

# eNETWORK NEWS



## SIA Achieves 25th Anniversary @ Summit—what a ride!

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

By all that attended, not only was this our 25th year but a triumphant success.

Over the course of the three-day event held a couple of weeks ago, the participants at the 2010 SIA Executive Summit were treated to a Presidents Panel of past and current presidents, a 25th anniversary video tribute (now on the SIA web site; special thanks to Peter Brooks and ISS), a birthday cake, a Magician removing the Executive Director's bra on stage without one inch of skin showing, a great Key-note from Tom York, a closing panel that lasted much longer than planned due to tremendous interest... and many stories told by the Executive Director weaved throughout the event of past highlights in the history of the association including some of the more humorous events.

A major milestone in the associations history would not have been the same without our Founding President Al Andrus, our shortest term President, Randy Parks who agreed to be a interim President back in 2000 but has been on the

board continuously longer than any other board member, 11 years and counting, our Current President Rich Guglielmo and of course, Frank D'Alessio, who received an award for the longest continuous Member Company. Frank came in as President of **Maintech** and under his leadership it has grown many times over but Frank has been President the entire time and the company has kept the same name over 20 years. How novel is that in our industry?

The other award went to the Company that has been a Corporate sponsoring Company for the longest time and that award went to **National Support Services**, who in the beginning of the association when they were Grumman Systems Support actually brought the association into the company and supported it until it could stand alone. Special thanks to Matt Mannix and his entire organization whose name may have changed but the commitment of the group has remained the same. Special recognitions to our board are shown under the Board page in this newsletter.

In 2007, 2008 and the first part of 2009 non-profit associations suffered their biggest chal-



lenges and SIA was a part of those challenged. We can now say, we made it through the last two recessions in the 80's and 90's, the dot com fiasco, Y2K, 911 and now the Great Recession in this new millennium. This last 9 months SIA has had the largest growth of New Member companies, New Sponsors for both the Summit and Corporate and our numbers are again climbing.

Your board of directors under the leadership of the President, Rich Guglielmo deserve a lot of credit for helping to bring us back from the Edge of Darkness. Please thank them next time you see them for an outstanding job as our Board of Directors.

*Special thanks to our Summit Sponsors: Maintech, NSS, ISS, AMCOR, CDE, Terix, LMS, and Unisyn Medical Technologies.*

### Special points of interest:

- Recap of 2010 Summit
- Roundtable schedule and topics for 2010
- New Members
- Evaluation results
- Board Meeting
- Special tribute to the SIA Board of Directors

**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  
Seven new  
members this  
year, 17 for the  
past year***

#### **New Members this last year**

Andlor Logistics Systems Vancouver, B.C.

Tolt Service Group Elmhurst, ILL

Strategic Sales Group Highland Park, IL

TekTrakker Information Systems, LLC N Hal-  
endon, NJ

Prograf Digital Service Covington, KY

TriMedx Indianapolis, IN

Lexicon Atlanta, Ga

Infinite Computer Chatsworth, CA

ServIT Kennesaw, GA

Team One Buford, GA

#### **New This Year**

General Data Company  
Richard Cmar rcmar@general-data.com  
513-752-7978 Cincinnati, OH

Flextronics Retail Technical Services  
Jose Bernal j.bernal@flextronics.com  
508-382-3324 Marlborough, MA

Masterworks International  
Alan Wheatley awheatley@mwintl.com  
713-341-6042 Houston, TX

NCE  
Randy Henniger hennigerr@ncegroup.com  
619-212-3007  
San Diego, CA

Banyan BSG  
Phil Pietrowski phil@banyanbsg.com  
859-963-1609  
Lexington, KY

Technology Recovery Group  
Sean Kennedy, skennedy@techrecovgroup.com  
Westlake, Ohio 440 250 9834

Allegro Consultants, Inc.  
Steve Cooper, President 408 2522330  
Scoop@allegro.com  
Cupertino, CA

