

# eNETWORK NEWS



## SIA 2011 Summit largest with mega new members globally

*This publication will be sent to members electronically and on the website By: Claudia J. Betzner*

Over the past twelve months SIA has seen a **20% increase in membership**. Our membership is **exploding globally** and the **Roundtables have reached capacity**. You can see a complete list of the **27 new companies for the past year** under new members. Each time we get a new member company in, that is another company you can network with and partner with. We are not only seeing big increases in members and participants but the quality of the companies are gratifying as well. Currently we are above expectations on registered attendees for the **2011 summit and we expect it to be the largest and most Global in the past 15 years**. Globally, we have registered participants from Australia, The Netherlands, The UK, Canada, and British Columbia, plus of course many from the U.S. you already do business with.

The quality of the speakers and sessions are also the best. The complete program is included in this newsletter. If you have not registered yet go to: [www.servicenetwork.org](http://www.servicenetwork.org) and register.



Our Roundtables have been at capacity for the past year. The last one in New York City hosted by Maintech was the largest yet. A special thank you to Frank D'Alessio and Maintech for hosting the event in the VOLT corporate headquarters and for hosting the Cocktail and Dinner reception at the Midtown Executive Club. The discussions from the roundtable are included in the newsletter.

As you know this is an election year since SIA Officers terms are 2-year periods. I am happy to report we will be expanding the board by two seats and our current President, **Rich Guglielmo of AMCOR will be moving up as Chairman**. He has decided to resign as President. His farewell letter is included in the newsletter but we clearly expect him to continue in an active status as the new Chairman. **Randy Parks of Diebold, has been unanimously nominated as our incoming President**. The President and

Secretary Treasurer are elected by the sitting board with the outgoing President always named the Chairman. All other board positions are elected by the general membership and that election will be conducted at the annual SIA Summit. We have open committees each Member company can participate in. **The current committees are: Membership, The Summit, The Anticompetitive Committee, the Marketing/PR committee, & PCI Compliant**. If anyone is interested in being a part of one of these committees, please let one of the Board members or Executive Director know. We would like to form a **Benefits Committee** to add new benefits the Membership would like to see. The most active committee currently is the Anticompetitive Special Interest Group. SIA takes the responsibility of being the "watchdog of the service industry" both in the U.S. and globally, very serious and if you go to the News section of the website you can see all the activity we are doing on this. I have an update on the activity listed in this newsletter as well..

### Special points of interest:

- Recap of December Roundtable in NYC
- New Members
- 2011 SIA Summit Program
- Oracle Sun Special Interest Group
- Keynote Column—Blackman
- Presidents Letter

**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.**



*SIA welcomes  
Eleven new  
members, with 6  
from The  
Netherlands,  
Australia, UK,(2)  
Denmark, and  
Canada*

#### **New since 2010 summit**

**The Inman Company**  
**System Design Advantage**, Rejoined  
**KT International (The Netherlands)**  
**Moduslink Global Solutions, Inc. (Sponsor)**  
**Smart Source, Inc.**  
**Blue Raven Technology, Inc.**  
**ISC Group LLC**  
**National Parts Depot**  
**CSU Industries**  
**digital Direction**

#### **New Members this quarter:**

**Solid Systems Comp Srvs LTD (UK)**  
 Dr. Paul Lalli, CEO  
 Derby Derbyshire, UK  
 Lalli@sscs.uk

**MVSS Australia**  
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 NSW, Australia  
 Malc@mvss.com.au

**Belmont Technology**  
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 650-344-9964  
 joep@belmont-technology.com

**Basic ITS**  
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 Chesterfield, MO  
 larry@basicits.com

#### **Mainstreet**

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#### **Source Direct**

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#### **Brains II Canada**

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#### **Bell ATM**

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 303 740 8370  
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#### **Eastman Kodak Company**

Richard Chipman, Susan Cardot  
 Rochester NY  
 Richard.chipman@kodak.com  
 Susan.cardot@kodak.com

