

eNETWORK NEWS



2009 Summit created an atmosphere of Networking

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

Special points of interest:

- Board Member elections
- Board & Roundtables Schedule for 2009
- Summit Review
- New Members
- State of the Association
- Winners from Summit
- JIT or JIC by Chuck Reaves
- The un-comfort Zone by Robert Wilson

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.

For those of you who were not able to attend the summit, you missed a great one, perhaps the best thus far for networking. With the economy, travel freezes in the large company members and so many in economic turmoil, it was the smallest we have ever had but the participants told us by their evaluation results and conversations the presenters were the best yet and with the introductions of all who attended up front on the first morning, **there was an atmosphere of networking.** The participants told us they did more partnering, networking and sharing business information than in years past. Our Mission Statement of creating a forum where our **members can enhance their business has become a reality.**

Members can now go to the SIA Member Only section of the web site and view all the presentations.

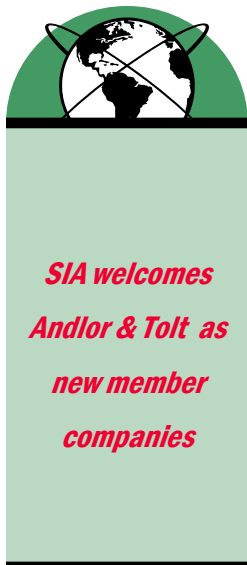
The evaluation results showed the three Keynotes were the top rated at Excellent and the summit was rated a 4.6 out of a possible 5 points or excellent. The other sessions receiving the highest marks included the

Presidents State of the Association, the Six Sigma session and the Workforce session. Some of the comments were "one of best I have attended, more time next year for break outs with more networking opportunities, have a sales forum next year, have golf tournament on Monday afternoon with summit going until noon on Wednesday." Participants were also split on having the next one in Florida or Las Vegas. As a result we are exploring locations in Las Vegas, Miami, Orlando and Ft. Lauderdale. All the suggestions are considered by the Board in the planning for the 2010 event. If you have a preference on topics or location please send your ideas to the Executive Director.

This year we shortened the day which seemed to have more in attendance during the sessions, we had introductions of everyone upfront on the first morning which encouraged more networking and we eliminated the tabletops except for sponsors and eliminated the golf tournament. We continued the Strategic focus on day one with the Operational focus on day two and a mix of presentations, roundtable discussions, panels and brainstorming breakout sessions. After

twenty-four years of Executive Summits I believe we have the formula that works best. We began with a comparison of our economic recession and the great depression with graphs and charts by the Federal Reserve Chief Economist. The afternoon Keynote by Jerry Bowe focused on Where we are in this economy and provided insight into what leaders can do from a positive perspective. He also reviewed conventional wisdom from 2008 compared to 2009, what a difference a year makes!

Our last Keynote, Tom York of IBM shared the IBM CEO survey that provided insight into the CEOs characteristics of the Enterprise of the future from over 1130 CEO's, then provided us insight into how you can change and succeed under any condition quoting the book "My Iceberg is Melting" by John Kotter. The analogy was from a penquins perspective and had Eight relevant steps to success. *Notable quote* "When the external changes are coming at us faster than we can assimilate the changes internally the end is near," Tom York.....



New Members

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CDE Services, Inc.
Washburn Computer Group
Keystone Memory Gp LLC
Wellington Technologies, Inc.
Ingenico
Cilicon Solutions
Midrange Repair & Parts
Prism Pointe Technologies
Sonora Medical Systems
Hyper MicroSystems
Competitive Support Op-
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Anacomp Multi-Vendor
Srvs.
Apex Computer

Assurant Solutions
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Networking Technologies
& Support Inc.
Liberty Parts Team, Inc.,
IBM
Alexander Strategies

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2009 Summit a success by
donating their time (SIA
endorses these companies
and encourages your sup-
port of these companies)

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Joe Barckett, The Desara

2009 SIA Board meeting & Roundtable sched- ules

June 17 & 18, 2009 - Denver, Colorado - Sonora Medical will host the roundtable on the 18th. One of the topics for this roundtable is "Pricing Compression Pressures." An additional discussion on "Provoking your Customers" will focus on how to increase sales while maintaining pricing levels in this economy and will be led by Wayne Moore

September 9, 10, 11 Roundtable Afternoon of 10th morning of 11th 2009 Atlanta - This will be held at CDE Services in Atlanta
Main topic: "Sales & Marketing Service"

December 9 & 10 2009 West Coast - LMS will host the roundtable on December 10 in Irvine CA (Orange County)

If you are interested in obtaining an invitation to one of these events contact the SIA headquarters.



