected from H-1B workers, including relevant contracts, demands, lawsuits, and settlement agreements, if applicable.

Terminate H-1B employees quickly if you no longer intend to employ them. Keeping an H-1B "on file" to help the employee while he searches for another job may backfire—the company is liable for the full LCA wage as long as the H-1B remains on record. H-1B workers now have a 60-day grace period after being terminated during which they can have a new application filed on their behalf without being considered out of status. The following steps are required to properly terminate an H-1B employee:

- Inform the H-1B employee of the termination (in writing preferably).
- Inform USCIS immediately by submitting a notice of withdrawal of the H-1B approval.
- Offer to pay the H-1B employee's return transportation to his home country.



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IMMIGRATION ADVICE

IMMIGRATION ADVICE

by Attorney Shardha Kodem

Over the past couple of years, United States Citizenship and Immigration Services (USCIS) has been racking it up against dependents of Non-Immigrants and Students.

On February 11, 2019, USCIS announced that it has revised the Form I-539, Application to Extend/Change Non-immigrant Status as of February 4, 2019, and that it plans to publish the revised form on the USCIS website on March 11, 2019. Starting on March 11, 2019, USCIS will only accept the revised Form I-539 and will reject any prior edition dates. USCIS also announced that it will be publishing a new I-539A, Supplemental Information for Application to Extend/Change Non-immigrant Status that will replace the prior Supplement A. It is important to note that the revised Form I-539 has a significant requirement that every co-applicant pay a biometrics fee and attend an ASC appointment, regardless of age. We will have to consider the impact especially if there are short term approvals on the petitioning H-1B. This makes ITServe's case on short term approvals even more critical.

This policy will also impact students looking to extend their F1 status or any change of status application and possibly aggravate the delays already seen in the adjudication of these applications.

OTHER STORIES INSIDE THIS ISSUE

What does USCIS have against H-1B Spouses?

As you would recall, there is a pending Save Jobs USA case in the US Court of Appeals that is requesting US Court of Appeals to end the issuance of H-4 EADs. While the case is not held in abeyance any longer, the government missed the earlier deadline to file the brief by February 15, 2019 due to the government shutdown. The government has been given an extension until March 18th. So, for all practical purposes, beneficiaries should consider applying for H4- EAD now while the program is available or extending their current benefits. Employers should considering filing H-1B through the upcoming CAP season for these beneficiaries.



ITServe Alliance

Empowering Local Employment

About ITServe



Addressing Resource Crunch



Decoding the Immigration System



Policy Lobbying US and India



Building Global Leaders through Mentorship



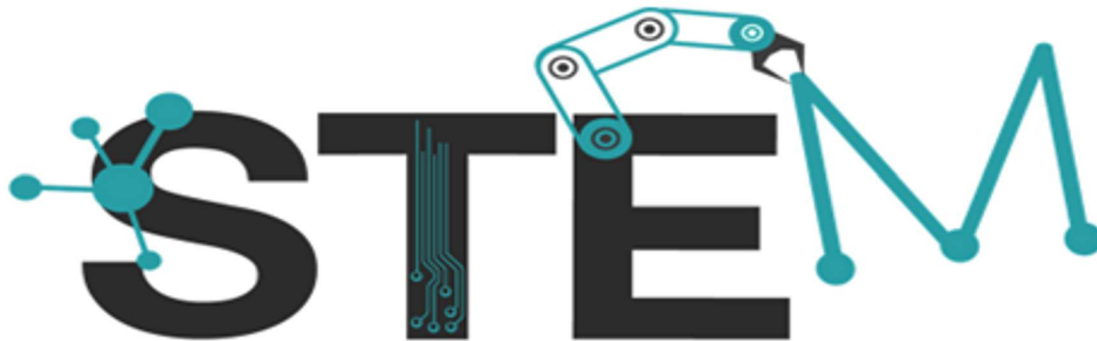
Educational Events and Seminars



Peer-to-Peer Networking Platform



Social Responsibility



SCIENCE * TECHNOLOGY * ENGINEERING * MATH

Scholarship Fund of 100K

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INSURANCE SERVICES



ITServe Alliance – Size, Intent & Numbers

Collective Voice | Growth | Networking

- ✓ The largest association of IT Services organizations from across the United States
- ✓ Protecting common interests and ensuring collective success since inception