## **Evaluation Results from Participants—What SIA should focus on for the next year**

Summit rating **Overall 4.6 or Excellent**

What did you hope to accomplish at this conference and did that occur? **Create Service Partnerships; Networking; relationship building; info; learning; Overwhelmingly YES; great response**

What do you believe should be the top three priorities of the SIA? **More Members; Promote Partnerships with Mem-  
bers; Propagate Best Practices; create forum where OEM's and ISO's connect & Discuss; ISO advocacy; Promote,  
Protect, Partnership; Industry Voice**

Location—67% back in Nevada

Best speakers—sessions: Tom York, Dr. Phil Chen, and Christy Thompson doing the Social Media session received the highest marks with Jose Bernal's Sales session close thereafter. Overall highest rated session was the closing session: Overcoming Barriers to Service & OEM Restrictions Panel led by Wayne Moore. While there have been dramatic changes of openness in the IT area, there are still a couple of OEMs who fight for closed systems in the IT arena but the Medical Service area has the most challenges or barriers to service and OEM restrictions. The talking points along with the presentations of the speakers are found on the Member Only section of the SIA website.

Final thoughts.....Do you have any additional comments regarding the Executive Summit for Services Leaders? **Best event in years; Do it on East Coast sometime; very good conference, good topics, very good speakers, keep attendees last afternoon; photo's & profiles if possible; have break last afternoon; more time for q&a; attended the last 4 and this was the best by far; Great thought provoking; larger fonts on name badges for us older folks.**

# Board Meeting and Actions

## Review of Summit: Vote for 2011 Location

### **Board comments:**

- 40% more attendees than 2009—best year ever for Sponsors. The board agreed we continue the intro's up front and the format seemed to work best this year beginning at 9:00 or 9:30 and going no later than 3:30 or 4:00 P M with three sessions each half day, but we will add more time for Q & A. Based on the feedback from the participants and the board members this was by far the best content in many years. The Last session on the last day has always had the fewest participants but we did have the most this year as a result of a great final session—continue that strategy.

The Board is calling for those interested in serving on the 2011—2013 board of directors to let us know or if you are interested in serving on a committee.

The Board voted to return to the Mirage for the 2011 SIA Summit. We are still reviewing options but **the first week of April 3—5, 2011 is currently the first choice. Save the date! (Easter comes late in 2011 on April 24)**



*The Next Roundtable will be in the Boston area—would you like to attend?*

## Roundtable Schedule for 2010 and topics

### **June 10, sponsored by Flextronics RTS, Marlborough, MA (BOSTON)**

1. Integration of Sales and Marketing, What is Service Marketing 101? Things you can do on a budget, What tools are available now that were not available in the past? Social Media for Marketing, Strategic, long term. Jose Bernal, V. P. Bus.Dev. for Flextronics RTS will facilitate this session.
2. Data, Data, Data – How to use it better, What is forcing repositioning? How to reinvent and enhance using data – this session picks up from the Tom York of IBM presentation and will be expanded for independents



historic Boston on June 10

### **September 9 - middle of country**

1. Staffing, hire full time or 1099? What about training?
2. How do political decisions affect business decisions and business practices affect politics?
3. Sun/Oracle merger, what are implications, how will they affect the independent service industry?

### **December 9, sponsored by Maintech, New York City**

**No topics yet**

Please let the Executive Director know if you want to attend one of these events. They are open to all member companies. Also, submit topics for discussions.

## 2010 Service Industry Executive Summit for Service Leaders (1985—2010 celebrating our 25<sup>th</sup> Year)

### “How Technology Service Companies Profit In the New Services Paradigm”

#### Complete Review and Recap



**25<sup>th</sup> anniversary Industry Leader Panel** discussed what the new Paradigm for the Service Industry is going forward and the challenges they have faced in the great recession over the past couple of years – what is different, changed business expectations, changed customer expectations, they also shared success stories and some of the more memorable events from the SIA and their personal history with the SIA. Participants on the panel included: Frank D'Alessio, President Maintech and Past President SIA, Al Andrus, Founding Pres. SIA, Randy Parks, Director Retail, Diebold Strategic Services Group, Rich Guglielmo, COO, AMCOR, Current SIA President

If you did not attend the 25th anniversary Summit, go to the website and watch the video tribute produced by Peter Brooks and the ISS team.

