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SERVICE INDUSTRY ASSOCIATION

Volume 85

eNetwork News

SIA 2014 SUMMT on target for largest with best content

Publication sent to members electronically & on website *By: Claudia J.. Betzner*

Special points of interest:

- 2014 roundtable schedule
- 2014 Summit dates March 30, 31, April 1, 2014 at Mirage Las Vegas. Complete program with times on website, modified version included here.
- New Members
- 2014 Pacific Global event

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.

The 2014 summit already has surpassed the 2013 with one month to go. The content for 2014 is outstanding and we are adding networking events such as the largest golf outing in recent history on Sunday at Angel Park and an outside lunch sponsored by CSDP. We have added two dynamic keynotes, one to begin and one to end the summit program. As usual we have the final event on Tuesday evening and this year by popular demand it will be back in the Opium room at TAO in the Venetian. Registered guests with badges only but spouse badges available for purchase at the registration desk#1 and opens at 5:00 P M on Sunday for early registration. Monday and Tuesday the registration desk will open at 8:00 AM.

The SIA Summit will also have the largest gathering of global members from Singapore, North America, U.S. Canada. and all over Europe. Over one third of the new members the past year have been from outside the U.S. which increases the networking opportunity for all our members. U.S. members now have partners in other countries and our international members can expand into new geographic areas or product lines. The importance of the Summit, Roundtables are promoting partnerships worldwide and providing a forum for networking, which is one of the primary goals of SIA to help our members thrive and grow.

If you want to meet an industry leader attending one of the events please let me or one of the board members know and we we will be more than happy to make that happen. Networking is a key component of the summit along with valuable information sharing and a little fun along the way.

2013 New Members

We had 27 new company members; most ever in one year

Legacy Integration & Technologies
PC SOS
Technogroup IT Service GmbH Germany
Choice Logistics
ServRight
Field Nation
Top Ten USA
Maxwell Paper CANADA
Daikon Electronics 800 801 6081
TSL Deploynet
ABA Moriah
ASVIDA Asia Pte Ltd
Econocom—Les Richarde
Technical Services & Deploynet
CBE
Procurri
IFS World North America
Zion Tech Group BRAZIL
Mojo Systems LLC
Acal Enterprise solutions UK
R& R Solutions
Peak Ryzex
Basis Bay Malaysia
Blue Ribbon Techs

SIA welcomed 27 new members for 2013 including 9 from outside U S with 11 global, our biggest growth segment. 7 since last update 2 more international

2013 but late December

MidCom Group
Ken Feinstein, G.M.
Farmington, MI
248 860 3487
kfeinstein@midcomdata.com
Break/fix; Depot Repair; printer services and maintenance USA and Canada

Baxter Planning
Phillip Kennedy, VP
512 600 4120
pkennedy@bybaxter.com
Austin, TX
Inventory Mgmt. & managed software services, consulting, throughout US and International

ITech Services
Phillip Tran, VP
Norcross, GA
770 455 8449
ptran@itechservices.com
Point of Sale equipment repair; electrical eqpt. Repair all over USA

2014 NEW MEMBERS:

Hungary
ETALON-INFORMATICS Ltd.
Antal Honved
36-1-317-5150
antal.honved@etaloninfo.hu
Budapest, Hungary
Independent service provider special disks, servers, tape drives, IBM & HP platforms in Hungary

DENMARK
CAREITEC /S
Kjeld Mathiesen, CEO
+45 7010 111 2
kom@careitec.dk
Redovre, Denmark
Independent service solutions provider for Denmark, Sweden, Finland

Work Market
Diego Lomanto, VP
212 229 9675
diego@workmarket.com
NY NY
Staffing; personnel provider for North America and International

IT Express
Gordy Littler, President
Anoka, MN
763 233 6340
Gordy.littler@itexpress.com
Consulting | Depot Parts Sales & Repairs | Depot Maintenance | Depot Repair | Break/Fix | Hardware Sales, POS, | in US & International

Get to know our new members so you can increase your geographic reach, offer new products, services, solve like problems. You don't know where your next solution may be.

SIA Roundtables & Networking events: 2014

The SIA roundtables and networking events are the best in the industry. In 2013 we held them in Atlanta, San Francisco, Edinburgh, Scotland, Singapore and Ft. Lauderdale. These are snipets of some of the events. Here are those scheduled for 2014: June 19 Palmer House, Chicago, Il; August 28 Dublin Ireland; October 13, 14 Big Island Hawaii; December 11 Arizona as a prelude to the super bowl there a month later. We are still finalizing the topics so if you have one you would like discussed at a roundtable please let us know. The Pacific Global on the big island will be an expanded version of a roundtable mini summit and we decided to hold it half way between thr U.S. mainland and Asia so we could provide a shorter distance between both. Our roundtables are usually free with membership but the Pacific Global will include food venues and speakers so there will be a minimal charge to cover the costs to the association. We have sponsor opportunities available as well.

