



Press Release

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SIA announces 2009 Service Industry Association Executive Summit for Service Leaders

SAN DIEGO, CA., September 2, 2008 – The Service Industry Association (SIA) today released some of the details of the 2009 annual event to be held March 29, 30 and 31, 2009 at the Mirage in Las Vegas, Nevada. The focus for the 2009 Summit will be “Reinventing your Company for Smart Survival.” We will discuss how you should learn from the past, manage for the present and plan for the future. In today’s economy we should think global but act local. The 2009 Summit will be your opportunity to learn from the best.

Day one will have a strategic focus and day two will have an operational, tactical focus. Some of the keynotes and key sessions: Chief Procurement Officer Keynote followed by a CPO Panel; State of the Industry address; Chief Economist Keynote; Strategic discussions on Creative Solutions for Smart Survival followed by a breakout Brainstorming session; benchmark and best practices session; driving the bottom line; and the famous Industry Leader session. We will also discuss personal growth and wealth strategy, and how you **develop a future leader for your replacement.**

We are holding most prices to the 2008 level with a *new Early Bird Discount of \$200 per person if you register before 9/30/08 and a multiple discount for three or more people from the same company also receiving a \$200 discount. This is an opportunity to develop future leaders in your company by bringing them to the SIA Summit.* To register go to the SIA website or call the headquarters. The Hotel will again be the Mirage at a new low rate of \$189, which is a \$20 reduction from the previous year.

The Mission of SIA is to create a forum *where service partnerships are made and business transactions are completed and* to serve as a forum where every member can enhance their business and to take collective action for the betterment of the industry whenever necessary. SIA enhances the high-tech Medical and IT industry by promoting an open environment of interdependence & co-operation between manufacturers, independent servicers and users by providing value-adding solutions for customers. Members includes technology service and support organizations including manufacturers, resellers and other related entities. For information on SIA go to their website at www.servicenetwork.org.