**Creating Leaders in the New Service Paradigm through your Corporate Culture and Strategy Dr. Phil Chen, President & CEO Apex.** Dr. Chen was voted one of the top speakers and sessions by the participants and he produced a dynamite presentation on the Culture that has worked in his company and how helping those along the way to succeed even if sometimes you have to plan for some failures leaves a legacy for you both to win. What will your epitaph be to the industry, your company, your family? What would you like your headstone to say? Dr. Chen's complete presentation is on the SIA member only section of the web site.

- **State of the Industry** – current trends; past results, what the industry looks like going forward **Bill Pollock, V.P. & Principal Analyst, Aberdeen** The content on Bill's presentation was very meaningful to the group and is important to benchmark results of the industry. If you don't understand where we have been and where our industry is currently, you can't know where we are going. See his presentation on the web site as well.
- **“Communications in 2010” – Social Networking for Executives** - Cindy Thompson, Dir. Strategic Marketing, **ScanSource, Inc.** This session was rated one of the top sessions and since we are all on some social network it is important to know how best to use it from a marketing standpoint, to keep in touch with business associates and what blogs can do for you and your business. Also on the web site.
- **“Making your Business Sale Ready-Everyday” Bill Inman – President & CEO The Inman Company** This session was a follow-on to the SIA Executive Roundtable held last fall in Atlanta. This session reviewed “How you look to the outside world” - “Suggestions for growing your business” plus new insights over the past six months were shared by Bill. His presentation is also on the web site and again his session was rated very high.
- **Keynote –How Technology Service Companies Profit in the new Services Paradigm -Tom York, V.P. Global Strategy & Business Dev., IBM** delivered another great presentation and the content was amazing. He discussed how DATA, DATA, DATA is driving and leading our companies, the importance of it and how you can use it in your company. Tom again was rated highest by the participants. His powerpoint is on the website but does not do justice to his “performance” on the stage.
- **David Azad, Partner with Galen** presented the Buy Side of Private Equity as a Capital Partner. His session discussed how private equity investment firms think and what you can do to position your company for success. David's session was also rated one of the highest.

**State of the Association – Rich Guglielmo, President** The good news is we have 17 new company members in the last year and the association saw more sponsors than ever before. The association is back on the recovery track from the great recession and the roundtables continue to bring in large crowds. The President and Executive Director paid tribute to the Board for their increased participation and efforts this past year. Special thanks and tribute to the **President, Rich Guglielmo** who started the growth a couple of years ago as Chairman of the Membership committee. Not only has he provided the leadership, he too is a sponsor, brought in a couple of new members, and provides great leadership to the Board leaders.

**Michael Lipson – as secretary-treasurer** reviews all banking reports and statements, advises the Exec. Dir. on financial issues and reports, **Bob Gaddis** – A corporate sponsor, Summit Sponsor, multiple attending summit, with NSS participating in SIA the membership have added partnering opportunities.

**Peter Brooks** – a summit sponsor, created the video, and provides excellent input at the meetings, had multiple attending summit. **Bill McCubbins** – brought in a new corporate sponsor, brought a special speaker to the summit and is very dedicated to the association by his participation level at board meetings and all the calls.

**Bernd Appleby** – brought in two new members and responsible for 5 at summit and a summit sponsor. Bernd too is a great Board member and provides new idea's to the Board. **Randy Parks** – responsible for two new members, has been dedicated to the association over 11 years on the board and a corporate sponsor; responsible for many attending summit

#### Special Awards to the Board Members

**Wayne Moore was presented the Bronze Eagle** award for his level of participation with a new member, hosting a roundtable, a major sponsor of Summit; brought in dynamite speaker and he had many at summit.

