



Welcome to the June 2010 edition of the HDI South Florida Newsletter, providing news and information for IT support professionals.

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program, we spoke with Dan Wilson, Manager of Client Services at Volkswagen Group of America.
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Q&A: Why CIOs Must Pay More Attention To Their Support Desks

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Your HDI of South Florida Local Chapter is electrified to invite you to the first International local chapter event this October 5th, 2010 in the Intercontinental Hotel in Miami.

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We will be presenting our third chapter meeting of the year on Thursday, June 17, 2010. Hosted by our sponsor, CITRIX, at their Ft. Lauderdale facility, the meeting will focus on the topic of “Building Powerful and Successful Teams”.

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How HDI can help you!

With 7,500 members worldwide, HDI is the largest association for IT service and support professionals. As such, HDI produces numerous publications, hosts several symposiums and two conferences each year, and certifies hundreds of help desk and service desk professionals each month.

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HDI National Conference: Transforming The Way We Do Service Management

“Transformation can be subtle, yet subtle changes can have significant impact on your business”

By: Keith Ruth, VP of Communications

This past March, thousands of Service Management professionals gathered in Orlando for the organization’s annual conference. This pinnacle event is like the Super Bowl of IT Support; participants are treated to the ultimate experience in networking, sharing, and learning with more colleagues than they could possibly have imagined.

Held from March 16th thru the 19th at the Rosen Shingle Creek resort just outside of Orlando, this year’s conference was built around the theme of TRANSFORMATION. Through four days of speakers, classroom presentations and open networking events, the message was driven home time and again about the importance of changing the way you do things both personally and as an organization.

The Master of Ceremonies for all the various keynote addresses was Victoria Labalme (<http://www.victorialabalme.com>), a well know motivational speaker who provides her zany and insightful talents to Fortune 500 companies and industry leaders across the nation. The image of the PRISM as a transforming agent was central to each of her opening addresses, which lead off the morning keynotes and closed out the group sessions each evening.

Many moving and inspiring speakers were lined up for these group sessions – from Mike Schlappi, the famed Olympian with medals in Wheelchair Basketball, to the concluding speaker, the amazing Chip Eichelberger, who’s “GET SWITCHED ON!” presentation aimed to bring the crowd to look closely at the way they live their lives and what they can do to improve and enhance that life on an individual basis.

Across the three day general session, 80 instructor-led breakout sessions covered such topics as soft skill enhancement, slicing and dicing metrics, building and growing the use of ITIL processes and managing more effectively.

Another highlight of the week of course was the Conference Party, held Thursday night on the pool deck of the resort. With live bands, some amazing karaoke performances (no, we mean it, they really were GOOD!) and a delicious buffet layout, the rock and rolling game room atmosphere was a fantastic way to unwind after a week of learning and sharing. The weather was a little cool for a Florida evening, but the warmth of the bonds built among those gathered (and some strategically placed patio heaters) kept out the chill.

This author attended my first HDI conference in 2006 when it was held at the Opryland Hotel in Nashville. I remember walking into the first general session and being STUNNED by the number of people there in my same profession – who knew there could be so many of us “Help Deskers” out there all doing the same sort of things and facing the same sort of challenges?

Returning four years later to this conference in Orlando, this time as a Local Chapter Officer and with a few more miles of Service Management behind me, I found I was still inspired and encouraged by the number of professionals still out there “fighting the good fight”. Even in an economic downturn, the mood was high and the desire to transform ourselves was very evident.

Here at HDI South Florida, the theme of transformation is also very evident. Though we’re a relatively “new” (reborn, really) chapter, we’re constantly looking for ways to expand and improve the service we deliver to our customers – you, the HDI members Service Management professionals of South Florida. We’ve moved to a new website that promises to deliver more services and information that will allow HDI members to take better advantage of that membership fee they pay each year. We’re looking at new venues for our meetings and ways to make those meetings more available and accessible to our participants that can’t always get away from their jobs to attend.

“Transformation can be subtle, yet subtle changes can have significant impact on your business” – we invite you to continue our journey of transformation here at HDI SoFla as we strive to have a positive impact on you and your Service Management practices.