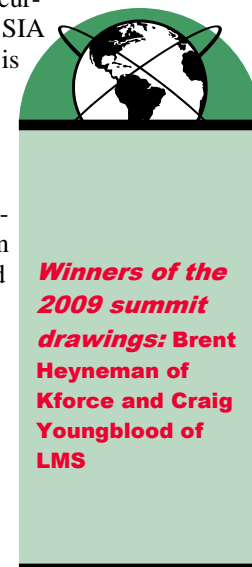
President's State of the Association *by: Rich Guglielmo*

Even though we are going through some of the most difficult economic times since the end of WWII, the SIA held the 2009 Annual Summit in Las Vegas recently. Attendance was down, but the Summit was an unqualified success according to the feedback from the attendees. In fact the content and the speakers were the best in many years. To all of you who attended, thank you for coming. For all of our members who could not make it to Las Vegas, I am sorry that you missed the sessions and the opportunity to network with your colleagues. You can find the session content on-line at www.servicenetwork.org in the members section. You will need your password to access the information. Please contact Claudia if you have forgotten your password.



As of April 1st we have 111 member companies. We added 10 new members during 2008 and we want to grow to at least 125 member companies by April 2010. Each new member makes the SIA stronger by bringing new ideas to the current members. So I am challenging each of you to contact your partners, suppliers and customers to join the SIA in 2009. If each of you brings a new member we would double the size of the SIA! Now I know it probably is not feasible but it is an interesting goal. Continued growth provides new networking opportunities and increased financial stability. We added three new members to the Board of Directors. They are: Joe Barna, Wayne Moore and Bob Gaddis. John Walker, John Rinas and Chuck McNew have retired. We thank them for their service! We have a number of slots open on the Marketing/Promo and Roundtable committees. We need volunteers.....your participation is greatly appreciated. The SIA value increases to each member company when we all participate. I hope you have the time to help. The Quarterly Roundtables will be starting in June. See the web site or contact Claudia for the schedule and location. Please let her know if you can attend and BRING a prospective member with you. If each of you can find a little extra time each month to build the SIA through recruitment and participation, it will make YOUR organization better for all.

In 2009 besides focusing on growth and increased member participation, we will be offering our members insight into how to grow your business during this chaotic period as opportunities abound for all of us. So please check out the Newsletter content and look to attend a Roundtable. Thanks for your continued participation in our SIA and I look forward to seeing you at a Roundtable or the 2010 Summit.



Introducing your New Board:

- Appointments by the Board: Rich Guglielmo as the Board President; Michael Lipson as the new Secretary Treasurer.
- IT EVP is Bernd Appleby, President Terix Computer Service; Medical EVP is Peter Brooks, President ISS Solutions
- Members at Large elected include: Bill McCubbins, V.P. POSDATA, A Control Solutions Co.; Randy Parks, Director Diebold Retail & IT; Tom York, V. P. Technical Support Americas IT IBM; Craig Youngblood, President & CEO LMS Service; G. Wayne Moore, President & Founder Sonora Medical Sys; Robert Gaddis, Western Region Ops Director Northrop Grumman IT; Joe Barna, President CDE Services
- Wayne Moore is the new Chairman of the Marketing/Promo Committee



SIA Summit highlights

The theme this year was Re-Inventing your company for Smart Survival

The beginning Keynote address was delivered by the Chief Economist of the Federal Reserve, Dr. Michael Cox. You will recall we had Michael a few years back. While the economic forecast is still not predicting we are out of the recession for another year or so there was good news delivered in the many graphs and charts which compared the recession to the great depression. Seems that many new Entrepreneurs started new businesses in the mist of the great depression and in many of the recessions so look for the niche, something new, innovative with the new technologies.