**Joe Barna was presented the Silver Eagle Award** for bringing in a new member, hosting a roundtable, a major sponsor at summit, responsible for 6 attending summit. Joe provides great leadership within the Board and always has great input and ideas to challenge our thinking.

**Craig Youngblood was presented the Gold Eagle Award** for bringing in the most new members this last year (4) being a sponsor for summit, best example of how to partner in SIA; co-sponsored roundtable; had 7 at summit.

#### Continue last afternoon sessions

- **Scouting, selecting, hiring, Employees for improved productivity and PROFITABILITY**  
**Nathan Stillwell, Paladin** Discussed how to gain respect from employees, how a bad employee is worse than no employee. Setting and communicating clear expectations, ownership, holding employees accountable, holding practice sessions, mastering communications, trust and its twin verifying. Nathan gave a great presentation which is on the web site.
- **The New Paradigm for Sales Development in the Service Industry 2010 and Beyond**  
**Jose Bernal, Vice President Business Development for Flextronics RTS** stepped in at the last minute when our speaker for this session was not able to travel and delivered a very thought provoking session and YouTube video that was not only enjoyable but provided insight into buy decisions. His talking points and resources are also on the web site.
- **How to work in an environment Overcoming Barriers to Service and OEM Restrictions**  
**Wayne Moore, Moderator & President, Adv. Dev. Gp. & CSO, Unisyn Medical; Bernd Appleby, President Terix, Peter Brooks, President ISS Solutions, Bill McCubbins, President POSDATA, Control Solutions Company.** This closing session was a dynamite session which went over due to the level of interests and questions generated from the talking points and discussion set up by Wayne on the front. While the IT side has seen significant improvement in most manufacturers openness there are still a couple that the ISO's have continuing problems with and in the Medical Service arena there has not been much movement toward openness and the manufacturers continue to control or try to control service.



The 2010 summit is over but you can still view the presentations on the member only part of the SIA web site.



13875 Cerritos Corporate Drive, Suite A  
Cerritos, CA 90703  
Toll Free: (800) 969-APEX  
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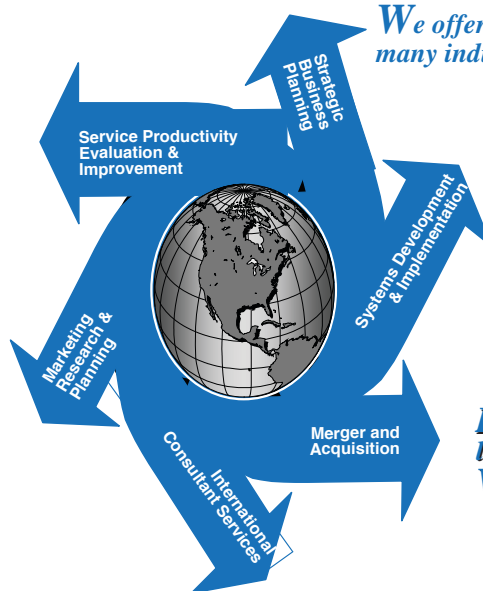
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Phone: 619 221 9200  
Fax: 619 221 8201  
Email: cbetzner@aol.com  
Cbetzner@servicenetwork.org



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Bappleby@terix.com

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Phbrooks@ISSsolutions.com;

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Randall.Parks@Diebold.com

Bill McCubbins, Pres.. POSDATA, A Control Solutions Co.  
bill.mccubbins@csi-posdata.com

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

Tom York, V.P. Global Strategy and Bus. Dev.. IBM  
IBM tyork@us.ibm.com

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Group Chief Strategy Officer  
gwmoore@unisynmedical.com; Chairman Marketing & Sales  
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port Services, robert.gaddis@ngc.com

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joebarna@cdeinc.com

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malcolm@masterplan-inc.com—consultant to board