



JBITS

JMARK BUSINESS INNOVATION
& TECHNOLOGY SUMMIT

2025 EVENT GUIDE



JBITS 2025 AGENDA

MORNING

7:00 AM

ARRIVAL & CHECK-IN

8:30 AM

KICKOFF

9:00 AM

KEYNOTE

Building a Bulletproof Culture of Security: A Crash Course for Business Leaders

📍 Main Stage

Speaker: [John Sileo](#) - Cybersecurity Expert



10:00 AM

BREAK & EXHIBITS

10:15 AM

BREAKOUT SESSIONS

Mastering the 3 P's:
Empowering Your Business
with Technology and Culture

📍 Rathdangan 1

**Stay Ahead and
Secure:** Cybersecurity
Playbook for Leaders

📍 Rathdangan 2

Digital Brand Landscape:
Engaging Customers and Building
Loyalty through Branding

📍 Rathdangan 3

11:00 AM

WORKSHOP



Harnessing Artificial Intelligence: Practical Use Cases for Generative AI



📍 Main Stage

Led by: [Jarad Johnson](#) - Founder & CEO of Mostly Serious

11:45 AM

LUNCH, NETWORKING, & EXHIBITS

AFTERNOON

1:15 PM	KEYNOTE	5 Strategies to Grow Your Business in 2025 📍 Main Stage Speaker: Mike Montague - Sandler & AI Authority	
2:15 PM		BREAK & EXHIBITS	
2:30 PM		BREAKOUT SESSIONS	
		Building Better Leaders: The Middle Management Blueprint 📍 Rathdangan 1 & 2	Leveraging AI for Business Success: A Practical Five Step Guide 📍 Rathdangan 3
3:15 PM		BREAK & EXHIBITS	
3:30 PM	KEYNOTE	Embracing the Shi(f)t: Preparing for the Future of Business 📍 Main Stage Speaker: Thomas H. Douglas - CEO of JMARK	
4:30 PM		CLOSEOUT	
5:00 PM		HAPPY HOUR	

You can find the agenda online and links to the session pages at:

[**JBITS.JMARK.com/agenda**](https://JBITS.JMARK.com/agenda)



JBITS 2025

SPEAKERS/SESSION INFO

KEYNOTE



JOHN SILEO

John Sileo lost his million-dollar startup, his wealth, and two years of his life to cybercrime. He shares his story and hard-earned wisdom as a cybersecurity expert, award-winning author, 60 Minutes guest and keynote speaker for the Pentagon, Amazon, and thousands of audiences worldwide.

SESSION INFO:

Building a Bulletproof Culture of Security: A Crash Course for Business Leaders

To avoid becoming the next disastrous data-breach headline, you must foster a culture of security that addresses both the technological and human elements of data defense. Change happens when you create buy-in among the people who handle your mission-critical information. You can't possibly do everything, so you must do the right things. This crash course forges a high-level, non-technical path through cybersecurity.

KEYNOTE

MIKE MONTAGUE

Mike Montague is the founder of Avenue9, a human-first AI marketing agency, which focuses on helping SMBs connect with their customers, employees, and prospects. His podcast, videos, and blogs have made him a LinkedIn Top Artificial Intelligence (AI) Voice, a Rising Star by KC Business Magazine, and a sought-after speaker in AI, marketing, sales, and personal development.

SESSION INFO:

5 Strategies to Grow Your Business in 2025 (including AI)

Explore five key strategies for 2025: leveraging AI to enhance your growth engine, captivating and maintaining attention through technological integration, decoding the stories told by your data, using AI tools to discover new opportunities, and employing technology to attract and retain the right talent.



KEYNOTE

THOMAS H DOUGLAS

Tom Douglas has built a people-first business that attracts and empowers some of the top people in the world, with best-in-class net promoter scores while winning an award for Best Places to Work™. JMARK has been recognized on Inc. Magazine's list of the top 5,000 Fastest Growing Private Companies in America for nine consecutive times.

