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SERVICE INDUSTRY ASSOCIATION

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eNETWORK NEWS

SIA Member Growth & Global Footprint

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

Special points of interest:

- 2013 Roundtable schedule
- Atlanta & Scotland Roundtables
- 2014 Summit dates March 30, 31, April 1, 2014 at Mirage Las Vegas. Complete program on website. A few sponsorships still available
- New Members
- SIA Board actions

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 Membership in SIA continues to grow on an escalated basis and our Global footprint now has new members in North America, Europe, South America (Zion just joined from **São Paulo, Brazil)** and The Asian Pacific, where we will host our inaugural APAC roundtable in Singapore 26 September. The roundtables are so successful we have had to change the rooms where they are held to larger ones when the hotel can accommodate. We are at capacity in San Francisco, and Singapore even though we increased the invitation list. The format is meant to be interactive and when the number exceeds 35—40 it makes it very hard for those sitting around the table to provide comments and follow the discussion. The board and I will be discussing how we can still accomplish the goals of the roundtables but not turn those away that want to attend since we now have more that want to attend than we have room for. We currently have three in the U.S., one in Europe and one in APAC with the annual summit each year held in Las Vegas. South America will be our next roundtable goal when we have developed enough members to make it a true networking event.

ATLANTA, site of Summer US Roundtable

One option for the roundtable growth may be to have more frequent and in different locations, or limit number of participants from the same company or just start planning for a larger room with the understanding we would need more structure for comments and discussion. We started the roundtables as a free event for members holding meetings closer to their locations and to provide a benefit of membership since partnerships through increased networking is the best way to grow your company. That was over ten years ago! Much has changed since then so it is time we rethink how we can make them even more productive and a greater benefit. We know increasing members is the way to add partners but we need for you to take advantage of the network by participating in these events and the summit. Sponsoring is a added benefit for you with increased exposure. Several members have SIA as their primary growth strategy. **GET ONBOARD!**

SIA welcomes 18 new members for 2013 including 6 from outside U S with 9 global, our biggest growth segment

2013 New Members

Legacy Integration & Technologies
Plymouth, MN

PC SOS
Arlington, TX

Technogroup IT Service GmbH
Hockheim, Germany

Choice Logistics
NY, NY

ServRight
Alexandria, VA

Field Nation
Minneapolis, MN

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Gilles Auchere, Director
Noisy Le Gi, FRANCE
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Gilles.auchere@econocom.com

Technical Services & Deploynet
Larry Fox, C.O.O.
Brea, CA
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lfox@tslinc.net

CBE
Christina van Oostrum, President
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CB Bunnik Ehe Netherlands
C.vanoostrum@cbe-international.com

Procurri
JJ Jeanguenat, Co President
678 343 1664
Norcross, GA
jjeanguenat@procurri.com

IFS World North America
Tom DeVroy, V.P.262 717 6655
tom.devroy@ifsworld.com
Waukesha WI

Zion Tech Group
kleber@ziontechgroup.com
Kleber Garcia Alcatrao
São Paulo, Brazil

Mojo Systems LLC
Steve Oono, Partner 206 576 1755
steveo@gotomojo.com
Seattle, WA

Singapore, site of September 26 Roundtable, hosted by Solid Systems, welcome reception hosted by ASVIDA

SIA Summer Roundtable—HOTlanta

The Atlanta roundtable was filled to capacity with very positive results from the high level information sharing discussions of some 40 Presidents, C-Level executives invited to this event. Michael Blumberg, Principal and Owner of Blumberg Advisory Group, a specialized aftermarket and reverse logistics market research and strategic business consulting firm, and Ray Miller, National Sales Director of Customer Service Delivery Platform (CSDP), a leading provider of Service Relationship Management (SRM©) solutions, both experts in service operations, led the thought provoking discussions.
According to one of the participants who was invited "I found this event both informative and productive with the networking of other company's top level executives extremely useful. I am already in discussions with some to partner both on contracts and for useful information to run my company."

