

# THE CAPITAL REPORTER

**July 2005**

Volume 3, Issue 5

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**2ND ANNUAL VENDOR FAIR LUNCHEON AND KEYNOTE**
**FEATURING RON MUNS  
 FOUNDER AND CEO OF HDI  
 Wednesday, September 21st**


**EMBASSY SUITES  
 HOTEL®**  
 at the Chevy Chase Pavilion  
 4300 Military Road N.W.  
 Washington, DC 20015  
 202-362-9300

Join us on September 21st for our 2nd Annual Vendor Fair Luncheon & Keynote featuring Ron Muns, Founder & CEO of HDI. Ron Muns is an international leader in the help desk and customer support industry and is frequently quoted on key issues and concerns. He has more than 25 years of experience as the founder of HDI, as a software engineer, as the creator of several successful commercial software products, as a consultant with an international accounting firm, and as an IT strategist.

Come hear from the leader of our industry, visit with local vendors to see the latest technology, network and collect tickets to be entered in the prize giveaway at the end of the meeting. Embassy Suites is conveniently located in Washington DC next to the Friendship Heights Metro stop on the red line. For those of you that wish to drive, there is parking available in the garage for \$10.00.

Attendees reserve your seat early and save \$10.00! Reservations are \$20.00 unless you reserve your seat and payment is received by August 24th. RSVP to [rsvp@hdcapitalarea.com](mailto:rsvp@hdcapitalarea.com) and payment instructions will be forwarded.

**ATTENTION VENDORS** reserve your space early by contacting Sandra Seroskie at [vpprograms@hdcapitalarea.com](mailto:vpprograms@hdcapitalarea.com)

**Meeting Agenda**

Lunch Served & Vendor Floor Open 11:00 to 12:30  
 Keynote by Ron Muns 12:30 to 2:00  
 Dessert & Coffee at the Vendor Floor 2:00 to 3:00  
 Prize Giveaway 3:00 to 3:15

**HDI CAPITAL AREA 2005—2006  
 LOCAL CHAPTER OFFICERS**

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**Newsletter Editor: Open**

**Web Master: Open**

## President's Corner

by Virginia Scuderi



Within weeks of the family moving from Texas to Kentucky, my niece attended freshman orientation at a university in Maryland. Afterward, we had an opportunity to visit. She expressed frustration with having to respond to the frequent question of where she was from. She went through the history, "well, I'm from Texas, but we just moved to Kentucky." I commented that

perhaps she needed to prepare an "elevator speech," to which my brother-in-law perked up and nodded emphatically.

Are you ever on the spot when someone asks about your department or your company? Are you ever uncomfortable with how to respond positively when you are feeling less than enthusiastic? If so, creating an "elevator speech" can help.

An "elevator speech" is a prepared progress report that can be expressed in a minute or two. The idea is to be able to respond appropriately and concisely as if you were in an elevator for the short trip to the top floor.

Considerations:

1. Be positive.
2. Remember that you are representing your team, department, company.
3. Be prepared.
4. Get input from the team so they will also be prepared and proud of accomplishments.
5. Highlight accomplishments, perhaps taken from goals achieved such as metrics.

This is an opportunity to "market" your help desk/support center!

## Vice President Finance

by Tom Kraft



As many of you are aware HDI is a membership driven organization where most of the chapter's revenue comes from obtaining new membership and existing member's renewal fees. Occasionally, the chapter will hold fund raisers and other initiatives to raise money for the chapter. In an effort to keep the membership informed as to the financial state of the chapter we have provided you with the financial data below:

### Financial Information: 2005:

Balance as of January 1, 2005:	\$2,409.66
Current Balance:	\$5,231.01

As Vice-President of Finance for the Capital Area Chapter I oversee the financial aspects that affect the chapter. I create a budget and verify expenses are within the boundaries of our charter and within the HDI guidelines.

In my full-time job as a Project Manager, I do the same financial management. I create a financial plan, forecast future financial needs and deliver a value to the government by staying within budget.

