



THE CAPITAL REPORTER

Special Edition



HDI Capital Area's Annual Leadership and Vendor Event
Wednesday, October 19th
Serco Customer Demo Center

October 2011	
Special Edition	
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Get Informed!

We have amazing keynotes and vendors who will supply information to help you on your professional development journey.

Get Connected!

Join the best and brightest IT Service and Support professionals from around the Washington DC Metro area in a day that is sure to connect you to folks who can help you improve your support center.

Get Fed!

Not only are we offering free lunch and dessert – we are offering you information to feed you and your support center!

Get Prizes!

There will be a raffle drawing for prizes including an iPad and Kindle (you must be present for the raffle drawings to win).

See page 2 for more details!

HDI CAPITAL AREA 2011—2012 LOCAL CHAPTER OFFICERS

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HDI Capital Area's Annual Leadership Event

October 19, 2011



HDI Capital Area Local Chapter's 2011 Leadership & Professional Development Event. It is a full day of instructional sessions, plus a vendor showcase focused on the needs of today's technology, call center and technical support & service desk professionals. Marie Clark will kick off the event with an inspiring keynote on leadership, Roy Atkinson will present Social IT: The New Frontier? Roy's presentation is an overview of why many organizations are struggling with social media. and Robert Ryan's session describes how to use ITSM benchmarking. Attend to get re-energized; enjoy networking with area professionals and visit vendors to earn stamps on your for raffle tickets to be entered into the drawing for great prizes including an iPad and prizes valued between 50 and 200 dollars.

COST

We have priced this event to fit every training budget, but seating is limited, so register early. The cost is \$5.00 for HDI Members or \$10.00 for Non-members.

Why is the price so low?

HDI Capital Area Local Chapter is a non-profit association dedicated to providing IT Service and Technical Support professionals a forum that includes networking with area professionals, programs and speakers to HELP YOU SUCCEED. We could not offer this price without our Vendor Sponsors.

REGISTRATION

Seats are limited, so register early!! Register at <http://hdicapitalareaoctober192011.eventbrite.com>

ABOUT THE PROGRAM

HDI Capital Area Local Chapter's 2011 Leadership & Professional Development Event. It features three keynotes, plus a vendor showcase focused on the needs of today's technology, call center and technical support & service desk professionals. Attend to get re-energized; enjoy networking with area professionals and visit vendors to earn stamps on your for raffle tickets to be entered into the drawing for great prizes including an iPad, Kindle and prizes valued between 50 and 200 dollars! See page 3 for the speaker biographies.

LOCATION

Serco Customer Demo Center
12012 Sunset Hills Rd
Suite 600
Reston, VA 20190

There is a free parking lot and garage adjacent to Serco

AGENDA	
9:00 to 9:30 AM	Registration, Networking and Vendor Tables Open (Coffee, Tea and Donuts will be provided)
9:30 to 9:45 AM	Welcome
9:45 to 10:30 AM	Opening Leadership Keynote: Marie Clark
10:30 to 10:45 AM	1 st Prize Drawing at 10:30 Must be Present to Win Break
10:45 to 11:45 AM	Roy Atkinson: Social IT: The New Frontier
11:45 to 12:45 PM	2 nd Prize Drawing at 10:30 Must be Present to Win Lunch, Networking and Vendor Tables Open
12:45 to 1:45 PM	Robert Ryan: ITSM Benchmarking Maximize potential gains to the overall performance of your IT organization
1:45 to 2:15 PM	Refreshment/Dessert Break/Last Chance to Visit Vendors
2:15 to 2:30 PM	Closing Remarks and Prize Drawing (MUST BE PRESENT TO WIN!)

HDI Capital Area's Annual Leadership Event Wednesday, October 19th Speaker Bios



Marie Clark will kick off the event with an inspiring keynote on leadership. Marie's goal in life is to help people connect with the best parts of their self, creating confident and happy people that first lead themselves and then lead others. She is employed as a Program Manager for Jacobs Technology, supporting the first responder community through FEMA. She was elected by her peers to serve on the Member Advisory Board for HDI, the premier professional association for the IT Service and Support Industry, and is currently the Northeast Regional Director with that organization. She is also a member of the Advisory Board for York Technical Institute's Computer Technology and Internet Security Program.