Total Companies

1200+

Combined Gross Revenue

\$5 bn +

Total Employees

150,000+



ITServe- Journey so far. **More ahead..**



ITServe Alliance - All in All



ITServe Alliance – Member Benefits



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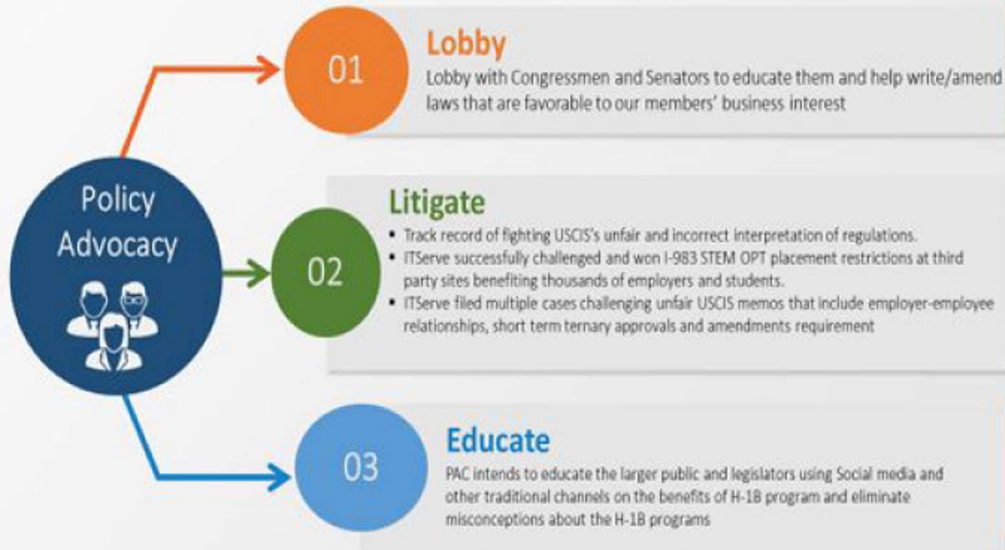
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INSURANCE SERVICES



ITServe- PAC Strategy



ITServe- Start-up Cube



- Provide a platform for entrepreneurs/start-ups to present and fund ideas through our Member Network through the spirit of collaboration and networking.
- Help Entrepreneurs Succeed & Create Wealth by providing access to Capital, Advisory, Mentoring, Marketing & Management

ITServe- Market Place

Upsell & Cross Sell Products & Solutions

Available services can be the missing ingredient in customer purchasing decisions



Grow Your Business

Offer Products and Services, and increase the share of wallet with customers

Sell Complete Solutions or Products

Go beyond products and create a full experience that customers will demand



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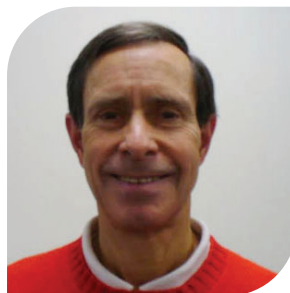
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JONATHAN WASDEN
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Jonathan (Jon) D. Wasden is an Administrative Procedures Act (APA) litigation attorney, focusing on business immigration issues.

His practice blends expertise in the Immigration and Nationality Act, Administrative Procedures Act, Separation of Powers Doctrine, and Federal Rules of Civil Procedure. He began his legal career as a trial attorney in the US Air Force, appearing in over fifty criminal trials in six years. He then joined the US Department of Justice, Civil Division, Office of Immigration Litigation-District Court Section, where he defended immigration regulations and decisions under the APA. He travelled extensively, and litigated cases in 17 district courts and 3 circuit courts across the country. His last position in government was with the Administrative Appeals Office (AAO), focusing on employment based legal issues, and advising on litigation in these areas.

Jon now works in private practice consulting with clients on strategies to overcome immigration denials, and appealing cases in federal court under the APA. He lives in the Washington, DC, area, with his family, and is still a member of the US Air Force Reserve.



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Attorney Kamala Maddipoti is the Founder and President of Kamala Law Corporation. Attorney Kamala completed her Master of Laws (LLM) from Golden Gate University in San Francisco, California. Ms. Kamala is a member of State Bar of California and started practicing law since 2011. She specializes in Estate Planning & Immigration laws and helps her clients on both employment as well as family based immigration matters & Estate Planning needs. In addition to Immigration & Estate Planning work, she guides and counsels employers on compliance and corporate transactional matters. In her free time she offers pro bono services and gives back to the community for the greater good.

