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MARK YOUR CALENDAR FOR FURTHER EVENTS



2024 SYNERGY KICKOFF

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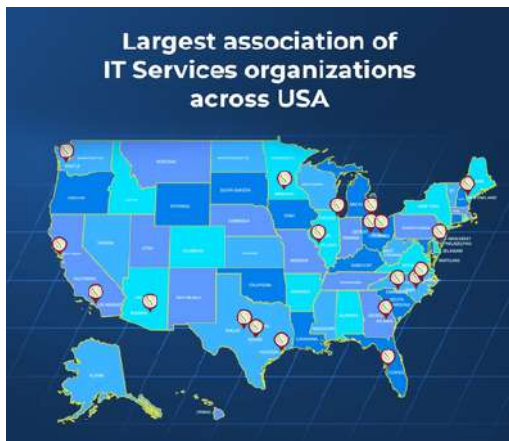
2024 SYNERGY ITSERVE ALLIANCE ANNUAL CONFERENCE



OCTOBER 29th & 30th, 2024.
CAESARS PALACE
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About ITServe Alliance

Founded in 2010, ITServe Alliance is the largest association of Information Technology Services Organizations functioning across the United States. Established with the objective of being the collective voice of all Information Technology companies functioning with similar interests across the United States, ITServe Alliance has evolved as a resourceful and respected platform to collaborate and initiate measures in the direction of protecting common interests and ensuring collective success.





ITServe Alliance

Empowering Local Employment

ITServe Alliance, the largest association of IT Solutions & Services organizations in the United States, representing over 2300 member companies, serves as the collective voice for prestigious small and mid-sized Information Technology companies with similar interests with shared interests across the United States.

Since its establishment in 2010, ITServe Alliance has been a beacon of knowledge, skills, and awareness, empowering its members through 21 Chapters across the country. As a trusted platform, ITServe collaborates and implements measures to safeguard common interests, ensuring the protection of its member companies.

Over the years, ITServe Alliance has evolved as a resourceful and respected platform to collaborate and initiate measures in the direction of protecting common interests and ensuring collective success. It has established a name for itself as the center point of information for its members covering a variety of topics ranging from immigration, technology, economy, and many more.

ITServe Alliance has built a strong member-focused community within the IT industry where professionals and experts alike can collaborate, present new business ventures, and work together to find new ways to overcome industry obstacles.

Led by highly talented individuals, phenomenally successful entrepreneurs, and Innovators who are enthusiastic about giving back to the community as part of this BIG ITServe Family, at ITServe, we believe in developing strategic relationships with our partner organizations to work for a better technology environment by building greater understanding.

Come and join us on our journey. Let us be your voice when it comes to Information Technology.

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AMAR VARADA

CHAIR, GOVERNING BOARD
ITSERVE ALLIANCE



Interview With Amar Varada, Chair – Governing Board 2024

Interviewer: Can you tell us about yourself and your association with ITServe.

Amar Varada:

I have been associated with ITSERVE since 2015. When I was the National President of ITServe in 2020, we introduced a new platform for the Membership portal along with a job board for members. We also introduced mandatory renewal fees annually for the membership. During the Pandemic, we kept our members engaged through Zoom meetings and helped them navigate through the tough times as we were all impacted by COVID-19. During the same year, we won the lawsuit filed against USCIS in 2018, and a new ITSERVE Memo was established, helping not only our members but the entire IT industry with a smooth H-1B approval process.

Interviewer: What do you bring to the table as the new Chair of ITServe Governing Board

Amar Varada:

As the founder and President of Surya Systems, Inc., and having served as the National President for ITServe Alliance in 2020, and currently, as the GB Chair, I will work towards ensuring that ITServe's long-term vision is continued and will help realize the current President Jagadish Mosali's goals for the current year, especially his efforts to make it a benefits year, where ITServe can provide tangible benefits to our growing number of members.

Interviewer: As the Chair of the ITServe Governing Board, could you share your role and contributions.

Amar Varada:

Though ITServe was started as a single entity, today ITSERVE consists of three additional entities, namely, ITServe CSR, ITServe Services, and ITServe CPAC. In my role as the GB Chair, I will oversee and collaborate with all the entities and will help work towards the goals and objectives of each of the entities.

The CSR Board works towards helping local communities with charitable activities and

AMAR VARADA

CHAIR, GOVERNING BOARD
ITSERVE ALLIANCE

STEM scholarships and Training initiated through the 22 Chapters of ITServe. We are offering STEM training to underprivileged students providing them with the skills, and thus enabling them to get skilled jobs.

Through ITSERVE Services, we want to provide benefits to our members, where we can show direct financial and other tangible benefits to our members.

ITServe CPAC attempts to reach out to policymakers and educate them about ITServe Members and our contributions to local employment while being the collective voice of the IT Industry advocating for policy changes that meet our needs.

Interviewer: What are some of the objectives/broader vision for ITServe and some of the major initiatives under your leadership as the Chair.

Amar Varada:

Our efforts were instrumental in the introduction of the HIRE Act Bill last year, which is currently pending in the US Congress. Once passed, the HIRE Act will help members of ITSERVE significantly. Through CPAC, we aspire to educate members of the Congress and Senate about the HIRE Act, seeking their support.

- Highlights of the HIRE Act include:
- High-skilled Immigration Reform for Employment Act (HIRE Act)
- Increasing the cap on H-1B visas from 65,000 to 100,000
- Remove the CAP on H-1B visas for those with a Master's Degree or Ph.D.
- STEM Program - establishes the Promoting American Ingenuity Account to fund state administered grants to promote STEM education and worker training.
- H-1B Dependent Employer - relax the requirements

Through ITServe Services organization, we are working on providing Health Insurance and Business Insurance to our members, which would significantly reduce the cost to our members.