Marie is a former special educator with a passion for helping children succeed and volunteers regularly with Junior Achievement of Central PA. She organizes the largest Meetup.com group in central Pennsylvania, the York Outdoor Adventurers, leading camping, hiking and other outdoor excursions. She is an avid runner and cyclist, participating in triathlons, half marathons and 100-mile bike rides.



Roy Atkinson will present Social IT: The New Frontier? Mr. Atkinson's presentation is an overview of why many organizations are struggling with social media, and whether to use these new tools. This presentation will explore this hot topic –whether there is a role for social media in IT support, and whether your organization might already be using these tools without realizing it. Areas of discussion will include current practices, innovative uses, social media policy, and leveraging social media for support. Roy will discuss the variety of social media from forums to SharePoint to Twitter, and look at some emerging practices and how organizations might change some of their thinking about social media.

Roy Atkinson is HDI's chief writer for white papers, Focus Books, SupportWorld articles, and a key in-house subject matter expert, holding both ITIL and HDI certifications. A member of HDI's Conference Faculty in 2008 and 2011, he was co-author of the groundbreaking HDI Social Media White Paper in 2009. Roy is one of the top IT Service Management Online Influencers 2011 according to PeerIndex. He has served on Focus.com Roundtable discussions and presented webinars on Thought Rock Live. He speaks frequently on the topics of Social IT, customer service excellence, and the mobile device revolution.

Roy took the position as Senior Writer/Analyst at HDI in October of 2010, after 14 years in IT support as a technician, consultant and manager in both small business and enterprise settings, with help desk/service desk and desktop support experience. He currently holds the positions of Chapter Advisor for HDI Northern New England and president of Bangor (Maine) Toastmasters. His HDICast podcasts are available on HDIConnect. You can join his nearly 7,000 followers on Twitter as @RoyAtkinson and @HDI_Analyst, and find him on LinkedIn, Facebook, Identi.ca, Gist, Plaxo and Google+ as well.



Robert Ryan's session describes how to use ITSM benchmarking against three distinct comparison groups to maximize potential gains to the overall performance of your IT organization through a focused, limited scope approach that will achieve measurable results. The speaker explains specific sources for benchmark data, what elements of source data fit to IT organizations of varying size, scope and mission, and how to turn this benchmark data into practical outcomes embedded in your IT operations.

Robert Ryan, a dynamic author, speaker, and senior IT consultant in the IBM Global Business Services, Supply Chain consulting practice, has spent 27 years consulting in support of change initiatives of all sizes and types, with a focus on IT Service Management. He has consulted widely with the U.S. military, federal and state civilian agencies, and the energy and financial industries. He is based in Washington, DC, and is the co-author of "The Business of IT: How to Improve Service and Lower Costs," which focuses on implementing IT service management in IT organizations.

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EVENT SPONSORS

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	<p>HDI is the world's largest IT service and technical support membership association and the industry's premier certification and training body. Guided by an international panel of industry experts and practitioners, HDI is the leading resource for help desk/support center emerging trends and best practices.</p> <p>HDI provides members with a vast repository of resources, networking opportunities and the largest industry event - the HDI Annual Conference and Expo. Headquartered in Colorado Springs, Colorado, USA, HDI offers training in multiple languages and countries.</p>	<p>Tiffany Vaughn HDI MidAtlantic Account Manager 704.795.9850 tvaughn@thinkhdi.com www.thinkhdi.com</p>
	<p>HDI Capital Area Local Chapter is a non-profit chapter of HDI, the premier worldwide membership association for the IT Service and Technical Support industry, serving the Washington DC metro area, including Northern Virginia and nearby Maryland.</p> <p>Our mission is to provide quality programs designed to inspire and motivate personal and professional growth. Our regularly scheduled meetings foster an atmosphere to share camaraderie, inspiration and knowledge with colleagues in the industry featuring subject matter experts, group discussions, networking opportunities and HDI Training and Certification events.</p>	<p>Robert Stanley VP Membership member-ship@hdicapitalarea.com www.hdicapitalarea.com</p>

