The 9th Annual Government Customer Support Conference and Expo

Produced by High Tech High Touch Solutions, Inc. and the remarkable board members

A very special thank you to Chairperson, Daryl Covey from NEXRAD

Conference Roadmap to *Education, Inspiration, and Networking*

"Welcome to the 2010 GCS event! We hope you have a wonderful time and make new acquaintances. We will do ***"Whatever it Takes"*** *to create an educational and memorable experience for you. You have my promise!"*

Ivy Meadors

Conference Sessions

Sessions are held in three specific rooms. Each track is assigned to a specific room to make it easy to find, with only a few exceptions. Sessions vary in length so be sure to check your program carefully.

If you would like to visit multiple sessions during one period or find yourself in a session that is not what you were looking for feel free to quietly exit and go to another session. It is important that you receive the education you desire and have the flexibility to experience the event to its fullest.

Flash Drives

Flash drives include the majority of the speaker's slides and numerous handouts. The slides included are in PDF file formats. Additional flash drives are available for purchase at registration.

Need Assistance

If you have any questions about the program, need recommendations on which sessions to attend, or anything else, please ask any conference host or simply stop by the registration table. Your personal experience is extremely important to us. We will do whatever is needed to ensure you have a positive educational experience.

If you need anything, please call our cell phone, 206-619-HELP.

We rely on your feedback

Please fill out all your surveys for both the overall conference and the individual sessions. Your input is invaluable to our future program designs. We read every single survey and apply a large majority of your ideas. The speakers appreciate your input, provided to the speakers anonymously. They use it to learn and grow from your recommendations. Your surveys are also your ticket to win the giveaways so be sure to turn them in at registration or give them to a Room Monitor.

Be a winner!

There are numerous giveaways to win. You must be present to win at all drawings.

SPONSORS

EVENING NETWORKING ACTIVITIES

Daryl Covey hosts these evening networking activities which are always popular with attendees. It is a wonderful opportunity to learn from others too.

SIGHTSEEING TOURS

SUNDAY April 18th: Ride on the Potomac to Georgetown for dinner

Leave from the lobby of the Hilton Old Town in Alexandria then catch the water taxi at the foot of King Street.
At Georgetown, we will walk to a restaurant for dinner.

MONDAY April 19th: Metro to Woodley Park for dinner

Meet in the lobby at 6:00 PM of the Hilton Old Town in Alexandria.
There are a wide variety of cuisines available.

TUESDAY April 20th: Dinner at Union Station and Monument Tour

Travel by Metro to Union Station for dinner in the food court. Depart the hotel promptly at 5:15 PM.
The monument tour departs from Union Station promptly at 7:30 PM and returns there.
We will return, to the hotel, via the Metro.

Visit www.trustedtours.com/store/Monuments-by-Moonlight-Night-Tour-C211.aspx to make your reservation for the tour.

WEDNESDAY April 21st: Site Tour of the TSA Contact Center
Pre-registered attendees only, due to security considerations.

Registration and Complimentary Coffee and Tea in the Grand Ballroom Foyer - 7:30 – 8:30 AM

Conference Opening Ceremony with Combined Military Colorguard (8:30 – 8:45)

WELCOME AND INTRODUCTION BY CONFERENCE HOST Daryl Covey, NEXRAD (8:45 – 9:00)

Monday 9:00–10:00	FEATURED KEYNOTE	Grand Ballroom

Leading Change and Achieving Transparency Without Falling Prey

Dan Stockdale, The Leadership Conservation Institute
www.tigerguy.com

Climate change and environmental decimation have impacted our globe. Is climate change in information dissemination and transparency rocking your world? Do you struggle with the evolution of customer service in government? Forget thriving, do you just want to survive?

Dan combines a unique perspective of organizational behavior and incentivization. You will learn his leadership best practices and hear his forecast of the coming "climate" - you will be shocked.

Meet the Speaker:

Dan Stockdale is the president of The Leadership-Conservation Institute, Inc., (TLCII) a non-profit corporation dedicated to the development of leadership in organizations and to the preservation and replenishment of endangered species. While recognizing the importance of conservation of our environment, Dan is often called a "Green Keynote Speaker". In addition to environmental conservation, he believes in corporate conservation. Just as our earth must be conserved he believes that leaders within organizations must be nurtured to ensure their continued flourishing existence! Leadership and conservation are his hallmarks!

10:00 – 10:15 BREAK

Monday 10:15–11:15	*Track 1: Lessons in Leadership*	*Grand Ballroom*

The Turning Point: Five Essential Steps to Go From Adequate to Fabulous Customer Interactions

Penny Reynolds, The Call Center School
www.thecallcenterschool.com

This session will set the stage for the conference with a thought-provoking presentation on the essential ingredients in creating not just satisfactory, but memorable, outstanding interactions with your customers. Hear some real-life "turning points" where a single conversation turned a customer into a lifetime loyal fan.

Learn how hiring, training, coaching, monitoring, and motivation factors can all come together to encourage and support your staff to go the extra mile for the caller. Identify how some of your standard procedures may actually be holding you back and keeping you from going from good to great.

Take-away:

White Paper: 5 Essential Steps to Go From Adequate to Fabulous Customer Interactions

Meet the Speaker:

As a Founding Partner of The Call Center School, Penny Reynolds heads up curriculum development. She develops and teaches courses on a wide variety of call center topics and speaks at many industry conferences and association meetings. Penny has spent over twenty years in the call center and telecommunications industry, and is known as an industry expert on topics such as workforce management, application of call center technologies, and general call center operations and people management.

Benefits of Attending

- Identify points in the performance management cycle where "the turning point" can take place.
- Learn how to encourage staff to go "above and beyond" when delivering service by phone.
- Hear about ways to create turning point experiences for your staff to encourage improved performance.

Transforming Service through Technology

Deborah Eaton, Retired Call Center Director from the IRS

Today's fast-paced Customer Service industry requires excellent skills in leveraging technologies that dramatically improve service. Emerging customer needs and shrinking resources are critical drivers in this quest. Successful leaders must know how to find the right technology to meet customer and business needs, make a compelling business case to fund projects, and effectively engage team members in successful implementation of new systems.

This session will equip leaders with practical and effective management strategies, planning and implementation tools and techniques, and valuable resources for putting these strategies to work for you.

Take-away:

Reading list of great resources for "Transforming Service through Technology".

Benefits of Attending

- Get the benefits of experience – practical information about what works.
- Identify methods to build support for new technology at higher levels of management.
- Learn critical components of an effective change management strategy.
- Plan to recruit key leaders to champion the process with you.
- Effectively drive desired results through teamwork, communication, and leadership.

