



Michael Smith  
President

## **Mastering Execution: Contrast's Leadership Invited to Attend 24th Annual TAG Convention**

*Technology Assurance Group  
Gathers Top Managed Technology  
Services Providers to Discuss the  
Future of Cloud IT, Cybersecurity,  
and Business Innovation*

NE and Central PA – March 28, 2025 – Contrast, a leading managed technology services provider (MTSP), is proud to announce that they've been invited to attend the 24th Annual Technology Assurance Group (TAG) Convention in Louisville, Kentucky, from May 14-16. TAG is an organization of premier managed technology services providers (MTSPs) representing over \$1 billion in products and services. This exclusive event brings together the nation's elite technology providers to collaborate on the future of IT, cloud solutions, cybersecurity, and business innovation. The convention's primary objective is to leverage collective mindshare to enhance client experiences and technology evolution.

The theme of TAG's convention, *"Execution: Action, Results, Reward,"* highlights the critical role of flawless execution in today's rapidly evolving tech landscape. With organizations facing an unprecedented convergence of technical, informational, and transformational change, those that execute effectively will be the ones that rise above the rest. Businesses who rely upon MTSPs for secure, efficient, effective technology infrastructure need to be assured that their MTSP

operates and executes at the most elite levels.

"We're thrilled to participate in such an amazing event with the best of the best in our industry," said Michael Smith, President at Contrast. "When we're in the company of so many bright minds, we gain so much information, invaluable insights into industry best practices and discover emerging technologies which we bring to our customers. Our ability to execute at the highest level directly impacts our clients' bottom line. Our job isn't just to provide technology, it's to find new ways of making it more profitable, efficient, and secure for those we serve."

One of the highpoints of this year's convention will be a keynote speech from Matt Eversmann, First Sergeant Retired and American hero. Eversmann's story was made famous by the bestselling book and 2001 movie *Black Hawk Down*, in which he was portrayed by actor Josh Hartnett. In October 1993, Eversmann and his Ranger company deployed to Mogadishu, Somalia, where they faced a grueling 15-hour battle that resulted in 18 U.S. service members killed and 84 wounded. His leadership under fire became a symbol of duty, courage, and selfless service.

"Matt's execution under extreme pressure will serve as an inspiration for TAG Members, reinforcing each Member's commitment to upholding the same values in the technology industry," said Brian Suerth, President of

TAG. "Contrast is an exceptional organization and we're thrilled to have their executive team share their extraordinary insights with their peers. Contrast will undoubtedly walk away with new strategies and methods to execute with even more precision, drive better client results, and deliver more powerful rewards for their customers.

In a world where cybersecurity threats are increasing, cloud adoption is accelerating, and businesses demand seamless technology solutions, MTSPs must remain at the cutting edge of execution. The TAG Convention serves as a curated gathering point for industry leaders to collaborate, innovate, and share ideas that will shape the future of managed technology services.

### **ABOUT CONTRAST**

Contrast is a regional provider of Communication and IT solutions and services. We provide custom on-premise and cloud-based solutions, managed services and live, 24/7 customer support for voice and unified communications systems, contact centers, HD video conferencing, infrastructure, networking, and storage and back-up. High performance businesses, governments and non-profit organizations choose Contrast to CONNECT, CLOUD-enable and CARE for their end-to-end communication and IT requirements. For more information

please visit  
<https://www.contrastcommunications.com/> or call (570) 966-1515.

### **ABOUT TECHNOLOGY ASSURANCE GROUP (TAG)**

Founded in 1998, Technology Assurance Group (TAG) is an organization of leading managed technology services providers

(MTSPs) in the United States and Canada representing \$1 billion in products and services. TAG Members integrate all technology solutions including IT, cloud-based technologies, cybersecurity, telecommunications, AV, video surveillance, access control and copiers/managed print. Members benefit from best business and management practices, advanced

sales training programs and processes, in-depth financial analysis, and industry benchmarking, professionally led peer group interaction, marketing and lead generation programs, and strategic partnerships with technology manufacturers. For more information about TAG, please contact (858) 946-2108 or visit [www.tagnational.com](http://www.tagnational.com).