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	<p>Bomgar is the worldwide leader in secure, appliance-based remote support solutions. The company's award-winning solutions enable organizations to improve IT support efficiency by securely accessing and managing virtually any system – Windows, Mac, Linux, BlackBerry, Android, the iPhone, iPad and most versions of Windows Mobile, regardless of their location. More than 5,500 companies around the world have deployed Bomgar's enterprise-class solutions to rapidly transform their IT support functions and significantly improve operational efficiency and customer satisfaction while dramatically reducing costs. Bomgar is privately-held with offices in Jackson, Atlanta, San Francisco, Washington D.C., Paris and London. In 2010, Bomgar was named one of the fastest-growing technology companies in America by Deloitte.</p>	<p>BJ Cobuluis 770-407-1887 bcobuluis@bomgar.com www.bomgar.com</p>
	<p>Serco has grown to become one of the world's leading service and outsourcing companies by working in partnership with its customers and staff to manage change smoothly and positively - and pursue continuous improvement relentlessly. We think innovatively to help governments improve services across many areas of public life, from justice to healthcare, education to defense.</p> <p>We combine a deep public service ethos with the commercial know-how that gives us the ability to deliver. We combine a breadth of expertise across different markets with a profound depth of knowledge about each one. Our work ranges from the management of programmers and entire services to the outsourcing of operations and even the creation of entirely new businesses.</p>	<p>Lee Weekley 703-234-6817 leroy.weekley@serco.com www.serco.com</p>

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	<p>CDC Global Services offers Windows 7 and Office 2010 services ranging from proof of concepts and deployment strategy to fully supported enterprise migration as well as IT Service Management and Service Desk services. CDC Global Services embraces a customer-first approach being able to draw upon a wide range of expert resources to address each customer's unique business needs, while keeping their best interest as a top priority. We are focused on developing long-term partnerships through a dedicated delivery model that offers flexibility and scalability. Customers benefit from streamlined vendor management and the ability to control project costs, while being able to access the right IT resources through a singular point of contact.</p>	<p>For more information 678-680-3040 info@cdcglobalservices.com www.cdcglobalservices.com</p>
	<p>Numara Software is a leading provider of integrated IT management solutions for Desktop Management, PC Lifecycle Management, Security & Compliance, Help Desk and Service Desk. Designed to optimize IT management, Numara FootPrints and Numara Track-It! collectively support more than 50,000 customer sites and nearly 20 million IT assets worldwide. Widely known for our dedicated focus on ease of use and affordability for our customers, our IT solutions deliver fast time-to-value, increased control, and reduced risk for small businesses to large companies.</p>	<p>Joe Bonelli Direct Marketing Manager 732.404.8941 Joe.Bonelli@numarasoftware.com www.numarasoftware.com</p>
	<p>TechnoLava and ITpreneurs offer a full complement of IT Service Management (ITIL, TIPA, COBIT, TOGAF, ISO/IEC 20000, ISO/IEC 27001, PRINCE2, etc.) and Cloud & Virtualization Training and Certification Courses. TechnoLava focuses on ITSM Process Improvement, including Measurement/Metrics, ITIL and ISO/IEC 20000 Assessments, Education (Training and Workshops) and Process Improvement Consulting Services.</p>	<p>John Clipp 301-473-8550 John@TechnoLava.com www.technolava.com</p> <p>Brenda Erickson 703 869-1190 www.itpreneurs.com</p>

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Chapter Sponsors *(continued)*