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- South Asian Bar Association (SABA)
- Indian Bar Association

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- Bachelors of Law (LLB), Osmania University, India



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At Sidley Austin, Marketa leads the immigration group's I-9 compliance practice, representing companies in government workplace enforcement actions and developing compliance programs. Marketa advises employers on workforce strategy and visa processing for foreign national employees. She provides immigration advice related to mergers & acquisitions. She represents U.S. and global corporations, universities, healthcare facilities, non-profit organizations and high net-worth individuals.

Marketa serves as elected national Treasurer of the American Immigration Lawyers Association (AILA), where she is actively involved in national efforts to change our immigration laws to stimulate economic growth, help families reunite and promote due process. She is a member of the U.S. Chamber of Commerce's immigration policy committee. She has appeared on television, radio and print about developments in immigration law. She advises to several Chicago-area cultural institutions and organizations that provide assistance to underserved immigrant communities.

Marketa regularly speaks and writes articles on immigration law and practice. She is an adjunct professor at Loyola University School of Law. She is a primary author of the Business Immigration Law treatise and has written for AILA's Guide to Worksite Enforcement and Compliance, Guide to PERM Labor Certification, and Immigration & Nationality Law Handbook.

Marketa is listed as one of the foremost corporate immigration attorneys in the International Who's Who of Business Lawyers and Who's Who Legal: Illinois.



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Prashanthi Reddy, Esq. Ms Reddy attended the University of Pennsylvania Law School LL.M. (1996). She has experience in the Immigration field since 1997. She is admitted to the bar in New York. Ms Reddy is a member of the American Immigration Lawyers Association and the New York Bar Association. She is the the past Immigration Chair for the National South Asian Bar Association and the Immigration co-chair for the Federation of Indian Associations. She is actively involved in pro bono legal work and volunteers for organizations such as Trial Lawyers Care (for victims of 9/11), Manavi (women's organization in New Jersey), The New York Immigration Coalition and Safe Passage (The Safe Passage Immigration Project, a division of the Justice Action Center at New York Law School).

She was voted as the top 100 lawyers by the National Advocates, she has a rating of 10/10 with AVVO and has been selected as a top 100 Immigration lawyer in the State of New York by the American Society of Legal Advocates and has been selected as the 10 best Attorneys in New York by the American Institute of Legal Counsel.



SAM SHIHAB

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Attorney Sam Shihab offers more than 20 years' of experience in US immigration law with special focus on counseling engineering, information technology, health care and other corporate clients. He counsels on issues related to corporate compliance, visa audit representation and visa filings. Attorney Sam Shihab represents foreign entrepreneurs and investors before USCIS and US Department of State. In addition attorney Sam Shihab represents families relevant to immigrant visa petitions.

Areas of Practice

- Citizenship & Naturalization
- Employment Immigration
- Entrepreneurs Visa petitions
- Labor Certification – PERM
- H-1B, L, E-1, E-2, E-3, O, TN visas
- Family Immigration, Fiancé Visa, Marriage Petition
- Deportation & Removal
- Federal Immigration Litigation

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- B.S., The Ohio State University, Columbus, OH, 1984
- Jurisdictions Admitted to Practice
- Ohio



MICHAEL HAMMOND

Senior Partner, Hammond Law Group, LLC

Mike founded the firm in 1991 as a way to have more time to play golf. To date, it has not improved his score but, he remains hopeful. In 2016, the firm celebrated 25 years of “Throwing One Starfish Back Each Day” Before beginning Hammond Law Group, Mike served as an associate at Benjamin, Yocum, and Heather handling civil trial work. When not working, Mike likes to spend time with his two children Ben and Kelsey and his grandson, Jax born in 2010. Jax is a pool lover so free time is spent grilling out, swimming and listening to Minecraft stories ! Ben is a graduate of The Ohio State University with a degree in Business Management. He is the General Manager of a Panera store in Columbus, Ohio. Kelsey is Jax’s mom and works at the firm as a paralegal. She is the artistic one in the family and for Christmas of 2010 presented Mike with a beautiful drawing of Jax which adorns his office.

