



# ITServe Alliance

*Empowering Local Employment*

**NEWSLETTER FEBRUARY 2025**



## **ABOUT ITSERVE ALLIANCE**

### **ITServe Alliance – Empowering IT Businesses Since 2010**

ITServe Alliance is the largest association of IT services firms in the U.S., representing 2,500+ member companies. Since 2010, it has been a trusted advocate for small and mid-sized IT businesses, driving policy, innovation, and growth through 23 Regional Chapters.

As a collaborative force, ITServe safeguards industry interests, fosters business expansion, and influences key issues like immigration and technology policies. Led by visionary entrepreneurs, it remains a pillar of knowledge, networking, and leadership in the IT sector.

**Join ITServe—Your Voice in the IT Industry!**

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SPOTLIGHT

## VINOD BABU UPPU

GOVERNING BOARD MEMBER,  
CSR- BOARD OF DIRECTOR &  
NATIONAL PRESIDENT 2019

Being part of ITServe Alliance since its beginning and serving in various roles, I have contributed to help ITServe grow and strengthen to be a large organization that stands as a united voice of all small and medium-sized IT companies in the United States. I feel honored that I have been entrusted with major responsibilities and have been able to serve this organization in several lead roles, which I call my second family.

It has been a great honor to serve as a Governing Board member of ITServe for over a decade. I was the 2010 Hospitality Chair, 2011-Membership Chair, 2012-Secretary, 2013-Vice President, 2014-Vice President, 2015-Secretary, 2016-Synergy Conference Director, 2017- Vice President, 2018-President-Elect, and President in 2019, and Governing Board Chair in 2023, and currently serving as a Member of the Governing Board and as the CSR- Board of Director.

Whether as an ordinary member, national president, or as Governing Board Chair, I have worked towards promoting trust, transparency, and teamwork within the organization. As the president, I helped to grow its membership from 1000 to 1200. Chapters were given more responsibility and accountability. I laid a strong foundation to continue and execute Lobbying, Litigation, and CSR Initiatives.

As we all are aware, over the past 14 years, ITServe has grown tremendously, expanding its outreach, strengthening our existing programs, building on the progress made by the previous leadership, and creating and working for the success of the many new initiatives.

ITServe is the only one-of-a-kind national organization that delivers innovative strategies, unique insights, and proven tactics for success exclusively for IT service companies and individuals. I want ITServe to focus on developing strategic relationships with our partner organizations, sponsors, and supporters to work for a better technology environment by building greater understanding.

ITServe is a volunteer-based organization. All its members and leadership devote their time, resources and skills for the benefit and growth of the organization and its growing membership.

We have worked hard to strengthen each Chapter, entrusting each of the 22 Chapters with more responsibility and accountability for growing the organization. We have been able 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 to promote business growth through high ethical standards.

I applaud the current leadership under Anju Vallabhaneni, the Board members, the Directors, and the leaders and each of the 22 Chapters, who are the force behind the continued success of ITServe, making the collective voice of the IT sector heard in the corridors of power.



SPOTLIGHT

# MANOHAR KASAGANI

ITSS - MANAGING DIRECTOR

I am **Manohar Kasagani, CEO of Sainar Solutions Inc.**, and my journey with ITServe began in 2011. Over the years, I have held several leadership positions within the organization. From 2016 to 2018, I served as a core team member, and in 2019, I had the privilege of leading the Dallas Chapter as its President. My engagement with ITServe deepened, and I subsequently took on national leadership roles, including Secretary in 2020, Membership Director in 2021, and Benefits Director in 2022. In 2023, I assumed the role of ITSS COO, and I now serve as the Managing Director of ITServe Services (ITSS).

ITServe Alliance was initially founded to provide financial and professional benefits to its members. However, as the organization grew, it became clear that some services required a dedicated platform beyond ITServe itself. This led to the establishment of ITServe Services (ITSS), a specialized initiative designed to cater to these additional needs. As a subsidiary of ITServe Alliance, ITSS is uniquely positioned to develop customized solutions that directly address members' challenges and opportunities, ensuring a more targeted and effective approach.

#### **Currently, ITSS focuses on several key areas:**

- Group Health Insurance
- Business Insurance
- ITServe Angels (a support network for IT entrepreneurs)
- Mergers & Acquisitions (M&A) Advisory

A significant focus of ITSS has been on enhancing group health insurance solutions. To that end, ITSS has partnered with TruCardia, a specialized insurance provider, to introduce a Captive Health Insurance Plan for ITServe members. This initiative leverages ITServe's collective strength to offer competitive, customized health insurance options.

#### **Benefits of Captive Health Insurance:**

- Cost Control: Custom policies help businesses manage expenses efficiently.
- Financial Incentives: Surplus funds can be returned to member companies.
- Tailored Coverage: Policies are designed to meet the specific needs of ITServe members.

ITServe Services operates independently with a dedicated board, focusing on delivering enhanced member benefits. As Managing Director, my responsibilities include:

- Overseeing ITSS operations and ensuring the strategic execution of member benefits.
- Acting as a liaison between ITServe Alliance and ITSS, reporting key developments and initiatives.
- Leading initiatives in health benefits, business insurance, M&A, and financial services.
- Engaging with members to refine ITSS offerings based on their evolving needs.

Our mission is to continually expand and improve the benefits available to ITServe members. In addition to health and business insurance, ITSS offers:

- Discounts on Payroll Services (ADP)
- Discounted Google Workspace & Microsoft Office
- Exclusive pricing with Dice

#### **Upcoming Initiatives:**

- LinkedIn Discounts: ITSS is working on an exclusive LinkedIn discount program to support networking, recruitment, and marketing.
- Travel Discounts: We are negotiating with top travel providers to offer discounted flight tickets to members.
- Accounting Software Discounts: Discussions are underway with financial software providers like QuickBooks to secure exclusive discounts.
- Monster Recruitment Discounts: ITServe Services is forming a partnership with Monster to provide special pricing on recruitment services, helping members streamline their hiring processes.