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Meet the Speaker:

Deborah Eaton served as Director of the IRS Employee Resource Center from May, 2004 until her retirement in August, 2008. She has 34 years of IRS experience, in administrative services, help desks and taxation. She began her IRS career in the Memphis Service Center as a temporary employee during her college years. Upon completion of her undergraduate work, she rejoined the IRS and held a variety of positions in Taxpayer Service, Examination, and Personnel. Since becoming a manager in 1984, Deborah has served in progressively responsible management positions in the fields of Labor Relations, Personnel Technology Systems, Resources Management, Finance, Earned Income Tax Credit, and the Electronic Filing Practitioner Help Desk. Her special areas of interest are engaging employees to provide outstanding customer service and applying technology to facilitate that effort.

CASE STUDY: Evolution of a Contact Center Quality Assurance Program: Lessons Learned from the National Cancer Institute

MaryAnn Monroe, Program Director, National Cancer Institute
www.cancer.gov

The National Cancer Institute's (NCI) Contact Center's National Quality Assurance Program is the cornerstone for the high quality customer service that is delivered daily to cancer patients, their families and friends, the general public, and health professionals. This session will highlight the key components of NCI's quality assurance program, the process for the development of robust quality assurance tools and systems used to ensure high customer satisfaction, and the results of our efforts as measured by the American Customer Satisfaction Index. NCI will share how these results were incorporated back into the quality assurance program to ensure customers' needs and expectations are continually met.

Benefits of Attending

- Learn essential steps in building and sustaining a successful contact center quality assurance program.
- Leverage customer satisfaction results to drive a successful quality assurance program.
- Learn to use contact center quality data to drive the design and improvement of quality assurance tools.

Take-away:

Diagram of NCI's quality assurance model and process.

Meet the Speaker:

Ms. Monroe has over twenty years experience in training, organizational development, and health communications in both the private sector and in Government. Ms. Monroe is the Program Director for the National Cancer Institute's Contact Center. She developed and oversees the NCI Contact Center National Quality Assurance Program, which provides strategic planning, program direction, and quality assurance of the Contact Center. Ms. Monroe is a senior advisor involved in policy development, organizational quality management and evaluation in NCI's Office of Communications and Education. She serves on the Federal Government Contact Center Council, and is a member of the American Society for Quality, and the International Customer Management Institute. She has received numerous awards, including the National Institutes of Health Award of Merit for outstanding leadership in contract management, program planning, and quality management of NCI's Contact Center.

2010 *Government Customer Support Excellence Awards* Ceremony

11:30 – 1:15 in the Grand Ballroom

NETWORKING LUNCHEON AND MEET WITH EVENT PARTNERS

Monday 1:15–2:15	KEYNOTE GAMESHOW SESSION	*Grand Ballroom*

You Can't Make a Difference if you're Not … "In the Game"

Game Show Host: Doug Bear, Public Communications Manager, Kitsap County Government
www.kitsapgov.com

"I've always said someday I'll win the lottery. But I don't buy tickets very often. You can't win the lottery if you don't buy a ticket. The same is true in the world of customer service. To be successful you have to be in the game. Be part of our studio audience for this fun and entertaining workshop. We start with "In the Game!" a Jeopardy® style game show complete with prizes and great parting gifts. We finish the session with some lessons on active leadership and a group discussion about how to get "in the game" where you are today. This isn't your typical conference session…join us and be part of the show!" -Doug

Our contestants and studio audience benefit from attending the show as the session provides:

- A great opportunity to have fun and share ideas in an informal setting
- Insight to active leadership, and the importance of being "in the game"
- A look into current business trends in customer service
- Strategies that help build teams and increase effectiveness through active leadership
- Ideas and tips to put to use immediately.

Take-away:

Each member of the studio audience receives a beautiful glossy 5x7 postcard courtesy of "In the Game." This postcard has encouraging and motivating quotes designed to help you apply the lessons you learn during the show. It's yours just for being part of the studio audience. With tax and license the retail value of this gift is close to $1!

Meet the Game Show Host:

Doug Bear is the Public Communications Manager for Kitsap County in Washington State. He created the County's first call center in 1994, and is managing the expansion to a full-service 3-1-1 center in Kitsap County. His leadership philosophy was developed through his experiences in the U. S. Navy, as a director on several Boards, as an elected official, and an active participant in community events and organizations. He enjoys music, acting, and directs local theatrical productions.

WORKSHOP: Understanding the Five Generations and their Influence on the Workforce (Part 1)

Ivy Meadors, High Tech High Touch Solutions, Inc.
www.hthts.com

Develop a Superior Team by Capitalizing on Different Generational Styles

The changing generational faces of the workforce – Silent Gen, Baby Boomers, Gen X, Millennials (Gen Y) are already in the workforce and now Gen I (Internet Generation) is joining them.

Delve into how Generations behave, understand why they do what they do, understand how others think and what drives their personality so you can communicate better, build rapport and experience others at a different level.

Increase your knowledge of psychological behavior, work ethics, and learning styles of the different Generations. Using the optimal leadership style with members of a specific Generation ensures a superior team in the workplace.

This interactive session will teach you how to successfully get the most value from the Millennials and Gen Xers working in organizations that have been primarily Boomer and Silent Generation oriented. You will hear specifics and statistics plus learn of valuable resources.

What you will learn:

- Patience!
- Recruiting considerations
- Mentoring in both directions
- Strengths
- Values
- Learning styles
- Work ethics
- Leadership considerations

Take-away:

Handout loaded with key resources on the topics of the different Generations ranging from the Silent Generation to the Millennials.

Meet the Speaker:

Ivy Meadors, founder and CEO of High Tech High Touch Solutions, has over 30 years of experience in the customer service and support industry, is a seasoned consultant and a world-renowned professional speaker who has traveled the globe to deliver her content rich presentations. She is the owner and producer of the Signature Customer Service and Support Conference and Expo and the Government Customer Support Conference and Expo.

Benefits of Attending

- Explore mentoring, behavioral styles, communication considerations, and leadership techniques that are the most effective when working with the younger generations.

- Learn the meaning of Kippers, Helicopter Parents, Boomerangs, and SKIing and understand the impact on the business.

- Appreciate the generational differences between the five types in the workplace.

- Enhance communications with Millennials.

- Gain fresh insight into the value added by the younger Generation and how to manage the challenges they bring.

- Learn how to effectively prepare and develop the younger Generations to realize their potential.

