



2010 Annual Conference & Expo

World Conference on Technical Service & Support

2010 Annual Con



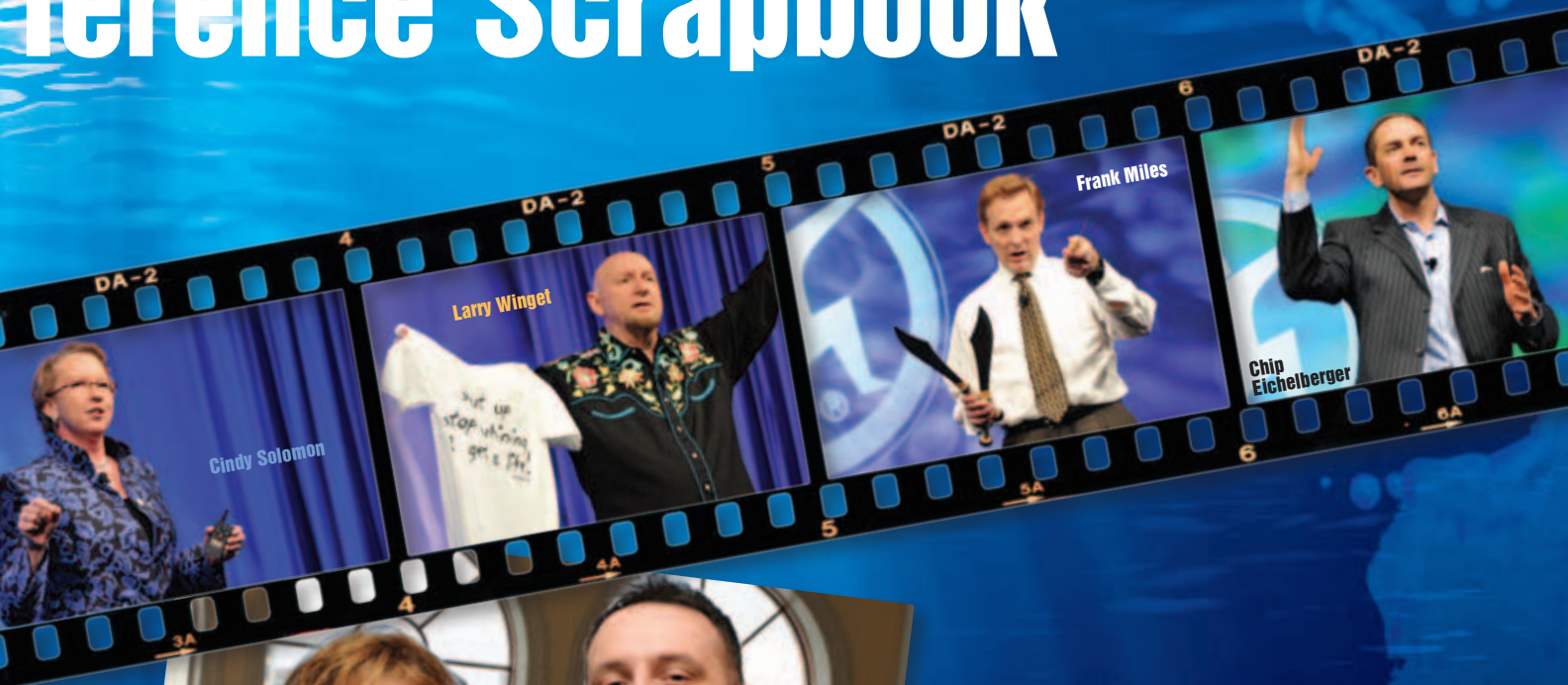
EXCERPT FROM ANNA FRAZZETTO'S TRIP DIARY:

I have to say, after ten years of attending the HDI annual conference, the 2010 event left me with extra pep in my step. The spring weather certainly helps in that regard, but the caliber of this conference and energy around sharing useful, valuable information in a non-biased fashion was truly invigorating...HDI sets the industry standard for running a show, and together with the information I gathered throughout the conference (which, by the way, attracted more than 1,700 attendees – my colleagues should be warned), I came away armed with plenty of new ideas and best practices to put into action!

I was equally impressed by HDI's use of social media both for pre-conference promotion and during the event to drive attendance to featured sessions. Event organizers even convinced me to do a quick video clip promoting my first presentation – apparently I'm on YouTube! What a great example of maximizing social media tools to market an event.

