



We architect, supply, implement and manage IT.

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## **PDS TO HOST ELITE GROUP OF TECHNOLOGY PROFESSIONALS IN MILWAUKEE SEPTEMBER 15-16, 2010**

*Complimentary PDS 2010 Technology Conference to offer educational and networking opportunities*

**MILWAUKEE – July 8, 2010** – PDS—a technology products, services and solutions provider for medium to large size organizations, announced today that they are hosting the 14<sup>th</sup> annual PDS Technology Conference for IT executives, directors, managers and engineers throughout the Midwest in Milwaukee on September 15-16, 2010.

The annual PDS Technology Conference is unlike any other IT event. Educational, entertaining, and engaging, it's a great opportunity to step away from the day-to-day and explore the larger perspective. Plus, it's complimentary for qualified IT executives, managers, and engineers – a way for PDS to say thank you to clients, and to get to know people and organizations interested in learning more about PDS.

“PDS provides our audience a safe learning environment. Attendees can expect a classroom-type setting, not sales presentations. We work hard to maintain the integrity of the event as purely educational,” Austin Park, PDS chief technology officer said.

The quality and wide variety of conference speakers, exhibitors and attendees reflects the organization's commitment to the sharing of industry knowledge, leadership, and product information. The support and involvement of event sponsors, including Cisco Systems, Inc., Hewlett-Packard, IBM and Microsoft, ensure attendees have the opportunity to experience the latest technology, in a relaxed, unsolicited setting.

“We help our clients find a better way. This conference offers attendees an experience they don't normally get from vendors. As their strategic partner, providing the education and leadership is what separates PDS,” added Craig Schiefelbein, PDS president and CEO.

The conference, which will be held at Milwaukee's Frontier Airlines Center (formerly Midwest Airlines Center), will feature Andy Andrews, *New York Times*' best selling author, as keynote speaker. Andrews' inspirational message will challenge attendees to step-out beyond the daily grind of the IT industry and look for ways to improve their lives through personal growth.

“Andy's message will be life changing for some, eye-opening to others, refreshing to most, but if nothing else, a departure from the day-to-day trench warfare of the IT industry,” Schiefelbein says.

Conference attendees also can look forward to a laughter-filled evening with comedian Jim Gaffigan, best known for his regular appearances on the *CBS Late Show with David Letterman* at the closing dinner.

Summing up his past conference experiences, Will Olive, IS – technical support at Children's Hospital and Health System, Inc. says, “The PDS Technology Conferences are informative, thought-provoking and offer a great opportunity to learn about new technologies and network with my peers in the industry.”

To learn more about the PDS 2010 Technology Conference, visit [www.pdspc.com/techconf](http://www.pdspc.com/techconf).

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#### About PDS

For more than 23 years, Paragon Development Systems, Inc. has been providing technology products, services and solutions to medium and large size organizations, improving the quality of life for IT departments in regions across the country. PDS architects, supplies, implements and manages IT for organizations in four primary markets: healthcare, government/higher-education, corporate, and professional services.

In addition to being a major Enterprise Tier product and service value added reseller (for manufacturers such as HP, IBM, Cisco, Microsoft and many others), PDS manufactures its own PDS-branded PCs and video solutions in an ISO 9001:2000-certified 43,000-square-foot configuration center. PDS also offers clients a single-point-of-contact, ITIL-aware resource for service management with a 24x7 help desk.

Headquartered in Oconomowoc, Wisconsin, PDS holds more than 400 certifications in technology services, installation and support of computer systems. PDS has been assessed and approved by National Quality Assurance, USA, an accredited ISO 9000 auditor. For more information, visit: <http://www.pdspc.com>.

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