



ENetworkNews

August 2011 SIA Profiles an SIA Member: Joe Barna, President, and Founder CDE Services Atlanta, GA. Joe, who introduced you to SIA? “Barry Cummins introduced me to the SIA at a Round Table event here in Atlanta in September 2007. I attended and found the group there to be interesting and informative and felt I could possibly benefit from the association.”

Joe, what was your first impression of SIA? “My first impression was very positive. I gained the impression of a diverse group of businesses with common interests.”

What are some of the historical highlights of your affiliation with SIA over the past 4 years? “I believe that the Round Table format has matured quite a bit in that time and is more of a focus for the organization. I have also observed that the “Owners” or “principals” of the member organizations generally have what appears to be a slightly different agenda in the meetings than some of the rank & file that attend. The owners seem more in tune with how to develop their companies rather than a “look at me” that seems more pervasive in the ranks. I wonder if as a result we should not have a different forum for each at the annual summit.”

What professional benefit have you received from SIA? “The professional benefit has been to know that we are not “alone” out there in the repair world. Gaining an understanding of how others are approaching their respective business markets has been quite a learning experience and has caused us to look internally at CDE in quite a different light. We have been so narrow minded in our pursuit of the POS market we completely neglected the

potential value we bring in other segments of the repair market. So now we are more broadly focused on how to grow in some of these other markets, if not directly, then indirectly through products that we can create and furnish to others already in those markets, a win-win for both.”

What financial benefit have you received from being an active member of SIA? “The financial benefit you receive will be reflected by the effort you put forth, an axiom I have always believed. Some companies have joined and dropped out because they did not immediately “earn” a return. But you can only reap what you sew. As a result of paying close attention to what people have been speaking of and explaining what it is we do and how we do it we have been able to develop a number of business opportunities. With confidentiality agreements in place, all I can say at this point is that we have, in the past 4 years, accomplished between \$700K and \$1M in direct revenue that we would otherwise not have had. In addition we have forged a partnership that allows us a national field service reach and are working on two major opportunities that could jell in the next month or so into several million in annual revenue. These are opportunities that would otherwise have been unavailable to CDE had it not been for the SIA.”

Would you recommend SIA to one of your business associates? “Without reservation I would recommend the SIA to any company in the industry who’s leaders are willing to admit that they do not have all the answers to all the questions and that are willing to take an active role. We at CDE have already introduced many companies that are now members and I have suggested to several other firms that the SIA is something they should seriously consider.”

Latest actions of the SIA International Customer Competitiveness Council

Earlier this month we sent a point by point rebuttal to the Michigan Attorney General responding to a letter from Oracle to them defending their policies, which was in response to a filing to all 50 Attorneys General by SIA earlier this year. We also filed a press release. You can see both letters and the press release on the SIA website “under News.” Just go to: <http://www.servicenetwork.org/news/index.html>

We are also developing a spread sheet on the competitiveness of all OEM’s that will be published later this year and updated periodically.