At ITSS, we are committed to continuously enhancing our members' benefits. Our goal is to empower ITServe members with innovative solutions, financial advantages, and strategic resources. As ITServe expands, ITSS will continue to introduce new benefits to provide greater value to its members. Stay tuned for more exciting updates!



SPOTLIGHT

# TANUJ GUNDLAPALLI

MANAGING DIRECTOR, CSR

My name is **Tanuj Gundlapalli**, and I serve as the **Managing Director of ITServe Alliance CSR**, a non-profit organization committed to corporate social responsibility initiatives. Over the years, I have had the privilege of leading as Chair, steering our efforts to make a meaningful difference in both STEM and non-STEM sectors. Professionally, I have gained vast experience in founding and managing multiple consulting services and product companies, working with diverse teams, and delivering successful projects. My association with ITServe has been incredibly fulfilling, allowing me to merge my professional expertise with my passion for community service.

As the Managing Director for CSR at ITServe Alliance, my role is to oversee and coordinate various CSR activities while ensuring alignment with our organization's mission and our members' interests. This entails strategizing, planning, and executing impactful programs that uplift our communities. I collaborate closely with our dedicated team, partners, and volunteers to drive sustainable initiatives that reflect our core values and create lasting change.

Our overarching vision for CSR at ITServe Alliance is to make a significant and enduring impact on the communities we serve. We strive to address key social challenges, promote education and skill development, support underserved groups, and encourage a culture of giving and volunteerism. By leveraging the collective expertise and resources of our members, we aim to create a ripple effect that benefits society at large.

ITServe Alliance CSR has a rich history of impactful contributions. Our initiatives include STEM scholarships, internships, entrepreneurship programs, and the Young Entrepreneur program. Beyond STEM, we extend our support to veterans, first responders, and other community heroes through educational initiatives and healthcare drives. These programs have reached countless individuals, equipping them with essential resources, support, and opportunities to enhance their lives. Our projects consistently reflect our commitment to driving tangible change.

Under my leadership, we have introduced several new initiatives aimed at expanding our reach and deepening our impact in the U.S. We have launched innovative educational workshops, technology training programs in collaboration with high-tech training organizations, and internships for high school students. Additionally, we support middle school students through science project mentorships and high-tech awareness campaigns. These initiatives are designed to meet evolving community needs while fostering long-term solutions.

Despite our progress, we face challenges, particularly the skills gap in high-tech and STEM fields. Ensuring access to education for meritorious students, securing adequate resources, and increasing community engagement in STEM remain significant hurdles. To overcome these challenges, we focus on building partnerships with community colleges and non-profits delivering STEM training. Additionally, we leverage technology and cultivate a collaborative spirit among our team and volunteers. By remaining adaptable and innovative, we can continue making meaningful progress.

I extend my deepest gratitude to all our members, volunteers—including our 10 dedicated chairs—and partners who have contributed tirelessly to our CSR initiatives. Their dedication is the driving force behind our success. As we look ahead, I am confident in our ability to create an even greater positive impact. We invite others to join us in our mission to build a more equitable and prosperous future for all.



SPOTLIGHT

# HIMA KOLANGIREDDY

ITSERVE ALLIANCE  
CPAC - CHAIR

I am **Hima Kolanagireddy, CEO of Ascii Group, LLC**, an IT staffing and services company based in Michigan, founded in 2011 and is recognized as one of the fastest-growing women-owned businesses in America in both 2021 and 2023. I have been a member of **ITServe since 2019 and have served as Chair of the CPAC** since 2023. CPAC was established to build strong relationships with policymakers and represent the interests of ITServe, a community of over 2,000 IT businesses.

Our mission is to take a proactive approach in advocating for policies that align with our industry's interests rather than merely reacting to challenges. Immigration is a complex issue often generalized into a single debate. The objective of CPAC is to help educate lawmakers regarding the need for high-skilled immigration, in addition to making them aware about how our businesses contribute to job creation, economic growth, and society. A coalition of committed members works directly with legislators, fostering mutual understanding and advocating for industry-supportive policies.

As Chair of CPAC, my role involves ensuring ITServe's voice is heard in political and legislative discussions by empowering members to reach out to their local representatives and build bipartisan coalitions advocating for policy changes beneficial to ITServe and its members.

Being a woman leader in the male-dominated IT and tech industry presents both challenges and unique opportunities. Leadership in this space requires resilience, determination, and a commitment to breaking barriers while fostering inclusivity and innovation. By amplifying diverse perspectives, I encourage more women to pursue careers in technology, contributing to more balanced, innovative, and collaborative teams.

At CPAC, I am dedicated to creating a welcoming environment that inspires more women to take leadership roles and participate in the political dialogue shaping the tech industry's future.

My primary focus at CPAC is to foster relationships with lawmakers on both sides of the aisle to advocate for policies that support high-skilled immigration. This is crucial for the growth and sustainability of the technology sector, particularly for small and medium-sized IT businesses. We work to untangle the complexities of the immigration system for legislators and highlight the benefits of high-skilled immigration, which is central to ITServe's mission.

I am especially focused on immigration reform, addressing the needs of skilled workers, and protecting tech businesses from policies that could negatively impact our members and their employees. My broader vision for ITServe through CPAC is to elevate the collective voice of high-skilled immigration, which is vital to the IT staffing industry. We help legislators navigate the system and craft policies that enable our members to grow their businesses, access top talent, and thrive in a competitive global economy.

