**SERVICE INDUSTRY ASSOCIATION**

# eNetwork News

## SIA Goes Global at Summit

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

Those that attended the 26th year of the SIA Executive Summit indicated it was the best event they have attended in many years, some said ever!

Over the course of the three-day event held a few weeks ago, the participants at the 2011 SIA Executive Summit were treated to two fantastic Keynotes, A Leader Panel of industry leaders, a profile from Tom York, a strategy session by IBM, A reverse logistics panel, an asset protection session, healthcare reform, measuring customer loyalty, and a closing panel that lasted much longer than planned due to tremendous interest. This panel included representatives from all six countries "On how you overcome barriers to Service and OEM restrictions." During this session we provided a complete review of the past year activity of the SIA International Customer Competitiveness Council. During the past year, SIA has filed complaints on the Oracle policies to the DOJ, FTC, all 50 states Attorneys General, the Canadian Council, and The European Union.

We also continued this year the breakouts led by Dr Jim Alexander. This years session was on Emerging Growth Technologies and included: IT Security, Cloud Computing, Green Initiatives, Security in the Healthcare environment and Managed Print Services.

These sessions will be reviewed in more detail later in the newsletter.

The most significant event this year included a working group session with our International Customer Competitiveness Council with companies from the U.S., Canada, Australia, the United Kingdom, The Netherlands, and Denmark. SIA is truly a Global organization now and will hold our first Roundtable in Europe later this year and in the fall
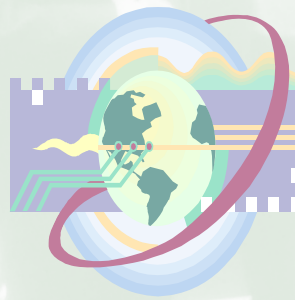
we will hold one in Canada. Our roundtable schedule and topics can be found later in this newsletter and on our

website.

This year we also saw a changing of the guard from one President to another. Shown above is our new President, Randy Parks shaking hands with the outgoing President and now Chairman of SIA, Rich Guglielmo.

A special tribute was made to Rich who has been an **outstanding** President this past three years where we went from under 100 companies to close to 150 company members now covering six countries. Rich was our first Global President having business and residences both in the U.S. and Europe. He took us through very turbulent times beginning in 2008 and we grew and prospered during this time. Special thanks goes out to Matt Mannix as well for his past year service.

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**Special points of interest:**

- Recap 2011 Summit
- Roundtable schedule and topics for 2011
- New Members
- Evaluation results
- Board Meeting—special welcome to new board members
- Special tribute to the outgoing SIA Board President

**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.**

## New Members this year

Brains II, Inc.
Joe Pazzano
Markham, ON Canada
905-283-3417

Bell ATM
Mike Constance
Centennial, CO
303740 8370

CESS-DANMARK A/S
Dennis Neilsen
Denmark
459-950-5000

Delta Computer Group
John Kamen
Farmingdale, NY
631-845-0400

Eastman Kodak Company
Susan Cardot
Rochester, NY
585-722-4118

Instock
Steve Cline
Chandler, AZ
1.877.STOCKED

Magnext LTD
James Essex
Columbus, OH
614-433-0011

Outsource International Ltd
Nick Stokes
Newbury, Berkshire, United Kingdom
+447739826671

Mosaic Technology
Steve Shepard
Salem, NH
603-898-5966

Nordic Computer A/S
Mikkel Sondergaard
Noerresundby, Denmark
45-96338633

Olympic Support
Roger Taylor
Birmingham, United Kingdom
441-212-515151

RC Electronics International
Rudy Carroles
Anaheim, CA
800-682-2052

tekservePOS
Joe Boehm
Hoffman Estates, IL
847-805-9050

Virtual Technology
Michael Dolik
Troy, Michigan
248-524-0952

*SIA welcomes 14 new members this year, 5 since the summit*

# Evaluation Results from Participants—What SIA should focus on for the next year Summit rating   **Overall 4.7 Excellent**

**What did you hope to accomplish at this conference and did that occur** Networking, get new partners, Meet & learn about members, key issues, find out what other service companies are doing to grow their business, Excellent source all accounts, share stories/problems and get advice, learn about what OEM's are doing, well done with lots of opportunities to meet others – loved the meet session at the welcome reception, meeting other ISO's who share same problems.