The roundtable discussed KPIs (key performance indicators) involved in achieving operational excellence within depot repair, service parts, and onsite maintenance businesses. Michael Blumberg, President of Blumberg Advisory Group led this discussion. "Key Performance Indicators (KPIs) have always been integral to how service managers have managed and monitored their operations," commented Randy Parks, SIA President and Vice President of Logistical Maintenance Solutions (LMS), an onsite IT service provider in North America. "Interestingly, we've used the same KPIs year after year, without questioning their validity. Michael revealed some important considerations about which KPIs we should be considering based on our individual business requirements."

2014 summit will be held at Mirage March 30, 31 and April 1, 2014

The second discussion provided a follow up from the SIA Keynote at the 2013 Summit. This session discussed how to make your leads "Sales Ready" and provided much information on using social media as tools to increase your business and was led by Ray Miller, Sales Director CSDP. The final discussion - Virtual Business Process Outsourcing - IRS reclassification requirements for independent contractors "1099" vs. employee status was added extemporaneously.

Special thanks to our Sponsors of the Atlanta Roundtable: CDE Services, Lexicon, Renova and Team One.

SIA Roundtable schedule for remainder of 2013

September 12 roundtable in San Francisco, the next roundtable in the U.S. Topics: "Virtual Business Process Outsourcing, "will be presented by George Kostakos of OnForce. "Trends in Managed Services Business Model; diagnostics, pricing, billing of managed services," will be presented by Charles Weaver, MSP Alliance The final U.S. roundtable for the year will be held in **Ft. Lauderdale, Florida on December 5**. Belmont Technology will host the break for the San Francisco roundtable and Medequip Biomedical is teaming with a mega office suite company for the Florida roundtable

The Singapore Roundtable September 26 will be hosted by Solid Systems with James Lim, COO for Solid Systems APAC presenting: (1) Breaking into the Asia market; U. S. Market – challenges and opportunities. (2) Logistical challenges in Asia – Parts/goods in and out - Customs requirements. The welcome reception Wednesday September 25 will be hosted by ASVIDA.

SIA Board meeting and actions

At the summer board meeting an additional session was added and the President, Randy Parks ask Tom York to lead that session. The session discussed the strategic direction of SIA. Some of those actions have already been implemented. Discussions included the dual role our members have with the Digital equipment manufacturers. Part of the role of SIA is to build bridges and offer a communications link between ISO's and OEM's since many members do partner with the OEM's. On the other hand that does not mean our members or SIA approves of OEM's policies but that activity is better led by efforts of the Right to Repair organizations such as Righttorepair.org (automotive segment) and digitalrighttorepair.org (all digital equipment).

The board discussed our global presence and growth expansion of SIA in Europe and Asia to provide our members a broader network of companies to partner with. We are looking at more Alliance partners to enhance member opportunities As we add new members, the board discussed adding additional board seats, which currently stands at 12 but we have several very qualified potential board members that would add much to the growth of SIA.

Marketing Committee off to a great start

By Michael R. Blumberg, Marketing Committee Chairman

The SIA Marketing committee was established to develop and oversee the implementation of a Marketing Plan. The committee is comprised of me, Stephanie Williams (Ignite Marketing), Ed Butler (ISS Solutions), Jennifer Jakubowicz (ISS Solutions), and SIA's president, Randy Parks (LMS). We welcome other SIA members to join us.

Our first conference call was held on June 25th and since then we have been very productive. Our first order of business involved recommendations for a monthly feature to the blog section of SIA's website. Each month we will examine how two (2) members have been able to partner with each other to develop new business and/or better serve an existing customer. If you are interested in being highlighted in an upcoming blog post, please do not hesitate to contact me. We also strongly encourage all members to participate in our online conversation and social media efforts by responding to blog posts and contributing content of their own to a post. To ensure the content is appropriate, we have drafted a "Guest Blog Post Submission Guideline Policy" which has been submitted to Claudia and the board for review.

The committee has also been hard at work in developing a Marketing Plan for our organization. To that end, we have completed a SWOT Analysis and reviewed a first draft developed by Jennifer Jakubowicz. We are continuing to develop and fine tune this document by prioritizing opportunities identified in the SWOT analysis, defining our target market, and completing a competitive analysis. We welcome other member to join our committee. Please email at michaelb@blumberg-advisor.com if you are interested in working with us.