The Smart Survival Industry Panel discussed how the leaders in the industry have reinvented their companies using smart survival strategies. The panel included Dan Davin, Wayne Moore and Joe Barna with Dr. Alexander facilitating the Panel. The afternoon Keynote was delivered by Jerry Bowe, who has turned around companies in Europe and the U.S. from his vast experience. *One of my favorite quotes from Jerry, "Always, Always be wary of Bankers, and maintain constancy of purpose in your company even if it is difficult."*

The State of the Industry was presented by Robert Gaddis for IT and Peter Brooks for Medical. In Bob's presentation he reviewed that Gartner had changed their predictions and in just a few months IT Services spending was downsized and would grow by 0.9% in 2009, down from 6.5% in their fall forecast. They also predicted hardware spending would decline by 4.8% in 2009 but enterprise software products would grow by 6.6%, telecommunications would grow by 3.6%. Predictions by Peter: Market for 3rd party medical equipment service is mainly with the small/medium-sized hospitals; reduce costs and increase operating margins, or they will be acquired or shut down. Growth opportunities: convert in-house programs, "steal" from the competition, develop specialties, acquisitions, international.

Over the past few years SIA has engineered a new way of getting Participants to Network and solve issues important to the group. With a combination of structured presentations, roundtable or panel discussions and brainstorming sessions, it keeps the audience involved. The Brainstorming session was on the first day and was led by Dr. Jim Alexander and there were three breakout groups to solve three problems chosen from the list developed by the audience. The three new Board members were the leaders selected to facilitate the process:

Group One led by Joe Barna: Problem - How to crack "in-house" Service Outsourcing Branch

- Offer opportunity to convert manager based on record of longevity in market
- Approach through CFO—15% reduction in support costs; full consulting to evaluate actual costs—if we are higher and cannot deliver at least 15% savings we pay, if more, you pay.
- Address cost of infrastructure—tech career growth/costs
- How to mitigate risks? SLA Customer Sat in hospital environment

Group Two led by Bob Gaddis: Problem - How to Respond to Pricing Pressure

- Change SLA
- Bundle Services—drive volume
- Sell productivity (value) Mitigate risks: share Risks
- Streamline process; billing frequency; negotiate—offer cash discounts

Group Three led by Wayne Moore: Problem - How to take advantage of OEM Merger

- Customer loyalty issues—identify customers
- Post warranty service and support costs, service levels
- Hire those that have great relationships with their customers
- Integrating the business

The 2009 Summit has concluded but the presentations are available on the member only section of the SIA web site

2009 Summit Review Continued

Day Two began with the President delivering the State of the Association, which is found in his letter to the membership. Next was the SIA Bottom Line Benchmark & Best Practices Survey by Michael Blumberg of Blumberg Advisors. The association wishes to **thank Michael and Marc Melkerson of Renova** for developing the survey, providing the platform and analyzing the results. Of those responding about half were ISO, 10% OEM and the rest mixed with Parts, Depot and VAR. 58% of members responding do national, while 28% do international and the remainder mixed with local, regional and other. 58% do field service, over half also do Logistics & Parts and 27% professional services. This is a pretty good measure of the SIA Membership breakdown. The complete survey is on the web site.

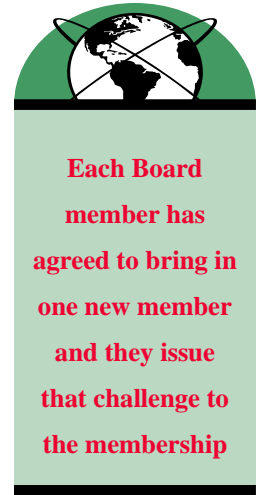
Tom York of IBM presented the Day Two Keynote. Tom discussed how IBM went to a complete Relationship model with their customers and the value of relationships in our respective businesses. Tom discussed Change and success under any condition and how "In tough times people are more resistant to change, They ignore what may be obvious," think "Nothing I do will effect anything," "Want to Batten down the hatches and ride it out" and think "People changing things is what got us here." Please go to his presentation for the 8 steps to solve the dilemma from the eyes of a penguin.