**What do you believe should be the top three priorities of the SIA?**

Industry Advocacy, Education, Networking, Promote the 3rd party industry, open closed service markets, government regulation advocate for service companies, market intelligence, help TPM's work together better, set up bridge for partnerships, top end service strategies, ethics, add more partners like RLA and ASCDI,  Perhaps COMPTIA and others.

**What current trend do you see as most problematic in the industry?**

OEM's locking out other service providers, OEM restrictions, government regulations, Sun/Oracle issue, decline in profit margins due to commoditization, not enough young leadership & innovation in service industry, PPL not understanding the opportunities in reverse logistics.

**What current trend do you see as most positive in the industry?**

Relationship building in this industry, growth in SIA, TPM's still in business and growing, IBM strategy, some economic rebound, increased use of technology to drive internal operations and growth, increased acceptance of using ISO's and seeing them as valuable or superior, growth opportunities in healthcare, Tom York on our side of the fence.

**What trend has most impacted your bottom line, negative or positive?  How?** Closed service by Oracle/Sun, Cisco, HP, EDS, EMC, also in other industries such as POS equipment manufacturers such as Motorola, Zebia Tech.  Price pressures with increased costs for healthcare and employee benefits. Reduction in service prices (commoditization), decline in customer revenue equals reduction in services they wan to pay for, Cloud Computing is killing the market; OEM bundling. Globalization – one point of call. Migration from tape negative server; virtualization seen as negative for ISO's.

# New Board &Actions from Board meeting

## Review of Summit: Vote for 2012 Location

**Board comments:**

25% more attendees than 2010—six countries represented.  The networking session during the Welcome reception where a bell rang periodically so everyone changed tables was a big success.. 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.


Congratulations to our new board of directors:  Chairman Rich Guglielmo C.O.O. AMCOR; *President* Randy Parks,  Director Strategic IT Srvs Diebold  Retail & IT ; *Sec-Treas:* Michael Lipson, Vice President & Principal  MedEquip Biomedical; **E.V.P. IT**  Bernd Appleby, President & CEO Terix Computer Service; E.**V.P. Medical** Peter Brooks, Pres. & CEO, ISS Solutions;

**Members at large:** Bill McCubbins, Pres.. POSDATA, A Control Solutions Co.; Craig Youngblood, President & CEO LMS Service;  Tom York, Sr. V.P. Sales & Marketing Essintial Enterprise Solutions; G. Wayne Moore, Pres. Unisyn Medical, Advanced Dev. Group Chief Strategy Officer; Joe Barna, President CDE Services; Jose Bernal, Sr. V. P. Sales & Marketing Flextronics  RTS; Dave Wiedman, C.O.O Lexicon Technologies.  The Board voted to return to the Mirage for the 2012 SIA Summit.  We are still reviewing options but  would be last Sunday, Monday, Tuesday in March, 25, 26 and 27 or the previous week.

**The next roundtable is June 23 in Dallas. We only have a couple of spaces left so for invite call today.**

## Roundtable Schedule & topics for 2011

June 23, 2011 Dallas – Paladin facility – they will host the event

      Topics:

(1)  Sculpting employee compensation plans; Paladin to lead this discussion.

