



The 11th Annual *Signature* Customer Service and Support Conference and Expo

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

A very special thank you to Chairperson, Bill Price from Driva Solutions

Conference Roadmap to *Education, Inspiration, and Networking*

"Welcome to the 2009 Signature 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!"

Tracy 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 will be Bingo Card drawings during each luncheon and survey drawings at the closing session on Wednesday. There are numerous giveaways to win. You must be present to win at all drawings.

SPONSORS



Monday 8:30 - 8:45 a.m. Skyline Room

WELCOME AND INTRODUCTION BY CONFERENCE HOSTS:
Bill Price (Driva Solutions) and Ivy Meadors (HIGH Tech High Touch Solutions)

Monday 8:45–9:30

FEATURED KEYNOTE

Skyline Room



A New Way of Thinking of Service and Support for the Best Results

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

Choose to break out of the status quo and rock the boat without sinking it

Does your business or agency require you to use industry best practices? Do some of the best practices include measuring the same thing, the same way, with the same considerations and are done accurately? Using most industry “best practices” is not always the “best” way to deliver service and support for every organization. Measuring up to an average can make your organization average.

In today’s economy, it is imperative to guard against complacency and avoid being just average. Marginal performance has made outsourcing appear like an attractive alternative. The new “State of the Industry” requires a new way of thinking and to use the “best” ways to service your own customers.

The Service Desk and Contact Center is essential to the business! Change is constant and we must use innovative solutions to adapt to change. Break out of the status quo and challenge the norm in ways that empower the service worker, motivate the team, and make change something to embrace.

Join Ivy in her unique potpourri presentation style as she shares thoughts and insights on a variety of considerations. She will challenge you to adjust processes in your organization by using non-traditional solutions to realize even better results. Commit to excellence and become the leaders who raise the bar from “best” to “extraordinary” practices for your organization!

Take-away:

A 10-day challenge to make a paradigm shift and become the necessary, innovative Change Agent” (Maverick Thinker) giving your organization the winning edge by using a new way of thinking to raise the bar! (Included on Flash Drive.)

Meet the Speaker:

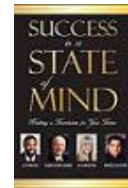
Ivy Meadors, founder and CEO of High Tech High Touch Solutions, has over 30 years of experience in the customer service and support industry, is a seasoned consultant and a world-renowned professional speaker who has traveled the globe to deliver her content rich presentations. She is the owner and producer of the Signature Customer Service and Support Conference and Expo and the Government Customer Support Conference and Expo. Ivy is the co-author of Success is a State of Mind, along with Deepak Chopra, Les Brown, Mark Victor Hansen, and numerous other brilliant authors.

One of her loves is the psychology of people and animals. This interest includes a passion for understanding people from different age groups and their behavioral styles to a more advanced level. She has had innumerable opportunities to mentor individuals in the various age groups and study their different communication styles. Ivy is an active member and professional speaker designated by the *National Speakers Association*.

Be sure to visit our website to sign up for Ivy’s newsletter and numerous free resources and articles at www.hthts.com.

Benefits of Attending

- Lead your support team to excellence in the face of economic turmoil
- Learn innovative solutions to every day challenges
- Adjust unnecessary Help Desk & Contact Center procedures by streamlining your processes
- Understand the importance of killing the sacred cows and learn how to identify them
- Hear ideas to change limiting belief



Purchase your autographed copy at the Registration Desk.



Strategic Thinking in a Tactical Environment

Greg Charles, CA
www.ca.com

Successfully leading a global team to think strategically

Contact centers are traditionally tactical environments oriented toward operational delivery and execution. What if you empowered your team to take a step back and think strategically about a problem – would the outcome be better? Would your team be more efficient? Could you prevent some complaints entirely?

The remedial team at CA is the top escalation link for any and all of CA's critical escalations throughout the world. Join Greg Charles in this session and hear how gaining a strategic perspective in the face of tactical pressure results in continual service improvements.

Take-away:

Incident Management Technology Brief – a Best Practices Process Map

Meet the Speaker:

Greg Charles, Ph.D. is Vice President of CA's Global Customer Success Group. His team's focus is to be the top escalation link reaching all parts of CA for any/all critical escalations and remediation's throughout the world. Greg's experiences as a successful manager, as well as his many years at CA, provide him both the knowledge and the relationships to succeed in this challenging assignment.

