

eNetwork News



SIA Kicking It Up a Notch

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

Special points of interest:

- Summit 2013 announced + Program
- New Members
- End-User Education
- Roundtable schedule
- SIA meets with DOJ—ICCC update
- Website rebuild committee
- Board actions listed throughout

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.

I am sure you have noticed as a member, your Board and Executive Director have been working very hard to increase the value to our membership over the past few years. During this time we have almost doubled the membership, produced the best content ever with attendance up 25% at the 2012 summit. We increased our focus on anti-competitive activity by forming our International Customer Competitiveness Council, which is chaired by Gay Gordon-Byrne, developing an OEM grading system and Press Releases monthly. I reported in the last newsletter we blitzed Capital hill the end of April and hired an attorney to provide a formal legal opinion on the Oracle changed policies and OEM anti-competitive activity. The legal opinion has been completed and we have a scheduled meeting with the Department of Justice later in August. As the watchdog of the service industry, SIA will continue to watch over the best interest of our members and the consumers of IT services.

We have become a global association in the past couple of years with members in U.S. Canada, United Kingdom, Ireland, Scotland, Norway, Denmark, The Netherlands, Australia and Singapore with service all over the world.

The Membership Committee kicked off very successfully a few years ago under Rich Guglielmo, who is now our Chairman, and is now part of a bigger committee, Marketing. Part of the responsibilities of the newly formed committee chaired by Michael Blumberg includes a complete evaluation of our website, making it open content, adding social media, and providing a membership interface that is user friendly. The committee is still in the needs analysis stage but plans to make their recommendation to the Board by fall with a goal of having it complete by the next summit or earlier. Committee also includes Randy Parks, Tom York, Michael Lipson and myself.

Our roundtable in June in Philadelphia is highlighted in this newsletter and was held at ISS Solutions with a tour of their fantastic facility.



Special thanks to Peter Brooks and Ed Butler for an outstanding tour and such a professional facility, the longest boardroom table I have ever seen (shown above).

Schedule for remainder of 2012 roundtables
September 20 Amsterdam, The Netherlands (KT Int'l sponsor company and host)

October Chicago 25th downtown – Palmer House (Belmont sponsoring break and meeting room)

December 6, 2012 West coast – Palm Springs Hyatt Grand Champions



SIA welcomes
16 new
members this
year, 8 since
the summit

New Members 2012

Barrister Global Services 1/12
Ken Marx, VP 301 725-8555
kmarx@barrister.com
Harahan, LA

Acertara Labs 1/12
Wayne Moore, President CO
303-834-8413
gwmoore@acertaralabs.com
Longmont, CO

Service Express Inc 1/12 MI
Dwight Strayer, COO
616 698 2221
dstayer@seiservice.com
Grand Rapids, MI

NESA 1/12 CAN
Dominic Renda, President
416) 366-0606
d.renda@nesa-canada.com
Toronto, CANADA

Trident Computer Resources 1/12 NJ
Patrick Barry, Sales Mgr.
732-544-9333
pbarry@tridentusa.com
Eatontown, NJ

Support Network 2/2012 (CA)
Mike Wilde, Pres. 8055275476
mike@4sni.com
Simi Vally, CA

PC Parts 2/12 (PA)
Adam Crockett, Sr. V.P. 7174212927
acrockett@pcpi.com
Harrisburg, PA

Emcon IT 2/2012 ATL
Michael Gnapp, CEO
678-838-8544 mikeg@emconit.com
Brick, NJ

New since Summit

Frontier Computer 3/12 (MI)
Benjamin C. Ingwersen, V.P.
231) 668-9422 benjamin@frontierus.com
Traverse City, MI

DLT Federal Systems 4/12 (VA)
Anne Rose, Dir. Contracts
703 957 3279 anne.rose@fbscgov.us.com
Chantilly, VA

Park Place Technologies 4/12
Ed Kently, CEO; John Burchard, Dir.
440 991 3163 jlburchard@parkplacetech.com
Chagrin, OH

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Legacy Integration & Technologies
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ahrens@litmn.com

Letter from the President, Randy Parks

Dear SIA Members,

I'm very proud to report that Claudia, the board and the committees of SIA have been very busy on your behalf and we have a lot of positive activity to report on. I'll provide a brief summary here and you can read more details in other articles.