	<p>FrontRange Solutions is the maker of the award winning HEAT software for service desk and help desk. Our applications will allow you to track tickets or incidents in many departments to include your Call Center, IT, Maintenance, Facilities, HR and even payroll. . We can help your organization automate your processes, discover your hardware and software, manage your entire infrastructure from cradle to grave and we also have integrated Voice systems.</p>	<p>Glenda Gray 719-532-7565 glenda.gray@frontrange.com www.frontrange.com</p> <p>Betsy Bosnak (Federal) 410.858.6754 betsy.bosnak@frontrange.com www.frontrange.com</p>
	<p>RightStar Systems is a leading provider of ITIL®-based service management solutions for commercial organizations and federal, state, and local government agencies. As an Elite BMC Software Solution Partner, RightStar provides consulting, design, and Implementation services for BMC Service Support, Service Assurance, and Service Automation products. As a complement to these services, RightStar offers on-site ITIL® assessments, providing strategic roadmaps for delivering services to the business more efficiently, accredited ITIL® certification training, and a comprehensive line of RightStar software products that add essential functionality to your IT service management system.</p>	<p>Valerie Wilson 410.533.0986 valerie.wilson@rightstar.com www.rightstar.com</p>
	<p>As a leading North American provider of IT solutions and services, helping small, mid-market, enterprise and public sector organizations harness the power of innovation is our guiding principle. To do this we offer the best of all possible worlds. That includes the efficiency, reliability and cost-savings of a national IT supplier along with the personal touch and technical expertise of a local solutions provider. From in-person consultations to advanced solution design, delivery and implementation services, we're redefining the level of service customers have come to expect from a trusted technology advisor like Softchoice.</p>	<p>Doug Stump 703-480-1975 doug.stump@softchoice.com www.softchoice.com</p>

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Chapter Sponsors (*continued*)

	<p>Established in 1988 and headquartered in Baltimore City, The ACI Group, Inc. has been a leader in the IT staffing business for over 20 years. We provide value to our clients in the form of targeted, cost-effective, reliable resource solutions that help them reach their business objectives. Using rigorous requirements gathering, best in class technical expertise and creative recruiting solutions, ACI has the best combination of skills to let your business stay focused on business.</p> <p>The ACI Group is an SBA Certified Small Business, incorporated in the state of Maryland, and serving Washington DC, Pennsylvania, Northern Virginia, Maryland, and Delaware.</p>	<p>Drew Elburn 410-534-4800 delburn@aci.com www.aci.com</p>
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Chapter Sponsors (At Today's Event in Spirit)




	<p>Robert Half Technology is a leading provider of IT professionals on a project and full-time basis. We offer our clients flexible, cost-effective staffing solutions that allow them to maximize the power of technology for the ongoing success of their business.</p> <p>We help businesses locate highly skilled IT professionals with experience in: Desktop Support, Web Development, Help Desk/Technical Services, Software Development, Data/Database Management, Internet/Intranet, Systems Integration, Security, Infrastructure Management, Project Management/Business Analysis</p>	<p>Huma Azim 240.497.1042 huma.azim@rht.com www.rht.com</p>
	<p>XA Systems provides a unique and comprehensive balance of technical expertise, operational best practices and creativity capable of taking your IT organization to the next level of reliable business performance.</p> <p>We deliver solutions that can rapidly transform your IT organization into a high performance operation with measurable results.</p>	<p>For more information 703-766-5049 www.xasystems.com</p>

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Chapter Sponsors (At Today's Event in Spirit) - continued

	<p>A global provider for more than twenty years, EasyVista enables organizations to concentrate on their core business while improving the quality of service delivered to end-users and reducing IT Management costs. EasyVista's integrated IT Service Management and Asset Management solutions span the entire service lifecycle, PinkVERIFY™ certified on all 15 ITIL. Through its codeless approach, EasyVista ensures agile customization, rapid deployment, and seamless upgrades resulting in drastic TCO reduction. EasyVista provides SaaS and on-premise solutions for customers in more than 20 countries with a direct presence in the US, France, UK, Italy, Spain, Portugal and over 60 certified partners worldwide</p>	<p>For more information www.easyvista.com http://blog.staffandline.com twitter: @easyvista.</p>
	<p>At Time Warner Cable Inc. we're all about connecting people and businesses with information, entertainment and each other. That's why we bring you the latest innovations for your home - from high-definition television to Enhanced TV features to high-speed data and Digital Phone services. We also believe in the power of community, which we show through our signature education programs, countless hours of volunteerism and by contributing cash and in-kind support to benefit the communities where we operate.</p>	<p>Joan O'Hare joan.o'hare@twcable.com www.timewarnercable.com</p>
	<p>Desktop Quality of Service (QoS): Pioneering a new class of software dedicated to improving endpoint efficiency, Ziften goes beyond traditional desktop management to deliver QoS across enterprise endpoints. Until now, there has been no solution to the increasingly rampant desktop waste that drains business productivity from each employee and squanders valuable IT resources. Working with Fortune 500 customers over the past two years, Ziften's research into improving endpoint efficiency and dynamically re-directing endpoint resources to business-critical tasks is delivering increased uptime, improving service levels, and extending machine lifespans.</p>	<p>Holly Albert 240 529 6681 holly.albert@ziften.com www.ziften.com</p>



