

# THE CAPITAL REPORTER

**June 2005**      Volume 3, Issue 4

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We couldn't have asked for a more beautiful day to take our annual cruise on the Potomac. Over 30 members and guests made this year the biggest turn out yet.

Some members who brought staff for a day away from the office this year were: Matt Thomas, Tim Lafollette Lisa King, Tom Kraft, Kristin Ekanger, Heather Donnelly, Cynthia Holtz, Sandy Seroskie and Jimmy Vo. Plan to join us next year, on the third Wednesday of June and take the opportunity to reward your team. It's a great way to acknowledge a job well done!

Many thanks to Tony Ogden and FrontRange, whose sponsorship made it possible for us to offer tickets for our 3rd Annual Spirit of Washington Cruise at a reduced price.

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## President's Corner

by Virginia Scuderi

### Just a Rock?

In all the years of presenting seminars to Support Center Analysts and Managers, one topic always generates much discussion — how to motivate and acknowledge the efforts of our staff. HDI Global manages successfully to acknowledge its local chapter officers and motivate teamwork and perseverance at their annual Local Chapter Officer Summit.

As you know, HDI Local Chapter Officers are volunteers. We all have full time jobs outside of HDI and dedicate extra time to contribute to an organization that supports and inspires all of us in the Support Center Industry. As this year's Member Advisory Board Chairperson, Karen Yuen, articulated at this year's summit in early June, the local chapter is like having another full time job! Sometimes it is overwhelming and we wonder if we can continue to dedicate the time required. Then, we attend the annual summit and get energized, re-focused and inspired.

The purpose of the summit is to bring the Local Chapter officers together to share new initiatives, share best practices and acknowledge achievements within the Local Chapters as a group. About 50 chapters are usually represented from the US, Canada and even Mexico. This year the attendance was the largest yet with 86 officers present. It is a time of fellowship and inspiration as we gain insight from the HDI Global staff and Member Advisory Board. Sophie Klossner hosts the group along with Ron Muns, Founder and CEO of HDI, and the current Member Advisory Board chairperson—this year we welcome Karen Yuen in this role. We also have the great opportunity to benefit from the wisdom and experience of Kirk Weisler, HDI's Chief Morale Officer, as he inspires and motivates with a presentation each day.

To echo a message from one of Kirk Weisler's presentations at the summit, we can take a simple object and infuse in it the meaning and inspiration that acknowledges and motivates our staff members. Kirk told a story of a new manager at Pizza Hut who was challenged to come up with a unique award, in the tradition of his colleagues. This manager was inspired by a winning football pass and the all-out effort of the receiver to catch and score the winning touchdown. Prior to presenting the award, the manager described the winning play, bringing everyone to the edge of their seats. As he recalled the winning touchdown, he revealed the award and presented a football signed by all the team members to a person who was always ready to make

amazing catches for their team. Kirk also made reference to the unique award that Sophie Klossner created for a special acknowledgement at each summit.



Receiving "the Rock" from Sophie Klossner

For the last seven years, Sophie has taken the time to choose a special rock from the landscape in front of the HDI Global office in Colorado Springs to present as the "Rock of Our Foundation" Award. It is not just a rock, it is a symbol of strength, leadership and stability. It is presented in acknowledgement of commitment, dedication and support of HDI in various aspects of the organization. This year, I am the proud recipient of this astounding award.

It is a rock, yet, I cried when I heard my name in association with it because before presenting the award, Sophie infused life and meaning into the inanimate object. It is not just a rock! The honor and pride that I felt when receiving my rock was overwhelming. This piece of Pike's Peak Granite represents appreciation for my nearly 13 years of association with the organization through ups, downs and rediscovery. I am certain that each person who has received the "Rock of Our Foundation" Award in the past has different experiences and reasons for being presented with it. It bears a unique meaning to each person. My rock holds a special place in my heart and in my office!

So, to acknowledge and motivate your staff, infuse life and meaning into something that represents the uniqueness of the accomplishment. Remember that people want to be appreciated and want to be recognized for their efforts. What you choose to give is not as important as what it represents, so make it heartfelt and personal.

In addition to your own awards, remember that the HDI Analyst of the Year Award is a great way to acknowledge an outstanding performer within our industry. We will present our local chapter winner at our holiday luncheon on Wednesday, December 7th (NOTE: Date change!). More details will follow in upcoming newsletters. For more information, see the HDI website [www.thinkhdi.com](http://www.thinkhdi.com) or contact any of your Capital Area Local Chapter officers.

## Vice President Membership

by Liz Rodgers



At the June 2004 Local Chapter Officer Summit, Mary Cruise, HDI Member Advisory Board Chairperson, challenged chapters to achieve a 10% membership increase

during the next year; June 2004 – June 2005. We are pleased to announce that our HDI Capital Area Local Chapter not only achieved this goal, but also surpassed it! Mary presented our Chapter with two awards at the June 2005 Summit in Denver, CO. We received *Outstanding Achievement in Membership Growth* by achieving a 21.1% increase and *Highest Achievement in Membership Growth* by adding 50 members during this period. Thanks to your support, we were able to surpass expectations.



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).

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.

July's live web seminar SPIN topic is Change Management on Tuesday, July 19th at 1 pm Eastern time. For the SPIN schedule, go to <http://www.thinkhdi.com/SPIN/>.

