



THE CAPITAL REPORTER


October 2010 Volume 1, Issue 10
Inside this issue:

<i>President's Message and membership</i>	2
<i>All About U2 2010 Event</i>	3
<i>All About U2 2010 Sponsors</i>	4 & 5
<i>Capital Area Chapter</i>	5
<i>Sept mtg recap and The H.O.P.E project</i>	6
<i>HDI Training and Join HDI</i>	7
<i>Tell Me About Yourself and AOYI Info</i>	8
<i>2011 HDI Conference</i>	9
<i>Nov Local Chapter Meeting Info</i>	10
<i>December Team Building Luncheon</i>	11
<i>Calendar</i>	12

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ALL ABOUT U
2

YOU-NIVERSITY

 American Red Cross
 Washington, DC

**HDI CAPITAL AREA'S
 2010 PROFESSIONAL DEVELOPMENT EVENT**
Wednesday, October 20, 2010

 American Red Cross
 430 17th Street NW
 Washington, DC
 Cost: Free

HDI Capital Area Local Chapter's All About U2: You-university is our 2010 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. Attend to get re-energized; enjoy networking with area professionals and visit vendors to earn stamps on your "report card" for raffle tickets to be entered into the drawing for great prizes including an iPad, Kindle, GPS and gift cards valued between 150 and 250 dollars!

There will be three keynotes focused on leadership development. Our opening keynote speaker is Vince Lombardi, Jr., author of recent book **Coaching for Teamwork: Winning Concepts for Business in the Twenty-First Century**, who will speak about High Performance People and Negotiating Skills. Our second keynote speaker is Jep Hostetler, PhD, a world class magician and university professor for over 25 years. Mr. Hostetler is the author of the **Joy Factor** and will speak on Relieving Stress and Self-motivation. Our final keynote features Abe Lincoln (Jim Getty). Mr. Getty is a specialist in portraying Abe Lincoln, (he looks and sounds exactly like Abe). He has recorded the Voice of Abe for numerous A&E productions and appears regularly at Gettysburg. Mr. Getty delivers a speech entitled Lincoln and his Leadership, where he examines leadership tips through the eyes of Abe Lincoln.

U-Get Informed!

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

U-Get Connected!

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

U-Get Fed!

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

U-Get Prizes!

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

If you would like to attend, please register at:

<http://hdicapitalareaallaboutu2.eventbrite.com>

We ask that if you register and are unable to attend, to let us know, so we have the right numbers for lunch by emailing rsvp@hdicapitalarea.com

President's Message by Sandy Seroskie

The economy has been a challenge again this year, yet despite the challenges, we have ten Vendor Sponsors for our October 20th Leadership Event. Their sponsorship has enabled us to offer free registration to this meeting and offer amazing prizes like the iPad, GPS, Kindle and gift cards for the raffle drawing.

A speaker recently told me how impressed she was with the quality of programs we are bringing to the DC area. We are able to do this because of the support we receive from area vendors. In addition to providing funding, they provide subject matter experts and speakers to educate our group on various topics. ***I APPLAUD OUR SPONSORS!***

I urge members and area professionals to take time (we are saving you funding) and attend our area meetings. Our attendees make valuable contacts with area professionals that help save them time by non-reinventing the wheel (if you have an issue, chances are one of our attendees has been through it). In addition, there is valuable networking time that has helped many attendees, who have been downsized, find new positions. My favorite reason for attending: being able to re-charge my batteries and refocus my energy to continuously improve in my role.

Make time for professional growth and attend our monthly meetings. You will be glad you did!

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/levels.aspx> for more details.