HDI Southeast AOY Wins HDI National AOY!

By Charlene Bates of HDI First Coast Chapter

The Help Desk Institute has presented its National Analyst of the Year award to Michael Yon, a Southeast Corporate operations & support specialist and winner of the HDI First Coast Jacksonville Chapter and SE Regional Analyst of the year titles. Winners were announced at the recent Help Desk Institute (HDI) international annual conference in Orlando where Yon was honored. HDI is the world's largest membership association for IT service and support professionals and the premier certification body for the industry.

This coveted award is given to the service desk professional that demonstrates outstanding customer service and knowledge of best practices in the service desk industry. Yon's quest for the national honor began when he won his local HDI First Coast Chapter's Analyst of the Year for 2009 and went on to win again at the regional level for the Southeast. The competition includes winners from regions across both the U.S. and Canada.

Southeast Corporate Director of IT Operations and Service Delivery, Charlene Bates praised Yon. "Team dynamics plays a key role in how quickly and fully adoption of best practices takes place. The energy, excitement and quest for learning that Michael Yon demonstrated as Southeast Corporate introduced best practice concepts made it possible for his peers to quickly assimilate and grasp the changes. He is a very hard working conscientious employee and consistently provides break-fix support to more than 100 end users and more than 650 remote credit union branches. He is customer focused, passionate and always looking to learn and grow professionally. I think Michael stands out as a young vibrant IT professional that is well deserving of this award."

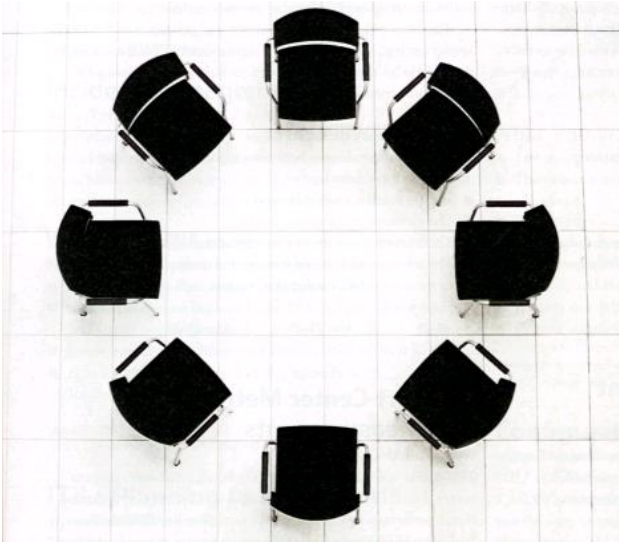
Michael Yon has been with Southeast Corporate since 2003. Michael is also a certified HDI Service Desk Technician, Certified Systems Engineer (MCSE), and a CompTIA A+ and Network+ Certified Professional.

The HDI Analyst of the Year program is sponsored by Robert Half Technologies

HDI South Florida Achieves GOLD Circle of Excellence In Our Inaugural Year!

By Keith Ruth, VP of Communications

The HDI South Florida Chapter, in our first year of existence, was awarded the Gold Circle of Excellence Award. At a meeting of all Local Chapter Officers held during the National Conference in March, Chapter President Eddie Vidal accepted the award on behalf of South Florida HDI and its members. The Circle of Excellence Award is a benchmark used to measure HDI local chapters in member growth, management of chapter policies and procedures, education, career development, meetings, special events and contributions to the IT community. Each chapter is awarded points based on meeting certain criteria. With the help of our members, sponsors and meeting attendees we are very proud to have achieved this award.



The Power of Networking

HDI has more than 60 local chapters throughout the United States and Canada that provide members powerful networking opportunities with other support center professionals

Reprinted with permission from HDI National

One of the more important benefits of HDI membership is the ability to participate in one of the local chapters that have been established in the U.S. and Canada. To find out about the program, we spoke with Dan Wilson, Manager of Client Services at Volkswagen Group of America. Dan oversees a group of 28 that supports over 3,000 internal corporate customers and 1,100 franchise VW and Audi dealerships.

