

FOR IMMEDIATE RELEASE

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Digital Rochester Presents: Leveraging Strategic Partnerships

An interactive panel discussion next week, organized by Digital Rochester, aims to educate on the benefits of corporate partnerships. The goal is to help salespeople in the Rochester technology community turn relationships into strong partnerships. On Wednesday, June 20, panelists from Finger Lakes Technologies Group, SMP and Rochester Software Associates will discuss how partnerships lead to more business, become an incredible resource for a company and drive bottom line revenue.

Benefits of strategic partnerships include ensured success in the marketplace, a competitive edge and better market intelligence. Attendees will learn how to establish and grow relationships and partnerships from these local experts: Rochester Software Associates, named Web-to-Print partner of the year by Xerox Corporation for 12 years in a row; SMP, awarded as an HP Gold Partner by Hewlett-Packard for their commitment to IT excellence; and Finger Lakes Technologies Group, a Cisco Premier Partner named Cisco Collaboration Partner of the East in 2010.

The Panelists:

From Rochester Software Associates: Robert D. Baden, President

From **SMP**: Todd Crooks, Director of Emerging Technologies From their partner, **EMC**: Kevin Pawlak, District Channel Manager

From Finger Lakes Technologies Group: Paul Nikitas, Vice President of Sales

From their partner, Cisco: Rob Reisig, Channel Manager

The event will take place on Wednesday, June 20 from 5:30-7:30 p.m. at One Restaurant & Lounge in downtown Rochester. Tickets are \$20 for Digital Rochester Supporting Members and \$25 for Non Members and include light hors d'oeuvres. Those wishing to attend can register online: http://www.runmyclub.com/dr/eventcalendar.asp?id=207262

About Digital Rochester:

Digital Rochester was founded in 2000 and is made up of professionals and companies working together to strengthen the Greater Rochester Area's technology business community. DR events and community services include a wide array of educational and networking activities designed to support the growth and success of the Rochester business community.

In 2010, the organization grew with the inclusion of the Association for Women in Computing (AWC) and eBusiness Association (eBA). In 2012, DR entered into a strategic alliance with Greater Rochester Enterprise (GRE). This alliance will enhance DR's ability to support the Greater Rochester Region's business community.

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