



ENetworkNews

October 2011 SIA Profiles SIA Member: Bernd Appleby, President, and Founder Terix Computer Service, San Jose, CA

Bernd, who introduced you to SIA? "John Rinas at Grumman was first to talk to me about SIA in 2003 but Randy Parks and TFE introduced me in 2005 by inviting me to a San Francisco roundtable. John Walker was the SIA President at that time. Shortly after that I was recruited as a member then a board member."

Bernd, what was your first impression of SIA? "I was very impressed with the level of executive and entrepreneurs that attended and the open exchange of ideas and information from top echelon leaders in the service industry."

What are some of the historical highlights of your affiliation with SIA over the past 6 years? "After becoming a member and board member, I have been very active in our SIA International Customer Competitiveness Council, which has heightened awareness in the marketplace of the anticompetitive activities of some OEMs (You can see this activity on the news page of the SIA website: www.servicenetwork.org). Many companies have joined SIA from all over the world to align with us on this activity."

What professional & financial benefit have you received from SIA? "At a recent roundtable in Toronto we discussed the real benefit of SIA is your face-to-face mind melt of the top entrepreneurs' in the industry that validate your own business strategy. Getting business from the affiliations is just a

bonus. It is the open sharing of ideas that is the real benefit. We just last week used the Keynote Speaker from the 2011 SIA Summit, Jeff Blackman, to do a sales training day-long session of 16 of our top sales people in the midwest. The quality of the speakers at the summit is a real advantage. Direct access to business owners and *the service industry leaders* through SIA is a major advantage you cannot get at any other association or business conference."

In what other ways has Terix benefitted from its SIA membership? As a direct result of Terix' SIA membership, Terix has continued to grow both revenue and profits by partnering with other member companies. Terix now offers support for an expanded set of products and geographies which we accomplished in a very short amount of time. The direct access to other decision makers has been instrumental in our expansion.

Would you recommend SIA to one of your business associates? "Without reservation I would recommend the SIA and have brought in many companies as members of SIA. If you have not attended a roundtable you are missing a huge advantage." (Next one is October 25 in London, UK. December 8 is Palm Springs, California).

The 2012 SIA summit is open for registration on the SIA website at:

<http://www.servicenetwork.org/events/index.html>