(2)  Service revenue opportunities in Cloud Computing. Tony Merendino of ServIT in Atlanta to lead this discussion


September 22, 2011 – Toronto, Canada hosted by Brains II

      Topics:

(1)  International Global Services Marketing; U.S. Canada Bridge

(2)  Renewal Business


December 8, 2011 San Francisco ( tentative)

(1)  Fleet/People Mobility led by Runzheimer

(2)  Open


**Europe Roundtable**

We are planning one in Europe later this year titled "Hands across the Water" where we would hold a roundtable between U.S. Companies and European Companies, how they work better together, partner more together and support each other's interests such as anticompetitive movements by OEM's. **We  have 6 members companies in Europe with 4 more projected by October.  Maintech offered their facility close to Heathrow in London.  The date is October 25 on a Tuesday.  ASCDI is holding an event later that same week in Germany so those companies that attend one can attend both if they choose. Special thank you to KT International who also offered their facility close to Amsterdam, maybe next time in Europe.**

# 2011 Service Industry Executive  Summit for Service Leaders
## "Profitable Service Excellence in the New Decade"
### Review and Recap of breakout sessions
### (All presentations are on the member only portion of website)

**Emerging Growth & Technology – Dr. Jim Alexander** This session consisted of:  IT Security (Cloud Computing),   Security in the Healthcare Environment, Green Initiatives, and Managed Print Services.  Very interactive, the audience and facilitator  discussed each in the first segment and developed a plan where each of the 4 leaders developed issues in each area.

Breakouts led by Dr. Jim Alexander were a great way to interact & obtain valuable information on key industry topics

- IT Security—Cloud computing, breakout facilitator was Stephanie Williams of Ignite Marketing and there was so much interest, it is also a topic at the Dallas roundtable in June:  Private vs. Public with vertical market expertise; Customer Confidence; **Developing internally was primary** issue; accessibility—time of day—redundancy; Bandwidth; Security/asset protection; Server Virtualization with server administration a required skill set; Impact—diminishing installed base; losing a piece of customer pie—support maintenance, i.e., Microsoft, Google, are large players that can handle whole cloud; License; cloud mid market reseller vs. provider, Corp; application unique specific; Investments—Power, in-house expense, infrastructure, security, software; Value-add—outsource is better and cheaper, consolidation, information resources, expense professionals, server admin. Insurance, security.

- Security in Healthcare—breakout facilitator was Wayne Moore of Unisyn Medical.  The majority of the discussion centered around HIPPA, which has specific regulations with consequences such as jail time and Hugh fines; PHI and business association also discussed.   The new regulations have spawn new industries and auditing security.

- Green Initiatives—This breakout focused on Green strategies and Initiatives.  Green: Definition. What is your business rationale– save the environment; why green– costs savings, efficiencies; Examples– ECO, KIOSC– mining for internal efficiencies; Recycle; Waste; costs of gas; Strategic-skype webinars; look at revenue vs. costs; repair, maintenance & reverse logistics; recycling=green; efficiencies=green.

- Managed Print Services—The breakout was led by Craig Youngblood of LMS and focused on definitions and opportunities. **What**—pay as you go, utility.  Opportunities—profitability long term, customer retention, customer add-ons, multi-vendor (not OEM), Green. **How—**bundled toner &n service, bundled hardware and toner and service, CPP. **Why (EU Cust)—**CAPX (dist), Less  overhead– IT, predictable costs, print consulting, reporting. **Why (OEM) -** market protection, third party. **Why Not—**embrace change, network security, lack of control.

*Special thanks to our Summit sponsors:  AMCOR, CDE Services, Field Solutions, and Terix*

*Thank you to Rich and the board of directors for their special tribute to the Executive Director and the beautiful red roses.*

## The Vision, Randall Parks President

As this is my first communication since serving as the new president of the SIA, I thought it would be appropriate to share my thoughts on what I hope we are able to accomplish during the next couple of years. I enter office with the SIA being stronger and healthier than it has been in over a decade.  We have the strongest board of directors I have seen in the twelve years that I have participated, membership has been growing steadily,  the vast majority of our members see real value in their participation in SIA and once again we find ourselves being the voice of the industry when anti-competitive practices interfere with customer's being able to chose their service providers.

**Our board strongly believes that our top priority should be to continue to grow our membership, I couldn't agree more. Having more members allows us to offer better networking opportunities,** draw from a wider pool of information and experience and truly become the voice of our industry.   The way we grow membership is not through an aggressive marketing campaign or dedicating full time resources. We grow membership by simply remembering what it is that we enjoy about SIA and taking the time to share that with our other contacts in the service industry. If just half of our members would encourage one contact to join SIA our membership would grow by over fifty new companies.