A significant challenge we face is navigating the ever-changing political landscape, particularly regarding high-skilled immigration policies. Immigration remains a polarizing issue, with both sides holding entrenched positions, making bipartisan support difficult to achieve. To overcome these challenges, I focus on building strong relationships with lawmakers, understanding their perspectives, and continuously educating them on the importance of policies that support the IT industry. Collaboration within ITServe is key to presenting a unified front and advocating effectively for our goals.

Ultimately, my vision is for ITServe to be recognized as a leading voice in advocating for fair and progressive policies for the IT staffing industry, ensuring continued innovation, job creation, and economic growth.



SPOTLIGHT

# LAVANYA POOSARLA

ITSERVE ALLIANCE  
CSR - CHAIR

Founder & CEO of Pinnacle Tek LLC, a certified Women & Minority-Owned IT Solutions and Recruitment firm. Passionate about empowering women entrepreneurs and mentoring the next generation of leaders. Proud to have served on the ITServe Board in key roles, including Women Chair, and Diversity Director, driving initiatives that foster inclusion and growth in the tech industry.

In 2025, I am serving as the CSR Chair, leading efforts to drive impactful corporate social responsibility initiatives in the western region. My role involves overseeing and implementing programs that create meaningful community engagement, support social causes, and align with ITServe's commitment to giving back.

Through strategic partnerships and initiatives, I aim to foster positive change and strengthen our organization's role in social responsibility.

My primary focus is on STEM initiatives, empowering the next generation through education, mentorship, and career opportunities in technology. Additionally, I will be leading non-STEM CSR activities, ensuring a well-rounded impact by supporting community development, social causes, and initiatives that drive meaningful change beyond the tech space.

My broader vision for ITServe through CSR is to create a lasting and meaningful impact by driving initiatives that empower communities, foster education, and promote inclusivity. Through STEM-focused programs, we aim to inspire and equip the next generation with the skills needed to thrive in technology. At the same time, our non-STEM CSR initiatives will focus on broader community development, social responsibility, and giving back in impactful ways.

Driving CSR expansion by increasing STEM scholarships, promoting youth entrepreneurship, and growing our impact. By uniting more entrepreneurs, we strengthen our collective influence. United for Impact— ITServe, the most powerful IT association!

# IN FOCUS

## Sailing Towards Success: ITServe Team Appreciation Yacht Cruise in Miami

The ITServe Alliance National Team hosted a grand Team Appreciation Yacht Cruise in Miami to celebrate and acknowledge the unwavering dedication of its members who played a crucial role in the success of Synergy Conference 2024 in Las Vegas. The event wasn't just a celebration – it was a powerful platform to build synergies, strengthen relationships, and unlock new business opportunities for CEOs and entrepreneurs in the IT services sector.

Synergy 2024, held in Las Vegas, was a landmark event that brought together visionary leaders, technology innovators, and entrepreneurs from across the country. The event reinforced a sense of pride and belonging among members, creating an environment where contributions were valued and teamwork was celebrated, for their ongoing commitment to strengthening ITServe's mission of empowering IT businesses.

### Building Synergies Beyond the Conference

The yacht cruise provided an ideal setting for fostering genuine connections beyond the boardroom. Discussions ranged from emerging technologies and business growth strategies to industry challenges and policy advocacy, all while forging relationships that could translate into meaningful collaborations.

One of the key takeaways from the event was how ITServe provides a unique ecosystem where networking is purposeful and built on shared values. CEOs had an opportunity to deepen their connections, discuss challenges faced in the industry, and explore new service offerings that could complement each other's businesses. The relaxed setting allowed for meaningful conversations, leading to potential long-term collaborations that wouldn't have been as easily established in a formal business setting.



### The ITServe Spirit: Strengthening Bonds, Growing Together

This yacht cruise was more than just a networking event; it embodied the very spirit of ITServe – collaboration, growth, and empowerment. ITServe Alliance has always championed the cause of small and mid-sized IT companies, ensuring they have a strong platform to thrive in an ever-evolving industry.

As ITServe continues to expand its footprint and influence, such appreciation events remind members that beyond the deals, contracts, and policies, it is the relationships and shared vision that make the journey truly rewarding.

The Miami yacht cruise was not just a celebration of success but a testament to ITServe's mission – fostering a thriving community of IT entrepreneurs who grow together, lead together, and win together.



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### THE CHALLENGES

**AIS Insurance works with the IT staffing and consulting industry to address deficiencies in their business insurance and employee health coverage. This collaboration helps to mitigate various challenges, including by:**

- Decreasing vulnerability to legal actions
- Managing compensation claims effectively
- Alleviating the burden of medical expenses for employees
- Lowering turnover rates and associated recruitment costs

### THE SOLUTIONS

**AIS Insurance addressed these critical needs by offering extensive coverage solutions for business and health insurance. Tailored business insurance can help mitigate risks related to:**

- Cyber threats
- Legal liabilities
- Professional errors & more

**Additionally, their comprehensive health coverage brings numerous benefits for employees, including:**

- Access to quality healthcare services
- Peace of mind for employees and families
- Improved overall well-being, leading to higher productivity
- Attraction and retention of top talent

### THE BENEFITS

**Tailored, cost-effective business and health insurance solutions, designed specifically for the IT industry, help empower tech enterprises to thrive with assurance and adaptability, while also:**

- Helping to safeguard companies and their clientele against potential risks
- Fostering a workplace culture that prioritizes employee appreciation, thereby enhancing productivity, profitability and reduced turnover
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A  COMPANY

*Advanced Insurance Services (AIS), Agency Inc. is a fully licensed insurance agency that specializes in providing employers and individuals with the best insurance plans available.*

# Transforming Communication for Staffing Companies

Platinum Sponsor

## Problem Statement

A staffing firm struggled with

- ◆ Missed client calls and candidate inquiries.
- ◆ Lack of seamless CRM integration for recruiters.
- ◆ Inefficient call handling, leading to lost opportunities.

