

eNETWORK NEWS



SIA 2013 Summit Biggest & Best

Publication sent to members electronically & on website By: Claudia J.. Betzner



Special points of interest:

- Summit 2013 + Program updates
- New Members
- ICCC Update
- Roundtable schedule & review from Palm Springs
- Website Update

The Mission of SIA is 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.

The 2013 summit will be the biggest event and best content with two keynotes, fourteen sessions, two panels, private ICCC meeting and more fun, sounds, surprises than ever.

With the event kicking off on St. Patrick's Day with a grand welcome reception, we promise a little green leprechaun, Irish drinks, Irish food, lots of green and major networking. On Monday we will show you how to start your high performance engine with a keynote by a noted speaker rated highest in business to business sales engine. This will be followed by two dynamic presentations on how you accelerate your business, what the trends are, and how to drive your service business. At the conclusion of the two sessions there will be a panel discussion on how you take advantage of the trends and opportunities. Another important session will be Business Intelligence & Analytics.

As usual for SIA summit's, day one is strategic and day two is more operational. More of the highlights will include a 2nd keynote by Acclivus on corporate culture for sustainable growth. This keynote will have a follow on panel discussion on how you build a successful corporate culture. We then move to how to better utilize your main assets, your people. How you motivate and get them involved in building a better service performance engine.

How will the new healthcare reform affect your business. This is also a major session that will detail by experts exactly how your company will be impacted with the new laws.

Monday has a reception and the final event is the grand final on Tuesday evening at Tao, the Venetian.

The board will be meeting on Wednesday so if you have any topics or agenda you would like to bring before the board please send to the Executive Director.

Roundtable Schedule for 2013:

June 6 Atlanta. Ritz Carlton (Atlanta members hosting)

September 12 San Francisco

December 5 Ft. Lauderdale

Summer Scotland – late July probably 25 ; Efficient Client Services host

September 25 Singapore, Solid Systems hosting; RLA meeting beginning of same week; Singapore Grand Prix weekend before.



New Members 2012

Barrister Global Services 1/12
Ken Marx, VP 301 725-8555

Acertara Labs 1/12
Wayne Moore, President CO
303-834-8413

Service Express Inc 1/12 MI
Dwight Strayer, COO
616 698 2221

NESA 1/12 CAN
Dominic Renda, President
416) 366-0606

Trident Computer Resources 1/12 NJ
Patrick Barry, Sales Mgr.
732-544-9333

Support Network 2/2012 (CA)
Mike Wilde, Pres. 8055275476

PC Parts 2/12 (PA)
Adam Crockett, Sr. V.P. 7174212927

Emcon IT 2/2012 ATL
Michael Gnapp, CEO
678-838-8544

New since Summit
Frontier Computer 3/12 (MI)
Benjamin C. Ingwersen, V.P.
231) 668-9422 benjamin@frontierus.com
Traverse City, MI

DLT Federal Systems 4/12 (VA)
Anne Rose, Dir. Contracts
703 957 3279 anne.rose@fbscgov.us.com
Chantilly, VA

Park Place Technologies 4/12
Ed Kently, CEO; John Burchard, Dir.
440 991 3163 jburchard@parkplacetech.com
Chagrin, OH

Origina (IRELAND) 5/12
Tomas O'Leary, President
+353 1 2942300 t.oleary@origina.ie
IRELAND

Accram Inc.
Bob Daquilante, President
602-285-4106 bobd@accram.com
Phoenix, AZ

Integrity Global Solutions
Glen Littlet, Pres. 763 450 4641
glen@IGSMN.com
Plymouth, MN

Blazing Systems LLC
Bill Patch, President 610-628-4458
Boyertown, PA
bill@blazingsystems.com

Legacy Integration & Technologies
Duane Ahrens, President
216 526 8085
Plymouth, MN
ahrens@litmn.com

PC SOS
Tom Bozeman, President
817 478 9535
tbozeman@service-os.com
Arlington, TX

Technogroup IT Service GmbH
Alfried Netzband, Managing Director
anetzband@technogroup.com
0049 6146 83880
Hockheim, Germany

Choice Logistics
John Bauschka 212-370-1999
jbauschka@choicelogistics.com
NY, NY

ServRight
Marty Evans 703-342-0108
mevans@servright.com
Alexandria, VA

Field Nation
Mynul Khan 952 223 1157
mynul.khan@fieldnation.com
Minneapolis, MN

Top Ten USA 440 708 6277
Evan Kenty
Hackettstown NJ

Maxwell Paper 613 962 7700
Ken Hill khill@maxwellpaper.ca
Ontario, CANADA

Daikon Electronics 800 801 6081
Bruce Walter bwalter@daikonelectronics.com
Mt. Freedom, NJ