#### **Olympic Support UK**

Roger Taylor  
 Birmingham, UK  
 Rt@olympicsupport.com

**Application not processed**  
**Virtual Technology**

## **PASSION PRODUCES PROFIT**     By Jeff Blackman

Passion is mandatory! There must be a fire in your belly, a passion in your gut, a sense of excitement in your sinew. You must have a missionary zeal, along with a relentless pursuit to satisfy your customers, clients and prospects. Your passion has nothing to do with phony smiles, clever phrases and hanging banners with slogans. It means your ability and desire to compete profitably now and throughout the 21st century. Passion is burning the midnight oil. It's going the extra mile. It's doing the unexpected. Passion is your positive attitude in a world of negativity. It's finding the extra fuel when you thought your tank was dry. It's an unwillingness to accept second best or "it's good enough." Passion, somehow, lets you execute, even when you're exhausted. Passion confidently pits you against your toughest competitor...you. Passion converts suspects into prospects. Prospects into customers and customers into friends for a lifetime. Passion turns successful business people into superstars! Jeff Blackman is a Business-Growth Specialist, Hall of Fame Speaker, Best-selling Author, Coach, Broadcaster and Lawyer. He'll share more business-growth strategies in Las Vegas on Monday, April 4th, 2011 during his keynote: Peak Your Profits!® - How Your Customer Commitment... Drives Relationships, Results and Revenue! Please visit <http://www.jeffblackman.com>

## Letter from your SIA President, Rich Guglielmo, COO AMCOR

All good things must come to an end.....It's been almost three years since I became your President in 2008 and I want all of you to know it has been a pleasure to serve the Association during these tumultuous times. Thank you for the opportunity! I will be resigning as President in April and a new President will bring with him fresh ideas on how to make this a better Association for you and me. With your support and the help of a very dedicated Board of Directors and Claudia Betzner, our Executive Director, we have navigated through the worst economic period since "The Great Depression". I have had the pleasure of presiding over our 25<sup>th</sup> anniversary celebration and more importantly meeting and working with some of the best executives and managers in the IT and Medical Industry to improve and expand the SIA and bring added value to all of the members. We have a great membership base and your continued participation is the key to our success. Today as I write this column we have emerged as a much stronger SIA in 2011. By the time of the Annual Summit, the SIA will be comprised of over 140 member companies and will have the most Summit attendees in over 15 years. This is no small accomplishment given the obstacles we all faced running a business during the economic crisis. So again, thank you for the opportunity to serve and if you have not registered for the Summit, go to our web page and sign up. Help us make 2011 the grandest Summit ever!



*Farewell Letter  
from your  
outgoing  
President, Rich  
Guglielmo...He  
has been a great  
one!*

*(Rich will become our Chairman and has assured us he will continue to be an active part of our association. A big thank you to Rich for all his hard work and for agreeing to serve an extra year since the term is usually 2-year terms. He has been a great President, at the top of the list of great ones. With his dedication and leadership, SIA is stronger, now Global, and set for the new decade. With Rich we made the move to a Global Board since he has a residence in Europe)*

## Anticompetitive Special Interest Group activity

Over the past few months the committee has been very busy and has stepped up the action on the Anticompetitive policies of Oracle Sun hardware from March 16, 2010. In November we filed an appeal to the U. S. Department of Justice. In that letter SIA contends the Oracle policies are an abuse of it's dominant market position and deliberately prevents ISOs from servicing the Sun hardware. We are awaiting the results of that appeal. The press release on this resulted in many articles written worldwide with several interviews from press in Europe and the U.S.

In December we filed complaints with each of the 50 state attorneys general and have received both written responses and conducted interviews from several of the states.

Next, our plans include a filing to the European Union, which is scheduled out this month, a letter to the Federal Trade Commission and filing a complaint with the Canadian Commission on anticompetitive activity. These policies have global ramifications and it is important we represent ISO's worldwide.

We now have two white papers, both on our website under News: One on leveraging data for effective Service Marketing and the other on Hardware IT Procurement. A special thanks to Gay and TekTrakker for all the work on these two documents. Additionally, we have developed a "**Hardware Bill of Rights**" **which you can find on our website along with a petition we hope you will sign.** Our bill of rights is much like the Software Bill of Rights published by Gartner in 2010.

We continue to review the policies of other OEM's as well, including Hewlett Packard with their patch policy change in the fall and the bundling policies of Cisco. If you are experiencing negative results from your customers as a result of anticompetitive policies, please let us know. We will take it up in our committee.