## Solution

Vitel Global Communications provided

- 📱 An AI-Powered Business phone system tailored for staffing agencies.
- 🌐 Call tracking & CRM integration to streamline hiring processes.
- 📱 Mobile & remote accessibility for recruiters to manage calls anywhere.
- 📞 Advanced call analytics for better decision-making.

## Results & Benefits

- 📞 50% increase in call response rate, improving client-candidate interactions.
- 📞 Reduced missed calls with 24/7 accessibility across devices.
- 📱 Seamless communication with integrated business tools.



## AI Powered, People Driven for Smarter Recruiting

Staffing and recruiting is all about people. Success comes from building genuine connections based on trust, empathy, and authenticity.

Being human isn't just about effort—it's about using technology to empower us without losing our humanity.

AI doesn't replace those moments; it enhances them.

That's Ceipal AI.

AI that works for you—not instead of you.

### **Ceipal ATS + Copilot: Streamlined Recruitment, Human Connections**

Ceipal ATS, with Copilot, streamlines recruiting by organizing candidate data and automating tasks, allowing recruiters to focus on relationships and faster placements for smarter, human-centered hiring.

### **Procurewise VMS AI Agent: Optimized Workforce, Seamless Operations**

Procurewise VMS AI Agent expands your recruiting reach, streamlines vendor management, and optimizes your extended workforce ecosystem, enabling faster, more efficient talent connections while making recruitment more human.

*“Since we started using the Copilot feature in Ceipal, we've seen drastic changes that have significantly helped our recruiting and account management teams. These tools have streamlined our processes and made our work much more efficient.”*

Amit Saini

ATD Technology LLC

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## 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, 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

- AZ Supreme Court
- Supreme Court of GA
- Supreme Court of MD
- 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



SANTOSH R. SOMI REDDY, ESQ.

## AREAS OF PRACTICE

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

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500032, INDIA.



# MAXIMIZING TAX SAVINGS AND CASH FLOW:

## A STRATEGIC TAX PLANNING SUCCESS STORY

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### CHALLENGES & PROBLEMS FACED

#### » HIGH TAX LIABILITY

The company had to pay **\$310K in federal and state taxes**, significantly impacting cash flow.

#### » CASH FLOW CONSTRAINTS

Struggled to meet tax obligations and had to request an **IRS installment plan** to manage payments.

#### » LIMITED TAX OPTIMIZATION

Despite working with the same **tax accountant for 12 years**, there was **no strategic tax planning** to minimize liabilities.

#### » LACK OF PROACTIVE FINANCIAL PLANNING

The company faced financial strain due to **ineffective tax-saving strategies** and **missed deductions**.

### SOLUTION PROVIDED BY AG FinTax

- ✓ **COMPREHENSIVE TAX REVIEW**  
Identified gaps in **business & personal tax returns**.
- ✓ **PROACTIVE TAX PLANNING**  
Addressed cash flow challenges with a **customized tax-saving roadmap**.
- ✓ **QUARTERLY TAX MANAGEMENT**  
Assisted in **timely estimated tax payments**, avoiding **8% interest penalties**.
- ✓ **STRATEGIC WEALTH PLANNING**  
Implemented **industry-specific tax strategies** to maximize savings.
- ✓ **ONGOING SUPPORT**  
Provided **quarterly insights & documentation assistance** for sustained financial efficiency.
- ✓ **MAXIMIZED RETENTION**  
Ensured the client **kept more of their earnings** through optimized tax strategies.

### ABOUT US

AG FinTax offers comprehensive services including Tax Planning, Tax Filing & Compliance, Accounting, and Virtual CFO support. With operations spanning 30 states, we are committed to delivering exceptional service and expertise.

### » AREAS OF EXPERTISE «



Tax Planning



Tax Filing



Bookkeeping Services



VCFO Services



Company Formation



R&D Tax Credits



Indian Compliances



Estate Planning & Wealth Management

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### Exclusive Benefits for ITServe Alliance Members!

- **Special Offer:** One free H-1B filing for every new member enrolled on or after september 1, 2024, as part of ITServe member benefits.
- **Filing one H-1B for any active ITServe Alliance member for just a \$500 attorney fee.**
- **5% Discount on Attorney Fees for All H-1B Filings with our firm.**

## Let's Connect at the ITServe Conference!

We're eager to connect with you at BBI Law Group's booth! Discover how our immigration services can support your goals and enjoy exclusive benefits. Let's collaborate for a brighter future together!

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- **FAMILY-BASED IMMIGRATION**
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- **I-9 AND E-VERIFY COMPLIANCE**
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# AI-Powered Digital Marketing for Staffing Companies

## Problem Statement

A staffing company faced challenges such as:

- ◆ Poor online visibility and brand awareness.
- ◆ Low engagement on digital platforms.
- ◆ Ineffective lead generation and conversion.

## Solution

Varun Digital Media implemented:

- 🔍 SEO & PPC campaigns to increase online search ranking.
- 🤖 AI-driven social media management for better engagement.
- 📄 Targeted content marketing & lead generation strategies.
- 🏠 Website optimization for higher conversions

## Results & Benefits

- 📈 30% higher lead conversions through strategic digital campaigns.
- 🌐 Stronger brand presence with optimized online visibility.
- 🗨️ Enhanced customer engagement through AI-driven content strategies.

