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Malcolm Gladwell Keynotes at PDS 2011 Tech Conference **Sept. Event Focuses on Transformational Shifts in IT**

Milwaukee, Wis., July 26, 2011 — IT professionals are within a perfect storm right now thanks to monumental advancements in the fast-moving tech industry. To stay ahead, business leaders and IT experts are invited to attend the PDS 2011 Technology Conference on Wednesday, September 14 – Thursday, September 15 at the Frontier Airlines Center in Milwaukee, Wis.

This educational event is complimentary to qualified registrants ranging from CEOs and CIOs to IT directors and engineers from a wide variety of industries. The conference will feature nationally renowned speakers as well as 45+ general and industry-specific strategy sessions, designed to inspire and educate attendees in areas such as: **private cloud computing, user experience and leadership**. For more information and to register, visit <http://www.PDSpc.com/techconf/>.

Conference Highlights; Malcolm Gladwell Keynote

This year's theme, *It's Good to Be You*, focuses on the advantages of working in IT during this exciting time of transformation and how to leverage them for your career and your company. **Malcolm Gladwell, New York Times bestselling author of *The Tipping Point* and *Outliers***, will keynote on Thursday, September 15, 1:00 p.m.- 2:30 p.m. A staff writer for the *New Yorker* magazine, Gladwell is well known for his penetrating social insights. Other prominent speakers include:

- **Dave Logan – Author of *Tribal Leadership* and *The Three Laws of Performance*** – Teaches management and leadership in the University of Southern California (USC) Executive MBA.
- **Michelle Bailey – Research Vice President for IDC's Enterprise Platforms and Datacenter Trends** – Manages primary research, consulting and multi-client studies for IDC's Worldwide and U.S. server programs.
- **Phil McKinney – CTO/VP, HP** – Manages long-range strategic planning and R&D for HP's PC product lines; named 'chief seer' by *San Jose Mercury News*.
- **Eric Dishman – Architecture Group Director, Health Innovation, Intel** – Named one of *Fast Company's* most creative people in business; responsible for driving Intel's cross-business strategy, research, and policy initiatives for healthcare IT.



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- **Kurt Roemer – Chief Security Strategist, Citrix Systems** – Leads security, compliance, and privacy strategy efforts for Citrix products.
- **Peter Han – Author of *Nobodies to Somebodies*** – This Harvard graduate, now working at Microsoft, helps young professionals find perspective on how to translate their aspirations into career achievements.

“It’s a good time to be in the field of IT as we’re at an inflection point of great change within the industry,” said Craig Schiefelbein, CEO of PDS. “As a leader within your organization, it’s imperative to understand all the monumental shifts in IT which can allow significant returns and improved efficiencies, if leveraged correctly.”

WHOZNEXT Student Technology Leadership Program

Also at the 2011 Technology Conference, PDS introduces WHOZ NEXT®, a new Technology Student Leadership Program aimed at providing ‘rock star techies’ from area high school or colleges with a unique networking and educational opportunity. Candidates who are passionate about technology software, hardware, programming or the business of technology must be invited by the appointed school representative.

Students selected for this forward-thinking program will have the opportunity to attend inspiring presentations, along with a student-only leadership presentation from PDS CEO Craig Schiefelbein, while having the unique possibility of networking with over 1,000 conference attendees working in the IT industry. Technology instructors who would like to apply to the WHOZNEXT® Technology Student Leadership Program, contact Sara Krause, PDS Marketing Manager, skrause@pdspc.com.

ABOUT PDS

Since 1986, Paragon Development Systems, Inc. (PDS) has served as an extension of IT organizations by designing, supplying, implementing, and managing IT that enhances corporate agility, end-user satisfaction, and quality of life for the IT staff. The company provides services, solutions and hardware to medium and large organizations in the healthcare, government/education, corporate, and professional services sectors. Visit www.PDSpc.com to learn more.

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