SIA welcomes
24 new
members for
2012 &
beginning of
2013

SIA Roundtable review Palm Springs, CA December 2012

Data Security, Data Standards - Bill McCubbins, Joe Barna led this discussion

Securing data for customers - Securing our own data is one thing, and is complicated by the Cloud, but I sometimes worry more about securing the data we are responsible for from our customers and insuring it stays secure throughout the service supply chain. This includes technician access to customer systems, PCI issues, defective disk drive destruction, etc

Hackers - no fire wall stops them all; **Data access** - controlled network access; **Viruses**

Employee remote access to work desktops ; Customer access control to customer data

BYOD: Bring your own device mobility security; Discussed different requirements whether medical (HIPPA) or Point of Sale, which requires government PCI compliance; Need to maintain strict control on BYOD – some use fiber-link which segregates personal data from company; Access Information catching; Poor Application Design Systems compromised by Malware; Wireless networks Employee theft of data

Mobile Smart Phone Security Risks

Exposure of critical information: Small amounts of WLAN signals can travel significant distance, and it's possible to peep into these signals using a wireless sniffer. A wireless intruder could expose critical information if sufficient security isn't implemented.

Lost or stolen devices: Even if sufficient security is implemented in wireless virtual private networks (VPNs), if a device is lost or stolen, the entire corporate intranet could be threatened if those devices aren't protected by password and other user-level security measures.

Mobile viruses: Mobile viruses can be a major threat, particularly with devices that have significant computational capabilities. Mobile devices, in general, are susceptible to viruses in several ways: Viruses can take advantage of security holes in applications or in the underlying operating system and cause damage; applications or applets downloaded to a mobile device can be as virus-prone as desktop applications; and, in some mobile OSs, malformed SMS messages can crash the device. The 911 virus caused 13 million i-mode users to automatically place a call to Japan's emergency phone number.

E-mail viruses: E-mail viruses affect PDAs in much the same way regular e-mail viruses affect PCs (i.e., causing the PDA e-mail program to send multiple e-mails). These viruses are costly to enterprises and interrupt normal business too.

Spam: Spam causes disruption and drives up costs when it's targeted toward wireless devices.

Corporate Culture, Peter Brooks & Tom York

What is company culture? Company culture is a collection of standards that govern how a company operates.

Company culture also is values, customs, and traditions, and your work group's professional atmosphere as reflected in people's dress, conduct and ways of communicating. All culture is made from the same five components: behaviors, relationships, attitudes, values, and environment. Businesses of all sizes possess some type of company culture. Culture can be negative as well as positive. Employee description of company culture (reality). Leadership's role is to define and implement programs that support what we want the culture to be, which may or may not be what it is today.

Two companies with very different cultures were merged. Culture was not addressed. Culture should be addressed each time your company has major growth: Small company, <edium sixe then when you become Mega. Another comparison when company business focus changes such as going from government sales to commercial orientation.

Is your people's culture the CEO's focus

Do you as a CEO / owner make company culture a priority or do you feel your CEO considers it a priority?

What do you think your company culture is today? Do you think your view matches that of your employees?

Your actions speak louder than your words – if you want to know if management & employees match look at actions

Mega company illustrated the approach of exec's focus of 5 major goals, then tie MBO's compensation, performance rating and bonus to how each employee's actions tied to the objectives.

Motivation key factor in why people act. }How does company culture influence positive and negative ways your do business with your clients? }What motivates – resulting actions}How does company culture influence employee engagement and how employees deliver services to clients?

Is company culture important to your employees? Why? Why not? How?

}Does your company have a dress code that illustrates what the exec's want culture to be; relaxed – casual; structured – more formal dress. ♣**What do you want your company culture to be in the future?**



Roundtables were filled to capacity in 2012 with highest attendance in history after we increased limit, still more want to attend...



2013 Service Industry Association Executive Summit for Service Leaders Program

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:



Summit 2013
begins on St.
Patrick's Day!
Green
everything!

