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Project Leadership Associates Named to Everything Channel's VAR500 List
17th Annual List Ranks North America's Top 500 Technology Integrators

Chicago, IL, June 16, 2011 – Project Leadership Associates (PLA) announced it has been ranked #445 by [Everything Channel](#) as a part of [CRN's](#) 2011 VAR500 list, which ranks the top technology integrators in North America. Featuring the highest producing technology integrators and solution provider organizations in the IT channel, the VAR500 rankings consider earnings from hardware sales, software sales and managed IT services.

The VAR500 is a list of the largest value-added resellers, solution providers and integrators in North America by revenue size. Revenue size is determined by the amount of annual products and services sold over the course of 2010.

“We are honored to be recognized on the VAR500 list for the fifth time. In the downturn, we made strategic investments that paid off in 2010 and will continue to pay off in 2011,” said Dan Porcaro, Founder, President and CEO of Project Leadership Associates. “This success is attributed to the growth of our strategic Microsoft relationship. In the coming year, we will continue to expand our Microsoft relationship in the south central, Midwest and East Coast.”

“The VAR500 represents the top performing solution providers in the IT community,” said Kelley Damore, VP, Editorial Director, Everything Channel. “Vendors of all sizes rely heavily on the VAR500 list to find those solution providers best suited to sell their products. VAR500 honorees are considered trusted business advisors, integration experts, and invaluable partners. Even more importantly, they solve customers’ biggest IT business problems through product integration, training, consulting and services.”

VAR500 Executive Conference and Awards

The 2011 VAR500 list was announced at the [VAR500 Executive Conference and Awards](#), an elite two-day conference designed for high level executives to meet with VAR500 companies to discuss business models, technology offerings, and partnerships. Held June 13-14 at the Sawgrass Marriot in Jacksonville, Florida, the conference focused on channel marketing strategies and direction, offering actionable content to the top Solution Provider organizations in North America. Attendees learned the secrets for uncovering new market opportunities from industry experts, peers and fellow VAR500 companies.

A sample of the VAR500 list will be published in print and online at [CRN.com](#) on June 20, 2011.

About Project Leadership Associates

Project Leadership Associates (PLA) provides professional business and IT consulting services to small, mid-sized and enterprise businesses across many industries. Our experienced consultants focus on delivering high quality consulting services to clients across four core solution groups: [Strategy & Execution](#), [Business Operations](#), [Applications](#), and [Infrastructure](#). PLA is headquartered in Chicago, with branch offices in Houston, Indianapolis, Milwaukee, New Orleans, New York and San Francisco. For more information, please visit www.projectleadership.net

Everything Channel

Everything Channel is the premier provider of IT channel-focused events, media, research, consulting, and sales and marketing services. With over 30 years of experience and engagement, Everything Channel has the unmatched channel expertise to execute integrated solutions for technology executives managing partner recruitment, enablement and go-to-market strategy in order to accelerate technology sales. Everything Channel is a [UBM](#) company. To learn more about Everything Channel, visit us at <http://www.everythingchannel.com>.

About United Business Media Limited (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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