— Anna Frazzetto is vice president of technology solutions for Harvey Nash

ference Scrapbook





EXCERPT FROM CHUCK TOMASI'S TRIP DIARY:

In March 2010, I attended and spoke at my first HDI national conference. What a thrill and an honor! I had several objectives while I was there. First, I was there to learn as much as I could about becoming a better IT service desk manager. Whether it was about problem management, getting your point across in a quick communication, or service level agreements, I was picking up new information all the time. I also learned tons of valuable information from talking to peers.

Second, I was there to speak about effective customer communications. While the content was very focused to the service desk agent, I found a large majority of the

attendees were managers who wanted to bring the information back to their teams. As a presenter, it's always more fun when the audience participates and interacts. This group was terrific in that respect. Yes, I had the first session of the day, right after the keynote speaker, Larry Winget, but that didn't slow this group down. Larry woke this group up and gave me some choice lines to refer to from time to time.

Third, I wanted to talk to vendors and find out what possible solutions there are to some of the current or upcoming initiatives. Again, there was a wealth of choices. I brought back several business cards that I quickly dispensed to the appropriate people. One more reason

for going was to get ideas for strengthening our local chapter. The other chapter officers were great; so full of ideas and very supportive. I really got a sense of family from the other officers and the staff back at the HDI "mothership." I'm very optimistic about the future of the Tiletown HDI chapter.

The final reason I was there to show my employer the value of the HDI annual conference. I went on my own dime (including my local chapter shirt)...did I get a couple thousand dollars worth of value out of all of this? You bet! I'm already building a case to attend next year. Thank you, HDI, for a wonderful conference.

— Chuck Tomasi is the global IT service desk manager for Plexus Corp.



HDI 2010 Award Winners Take Center Stage in Orlando

HDI has long recognized the value of true leadership, and the importance of the leadership qualities each individual brings to a team, and each team brings to the organization. “A true leader has the confidence to stand alone, the courage to make tough decisions, and the compassion to listen to the needs of others,” said Sophie Klossner, HDI’s director of membership, in her introduction at the award ceremony. “They might not set out to be a leader, but they become one by the quality of their actions and the integrity of their intent.”

Lifetime Achievement Award winners Char LaBounty (2010) and Malcolm Fry (2009)



HDI’s leadership awards are presented each year at the HDI Annual Conference & Expo, rewarding individuals and teams for excellence. This year, HDI inaugurated the Manager of the Year Award, sponsored by Robert Half Technology, to recognize the nation’s finest service and support managers, and added that accolade to an award family that includes HDI’s Analyst of the Year, Internal and External Team Excellence Awards, and the Ron Muns Lifetime Achievement Award. Congratulations to all the winners.

Ron Muns Lifetime Achievement Award: Char LaBounty



THE RON MUNS Lifetime Achievement Award 2010

In honor of Ron Muns, HDI’s founder and the father of the service and support industry, the Ron Muns Lifetime Achievement recognizes individuals for their contributions, enthusiasm, and tireless efforts to advance our industry.

Malcolm Fry presented the award to this year’s winner, Char LaBounty, a consummate professional with a distinguished career. After a long tenure with Norwest Corporation and Disney Worldwide Services, LaBounty tirelessly served the HDI community as director of member services for several years and as a founding member and chair of the HDI Strategic Advisory Board. She wrote the first definitive book on service level management, and through her consultancy, LaBounty & Associates, Inc., provided guidance to companies around the world and changed the direction of our profession.



2010 Analyst of the Year,
Michael Yon



2010 Analyst of the Year Award: Michael Yon

Michael Yon, an IT support specialist (III) with Southeast Corporate FCU, attributes his success to his strong technical background. He often fields tier II and III tickets without having to hand them off to other groups in IT. Yet, he always sees himself coming back to the tier I, customer service side of IT. “I love what I do, and nothing excites me more than to see a problem through to the end and put a smile on a customer’s face,” says Yon. He advises other analysts to never lose the passion for what they do. “We are the faces of our company. Keeping that passion will rub off on others and make them strive for the best in themselves,” Yon concludes.