Dan is particularly proud of his work with the HDI Motown Chapter, serving metro-Detroit, MI, where he has served as President for the past three years. Prior to that, he served as Vice President of Membership and Vice President of Programs. To provide continuity, HDI Motown Chapter bylaws specify that the president is appointed by the board, and Dan says he's now preparing the board for "Life after Dan." The chapter's mission statement highlights "community and opportunity" and they are celebrating their 10th year. The group boasts 115 members representing 63 companies.

Building a Family

It's hard to miss that feeling of community. I think of our chapter meetings as the family reunion you want to go to," Dan says with a laugh. "The support center is a special calling. We get yelled at all day long, and we still take great pride in our ability as problem solvers."

When the members assemble, there are a ton of stories. Some have to deal with strange/unique/bizarre customer inquiries, but most deal with problem solving and solutions. When faced with a tough problem,

members regularly call each other on the phone and rarely come away without an answer.

Dan is also the 2009 Chairman of the HDI Member Advisory Board (MAB), and he emphasizes the role they have played in sharing knowledge among the local chapters. The local chapter officers have a monthly conference call where they share program ideas and experiences. He is particularly impressed with Eddie Vidal of the University of Miami and President of the newly formed South Florida Chapter, which has drawn over 100 attendees at each of its three meetings this year.

Networking Locally

The economic climate has had an impact on the Motown Chapter. Dan notes that membership is down about 30% from a high of 170 last year, but attendance at chapter meetings is up 65%. "With training budgets being cut, companies are looking at our chapter meetings as a way to acquire free training," he notes. That community focus also extends to the 5%- 10% of attendees who are between jobs and use the chapter meetings for networking.

HDI believes in the value of networking at the local area level. Each HDI local chapter is unique in its format, meeting dates, and times as well as the content provided at each meeting. You can find a list of all of the local HDI chapters by going to www.ThinkHDI.com/FindChapters. If you are interested in starting a local chapter in your area, HDI can help you get started and will provide the direction and tools necessary to launch a successful group.

If you have any questions about the HDI Local Chapter program, contact Sophie Klossner at 719.268.0306 or sklossner@ThinkHDI.com.

Q&A: Why CIOs Must Pay More Attention To Their Support Desks

It comes down to both perceptions and operational priorities, says Craig Baxter, managing director of HDI.

Reprinted with permission from TechWeb

HDI, founded in 1989, is the world's largest membership, training, and certification association for technical support professionals. Also known as the Help Desk Institute, it was rebranded in 2005 to acknowledge the expanding role of the support center and the maturing service management industry, and the organization became part of TechWeb, InformationWeek's parent company, earlier this month. InformationWeek editor in chief Rob Preston recently caught up with HDI's managing director, Craig Baxter, prior to the group's [annual conference](#) in Orlando, Fla., March 16 to 19.



Craig Baxter

HDI's managing director

InformationWeek: Your organization caters mostly to technical support professionals, but you've argued that the IT help desk is far more strategic than people think, as it's "the face of IT." Explain.

Baxter: A couple of things come to mind for me with regard to strategic value. One is the realization that the average person working for a company outside of IT derives their perception of what IT is and does for the company through their interactions with support people -- the service/help desk or desktop support. At the same time, the average budget for support is less than 10% of the overall IT budget. This is based on a report from MetricNet, which reports that something like 84% of the people they surveyed indicated they derive their perception of IT from interactions with the service/help desk. Support represents a small portion of spend in IT but is truly the "face" of IT. CIOs should be asking themselves if they're putting their best face forward.

InformationWeek: How else are IT support desks underappreciated or even underutilized?

Baxter: The support groups in IT are the ones who take the pulse of the IT infrastructure on a daily basis and see how it's impacting business in real time. They are the first to see issues, hear about needs, and the first to respond. Based on what they see and track, they're in the best position to understand if there's a major underlying problem that is affecting an entire enterprise or, worse, its external customers. For example, after fixing 10 different system access issues, a good support center has the processes in place to notice the probability of a severe network problem and engages the network engineering team. Do CIOs know if their support organization is positioned not only for incident management, but also problem management? Are these departments properly integrated with the rest of the IT organization? Are they viewed as just a necessary evil/cost, or are they valued as a critical business function that enables all business departments to function and keeps revenue flowing?