Session sponsored by

ORACLE

The Top Five Workforce Management Trends for 2010

Penny Reynolds, The Call Center School
www.thecallcenterschool.com

What's hot and what's not in the area of workforce planning and management? In this workshop you will hear who's doing what in the area of workforce planning and what some of the leading trends are for making the most of personnel resources. We will reveal some of the latest survey results from the Society of Workforce Planning Professionals (SWPP) and hear about what the leading call centers and help desks are doing in terms of improving long-term planning as well as day-to-day management. In particular, you will learn best practices for benchmarking forecast accuracy, establishing new service goals and ways of tracking success, reviewing schedule efficiency, implementing performance-based scheduling, and optimizing the adherence monitoring process.

Take-away:
Latest SWPP Survey Report on WFM Trends

Meet the Speaker:

As a Founding Partner of The Call Center School, Penny Reynolds heads up curriculum development. She develops and teaches courses on a wide variety of call center topics and speaks at many industry conferences and association meetings. Penny has spent over twenty years in the call center and telecommunications industry, and is known as an industry expert on topics such as workforce management, application of call center technologies, and general call center operations and people management.

Benefits of Attending

- Hear about best practices for benchmarking forecast accuracy.

- Learn about new ways to measure and track service success.

- Review ways to measure schedule efficiency.

- Hear about trends in scheduling home-based agents.

3:45 – 4:00 AFTERNOON REFRESHMENT BREAK - SPONSORED BY   nish

| Monday 4:00–5:00 | Track 1: Lessons in Leadership | Grand Ballroom |

WORKSHOP: Understanding the Five Generations and their Influence on the Workforce (Part 2)

Ivy Meadors, High Tech High Touch Solutions, Inc.
www.hthts.com

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Take-away:
Handout loaded with key resources on the topics of the different Generations ranging from the Silent Generation to the Millennials.

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| Monday 4:00–5:00 | Track 2 & 3 combined | Washington Room |

CASE STUDY: State of Virginia: Providing Citizens with "Best of the Web" Services

Peggy Feldmann, Chief Applications Officer, Commonwealth of Virginia
www.virginia.gov

Virginia's state website won "Best of the Web" in 2008 and was a judge on the 2009 competition. Come join Peggy in this session and find out what works for states in developing websites that incorporate social networking, along with basic services. Getting citizens to their respective state website is not difficult, but having them consistently come back and rely on the site is a challenge. See what works and does not work from recent winning state websites.

Take-away:

Article: Governor Kaine Announces National Award for Stimulus.Virginia.gov

Benefits of Attending

- Learn successful traits of award winning Web sites.
- Determine the direction of State websites.
- Understand how to use Social Networking to your advantage.
- Leverage proven success.
- Increase your understanding of the challenges to developing collaborative web sites.

Meet the Speaker:

Peggy A. Feldmann was appointed as the Chief Applications Officer (CAO) by Governor Timothy M. Kaine in January 2008. As the CAO, Ms. Feldmann is responsible for the Commonwealth's data standardization, portfolio management and strategic applications planning. Ms. Feldmann joined the Commonwealth of Virginia in May 2007, when she was appointed as the Director, Enterprise Applications by Governor Kaine. As the Director, she is responsible for modernizing the Commonwealth's central administrative systems. Ms. Feldmann graduated from the United States Naval Academy, received her MS Degree from the Naval Postgraduate School, Monterey, CA. and served in the United States Navy for 26 years.

Evening Networking Activity – Dinner in Woodley Park

Tuesday 8:00 – 8:45   **Grand Ballroom**

Mastermind Sessions and Continental Breakfast

One of the most popular sessions in the event:
Pick your favorite topic and join in the engaging discussions!

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Tuesday 9:00–10:15   *Track 1: Lessons on Leadership*   *Grand Ballroom*

Top 10 Tips for Dealing with Conflict at Work – What Leaders Really Need to Know

Carol Bowser, President, Conflict Management Strategies, Inc
www.managingconflict.com

Did you ever wonder what experts in workplace conflict know that you don't? There are 10 common factors that lead to the vast majority of workplace tension and trip up even the most well intentioned leaders. Unless you know what these sources of conflict are, your employee's confidence in your competence as a leader is undermined.

Come learn from Carol Bowser of Conflict Management Strategies, Workplace Conflict Expert, US Equal Employment Opportunity Commission Mediator, and Former Employment Law Attorney. Walk away with new insights that will allow you to make better choices.

Benefits of Attending

- Learn Top 10 Sources of Conflict at Work.
- Increase you Conflict Competency.
- Develop an Action Plan to address your biggest headache.
- Gain insights from a Workplace Conflict Expert that NO ONE ELSE will tell you.
- Laugh!

Take-away:

Handout : "The Top 10 Hidden Escalators of Conflict & What to do About Them"

Meet the Speaker:

Carol Bowser is an expert in workplace conflict –what creates it and how to resolve it. While she HATES arguments, she loves maintaining sanity and increasing production by jumping into conflict to fully resolve it. She received her law degree from Seattle University School of Law and her Mediation Training through Pierce County Center for Dispute Resolution. She regularly mediates employment discrimination cases for the EEOC.

Tuesday 9:00–10:15   *Track 2: Technology and Processes*   *Washington Room*

WORKSHOP: Social Media: How Government is Leveraging Powerful Communication Channels to Deliver Services in Exciting New Ways (Part 1)

Joanne McGovern, GSA
www.gsa.gov

Do you think that Facebook, YouTube, and Flickr are just for kids with too much time on their hands? Think again. Government agencies are harnessing the power of social media, engaging the public and delivering better services using these new tools. Even if you don't know how to tweet, blog or edit a wiki (yet) it's not hard to use social media to make your contact center more efficient, effective and accessible to your customers.

Benefits of Attending

- Learn the basics of Social Media – social networking, blogs, micro-blogs, wikis, widgets, mashups and more.
- Understand why your organization needs to get involved.
- See examples of best practices, including government initiatives to engage the public online like never before.
- Ideas on how to take your first steps into the wide world of social media.
- You'll be armed and ready when your agency management and lawyers want to run in fear.

Take-away:

- How to use new media in your contact center tip sheet
- Matrix of Web 2.0 Technology in Government

Meet the Speaker:

Joanne is a Senior Web Content Manager and Certified Usability Analyst for the U.S. government's web portal, USA.gov. On Tuesdays she's a blogger for GovGab.gov, where government employees blog about the staggering amount of U.S. government information and services we encounter in our daily lives that can benefit you.