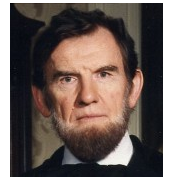
	Bronze	Silver	Gold	Platinum	Platinum Plus
One Association Local Chapter	✓	✓	✓	✓	✓
HDI's Annual Conference & Expo discounts		✓	✓	✓	✓
Special event discounts		✓	✓	✓	✓
Training discounts		✓	✓	✓	✓
HDI eStore discounts		✓	✓	✓	✓
Web access for members only		✓	✓	✓	✓
Annual Subscription to <i>Support World</i>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



Vince Lombardi, Jr



Jep Hostetler



Jim Getty

HDI CAPITAL AREA'S 2010 PROFESSIONAL DEVELOPMENT EVENT
Wednesday, October 20, 2010

SCHEDULE OF EVENTS	
9:30 to 10:30 AM	Registration, Networking and Vendor Tables Open (Coffee, Tea and Donuts will be provided)
10:30 to 10:45 AM	Welcome
10:45 AM to 11:45 AM	Opening Keynote - Vince Lombardi, Jr.: High Performance People and Negotiating Skills
11:45 AM to 1:00 PM	Lunch, Networking and Vendor Tables Open
1:00 to 2:00 PM	Jep Hostetler: Relieving Stress and Self Motivation
2:00 to 2:30 PM	Refreshment/Dessert Break/Last Chance to Visit Vendors
2:30 to 3:30 PM	Jim Getty: Lincoln and his Leadership
3:30 to 3:45 PM	Closing Remarks and Prize Drawing* *(MUST BE PRESENT TO WIN!)

The American Red Cross National Headquarters campus is located in the heart of Washington, D.C., bordered by the Department of Interior, the Corcoran Gallery of Art and the Daughters of the American Revolution (DAR) Constitution Hall. The buildings on this site, known as Red Cross Square, are 430 17th Street, 431 18th Street, and 1730 E Street.
 The meeting will be occurring at the 430 17th Street location

Closest Metro Stops—Farragut North Metro Station- Farragut West Metro Station—Foggy Bottom Metro Station

Vehicle Parking

There is no visitor parking at Red Cross Square. Visitors should park in metered spaces on the street or in a nearby parking garage (at a fee) such as:

- Diplomat Parking, 1775 G Street
 Hours of Operation: Monday – Friday, 7 a.m. – 6 p.m.
 Saturday 8 a.m. – 6 p.m., Closed Sundays and holidays
 Located 3 blocks from Red Cross Square

- Colonial Parking, 511 20th Street
 Hours of Operation: Monday – Friday, 6:30 a.m. – 9:30 p.m.
 Located 2 blocks from Red Cross Square


Visitors

All visitors are required to sign in at the security/receptionist desk in the 17th Street building. Before departing, all visitor(s) must sign out of the facility.




Thanks to the OUTSTANDING SUPPORT of our sponsors, there is no cost for this event.

We could not offer FREE REGISTRATION without our Sponsors. Our Sponsors include: *The ACI Group, CDC Global Services, Deep Creek Center, FrontRange, RightStar Systems, Robert Half Technology, Serco, Service Now, Yurbi, Technolava* . See page 4 -6 for information on our sponsors.




HDI CAPITAL AREA CHAPTER - PLATINUM SPONSOR

	<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. 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 leroy.weekley@serco.com 703-234-6817 www.serco.com</p>
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ALL ABOUT U2 - PLATINUM SPONSORS

	<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 glenda.gray@frontrange.com 719-532-7565 www.frontrange.com</p>
	<p>RightStar Systems is a leading provider of ITIL-based service management solutions for upper-middle market firms and government agencies. As an Elite BMC Software Solution Partner, RightStar develops its own add-on modules and provides consulting, design, and implementation services for BMC Service Support, Service Assurance, and Service Automation products. RightStar also conducts onsite process assessments and provides strategic recommendations for delivering services to the business more efficiently.</p>	<p>Nick Miles nick.miles@rightstar.com 571-490-7913 www.rightstar.com</p>
	<p>Robert Half Technology is the premier provider of specialized IT staffing services for use on contract, contract to hire and direct hire positions.</p> <p>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>Highly skilled IT professionals choose Robert Half Technology to represent them because of our rewarding assignments and competitive pay. Through relationships with top industry organizations, including our status as a Microsoft® Gold Certified Partner, we also provide extensive professional development opportunities, enabling our consultants to continually improve their skill sets and increase the value they provide to our clients.</p> <p>Our full-service approach, extensive knowledge of the technology marketplace and experienced account executives allow us to respond to your specific needs and requirements promptly.</p>	<p>Todd Grimmert todd.grimmert@rht.com 202-626-0250 www.rht.com</p>

