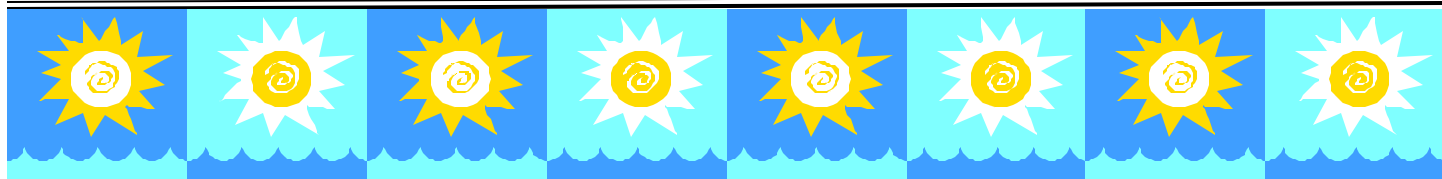




THE CAPITAL REPORTER



June 2007 Volume 5, Issue 14

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**HDI CAPITAL AREA 2007
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June 20th Meeting

STAFF RETENTION AND MORALE

Organizations across the area all suffer from similar issues when it comes to employee retention. What makes employees stay versus leave? What differentiates your company from all of the other companies in an employee's eyes? What can you do to stimulate your employees and make them look forward to coming to work?

This month our meeting will center around these questions with an interactive panel composed of Capital Area officers and subject matter experts. The discussion will provide attendees with ideas for improving staff retention and morale.

Agenda

12:00 pm	Networking and lunch
12:30 pm	Meeting begins
1:50 pm	Survey drawing
2:00 pm	Meeting ends

Location

American Red Cross
 8111 Gatehouse Road
 Falls Church, VA

Please bring a picture ID to sign in

President's Message by Sandy Seroskie

At HDI's Annual conference this year, I attended Kirk Weisler's "After the Thrill is Gone: Keeping them Moo-tivated" presentation on motivating employees. The Gallup Management Journal estimated only 29% of workers are truly engaged, while 17% are actively disengaged and a majority of 54% fall into a "not engaged" category. It is no wonder employers are struggling to boost morale, productivity and employee retention.

Building a positive culture must be a continuous effort. Leaders and employees need the "secrets" to recharge our batteries on the road to becoming remarkable. This month, our Panel will discover what motivates employees to stay and share ideas to assist you with motivating and challenging your employees. I look forward to seeing you on June 20th.

Attention Area Vendors

Did you know HDI Capital Area is a non-profit association committed to facilitating peer networking and education in the help desk, customer service and support service industries. We have the largest local chapter membership and strive to bring quality programs and speakers to our monthly meetings and we need your support.

Vendors interested in sponsoring a meeting, please contact Sandy Seroskie at Sandra.Seroskie@Carey.com or James Fernandez at James.Fernandez@hp.com

VP Membership—Samuel Smith

On May 7th, the Capital Area local chapter had a booth as a vendor at the 6th Annual Government Customer Support Conference and Expo for the third year. I had an opportunity to serve in our booth this year and it was truly an awesome experience. It was my first time serving as a vendor for anything, let alone in my new officer position. However, I embraced the challenge and welcomed it. Let me tell you, the conference participants welcomed the HDI Capital Area Local Chapter. Did you know that many people are looking for what we have? They are looking to be part of an organization that represents what they do everyday— IT service and support. They are looking for certifications to enhance their skills or motivate their team members. They are looking for the latest best practices to help their organizations stay on the cutting edge. Time and time again, I heard the response, “I didn’t know this existed” or “where can I get more information?” What this tells me is that people are searching and looking for us! And it’s up to us to get our HDI Capital Area Local Chapter name out there so that people know we are a thriving Local Chapter, learning and enhancing ourselves to bring back knowledge that enrich the people and organizations in which we work. We should all encourage our colleagues to take advantage of the many HDI member benefits including being apart of a Local Chapter of support professionals that come together monthly to share our knowledge and experiences. So, I urge you to invite people to our Local Chapter meetings. You may be just the contact they need to help propel their career to a new level. In the coming months, I plan on highlighting the many benefits of being a member of HDI. In addition, I plan on spotlighting many of our great Local Chapter members. Stay tuned. It could be you!

HDI Membership Levels

Whether you want to join HDI as an individual or provide your entire support organization with the benefits of HDI membership, HDI offers several levels of membership to match your individual needs and budget as well as those of your organization. Visit <http://www.thinkhdi.com/join/membershiplevels.aspx> for more details.