Another initiative we have taken up this year is the hiring of a COO (Chief Operations Officer). As each year, we have a new Board, we have noticed a gap in the follow-up and



AMAR VARADA

CHAIR, GOVERNING BOARD
ITSERVE ALLIANCE

implementation of the various initiatives taken up by the prior year's Board. By having a COO, we will have the continuity of the organizational initiatives and continue to build on the progress made each year.

Interviewer: Indian Americans constitute only about 1% of the country's population, but they account for establishing and leading an overwhelmingly large number of IT companies. What has made Indian IT professionals so trusted and relied upon for leadership and invention.

Amar Varada:

Being first-generation immigrants, most Indian American professionals come with a great aspiration to make a difference in their personal and professional lives. With a good educational background and opportunities in the USA, we tend to be at the forefront of innovation and leadership roles at various companies.

Interviewer: IT is a very vast field and Indian Americans lead several large IT companies. How do you envisage ITServe to be in the next 10-15 years.

Amar Varada:

I envision that ITServe will be the voice of the IT industry, whether it comes to new regulations or innovation, and that our members will continue to make a significant impact in the IT sector and across all areas of life. I hope that we will have a membership of 10K Plus in the next 10 years.

Interviewer: What kind of legacy do you want to leave for ITServe.

Amar Varada:

Every President and GB Chair term is for one year and we hope to deliver a COO to the organization and many tangible benefits to our members, in addition to paying off their membership dues annually.

Interviewer: Anything else that you want to share with ITServe family.

Amar Varada:

ITServe Alliance has made significant progress since its inception. As we move forward, I envisage that ITServe becomes a unique Organization for IT Industry that drives regulations and innovation across the United States.

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SATEESH NAGILLA

NATIONAL TREASURER - 2024
ITSERVE ALLIANCE

Interview With Sateesh Nagilla, National Treasurer 2024

Interviewer: Can you tell us about yourself... your educational, professional background

Sateesh: After completing my Master's Degree in Computer Application in India, I started my career as a Software Engineer with a Startup in Bangalore. Then I moved to GE Health Care as a Senior Design Engineer before I moved to the US on an immigrant work visa in 2005. The year following that, I founded an IT Staffing and Consulting Services company, Namitus Technologies based out of Dallas, TX. Currently, I live in Frisco with my wife and daughter.

Interviewer: What is unique about you that has made you the Treasurer of ITServe

Sateesh: After I had started my career as a Software Engineer in the year 2000, I have played various roles starting from technical and slowly moving into management and leadership in various mid and large-scale corporations. I believe it's my passion for coaching and mentoring, public speaking, and leadership skills that make me stand apart.

I am one of the very few senior leaders on the ITServe Board since 2018. And, I have played many roles at ITServe, starting as the Dallas Chapter President in 2018, and was the Speakers' Chair in 2019 and in 2020, served as the Director for Chapter Relations. In 2021, I was the Director for Synergy and served as the Mediation Chair in 2022 and was the Connected PAC Board Chairman in 2023, and currently serving as the national Treasurer.

Being an ITServe member for about a decade, playing multiple leadership roles in the organization for many years, and leading one of the largest chapters, I have learned leadership skills and earned the trust of the Board. I continue to be active, constructive participation at every board meeting and have traveled to many chapters every year.

By achieving such a unique record in the organization, leadership, and governing board has entrusted me to the role of Treasurer this year.

Interviewer: What has been the goal you have set for ITServe to reach under your leadership as the Treasurer of ITServe

Sateesh: As the National Treasurer, I want to cultivate trust, transparency, and teamwork across the organization. We have worked hard to strengthen the existing 21 Chapters and



SATEESH NAGILLA

NATIONAL TREASURER - 2024
ITSERVE ALLIANCE

want to add new chapters and more members to each Chapter, entrusting each Chapter with more responsibility and accountability for growing the organization. As a major not-for-profit organization, in my role, I want to focus on streamlining the finances, eliminating wasteful expenditures, and making accountability the cornerstone of every Dollar spent, and thus the productive use of our finances.

Interviewer: Could you highlight some of the major plans to streamline the Treasury Department under your leadership and the progress thus far

Sateesh: Serving ITServe in my role as the National Treasurer has been an incredible journey thus far. Raising and managing funds for a not-for-profit is a critical role and I am glad, I have been able to fulfill my responsibilities transparently and efficiently, adhering to the norms of ITServe. I feel proud that ITServe Alliance now has 21 Chapters in several states across the United States Being part of this exceptionally talented Team of leaders at ITServe and contributing in my own way to raise revenue, support, and organize the Treasury wisely and in a transparent manner, has been a remarkable journey for me.

Interviewer: What has gone into making ITServe Alliance into one of the most well-known and largest professional organizations in the US

Sateesh: It has been an amazing experience being part of the Leadership Team at ITServe Alliance, the largest association of Information Technology Services organizations functioning across the United States. We have grown from a small group of IT companies in 2010 to over 2200 plus strong members today. Our actions and our role serving as the united voice of the IT industry have propelled us to the top leadership in this very critical sector that every other sector so heavily relies upon. We are growing each year and our contributions and accomplishments to the IT Industry and the larger society bear witness to our commitment. That's our strength, contributing to our growth and expansion.

Interviewer: What are the benefits of becoming a member of the ITServe Alliance

Sateesh: The numerous noble initiatives of ITServe benefitting our members and the larger society have been inspiring. We offer quality connections to our membership, regular education on current topics, networking, increasing your potential to grow your business and your personal portfolio, and the community backing provides a unique level of support that sets us apart. Our organization has successfully protected the interests of our members and ensured our organization's collective success. We are committed to continuing to drive innovation, create employment opportunities, and foster economic



SATEESH NAGILLA

NATIONAL TREASURER - 2024
ITSERVE ALLIANCE

growth in local communities nationwide. Being part of ITServe makes you part of the united voice, fighting against discriminatory practices and making our voice heard on corridors of power.