SESSION INFO:

Embracing the Shi(f)t: Preparing for the Future of Business

Explore strategic approaches to optimize your business for the upcoming years, focusing on financial prudence, cultural investment, and human performance. This keynote addresses crucial aspects for CEOs and executive leaders, including cash management strategies for the next five years, the cost-saving benefits of a well-nurtured corporate culture, and the role of coaching in enhancing human performance.

BREAKOUT SESSION: Mastering the 3 P's: Empowering Your Business with Technology and Culture

Join our panel as they discuss the vital role of **Process, Products, and People** in running a successful business. Learn how technological excellence and a strong company culture can drive growth and innovation. Our panelists will share real-world insights and strategies to help you improve processes, enhance products, and empower your team. Don't miss this opportunity to gain practical advice from industry leaders.

PANELISTS:



Kim Barnes
President and CEO,
The Callaway Bank

Kim began her career as a lobby receptionist and worked in many departments of the bank including IT. She became President/CEO in 2012. She believes in the power of collaboration and teamwork, and in supporting local engagement.



Randy Colwell
President,
Holloway America

Randy Colwell, with nearly 19 years at Holloway America, rose through the ranks in sales and marketing before advancing to his current role as President of the local stainless-steel manufacturing company. He is dedicated to empowering his team to deliver exceptional work.



Logan Aguirre
Owner and Publisher,
417 Magazine

Logan has served in many roles throughout her time at 417 before purchasing the business from her parents in 2020. She is a past chair of the Springfield Area Chamber of Commerce, and has frequently been called 417-land's biggest cheerleader.



Scott Nield
President and CEO,
Montereau

Scott Nield has over 25 years of leadership experience within the elite hospitality and Senior Living worlds. Scott currently serves as President & CEO of Montereau, one of America's finest retirement communities, located in Tulsa, Oklahoma.



Tim Brewer
CEO & Co-Founder,
Functionly
(Facilitating)

Tim is Co-Founder and CEO of Functionly. He's worked with SaaS companies across his career, and has been a speaker at USA software company conferences for Kaseya, GFI, Dropbox, Connectwise, HTG CEO peer-groups, and many more.

BREAKOUT SESSION: Stay Ahead, Stay Secure: **The Cybersecurity Playbook for Leaders**

Explore the essentials of creating a strong cybersecurity infrastructure that prioritizes security from the start. In this session, we'll dive into real-world examples and share key strategies to make your technology systems more agile and secure. Learn how the right combination of security tools and employee training can help your business stay a step ahead of the bad guys and continue leading the charge within your industry.

SESSION LEADERS:



Eric Langendorfer

**Director of Security
Management, JMARK**

Eric Langendorfer is the Director of Security Management for JMARK. His deep-seated passion for reducing risk helps JMARK defend against the ever-evolving onslaught of cyberthreats. He leads a team of cybersecurity engineers who share his desire to proactively strengthen defenses. Their dedication extends to safeguarding clients, helping evaluate tools and services offering enhanced protection.



Winn Jester

**Director of Client
Relationship
Management, JMARK**

Winn has lived in or around the Springfield area most of his life. He graduated with a degree in finance from Missouri State University in 2004. Fun fact; Winn was a former client of JMARK for nearly 10 years, prior to coming on board with JMARK in March of 2019. Winn currently lives in Ozark with his wife, 3 kiddos, and 2 fur children (ie. the family dogs). His primary hobbies include fishing, canoeing, kayaking, and camping. He also loves attending and serving at his local church.

BREAKOUT SESSION: Digital Brand Landscape: Engaging Customers and Building Loyalty through Branding

Discover how technology is changing the way brands connect with customers and build communities. In this session, we'll explore the latest trends and tools that help create meaningful interactions and foster loyal communities. Learn practical tips to enhance your digital presence and engage your audience more effectively. Join us to understand the new digital brand landscape and how to thrive in it.

SESSION LEADER:



Andy Whaley
Chief Growth Officer,
JMARK

In his 25 years of marketing and sales, Andy Whaley has crafted marketing strategies and sales enablement programs for several brands including Tyson Foods, M&M/Mars, J.M. Smucker, Bass Pro Shops, and AG Financial. While managing the Brand Marketing team at Bass Pro Shops, sales and awareness metrics increased through his leadership in new brand partnerships, strategic marketing campaigns, and the creation of what has been Bass Pro's #1 growth brand, ASCEND.