### Varun Digital Media

Elevating Digital Success with AI

📞 (+1) 877-768-2786

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🌐 [www.varundigitalmedia.com](http://www.varundigitalmedia.com)

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## 2025



**200+**  
Clients



**2000+**  
RFPs



**250+**  
Certifications



**100%**  
Acceptance Rate

### WHAT WE OFFER?



**PROPOSAL  
BIDDING  
& VETTING**



**BUSINESS  
DEVELOPMENT  
&  
PARTNERSHIPS**



**PROPOSAL  
WRITING &  
RESPONSE**



**FEDERAL &  
COMPLIANCE  
CERTIFICATIONS**



**CORPORATE  
OPPORTUNITIES**



**FEDERAL, GSA,  
8A -  
OPPORTUNITY  
MANAGEMENT**

**Unlock your business's potential by securing State, County, City, Higher-Ed, and Federal Government Contracts. Partner with Vendorship to navigate these opportunities and drive your growth.**

#### Why Us?

We help you **Unlock over \$3 trillion in Contracting opportunities** across state, county, city, public schools, higher education institutions, and federal government agencies.

#### We Have Got You.

Our expert team evaluates your readiness to bid and crafts a tailored business development plan with specific bidding objectives, whether targeting SLED (State, Local, and Education), Federal contracts, or both.

#### We Are The Experts

Vendorship has secured over **\$100 million** in government contracts for clients across diverse industries, demonstrating our commitment to driving business growth through public-sector opportunities.

#### Your Extended Team

Empowering your business growth through tailored certification, documentation, and federal contracting support. We seamlessly integrate with your team to achieve success.

#### Client Success



Stories



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#### Know More



About Us

### Wealth Planning

Comprehensive, goal-based advice covering financial needs:

- retirement income planning
- preparing for the unexpected
- legacy strategies
- intergenerational wealth transfer
- streamlining asset management

### Business Owner Services

Support for your business, including succession planning and evaluation of:

- entity formation & structure
- cash flow
- debt management
- employee benefits
- retirement plan sponsorship
- succession planning and exit strategy

### Portfolio Strategies

Personalized investment strategies that go beyond simple asset allocation & consider your risk tolerance, investment time horizon & goals, including:

- portfolio stability
- capital preservation
- tax efficiency

### Wealth Management Plans

- Investments
- Banking & Cash Solutions
- Protection
- Retirement Plans & Solutions

### Tax Management Strategies

Tax-efficient strategies that may include tax gain/loss harvesting & the use of investment strategies aimed at lowering capital gains and ordinary income exposure.

### Personalized Service

Your needs receive top priority by our most experienced service experts with top-tier satisfaction ratings. They ensure accuracy and proactively solve issues on your behalf.



### The strength & stability of a global financial leader

Industry-leading service has been a hallmark of Ameriprise Financial for more than 125 years. Today, we maintain an unwavering focus on enabling our clients to live the abundant lives they've earned. Outstanding service is one of the many reasons we're a longstanding leader in financial planning and advice.

#### Contact Us

**Thomas Gonzalez, APMA®**  
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**Named a Forbes *Best-in-State*  
Next-Generation Wealth Advisor for 2024!**

To learn more, please visit Tom's website: [thomascgonzalez.com](http://thomascgonzalez.com)



Four Oaks Insurance Group is your 'One-Stop-Shop' for all insurance needs. We provide a wide range of Personal, Commercial, Business and Group Health Insurance services nationwide.

Our endeavor is to navigate our clients through the complex and sometimes confusing maze of options by understanding their requirements and help them pick the best policy that suites their needs. We work for you, so you can be stress-free where Insurance is concerned.

Four Oaks Insurance Group provides Insurance policies & solutions in multiple verticals nationwide: -

INDUSTRIES	PRODUCTS
<p><b>Business Insurance for Staffing &amp; Services Companies</b></p> <ul style="list-style-type: none"> <li>IT Staffing &amp; Services</li> <li>Medical Staffing</li> <li>Industrial Staffing</li> </ul>	<ul style="list-style-type: none"> <li>General liability</li> <li>Workers' compensation</li> <li>Professional liability</li> <li>Commercial umbrella</li> <li>Crime, Cyber liabilities</li> <li>Data Breach</li> <li>D&amp;O- Director's &amp; officer's liability</li> </ul>
<p><b>Commercial Insurance</b></p> <ul style="list-style-type: none"> <li>Hotels, Motels, Restaurants &amp; Deli</li> <li>Retail Stores, wholesale &amp; shopping mall</li> <li>Grocery &amp; Convenience stores</li> <li>Real Estate</li> <li>Construction</li> <li>Educational Institutes</li> <li>Hospitals, Urgent care, Physician office, Rehab facilities</li> <li>Trucking &amp; Transportation</li> <li>Event Insurance</li> <li>Gas Station</li> </ul>	<ul style="list-style-type: none"> <li>Property</li> <li>Workers' compensation</li> <li>Professional liability</li> <li>Commercial umbrella</li> <li>Builder's risk</li> <li>EPLI- Employers practices liability</li> <li>Bonds- Surety Bond &amp; contract</li> <li>D&amp;O- Director's &amp; officer's liability</li> <li>Kidnap &amp; Ransom</li> <li>Commercial auto</li> <li>Bonds- Surety Bond &amp; contract</li> </ul>
<p><b>Group Benefits</b></p>	<ul style="list-style-type: none"> <li>Group Health</li> <li>Dental</li> <li>Vision, Life</li> <li>401(K) Plan</li> <li>Short- &amp; Long-Term Disability</li> <li>Individual &amp; Visitors</li> </ul>
<p><b>Personal Insurance</b></p>	<ul style="list-style-type: none"> <li>Auto</li> <li>Homeowners, Landlords', Renters</li> <li>Condo Homeowner's</li> <li>Flood</li> <li>Windstorm</li> <li>Life</li> <li>Umbrella</li> <li>Recreational vehicles</li> </ul>