Interviewer: What is the singular quality that has made Indian-origin IT professionals so popular and well-regarded across the United States?

Sateesh: Indian Americans are the most educated group in the United States, having the highest income, imbibing great family values, and working hard, and are known for their innovations and commitment. These qualities and the dream to achieve and accomplish to the highest possible are some of the qualities that make us stand apart, making us a model community for all.

Interviewer: Anything else you want to share with ITServe members and others.

Sateesh: ITServe is one of the very few successful non-profit organizations in the country. This creates the right platform, and environment for the members to seek advice, and suggestions, learn more about the industry standards, and adopt the best industry practices to grow the business. ITServe's monthly chapter meetings, regional events and its signature event Synergy bring the members together for great networking and collaboration, learning, and growth. Our sponsors are part of our core ITServe family, ITServe is a win-win for members and sponsors.



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IN FOCUS

Happy International Women's Day from ITServe Alliance!

ITServe Empowers every Woman Entrepreneur to Thrive, Innovate, and Lead” is not just a statement; it’s a commitment to fostering an inclusive environment where women can flourish.

Celebrating Accomplished Woman Leaders: At ITServe, we’re proud of our woman leaders whose achievements, resilience, and vision inspire us all. Whether leading businesses or driving innovation, their impact is profound. We celebrate their accomplishments, enriching our industry and community.

Creating Opportunities for Success: ITServe actively empowers women through mentorship, networking, and skill-building platforms. We equip them with tools to thrive in the competitive landscape through workshops, conferences, and collaborative initiatives.

Supporting Entrepreneurship: We encourage aspiring woman entrepreneurs, providing resources, guidance, and a supportive ecosystem. When women succeed, entire communities benefit.

Championing Diversity and Inclusion: Diverse perspectives drive innovation, so we actively promote diversity and inclusion by amplifying the voices of our woman leaders.

Collaboration and Mentorship: Our woman leaders collaborate, mentor, and uplift one another, fostering a sense of community and mutual growth.

Inspiring the Next Generation: Our woman leaders serve as role models, inspiring young girls and women to pursue careers in technology, entrepreneurship, and leadership. Together, we build a more inclusive, innovative, and successful industry.

ITServe Alliance not only celebrates its woman leaders but actively empowers them to create a lasting impact. Together, we build a more inclusive, innovative, and successful industry.

**Best Regards,
Jagadeesh Mosali – National President**

IN FOCUS

Happy International Women's Day from ITServe Alliance!

I'm Shabana Siraj, I'm honored to serve as the National Women's Chair of ITserve Alliance. Over the past seven years, I've been deeply involved in various capacities within ITserve, from serving as the National Diversity Chair in 2023 to becoming the first female president of ITServe for the Bay Area in 2022. This journey has been incredibly rewarding, and my passion for diversity and women's empowerment has only grown stronger.

One of my key initiatives is to empower and support more women within our ITserve community. As part of this effort, we've launched a series of webinars aimed at enhancing our communication skills. Led by the renowned Chelsey Baker, these sessions focus on effective communication and presentation skills, with a special emphasis on perfecting our pitches. The first webinar conducted in May for Women's History Month was a resounding success, with over 80 participants actively engaged in learning from Chelsey's expertise.

Our upcoming webinar on April 10th will delve into the art of crafting compelling business pitches, followed by a live pitching session on April 17th where selected ITServe women will have the opportunity to pitch live and receive feedback directly from Chelsey Baker. These sessions are designed to equip us with the skills and confidence needed to excel in a rapidly evolving market.

Looking ahead, we're excited to introduce additional webinar series focusing on financial competency and fostering business collaborations among our women members. Through these initiatives, we aim to provide a platform for professional growth and networking opportunities within our community.





In addition to webinars, we're actively promoting collaboration sessions and leveraging social media platforms like LinkedIn to attract more women to join ITserve. We're also committed to enhancing diversity within our events by inviting accomplished women panelists and fostering regional leadership groups to discuss strategies for women's development.

Beyond ITserve, I'm deeply passionate about helping and mentoring women, and I'm planning to start a non-profit to support women in remote parts of South India. Together, let's empower each other, learn, and grow as we strive to build a more inclusive and diverse ITserve community.

Warm Regards,
Shabana Siraj,
National Women's Chair, ITServe Alliance

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Lower Recruiter Productivity: Since emails seldom reached candidates, recruiters had to rely on phones-impacting productivity and losing valuable time. V Group needed a better ATS with its own email servers to solve this problem and improve recruiter productivity.

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IN FOCUS

Interview with Shabana Siraj – ITServe’s Women’s Chair

Interviewer: · Could you share your vision for ITServe as the ITServe Women’s Chair.

Shabana: Empowering women in ITServe Alliance through leadership programs, networking, and collaboration. Initiatives include webinars, collaboration sessions, LinkedIn growth, diverse panels, and regional leadership groups. Committed to mentorship and supporting women at ITServe.

Interviewer: In a male-dominated IT world, what are the challenges women face in standing out as IT leaders

Shabana: Women in IT leadership face challenges such as bias, lack of representation, networking barriers, unequal opportunities, work-life balance issues, imposter syndrome, salary disparities, unconscious bias, and limited mentorship. Addressing these barriers is crucial for promoting gender diversity and equality in the IT industry.

Interviewer: What are some of the activities/plans to attract and include diverse sections of IT members across the United States towards ITServe.

Shabana: To attract and include diverse IT members across the US:

- Host networking events
- Provide mentorship programs
- Partner with other diversity organizations with NMSDC
- Share resources with each other
- Promote representation in leadership
- Recognize achievements
- These activities aim to create a more inclusive environment for IT professionals from diverse backgrounds in the United States.

Interviewer: Can you share with us the activities you have planned for the coming year?