Steven McAlear of Kforce delivered the final morning session on The Changing Workforce. He began with quotes from our President in the spring of 2008 about the economy facing a slowdown, then went to a quote by our current President this spring "we are in a deep recession." Steve went on to discuss the economy's impact on the labor market. Seems that some good news is *the Baby Boomers are retiring which will create a lot of skilled job openings in the next few years* and if you look at those that have college degrees or some college the percent unemployment goes down substantially, college grads unemployment is at the 2% level which most consider unemployable. He also showed a graph of earnings by amount of education with no high school diploma around \$20K and a college degree around the \$120K. We should all make sure our kids receive college degrees.

Joe Barckett of The DESARA Group began the afternoon session on Six Sigma and how we can learn from the past, manage for the present and plan for the future. He began with a history lesson on quality circles beginning in 1980 to six sigma today and how we got here. He reviewed the defect reduction compared to costs savings by industry and how significant implementing six sigma has on the bottom line. He shared some of the insights from the guru's that began the process from Deming in America's fourteen points to Dr. Taguchi in Japan's Robust Engineering design. He presented some real life examples on service and the calls reduction. Year one at 11% reduction netted a savings of \$245,000 and year two savings was \$400,000.

The final presenter was Al Hahn, who is the guru in Marketing, Pricing and Sales Training in the Services Industry. His session discussed Growing Through Smart Survival Marketing and Business Development. He provided an alternative to the doom and gloom some are predicting by providing some examples of how you can take back business that may have been lost. He discussed how "When work needs to be done, & customers have cut or not hired staff, outsourcing is a logical alternative; what do your customers need to get done that will be difficult for them." He also advised to sell more services to existing customers, think outside the box and listen very carefully to your customers including their complaints, what were their plans before the downturn, become their partner, you may have to go to the CFO. Analyze your own company, when this is over will you have gained or loss, it is up to you. He did also review some of those pricing strategies he is famous for.

The day ended with a wrap up session, reviewing the summit from the SIA Board of Directors panel including Bernd Appleby, Rich Guglielmo and Peter Brooks, "What one nugget of info they each will take back to their companies, what was most surprising and what they will do different as a result of what they learned." They also reviewed the most valuable part of the experience from their perspective. The Grand Finale on Tuesday evening at the Mirage's number one restaurant ended the summit.





"I don't believe in Pegasus, Unicorns or commodities - I've never seen any of them." - Chuck Reaves
 Myth: Great Salespeople are Great Cold-Callers
 Reality: Great salespeople rarely make cold calls

JIT or JIC?

Are you causing your people to think in terms of Just In Time or Just In Case? By: Chuck Reaves www.chuckreaves.com
(Focus for Chuck is the Chief Sales Officer in your company)

Martha Beck was a professor teaching various business subjects before a career change lead her into counseling. So, she knows people and business. In a recent article she challenged her readers to think Just In Time rather than Just In Case. Let's take her idea and see how it applies to sales leadership.

"Everything a leader says is amplified; everything a leader does is magnified." - Chuckism #24

If you're a leader, you're not entitled to a bad day. People who report to you are watching you more intensely than you may think. This is especially true in tough times.

What kind of message are you sending out right now? Through your choice of words, intonation in your voice, body language and other non-verbal signals, what are you communicating?

Keep your core strong! Sometimes known as our "heart", our core belief determines what we say and do and how we go about doing it.

"A double-minded man is unstable in all his ways," according to Scripture, so we need a consistent message to send out and JIT is better than JIC.

- **Just In Time** thinking means that we are constantly preparing for opportunity; **Just In Case** thinking means we are preparing for collapse.
- **JIT** thinking causes us to use our available resources preparing for the inevitable upswing; **JIC** thinking causes us to focus on how we will manage failure.
- **JIT** thinking recognizes that neither good times nor bad times last forever; **JIC** thinking only accommodates thoughts of ruin.
- **JIT**-focused sales teams are developing new and creative ways to prospect, solve problems and help their customers; **JIC**-focused teams are spending their time worrying and updating resumes.