## Vice President — Communications

by John Holmes



As the newest officer of the HDI Capital Area Local Chapter, it is my duty to present impressions of my first opportunity to go to the Local Chapter Officer summit held early this month. I would like to report that the HDI officer's summit was no let down. Can we all sympathize with the expression "drinking from a fire hydrant"? Like a techie in training, the information was

overwhelming from the start. On Friday afternoon, the new officer training began in the summit conference room at the Tabor Center in downtown Denver, CO. As expected, we went over some of the basics like roles and responsibilities, but the real treat was breaking out into the roundtable discussions which were a more casual opportunity for informal Q&A between other new officers and more experienced facilitators from HDI Global. I think one of the best things about such mentor conversations is the opportunity to share common experiences and ask others for their "lessons learned" from the past. At the officer's summit, there was a lot of what I would call "technical discussions" of the day-to-day running of a local chapter. We had sessions on web sites, the resources available from Global, financial stuff, recruiting new chapter members, and all of the other functional things that help get a chapter rolling and keep it going. That is the kind of thing you would expect from this type of a summit. The thing you would not be able to count on, but something that I think is perhaps more important, is the synergy of a group of people, all volunteers, coming together for a whole weekend, giving freely of personal time, to do something we all feel very passionately about.

Allow me to share just a personal note, back in 1986, after moving back to Northern Virginia after school. I took my first job, answering phones in a parts department for Unisys Corp. at the Head Quarters in Tysons Corner. I used to work with the Field Techs, and they were my heroes. Going out every day to work on the cool stuff, and I was the guy supplying them the parts. I really liked my job and I knew, this is what I want to do. Now it is almost 20 years later, and I am still as passionate today, even more so, after spending a long weekend with 86 other, like-minded people, as I was while working in the parts department in the basement in Tysons Corner.

Now, I am not so sure how the 80/20 principal works for this, but I can say that we may have worked at the summit 20% of the time, and the 80% was inspiration. The other officers, the folks from Global, and the keynote

speakers, all provided a great wealth of information. But that is not the key that turns HDI from a simple users group into something more. The reason HDI really works, is because we come together with a common set of experiences, and a common set of goals. We all laughed at the Conan O'Brian video of the guy who goes to the help desk, in India. We all get that part of the job. But the real thing, that magical 20% comes from inside. It is what we are, and what we do that counts. So, yea, we learned a lot at the summit; that's great, we want to make the Capital Area Local Chapter better, that's expected. But, what we really got was inspired. And that's the inside job that all of us need to transcend. It is in inspiring our team, and our colleagues, that we really see what all this hard work is about.

So, as I return from summit, with this grateful, renewal of energy, full of great ideas, loaded down with a huge binder of stuff, and a new HDI shirt. I want to pass along the inspiration.

On the last night at conference, we were all gathered for dinner and a short talk by our Chief Morale Officer, Kirk Weisler. Kirk gave a really inspiring talk from his own experiences. His message hit me right where I was sitting. I am sure we have all felt that way when someone was speaking to a group, and we thought they were speaking especially to us. Well, after that I stepped outside, taking in the cool night air and still glowing from the inspiration I had just received from our speaker. Outside there was a group of our people hanging around and I overheard someone say, "Man, did you hear that sap in there; he really just drools on and on". Now, if you or someone you know is that jaded, I wonder, what does that type of attitude do for morale with your team. For me, it was like having someone pour a cold soda down the front of my shirt.

For me, I come to our local chapter to get inspired. I always hear something I need. Often I hear just what I need at the right time. So, I would like to challenge everyone in the chapter to get involved and get inspired. If you are jaded and out of gas, come get reenergized. If you are already energized come and spread it to the rest of us. Sure, we can always find the answers to our technical questions, that is what we do all day. The real challenge for us on the helping end of the help desk, is how do we stay helpful to those around us. That is what inspired me most at the summit. We were there to help each other so we can help others. Now that is something inspiring. Thanks for giving me an opportunity to be a Capital Area Local Chapter officer. I hope I can serve you well.

## Vice President—Programs

by Sandy Seroskie



Sandy—facilitating at the Summit

Does your organization know the value of your service desk? If your organization doesn't know the value, they may look for it elsewhere. Contractors – is there another firm ready to take over your contract? Service Desks – is there a company ready to step in at a lower cost? These are questions you should ask on a

regular basis. This month, Heather Donnelly will present on Marketing Your Service Desk offering valuable ideas that you can bring back and implement, so you can ensure your organization knows the value your department is bringing to the table.

Thanks to Kristin Ekanger and American Bankers Association for hosting our July meeting. If you would like to host a meeting, please contact me at [VPPPrograms@hdcapitalarea.com](mailto:VPPPrograms@hdcapitalarea.com).

Our August 17, meeting will be a roundtable discussion on Incident Tracking Systems. Come ready to discuss the system you use and what you like/dislike about it!

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

[VPPPrograms@hdcapitalarea.com](mailto:VPPPrograms@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 |

# June 2005

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



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 Sept 21 – 23                      Rockville, MD

**Help Desk Manager Certification Training**  
 Jun 22 – 24                      Rockville, MD  
 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.

# July 2005

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4 	5	6	7	8 Ofcr 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 Ofcr Planning Session
31						

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