InformationWeek: HDI has done some work with IT support metrics. What are you helping your members measure exactly? And is that just a low-level IT function or does it include business metrics?

Baxter: We help them identify meaningful metrics and valid approaches to benchmarking. A key thing to understand is that there is no standard answer to exactly what you measure or what a good value is for any given measurement. Those vary depending on industry, business objectives, culture, and a variety of other parameters. Frequently, it makes sense for organizations to track things like first contact resolution rate, cost per incident, abandon rates, reopened incident rates, average time to respond -- the list goes on and on. What's critical is that IT organizations work closely with their business customers to develop a metrics program that drives service levels consistent with business needs. The business must be able to derive meaningful information from the metrics you track. For example, if someone has a software-as-a-service business and customers expect 24x7 access to that service, they may want to seriously consider tracking server uptime.

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Join HDI - Membership Information

Don't miss out!

By Antonio Di Perna, VP of Membership

Once you join HDI it's important to continue to evaluate your membership levels for yourself and your enterprise.

HDI has now introduced two new types of memberships: Trial and Students.

Click or visit the link below to learn more.

<http://www.thinkhdi.com/join/>

Membership Levels At a Glance

HDI offers several levels of membership to match your needs and budget.

	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>SupportWorld</i> *		✓	✓	✓	✓
Access to the Support Professional Information Network (SPIN)		✓	✓	✓	✓
Access to the HDI Support Center Self-Evaluation			✓	✓	✓
Discounts for entire employee site				✓	✓
HDI Industry Leading Publications			1 set	1 set	5 sets
Online Training			1 Course	1 Course	2 Courses

Who Should Join

If you want to improve service management, drive efficiencies and quality, and stay abreast of industry trends, HDI can help. IT service and support analysts, managers, and directors, as well as knowledge management and ITIL project managers, find a wealth of resources at HDI.

For example, at our last event, the HDI South Florida “Spring into ITIL” event held on April 8th, 2010, we had an ITIL awareness session to get the meeting started and then had some fun with the ITIL Jeopardy game.



Get all the “Spring into ITIL” event details and presentations at the link below and make sure to take a look at the event picture gallery to get a preview of some of the excitement generated from over the 65 participants who attended the event.

<http://www.soflahdi.com/events/2010.04.8/2010.04.08.html>

HDI Service Management Conference



Your HDI of South Florida Local Chapter is electrified to invite you to the first International local chapter event this October 5th, 2010 in the Intercontinental Hotel in Miami.

By: Robert Pinto, Co-VP of Programs

During this week the National HDI is having a National Conference focused around Service Management and folks from all over the world attend. Your South Florida Local Chapter has taken this opportunity to provide a free event to demonstrate the benefits that are attained from a Knowledge, Training, and Network perspective, not only through the Local chapter but also through National HDI. During this event you will see presentations from National HDI speaking about the benefits, your Local Chapter Board Members speaking about their experiences, and we have a special guest Shawn Genoway, Sr. Director, Americas IT Service Delivery and Regional Operations from Citrix Systems speaking about "BYOC".

Shawn's presentation as an IT practitioner within the IT Support and Service arena will focus on a new initiative that Citrix implemented which is the concept of allowing staff members to "Bring Your Own Computer" to work.

He will enlighten us with this case study that has transformed the method that his IT staff provides support to internal employees. He will touch all angles from policies, delivery, support, process, licensing, budget and also initiatives that include Win 7 delivered worldwide, Bring Your Own Computer (BYOC), single worldwide desktop image, recently implemented a worldwide Service Catalog and how an upgrade to the Incident Management tool has impacted the internal support.

Mark your calendar for this exciting event in a beautiful setting on Oct. 5th, 2010 at 6:30 PM in the Intercontinental Hotel.