WORKSHOP: How to Implement a Lite Version of ITIL® v3 (Part 1)

Malcolm Fry, Independent Service Management Analyst

When did it become a matter of shame and humiliation not to fully implement ITIL? I meet many people in the course of a year and have noticed that when you ask the question "How are you progressing with your ITIL implementation?" that the response is often a shameful admission that "we may not be able to implement the whole of ITIL v3". Since when was implementing the whole of ITIL a mandatory requirement? What happened to ITIL being a framework and not a methodology?

Why not implement a Lite version of ITIL that meets your needs and objectives? There are many organizations that for different reasons cannot or will not be implementing ITIL v3 in its entirety and therefore are taking a Lite approach. ITIL Lite could be described as:

 'ITIL Lite is an approach to implementing key components of ITIL v3 to ensure a sound basis for IT Service Management either as a starting point for full implementation or as a deliverable for those not wishing to fully implement ITILv3'

This workshop is based upon a step – by – step approach to implement a Lite version of ITIL so that you will be able to follow the plan and implement your own version of ITIL Lite when you return to your organization. The approach is logical and simplifies the often dark and complicated world of ITIL v3. Learn to explode the myths and expose the rational.

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Tech Team
Excellence • Agility • Integrity

Benefits of Attending

- Decide if ITIL v3 is a framework or methodology and how to define the correct approach.
- Create a simple but effective method to build your ITIL processes.
- Successfully monitor ITIL processes for performance and quality.
- Build the ITIL Lite processes.
- Categorize ITIL components using four categories; Action, Influencers, Resourcing and Underpinning components.
- Filter components using the Component Grading Plan.
- Produce your own ITIL Lite template.
- Prepare for implementation using ITIL Process Maturity Framework.
- Prioritize the order in which we implement our processes. No tricks just solid common sense and a good plan.
- Perform Gap Analysis on components that already exist.
- Ensure you will be able to implement your own personalized version of ITIL Lite in a Mater Action Plan.

Meet the Speaker:

Malcolm Fry, a recognized IT industry luminary with over 40 years experience in Information Technology, serves as an Independent Executive Advisor. Malcolm brings an unparalleled breadth of knowledge and experience in IT business and technical issues. Malcolm is the author many publications on IT service and support, he has had many articles and papers published, and he is regularly contacted as a source of information by technology journalists. His latest publication is a new ITIL complementary book 'How to Build a Service Management Department'. Malcolm was also a member of the v3 IAG and a mentor for the 'Service Operations' book.

10:15 – 10:30 BREAK

CASE STUDY: Leading by Design

Lori Storch, Small Business Administration
www.sba.gov

The Disaster Assistance Customer Service Center of the Small Business Administration is redefining the image of Federal Government service offices. More than a 'call center', the DACSC is a multi-modal contact center that prides itself in providing constituents with the very best in customer service. Concentration in certification programs, adherence policies and scheduling structures will be discussed. Common sense leadership will be addressed. This session will also discuss a systematic plan to maintain a constant state of readiness.

Take-away:

DACSC tri-fold information card containing a checklist useful for contact centers.

Overall Excellence and Teamwork Excellence Award Winner for 2009.

Meet the Speaker:

Lori Storch is the Disaster Assistance Customer Service Floor Supervisor for the U.S. Small Business Administration. She manages of staff of 50 plus agents and during the height of a disaster; this surge can increase to upward of 200 CSR's. Lori has developed several programs within the center, including the current adherence program, rating criteria for customer service representatives, as well as team leads. She manages the emergency procedures for the center and acts as liaison between agents, leads and senior management. Lori works with several other government agencies to build strong relationships, ensuring collaboration between groups and efficient services to our customers.

Benefits of Attending

- Understand the importance of the "multi-modal" concept.
- Obtain ideas of keeping employees motivated and help them understand the need for change.
- Learn how to remain in a constant state of readiness and learn to accept change.
- Develop an understanding culture and share ideas of "team huddles."
- Learn about the various certification programs within our center and how to incorporate them for your employees.
- Learn to lead with your heart, and encourage employees to do the same.

WORKSHOP: Social Media: How Government is Leveraging Powerful Communication Channels to Deliver Services in Exciting New Ways (Part 2)

Joanne McGovern, GSA
www.gsa.gov

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Take-away:

- How to use new media in your contact center tip sheet
- Matrix of Web 2.0 Technology in Government

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Benefits of Attending

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- Successfully monitor ITIL processes for performance and quality.
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11:45 – 1:15   NETWORKING LUNCHEON AND MEET WITH EVENT PARTNERS

IGNITE: A Guide to Self Motivation

Yolunda Davis, Associate Director, ERC, Internal Revenue Service
www.irs.gov

It's Sunday evening and your stomach begin to tighten as you think about the work week ahead. You pick up the newspaper and it reveals unemployment is still on the rise and more layoffs are expected. The more you think about the endless meetings and conference calls your head spins and your heart races. Endless deadlines and priorities...it's hard to see the bright side. Some people have reported that their palms sweat and they get a lump in their throat as their work week approaches. What is causing such distress among the workforce? What is impacting employee morale? What is this phenomenon? It's called the "Monday Morning Workplace Blues (MMB). It is highly contagious and can be very difficult to eradicate in the workplace.

This session will give you practical ways to deal with the blues. You will learn how to harness the fire inside of you and your employees to move from ordinary to extraordinary even when the office environment is negative. Techniques discussed in this session are transportable. You will uncover the secrets to securing positive energy to move you forward in your career, your life and your relationships. This session will inspire you to achieve greater success and fulfillment. Job satisfaction will take on a new meaning.

Take-away:

Each participant will be given a handout on "Steps to Self Motivation" which will serve as a guide to getting the most out of every workday.

Meet the Speaker:

Yolunda Davis began her IRS career more than twenty seven years ago as a co-op student. She has transversed through a variety of administrative support positions in Facilities Management, Personnel, Training and Quality. She has over seventeen years of experience as a Management Analyst and has extensive experience in management. She has been apart of the IRS Employee Resource Center from its inception in October 2001 where she served as a Senior Program Analyst for seven years. In September 2008, she was selected as the Associate Director of the Employee Resource. Yolunda holds a Bachelor of Science Degree from the University of Alabama and is an accomplished motivational speaker. She is a respected member of the Customer Service community, currently serving on the Board of the Government Customer Support Conference organization.

Benefits of Attending

- Learn how to overcome the Monday Morning Blues.
- Learn how to identify and cope with workplace demotivators.
- Learn how to harness your PASSION to become energized and engaged everyday.