# ITSS MEMBER BENEFIT



A PCF COMPANY



**ITServe Services**  
Enriching Member Benefits

## ITSS CAPTIVE

*ITSS Launches New Member Benefit -*  
**Captive Health Insurance**  
*in collaboration with AIS Insurance Services – A PCF Company*

### **Benefits of Captive Health Insurance**



- **Cost Control:** more easily control insurance costs by customizing policies
- **Financial Incentives:** surplus funds may be returned to member companies
- **Risk Management:** greater transparency and control over healthcare risks
- **Long-term Stability:** provide businesses greater stability with one plan
- **Lower Renewal Cost:** reduced costs possible at every renewal cycle
- **No Change of Network:** if plans remain the same, the network also remains the same
- **Dedicated Concierge:** speedy concierge service to address inquiries from members

**Contact our team at AIS for more**

202-301-9356 • [marketing@aisusainc.com](mailto:marketing@aisusainc.com)

# FEBRUARY MONTHLY MEETINGS UPDATES

## NATIONAL WEBINARS

- **The ITServe Webinar - H1B Cap Filing with the New Modernization Rule - Virtual held on 5th Feb :** The speaker for the event was Bhanu B. Ilindra shared insights about H1B Cap Filing with the New Modernization Rule
- **The ITServe Webinar - H1B CAP Registration And Filings - Virtual held on 19th Feb:** The speaker for the event was Thomas V. Allen, who shared insights about H1B CAP Registration And Filings
- **The ITServe Webinar - Beyond Hyderabad of Telangana State - Virtual held on 28th Feb:** The Viswa Kandi led an insightful session as the moderator, exploring untapped opportunities in Tier II for IT/ES.

## ATLANTA CHAPTER

### **Atlanta Chapter Monthly Meeting - In-Person Held on 19th Feb**

The ITServe Alliance Atlanta Chapter's Monthly Meeting was an exceptional success! A heartfelt thank you to our speakers, Prashanthi and Anil, for their invaluable insights on the 2025 H-1B CAP registration changes and business tax filing. Their expertise will play a key role in guiding future strategies. We also appreciate our members for their active participation, collaboration, and contributions in making this event a success.

## AUSTIN CHAPTER

### **Austin Chapter Monthly Meeting - In-Person Held on 18th Feb**

The ITServe Alliance Austin Chapter Monthly Meeting was a tremendous success, bringing together industry leaders & legal experts for an insightful discussion on immigration & business impact. With Sheela Murthy and Kavitha Akula, attendees gained key legal insights and engaged in industry discussions. A big thank you to our speakers, sponsors, and members for making this gathering impactful & engaging!

# FEBRUARY MONTHLY MEETINGS UPDATES

## BAY AREA CHAPTER

### **Bay Area Chapter CSR Activity - In-Person Held on 25th Feb**

The ITServe Alliance Bay Area Chapter CSR Activity was a special and heartwarming event! The team did an incredible job serving the local community at a food distribution facility in San Jose, California, efficiently preparing hundreds of family food packs in record time. Facility managers praised the ITServe Bay Area team for dedicating their time, talent, and resources to support the community. Great work, team!

### **Bay Area Chapter Monthly Meeting - In-Person Held on 18th Feb**

The ITServe Bay Area Chapter Feb 18 Meeting was truly impactful! Thank you to all attendees, President Jay, & the core team for their dedication. Special thanks to Anil Grandhi, Sajiv CPA, and Satya Bathula for their valuable contributions. Welcome to our new members Raj, Srinivas Kudaravalli, Srinivas, and Kiran! Appreciation to Rahul and Ravin for introducing the member recognition initiative. Let's reconnect soon at another inspiring gathering!

## CHARLOTTE CHAPTER

### **Charlotte Chapter Monthly Meeting - In-Person Held on 7th Feb**

The ITServe Alliance Charlotte Chapter's monthly meeting on February 7th was an absolute top-hit event! A huge thanks to everyone who was fully involved and made it amazing. Special gratitude to speakers Bhanu and Joseph for their valuable insights on immigration and other key topics. Let's keep this energy going, stay fully involved, and make our future events even bigger hits. Stay tuned for the next gathering thank you all, and let's rock together!

### **Charlotte Chapter CSR Activity - In-Person Held on 28th Feb**

The ITServe Alliance Charlotte Chapter came together for a wonderful CSR activity, making a meaningful impact through their collective efforts. Volunteers displayed incredible dedication, working hand in hand to give back to the community. A huge appreciation to everyone involved—your generosity and commitment made this initiative a great success! Together, we continue to make a difference and empower communities!



# FEBRUARY MONTHLY MEETINGS UPDATES

## CHICAGO CHAPTER

### **Chicago Chapter Monthly Meeting - In-Person Held on 18th Feb**

The ITServe Chicago Chapter - February Monthly Meeting

A fantastic gathering of ITServe Chicago members, filled with insightful discussions, meaningful connections, and engaging conversations!

This session covered immigration trends, policy updates, and industry insights, providing valuable knowledge to our members.

A big thank you to all our members, speakers, and sponsors for making this meeting impactful. Looking forward to another exciting month of collaboration and growth!

## DALLAS CHAPTER

### **Dallas Chapter Monthly Meeting - In-Person Held on 19th Feb**

The ITServe Alliance Dallas Chapter Monthly Meeting on Feb 19 was a remarkable achievement! Thanks to all our members for attending & making it engaging!

A special thank you to our keynote speaker Sheela Murthy, Akula Kavitha

and Adam Rosen for sharing valuable insights on immigration updates and strategies. We also appreciate Jaya Bathina for the well-presented session on health and wellness tips. Your expertise and participation made the event truly impactful.

Let's keep empowering each other and look forward to more inspiring events!

### **Dallas Chapter Workshop with Anil Grandhi - In-Person Held on 26th Feb**

ITServe Alliance Dallas Chapter Workshop with Anil Grandhi was a great success!