## SIA Executive Roundtable



## Tax Changes - Fall out of changes in Congress— Dane Dickler, Marcum LLP

### Higher Tax Rates

•By now you know that the tax rates in each bracket are going up. Of special concern to low income taxpayers is the disappearance of the 10% bracket. High-income tax payers will feel the sting of the 39.6% bracket.

•This also marks the return of the marriage tax penalty, where married couples pay more than they would if each person filed a single return. Since most families require two incomes, this will penalize a large number of American families.

•Top four brackets rise from 25%, 28%, 33% and 35% to 28%, 31%, 36% and 39.6%.

### Higher Investment Taxes

•The capital gains tax rate will jump from 15% to 20% for most taxpayers. The special 0% capital gains tax on earners in the 15% income tax bracket climbs to 10%.

•Income from dividends is treated as ordinary income and subject to your marginal tax rate up to 39.6%. The Bush Tax Cuts limited the dividend tax to 15%.

### Increased Hospital Insurance tax for high-earning workers and self-employed taxpayers.

•For tax years beginning after 2012, an additional 0.9% hospital insurance (HI) tax applies to wages received with respect to employment in excess of: \$250,000 for joint returns; \$125,000 for married taxpayers filing a separate return; and \$200,000 in all other cases.

### •Surtax on unearned income of higher-income individuals.

•For tax years beginning after Dec. 31, 2012, an unearned income Medicare contribution tax is imposed on individuals, estates, and trusts. For an individual, the tax is 3.8% of the lesser of either (1) net investment income or (2) the excess of modified adjusted gross income over the threshold amount (\$250,000 for a joint return or surviving spouse, \$125,000 for a married individual filing a separate return, and \$200,000 for all others). (Taxable Income)

### Higher threshold for deducting medical expenses.

•For tax years beginning after Dec. 31, 2012, unreimbursed medical expenses will be deductible by taxpayers under age 65 only to the extent they exceed 10% of adjusted gross income (AGI) for the tax year. If the taxpayer or his or her spouse has reached age 65 before the close of the tax year, a 7.5% floor applies through 2016 and a 10% floor applies for tax years ending after Dec. 31, 2016.

### •Cost of Employer-sponsored Health Coverage Included on Form W-2.

•Beginning with Forms W-2 issued for calendar years 2011 (i.e., Forms W-2 that will be provided in January 2012), employers must report the aggregate cost of employer-sponsored health insurance coverage on the employee's Form W-2. Employers should begin now to determine what information will be needed to calculate this value, and how the information will be gathered. Our compensation specialists can assist you in this effort.

**Expanded Information Reporting.** For payments made after 2011, the Form 1099-MISC reporting requirements have been expanded to include amounts paid for property and other gross proceeds. Prior to this change, only amounts paid for services were required to be reported. Additionally, payments to corporations will no longer be exempt from Form 1099-MISC reporting. This information reporting is far more extensive than the current reporting requirements.

•There will most likely be repealed. Senator Max Baucus said he was convinced by business groups' complaints that it was an administrative burden.

### Excise Tax on High-cost Employer-sponsored Health Coverage (Cadillac Plans).

•Starting in 2018, a nondeductible 40% excise tax will be levied on so-called Cadillac plans. or coverage under a group health plan, the 40% excise tax will be imposed on insurance companies, but it is expected that employers (and their employees) will ultimately bear this tax in the form of higher premiums passed on by insurers. Additional legislation may change some of these provisions

### •Fee on health plans.

•For each policy year ending after Sept. 30, 2012, each specified health insurance policy and each applicable self-insured health plan will have to pay a fee equal to the product of \$2 (\$1 for policy years ending during 2013) multiplied by the average number of lives covered under the policy. The issuer of the health insurance policy or the self-insured health plan sponsor is liable for and must pay the fee.

Dane Dickler and Marcum did a great job of presenting the changes for the smaller business plus some for large

Continued from Page 4 Exec. Roundtable—Dane Dickler

## Tax Changes - Fall out of changes in Congress— Dane Dickler, Marcum LLP



### •Larger employers not offering affordable health insurance coverage must pay penalty.

•For months beginning after Dec. 31, 2013, a large employer that (1) doesn't offer health care coverage for all its full-time employees, (2) offers minimum essential coverage that is unaffordable or (3) offers minimum essential coverage that consists of a plan under which the plan's share of the total allowed cost of benefits is less than 60%, must pay a penalty if any full-time employee is certified to the employer as having purchased health insurance through a state exchange with respect to which a tax credit or cost-sharing reduction is allowed or paid to the employee.