For starters, our membership is at its highest level in over a decade and we have reached the critical mass that allows us to be more financially stable.

Even more important, participation is at an all time high, we had the highest attendance in many years at our annual summit this past March and our quarterly Roundtable meetings have been filled to capacity. The ICCC committee has had tremendous success in representing our industry to the Justice Department and getting their attention on anti-competitive issues that could impact the future of your business. And last but not least our marketing committee is making great progress on creating a new web presence for SIA that will be much more interactive than we've seen in the past.

With all this exciting activity what better time to recommend the SIA to a friend or business associate? If people judge you by the company you keep what better group could you be judged within? If that isn't enough I'm pleased to announce that we are creating a new membership drive contest with rewards including a new Apple Ipad for members who get three or more new members to join.

Over the past five years I've probably recommended SIA to thirty or more companies I've done business with and those who have joined are still active and enjoying the networking and B2B opportunities SIA presents.

In closing, thanks as always for your support of the SIA and I look forward to seeing you at an upcoming meeting. If I can be of any assistance you can reach me at rparks@lmsservice.com, randyparks@aol.com or 352-586-6147.



Randy Parks comments on the membership getting more involved and our contest. (Picture from last roundtable, Randy providing point of view)

2013 Service Industry Association Executive Summit for Service Leaders Program

Sunday, March 17, 2013

Welcome Networking Reception (All events in St. Croix one half is General Session, other is Exhibits, food functions)

Speed Networking tables set up with bell ringing every ten minutes to change tables

Reception Sponsor:



Summit 2013
begins on St.
Patrick's Day!
Green
everything!

Monday, March 18, 2013 (Strategic focus)

Continental Breakfast

Keynote sponsored by:



Strategic: Health of the Service Industry – Michael Blumberg, President Blumberg Advisory Gp
How healthy is our industry, what are the industry trends from an analytical perspective

Networking Break

Technology Service Future Trends Update – Dave Wiedman, President Lexicon Technologies

This will be a follow up from our Technology Service Insights 2015 session we initiated last year. Did the industry leaders fears come true, What changes to their insights from last year do they now see?



Networking Lunch sponsored by
Industry Leader Panel

Strategic: Business Intelligence – Analytics Tom York, President Essintial Enterprise Solutions

Consolidation of data, program management, turning actionable data collection into profits, who to share data with.

Networking Break

Building your Corporate Culture Strategy – Panel Discussion Tom York, Joe Barna, Peter Brooks, Rich Guglielmo This panel discussion will include How to Organize; How to inter relate; How employees relate or resist challenge; compensation and reporting. How to build your company Culture for high performance.

Adjourn Summit

Networking cocktail hour following summit—networking dinner open

2013 Summit continued

Tuesday, March 19, 2013 (operational)

Continental breakfast

State of the Association – Randy Parks, President

Special Recognition of each Board member – C Betzner, Executive Director & President

Keynote: Sales & Marketing or Corporate Culture focus – Industry expert

Stop Reacting Start Processing Jerry Edinger, President Customer Service Delivery Platform
Business Process and discipline will be discussed as well as how companies are using Cloud as part of their business process

Networking Break

Revvig up your People Engine for High Performance Enoch Timothy, President & Chairman Paladin Enabling your people, what motivates them



Networking Lunch Sponsored by

Wide world of Parts

Categories identified - Grey market; Counterfeit parts; refurbished parts; generic parts; OEM parts (quality and vetting of parts) – Dave Wiedman, Bernd Appleby, Todd Bone, Gay Gordon-Byrne Tim Glinski, IBM from the OEM perspective

Wide World of Parts - Part B: Vendors & Depot to discuss anticompetitive actions in parts

Networking Break

SIA Membership & Marketing Michael Blumberg, President Blumberg Advisory Group & Chairman Marketing Committee This session will provide demographics, global reach and brief survey results of membership. This will also preview the new SIA interactive website.