The new SIA Marketing committee welcomes your guest blog. Special thanks to all volunteers on the committee.

SIA Guest Blog Post Guidelines

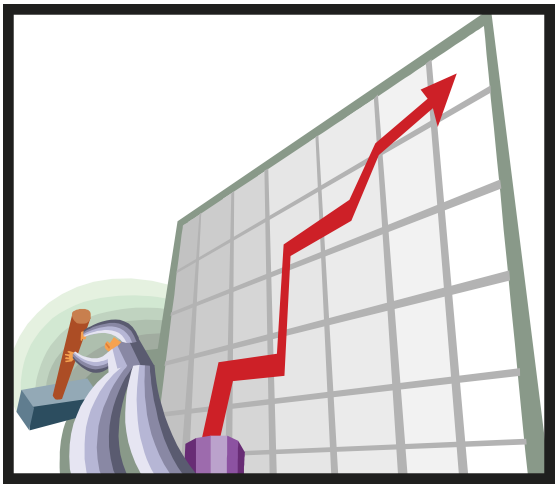
If you would like to submit a guest post to this blog, follow the instructions below for consideration. Only guest posts that meet these criteria will be considered for publishing.

- The post must be useful to the readers of this blog and deal with issues that are relevant to Independent Service Organizations (ISOs)
- The post must not criticize or condemn OEM service policies
- The post must be grammatically correct and well-written.
- The post must not include marketing-related links and must not be self-promotional or sales oriented

The post may include links to your website and blog in a brief author's bio (approximately 3 sentences), which will be published at the end of the guest post.

Guest posts must be original and may not have been published elsewhere online already. All submissions will be verified for originality using a tool such as Copyscape.com or Plagium.com.

Guest posts may not be longer than 500 words and may include images. Guest posts must be submitted to Claudia Betzner, Executive Director of SIA (cbetzner@servicenetwork.org) for approval. Guest Posts that are approved for publishing will be published without notice. Please check the blog periodically to see if your post has been published. Due to the high volume of guest posts this blog receives, messages following up on the status of a guest post submission will not be responded to.



Europe Roundtable in Scotland

By Gay Gordon-Byrne, President, TekTrakker®

Special thanks to Efficient Client Services, Jonty Marnoth and Simon Grey for hosting the meeting at their Estate offices.

The Touch House where we began the meeting originated in the 15th century and the Business Centre (shown here) was added in 1745, where we held the roundtable discussions. Not often, if ever do we get to witness so much history at one of our roundtables. Special thanks to all of ECS for hosting our roundtable and the cocktail hour later in the day back in Edinburgh. We had participants from Scotland, Ireland, England, Denmark, The Netherlands, France, Germany and the U.S.

The Scotland roundtable held in 15th century Estate—was truly historic!

The first session discussed partnerships, how members in Europe work together, their concerns and challenges. The second session focused on IBM and the challenges the European ISO's are facing with delivering the service to their end-users. It was a spirited discussion and Co-Opetition with many competitors in the room that sometimes partner and sometimes compete was evident in the conversations. Much information was shared with the group by individual companies that put the good of the whole ahead of their own self interests. SIA, as the ISO advocacy association, appreciates that kind of response and co operation for together great things can happen to solve the problems for all. Thank you to all our European members and those that participated. "The SIA is an important organization for service companies like ours delivering lifecycle support., said Jonty Marnoch, CEO, Efficient Client Services. "It gives us the occasion to share trends that we are facing, and to secure partnerships that extend our footprint with our customers. We will continue to support the SIA, hosting events and dedicating our time, to help the association expand." **(Roundtable sponsorships available for 2014)**

The next Europe Roundtable will be summer of 2014 in Dublin, Ireland at the Original headquarters, our sponsor for the 2014 roundtable. 2014 EU President will be Ireland so we will plan on increased visibility and possible EU involvement of commerce committees.

Edinburgh Castle

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Service Industry Association

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

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

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Phbrooks@ISSsolutions.com

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bill.mccubbins@csi-posdata.com

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

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

Joe Barna, President CDE Services
joebarna@cdeinc.com

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

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

Chairman Strategic Communications Committee
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Customer Service Delivery Platform
jerry.edinger@csdpcorp.com