

## ***NYDLA | NADLA: Living, Learning, Working, Playing - In The Clouds***

### **NYDLA | NADLA Mission**

To provide our growing global community with leading-edge **cost containment** and **growth strategies** in a collaborative “Think Tank” environment offering workshops, roundtables, webinars, podcasts, pilots, case studies, along with strategic initiative teams to advance the development of innovative methodologies.

### **NYDLA (and now NADLA) Community**

NYDLA members are predominantly “in business” **at some level** - professionals who are responsible for containing costs, while growing their organizations (for-profit, not-for-profit, foundations, and public entities) ranging in size from “**solopreneurs and startups**” to companies with 100,000+ employees or members. These professionals can include CEOs, CFOs, COOs, HR Directors, Risk/Benefit Managers, Wellness Directors, Medical Directors, Informatics, Safety / Facilities Managers, Teachers, Engineers, among other professionals. **“Entrepreneurship” and SALES is now a college major in most Schools of Business.**

**The NYDLA | NADLA community** includes best-in-class, disruptive solution providers, national thought leaders, and leading-edge consultants and facilitators. Since 1983, 300+ of the Fortune 1000 and 46% of the Schools of Business (**and their alumni**) are within our active and growing community. The reason is simple: we provide **Knowledge, Technology and Talent** to help entities (of ANY SIZE) to grow and thrive in the global workforce and in the global economy.

NYDLA | NADLA also values partnerships (and **reciprocal relationships**) with other robust member-based organizations and trade associations. Since 1983, we have offered panels and other collaborative efforts at hundreds of conferences and events. We welcome other like-minded organizations to participate in our strategic initiatives. NYDLA NADLA **Executive Teams** and **Educational Events** produce education and solution development, audit/consultation, and strategies to deployment teams to assist our membership with the sourcing, procurement and implementation of the aforementioned solutions.

### **NYDLA | NADLA Vendors & Sponsorships (Bronze, Silver, Gold, Platinum, Sapphire)**

NYDLA's robust (exclusive, hand-picked) vendor sponsors bring new ideas, strategies, education, research and other collaborative benefits to our community.

### **Vendors & Sponsorships Benefits**

1. Annual Term to build relationships with the NYDLA & NADLA community.
2. Participate in NYDLA Events as panelists, industry experts, vendors, suppliers, etc.
3. Provide content expertise to NYDLA's growing global community.
4. Participate in Roundtable/Strategy Sessions (bringing together select members, Board of Advisors, and Vendor Sponsor Partners) to develop business models, and to assist in developing more effective messaging and marketing strategy to connect with members.
5. Based on Roundtable results, we pursue:

- a. White Paper / Pilots / Strategic Initiatives
  - b. Workshops and/or Collaborative Solution Sessions
  - c. Webinars, Podcasts, Videocasts, Multimedia, Omnimedia events
6. Connect directly with all C-Level Executives of the NYDLA NADLA community.
  7. Newsletters, email blasts, and other correspondence to the NYDLA community of 5.8M+ and growing. (Expect to be at 10M+ in 2026). 174K+ K-20 Schools across North America - and the **alumni** of these 174K+ schools. .
  8. Participate in NYDLA NADLA Monthly Board of Advisors Meetings, Annual Strategic Planning Sessions, Executive Teams/Strategic Initiatives, among other efforts.

### ***Executive / Strategic Initiative Teams***

To assist action-ready members, which are seeking assistance implementing or advancing various Strategic Initiatives discussed during NYDLA events, NYDLA has assembled teams of employers, national thought leaders, solution providers, brokers/consultants, and other advisors who meet on a periodic basis (Executive Teams) to advance the following Strategic Initiatives:

- Cybersecurity, Security, Business Continuity, Disaster Recovery
- Wireless and Mobility, Sales Enablement, Marketing Automation
- eCommerce and Retail Technologies, Big Data, Analytics, Information Technology
- Technology Based Learning Systems - Distance (Digital Learning), Online Education
- HealthTech, MedTech, Telemedicine, Lifelong Learning
- Cloud Computing, Machine Learning, Automation, Blockchain, Quantum Computing
- UCaaS, VoIP, DRaaS, PaaS, DaaS, SaaS, IoT (Internet of Things)
- AI, VR, AR, Digital Transformation, Innovation Acceleration, Hyper-Learning
- FinTech, eReceivables, Payments, Cloud Accounting, Virtual CXO
- Hardware, Software, SaaS, CRM, Project Management, Collaboration
- Outsourcing, Coding, Design, Programming, Coding, UX/UI
- *And much, much more!*

### **NYDLA | NADLA Marketing Outreach and Ecosystem**

The NYDLA community is **global**. From LA to NYC, from Maine to Miami, the NYDLA brand has become synonymous with global collaboration: Distance Learning > **DIGITAL** Learning > **DIGITAL LIVING**. The “**New York Megalopolis**” has **56M+ people** with “The Big Apple” recognized as the center of global business. **NADLA** is now serving **all** of the 579M+ living in **North America**. Our members are living, learning, working, playing, teaching, training, coaching, mentoring - **in the clouds** - in every time zone - in every level of business - **in every part of the world**.

Thomas A. Capone

Chairman, CEO [NYDLA.org](http://NYDLA.org) | [NADLA.org](http://NADLA.org) | [GlobalDLA.org](http://GlobalDLA.org) | [TheCloudUniversity.com](http://TheCloudUniversity.com)

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