Monday, March 18 , Strategic focus

Continental Breakfast & Break sponsored by

Keynote Building your High Performance
SALES Service Engine – (Gil Cargill)
www.gilcargill.com

Keynote sponsored by:



Tune up your service business -
Blumberg, President Blumberg
what is the market data, what you need to drive your service business, what are the industry trends, M&A activity, Equity trends

Five tips to accelerate your business - Michael
Advisory Group What are the economic trends,

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



Networking Lunch sponsored by

Industry Leader Panel Taking advantage of opportunities to Build your Service Engine
D'Alessio, Doctor, Castello ,Strayer, Guglielmo,

Strategic: Business Intelligence – Analytics Tom York, President Essintial Enterprise Solutions
Tom Clauser Bus. Intelligence Manager; Essintial Enterprise Solutions consolidation of data, program management, turning actionable data collection into profits, who to share data with.

Networking Break

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

ICCC Alliance Group(ICCC only)

Networking cocktail hour following summit—
sponsor:



2013 Summit continued

Tuesday, March 19, 2013 (operational)



Continental breakfast

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

Keynote: Culture –corporate culture for sustainable success. Revving up your engine. Martin Carbone, Sr. Partner Acclivus sponsored by:



Building your Corporate Culture Strategy – Panel Discussion Chairs: Tom York CEO & President Essential Enterprise Solutions, Peter Brooks, Pres. & CEO ISS Solutions; Joe Barna President, CDE Services Jonty Marnoth, CEO Efficient Client Services
Networking break

Revving up your People Engine for High Performance Enoch Timothy President & Chairman Paladin Enabling your people, what motivates them



Networking Lunch Sponsored by

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.

Networking Break

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

SIA Website Michael Lipson, Partner Medequip Biomedical This will preview the new SIA interactive website.

ICCC Update from previous year activity—Gay Gordon-Byrne, Committer Chairperson

Wrap Up – Awards for members who brought in new company members; award of free conference attendance, drawing

Grand Finale – 6:30 P M Cocktail Networking Reception
Full seated Networking dinner at 7:30 P M

ICCC Update—New Digital right to repair website up
The new website www.digitalrighttorepair.org is up. Please go and sign. Additionally we have a new white paper on the newly designed SIA website under news called “Hardware Maintenance in the Digital World.” A complete review of all our activity will be presented to the membership at the summit.



Newly designed SIA website up—membership database coming soon



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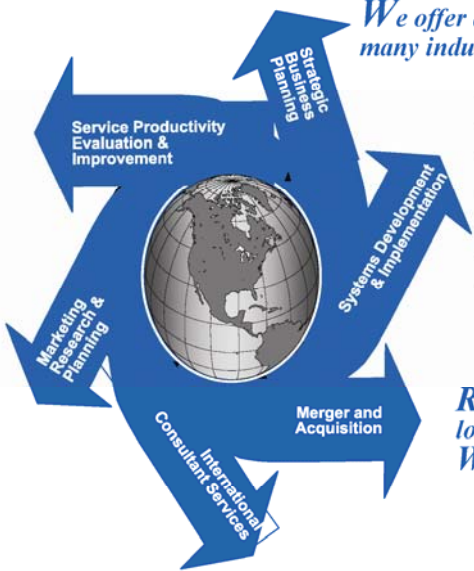


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2013 Executive Summit Sponsors already signed:

Sunday Reception:



Monday Lunch



Monday breakfast & Breaks



Monday Keynote

Monday Cocktails



Tuesday Keynote

Tuesday Lunch





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- Communication plans & command centers



IT Lifecycle Management

- Asset retirement
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- Data destruction (secure)
- Asset redeployment
- Asset purchase
- Asset recycling



IT Lifecycle Management

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2164 Historic Decatur Road, Villa 19
San Diego, CA 92106

Phone: 619 221 9200
Fax: 619 221 8201
Email: cbetzner@aol.com
Cbetzner@servicenetw.org



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fdallessio@maintech.com

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Cbetzner@aol.com or cbet-
zner@servicenetw.org

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IT Service Group

Bernd Appleby, President & CEO Terix Computer Service
Bappleby@terix.com (EVP)

Medical Service Group

Peter Brooks, Pres. & CEO, ISS Solutions
Phbrooks@ISSsolutions.com (EVP)

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President Blumberg Advisory Group & Board Member

Members at large

Bill McCubbins, Pres.. POSDATA, A Control Solutions Co.
bill.mccubbins@csi-posdata.com

Craig Youngblood, President & CEO LMS Service
cyoungblood@lmservice.com;

Tom York, CEO & President Essintial Enterprise Solutions
tyork@essintial.com

Joe Barna, President CDE Services
joebarna@cdeinc.com

Dave Wiedman, C. O. O. Lexicon Technologies
dwiedman@lexicontech.com

Jerry Edinger, President & CEO

Customer Service Delivery Platform

Strategic Communications Committee Chairman