WORKSHOP: Writing Customer-Focused E-Mail: Top Ten Tips for Government Customer Service (Part 1)

Leslie O'Flahaven, E-WRITE
www.ewriteonline.com

In your government contact center, you strive to handle e-mails from customers quickly and accurately. But with the volume of e-mail increasing, you're concerned about whether your agents have the writing skills they need to write e-mails that make your agency look good.

In this hands-on session, you will learn how to coach your agents to:

- Write e-mail that clearly answers customers' questions
- Read between the lines in the customer's e-mail to identify and solve the customer's problem
- Integrate "canned answers" into free-form e-mail
- Use a personal, professional tone to build rapport
- Use correct grammar, spelling, and punctuation

You'll also learn how to discover whether agents' have adequate writing skills before you hire or promote them. You'll practice two techniques for assessing agents' writing skills and you'll discuss what to do with the data you gather during assessment.

Meet the Speaker:
Leslie O'Flahavan is a co-founder and partner in E-WRITE. She has helped thousands of people learn to write well for online readers. She has developed and delivered customized writing courses for customer service agents, help desk staff, web content contributors, marketers, demographers, activists, federal employees, and teachers. She helps contact center managers develop, measure, and reward agents' excellent e-mail writing skills. Leslie is coauthor of Clear, Correct, Concise E-Mail: A Writing Workbook for Customer Service Agents. Leslie believes good writers are made, not born.

Benefits of Attending

- Reduce the risk of embarrassment by eliminating errors in the e-mails your agents send to customers.
- Learn to analyze agents' e-mails to identify which writing skills they have and which ones they lack.
- Understand how incorporating a "canned answer" into a free-form e-mail is a difficult writing task.
- Identify agents' writing training needs and develop an e-mail writing training plan.
- Improve first contact resolution by enabling agents to write complete, correct e-mails.
- Learn to assess agents' writing skills before hiring or promoting them.

From Feedback to Action: Getting Value from a Customer Feedback Program

Frederick C. Van Bennekom, Dr. B.A., Great Brook Consulting
www.greatbrook.com

What does it take to create a customer-focused business?

- Is an annual survey sufficient to retain customers?
- How can a company be sure it doesn't have a blind spot to its customer base?
- Should each functional area do its own thing so it owns the result or is a coordinated approach better?
- How can surveys done by different functional groups deliver different conclusions?
- Is Net Promoter Score ® the best approach?
- How much should be invested in such a program?
- And how can I sell a comprehensive program to senior management?

Building a comprehensive customer feedback program has many interconnected elements, and the most critical first step is selling the program to the decision makers who control the budget. Perhaps one functional area did a survey a few years ago and no one saw any value derived from it. Maybe senior management thinks gathering customer feedback is too expensive or that it isn't all that complicated so that someone should be able to do it in their "spare time" -- as if anyone has that these days.

This session will outline the issues inherent in creating a comprehensive Customer Feedback Program that supports enhanced customer experiences.

Take-away:

Survey Response Calculator in Excel

Meet the Speaker:

Fred Van Bennekom founded Great Brook to help service organizations increase their effectiveness by capturing and applying feedback, especially customer feedback. Great Brook develops survey programs for clients and delivers workshops teaching survey research practices based on its founder's book Customer Surveying: A Guidebook for Service Manager. Dr. Fred also teaches operations management in the Executive MBA program at Northeastern University and at Babson College.

CASE STUDY: Making the Connection, and Measuring It: Customer Service in New York City Government

Liz Weinstein, Director, Mayor's Office of Operations, New York City
www.nyc.gov

Benefits of Attending

- Understand how New York City is leveraging best practices in customer service from the private sector.
- Develop ideas about how transparency, accountability and accessibility can be increased by municipalities.
- Gain an understanding of the application of performance metrics and customer service.
- Learn about specific tools used in New York City to gain agency "buy-in".
- Attendees of the session will be able to learn from New York City's experiences and apply the lessons learned to their own customer service projects.

 This session will focus on the strategies and projects employed by the Bloomberg Administration to enhance customer service for New Yorkers. Using leading practices from the private sector, New York City has implemented new projects over the past year focused on measuring the effectiveness of customer service in a variety of ways, while expanding and improving the delivery of customer service to all New Yorkers – including those who are limited in English proficiency.

During the current fiscal crisis, many government entities, including agencies in New York City are forced to increase services to the public while simultaneously decreasing resources. Attendees will learn how New York City is attempting to create a customer-centric culture across its 44 City agencies and 300,000 employees.

Take-away:

An excerpt from the book "The Checklist Manifesto: How to Get Things Right", by Atul Gawande.

Meet the Speaker:

Liz Weinstein is the Director of Agency Services at the Mayor's Office of Operations in New York City. In this capacity Liz manages four teams - the Customer Service Group, the Performance Management team, the Project Management team and the Audit Services group. Liz has worked in politics and the private sector. She spent time as the Organizational Learning Coordinator at Ogilvy & Mather advertising and has done extensive training as an Executive Coach.

3:30 – 3:45   BREAK

WORKSHOP: Writing Customer-Focused E-Mail: Top Ten Tips for Government Customer Service (Part 2)

Leslie O'Flahaven, E-WRITE
www.ewriteonline.com

In your government contact center, you strive to handle e-mails from customers quickly and accurately. But with the volume of e-mail increasing, you're concerned about whether your agents have the writing skills they need to write e-mails that make your agency look good.

In this hands-on session, you will learn how to coach your agents to:

- Write e-mail that clearly answers customers' questions
- Read between the lines in the customer's e-mail to identify and solve the customer's problem
- Integrate "canned answers" into free-form e-mail
- Use a personal, professional tone to build rapport
- Use correct grammar, spelling, and punctuation

You'll also learn how to discover whether agents' have adequate writing skills before you hire or promote them. You'll practice two techniques for assessing agents' writing skills and you'll discuss what to do with the data you gather during assessment.

Take-away:

- E-Mail Writing Skills Assessment Tool
- Whitepaper that rates the quality of customer service e-mail from top-of-the-line hotel chains and online retailers.

Benefits of Attending

- Reduce the risk of embarrassment by eliminating errors in the e-mails your agents send to customers.
- Learn to analyze agents' e-mails to identify which writing skills they have and which ones they lack.
- Understand how incorporating a "canned answer" into a free-form e-mail is a difficult writing task.
- Identify agents' writing training needs and develop an e-mail writing training plan.
- Improve first contact resolution by enabling agents to write complete, correct e-mails.
- Learn to assess agents' writing skills before hiring or promoting them.