Shabana: Connecting virtually with all women members of ITServe through Webinar Series, we plan to organize the following:

- Conduct webinars focused on enhancing leadership qualities in women. (first of the series is already underway with Chelsey Baker world renowned speaker and pitching specialist. First webinar was a very successful one on March 28th and we had around 90 participants) This is being followed by two others.
- Host sessions on communication and presentation skills tailored for professional growth.

IN FOCUS

- Increase awareness of ITServe Women through engaging and informative online sessions.
- Collaboration Sessions:
 - Facilitate meaningful collaboration sessions for ITServe women to network and conduct business.
 - Encourage the active participation of spouses of ITServe members in industry-related activities.
- Leverage LinkedIn Community:
 - Utilize my LinkedIn community and influence to attract more women to join ITServe.
 - Promote synergy by fostering connections among existing and potential women members.
- Diverse Panelists: Identify and bring in accomplished women panelists, particularly those focused on issues relevant to our industry.
- Enhance the diversity of perspectives and experiences within ITServe events.
- Appoint one woman representative from each chapter for regular monthly meetings to discuss strategies for women's development within ITServe.
- Most importantly I'm passionate about helping and mentoring women and I'm also planning to start a nonprofit to support women in remote parts of South India.

Interviewer: Anything else you want to share with ITServe members:

Shabana: My contribution to ITServe SYNERGY last year was that I was able to single handedly put together the Women's Panel on Contingent Staffing.

A panel of distinguished women leaders from across the United States were part of a high-powered panel discussion on 'Direct Client Engagement in the World of Contingent Workforce' on the final day of ITServe Alliance's flagship Synergy 2023 at the world-famous Harrah's Resort in Atlantic City in New Jersey on Friday, October 27, 2023.

The distinguished speakers on the panel shared with the audience a wealth of knowledge about this crucial topic, and it was heartening to see a packed audience who found it to be one of the standout sessions. Personally, one of the event's highlights for me was moderating the panel discussion titled 'Direct Client Engagement in the World of Contingent Workforce'. What made this event more special was that it was an all-women's panel, highlighting the diverse perspectives and talents that are driving innovation in our industry.

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HIGHLIGHTS

Women's Webinar By Chelsey Baker on Public Speaking

In the light of March being Women's Month, ITServe Alliance's Women's Wing Scheduled and organized the first webinar on Public Speaking for the year on Thursday, March 28, 2024.

The participants were provided education on empowering business owners to have confidence and self-belief in their communication, overcoming public speaking fears, and learning effective communication skills to increase visibility and stand out.

"I am thrilled to share the success of the ITServe webinar held during Women's History Month. The event was a resounding success, featuring world-renowned public speaking expert, Chelsey Baker, the creator of Mentoring Day, whose presentation was simply phenomenal, said ITServe's Women's Chair, Shabana Siraj.

The event was attended by over 90 enthusiastic participants, showcasing a great turnout and active participation. The session was filled with excitement, engaging discussions, and insightful questions that were promptly addressed. Attendees were so engrossed in the webinar that they hesitated to leave, highlighting the value they received.

According to Women's Chair at ITServe, here's an outline of the sessions planned for April 2024:

Session - 2: April 10th: Business Pitching

How to craft compelling business pitches to attract clients and opportunities, including tips on structuring presentations and delivering impactful messages to sell business services successfully.

Session - 3: April 17th: Pitch Practice for ITServe Women

An interactive session where ITServe women will have the opportunity to practice pitching with Chelsey's guidance, refining their skills and boosting confidence.

We're excited about the potential of these sessions to empower our members and enhance their business skills.

Each session will last for one hour, with a Q&A session at the end for participants to engage with Chelsey directly.

Dallas Chapter Monthly Meeting – Celebrating Womens Month

The recent monthly meeting of IT Serve in March was not just an ordinary gathering but a grand celebration of Women's Day. In honor of this special occasion, three esteemed women leaders graced the event as guests: Aparna Singh, General Manager & Head of Talent Acquisition at Wipro; Subhashini Panyam, Global Talent Acquisition Head at Hitachi; and Addie Manson, Global Director of IT Portfolio and Vendor Management at NCH Corporation. Their presence illuminated the meeting, enriching it with insightful discussions and invaluable knowledge.

Facilitated by the chapter president, Mr. Ram Nandyala, the meeting unfolded into a dynamic panel discussion, providing a platform for these distinguished leaders to share their expertise and experiences in the business world.

Aparna Singh, with her seasoned perspective on business dynamics, illuminated the prevailing scenario. She elucidated on the significant consolidation measures observed over the past year, emphasizing the importance of adapting to market trends such as contract hiring and digital transformation. Her insights underscored the necessity for fostering team cohesion and scrutinizing operational aspects like contractual agreements and payment terms.

Addie Manson, delving into the intricacies of project management, highlighted the pivotal role of discreet project work in navigating the challenges posed by the pandemic. Her emphasis on meticulous due diligence and outcome-driven engagement resonated strongly with the audience, providing valuable insights into effective business strategies.

Subhashini Panyam, echoing sentiments on digital transformation, shed light on the emergence of multi-skilled job roles in response to market disruptions. Her emphasis on authenticity in talent representation and specialization struck a chord, resonating with the audience's aspirations for growth and adaptability.

Beyond their profound business insights, the panelists shared personal anecdotes and preferences, offering a glimpse into their personalities beyond the boardroom. This added a touch of warmth and relatability to the discussion, further enriching the meeting experience.

In conclusion, the March monthly meeting of IT Serve transcended its usual agenda to become a celebration of women leaders in the IT industry. Through engaging discussions and shared experiences, it served as a testament to the invaluable contributions of women in shaping the business landscape. As we reflect on the event, we are reminded of the power of diversity, collaboration, and knowledge-sharing in fostering growth and success in the dynamic world of commerce.

Author: Gomathy Sundarbabu
Dallas Chapter – PR & Media Chair

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Authentic statement by many ITServe Alliance members .