ALL ABOUT U2 - GOLD SPONSORS

	<p>CDC Global Services provides IT consulting services, including platform-specific services for Microsoft and SAP, as well as project management, staff augmentation, managed-help desk solutions and a full range of business process outsourcing offerings. It can also provide hardware for data collection and RFID, through partnerships with some of the industry's most reputable vendors. 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. CDC Global Services 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>856-217-7356 info@cdcglobalservices.com www.cdcglobalservices.com</p>
	<p>Yurbi is a Business Intelligence Platform that allows customers to create, deploy, and secure powerful web based ad-hoc reports and dashboards from major Enterprise Service Desks such as BMC, CA, and HP. In addition to having pre-built BI Apps for major software vendors, Yurbi also allows customers to connect in-house data such as phone data, financial data, and more without requiring any database programming or query writing. Whether you are looking to deploy new BI solutions or considering the operations and maintenance cost of your existing BI system, Yurbi provides considerable time and cost savings as compared to traditional/legacy business intelligence systems.</p>	<p>Tony Stephenson tony.stephenson@5kfish.com 571-748-4081 www.yurbi.com info@yurbi.com 1-888-YURBI-01</p>
	<p>The Service-now.com enterprise IT service management platform combines ITIL v3 process support and SaaS delivery to provide a flexible, intuitive and self-managing cloud-based application. Founded in 2004, Service-now.com uses a new business model and modern technologies to disrupt the status quo. According to the 2010 Inc. 500 list, Service-now.com is the fastest growing IT management company.</p>	<p>Gil DiGioia Gil.DiGioia@Service-now.com 301 529. 1737 www.service-now.com blog.service-now.com</p>

ALL ABOUT U2 – SILVER SPONSORS

	<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 delburn@aci.com</p> <p>410-534-4800 www.aci.com</p>
	<p>Deep Creek Center specializes in learning, consulting, and mentoring programs for organizations implementing and maturing their IT Service Management, Project and Program Management, and Business Analysis and requirements management. Deep Creek is an accredited ATO for ITIL certification training programs and delivers its programs in classroom and e-learning formats, with mentoring support services to drive adoption and utilization of best practices. We support HDI members in providing their staff and leadership teams the training and job aids they need to drive effective service for their customers.</p>	<p>Patrick von Schlag pvs@deepcreekcenter.com</p> <p>410-456-4217 www.deepcreekcenter.com</p>
	<p>TechnoLava offers a comprehensive range of high-impact, ready-to-go training and simulation solutions for IT services organizations and enterprise IT organizations. These training and simulation solutions accelerate understanding of technology related best practice concepts and standards such as the IT Infrastructure Library (ITIL) V2 and V3, SOA, ISO/IEC 20000, Project Management, Prince2 and many others. For example the Health simulation uses an immersive and exciting high-technology healthcare scenario to bring these challenges to life while demonstrating how IT providers can improve efficiency through the implementation of ITSM and IT Infrastructure Library (ITIL) best practices. The simulation leads participants to build their knowledge of ITIL and service management, then collaborate and apply these learning outcomes to implement practical improvements, which resolve the business pains being encountered, and ultimately drive improved clinical productivity.</p>	<p>Contact: John Clipp John@TechnoLava.com</p> <p>301-473-8550 www.technolava.com</p>



HDI Capital Area Local Chapter



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.

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.

For more information, please visit our website at www.hdicapitalarea.com

September Meeting Recap Marketing Your Services to Create Positive Perceptions

Thank you The American Banker Association for hosting the September local chapter meeting and to speaker Joseph S. Rychalsky for a fantastic presentation. The next local chapter meeting will be on October 20, 2010. See cover and pages 3-4 to get more information..

You can Subscribe to receive our meeting notices, newsletters and meeting minutes by going to :

<http://www.mailermailer.com/x?oid=24221c>



The H.O.P.E. Project Helping Other People Excel

<http://www.hopeprojectdc.org/>

Mission and Vision

The H.O.P.E. Project is a Pilot training and development program for young adults designed to prepare participants for an entry-level position as a Help Desk Support Professional. By design, the H.O.P.E. Project provides high quality technical and soft skills training targeting economically and socially disadvantage young people ages 18-25. The Mission includes preparing participants to pass several technical certifications, from Microsoft and CompTIA. H.O.P.E. provides a unique learning environment, with quality instructors, industry approved curriculum and social coaching.