Meet the Speaker:
Leslie O'Flahavan is a co-founder and partner in E-WRITE. She has helped thousands of people learn to write well for online readers. She has developed and delivered customized writing courses for customer service agents, help desk staff, web content contributors, marketers, demographers, activists, federal employees, and teachers. She helps contact center managers develop, measure, and reward agents' excellent e-mail writing skills. Leslie is coauthor of Clear, Correct, Concise E-Mail: A Writing Workbook for Customer Service Agents. Leslie believes good writers are made, not born.

Case Study: Easy to Implement Steps to Create Business Value through ITIL Best Practices, Technology and Metrics

La'Tanya Burton, National Weather Service
www.nws.noaa.gov

This case study focuses on how business value and cost reductions are derived using ITIL, technology and metrics to direct and navigate activities. Driving value up and cost down is important to most organizations during the current economic environment. Since business value may take many forms including monetary benefits, customer benefits, business improvement, satisfaction levels and intangibles. Collecting the metrics that demonstrate these classical business measures, key performance measures, and intangibles such as customer perceptions can be challenging.

La'Tanya will share her experience at the NIH and discuss key steps utilizing ITIL best practices, technology, and metrics to drive improved business value and reduce costs. Key points will include capturing information to drive organizational behavior change and culture. She will teach you the right metrics to show value. Leading technologies such as wireless applications and analytics will also be highlighted as technology enablers. .

Take-away:

Article - Utilizing metrics to drive down costs

Benefits of Attending

- Utilize metrics to drive down costs
- Learn how to leverage technology for increased value
- Reduce expended costs using ITIL

Meet the Speaker:
La'Tanya Burton became the Branch Chief of the Operations Support and Performance Management Branch at the National Weather Service in January 2010. In her new position, she will be implementing ITIL along with her operational duties. Ms. Burton has over twenty years in the Federal Government IT sector with 10 years being at the National Institute of Health (NIH) in Bethesda, Maryland. At NIH, she was the IT Service Manager for the IT Branch where she spent five years managing and implementing the various ITIL disciplines within her organization. Through her ITIL programs, 99% of the entire IT organization has been trained and are ITIL Foundations certified. Ms. Burton managed a Service Desk, an Applications Development group and an IT Service Management Team.

Resources to Sell and Deliver Successful Telework in Your Organization

Monica Babine, Washington State University
www.wsu.edu

Learn the trends, benefits, and challenges of telework and gain access to resources for employers, managers, and individuals interested in exploring and implementing telework.

Telework has been around since the 1970's but today's technology advances, workforce demographics, economic pressures, and environmental concerns make this the right time for a new way of thinking about telework. Monica will explore telework options, trends, concerns, benefits, and best practices. Attend this session to find out if telework is right for you and your customer service and support operations and gain access to resources for successful telework implementation.

Take-away:

Article on Telework

Meet the Speaker:

Monica Babine is the lead at Washington State University (WSU) providing promotion and technical assistance for telework and other digital technology applications to business, government, and economic development organizations. She has been at the forefront of the telework movement in the US since 1990 when she had her first opportunity to be a tele-worker, supervise teleworkers, and manage a telework program. Prior to WSU, Monica was at QWEST for fourteen years working in operations, customer service, and public affairs.

Benefits of Attending

- Understand telework trends and driving forces.
- Address challenges related to implementation, management, and working remotely.
- Hear telework case studies and best practices.
- Identify telework benefits and the ROI for your organization.
- Gain access to resources to help employers, managers, and individuals to be successful at telework.

TUESDAY EVENING NETWORKING ACTIVITY

Join Daryl and the networking group for fun and exploring the area or enjoy beautiful, historic Alexandria on your own. The networking group is going to Union Station for dinner, then on the Monument tour. They are leaving from the Alexandria hotel lobby promptly at 5:15 PM.

Wednesday 8:00– 8:45	Grand Ballroom

Mastermind Sessions and Continental Breakfast

One of the most popular sessions in the event:
Pick your favorite topic and join in the engaging discussions!

Wednesday 9:00 – 10:00	*Track 1: Lessons on Leadership*	*Grand Ballroom*

CASE STUDY: Motivating and Engaging a Virtual Workforce

Dora Best and Shana Webster-Trotman, U.S. Patent and Trademark Office
www.uspto.gov

As more and more employees are deployed to the work at home environment, motivating and engaging employees are the key elements needed to ensure a success telework program. Telework literature has shown that some employees experience professional and social isolation due to limited interactions with managers and colleagues.

Dora and Shana will explore the concerns, benefits, and best practices of cultivating and sustaining a virtual work environment that stimulates employee interactions. They will share proven strategies and lessons learned from their experiences as pioneers in the call center industry. Attend this session and find out how to motivate your virtual workforce.

Benefits of Attending

- Understand the value of employee engagement.
- Learn how to leverage information communication technology to stimulate interactions.
- Identify potential obstacles that could hinder employee productivity.
- Learn strategies to successfully manage and motivate employees in the virtual environment.

Take-away:

Summary of Training Module for Motivating Employees

Meet the Speakers:

Dora Best is the manager of the Trademark Assistance Center (TAC) at the USPTO. As one of the organizations pioneers in call center management, Dora is frequently called upon to provide consultant services to other USPTO call centers and has over 12 years of experience in the call center industry. One of her most recent accomplishments is the establishment of the TAC work at home program. This program is modeled by other government call centers and serves as a prototype of the many benefits of establishing a virtual call center. Dora is a prospective graduate of the University of Maryland University College with a Bachelor of Arts degree in Business Management and Communications.

Shana Webster-Trotman is the management and program analyst for the Deputy Commissioner for Trademarks at the USPTO. Shana serves as a key organizational advisor to the Commissioner for Trademarks, senior executives, and call center mangers on call center metrics, workforce management, and emerging industry trends. Ms. Webster-Trotman is responsible for conducting root cause analysis of customer data, making recommendations, and implementing new program and technology initiatives. Shana holds a Masters of Science degree in Management from the University of Maryland University College and a Masters of Arts degree in English from George Mason University.

Dora and Shana were recently awarded the U.S. Department of Commerce Silver Medal Award for creating an award winning telework program that resulted in increased productivity, employee retention, and accomplishment of agency goals.

Speech Analytics: What did you say?

Peggy Gritt, Senior Program Manager, NISH
www.nish.org

"What did you SAY?" Or was it, "WHAT did you say?" In customer support, especially government contact centers, what is said can be as important as the way it is said. Speech Analytics is being widely adopted by contact centers around the globe to analyze customer to representative support and service conversations. This new technology allows for word spotting, emotion, and trending.