HDI Nominations Due by Thursday, October 20th



HDI CAPITAL AREA MEMBERS

Call for Help Desk Analyst and Desktop Support Technician of the Year Nominations

We often discuss the benefits of recognition and this is a PRIME opportunity to recognize the superstars at your desk. We have two awards programs this year: **Help Desk Analyst and Desktop Support Technician**. Each company may nominate up to two people in each category. This quality program is FREE and a benefit of your HDI Membership (the Analyst and Technician do not have to be a member). The Capital Area has an outstanding program in place for Analyst of the Year, with top-notch judges scoring candidates and selecting three Capital Area Analysts who have represented the Northeast Region, with two winning Global Awards. We are proud to add the new Desktop Support Technician award to our successful program.

All nominees and managers will be our honored guests, at our Annual Awards Luncheon, on Friday, December 9th, at Maggiano's Little Italy. Thanks to the success of this event, we have reserved a larger room. We will recognize each nominee and their manager. Every nominee will receive a plaque and the winners will receive the Analyst of the Year or Desktop Support Technician award. The very popular Kirk Weisler, international speaker and HDI's Chief Morale Officer, will give the keynote at this year's luncheon.

DON'T MISS THIS OPPORTUNITY to recognize your key analysts and technicians. The only investment you make is time to send the information below and complete the application. Your return is truly a heartwarming event that has become a yearend celebration for our teams. We encourage members to nominate your outstanding Analysts and Technicians by emailing the following information to Sandy Seroskie, **by Thursday, October 20th**, at :

presidentemeritus@hdicapitalarea.com

- Help Desk Analyst or Desktop Support Technician's Name
- Company
- A paragraph describing the individuals achievements (why you are nominating them)
- Manager's name and contact information

The criteria and nomination form is sent to the Manager to complete. **We encourage you to send the information above early, so you have more time to complete the application.**

The local chapter Analyst of the Year and Desktop Support Technician of the Year will compete for the regional award and regional winners then compete for the global award. The winner of the Regional Analyst of the Year and Desktop Support Technician Award will receive a free registration to the Annual Conference courtesy of Robert Half Technology.



**ITSM Panel: Uncovering the Trends in ITSM Tools
and Leveraging them to Create Efficiencies
Wednesday, November 16, 2011**

Cost

There is no cost for the program and lunch will be provided. Please be considerate and let us know if your plans change after you register and you are unable to attend.

Registration

Registration closes **Tuesday, November 15 at noon**. For more information or to register, go to:
<http://hdcapitalareanovember162011.eventbrite.com>

Location

World Bank
1850 I Street NW
Washington, DC 20433
This is a secure location, so please bring a picture ID.
Close to Metro and there are paid parking garages close by.

About the Program

There is much enthusiasm today over ITSM solutions that enable support for cloud-based services in enterprises. The older, resource- and computing- intensive ITSM tools currently installed don't allow for good integration and can be largely inefficient.

ITSM Panel: Uncovering the Trends in ITSM Tools and Leveraging them to Create Efficiencies will explore the current and future offering of ITSM tools through a panel discussion. The panelists will discuss ITSM trends and how they are enabling the migration to the cloud and providing efficiencies.

