

# Everything Channel Adds 'Voice of the VAR' Sub-Group to Channelweb Connect, Focused on VAR Trends, Strategies and Business Issues



FRAMINGHAM, Mass., Oct. 8 /PRNewswire-FirstCall/ -- Everything Channel, a division of United Business Media, today announced that it will launch a new sub-group within Channelweb Connect, an interactive, online forum that enables Solution Providers to connect with colleagues and vendors to collaborate and share information. 'Voice of the VAR' will launch on Friday, October 9 and will focus on VAR trends, strategies and business issues. Channelweb Connect is part of Everything Channel's Channelweb, the leading website dedicated to the IT Channel including, Solution Providers, VARs and technology integrators, with more than 26,000 registered users.

NY-based Solution Provider, Bob Venero, president and CEO of Future Tech Enterprise, Inc., a market-leading, award-winning, full-service IT solution provider dedicated to helping its clients align their technology initiatives with their corporate strategies, will write the initial discussion thread and blog for 'Voice of the VAR'. With more than 15 years experience in the IT industry, prior to founding Future Tech Enterprise, Inc., Venero was employed with MicroAge and CompUSA. Additionally, Venero has been instrumental in the creation of Future Tech Professional Solutions and Insource America.

"'Voice of the VAR' is one of a number of different groups we have created on Channelweb Connect to empower Solution Providers to interact with one another with trends, strategies and business issues that will help them drive sales," Ed Moltzen, Managing Editor, CRN Test Center. "We hope that this new group will help drive conversation with thought leaders in the solution provider community."

To register for Channelweb Connect, or to join the sub-groups, visit [community.crn.com](http://community.crn.com). For additional information on Channelweb Connect sponsorships, contact Maureen Park at (516) 562-5942 or [Maureen.park@ec.ubm.com](mailto:Maureen.park@ec.ubm.com).

About Everything Channel ([www.everythingchannel.com](http://www.everythingchannel.com), [www.channelweb.com](http://www.channelweb.com))

Everything Channel is the one-stop shop for managing and accelerating technology sales. From branding and recruiting to marketing and sales, Everything Channel offers technology marketers the unmatched breadth and depth of global brands and market intelligence combined with unparalleled audience loyalty and credibility serving all technology sales channels through an extensive database. Everything Channel provides innovative field sales and marketing solutions to arm the sellers of technology with the resources they need to achieve measurable and significant results.

About United Business Media Limited ([www.unitedbusinessmedia.com](http://www.unitedbusinessmedia.com))

UBM (UBM.L) focuses on two principal activities: worldwide information distribution, targeting and monitoring; and, the development and monetization of B2B communities and markets. UBM's businesses inform markets and serve professional commercial communities - from doctors to game developers, from journalists to jewelry traders, from farmers to pharmacists - with integrated events, online, print and business information products. Our 6,500 staff in more than 30 countries are organized into specialist teams that serve these communities, bringing buyers and sellers together, helping them to do business and their markets to work effectively and efficiently.

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