This is not head-in-the-sand, Pollyanna thinking. This is real-world preparation. Want to believe the end of the world is near? There are folks who will help you think that way. Want to believe we're nearly out of the woods? Those folks are out there as well - and there are others everywhere in between. It starts in the mind - in your "heart" - and your people read it like a book.

What will you lead your people in doing today that will help them prepare for the inevitable upturn?

Why do people resist cold calling?

Even some seasoned professionals resist cold calling. Others resist closing the sale. Most people resist having to speak in public. They all have the same root cause: **fear of rejection**. Yep, we all know some people who thrive on cold calling or who can't wait to get to closing. They enjoy these things. I make part of my income from speaking, so the challenge of the audience is a different one for me than it is for people who fear speaking in public. Now, here's a deeper question: **What causes the fear of rejection?** If you could conquer that, you would no longer fear cold calling, closing the sale or speaking in public. Learn this core principle plus much more about referrals at SaleS-SuiteS.com.



THE UN-COMFORT ZONE with Robert Wilson

(Robert is a motivational speaker who works with companies that want to jumpstart their companies and employees, for more info go www.jumpstartyourmeeting.com).

Defeating the De-Motivator

The sweet strains of a Puccini aria cut through the Saturday night clatter of the busy Italian restaurant in New York City, but it wasn't coming from the aging voice of the Sicilian baritone who was hired to belt out favorites like Funiculi-Funicula. It was a soprano whose crystal clear voice filled the room. Within moments all the ambient noise came to a halt. Diners stopped eating and talking, busboys stopped clearing tables, the cooks even came out of the kitchen.

Singing on the tiny stage was the skinny moon-faced waitress from Ohio. The Sicilian heard she studied opera, so he invited her to join him, but what began as a duet ended in solo as he too was mesmerized by the beauty of her voice. When she finished, the place thundered in applause and I saw tears of gratitude glistening in her eyes. She had hit each note perfectly.

If only she had done that when she auditioned for the Metropolitan Opera. But she choked, flinched, allowed a seed of doubt to creep into her consciousness and thus her voice.

She told me her story over a couple of beers after work. It was the fall of 1984, and I was a fellow waiter at the restaurant; just another struggling artist in the city that never sleeps. She explained that she got nervous during her audition and couldn't hit the high notes. She would get one more chance to audition, but she would have to wait an entire year.

I never found out if she made it; as a writer my art is portable and a few months later I moved to a city where they still have a bedtime. I suspect she did, because that night she received a proof - a vital beginning step. Doubt is a silent killer. We transmit feelings of doubt to others through subtleties in our body language, facial expression and tone of voice. It is picked up subconsciously by those with whom we communicate. Worse than that, we communicate it to ourselves, and it seeps into our performance. Doubt is the De-Motivator and all too often it prevents us from even trying.

We all suffer doubt occasionally, and its cure is always the same: proof. Proof that we are indeed talented enough to do what we set out to do. A proof doesn't need to be big to eliminate doubt. A series of little ones can be just as effective. I keep a journal - a log - of accomplishments. Both small and large, because they all add up to reasons for believing in my abilities. It is especially important to log the little ones, because they are so easy to forget or overlook, and yet they carry tremendous weight when it comes to giving ourselves confidence.

You say, "I'm just starting out and have no accomplishments." That just means you're not looking in the right places. We all have successes, some of them may be found in different areas of your life. I often read in the Wall Street Journal about women, who after years as stay-at-home Moms, return to the work force in well-paid management positions. They acquire these jobs by citing in their resumes the many skills and achievements they learned through their volunteer work. What talents are you racking up through your hobbies and leisure activities? Sometimes proof comes to us by comparing ourselves to others. Simply ask yourself, "Out of all the people who have ever lived, how many have attained what I want?" The sheer numbers alone will often be all the proof you need. When all else fails, fall back on faith. Some of the most successful people in the world had absolutely no proof that they could achieve their dreams. All they had was a strong desire and a belief in themselves. As Martin Luther King, Jr. once said, "Take the first step in faith. You don't have to see the whole staircase, just take the first step."



Over the next year we will focus on helping you "Survive & Thrive" in our news to you, during our roundtables and we will have a Sales Forum at the 2010 Summit.

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