Harnessing Artificial Intelligence: Practical Use Cases for Generative AI

Transform AI from a buzzword into a business advantage. This foundational session cuts straight to what matters: understanding AI's real capabilities and limitations. We'll explore core principles through practical examples, tackle the ethical considerations that keep leaders up at night, and provide a hands-on workshop to teach attendees AI basics. Perfect for people ready to move beyond the hype and start implementing AI strategically.

WORKSHOP LEADER:

JARAD JOHNSON

Jarad Johnson is the founder and CEO of Mostly Serious, a digital agency specializing in Craft CMS. In 2020, he co-founded Habitat Communication & Culture, a consultancy supporting clients in strategic planning and team training. The two companies have since expanded services in artificial intelligence, with offerings including team training, end-to-end adoption initiatives, and custom built solutions.



BREAKOUT SESSION: Building Better Leaders: The Middle Management Blueprint

Discover how middle management can transform your workforce and drive success. Join our engaging panel discussion where experts share insights on the crucial role of middle managers and how technology can equip them to lead with confidence and efficiency. Learn practical strategies to empower your leaders, boost team morale, and foster a culture of growth and innovation. Don't miss this chance to unlock the full potential of your organization.

PANELISTS:



Andrea Sitzes
Vice President,
Arvest Bank

Andrea Sitzes is Chair for the Ozark Region Workforce Development Board and President-Elect of the Missouri Economic Development Council. Blending her passion for economic development and finance, Sitzes is a Commercial Banker at Arvest serving as Market Executive and Vice President.



Max Buetow
President and CEO,
CoxHealth

Max Buetow is the President and CEO of CoxHealth. Max joined the organization in 2012 as the Director of Springfield Neurological and Spine Institute, and grew into the role as COO in 2021, where he had operational responsibility for the enterprise's six hospitals. A year later, he stepped into his current role.



Stephanie O'Connor
Sr. VP - Chief Technology
& People Officer, City
Utilities of Springfield

Stephanie is the Senior Vice President – Chief Technology and People Officer and is responsible for Information Technology, Human Resources and SpringNet Broadband Fiber, a division of City Utilities. Stephanie has a passion to help others and this is reflective through her establishment of the Strong Women Achieving Goals (SWAG) program.



Don Harkey
CEO, People Centric
Consulting Group
(Facilitating)

Don Harkey is a dad, husband, and recovering engineer who founded People Centric Consulting Group to focus on creating healthy organizational cultures. He's passionate about empowering and aligning teams, and often speaks at conferences to evangelize this philosophy.

BREAKOUT SESSION: Leveraging AI for Business Success: A Practical Five Step Guide

Explore effective strategies for taking charge of your IT systems to drive business growth and efficiency. In this session, we'll discuss how to optimize your systems and the importance of having a solid data model and warehouse strategy. Learn how to make the most of your technology to support your business goals and streamline operations. Join us to gain practical insights and tools to boost your business impact with smarter IT management.

SESSION LEADER:



Jeff Bendure
Win-Win Architect,
JMARK

Jeff has over 20 years of experience in the information technology field and has been at JMARK for 18 of those years. He has had the opportunity to learn many aspects of the company throughout his career and currently holds the position of Win-Win Architect. Jeff is extremely passionate about helping clients get the most out of their investments, aligning strategy with budgets, and ensuring that JMARK delivers world-class experiences to every client. Jeff is the father of two amazing kids and is lucky enough to have found the woman of his dreams, who he has been married to for almost 20 years.



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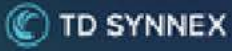
You can't secure what you can't see

Complete visibility equals greater control
of threats across your client base.

Stop alerts from slipping through the cracks
with a platform that prioritizes what needs
your immediate attention. Save time, respond
quicker, and boost team productivity through
end-to-end visibility with ConnectWise
Security360™.