With over 28 years of IT industry experience, Greg brings a wealth of technical and management expertise to his role. Greg became Vice President of CA's Global Customer Success Group in April 2008. Prior to this time, Greg was the lead for CA's ITIL, Best Practices, Governance and Compliance practices for the Western United States – this diverse background continues to support the challenges that Greg's team faces every day. Greg has been an IT professional since 1981, and holds a Ph.D. in Business Ethics, attained after completing his undergraduate studies in Information Technology.

Benefits of Attending

- Managing Diverse Teams
 - Build Teamwork
 - Multi-National Teams
 - Multi-Cultural Teams
- Improve Communication & Collaboration
 - Use of Social Media
 - Handling Different Time Zones
- Learn to transform the way your team works with the business
- Leveraging Automation
- Strategies for Managing Change
- Find out What Reports are Really Important



Workshop – Part 1: The Best Service is No Service - Eliminating the Need for Service

Bill Price, Driva Solutions
www.drivasolutions.com

Learn to balance cost controls and customer satisfaction by challenging the demand for service.

Why do we continue to “cope with demand” from our customers who need to interrupt their lives to contact us (email, phone, etc..) for support? Why can't we make everything work so well and get it right the first time so customers do not need to contact us at all – or at least obtain complete support from self-service?

In today's tough economic times, every organization needs to balance cost controls and customer satisfaction, a very tough assignment. Drawing on his experience at Amazon, Bill Price will address this balance by challenging the reasons why customers need to contact the organization, and then to find better solutions that reveal which customer contacts should be eliminated, automated, simplified or leveraged.

Take-away:

Copy of the 20 questions at the end of Bill's book *The Best Service is NO Service* to score current “Best Service”

Meet the Speaker:

Bill Price started Driva Solutions in September 2001 to help companies achieve the delicate balance between cost containment and greater customer loyalty via their contact centers and other customer-facing operations. Prior to forming Driva Solutions, he was Amazon.com's first Vice President of Global Customer Service. Before Amazon.com, Bill spent 20 years in customer care and services management at McKinsey & Company, Automated Call Processing Corporation, and MCI. Mr. Price is currently a member of CustomerThink's 2009 Editorial Board.

He also co-founded the 10-country LimeBridge Global Alliance to help build their clients' customer service strategies and improve operational performance and chairs the 34-company Global Operations Council that he formed in early 2002 to share “best practices and worst experiences”. A frequent keynote speaker, Price has written numerous articles and white papers.

You will learn how to:

- Challenge demand for service instead of merely coping with it
- Create engaging self-service and timely proactive alerts to eliminate “dumb contacts”
- Listen to customers' requests and act upon them across the organization
- Develop “awesome customer experiences” when they do contact your organization
- Score your organization's situation to see how close to “Best Service” it is today





Resilient Teams in Uncertain Times: 10 Lessons for Leading Your Team Through Change and Uncertainty

Michael Callahan, Microsoft
www.microsoft.com

Understand qualities of successful leaders and re-wire your team to become more resilient during challenging times and crisis.

It is easy to feel helpless in uncertain economic times, but the truth is, some people and teams actually thrive and succeed in bleak situations. What makes them stand out and what can you learn from these leaders? Join Microsoft's Michael Callahan as he identifies the 10 lessons you need to learn in order to succeed in times of change and uncertainty.

Take-away:

A graphical image of the brain and how it responds to uncertainty and complexity – a cheat sheet to help remind you what your team is going through when you introduce highly complex concepts in uncertain situations.

Meet the Speaker:

Michael Callahan is the Group Manager for Microsoft's Consumer and Partner Services Support organization, managing support for 500 million global customers of Microsoft's online services, including Bing, Hotmail, and HealthVault. A published speaker and playwright, Michael leads workshops on neuroscience and change, future-state technology and customer support, and leadership development.

Benefits of Attending

- Learn how the brain responds to change and uncertainty and how understanding neuroscience can help you re-wire your team's attitude to become more resilient and agile
- Understand the learned helplessness some employees adopt and discover powerful intervention techniques to pull people out of their paralysis
- Discover how great business leaders managed through crisis and what attributes they share
- Learn how to create a "spike-proof" service models that let you touch more people for less money – even in challenging economic times

REFRESHMENT BREAK

10:30 – 10:45



TAG You're It: Thanks, Appreciation & Gratitude at Work - Getting Real about Employee Recognition

Theresa Chambers, Recognition Works
www.recognitionworks.net

Learn low cost ways to create a culture of appreciation.