Many of you have heard of AG FinTax and Anil Grandhi over the years but very few of you have possibly heard of the millions of dollars of Taxes that we have saved for members of ITServe Alliance.

Led by the highly accomplished Anil Grandhi, the professional team at AG FinTax have been silently working with innumerable ITServe Alliance members for many years now.

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Anil Grandhi (AG)

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PAC UPDATE

In response to the recent fee increases by USCIS, ITServe filed a lawsuit against the USCIS challenging the basis for such an increase. In the filing, ITServe requested a Temporary Restraining Order (TRO) first to temporarily stop the increase before the trial. The judge refused to issue a TRO indicating that if we prevail in our lawsuit, we can reclaim the fees that are already paid under this new rule. This does not mean that the Judge does not see the merits in our arguments. USCIS has 60 days to answer our complaint, after which ITServe will seek a 'summary judgment' without a trial. The judge may decide to schedule a trial/hearing instead of issuing a Summary Judgment. ITServe PAC team is closely following this with our legal team, and we will update our members with any new developments related to this litigation.



Amar Varada
Governing Board Chair - 2024
National President 2020



Jagadeesh Mosali
National President 2024



Kishore Khandavalli
Advisor



Nayan Joshi
Director - PAC



Arikesari Kanchanapalli
Chair-PAC

MARCH ACTIVITIES



NATIONAL

Women's Webinar By Chelsey Baker on Public Speaking - Virtual held on 28th Mar.

The speaker for the event was Chelsey Baker shared insights on Public Speaking. The speaker for the event was Chelsey Baker shared insights on Public Speaking. The participants were provided education on empowering business owners to have confidence and self-belief in their communication, overcoming public speaking fears, and learning effective communication skills to increase visibility and stand out.

IMMIGRATION WEBINARS

Immigration Webinar by Bhanu B ilindra - Virtual held on 13th Mar.

The speaker for the event was Bhanu ilindra shared insights on New Regulatory Changes to the HIB Program and Ensuring Compliance with DOL'S FLSA and WHD in Foreign Worker Recruitment

Immigratation Webinar By santhosh Somireddy - Virtual held on 27th Mar.

The speaker for the event was Santhosh Somireddy shared insights on H1b Lottery Registration Updates, Mistakes to avoid in Employment agreements.

MARCH MONTHLY MEETINGS UPDATES

ATLANTA CHAPTER

Atlanta Chapter Monthly Meeting - In-Person held on 27th Mar.

The speaker for the event was Ravi Venkatesan shared insights on How Tech CEOs Can Inspire Teams & Drive Innovation.

AUSTIN CHAPTER

Austin Chapter Monthly Meeting - In-Person held on 19th Mar.

The speakers for the event are Bhanu illindra, Guru Dorsala & Prashanthi Reddy Created opportunity for In-Person networking and everyone Spent a memorable day together.

BAY AREA CHAPTER

Bay Area Chapter Monthly Meeting - In-Person held on 27th Mar.

The Bay Area Monthly Meet event created an opportunity for in-person networking, and everyone spent a memorable day together.

CHICAGO CHAPTER

Chicago Chapter Monthly Meeting - In-Person held on 19th Mar.

The speakers for the event are Somnath Ghosh, Thomas Gonzalez & Promila Kumar Created opportunity for In-Person networking and everyone spent a memorable day together.

COLUMBUS CHAPTER

Columbus Chapter Monthly Meeting - In-Person held on 20th Mar.

The speakers for the event are Murali Talluri & Prakash Kadumanchi Shared insights on Protecting from Cyber Threats and Risk Management by Murali Talluri & i9 - Importance and Compliance by Prakash Kadumanchi

Columbus Chapter New Membership Drive - In-Person held on 2nd Mar.

The Columbus Chapter New Membership Drive held for in-person networking and new member interactions, provided an opportunity for everyone to spend a memorable day.

DALLAS CHAPTER

Dallas Chapter Monthly Meeting - In-Person held on 27th Mar.

The speakers for the event are Aparna Singh, Subhashini Panyam & Addie Monson Shared insights on Panel Discussion with executives & Wellness Presentation for this month will be delivered by Sripathi Kethu, MD.

Dallas Chapter Workshop on Immigration - In-Person held on 14th Mar.

The speakers for the event are Durga Rao & Geetha Dammanna Shared insights on Navigating 1-9 Audits & Compliance: Ensuring Workplace Legalities, Public Access Files & Compliance: Meeting Regulatory Standards, 221(g) Queries: Addressing Challenges in Visa Processing & Streamlining the H1 Filing Process: Strategies for Success.

MARCH MONTHLY MEETINGS UPDATES

DMV CHAPTER

DMV Chapter Monthly Meeting - In-Person held on 19th Mar.

The speaker for the event was Ashwin Bharath shared insights on Leveraging Generative AI for SME Growth: Opportunities and Tech Insights.

HOUSTON CHAPTER

Houston Chapter Monthly Meeting - In-Person held on 21th Mar.

The speaker for the event was Partha S Chatterjee Created opportunity for In-Person networking and everyone spent a memorable day together.

MARYLAND CHAPTER

Maryland Chapter Monthly Meeting - In-Person held on 6th Mar.

The speakers for the event are Phani Yenugu, Anil Grandhi, Bhanu illindra, Santhosh Somireddy & Prashanthi Reddy Created opportunity for In-Person networking and everyone spent a memorable day together.

NEW ENGLAND CHAPTER

New England Monthly Meeting - In-Person held on 13th Mar.

The speakers for the event are Sri Dronamraju & Nazeera Dawood Created opportunity for In-Person Networking and everyone spent a memorable day together.

NORTH EAST CHAPTER

North East Chapter Monthly Meeting - In-Person held on 7th Mar.

The speakers for the event are Anil Grandhi Thomas V.Allen & Prashanthi Reddy Created opportunity for In-Person networking and everyone spent a memorable day together.