### Individuals not carrying health insurance face a penalty.

•For tax years beginning after Dec. 31, 2013, nonexempt U.S. citizens and legal residents must pay a penalty if they do not maintain minimum essential coverage, which includes government sponsored programs (e.g., Medicare, Medicaid, Children's Health Insurance Program), eligible employer-sponsored plans, plans in the individual market, certain grandfathered group health plans and other coverage as recognized by HHS in coordination with IRS. There are a number of exceptions, such as one for certain lower-income individuals.

### •Some employers must offer "free choice" vouchers for basic coverage.

•Effective for periods after Dec. 31, 2013, employers offering minimum essential coverage through an eligible employer-sponsored plan and paying a portion of that coverage must provide qualified employees with a "free choice" voucher whose value can be applied to purchase of a health plan through an Insurance Exchange. The employer treats the free choice voucher as an amount for compensation for personal services actually rendered.

•In general, qualified employees are those who do not participate in the employer sponsored plan; whose required contribution for employer sponsored minimum essential coverage (if they did participate in the plan) exceeds 8%, but does not exceed 9.8% of household income; and whose total household income does not exceed 400% of the poverty line for the family.

### •Section 179 Expenses

•The Small Business Jobs and Credit Act of 2010 increases the amount a taxpayer can write-off up to \$500,000 of qualified capital expenditures -- subject to a phase-out once these expenditures exceed \$2,000,000 -- for tax years 2010 as well as 2011. It also extends the additional, first-year 50% depreciation for qualifying property purchased and placed in service during the 2010 tax year. It does not extend 50% bonus depreciation for tax year 2011.

### •Small business Healthcare Tax Credit

•In general, the credit is available to small employers that pay at least half of the premiums for single health insurance coverage for their employees. It is specifically targeted to help small businesses and tax-exempt organizations that primarily employ moderate- and lower-income workers., generally those with no more than 25 full-time equivalent (FTE) employees and average FTE annual wages of \$50,000 or less]

### •General business credits of eligible small businesses for 2010 allowed to be carried back five years.

•Generally, a business's unused general business credits can be carried back to offset taxes paid in the previous year, and the remaining amount can be carried forward for 20 years to offset future tax liabilities. Under the new law, for the first tax year of the taxpayer beginning in 2010, eligible small businesses can carry back unused general business credits for five years. Eligible small businesses consist of sole proprietorships, partnerships and non-publicly traded corporations with \$50 million or less in average annual gross receipts for the prior three years.

•Employers also may qualify for an up-to-\$1,000 tax credit for retaining qualified individuals. The workers must be employed by the employer for a period of not less than 52 consecutive weeks, and their wages for such employment during the last 26 weeks of the period must equal at least 80% of the wages for the first 26 weeks of the period.



While the  
healthcare is still  
open to debate,  
some of the  
changes may still  
happen



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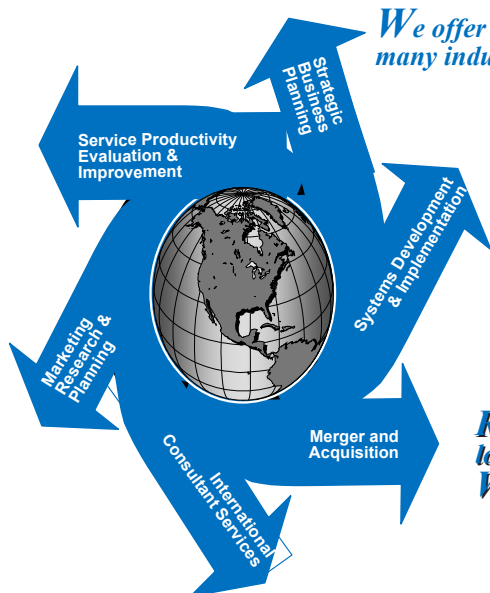
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## SIA Executive Roundtable