	Bronze	Silver	Gold	Platinum	Platinum Plus
HDI's Annual Conference & Expo discounts		•	•	•	•
Special event discounts		•	•	•	•
Training discounts		•	•	•	•
HDI eStore discounts		•	•	•	•
One Association Local Chapter	•	•	•	•	•
Web access for members only		•	•	•	•
HDI Industry Leading Publications			1 set	1 set	5 sets
Discounts for entire employee site				•	•
On-Line Training				1 Course	2 Courses
Annual Subscription to Support World		•	•	•	•
Access to the Support Professional Information Network (SPIN)		•	•	•	•

HDI GLOBAL

Colorado Springs, Colo. – May 8, 2007 – HDI, (<http://www.thinkhdi.com>) the world's largest membership association for IT service and support professionals and the premier certification body for the industry, today announced an agreement with Microsoft Corp. that recognizes HDI Support Center Analyst Certification along with Microsoft Certified IT Professional (MCITP) Certification as a new generation of Microsoft certification.

Microsoft's New Generation Certification program for IT service and support professionals focuses on both technical expertise in designing, developing, implementing and supporting solutions with Microsoft products, as well as the customer service and IT service management skills including business processes, trouble shooting and communication that are core elements of HDI Certification. IT service and support professionals who currently possess HDI Support Center Analyst are eligible to apply for Microsoft's New Generation Certification.

"The evolving support industry demands that IT service and support professionals be not only technically qualified to solve problems, but also have the customer service and IT service management skills necessary to satisfy the customer. Microsoft recognizes that delivering high quality service and support requires more than just technical abilities and understanding. Customer service and IT service management skills are also vital," said Bill Wall, director of certification, Microsoft. "Selecting a certification to meet these requirements was done with careful consideration. In HDI we chose a recognized global industry leader that was focused on service management skills and that was technology neutral. HDI Certification combined with the MCITP Certification meets the needs of the support industry."

"We are very pleased to have participated in this effort with Microsoft, a worldwide leader in IT software, services and solutions," said Ron Muns, founder and CEO, HDI. "HDI and Microsoft have determined the essential skills for well-rounded IT service and support staff and has delineated the optimal certification career path for these professionals. This new certification is in part the result of that collaboration. Microsoft's New Generation Certification demonstrates that the support industry is maturing and that IT support professionals need to have both technical skills and customer service skills. This new certification will help to further strengthen the profession."

For more information, visit – <http://www.thinkhdi.com/microsoft>



HDI is coming to Washington DC! We are pleased to announce that HDI is planning several training classes in the Washington DC area. We encourage you to promote these classes to your local members and their peers, as it is a great way for your chapter to earn extra income. It is also a great way for your members to get training without the cost of travel.

Join us for our HDI Training and Certification Events

ITIL Foundations Certification	Washington DC	6/20/2007—6/22/2007
Support Center Director	Washington DC	6/26/2007—6/28/2007
Support Center Analyst	Washington DC	7/23/2007—7/24/2007
Support Center Manager	Washington DC	7/25/2007—7/27/2007

To register your attendees simply need to go to the HDI website, www.thinkhdi.com and click on the Training/Certification tab, then on Course Schedule. Scroll down to find the desired class and click on register. There you will see "Promotional Code" ... Please advise your attendees to use the source code **LC07** when registering. Your chapter will receive **\$50** for every paid attendee using this code. Contact Tiffany Vaughn at HDI for registration information at 719-268-0309 or email her at tvaughn@thinkhdi.com

Thank you!



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Raising the Bar of ExcellenceTM

ITIL Foundation Certification Training in Silver Spring and earn PMI credits!

July 10 – 12, 2007, 3 days plus exam for \$1395 per person

Includes:

- instructor-led training
- workbook
- supplemental ITIL Overview from itSMF
- proctored exam on the last day of training
- ALSO available – PMI credits; 17 hours

For details, please contact 301-570-8630 or scuderiva@competitiveadvtg.com

PAID ADVERTISEMENT

Many thanks to

A big thank you to Troy Black and IMF for hosting our May 16th meeting. The speaker was Madeline Weiss, Ph.D, President of Weiss Associates, who spoke about executive coaching and how it can assist managers at all levels to become even more successful in their leadership roles. Dr. Weiss used case studies to demonstrate how coaching benefited managers and had attendees participate in a listening exercise. Meeting notes will be distributed via email.

If you would like to receive meeting notices, newsletters and meeting minutes, subscribe by going to <http://www.mailermailer.com/x?oid=24221c>

June 2007						
SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20  Meeting	21	22	23
24	25	26	27	28	29	30



Website Update

Jack Frost, our Webmaster, is constructing our website. Watch your email for the official launch!

<http://www.hdicapitalarea.com>

July 2007						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4 	5	6	7
8	9	10	11	12	13	14
15	16	17	18  Meeting	19	20	21
22	23	24	25	26	27	28
29	30	31				

Attention: HDI Capital Area Local Chapter now accepting Newsletter advertising!

Your business' name can be here in the spotlight!

- \$ 25 --- One time business card sized ad
- \$ 50 --- One time ¼ page ad
- \$250 --- One time Full Page ad

For \$100/month, your logo and a link to your website on our HDI Capital Area Local Chapter website.

Contact Paula Locke
 (cherryhill01@comcast.net)
 for more information!