Update on IBM 3rd Party policies – Tim Glinski, IBM Director 3rd Party Relations

IT Managed Services This session will discuss remote management of PC's, Smart devices, etc. ICCU Update and How to work in an environment Overcoming Barriers to Service & OEM Restrictions

A review of Current actions by OEM's such as Oracle/Sun, Cisco, HP; SIA actions
Gay Gordon-Byrne, President TekTrakker and ICCU Chairperson
Bernd Appleby, President & CEO Terix Computer Service
John Kamen, President Delta Computer
Todd Bone, CEO XS International

Wrap Up – Awards for members who brought in new company members; award of free conference attendance, drawing

Grand Finale – Cocktail Networking Reception (no host)
Full seated Networking dinner at 7:30 P M (hosted by SIA)



Networking a major part of the 2013 summit!

PHL Roundtable

I. E-Waste Michael Blumberg, Pres. Blumberg Advisory Group & Joe Pothier, Director Sales & Marketing

What exactly is E-Waste? Where computers, parts, components go to die – end of life; recycle, resell, clean, use for charity, scrap metal, ship to China. How large is the market for e-Waste? What is driving the growth of this market? 80% end up in trash; 100 million units US scraps a yr.; actually 99% can be reused, recycled



Special thanks to ISS Solutions for hosting the roundtable and the great tour.

What are the compelling reasons to be in the market? Who is making money at it? What are the regulatory compliance issues associated with E-Waste? What are the key success factors? What's in it for SIA members? How can I work with partners to build a E-Waste income stream? E-Waste is any electronic product that has reached its end of life

- Roughly 80% of e-waste in the U.S. winds up in the trash
- Each year the US scraps 400 million units of electronics
- Much of it is readily marketable for reuse or can be recycled for materials recovery.
- Only a small percentage of assets ready for end-of-life management are actually collected for recycling.
- Electronics contain hazardous waste substances - chlorinated solvents, brominated flame retardants, PVC, heavy metals, plastics and gases

Why recycle?

- In one e-waste processing region in China, more than 80% of the children have lead poisoning, the water is unsafe to drink and the workers have high levels of toxic fire retardants in their bodies.
- Electronics such as computers and televisions are made with some valuable metals, including copper and gold, which can be sold and then reused in alternative capacities.
- As much as 99 percent of all materials from electronics are reused in a different capacity or sold.

Size & Projected growth?

Currently \$6 billion; expected to grow to \$24 billion by 2016

Regulatory Bodies & NGOs

- European Union; WEEE; RoHS ; Basel Convention; Basel Action Network; EPA; Congress

States with E-Waste laws? About half

E-Waste Certifications: R2;RIOS – Recycling Industry Operating Standard; E-Stewards

Sources of E-Waste: End of Lease; De-Installations; Beyond Economic Repair; Shop Floor Scrap; Distressed Inventory: Returns; Defects; End of Life Spare Parts ;Fragmented Market with Multiple Providers; ITAD/ITAM Vendors; Asset Recovery & E-Waste providers; Dealers; Refurbishers; Multiple Stages in the Process; Collection ;Recycling/Refining ;Smelting
Activities Performed in Stage 1: E-Waste Collection & Disposition; De-manufacture; Asset Recovery; Remarketing; Recycling

Typical ITAD Services: Testing, Refurbishing, Parts harvesting, Repair, Drive destruction, Data wiping, Box Program, Logistics services, Warehousing, Inventory management, Trade-in programs, Installs/de-installs, Multi-channel hardware sales, Whole unit sales, Component sales

Key Take Aways

- Value add
- Customer Requirement
- New income stream



One networking table at roundtable dinner

Phl Review continued

II. Developing a successful business Plan with Creative Financing for Growth – Sandy Bell, CFO Expresspoint Technology

Your company is unique; this affects financing its growth; Today's economy, credit markets, what to expect from financing sources; What is a trusted financial advisor, do I need one? Business Plan;

List of potential financing sources; Financial contents of the Business Plan

♦ *Background – Why this topic*

♦ The 2012 SIA Summit generated interest in a discussion about creative financing for growth, which can lead into a broader discussion regarding the financial content for a business plan.