Forecasting of financial information and corporate financing needs is a combination of art and science. As I am sure many of you do daily, you have to balance the day to day activities while staying within the budget. This is where a background in financial management helps out. As part of being a manager it is imperative we understand the philosophy of financial management... Financial management involves creating a financial plan that is directly tied to the corporate purpose and aligned with the business plan of the organization. Most financial plans will cover a five-year period; some organizations will develop a ten-year financial plan. Financial planning involves many steps:

- Project financial statements with forecasted projections to analyze the effects of the operating plan
- Determine the funds needs to support the five-year plan.
- Forecast funds availability over the next five to ten years
- Analyze historical financial ratios and trends of the company and industry

## Vice President Membership

by Liz Rodgers



Are you missing local chapter announcements or information? If you checked the "exclude me from e-mail promotions" box, you **will not** receive information from our local chapter, including meeting notices and our newsletter. Did you know you can change your own profile on the HDI website?

Take a few minutes to visit <http://www.thinkhdi.com>, log in under member access and choose "edit profile" from the left side of the menu to update your profile. If you would like to receive notices about local chapter meetings, training and our newsletter, be sure the "exclude me from e-mail promotions" box is unchecked.

While you are at [thinkhdi.com](http://thinkhdi.com), take a tour and see the resources available to you through your membership with HDI. Search for and download a whitepaper for your current project; join a discussion thread about centralizing help desk services; read Kirk Weisler's section on culture building activities; download the latest Practices or Salary Survey.

For Members that have a Gold or above membership, there is a virtual "Toolbox" that contains documents to help you solve problems. The documents available include: a sample service level agreement, the service level focus book, a guide for purchasing support center software, sample balanced scorecard, support team skills gap analysis form, quarterly metrics report forms and others.



SPIN will help IT Service & Support professionals, and other service management personnel, improve their skills right from their desktops. SPIN will offer regularly scheduled, content-rich web seminars accessible via HDI's member's only web site at no cost to HDI members (Silver level membership and above is necessary to register and login to SPIN). Join in on **July 19th for the Change Management** seminar. Visit <http://www.thinkhdi.com/spin/> for more details.

SPIN will keep HDI members on the cutting-edge of new industry trends, and up-to-date on the latest best practices and issues in the support center. SPIN will be available at your fingertips and will help you stay connected to valuable knowledge, quality speakers, and a network of industry peers. SPIN will also offer a flexible means of accessing past web seminars via an online archive...just in case you miss the live event.

SPIN with HDI to enhance the value of your HDI membership. If you are an HDI Member who...

- has a limited budget, but you still want to obtain industry education... SPIN with HDI
- doesn't have the time to travel to training sessions or conferences...SPIN with HDI
- would like to receive supplemental education and training...SPIN with HDI
- just can't make it to a local chapter meeting...SPIN with HDI
- wants to stay current with the latest industry trends...SPIN with HDI
- wants to reduce your training costs or increase training effectiveness...SPIN with HDI

## Vice President — Communications

by John Holmes



Just a thought from your VP of Communications; what to do when the career course seem cloudy? I suggest a new certification! Getting a certification anytime is a good idea, but for job advancement, or if your between jobs, it is the perfect way to enhance your job skills.

When the demands of the day-to-day are tough, many of us procrastinate. With busy schedules, it seems there is never enough time to add another task. When is a good time to get that certification? Why not now?

From my own experience, employers are looking for specific qualifications, especially advanced certifications. The last time I was between jobs, I took a HDI Managers class and passed the exam. Two weeks later, I walked into a job interview more confident and prepared to move into a better paying, more challenging position. I was awarded the job and later found out the person hiring was looking for that specific certification as a requirement to fill the position. HDI is offering some classes for certifications which are highly sought after by the employers in our area.

Here are some of the offerings that are coming out of HDI Global in the next few months:

- [Achieving Efficiencies Through Performance Metrics](#), Monday, July 18, 2005 – Tuesday July 19, 2005 (2-day courses) 8:00am – 5:00pm, the Warwick Denver Hotel
- [HDI's Help Desk Analyst \(HDA\) Boot Camp](#), July 18, 2005 – Wednesday, July 20, 2005 (3-day course) 8:00am – 5:00pm, the Warwick Denver Hotel

- [Knowledge Management Foundations Workshop](#): The KCS Principles, July 20, 2005 – Friday, July 22, 2005 (3-day course) 8:00am – 5:00pm, the Warwick Denver Hotel

HDI Global offers higher level forums for the senior level IT service and support professional. Join in HDI's new executive-level Vertical Forums in the fields of healthcare, higher education, government, financial services and insurance.