## Tax Changes - Fall out of changes in Congress— Dane Dickler, Marcum LLP (continued from page 5, wrap up)

### Comments

- 2 out of 3 jobs created by small business; majority of room think longer tax cuts are better than just a 2-year plan; group may go to variable work force to avoid benefit increases;
- Group thought Federal Government should start by decreasing size of government by cutting their costs as an example to small businesses; too many government restrictions preventing growth by big and small business, an example was the cumbersome Sarbane Oxley laws; one company spent 20 million last year in compliance as a result of the laws and certification requirements.
- Lines of credit at banks diminishing – loan cycle taking much longer
- GA banks #1 for bank failures – get \$1500 credit for retraining – but hire decision much higher level based on many factors
- Capital gains from 15% to 20%
- 35% subsidized by government if 25 or less employees making average of \$50 k or less
- 1099 rule bad for all business since expenses over \$600 require a 1099 – all believe this will be deleted; was subcontractor only
- Large companies like McDonalds cited as example of bad info in bill since they have 115,000 employees and they would be forced to drop prescription care to all

The Tax Changes session was very informative.

## Marketing/Sales Differences for next decade Dave Wiedman, Chief Operating Officer Lexicon (Maintech Participating)

### I. Compensation Strategies/Issues

- It's about protecting, growing the base; Retaining/Rewarding top performers
- How do you develop Quota; Shift away from annual plans
- Compensation for the “not clearly defined role”; Employee Contracts (non-competes)

Comments: Discussion on Hunters as top performers – Incentivize on new business ventures; provide big kickers over 100% of goal some things 100% of salary; 50 – 80% of quota should not qualify for incentive; 100% commission only on part sales; some exclusivity per customer as long as performance same level; some get large commission on new accounts but none on existing; some use annual plan – management by objectives; all about the relationship the sales exec. Has with the customer



### SIA Executive Roundtable

## Marketing/Sales Differences for next decade Dave Wiedman, Chief Operating Officer Lexicon (Maintech Participating) - continued from page 6

### Comments from Compensation strategies and issues:

- Sales – contract review process should always be used; sales and service – most do
- Kodak is process oriented
- Good hunter doesn't have time for details but should stay involved in briefings
- Developing quota's – pipeline books 18% so much have 500% in pipe line to make quota
- Negotiate to make quotas with history consistently applied standards on large companies mandatory due to possible lawsuits and fairness standards
- Lots of variables, some history, time in service in company, sometimes revue oriented, profit level some times – some do not use quota's at all; some share rep's with other companies
- Measure your pipeline; how much, quality, quantity, CRM, %close; mature business verifiable
- Emerging technologies different because don't have length of contract
- No cap on sales compensation – some do; some use a formula of \_\_\_\_% to calculate bonus
- Some use an annual plan – some not clearly defined but pay end of year bonus
- “If you can brand a dead chicken you can brand service”
- Some have non-competes but should be as specific as possible such as customers names, what they have worked on, a time period, all should have non-disclosures
- Product knowledge is key – having a great product to sell plus sales technique
- 50% of every great hunter could take a contract with them – length of service key to knowledge

Dave also shared some very funny video's to drive his point. A great session

## II. Sales Training/Education

- Current/ Timely (Smaller bits of info over longer time)
  - Ongoing
  - Interactive
- (Some Use quarterly reports, not possible in larger companies – some also use web-based)

## III. Marketing/Sales Trends

- Social Media Impact
  - Customer Contracts
- Mitigate cancellation for convenience – be sure contract both ways, no boiler plate contracts in to-day's environment

### The final session of the day was for Open Discussions:

•Rules of accounting changing – spare parts and amortizations changed; they want a 7 year history instead of 4 current and diagnostic issue may apply

•PCI Compliance standards changed this year – anything related to taking credit cards – SIA has new working committee headed by Joe Barna – let us know if you want to be a part of it

•Cloud Computing – virtualization – opportunities for migration strategies

## 2011 Service Industry Executive Summit for Service Leaders (1985—2011 celebrating our 26<sup>th</sup> Year)

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creating the  
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Sunday April 3, 2011 Evening  
Welcome Reception