The session covered smart tax strategies and financial planning and featured an insightful Immigration Q&A with industry experts. Huge thanks to the speakers, President Abhishek Boyanapally, and the core team for making this event impactful. Looking forward to more such sessions!

# FEBRUARY MONTHLY MEETINGS UPDATES

## DMV CHAPTER

### **DMV Chapter Inauguration & Monthly Meeting - In-Person Held on 5th Feb**

The ITServe Alliance DMV Chapter Monthly Meeting was Grateful to everyone who attended! With over 80 members present and 89 registrations, the strong engagement made it a success.

Special thanks to our speakers for insightful discussions on estate planning and immigration. The highlight was the people connecting, learning, and growing together. A big shoutout to the core team for their efforts under Mr. Suresh Chappidi's leadership. Appreciate the support from Tanuj and our past presidents!

## MARYLAND CHAPTER

### **Maryland Chapter Monthly Meeting - In-Person Held on 19th Feb**

The ITServe Alliance Maryland Chapter Monthly Meeting on February 19th was a grand success! We were honored to host Mr. Swami Swaminathan from Verve LLC, who shared practical strategies for building federal government contracting, and Mr. Bhanu Illindra, who provided crucial updates on H-1B modernization. The audience was highly engaged, actively participating in discussions and gaining valuable insights. A big thank you to all members, attendees, and the team for their support. Let's continue to rock future events and make the Maryland Chapter stronger than ever! Stay tuned for more updates.

## HOUSTON CHAPTER

### **Houston Chapter Monthly Meeting - In-Person Held on 20th Feb**

The ITServe Alliance Houston Chapter monthly meeting was a grand success! Sindhu Menon shared insights on Harris County's technology, public sector collaboration, and procurement, while Sourajyoti Thakuria discussed IT trends, Gen AI, and domain knowledge. Anil Grandhi offered last-minute tax tips. With nearly 100 attendees and new sponsor interest, it was a milestone

## MINNEAPOLIS CHAPTER

### **Minneapolis Chapter Monthly Meeting - In-Person Held on 27th Feb**

The ITServe Alliance Minneapolis Chapter Monthly Meeting was a huge success! Thanks to the speaker, Nash Shaik, for sharing insights on navigating Generative AI, industry perspective, adoption rate challenges, and risks. It will help, and thanks to all the members for catching up, working together, and making this event a success. Looking forward to catching up in the future!

# FEBRUARY MONTHLY MEETINGS UPDATES

## NEW ENGLAND CHAPTER

### **New England Chapter Monthly Meeting - In-Person Held on 26th Feb**

The ITServe Alliance New England Chapter Monthly Meeting was a great success! A big thank you to speakers John Mendez and Bhanu B. Ilindra for their valuable insights on staying ahead in the AI era and H-1B modernization. Grateful to all members for their collaboration in making this event impactful. Looking forward to reconnecting!

## NEW JERSEY CHAPTER

### **New Jersey Chapter Monthly Meeting - In-Person Held on 12th Feb**

The ITServe Alliance New Jersey chapter successfully held Monthly meeting, featuring the latest updates on AI and immigration. A special thank you to all the speakers for their valuable insights and guidance. We are grateful for everyone's support and contributions, which made this event a great success. We look forward to catching up at the next meeting and continuing the momentum of such impactful gatherings. Thank you all for being part of this wonderful event!

## PHILADELPHIA CHAPTER

### **Philadelphia Chapter Monthly Meeting - In-Person Held on 13th Feb**

The ITServe Alliance Philadelphia Chapter Monthly Meeting was an inspiring gathering! Chapter updates and Captive Insurance benefits were shared, followed by an engaging session by McNeal on the 8 Key Pillars of Value Builder. A lively Q&A addressed member queries, and the team encouraged everyone to promote ITServe's benefits. Let's keep the momentum going See you at the next event!

## PHOENIX CHAPTER

### **Phoenix Chapter Health & Wellness Event (Hiking) - In-Person Held on 16th Feb**

The Phoenix Chapter's inaugural fitness event was a resounding success! Our group successfully hiked the challenging South Mountain Telegraph Pass Trail. Kudos to everyone who participated! We extend our gratitude to Chapter President Madhu Rayapati for generously sponsoring T-shirts, food, and drinks. Thank you also to Somireddy Law Firm for providing water bottles.

# FEBRUARY MONTHLY MEETINGS UPDATES

## Phoenix Chapter Monthly Meeting - In-Person Held on 27th Feb

The ITServe Alliance Phoenix Chapter Monthly Meeting was a huge success! Thanks to speakers Nazeera Dawood and Bhanu B. Ilindra for valuable insights on procuring government contracts and H-1B CAP filing under the new modernization rule. The session provided key takeaways for businesses navigating these processes. Appreciate all members for their collaboration in making this event a success. Looking forward to reconnecting!

## RALEIGH CHAPTER

### Raleigh Chapter CSR Activity - In-Person Held on 16th Feb

The ITServe Raleigh Chapter CSR Activity As part of the Raleigh CSR Event, we had the privilege of supporting STEM education and engaging with the brilliant minds behind the FRC RoboWhales team—an inspiring group of 30+ high school students.

Hearing them passionately share their experiences and the cutting-edge technology they use to build their robots was truly motivating! A heartfelt thank you to ITServe CSR for championing their journey!

As part of the Raleigh CSR Event, we had the privilege of supporting STEM education and engaging with the brilliant minds behind the FRC RoboWhales team—an inspiring group of 30+ high school students.