PHOENIX CHAPTER

Phoenix Chapter Monthly Meeting - In-Person held on 21th Mar.

The speakers for the event are Bhanu illindra & Mahesh Vinayagam Shared Insights on Attorney - Proposed changes to H1-B by Bhanu B.illindra & How to Build a Personal Brand and its Impact by Mahesh Vinayagam.

SEATTLE CHAPTER

Seattle Chapter Kickoff Meeting - In-Person held on 15th Mar.

The speakers for the event are Prakash Gupta, Pavan Kanaparthi, Loria Yeadon & Murali Talluri Created opportunity for In-Person Networking and everyone spent a memorable day together.

ABOUT US:

Santosh R Somi Reddy is the founding partner of Somireddy Law Group (SLG). His core areas of practice include Immigration, Employment Litigation, Corporate, and Criminal Law matters. He has represented many employers and employees, alike, in complicated H-1B filings, Green card applications, and breach of employment agreements including non-compete/non-solicitation matters, unpaid wages, Wage Theft matters, Wage & Hour claims, and cases, and collections.

Mr. Reddy received his Juris Doctor degree from the University of the District of Columbia School of Law, where he was the recipient of the prestigious Earl H. Davis Award for Top Clinic Performance. Prior to law school, Mr. Somi Reddy was a Licensed Professional Engineer in AZ. He has a master's degree in civil engineering from Bradley University in Peoria, Illinois, and a bachelor's degree in civil engineering from Osmania University, India.

Mr. Reddy is fluent in Telugu, Hindi and English.

BAR ADMISSIONS

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- Supreme Court Of NJ
- Supreme Court of NC
- Supreme Court of PA
- US District Court Eastern Dist. of VA
- Supreme Court of WA
- DC Court of Appeals
- Supreme Court of IL
- MI Supreme Court
- NY Supreme Court
- Supreme Court of OH
- Supreme Court of TX
- Supreme Court of VA

AREAS OF PRACTICE

- Immigration
- Litigation
- Corporate
- Employment
- Criminal Law
- Family Law (in limited circumstances)



SANTOSH R. SOMI REDDY ESQ

Contact Information:

-  info@somireddylaw.com
-  703-544-2200
-  +1 (571) 774-0059

U.S Head Quarters:

One Loudoun,
20745 Williamsport Place,
Suites 380 & 390,
Ashburn, VA 20147.

New Jersey Office:

5 Independence way,
Suite 200, Princeton,
NJ 08540

North Carolina Office:

2530 Meridian Parkway,
Suite 300, Durham,
NC 27713.

Hyderabad Office:

#301, PSR Prime Tower,
Sy No: 126(P), Next to DLF
Cyber City, Gachibowli,
Hyberbad 500032, INDIA.

ITServe CSR – Fight Against Food Insecurity in Communities

In an era where corporate social responsibility (CSR) has become an integral part of organizational ethos, ITServe Alliance emerges as a beacon of altruism and community engagement. As a prominent association representing over a few thousand IT services companies, ITServe doesn't merely excel in safeguarding member business interests, but also demonstrates a profound commitment to societal welfare. Among its various CSR initiatives, one that stands out prominently is its unwavering support for food banks, underscoring the critical importance of addressing the issue of hunger in communities around us.

The essence of CSR lies in going beyond profit-making objectives to actively contribute to the well-being of our communities at large. ITServe Alliance understands this principle implicitly, embodying it through its multifaceted CSR endeavors. Amidst myriad challenges, food insecurity remains a persistent issue affecting millions worldwide. The COVID-19 pandemic has exacerbated this crisis, rendering many vulnerable populations even more susceptible to hunger. In response, ITServe Alliance has intensified its efforts to alleviate this plight by championing donations to food banks.

The significance of donating to food banks cannot be overstated. These vital institutions serve as lifelines for individuals and families grappling with food insecurity. By providing nutritious meals and essential groceries, food banks offer a glimmer of hope to those facing economic hardship. Moreover, they foster a sense of community solidarity, uniting people from diverse backgrounds in a shared mission of compassion & support. In this context, ITServe's advocacy for food bank donations assumes profound significance, embodying its commitment to social justice & inclusivity.

Furthermore, supporting food banks aligns seamlessly with ITServe Alliance CSR's core values of empathy and empowerment. By rallying its members and stakeholders to contribute generously to food bank drives, ITServe Alliance CSR exemplifies the transformative power of collective action. Every donation, no matter how modest, has the potential to make a tangible difference in someone's life. Whether it's a monetary contribution, volunteering time, or organizing donation drives, every gesture of support strengthens the fabric of community resilience.

Beyond the immediate humanitarian impact, donating to food banks also yields long-term benefits for society as a whole. By addressing the root causes of hunger and poverty, such initiatives lay the groundwork for a more equitable and sustainable future. They nurture a culture of caring and empathy, fostering a society where no one is left behind. In this regard, ITServe Alliance's steadfast commitment to supporting food banks embodies its vision of a brighter tomorrow built on compassion and solidarity.

As we navigate the complexities of the modern world, it's incumbent upon us to recognize our shared humanity and extend a helping hand to those in need. ITServe Alliance CSR sets a commendable example by prioritizing CSR initiatives that make a tangible difference in people's lives. By championing donations to food banks, ITServe reaffirms its role not just as a business association but as a force for positive change in the communities it serves. In doing so, it inspires others to join the noble cause of building a more compassionate and inclusive society, one meal at a time.