Introducing the 2014 roundtables

The Pacific global will discuss effective global partnerships, what makes them work and some of the reasons they may not work including properly vetting potential partners.

1. **June 19 Palmer House Chicago**
2. **August 28 Dublin Ireland**
3. **October 13, 14 Wakiloa Village Big Island Hawaii**
4. **December 11 Scottsdale Arizona**

R3 Relationships, Revenue, Results

Sunday, March 30, 2014

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:

Monday, March 31 , 2014 (Strategic focus)

Continental Breakfast & Break sponsored by

Keynote sponsored by:

2014 summit has two dynamite keynotes.

Relationships, Revenue, Results – Doug Tatum, Founder The Newport Group and renowned author "No Man's Land" If starting a company is difficult, leading a company once the business has caught fire is infinitely more so. Thousands of startups each year approach the dangerous transition that Doug Tatum calls No Man's Land? when they are too big too be considered small but still too small to be considered big. He will address companies of SIA members size, which is his sweet spot.

Industry Leader Panel (REVENUE) – Case studies on how ISO leaders moved from one business line to another; business transition strategies, reinventing your company. Top service leaders will discuss their strategies. Tom York, President Essintial Enterprise Solutions, Session Chair. Bernd Appleby, President Terix Computer; Rich Guglielmo, COO AMCOR

Networking Lunch sponsored by

Technology: Driving Revenue and Profit Growth thru Innovation (REVENUE & RESULTS) The technology revolution provides ample opportunities to grow through innovative strategies using the latest technology, what is coming down the road? How employees & customers are using the smart Devices now and future. The tablet proliferations follow up from last year. Dwight Strayer, COO Service Express Inc. & Chairperson. Chad Peters of Service Express presenting,

Growth Through Partnerships (RELATIONSHIPS) ISO Global Panel –Global economy & Global Relationships. Panelists made up of members from Asia to Europe will discuss the global economy and member to member global relationships **John Wozniak, Panel Chair and President SMS Worldwide; ,Kow Ya, CEO ASVIDA Asia; Alfried Netzband, Managing Director TechnoGroup; Roger Taylor, Managing Director SMS Europe**

Four members paired with a Board member to discuss:
(1) Field Service – Randy Parks and member, Pat Shriane, V.P. Service Peak Ryzex
(2) Depot – Sandy Bell and member, Ken Hill, Director Ops Maxwell Paper Canada
(3) Data Centers & Cloud – Dwight Strayer and member, Procurri, JJ Jeanguenat Co Pres.
(4) Professional Services Optimization – Jerry Edinger and member ASVIDA Siva Gunesparan, Dir. Client Delivery & Bus. Dev. Singapore

Networking cocktail hour sponsored by

Tuesday, April 1, 2014 (day two operational focus)

Continental Breakfast & Break

State of the Association – Randy Parks, President

Special Recognition of Board members; – C Betzner, Exec. Dir. & President Parks

Millennia's in the Service Industry – How to better utilize the younger generation in leadership positions, what makes them tick? How to motivate. How to retrain the C–Level executive's brain to accept the creative innovative ideas or at least be willing to listen to new thoughts, especially younger thought leaders. Panel: Enoch Timothy, Chairman Paladin; Marty Reader, V.P. Field Solutions, George Harris, V.P. Onforce

Break

DRTR Update – Gay Gordon-Byrne, Executive Director This will be a quick overview of actions.

RESULTS session – What Why How metrics. This session discussion what should be measured based on industry data, how you should measure and when you should measure. Second part interactive with major audience participation on **What Market Data the members want to see. Michael Blumberg, Session Chair**

Each session highlights Relationships. Revenue, Results with outside network event to end official summit.

Closing KEYNOTE SPONSORED BY

Keynote; RELATIONSHIPS – The official summit will close with an inspirational and not to be missed very special speaker. Motivational keynote speaker Lt. Col. Rob "Waldo" Waldman – The Wingman – is a motivational speaker and author of the *New York Times* and *Wall Street Journal* bestseller ***Never Fly Solo***. He teaches organizations and individuals how to build trusting, revenue producing relationships with their employees, partners, and customers while sharing his experiences as a combat decorated fighter pilot and businessman.

SPECIAL LUNCH AT POOL SPONSORED BY:

Grand Finale TAO at Venetian—Badge required
sponsoring cocktail hour:

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Everything you wanted to know about Revenue Leakage but were afraid to ask

Is your service organization leaking revenue? Do you know where and how to fix it? We invite you to read our blog *How to Stop Field Service Revenue Leakage* where we've outlined 10 critical questions to determine if you have a leaky field service revenue pipe and recommendations for ways you can fix it: http://www.csdpcorp.com/RevenueLeakage.aspx

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