If you aren't comfortable promoting SIA or don't feel you have enough information, just reach out to Claudia Betzner or myself or any board member and they will gladly provide support or handle the communication if you provide the contact.

Growing membership is not just about adding numbers, it's about broadening our perspective, having a wider variety of information and experience to share with each other and truly becoming the voice of our industry.

**Our new President, Randy Parks gives vision for future; top priority grow membership! Helps members have more to network with and SIA is stronger.**

## Peak Your Profits!® By Jeff Blackman NO, NO!  YEAH, YEAH!

A frustrated friend once said to me, "When a prospect or client tells me 'No,' I take it personally.  And it becomes really tough for me to recover and bounce back quickly.  What do I do?" It's a great question.  And I applaud my friend for having the courage to ask it.  Because I know a lot of folks are confronting the same dilemma, yet they might be unwilling to admit it.  After working with lots of businesspeople, (and listening to their feelings, emotions and explanations), I've discovered too many folks suffer from PTNS - Post Traumatic No Syndrome!  It attacks in four stages. Stage 1: What you say to the decision-maker. "No problem."  "I understand." "Keep us in mind for the future."  Stage 2: What you say to yourself. "Why me?" "What's wrong with me? How'd I screw-up?" "Why don't they love me?" Stage 3: How you really feel. "I'm angry!" "I'm hurt. Disappointed. Bummed out!" "I'm frustrated!" Stage 4: What you really think. "Those idiots!" "What a bunch of jerks!" "I'm glad they said 'No!'...didn't want to work  with them anyway!"  So how do you combat PTNS?  Here's how. Success step 1. Go:  sulk. Pout. Whine. Comp.ain  Scream. Yell.  Stomp. Pound. After this thirty-second catharsis, move on to.. Success step 2. Analyze: What went right? What went wrong? What could you have done different? Turn despair into desire.  Loss into learning.  The "No" into knowledge. Success step 3. Review: How you positioned or inquired about future opportunities? How you asked for referrals and how many you received? Success step 4: Tell yourself: This is a learning experience. It's unfortunate they won't benefit from my expertise and talent. This "No" gets me closer to a "Yes" with another decision-maker. I'm now prepared to G.O.I.M.O. (Get Over It and Move On) To best move on and be well-prepared for you next opportunity, realize that most objections or obstacles are ones of: • Delay: "I'd like to think it over." • Denial: "Nobody would use it." • Distrust: "You don't offer anything different or unique." Before you decide how you'll combat an objection, determine how you'll first combat yourself. Huh? For example, if you're repeatedly getting pre-mature price objections, discover why.  Perhaps you're too quick to give an information and feature-dump before effectively probing.  Or, you mistakenly keep stressing you're less than your competitors, which draws attention to price, not value.) Here, an objection is likely to be the "result" of your wrong behavior.  Sorry, but it's likely you're the "reason" for the objection, not your buyer. Therefore, let's focus on the right behavior, when an objection pops up. You can always try to combat objections or obstacles with facts, logic, data, surveys and stats.  These help.  They're a great place to start.  However, you better also appeal to the decision-maker's "perceived reality."  Meaning, what their gut tells them is the perceived issue or concern. And you accomplish this, with "persuasive emotion." Aristotle once said:"One who attempts to move people to thought or action must concern himself with their emotions.  If he touches only their minds, he is unlikely to move them to action or to change of mind...the motivations of which lie deep in the realm of the passions." Hey, I'll never downplay the significance of facts and logic.  They're invaluable.  But they don't always lead to a sale.  With "persuasive emotion" you creatively focus on the buyer's inner needs. When you do this, you capture and tap into what movie character Austin Powers calls, "Mo Jo." Get  Mo Jo working.

Service Industry Association

Primary Business Address
Your Address Line 2
Your Address Line 3
Your Address Line 4

Phone: 555-555-5555
Fax: 555-555-5555
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Your business
tag line here.

Service Industry Association is a non-profit organization made up of high technology service companies promoting customer choices.

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