



**2012 Service Industry Executive  
Summit for Service Leaders (our 27<sup>th</sup> Year)**

**“Technology Service Insights 2015”**

The event's twelve session agenda, featuring a Keynote from a leading service industry executive, will highlight the SIA's newest initiative, Technology Service Insights 2015. Technology Service Insights 2015 is a revolutionary initiative to assess and share credible information about current and future service and technology requirements from both end users, service providers, and those that provide services to the service industry on an ongoing basis. The initiative will identify upcoming service and technology challenges and opportunities to help better position organizations for the future. You will receive the benefit of a one-year research program where we ask CEO's in the U.S. Canada and Europe their vision of Service in 2015. IDC will provide an analytical review based on Future Trends in the industry. What Invasive Technology Changes will change our industry; listen to the experts on this. On day two of the Summit, operational topics will address profitability and compliance using Green Strategies and B2B Social Media, and include an important Customer Forum, and industry breakouts. The event will conclude with The ICCC Update and OEM barriers to ISO provided service which will incorporate the perspectives of company executives from the U.S. Canada, and Europe. SIA is the non-profit association that can enable its members to increase their profit through Networking. The program is directed to Presidents, Owners and C-Level Executives in high-tech service companies, parts companies, depot repair companies and the suppliers of services to the high tech service industry.

**SIA Promotes Service Partnerships and Alliances. The Summit  
Is where Serious Business meets Networking Fun**

**March 2012 Mirage Las Vegas**

6:30

## Sunday, March 11, 2012

P.M.

Welcome Networking Reception (All events in Bermuda, one half is General Session, other is Exhibits, food functions)  
Speed Networking tables set up with bell ringing every ten minutes to change tables



Reception Sponsor:

## Monday, March 12, 2012 (day one Strategic focus)

8:30  
A.M.

Continental Breakfast in Bermuda and General Sessions in Bermuda A&B

9:00

### Welcome

SIA Exec. Dir., Claudia Betzner, Summit Moderator

9:10

**Keynote** Service 2015 – A Service Industry Generalist will discuss his perspective of where service will be in the next 3 to 5 years. Technology, Staffing, Customer Expectations. (Global view driving Technology; Industry) **IBM R & D**

10:10

**Future Trends** – Complete statistical analysis of Future Trends based on statistics of what the Service Industry will look like in 2015. Service, Parts, Depot. **Aberdeen**

10:55

**Break**

11:10

**Technology Service Insights 2015** **Stephanie Williams, Ignite Marketing and Dave Wiedman, COO Lexicon & Committee Chairman** This session will review the last nine months work and interviews with top level executives in the service industry. Technology Service Insights 2015 is a revolutionary initiative to assess and share credible information about current and future service and technology requirements from both end users, service providers, and those that provide services to the service industry on an ongoing basis.

11:55

12:50



**Lunch sponsored by**

**Industry Leader Panel – 2015 Service**

Over the past year we interviewed CEO's for their perspective on Service in 2015 through roundtables and 3<sup>rd</sup> party discussion around the world. This will be a summary discussion of those interview results referenced from the mornings revelations presented in the Technology Service Insights session. U.S., Canada and Europe perspective.

1:50

**Bill McCubbins President POSDATA & Moderator**

**Tom York, President & CEO Essintial Enterprise Solutions (Global)**

**Charles Hanna, Founder & President Brains II Canada**

**Roger Taylor, President & CEO Olympic Support, United Kingdom**

**Work Forces Technology Trends in 2015** – This session will address what technology devices/tools service providers will be using in 2015, how the **mobile workforce** will utilize the technology, where this technology is heading in the next 3-5 years and how your company can prepare for the changes in mobile technology that is coming especially in the area of smart handhelds & tables (form/factor/solutions), mobile payments and how to effectively utilize this technology when the person doing the work could be a 1099 employee or come from a virtual network of technicians that are hired based on specific capabilities 1). Form Factor direction 2). RFID Trends 3). What are the latest "Big potential applications" 4). What is Motorola's Service and Support direction

**Brian Viscount, V P Motorola/Symbol Product Development & Solutions Management**

2:50 **Break**

3:00 **Newest hands-free Computer Technology**

**Golden-i<sup>®</sup>** brings the world's first **hands-free mobile, head-worn computing** experience that enables the orchestration of multiple devices through cloud computing, allowing businesses to significantly improve safety, productivity, and efficiency of their workforce. [www.mygoldeni.com](http://www.mygoldeni.com) **Jeffrey Jacobsen Sr. Advisor to Golden-I Kopin Corporation**

3:35 **Vertical Industry Applications in Technology 2015** – How Technology changes are entering every phase of our businesses and home: **Jared Miller, Managing Dir., Self Service & Emerging Technology, United Airlines**

4:20 **Adjourn Summit**

4:30 **Closed Session: International Customer Competitiveness Council –  
To Anticompetitive Special Interest Group (This session is only open to those who  
Are part of the ICCC special interest group).**

5:30

6:00 **Reception Sponsored by:**

## **Tuesday, March 13, 2012 (day two operational focus)**

9:00  
A.M



Continental Breakfast sponsored by

9:30 **State of the Association – Randy Parks, President**  
**Special Recognition of each Board member – C Betzner, Executive Director & President**

9:45



**Keynote: Creativeship: How to get more strategic in running your business. The evolution from Management to Leadership to Creativeship. Technological advances, social media, global workforce changes, global shifts, changing global cultures & economic drivers. We are shifting from Management, to Leadership and now must evolve to Creativeship. *Bob Kelleher President and Founder, The Employee Engagement Group & Author of the best selling business book "Louder than Words" Keynote Speaker***



sponsored by: CDE Services

11:00 **Break**

11:15 **Workforce 2015 Panel of experts** What are the future trends in staffing? Direct vs. indirect; compensation systems. Rewards programs, 4 different Models will be presented  
**Dave Wiedman, COO Lexicon, Moderator**  
**Craig Youngblood, President LMS**  
**Marty Reader, Exec. Vice President, Field Solutions**  
**Joe Iovinelli, President Smart Source**  
12:15 **George D'Errico, Sr. Vice President Sales & Business Dev., Onforce**

Lunch Sponsored by  **OnForce**  
your partner in service

1:30 **Thought Leaders in Logistics** **Craig M. Simon, President & CEO, FEDX SupplyChain**

2:15 **IBM: Future World** **Timothy P. Glinski, Program Director**

2:50 **Break**

3:00 **SIA Membership** **Michael Blumberg, President Blumberg Advisory Group & Chairman Membership Committee** This session will provide demographics, global reach and brief survey results of membership.

3:30

**ICCC Update and How to work in an environment Overcoming Barriers to Service & OEM Restrictions**

A review of Current actions by OEM's such as Oracle/Sun, Cisco, HP; SIA actions  
Gay Gordon-Byrne, President TekTrakker and ICCC Chairperson  
Bernd Appleby, President & CEO Terix Computer Service (IT OEM actions in U.S.)  
Dr. Paul Lalli, CEO Solid Systems Computer Services Ltd. (Actions in the UK)  
Joe Pazzano, Director Brains II, Inc. (Canada)  
Alan D Graca, President KT International (The Netherlands)

**Wrap Up** – 4:20 P M to 4:35 P M Joe Barna and Tom York will provide analysis of the 3-day event with AV aids and some surprises

6:30

**Grand Finale** – Cocktail Reception (no host)

Full seated dinner at 7:15 P M; SIA Paid attendees only; tickets available for spouses \$100 each, see registration desk