Speech analytic tools allow us to look at regulatory issues, uncover root causes to issues, understand highly emotional callers, and spot for threatening conversations. There are many ways that it is used and this session will offer clear examples and application ideas from a non-biased expert.

Take-away:

Requirements Planning Document

Meet the Speaker:

Peggy Gritt has offered workshops and speaking engagements across the globe in her 19-plus years in the contact center and voice/data industry. She helped to launch one of the first multi-channel ACD products on the market, as well as one of the first voice over IP-enabled call distributors using standards-based protocols. She has helped small and large contact centers with start-up planning, strategy, technology planning, and detailed requirements. Peggy recently began a position with NISH, Inc. (www.nishteleservices.com) to manage the AbilityOne program for contact centers and help desks, to create employment for persons with disabilities. She assists community rehabilitation programs to offer superior service and technology strategy to provide contact center services to the federal government and commercial organizations.

Benefits of Attending

- What is Speech Analytics and who is adopting it?
- How does it work?
- What are the popular applications for Speech Analytics?
- How do you evaluate Speech Analytic tools on the market and direction to take?
- Look at the goals for your project and how to quantify the benefit.

The Best of Winning Practices in Government Customer Support

Daryl Covey, Manager NEXRAD Hotline, NOAA
www.noaa.gov

This session reviews the memorable and creative customer support practices from hundreds of nominations submitted for the annual Government Customer Support Excellence Awards over the past 9 years. Come along as we review the best efforts of all types of customer touch points at all levels of government and see a wealth of creative approaches to meeting the needs of our diverse customers in the public sector.

Take-away:

The Pyramid Model for excellence in supporting Government's customers.

Meet the Speaker:

Daryl Covey manages the NEXRAD Hotline, which supports a global network of advanced Doppler weather radars for the U. S. Departments of Commerce, Defense, and Transportation. During his tenure the Hotline staff has been recognized with a variety of awards for excellence in customer support. He also facilitates the Cgov community of practice, edits the monthly Cgov eNews, serves periodically as an invited advisor to government agencies on customer support, and has been interviewed for articles on public sector customer support.

Benefits of Attending

- Learn what the "best practices" really are (and aren't!) in customer support.
- Benchmark your approaches to customer service against both similar and dissimilar operations elsewhere throughout government.
- See how others apply creativity in a customer-centric manner.
- Find out what makes Frontliners synergize with the organization, the customer, and each other.
- Gain a wealth of insight into what's really going on in the world of government customer support.

10:00 – 10:15   BREAK

Riding the Wave of Customer Experience: Measurably Moving From Good to Great Service While Reducing Costs

John Goodman, Vice Chairman, TARP Worldwide
www.tarp.com

    This presentation will focus on the six major challenges to conventional wisdom embodied in the new book, strategic Customer Service, published by the American Management Association.

The challenges include: better service is not more expensive, front line employees are NOT the cause of most dissatisfaction, answering the phone fast is not the key to satisfaction, word of mouth and marketing have an important role to play in government programs. Exceeding customer expectations is not always smart and call centers should be the focus of most voice-of- the-customer programs rather than surveys.

This presentation, based on experience with both the private sector and more than a half dozen government call centers, will help you understand the causes of customer problems in a way that highlights those that can be easily avoided or handled via self service. Further, the analysis will allow you to justify investments in customer education and enhanced self service in a manner the chief budget officer will accept. Mr. Goodman will draw upon case studies from the government, military, government contractor, financial services, retail, technology, chemicals, non-profit, and health care industries.

Take-aways:

- Five copies of Strategic Customer Service for raffle
- Framework for evaluating your service system
- White paper on the 10 most prevalent service myths

Benefits of Attending

- Identify causes of customer contact that can be prevented via customer education.

- Select the top three opportunities to eliminate service contacts via "Psychic Pizza" delivering before your customer knows he needs it.

- Enhance utilization of self service via the principal that, "You can't just lead the horse to water; you must give him the first sip".

- Enhance first call resolution via flexible response spaces which allow the CSR to "break the rules for good customers, without breaking the rules".

- Identify opportunities to foster positive word of mouth via "cheap delighters".

- Lower costs via improved new customer welcome and education using their preferred channel.

- Quantify the impact of the above initiatives in a manner the CFO will accept using principals of service impact on word of mouth, loyalty and risk reduction.

- Understand what it really means to be "easy to do business with" and how most organizations miss the first crucial step of educating before the customers starts using the tool.

- What aspects of technology consumers hate and how you can simply enhance the website and IVR effectiveness.

- How to prevent up to 30% of your contact workload via proactive education and enhanced education on self service.

- Improving first call resolution can be increased by up to 15% if you allow your front line to use a flexible response rule for the top five issues.

- Demonstrating to the head of public affairs that the service system is THE crucial Word of mouth management system, of impact that can be quantified?

Meet the Speaker:

John Goodman Vice Chairman 36 Years of Experience Co-founded TARP in 1971. Education: BS in Chemical Engineering from Carnegie Mellon University; MBA from Harvard Graduate School of Business Administration. Expertise: Mr. Goodman is considered one of the founding members of the customer experience industry. He has led the evolution of customer service from a cost center for answering consumer questions and complaints to a vital resource that helps organizations improve both operations and revenue. Widely regarded as a thought leader in the industry, Mr. Goodman has managed more than 800 separate customer service studies for major organizations (including TARP's White House-sponsored evaluation of complaint handling practices in government and business and benchmark studies of the use of toll-free service numbers by major corporations, among others). Mr. Goodman has assisted the USDA, USPS, several agencies of the Intelligence Community, FDA, FAA, FDCI, Federal Reserve and Office of the Comptroller of the Currency in complaint handling in customer service. His research has quantified the impact of word of mouth and "word of mouse," as well as the bottom-line impact of consumer education. Mr. Goodman is a frequent speaker on topics such as quantifying the impact of customer service, creating an effective Voice of the Customer system, and how to best increase customer satisfaction.

You Call That a Report?

Lou Hunnebeck, Third Sky Inc.
www.thirdsky.com

Report to…drive behavior, justify action, validate progress or know when to intervene. We produce a prodigious quantity of what we call "reports," when really all we've presented is organized and summarized data. In this session we will discuss the nature of true reports and how they can be used to drive more effective decision-making.

We will review techniques for ensuring that the underlying meaning of the data is illuminated and discuss how to prevent disconnects between what we measure and why it is important. Stop needlessly killing trees and start really reporting!

Take-away:

Report Improvement Checklist

Benefits of Attending

- Understand the dangers of incomplete reporting methods.
- Learn the difference between organized data and a real report.
- Understand the importance of critical analysis of data to support communication.
- Learn the role of reporting in continual improvement.
- Learn techniques for determining the core purpose of each report and how that should influence report structure and content.