HDI’s Analyst of the Year Award nominees are selected at the local and regional levels and then go on to compete for the national award. Yon represented the First Coast Local Chapter (Jacksonville, FL). Candidates must demonstrate a commitment to excellence in a range of key competencies, including customer service, performance, quality of work, process knowledge, team orientation, leadership, and problem solving.

2010 Manager of the Year Award: Cheryl Force

Cheryl Force, IT service desk team lead at Monsanto, isn't comfortable talking about herself. But her team isn't shy: "Cheryl always has our back no matter what happens. She makes us accountable, but we know she will back us up with our peers, other teams, and upper management."

Force acknowledges that she treats her team members like she wants to be treated, strives to help them succeed in their current position, and supports them in their careers. "I enjoy each personality on my team and am very open and honest in giving feedback," says Force. "As I was waiting for the award announcement, I was so nervous because the other two candidates were exceptional. I didn't want to let my team down by not winning. I was so proud to learn I could take the award back to my team."

Unknown to Force at the time, her entire team had gathered in a conference room back in St. Louis and was listening to the announcement as it came across the telephone lines. "I was told there was a lot of yelling and applauding happening in St. Louis that afternoon," says Force.

Force is a member of the Gateway Local Chapter (St. Louis, MO). She and the other nominees underwent a rigorous evaluation process and were judged on a number of criteria, including innovation, customer focus, leadership, communication, ethics, and professionalism.



2010 Manager of the Year,
Cheryl Force

2010 Team Excellence Awards: DaVita, Inc. and Peak 10

The HDI Team Excellence Awards honor world-class support organizations that have enhanced the image of the industry by achieving the highest standards of excellence in customer service and support delivery. Both the internal and external categories are judged according to the same criteria, including people, process and procedures, technology, and resources, supported with measured and reported performance results.

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"Being recognized as number one in team excellence from such a prestigious and highly recognized global organization was uplifting and helped to cement that we are doing the right things."

— Beth McDonough
DaVita, Inc.



Internal Team Excellence Award: DaVita, Inc.

Beth McDonough, ITSS training and QA manager, and the DaVita team filled the stage with energy as they accepted the 2010 award. DaVita is a leading provider of kidney care, delivering dialysis services and education to patients with chronic renal failure and end-stage kidney diseases. "Being recognized as number one in team excellence from such a prestigious and highly recognized global organization was uplifting and helped to cement that we are doing the right things for our patients and caregivers," says McDonough. The team believes strongly that they are successful because they are a village first, a company second. "We foster individual accountability for delivering service excellence for DaVita and for our customers," says McDonough, "and we are fueled by a focus and passion to do the right thing."



The support team from DaVita, Inc. accepts the HDI Team Excellence Award (Internal). From left to right: (top row) Matt Sharpe, Vhillisia Hawkins, Beth McDonough, Curt Selmon, Jim Keicher, Debbie Bailey, Bret Fitchpatrick, Matt Qualls; (bottom row) John Konieczny, Todd Boyington, Jason Stegall, Nick Wood

services company with world-class data centers in ten key markets. In his acceptance speech, Brooks acknowledged that his team had been working toward this goal for several years and was ecstatic with the results. He attributes this achievement to his team's ability to continually measure their organization against benchmarks and key performance indicators and continually strive to improve performance. "It is the overall desire of the team to not settle [that] drives us to constantly revise how we operate in an effort to provide better service to our customers with each interaction," says Brooks.

Both teams were clearly proud of their accomplishment. The winning managers agreed that the application process itself was a team-building opportunity and valuable discovery process, something they had not anticipated going into it.

"By taking an honest look at our processes, technologies, and teammates within the guidelines of the application, we were able to capture an excellent snapshot of our identity," says McDonough. "The process even helped us uncover strengths and areas of improvement for future growth."

Both McDonough and Brooks highly recommend that other organizations participate in the award process and use the opportunity to discover how your team measures up against the published HDI standard. "By focusing on the continual improvement of your team, you will put yourself closer and closer to winning the award, but more importantly, you will put yourself closer and closer to being a world class support team, regardless of a trophy on your wall," concludes Brooks. 🌐

External Team Excellence Award: Peak 10

Jeffrey Brooks, senior support services manager, accepted the award on behalf of his team at Peak 10, a managed

Jeffrey Brooks accepts the HDI Team Excellence Award (External) on behalf of his team at Peak 10.