Mike likes to travel for both business and pleasure. He has traveled internationally to Toronto, Manila, Rome, Munich, Geneva, Paris, and London. He also travels a lot domestically primarily to meet with clients. He frequently meets with clients in Atlanta, Chicago, New York, Tampa, Austin, San Diego, San Francisco, Ft. Lauderdale, and Washington D.C. Mike regularly conducts training seminars and internal audits for businesses. He especially enjoys Q & A presentations to groups of computer consultants or healthcare workers.

Mike’s practice focuses on representing corporations in the IT and healthcare sectors. He is the primary contributor to the firm’s Views on Business Immigration blog. He is a regular speaker at industry conferences hosted by TechServe Alliance and Staffing Industry Analysts. He has been named to the The International Who’sWho of Corporate Immigration Lawyers since 2008.

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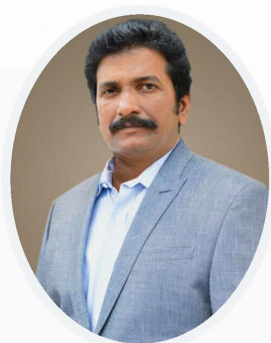
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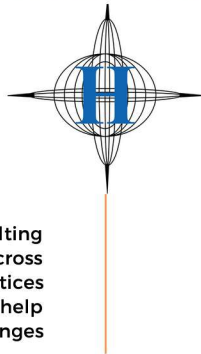


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OTIS IT provides staff augmentation and IT consulting. OTIS IT has established a good client base by providing services to some of the most successful companies in the United States. OTIS IT services clients in a diverse group of industries ranging from manufacturing to financial services, from mid-size companies to the Fortune 500.

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PREMIER IT SOLUTIONS, LLC

Established 20+ years ago and emerged as a Pioneer in the Staffing Industry with a keen understanding of the evolving changes in the market. Our team incorporates successful business experts from all industries who have spent their life negotiating the changes necessary to keep their corporate ship on the exact course.

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Established in the year 2004, Raven Software Solutions is a US based Global IT Solutions company providing consulting/application development services in diversified sectors like Information Technology, Banking & Finance, Telecom, Health care, Retail and Media & Entertainment

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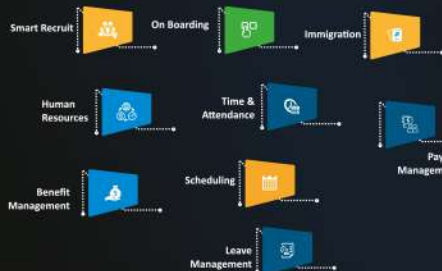
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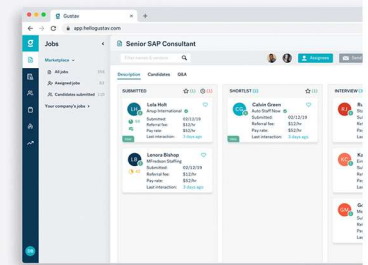
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|---|--|

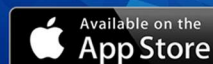
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- Job Order Management
- Submission Management
- Interview Management
- Candidate Reference Management
- e-On boarding & e-Signatures (HR)
- Client Management & Compliance
- Supplier Management & Compliance
- Client Portal
- Supplier Portal

Accounting Module Features

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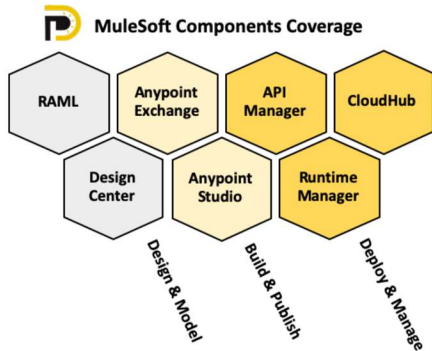


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Marvel Technologies Inc



Company Overview

Our Journey



Who do we service now?

Direct Clients



System Integrators



Top Tier 1s



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- 4 PEGA & Salesforce
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SAFE: NAM team has under its belt two approved patents for a safety app (SAFE) for high rise buildings (Patent number US 9,781,563 B2 and US 10,104,504 B2). First Patent is for SAFE and second patent is for enhanced features on SAFE – called Location Signatures. SAFE has gone through extensive field trials in 2018 and 2019 and is ready to be launched in the market 2020. SAFE was presented in Synergy 2017 startup cube contest.