Why creative financing for growth

♦ Today's marketplace finds successful companies having a variety of readily available financing sources to support growth. Having a variety of financing options can be a key to profitable growth. There are a variety of financing options each having unique characteristics and requirements. Financing is often unique to the company and the growth opportunity.

♦ *Why the company itself makes a difference*

♦ Is the company a start up, only in business for a very short time, or has it been in business for many years? Is it highly profitable, moderately or unprofitable? Is it a small business 1- 5 million sales, medium sized or very large? Does it have a lot or very little existing debt? Is it owned by a single proprietor, closely held, widely held, or public? Audited by a recognized accounting firm? Get Business plans for Dummies; Do market analysis in a good business plan; Due diligence much stricter since 2008 – pre 2008 20% - 40% return; now 15% - 25% return

♦ *Financial content of Business Plan*

♦ Statement of Operating Performance; Balance sheet – cash flow statement

♦ Explain changes in performance; 3 year history – 5 year projection

♦ *The economy and current credit markets*

♦ While economic conditions are slowly improving, they are far from strong. No documents, covenant-light, and no verify lending is a thing of the past. Expect significant loan due diligence. Solid performing companies will get financing others will struggle. Expect to put 25%+ equity into most deals and maximum debt of 2 to 3 times cash flow. Suppliers have to become more creative to get opportunities.

♦ *A trusted qualified advisor*

Many successful business owners have become successful by relying almost exclusively on their personal efforts to move the company forward. This may sound like a promotion for accountants, CFOs, financial advisors, investment banks and attorneys. Companies and individuals offering financing are not necessarily any more ethical than the general population. So to ensure you secure a market competitive source of financing is it highly advisable that you engage a competent investment banking firm with the appropriate experience in the types of financing for the company. IB firms should be willing to compete for your business. However, competence is a better measure than the lowest price. Check references carefully. Seek referrals from other competent business leaders.

♦ *Potential financing sources (in order from traditional to creative):*

♦ Suppliers & Customers; Royalties/Commissions; Bank Lenders/Non-Bank Lenders/Leasing

♦ Pricing/Contract Structure; Friends/Family/Employees; Sale/Merger/Acquisition

♦ Private Equity/Venture Funds – Venture eager to invest, millions sitting there – earlier stage companies better for venture funds; Crowd Funding/Social Media; Public/IPO/JOBS Act; Suppliers & Customers; Federal, State, Local Governments & Grants

Potential financing sources - characteristics and requirements: Suppliers & Customers; Bank Lenders/Non-Bank Lenders/Leasing; Private Equity/Venture fund; For medium and large sized companies and emerging high growth companies private equity or venture funds can be a source of financing. Return on investment expectations of private equity and venture funds are much greater than commercial bank and non-bank lending sources. Equity firms want out in 5 years; ♦ How do you value excess inventory by truckloads? Open market value – use value of parts back to contract; Bank lenders think liquidation! IPO – Probably \$200 million range - \$100 million if growth projected justifies; Interest rate sometimes smallest component of costs.



The Philadelphia meeting was a great success from the meeting, the tour and the dinner. Next meeting September 20 Amsterdam

Special offer for SIA members only

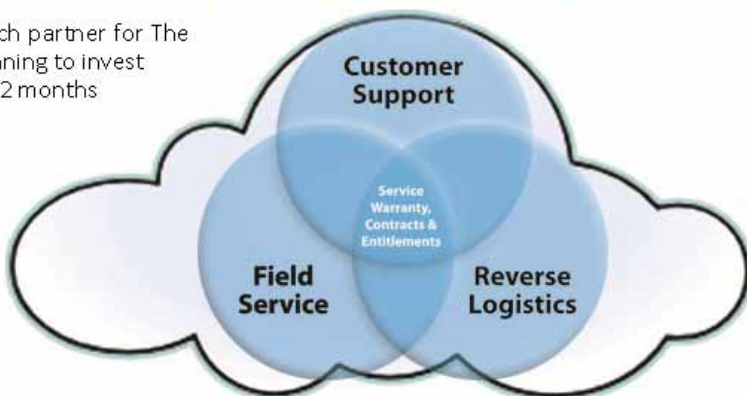
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Tuesday Keynote





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IT Lifecycle Management

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IT Lifecycle Management

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