Meet the Speaker:

An IT Service Manager and ITIL v3 Expert with over 20 years of experience in service industries, Ms. Hunnebeck is currently Third Sky Inc.'s VP of ITSM Strategy. Her passion for improving how we work has led her to IT Service Management from a background of process consulting, training and Help Desk/Service Management systems consulting. Ms. Hunnebeck has led global teams in best practice and methodology design, served on the public quality assurance team for ITIL version 3 and is currently an ITIL v3 Senior Examiner, leading the Service Strategy team and serving as a member of Continual Service Improvement team.

Better Work Today for a Better World Tomorrow: Using Voice and Data Communications Services to Improve Productivity, Reduce Costs and Help the Environment

Matt Bauer, President, BetterWorld Telecom
www.Betterworldtelecom.com

Employees and organizations benefit from BetterWork or Open Work strategies that create greater flexibility, satisfaction and productivity for employees, lower carbon emissions for the environment, and lower overhead for organizations of every size— employees spend less time in transit and on the road, and more time working in their organization and in their communities.

BetterWork strategies are achieved by combining existing technologies such as Voice over Internet Protocol (VoIP), Internet connectivity, and voice/web/video conferencing all in an integrated, cloud-based solution that translates messages between devices, locations, enabling a true work anywhere, anytime environment for the enterprise.

Take-away:

Receive a copy of the BetterWorld/Bainbridge Graduate Institute 2009 BetterWork Study.

Benefits of Attending

- Learn from many examples of organizations large and small that have successfully reduced both their environmental footprints and costs structures by implementing BetterWork strategies, including case studies from the Bainbridge Graduate Institute, Sun Microsystems, Best Buy and Cisco.
- Begin to reduce your organization's environmental footprint and cost structure with concrete steps that can be taken by any and all business, non-profit, and governmental institutions.
- Examine the social and environmental benefits of implementing BetterWork strategies in the enterprise including improved national security, reduced reliance on foreign oil, massive carbon reduction, huge cost savings, increased productivity, and drastically reduced health care costs and absenteeism.

Meet the Speaker:

Matt has worked to improve communities in the U.S. and abroad in both the for-profit and non-profit sectors for more than 20 years. Before co-founding BetterWorld Telecom in 2002, Matt served in a series of leadership roles in the telecommunications and power industries, including the AES Corporation, NETtel Communications and Valucom. He has either helped found or helped grow a number of non-profits over the past 10 years including Lowcountry Local First, DC-based Sitar Center for Children and the Arts, and the True Colors Theatre Company in Atlanta.

Matt is a member of the Full Circle Fund, Social Venture Network, and serves on the national board of the Business Alliance for Local Living Economies (BALLE), GreenNonprofits, and the Noisette Foundation. He holds a BA in Telecommunications from Indiana University, an MBA from The George Washington University and has completed executive coursework at MIT.

Matt is co-editor and author of the *Nonprofit Guide to Going Green*, published by Wiley & Sons in late 2009, he speaks and lectures nationally on the topics of sustainability and telecommunications. Some recent highlights include keynote at the 2009 Green Telecom East Conference, the 2009 CTIA Green Telecom Summit, the Broadband Workshop Series at the Federal Communications Commission, PowerShift '09, Green Cities Orlando, and the Nokia Siemens Green Telecom Summit held at the Newseum in late 2009.

Leveraging Internal Communications through Open-mindedness, Inclusion, and Innovation

Jeanie Engle, Chief Knowledge Officer, NASA/Johnson Space Center
www.nasa.gov

Focusing on an inclusive work environment enables teamwork and fosters creativity and innovation -- it is a sound business practice that offers greater productivity and a competitive edge. In order for us to remain the world leader in human space exploration it is imperative we understand we are competing for resources – talent and funding are among the top examples – on a global playing field. For the Johnson Space Center, a defined approach to enhancing inclusion and innovation provides a competitive advantage as we reach for the future.

An inclusive work environment enables teamwork and collaboration; it fosters creativity and innovation by recognizing and appreciating different perspectives, ideas, and opinions. Johnson Space Center (JSC) has embarked on a new way to leverage internal communications to not only foster open-mindedness, innovation, and inclusion but also addressing environmental and cultural changes in a proactive manner.

Benefits of Attending

- Create an innovative workforce through innovation
- Build upon existing resources to increase competitiveness
- Leverage internal communication channels and products to engage younger generations
- Understand the churn at all levels in the organization
- Anticipate concerns and develop communication products to increase awareness

Meet the Speaker:

Ms. Engle joined the Johnson Space Center as a cooperative education student in 1984 and worked in a variety of positions in information technology. Named the Center Chief Information Officer in January 2000, Ms. Engle's responsibilities included establishing and implementing the JSC Information Technology Program.

In September, 2006, Ms. Engle was named the Chief Knowledge Office for the Johnson Space Center. In this capacity, Ms. Engle is responsible for the development of an integrated knowledge management plan across the entire center, conduct studies of current and past knowledge management activities, evaluate current policies and processes, as well as collaborate with other NASA Centers and industry to identify and utilize best practices.

Ms. Engle has been the recipient of numerous awards including the Astronaut's personal award, the Silver Snoopy, two NASA Exceptional Service Medals, the JSC Certificate of Commendation, and the Goddard Space Flight Center Group Achievement Award.

12:30 – 1:00 PM - Closing Wrap-up in the Grand Ballroom
Valuable giveaways including a drawing for free passes to attend future events

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High Tech High Touch Solutions™ invites you to join
The Customer Service and Support Professionals (CSSP) Community™

The CSSP Community ™ offers free tele-seminars, virtual interest group (VIG) meetings (live educational tele-casts) and provides a global network of people and online resources. The CSSP Community ™ holds complimentary networking meetings, which include a formal presentation, and organize free, to low cost workshops, in limited areas.

We are the only group like this in the United States. The goal is to provide free education and personalized networking opportunities. An expert board of volunteers from the contact center and help desk industries contributes to the CSSP Community™, which is brought to you by High Tech High Touch Solutions.

Drop your card at the registration desk to be added to the secure database or sign up on the CSSP website at www.thecssp.com

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Websites containing Resources, Event Listings, Free Tele-seminars, Newsletters and More

www.hthts.com – High Tech High Touch Solutions™ official website

www.thecssp.com – Customer Service and Support Professionals Community of Practice™

Email: **solutions4u@hthts.com** or **cssp@hthts.com**

Call us at **425-398-9292**