Mobion: We are launching in 2019, our new cloud powered communication solution Mobion which will be lowering adoption barriers and opening new communication options, allowing businesses of all sizes to afford a world-class business phone system at an affordable cost. Mobion is an integrated business communication service to provide Audio, Video, Messaging, Multi-media Conferencing.

aaonri: We are launching aaonri in 2019, aaonri is a web and mobile social networking and e-commerce platform that connects the South Asian community living in US and Canada to each other and to services of cultural orientation.

Objective - Create a community portal for South Asians living in US and Canada to easily connect to other South Asians and (their) services in real-time with efficiency, comfort, and secure.

Advantage - aaonri personally connects South Asians to each other and builds cultural communities within the US/Canada and back to their country of origin. It will come integrated with our cloud powered communication platform Mobion.

Scope - aaonri will strive to create a unique, personalized and efficient customer experience unlike existing services. We will not build to parity.

Tech Mahindra-NAM Partnership: While NAM has a strong partnership with many large System Integrators, we are pleased to announce our Elite partnership with Tech Mahindra in Synergy 2019. We've grown quite steadily with our Tech M partnership over the last 3 years and now one of their preferred Tier 1 partners with a strong leadership connect between the two organizations. Our consultants have been deployed across some of their key client projects and have added immense value. We are happy to work with our partners for any pass-through opportunities with Tech Mahindra

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Sudhakar Pennam, CEO, Solunus Inc

Technology and Business

Technology is driving transformation; it’s quickly becoming the catalyst for business strategy and transformation. As the lines between Information Technology and business fade away, leading organizations are disrupting their traditional operating models. As the pace and impact of technological innovation have exponentially escalated, technology has become a primary influence on building business strategies. Nevertheless, it can also inflict a huge investment loss on the companies, if not done right. What is the right way of doing it – connect technologies to the internal operational and strategic business processes.

What does Technology mean to Clients?



Most C-suite executives understand the impact of Technology on mandating transformation of customer experiences, employee engagement, and other areas of business. Having said that, because many leaders lack a bigger picture of what impact technology can make to businesses, they’re less clear on how business and technology functions can co-create value synergistically.

How close they are able to achieve their vision is a matter of question. For most businesses, the technology realm may feel very abstract, especially with the onset of emerging technologies. Even if they understand Artificial Intelligence, Internet of Things, Blockchain, their true application on businesses may seem vague.

Each of these can individually drive value for the business, but without a view of the big picture, these companies may be missing the opportunity to weave together ad hoc technology-driven initiatives to deliver sustainable value.

What could be a Technology Partner’s Value Proposition to companies?

The role of a Technology Partner is key to bridge this gap for enterprises. The right partner acts as a liaison that binds business and technology to co-create new sources of value, including data, agility, transparency, and digital experiences. The Technology Partner ensures that technology investments fit into the bigger picture and open up new business opportunities for its customers.

Whether to act as a cross-pollinator who integrates the disconnected silos of technology or to bring out optimal functionality among complementary technologies, the partner has a deep insight into all these matters. Solunus, the Salesforce Gold Partner, guides businesses to achieve what they want to achieve with their Salesforce instance.

Because the technology is built and deployed into diverse environments, the partner should have an innovative mindset to personalize technology to individual customers. That’s the true value proposition one can play to establish the credibility of technologies in a unique environment.



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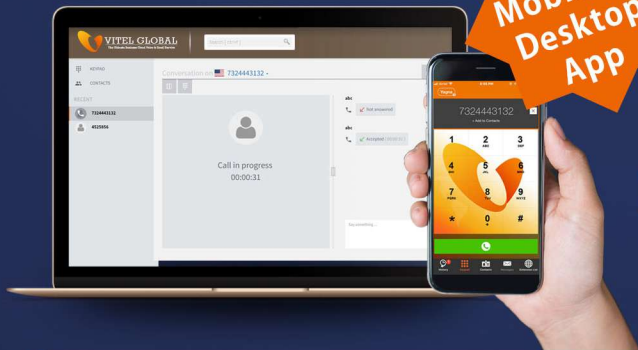
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