Don't forget to RSVP to the BYOC event.

Q&A: Why CIOs Must Pay More Attention To Their Support Desks

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InformationWeek: Let's get back to your association, HDI. It sounds like your members aren't just low-level support people, but are you actually engaging CIOs and other IT execs?

Baxter: We are. Actually, a higher percentage of our members are managers and directors. We also have a fair number of people at the VP level. Admittedly, we don't typically see CIOs become members, but they do derive great value by having their staff utilize us. HDI is a professional development source for roles across the entire support organization. We enable service excellence at the individual and organizational level. This comes through a variety of content, training, and events. Equally as important, we provide the means to network with industry peers, to learn from each other, share experiences, and help each other develop solutions and improve operations. Senior-level people are often looking for those opportunities to collaborate. Many have established a policy for their support analysts to be HDI-certified to ensure high competency. A number have also made the strategic decision to certify their centers against the HDI Support Center Standard, an internationally recognized award that acknowledges excellence in methodology, service, and quality.

InformationWeek: You have your big annual conference in about two weeks. What might a senior IT professional get from that conference?

Baxter: The conference has 80 educational sessions addressing strategy and leadership, essentials for support managers, achieving operational excellence, maximizing team performance, best practice models, and more. We offer pre-conference training for professionals at the director, manager, team lead, and technician levels. There's also training for Knowledge Centered Support and ITIL Foundations. Each of these prepares the student for internationally recognized certification. And of course there are several keynote speakers providing motivational value and leadership education. It's an event that re-energizes, promotes direction, and provides true learning that can be applied immediately.

As the managing director of HDI, Craig Baxter oversees the world's largest IT service and support membership organization and the industry's premier certification and training body. HDI, which hosts leading annual conferences for IT service and support professionals, also maintains the international standards for IT Service and Support Center best practices and behaviors, as well as all key support center roles, from analyst to director. HDI is part of TechWeb, a division of United Business Media LLC.

Come Join HDI South Florida for Our June Chapter Meeting – “Building Powerful and Successful Teams”

We will be presenting our third chapter meeting of the year on Thursday, June 17, 2010. Hosted by our sponsor, CITRIX, at their Ft. Lauderdale facility, the meeting will focus on the topic of “Building Powerful and Successful Teams”.

By: Keith Ruth, VP of Communications

Following registration and networking with our attendees, Jim Bussey of St. Thomas University will present his discussion on “Soft Skills For Strong Leaders”. Jim is the Associate Dean of the School of Business and has a background that includes serving as the CIO at Carnival Cruise Lines for 23 years as well as in other parts of the education system.

After a brief break, the floor will be turned over to Benjamin Compton of Tampa Electric Company for his presentation on “The CIA Unclassified: Getting Results Through People Building”. Ben is in charge of IT Service Quality at Tampa Electric where he instituted the subject of his presentation, the CIA model – CARE-INSPIRE-ACHIEVE. Before lending his talents to Tampa Electric, Ben was employed at WordPerfect and Novell.

Our meeting will conclude with a wrap up session and a prize raffle. We hope you will come out and join us for an afternoon of insight and inspiration. For more details or to reserve your spot, head over to our RSVP page at this link: <http://southfloridahdi.com/BookingRetrieve.aspx?ID=81174>

How HDI can help you!

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By: Antonio DiPerna, VP of Membership

Get more details by visiting the link below.

<http://www.thinkhdi.com/hdi.aspx?c=254>

Here are just a few of the many HDI benefits!

- A comprehensive **on-line library** of valuable white papers, articles, tools, and templates
- In-depth **research** on support center practices, metrics, demographics, and salaries
- The largest **world-wide network** of IT support professionals, including local chapters throughout the U.S.

- A subscription to the industry's leading publication, SupportWorld
- Career development through a **Job Board and Career Center**
- **And so much more...**

Download the complete 2009 Membership brochure at the link below.

http://www.thinkhdi.com/files/marketing/HDI_MemberBro_6-19-09.pdf

Want to find a member near you?

Check Out the HDI South Florida Members Map!



[Click here to check out the map!](#)