- Health Care Forum, September 14-16, 2005 - Hyatt Regency – Baltimore, MD
- Executive Forums for Large Support Centers, September 22-23, 2005 - Martha's Vineyard
- Support Center Leadership Forum: October 3-5, 2005 – Gaylord Palms Hotel – Orlando, FL
- Education Forum, November 8-11, 2005 - Glenwood Springs, CO at [Colorado Mountain College](#)
- Next Government Forum: November 2005  
Next Financial Services Forum: TBA – Hyatt Regency – Baltimore, MD

Forums are a great way to increase your knowledge in a specific area.

In addition the HDI sponsored events, there are great deal offered by local training companies. Many will offer a discount for members of HDI chapter members; these include our local chapter training partners. So if you are getting this e-mail, you are a member of HDI, what are you waiting for? Go ahead; do something good for your career. It will enhance your value to your job today, and perhaps launch your next career steps tomorrow.

Please note; for updates on these and other offerings go to the HDI Global Web site. <http://www.thinkhdi.com/default.aspx>

## Vice President—Programs

by Sandy Seroskie



As you may know, our Capital Area Chapter was re-established in March of 2003 after members gathered to recommit to bringing industry professionals together for networking and educational opportunities on a local level. We recognize that marketing is important to the continued resilience of our local chapter.

Our membership is a dynamic group from the government, contractors, private industry and public companies. Each of us is faced with unique challenges. I can't stress this enough— you are

not the only one facing a particular challenge. Someone in our community has been through it and can help prevent you from reinventing the wheel. I continue to learn and grow professionally through meeting our local members and attending local programs.

I challenge you to step away from your desk and attend a local chapter meeting. Bring a guest, colleague or member of your team.

We will present an award at our December 7th luncheon to the member that brings the most guests between July and November.

Mark your calendars  
for our

2nd Annual Vendor Fair  
featuring a Keynote by

**Ron Muns**  
CEO and Founder of HDI

Wednesday  
September 21st

Vendors interested  
in securing a table should  
contact Sandy Seroskie

VPPrograms@hdcapitalarea.com  
or at 202.895.1258

## Upcoming Events

- |                     |   |
|---------------------|---|
| <b>August 17</b>    | <b>Roundtable</b> discussion<br>Topic: Incident Tracking Systems  |
| <b>September 21</b> | Special Guest Speaker, <b>Ron Muns</b><br>2nd Annual Vendor Fair  |
| <b>October 19</b>   | <b>Birds of a Feather</b> discussions<br>Topics: Virus Management, Continuity, Security, etc.   |
| <b>November 16</b>  | Special Guest Speaker, <b>John Custy</b><br>Topic: Metrics  |
| <b>December 7</b>   | <b>NOTE: Date change</b><br>Special Guest Speaker, <b>Jay Rifenburg</b><br>3rd Annual Holiday Luncheon at Maggiano's<br>Awards Ceremony |

# July 2005

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4 	5	6	7	8 Officer Mtg	9
10	11	12	13	14	15	16
17	18	19 SPIN	20 Mtg 	21	22	23
24	25	26	27	28	29 Articles Due	30
31						



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**HDI Capital Area Local Chapter official partner—  
 inquire about special local chapter rates.**

**Help Desk Analyst Certification Training**  
 July 13 – 15                      Vienna, VA  
 Sept 21 – 23                      Rockville, MD

**Help Desk Manager Certification Training**  
 Aug 10 – 12                      Vienna, VA  
 Oct 12 – 14                      Rockville, MD

**ITIL Foundation Training and Exam**  
 October                              TBD

To advertise in our Newsletter or Website—  
 contact a Capital Area Local Chapter Officer.

# August 2005

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12 Officer Mtg	13
14	15	16	17 Mtg 	18	19	20
21	22	23	24	25	26	27
28	29 Articles Due	30	31			

**AmerIT Learning**  
 ITIL® Education  
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- August 3-4, 2005  
 - September 12-13, 2005  
 - November 2-3, 2005

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