We will have a panel of at least three vendors and they will be asked a series of questions for which you will be able to respond. This discussion is intended to be informational and not a sales presentation. However, each vendor will be able to provide information on their tools to be handed out to attendees.

After the program, Troy White will give an overview of the World Bank Service Desk and provide a tour. We will also begin collecting non-perishable food for a community food drive. Please see below for more details.

Agenda

** PLEASE NOTE THE TIME CHANGE

12:30 to 1:00 - Lunch, Networking and Non-perishable food collection

1:00 to 2:20 - Program

2:20 to 2:30 - Survey, Prize Drawing

2:30 - Tour of World Bank Service Desk



Annual Awards and Team Building Luncheon

featuring a Keynote from Kirk Weisler

Friday, December 9, 2011

****REGISTER EARLY FOR SAVINGS****



LOCATION

Maggiano's Little Italy Tysons Galleria
2001 International Drive
McLean, VA 22102
There is free parking at the Tysons Galleria mall
(Tip park toward the ends of the mall and walk to the center)
There is also valet parking in front of Maggiano's.

COST

The cost is \$39.00, but **register by December 1st to receive a \$10.00 discount, making the price \$29.00.** The luncheon includes a three course meal, open bar and an amazing keynote from international speaker Kirk Weisler. For the discount, please enter the discount code **AWARDS**, then click on register.

REGISTRATION

The event is Friday, December 9, 2011, however, registration closes Wednesday, December 7th. To register, go to:

<http://annualawards2011.eventbrite.com>

ABOUT THE PROGRAM

Join us for our Annual Awards Luncheon, which has become a tradition in the Washington DC area. IT Service and Support Managers bring their teams to celebrate their hard work and success throughout the year. You supply your team and we will supply an inspirational speaker, great atmosphere and a three-course meal. There will be time to network with area professionals and meet our Help Desk Analyst and Desktop Support of the Year nominees.

Registration is only \$39 per person (see above for the early bird discount code) and includes a three course meal, open bar, coffee, hot tea, iced tea, soda, coffee. Seating is limited, so please register EARLY! The keynote speaker is the internationally recognized Kirk Weisler, who is one of the most popular speakers at HDI's Annual Conference. After the keynote speaker, we will recognize our HDI Analyst of the Year and Desktop Support Technician Nominees and announce the winner of the Capital Area Analyst and Desktop Support Technician award. The winners will go on to the regional competition, with the Regional Winner being sponsored by Robert Half Technology to attend the HDI Annual conference in Orlando.

We will have a prize drawing at the end of the event. **Prizes include a Kindle Fire, gift cards and other giveaways!**

ABOUT THE SPEAKER



Chief Morale Officer Kirk Weisler is an expert at creating outrageously cool workplace cultures and high performance teams. Years ago Kirk helped to create a corporate culture so rich in ownership spirit, engagement, **measurable results** that he was invited to share his approach first nationally, then internationally. He now travels around the world sharing **everyday things leaders can do to positively influence, nurture, and build Super COOL cultures and high performance teams.**

His unique background as a US Army Ranger, his work with At-Risk Youth and experience as a Master Storyteller & Team Builder make him a very fun, engaging, and sought after speaker. He authored the Best Smelling book, *The Dog Poop Initiative* and the semi-sweet best smeller, *The Cookie Thief*. Kirk lives in Fayette county with "Wonderful wife Rebecca and their five remarkable children!" Read more about Kirk at kirkweisler.com

Agenda	
10:30 to 11:00 AM	Registration, Networking, Open Bar
11:00 to 12:00 PM	Welcome, Lunch Served (2 Courses), Open Bar
12:00 to 1:00 PM	Candidate Introductions
1:00 to 1:15 PM	Break, Open Bar
1:15 to 2:15 PM	Keynote - Kirk Weisler
2:15 to 2:30 PM	Break, Open Bar, Dessert and Coffee served
2:30 to 3:30 PM	Candidate Introductions
3:30 to 3:45 PM	Analyst & Desktop Technician of the Year Winners Announced
3:45 to 4:00 PM	Closing Remarks and Prize Drawing* *MUST BE PRESENT TO WIN!