CSR UPDATE

Glimpse of CSR Activities





IMMIGRATION LAW FIRM

Areas of Practice:

- Employment based immigration (H-1B, L-1, O-1, P-1, EB-1, EB-2, EB-3, and I-140 NIW, etc) Family-based immigration
- DOL WHD Audits and Investigations
- EB-5 investor visa programs
- Corporate Compliance
- I-9 and E-Verify compliance
- Naturalization matters
- All other immigration matters



Bhanu B Ilindra
Immigration Attorney



CONTACT US

For Appointments: (703) 496-7722

Email: bhanu@bbilawgroup.com

Website: www.bbilawgroup.com

950 Herndon Parkway, Suite 355, Herndon, VA 20170.

TOP 100 LAWYERS



ITSERVE MARCH CSR ACTIVITIES

FLORIDA CSR ACTIVITY - FOOD DRIVE

ITServe Florida Chapter CSR Activity. It's wonderful to witness the food drive organized by our Florida chapter today, providing much-needed assistance to those in need. This initiative is bringing smiles to many helpless individuals. Kudos to the Kamal Sakamuri & team for their outstanding charity work. Keep up the great work, team!



ITSERVE MARCH CSR ACTIVITIES

MINNEAPOLIS CSR - STEM SCHOLARSHIP

ITServe Minneapolis Chapter supports education through a CSR STEM Scholarship Activity program at Hennepin County College. Dedicated to nurturing the aspirations of the next generation, this empowers through the gateway of education. Gratitude to all Minneapolis Chapter for invaluable support in shaping the future.



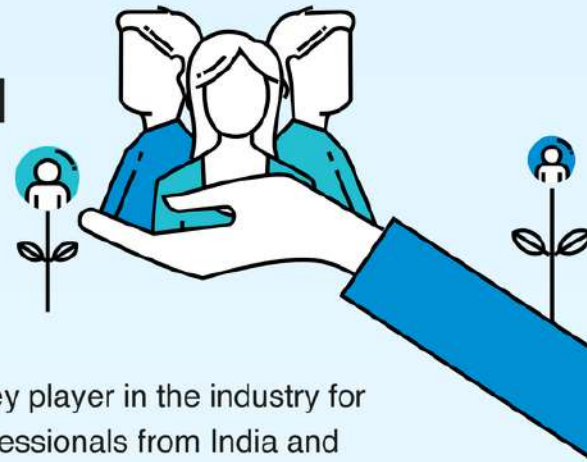
ITSERVE MARCH CSR ACTIVITIES

DETROIT CSR ACTIVITY- FOOD DRIVE

During the Detroit Chapter CSR event, we generously donated food cans and essential items to support those in need within our community. Heartfelt gratitude to our Team Detroit. Their tireless efforts and commitment were instrumental in making this event a resounding success. Special thanks go to St. James Catholic Church Manager, Rigonda Savickas, whose warm reception and appreciation for the ITServe/CSR Team were truly heartening.



Streamlining Immigration and Compliance for an IT Staffing Company with Imagility



Our client, a prominent IT staffing firm in the USA, has been a key player in the industry for decades. They have a diverse workforce comprising foreign professionals from India and around the globe. While the company had engaged an attorney for all their immigration needs, they struggled to navigate the complexities of immigration and I-9 compliance standards. High petition-building time, coordination with employees and attorneys, and adherence to complex I-9 compliance were some of the key challenges faced by our client.

Solution

They approached Imagility to help them with immigration paperwork and I-9 compliance. This was when Imagility stepped in with its comprehensive suite of AI-enabled immigration and I-9 compliance solutions tailored to the staffing industry.

Leveraging Imagility's platform, the company gained access to streamlined petition building, automated document review, and robust compliance management tools. Imagility's intuitive interface simplified the entire process, enabling seamless collaboration between HR teams, attorneys, and foreign workers.

Benefits

Imagility's AI-enabled immigration and I-9 compliance solutions revolutionized the operations for our client. We helped them streamline their immigration processes and ensured seamless I-9 compliance, leading to:

- Significant reduction in petition building time
- Streamlined and automated immigration paperwork
- Faster approvals and reduced administrative burden
- Improved efficiency and accuracy in compliance with I-9 regulations
- Mitigated risk of penalties and legal issues
- 30% increase in operational efficiency
- Notable improvement in employee satisfaction
- Enhanced petition success rates through AI-driven petition analysis



Revolutionizing Immigration with its AI-Enabled Product Suite

- Imagility Immigration - End-to-end immigration platform
- I-9 & Compliance - Streamlines visa compliance, LCA filing & I-9 management
- Imagility HR - AI-enabled, cloud-based HR system
- Talent Acquisition - Optimizes recruitment processes through AI

ITSERVE MARCH CSR ACTIVITIES

CHICAGO CSR - DISTRIBUTION OF NEEDFUL TO UNDERPRIVILEGED

As a part of the CSR program of the ITServe Chicago Chapter, on March 16th, we contributed to the "Wings Program," which offers support to women and their children who are victims of domestic violence. This initiative provides them with housing, education, food, counseling, and other forms of support, allowing them to break free from abusive situations. This marks Chicago 3rd CSR event in 2024.



ITSERVE MARCH CSR ACTIVITIES

CHARLOTTE CSR - VOLUNTEERING AT FOOD BANK

Volunteering at its finest! The ITServe Charlotte Chapter dedicated their time and effort to support Second Harvest Food Bank today. Together, we sorted, packed, and made a meaningful impact in our community. Thank you to all the volunteers for your hard work and commitment!



ITSERVE MARCH CSR ACTIVITIES

DALLAS CSR - 300+ MEALS DISTRIBUTION TO HOMELESS

On March 24, 2024, the #Dallas Chapter engaged in a #CSR initiative, providing meals to 300+ individuals experiencing #homelessness. We extend our heartfelt #gratitude to all contributors who made this event possible. Each member of the Dallas #community played a significant role in fulfilling our #social responsibility. It brings us great joy to have had the opportunity to partake in this meaningful endeavor.