### Raleigh Chapter Monthly Meeting - In-Person Held on 12th Feb

The ITServe Raleigh Chapter's first monthly meeting of 2025 was a remarkable success! President Praveen introduced the Buddy System for mentorship, while Murali Bashyam shared critical insights on H1B modernization. New core members joined, ITSS launched to drive business opportunities, and Mouli Somayajula was inspired by his entrepreneurial journey. Raleigh Chapter leaders added immense value, making it a truly collaborative event. Let's keep the momentum going—see you at the next gathering.

# FEBRUARY MONTHLY MEETINGS UPDATES

## SEATTLE CHAPTER

### **Seattle Chapter Monthly Meeting - In-Person Held on 28th Feb**

The ITServe Alliance Seattle Chapter Monthly Meeting was a great success, uniting tech CEOs, thought leaders, and industry experts for insightful discussions on government policies, AI-driven solutions, and immigration updates.

Thank you to Vandana Slatter, Karthik Ravindran, Krishna Anumalasetty, Bhanu B. Illindra, the core team, and all members for their support. With engaging conversations and strong participation, there's more to come—stay tuned!

## TENNESSEE CHAPTER

### **Tennessee Chapter Monthly Meeting - In-Person Held on 21st Feb**

The ITServe Alliance Tennessee Chapter's monthly meeting was a massive success! Speakers Mark Derber and Bhanu shared invaluable insights on leadership development and the latest immigration updates.

A huge thanks to the team for your dedication and hard work in making this event a wow. We can't wait for more inspiring and impactful meetings ahead! Let's keep the momentum going!



***ITServe Alliance***  
***Empowering Local Employment***

# ITSERVE FEBRUARY CSR ACTIVITIES

## ITServe Phoenix Chapter Health & Wellness Event (Hiking)

The Phoenix Chapter's inaugural fitness event was a resounding success! Our group successfully hiked the challenging South Mountain Telegraph Pass Trail. Kudos to everyone who participated! We extend our gratitude to Chapter President Madhu Rayapati for generously sponsoring T-shirts, food, and drinks. Thank you also to Somireddy Law Firm for providing water bottles.



# ITSERVE FEBRUARY CSR ACTIVITIES

## ITServe Raleigh Chapter CSR Activity - In-Person Held on 16th Feb

The ITServe Raleigh Chapter supported STEM education by engaging with the inspiring FRC RoboWhales team—30+ high school students passionate about robotics. Their dedication and innovation were truly motivating! Thank you, ITServe CSR, for championing their journey!



## ITServe Bay Area Chapter CSR Activity - In-Person Held on 25th Feb

The ITServe Bay Area Chapter's CSR activity was truly impactful! The team efficiently prepared hundreds of food packs at a San Jose distribution facility, earning praise for their dedication. Great work, team!



# ITSERVE FEBRUARY CSR ACTIVITIES

## ITServe Charlotte Chapter CSR Activity - In-Person Held on 28th Feb

The ITServe Charlotte Chapter united for an impactful CSR activity, showcasing dedication and generosity. Huge appreciation to all—your efforts made a real difference! Together, we continue to empower communities!





# IMMIGRATION NEWS

## US Makes Changes for Visa Holders: What to Know

The State Department has announced a major change to the Visa Interview Waiver Program, commonly referred to as the "Dropbox" process, reverting eligibility requirements to pre-pandemic standards.

The move, which was made official on Thursday, means that many nonimmigrant visa holders who once qualified for interview waivers may now have to undergo in-person interviews at U.S. consulates.

### Why It Matters

The U.S. government allowed certain nonimmigrant visa applicants to renew their visas without an in-person interview through the Interview Waiver Program, also known as the "Dropbox" process.

The program aimed to speed up visa renewals and reduce in-person visits to U.S. consulates. A 48-month eligibility period allowed more applicants to renew their visas without an interview.

In January 2024, the Biden administration expanded the program. Consular officers were authorized to waive in-person interviews for first-time H-2 visa applicants, including temporary agricultural and non-agricultural workers.

Other nonimmigrant visa applicants were also eligible if they had previously been issued a nonimmigrant visa, excluding cases where the only prior visa was a B visa, or if they applied within 48 months of their most recent visa's expiration date.

### What Are Changes Coming For U.S. Visa Holders?

The Trump administration has officially reverted to pre-pandemic eligibility standards for the Dropbox process as of February 18. The most significant change is that applicants renewing their visas must now have had a valid visa within the past 12 months to qualify for an interview waiver, down from the previous 48-month window implemented during the COVID-19 pandemic ●●●



[Click to Know More](#)

# 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
- Free Dice access for 2 months or Partner Annual Promotion; existing customers get up to 10% promotional credit on annual spending.

Please feel free to reach the benefits team by E-Mail: [benefits@itserve.org](mailto: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](mailto:benefits@itserve.org) or call our team members.

# NEW MEMBERSHIP REGISTRATION

**GROW YOUR BUSINESS WITH ITSERVE ALLIANCE!**  
**JOIN 2,400+ IT COMPANIES NATIONWIDE.**

## Why Join?

- \* Expand Your Network with industry leaders.
- \* Exclusive Opportunities like meetups, one grand annual event, and workshops.
- \* Leverage Growth through promotions, mergers, and leadership training



**Take your business to the next level.**  
**Join ITServe Alliance Today!**

 **membership@itserve.org**

# PR & MEDIA TEAM

**Raghu Chittimalla**

Governing Board Chair 2025



**Anju Vallabhaneni**

President



**Siva Moopnar**

President Elect



## Suggestions:

Please feel free to E-Mail us at [PR@itserve.org](mailto:PR@itserve.org)

**Ramesh Garlapati**

Director - PR & Media



**Sridhar Reddy**

Chair - PR & Media  
(Internal)



**Chaitanya Setti**

Chair - PR & Media  
(Social Media & Web)



**Pradeep Bangalore**

Chair - PR & Media  
(Social Media & Web)



**Satya Balla**

Chair-PR & Media  
(Internal)



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