



**2013 Service Industry Executive Summit for
Service Leaders (our 28th Year)**
“Building a High Performance Service Engine”

REVVING UP YOUR ENGINE

The event’s twelve session agenda plus updates, featuring two Keynotes, one from a leading service industry executive, the other a noted speaker will highlight top level executives in the high-tech service industry’ perspective on building intelligence through “analytics,” business process discipline and how to enable your people to achieve high performance. Day one highlights Strategic topics facing our industry. On day two of the Summit, operational topics will address profitability and how to increase performance.

This year we will have Industry Trends, Corporate Culture keynote & panel, the noted Industry Leader panel, a major wide world of parts session, people session, How new healthcare law will impact your business. Membership includes companies from U.S., Canada, Australia, Singapore, United Kingdom, Scotland, Ireland, Denmark, The Netherlands, and Germany. 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.

Focus for 2013: Building Intelligence (Analytics), Business Process (Discipline), Enabling Your people for high Performance.

March 17, 18, 19, 2013 Mirage Las Vegas

6:30 P.M. Sunday, March 17, 2013

Welcome Networking Reception (All events in St. Croix 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:



All Sessions will be in St. Croix

Monday, March 18, 2013 (day one Strategic focus)

9:00 Continental Breakfast in St. Croix; General Session in other half of St. Croix



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9:30

Welcome

SIA Exec. Dir., Claudia Betzner, Summit Moderator

9:40



Keynote Building your High Performance SALES Service Engine – (Gil Cargill) www.gilcargill.com. The highest rated Business to Business sales engine in the industry, known as The Sales Doctor. Leapfrog over your competition and directly into the 21st Century. Improve your top line by as much as 36%. Gil is President and Owner of Cargill Consulting group. He was ranked one of the hottest speakers by “Successful Meetings” and highly recommended by Vistage (the premier top executive club in the country). After concluding a spectacular sales and management career at IBM, in which he led his sales team from a dead-last rating among 220 branch offices to first place in less than a year, Gil Cargill launched his own consulting practice in 1978. Cargill Consulting Group, Inc. was built on the same strategies that produced Cargill’s outstanding sales results at IBM.

Gil Cargill has spent the past 33 years as a consultant, speaker and trainer helping thousands of businesses achieve dramatic and permanent improvements in sales productivity. Cargill has taught salespeople across diverse industries the importance of developing sales processes, the advantages of implementing new technology, and the benefits of tracking sales performance. **Q & A follows keynote**



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10:55

Tune up your service engine – 5 tips to accelerate your business. Michael Blumberg, President Blumberg Advisory Group What are the economic trends, what is the market data, what you need to drive your service business, what are the industry trends, M&A activity, Equity trends

11:35

Emerging Technology Trends that promote growth - Dave Wiedman, President Lexicon Technologies

12:15

Networking Lunch sponsored by



1:30

Taking advantage of opportunities to Build your Service Engine - Industry Leader Panel -

This will be a real life perspective on what you heard in the Two Trends session this morning. How to seize The opportunities.

Frank D'Alessio, President Maintech & Facilitator, Don Doctor, Chairman SMS System Maintenance Services, Dwight Strayer, CEO Service Express, Rich Guglielmo, Partner AMCOR, Mary Lou Castello, COO U.S. Solid Systems

2:30

Strategic: Business Intelligence – Analytics Tom York, President, Tom Clauser Bus. Intelligence Manager; Essintial Enterprise Solutions

Consolidation of data, program management, turning actionable data collection into profits, who to share data with, how to use data to improve profitability.

3:15

Networking Break

3:30

Update on IBM 3rd Party policies – Tim Glinski, IBM Director 3rd Party Relations

4.05

Adjourn Summit

4:15

Digital Right to Repair – Alliance (Private Meeting)

6:00 P.M.

To

7:30 P.M.

Networking cocktail hour sponsored by



Tuesday, March 19, 2013 (day two operational focus)

9:00
A.M Continental Breakfast sponsored by

9:30 **State of the Association – Randy Parks, President**
Special Recognition of Board members; member prizes – C Betzner, Exec. Dir. & President Parks



Keynote: Culture – Martin Carbone, Sr. Partner Acclivus

9:45 **Culture –corporate culture for sustainable success. Revving up your engine.** With today’s complex, competitive, and rapidly changing business environment, you can’t simply work harder and hope for lasting improvement. You need effective strategies for initiating and maintaining relationships. You need consultative communication, collaborative negotiating, and problem-solving skills. You need a partner who understands your business—Acclivus.



10:40 **Building your Corporate Culture Strategy – Panel Discussion Tom York CEO & President Essential Enterprise Solutions, Joe Barna President, CDE Services Jonty Marnoth, CEO Efficient Client Services, Peter Brooks, President ISS Solutions** This panel discussion will include How to Organize; How to inter relate; How employees relate or resist challenge; compensation and reporting. How to build your company Culture for high performance. Tom York and Peter Brooks are co-chairing this discussion.

11:30 **Networking Break**

11:45 **Revvng up your People Engine for High Performance** Enoch Timothy, President & Chairman Paladin
Enabling your people, what motivates them

PM

12:30

Networking Lunch Sponsored by



1:30 **Healthcare Reform and the impact on your business - Jerry Edinger, President Customer Service Delivery, Daniel Kopti, Compliance Consultant & Dennis E. Rainey, V P Bus. Dev., Wells Fargo Ins. Srvs. USA** (This session will also reveal results of a healthcare benefits survey)

2:30 **Break - Networking**

2:45 **SIA Membership** Michael Blumberg, President Blumberg Advisory Gp This session will provide demographics, global reach and brief survey results of membership.

3:00 **How to use the all New SIA Website to connect – Michael Lipson, V.P & Partner Medequip Biomedical**
3:15 This will preview the new SIA interactive website.

International Customer Competitiveness Council –
(OEMs not included in this session) Update on actions and discussion
3:55 **Gay Gordon-Byrne, Chair ICCC**
Wrap Up – drawing

6:00 to 9:00 P M **Grand Finale** Must have badge to attend grand finale, checked upon entry by TAO. No exceptions. Spouse badges available at registration desk for \$100pp (TAO at the Venetian). If registered for summit your badge is entrance. Cocktail hour starts at 6:30 P M with Full seated dinner at 7:30 P.M.