The Purpose

The need for meaningful job opportunities for young people in Washington DC ages 18-25 is well documented and communicated. Equally well known is the need to provide qualified candidates to meet today's tough job market. The H.O.P.E. Project method and content are designed to produce tech savvy professionals qualified for entry level technical support positions. Transforming the H.O.P.E. participant from an unemployed or under-employed young person takes innovation, inspiration, involvement, and investment. This project will serve as a blueprint for other organizations to model their career training programs.



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.

Dates	Location	Course
10/18 - 10/19 2010	Baltimore, MD	HDI Support Center Analyst
10/20 - 10/22 2010	Baltimore, MD	HDI Support Center Manager
11/1 - 11/2 2010	Washington, DC	HDI Support Center Team Lead
11/3 - 11/5 2010	Washington, DC	Knowledge Management Foundations: KCS Principles
11/15 - 11/16 2010	Washington, DC	HDI Support Center Analyst
11/17 - 11/19 2010	Washington, DC	HDI Support Center Manager
11/30 - 12/2 2010	Washington, DC	ITIL® v3 Foundation

To register your attendees, 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

Join HDI



HDI is dedicated to helping IT service and support professionals and their organizations maximize the return on their professional development expenditures. To this end, HDI focuses on establishing best industry practices, developing certification and training programs based on internationally-recognized standards, and providing members with timely access to valuable industry resources and events.

HDI Capital Area Local Chapter provides an opportunity for support professionals in the DC Metro Area to meet on a regular basis. We hold monthly meetings to provide programs on topics important to the support industry and the opportunity for peer networking. 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 needs and budget. Your annual dues support both your national and local chapter memberships.

Please visit <http://www.thinkhdi.com/join/levels.aspx>.



Tell Me About Yourself or All About Me



Interested members or managers can e-mail us their employee that they want to highlight / promote to membership@hdcapitalarea.com

Contents of this article will be

- Employee's Picture
- Company's Name
- Company's Vision
- Brief summary of employee and the value they bring within the team or organization.



HDI Analyst of the Year HDI Analyst of the Year Nominations Due by Friday, October 22nd



HDI offers a global program, [HDI Analyst of the Year](#), which enables each Local Chapter to select a winner to compete at the regional level. The winner of each Regional Analyst of the Year will be invited to participate in HDI's Global Analyst of the Year Awards Gala, sponsored by Robert Half Technology, to be presented at the HDI Annual Conference.

There is no charge for nomination - the only requirement is that nominees work for a company with at least one HDI member. We have an excellent program that will help you recognize your best in class analysts! The award process begins at our local level beginning now. We encourage members to nominate their outstanding Analysts by emailing the following information to president@hdcapitalarea.com:

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

A nomination form is sent to the Manager to complete and return. A panel of judges score the nomination forms. All nominees will be recognized and the winner will be announced at our Annual Awards Luncheon at Maggiano's on December 10th.

Local chapter winners compete for the regional award and regional winners then compete for the global award. The HDI Global Analyst of the Year will be announced at HDI's 2011 Annual Conference & Expo in Las Vegas.

**2011 Annual Conference & Expo
March 29 - April 1, 2011
The Palazzo at the Venetian Las Vegas, NV**



Join a team of 1,600 IT service and technical support MVPs as they face off against today's most pressing service and support challenges. Only HDI's IT service and technical support conference, with its expansive resources, can bring you game-changing strategies for achieving service management excellence.

- Scout innovations and trends that can save you money and enhance your game plan for the coming year.
- Team up with peers to find out how they tackle day-to-day issues like performance metrics, overhead, and technology upgrades.
- Outpace the competition through performance optimization and best practices.

Receive professional coaching from industry thought-leaders, practitioners, and process experts from around the world. As the industry's largest, most respected service management conference, we guarantee you will return to your office with a game plan for creating a champion IT service and technical support team.

As a member of HDI, you will receive a discount to HDI's world conference on Technical Service & Support. The conference is attended by more than 2,000 support practitioners, who share many of your same challenges and goals. Learn from their mistakes and successes; discuss real-world situations, and deliberate viable solutions. You will walk away with actionable ideas that you can immediately implement once you return to work.

