



Special Edition

THE CAPITAL REPORTER



Vince Lombardi

**ALL ABOUT U
2
YOU-NIVERSITY**



Jim Getty

**ALL ABOUT U
2
YOU-NIVERSITY**



Jep Hostetler

HDI CAPITAL AREA'S 2010 PROFESSIONAL DEVELOPMENT EVENT

Wednesday, October 20, 2010

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

October 2010	
Special Edition	
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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.

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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

HDI CAPITAL AREA'S 2010 PROFESSIONAL DEVELOPMENT EVENT

All About U 2 : You-university

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.

About the Speakers



As the son of the late-Vince Lombardi, remembered as one of the greatest football coaches in history, Vince Lombardi, Jr. spent his early years in an atmosphere full of personal power and achievement.

Armed with honesty, integrity, and authenticity, Mr. Lombardi places virtues above all else. He earned a law degree and maintained a private practice while serving in the Minnesota legislature.

Mr. Lombardi made the jump from law and politics to professional football in 1975, when he joined the fledgling Seattle Seahawks as an assistant to the general manager. He went on to become assistant executive director of the National Football League Management Council as a labor negotiator and later led two USFL teams as President and General Manager.

Mr. Lombardi has written four books: "What it Takes to Be Number One", "The Essential Vince Lombardi", "Coaching for Teamwork" and "The Lombardi Rules."

It is emotionally uplifting to listen to Vince Lombardi, Jr., as he weaves together his childhood experiences with his father and his adult experiences in law, politics, and professional football.

Mr. Lombardi's enthusiasm for growth, change, and improved performance, blended with his strong personality and first-hand knowledge of his legendary father's leadership concepts makes for dynamic presentation.

Whether he is speaking on leadership, personal growth, or teamwork, you will never forget him.



Dr. JEP HOSTETLER is an Associate Professor Emeritus of Preventive Medicine and Psychiatry. He has been actively involved in medical ethics and human values in medicine, by helping student-doctors to understand the doctor-patient relationship and need for positive communication. Dr. Hostetler is the author of several books, including: TEN THINGS PARENTS SHOULD KNOW ABOUT DRUG AND ALCOHOL ABUSE and his most recent, THE JOY FACTOR.


Dr. Jep, as many people call him, is married and has three married daughters. In addition to the above background, Jep is a world-class magician, having received an international award for "Best Close-Up Magician" and having served as the President of the International Brotherhood of Magicians. He has spoken to virtually every type of audience imaginable...corporations, associations and educational groups of all kinds.








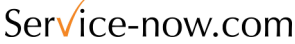
Jim Getty is a native of central Illinois and holds a Master of Music Degree from Illinois Wesleyan University. He portrays the 16th President of the United States, Abraham Lincoln. Mr. Getty does this all over the United States and during the tourist season in historic Gettysburg, Pennsylvania.




Among his many appearances, he has spoken for: the Department of Homeland Security, the FBI, the Bureau of Alcohol, Tobacco and Firearms, the Smithsonian Institute, as well as hundreds of corporations, schools and associations. Mr. Getty was featured with the Cleveland Pops Orchestra on their Memorial Day Patriotic Concert.

Mr. Getty is involved with leadership programs for the Federal Executive Institute, Johns Hopkins University and the Tigrett Corporation. He also portrays President Lincoln for the Delta Queen Steamboat Company on their Civil War Cruises.

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>

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 Grimmett todd.grimmett@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 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 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 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



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@hdicapitalarea.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.



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.

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YOU-NIVERSITY



Many thanks go out to the American Red Cross for hosting this year's event. We could not offer FREE REGISTRATION without our Vendor Sponsors. Thank you to this year's Vendor Sponsors: *The ACI Group, CDC Global Services, Deep Creek Center, FrontRange, RightStar Systems, Robert Half Technology, Serco, Service Now, Yurbi, Technolava*. See pages 8-10 for information on our sponsors. We are grateful for your support and willingness to share your products and services with our members.

Now all we need is for you—our members, your guests, and friends to join us on Wednesday, October 20th for info, food, fun, and prizes. The event is