Learn More





Outdated PCs put your business at risk

Upgrade to Windows 11 now before Windows 10 support ends October 2025



Contact our team at TD SYNnex and visit our booth to learn more!



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The background of the lower half of the page is a photograph of two people, a woman and a man, sitting at a desk in an office. They are looking at computer monitors. The woman is on the left, and the man is on the right. The monitors display code or data. The overall scene is dimly lit, suggesting an office environment.

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SPECIAL THANKS TO:



Additional Resources:

Great ideas are only as powerful as the tools that bring them to life. That's why we've put together this list of trusted resources—technology, solutions, and strategies designed to help you turn today's insights into action.

Whether you want to strengthen your cybersecurity, streamline operations, or scale your business confidently, these recommendations will give you a strong starting point. Each one has been vetted by JMARK, ensuring you get practical, reliable solutions that deliver real results.

Explore, implement, and take the next step toward a smarter, more secure future for your business.

Business Operations:



Rippling – Workforce Management System

<https://www.rippling.com/>

Rippling is an all-in-one workforce management system that streamlines payroll, HR, IT, and finance operations, enabling businesses to automate tasks and make informed decisions from a single platform.



Workvivo – Collaboration Success Management

<https://www.workvivo.com/>

Workvivo is an employee experience platform designed to boost engagement and bring company culture to life, uniting frontline and desk-based teams through a mobile-first interface that centralizes communication and collaboration tools.



Microsoft Teams – Video Conferencing and File Sharing

<https://www.microsoft.com/en-us/microsoft-teams/group-chat-software>

Microsoft Teams is a collaboration hub that combines video conferencing, chat, and file sharing, allowing teams to communicate and collaborate in real-time, regardless of location.



Microsoft OneDrive for Business – Document Management

<https://www.microsoft.com/en-us/microsoft-365/onedrive/online-cloud-storage>

Microsoft OneDrive for Business provides secure cloud storage for documents, enabling users to access, share, and collaborate on files from anywhere, ensuring data is backed up and protected across devices.



The Predictive Index – Talent Optimization Platform

<https://www.predictiveindex.com/software/?source=software-perform>

The Predictive Index offers a talent optimization platform that uses behavioral data to help companies hire top performers, develop effective managers, and retain employees, enhancing the entire employee lifecycle with science-backed insights.

JMARK Offerings:



FORTIFY – Cybersecurity Solution

<https://www.jmark.com/solutions/cybersecurity/>

JMARK's FORTIFY is a comprehensive cybersecurity solution that offers advanced threat detection, 24/7 support, and a suite of protective measures to safeguard businesses against evolving cyber threats.



Elevate – Unified Communications Solution

<https://www.jmark.com/solutions/communication-solutions/>

Elevate is JMARK's all-in-one communication solution that brings video meetings, chat, SMS, file sharing, and business calls into one seamless platform. No more juggling apps or vendors—just simple, reliable, and hassle-free collaboration, wherever you work.



NETCARE – Comprehensive IT Management

<https://www.jmark.com/solutions/managed-it-services/>

JMARK's deep bench of 85+ certified technicians and engineers proactively monitors your networks to identify any anomalies. From there, any detected issues will be resolved before they impact your operations. This means your staff will have more time to focus on core tasks, leading to higher productivity and morale.

THE JMARK[®] DIFFERENCE

For over 30 years, JMARK has been providing innovative managed IT services to organizations of all sizes. Headquartered in Springfield, MO, with a second office in Tulsa, OK, and clients nationwide, JMARK offers comprehensive services based around a **People First, Technology Second** philosophy.



Through managed IT services, telecommunications, and collaborative software, we make teamwork, collaboration, and project management easier than ever before, enhancing business operations and increasing business success.

We've never been content with just "getting by," and we don't think you should have to be either. That's the philosophy that originally birthed JBITS: the want to share the skills, experience, industry knowledge, and resources that will help you think differently about the role technology plays in business, and its capabilities to be a catalyst for your growth. Because **when you win, we win too.**

Interested in learning more? Let's talk.

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Or visit the JMARK booth!

JBITS.JMARK.COM