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MEMBER BENEFITS

ITServe is providing excellent benefits to members. The benefits team continuously works to enhance benefits for members. Here are some Benefits below that can help:

- ADP Payroll discount of 60%
- MS Office 365 Business basic \$1.8 per month for User MS Office 365
- Business Standard \$12 per month for user
- Comprehensive Smart Pack with Fed and drug test \$72.43 from USA Facts
- No out-of-pocket fee! No retainers or hourly rates for Collection Agency

Please feel free to reach the benefits team by E-Mail: benefits@itserve.org



“SPORTS & WELLNESS” Program at ITServe Alliance

Staying FIT physically and mentally is the key to keeping pace with the fast-paced world we all live in as entrepreneurs. Being fit and healthy goes without saying to make a difference in our professional and personal lives and maintain balance.

As you all know, the pandemic has taught us the importance of being healthy and its impact on our lives, our families, the well-being of the employees, and the overall organization in general. Some of the benefits we envision through these physical activities and staying engaged will:

- Instill discipline, confidence, team bonding & building, co-existence in a fun-filled environment.
- Help to improve both mental & physical health.
- Enhance member engagement at ITServe through sporting events.
- As the saying goes, healthy minds have more and make a positive contribution to their communities.

ITServe is excited to announce a new initiative to help our members relieve some stress from day-to-day activities by introducing a sports and wellness program. The program in the inaugural year will have Badminton, Cricket, Golf, Table Tennis & Volleyball with Yoga. Complete program details will be published soon.

ITSERVE ALLIANCE - WHAT ARE YOU GETTING FOR \$1000 MEMBERSHIP FEES?

**BECAUSE OF INCREASE (\$500) IN MEMBERSHIP FEE
ITSERVE WILL NOT FUNDRAISE FOR
PAC (POLICY ADVOCACY) & CSR.**

\$300 goes to PAC (Policy Advocacy):

- » Salary to Monte Ward (Government liaison officer)
- » Salary to Jon Wasden (Litigation Attorney)
- » Challenge the upcoming immigration reform which will ELIMINATE our current consulting model.
- » Passing of HIRE ACT
- PARTIAL LIST OF PAC ACHIEVEMENTS**
- » 3 years of H1B approval
- » Removal of Neufeld Memo/Client letter/Itinerary
- » Opposed OPT/CPT third-party placements
- » H1B lottery rule change
- » Historic ITServe memo
- » Reduced 221(G) at the consulates
(Savings: Several thousands of USD)

\$200 to CSR:

- STEM:**
- » Support local employment via
 1. Scholarships
 2. Training &
 3. Foster startups.
 - » Lawmakers are appreciating and supporting this program
- NON-STEM:**
- » Getting closer to local communities
 - » Convey to the public about our contribution to this country
 - » Get ground level support to our high skilled immigration policies
(Savings: Several thousands of USD)

ITSERVE ALLIANCE - WHAT ARE YOU GETTING FOR \$1000 MEMBERSHIP FEES?



* - Intangible benefits. We are currently working with other national brands. If you have any questions or leads please contact us via email benefits@itserve.org or call our team members.

ITSERVE SERVICES BOARD - BENEFITS

- 1) Google Workplace solution Exclusively for ITServe Members
- 2) Up to 60% discount* on ADP payroll and HR services
- 3) Enjoy up to 12 months free* when you purchase a 401(k) plan on ADP

VARUN DIGITAL MEDIA

April 2024

Problem:

In the rapidly evolving landscape of digital transformation, our client, a premier provider of digital services to the federal government and enterprises, faced a critical challenge. Despite their advanced solutions, they struggled to articulate their value proposition clearly and engage meaningfully with their target audience. This communication gap threatened to stifle their growth and diminish their influence in the digital transformation domain.

Solution:

Understanding the urgent need to bridge this disconnect, Varun Digital Media crafted a bespoke digital marketing strategy tailored to elevate our client's market presence and engagement. Employing a multi-channel approach, we harnessed data-driven insights to develop compelling narratives around their success stories and innovative solutions.

Result:

The impact of our marketing efforts was profound, resulting in a 20% uplift in our client's success metrics. This significant achievement translated into deeper market penetration, heightened brand visibility, and reinforced their leadership position in the digital transformation landscape. More importantly, the surge in engagement and inquiries from prospective government and enterprise clients highlighted the effectiveness of our customized digital marketing strategies.

OUR SERVICES



Web Design & Development

Craft responsive, user-friendly websites for a seamless online experience.



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IMMIGRATION NEWS

USCIS Announces Information Regarding EB-5 Regional Center Audits

USCIS introduces EB-5 Regional Center audits under updated regulations. Audits occur every five years to uphold program integrity. Compliance is mandatory; refusal risks termination of designation. Audits entail documentation review and capital flow assessment. Regional centers unwilling to participate face canceled visits. Yellow Book standards adopted for audits starting April 23. Audit results may influence continuing eligibility and compliance evaluations. USCIS offers guidance via new EB-5 Regional Center Audits webpage.

[Click to Know More](#)



USCIS Adopts Department of Labor Definition of “Science or Art”

USCIS aligns with Department of Labor's definition of "science or art" for Schedule A, Group II cases. DOL's definition pertains to certain occupations lacking sufficient U.S. workers. USCIS adds DOL's regulatory definition into its policy manual. "Science or art" is defined as any field with specialized courses leading to a degree. USCIS reviews quantity and quality of evidence in adjudications. This update is effective immediately and does not change policy. It aims to incorporate DOL's definition into USCIS procedures. For details, refer to USCIS Policy Manual Volume 6, Part E, Chapter 7.

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PR & MEDIA TEAM

Amar Varada

Governing Board Chair 2024



Jagadeesh Mosali
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Anju Vallabhaneni
President Elect



Suggestions:

Please feel free to E-Mail us at PR@itserve.org

Abhishek Boyanapally

Director - PR & Media



Ramesh Garlapati

Chair - PR & Media
(Internal)



Sridhar R.

Chair - PR & Media
(Internal)



Karthik Chadawada

Chair - PR & Media
(Social Media & Web)



Naveen Tipirneni

Co-Chair-PR & Media
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