Monday 4/4/11 Strategic Program



**Keynote –Peak your Profits, How your customer commitments drive relationships, results, and revenue** Jeff

**Blackman, Business Growth Specialist** - A National Speakers Association Hall of Fame recipient; Fast Track Speaker of the Year; author, success coach, broadcaster and lawyer. As a radio and TV talk-show host, some of Jeff's guests have been; Oprah Winfrey, Ted Koppel, Jerry Seinfeld, Marcel Marceau, astronaut Jim Lovell and Olympic gold medalists Bruce Jenner and Dan Jansen. (Sponsored by CDE Services)

**Industry Leader Panel** New expectations from Customers, what is different, what is the impact on the service industry, What are the recovery signs, what are the trends? Success stories and indicators will be discussed from each participant's perspective. Tom York, Exec. V. P. Essintial Enterprise Solutions, Frank D'Alessio, President Maintech, Peter Brooks, President & CEO ISS Solutions, Joe Barna, President CDE Services

- Lunch sponsored by AMCOR
- **Congressional actions, Tax Changes, Asset Protection** – Fallout of changes in Congress; How tax laws will change business in 2011. What you can do to avoid capital gains, Estate planning, Asset protection, **Larry Oxenham, Author, Senior Advisor American Society for Asset Protection and author The Asset Protection Bible**
- **Emerging Growth & Technology – Dr. Jim Alexander** This session consists of four topics: Cloud Computing, IT Security, Green Initiatives, Security in the Healthcare environment, Managed Print Services. This will be very interactive, the audience and facilitator will discuss each in the first segment and develop a plan where a leader will be selected for each of the four topics. Dr. Alexander is a best selling author and his latest "Seriously Selling Services" provides an unmatched, practical road map for senior executives who are ready to execute a serious services strategy. **Breakout – Four Groups Emerging Growth** (Break as Needed) Each group will develop strategies & solutions. Four groups will discuss before the entire general session strategies & solutions they found.
- **Member Profile** – An SIA President will discuss how he grew his company, the ups and downs, What worked, what did not work? This President has also been through acquisitions and buyouts He will discuss how Service Excellence and your reputation result in profits – **Chuck McNew, President & CEO Essintial Enterprise Solutions**
- **"Private Equity" – Global** – This session will discuss strategy, M&A activity, Value adds
- Reception with Exhibits—Sponsored by Field Solutions

## Tuesday April 5—Operational Program

- **State of the Association** – Rich Guglielmo, President (announcement of Election results of 2011—2013 Board of Directors) Recognition awards: Claudia & Rich, Randy Parks, President Elect
- **Healthcare Reform** – How “Healthcare reform” might impact health delivery, and the potential unintended consequences. What the impact might be to your business. What the new opportunities for business might be. **G. Wayne Moore, FASE, Session Chairman & President Advanced Dev. Group and CSO Unisyn Medical Technologies, Inc.**
- **Keynote: The Chet Holmes Tony Robbins Method, Strategists to the Fortune 50** “Ultimate Sales Machine: How to Build a Complete Turnkey Sales and Marketing Machine”. **Marty Sanders, CEO Business Breakthroughs founded by Chet Holmes & Tony Robbins**
- **Lunch** sponsored by Essintial Enterprise Solutions
- **Reverse Logistics** – Michael Blumberg, President Blumberg Advisory Group and Modera tor; Paul Rupnow, Partner Andlor Logistics Systems; Gailen Vick, Pres. & CEO Reverse Logistics Association; Phil Pietrowski, President Banyan BSG
- **Measuring Customer Loyalty**; Turning Service Excellence into higher revenue; are there cases where Customers are paying more for service as a result of service excellence and loyalty; Service Excellence – metrics, characteristics to attract customers (Net Promoter Score) – **Al Hahn, President Hahn Consulting**
- **How to work in an environment Overcoming Barriers to Service and OEM Restrictions** – a review of Current actions by OEM’s such as Oracle/Sun and what members can do; SIA actions  
Claudia Betzner (Oracle SIG Chairman)  
Wayne Moore, Pres. Advanced Development Group & CSO, Unisyn Medical (Medical)  
Bernd Appleby, President & CEO Terix Computer Service (IT)

Grand Finale at 6:30 P M for no-host cocktails and 7:30 P M for SIA sponsored dinner for registered participants

## Wednesday April 6, 2011

Board of Directors Meeting—Wrap of summit—**Please let Board know if you have input**



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available

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