One-day pre-conference workshop is free when combined with a conference package and purchased prior to December 10, 2010.

To get more information and to register visit: <http://www.thinkhdi.com/>





November Capital Area Local Chapter Meeting
Wednesday, November 17 Meeting
Preparing the US Census Bureau Call Centers for the 2010 Census
Registration: <http://hdicapitalareanovember172010.eventbrite.com>

About the Program

This dynamic presentation will discuss the design, planning and implementation of the training program for the call centers that support the collection of demographic data from every household in the US for the United States Census Bureau, specifically the 2010 Census. The presentation will discuss who they designed the solution, built the training deliverables, and staffed the call centers with trainers. They will showcase how they managed the training operation and conducted a comprehensive training program evaluation. The dramatic results were that agents scored 98% or better on service quality assurance evaluations of recorded calls after only three weeks on the job.

About the Speaker

Susan McDonald brings more than 25 years of progressive experience in performance improvement interventions to all client engagements. Bolstered by years of instructional design and project management experience, as well as a master's degree in human resource development, Susan has a reputation for consistently delivering results and delighting clients. Most recently, Susan architected the 2010 Census Call Center training solution and led the training development, deployment, and evaluation efforts across the nation. As a member of the Operations Command Center, Susan was responsible for performance improvement intervention for the duration of the Census operation. She successfully led a team of five training managers and over one hundred trainers. As an owner of Laurus Design, LLC, Susan partners with executive-level clients in government and provide industry to identify organizational business issues and ferret out gaps in employee performance. She recommends creative, custom interventions that are aimed at rapidly improving business metrics by increasing the knowledge, skills and abilities (KSAs) of the employee workforce. Susan's background in program management allows her to balance learners' needs with clients' budgets and timelines. Every program she designs must not only increase KSAs but also help organizations meet their metrics (e.g., sales goals, customer satisfaction, or average handle time). That being said, Susan also has a heart for adult learners. She design experiences that take into account the "heads, hearts, and hands" of learners. Susan's philosophy is learning experiences that engage employees and motivate them to use new information and behaviors in the workplace will, in turn, help organizations meet their goals and metrics. Susan is known for generating new, creative ways of approaching unique organizational challenges. She recognizes that no two organizations have the same challenges and that no "cookie cutter" learning solution is likely to achieve the desired results. Susan has the rare ability to align learning solutions to key business objectives by selecting efficient and effective interventions that bring about real, positive change. And, she has a keen sense of how and when to combine two or more delivery systems to create blended learning solutions. One of Susan's most successful programs combined one day of in-person facilitated learning followed by virtual small group collaboration, augmented by expert coaching and supported by an online Community of Practice Web site.

LOCATION

World Bank
1850 I Street NW, Room I2-250
Washington DC, 20433

AGENDA

12:00 to 12:30 Registration, Lunch and Networking
12:30 to 1:50 Presentation
1:50 to 2:00 Survey Prize Drawing

If you would like to attend, please register at:
<http://hdicapitalareanovember172010.eventbrite.com>



SAVE THE DATE

HDI Capital Area Annual Awards and Team Celebration Luncheon December 10, 2010



Maggiano's Little Italy
Tyson's Galleria
2001 International Drive
McLean, Virginia 22102
12:00 PM to 4:00 PM

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 of the Year nominees.



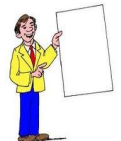
Registration and cost will be announced in November. The cost will be per person and includes a three course meal, coffee, hot tea and iced tea. Seating is limited, so please register EARLY! The keynote speaker is the internationally recognized **Kirk Weisler**, who is one of the most popular speakers at HDI's Annual Conference.

After the keynote speaker, we will recognize our HDI Analyst of the Year Nominees and announce the winner of the Capital Area award. The winner 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.

Watch www.hdicapitalarea.com for registration details.

To get your product advertised in the newsletter, online and at our meetings.

Contact vendors@hdicapitalarea.com



October 2010

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 HDI Meeting	21	22	23
24	25	26	27	28	29	30
31 						

November 2010

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