Mark Twain once said, "I can live for two months on a good compliment." It's true. When someone makes a positive comment about our work, it feels good. When it's done right, it can even make our day.

While it may be financially prudent to cut back on expensive awards or banquets – which generally do little to increase employee engagement or productivity – let's not lose sight of what recognition is all about. Now, more than ever, organizations need to appreciate the employees they have and acknowledge when they are asked to step up and do more with less.

*Term coined by Bob Nelson, PhD

Take-away:

15 low-cost recognition ideas and tools they can implement immediately.

Meet the Speaker:

Chief Motivation Officer of Recognition Works, changes the way organizations think about employee recognition. Theresa brings 15 years of experience designing successful recognition strategies and is one of the region's most highly regarded experts in the field. In fact, U.S. Small Business Administration named Recognition Works as the 2008 Home Based Business Champion for Washington, Oregon, Idaho, and Alaska.

As a former board member of Recognition Professionals International, Theresa implemented the first-ever Best Practices Award Program and chaired RPI's Regional Conference held in Seattle. For eight years, Theresa managed the City of Seattle's performance and service award programs and served as in-house consultant to City departments.

Benefits of Attending

- How to redefine recognition as a business strategy to retain and engage talented employees.
- Wreckognition* gone wrong: The top mistakes companies make and how to avoid them.
- Low-cost ideas to create a culture of appreciation within their team and tools to customize their approach.
- How to improve their Appreciation Aptitude™!



Workshop – Part 2: The Best Service is No Service - Eliminating the Need for Service

Bill Price, Driva Solutions
www.drivasolutions.com



Case Study: Increasing Front-line Engagement and Customer Engagement in a Downturn Economy

Rob Sieker, Zappos
www.zappos.com

Creating a customer focused culture

Zappos' mission is to Live and Deliver Wow to all its customers and employees. This is not just the mission of its call center - it is the mission of the whole entire company. Zappos developed 10 Core Values that aligned to this mission, which resulted in a stronger service focused company that increases both employee and customer engagement. The 10 core values influences every decision the company makes and is an integral part of the hiring process. 50% of everyone's annual reviews are based on these values. Attend this session and hear how a service-focused culture continues to win customers even in a downturn economy.

Take-away:

Zappos' 10 Core Values

Meet the Speaker:

Rob joined Zappos.com in January of 2004 and is currently one of the Senior Managers for the Customer Loyalty Team. He has spent his entire career with Zappos providing the very best service for both customers and employees. Starting his career with the company as a temporary call center employee he has helped the team grow from 30 to 350 employees.

Rob is a strong ambassador and promoter of the Zappos brand and is commitment to developing a world-class culture. He has previously represented Zappos by speaking at conferences for IQPC, Frost & Sullivan, and Marcus Evans. He's also been a guest speaker at Purdue University's Center for Customer Driven Quality.

Benefits of Attending

- Ensure your company is thought of as a service company (no matter what your product is)
- Emphasize your company's values and align your culture with the values
- Positively impact your customers by connecting with them
- Engage your employees and emphasize creativity and problem solving
- It's not up to management, it's up to everyone

NETWORKING LUNCHEON AND MEET WITH EVENT PARTNERS

12:00 – 1:15 Skyline Room



Getting to What Matters the Most - Stress and Time Management Strategies for Leaders

Jan McLaughlin, Your Communication Connection
www.yourcommunicationconnection.com

Learn techniques for better time management and reducing stress

Stress leads to missed work, missed deadlines and missing out on life! It can increase conflict on the job and dissatisfaction among employees and customers. Better time management is one way to reduce stress. Leaders can save valuable time by delegating more effectively, communicating more clearly and controlling interruptions. Attend this session and leave with practical ways you can reduce stress starting NOW.

Take-away:

Attendees will leave with a handout to use to develop a plan for managing time more effectively and reducing the effects of stress.

Meet the Speaker:

Jan McLaughlin, CSP, is a communication expert who helps professionals create positive responses. She works with organizations that recognize effective communication is crucial if they want to remain successful. Referred to in the Seattle Times as a "pioneer in the image industry" and "the most frequently quoted image professional in the Northwest," Jan knows what it takes to get your point across. She holds the Certified Speaking Professional (CSP) designation—the speaking profession's international measure of speaking experience and skill.

Benefits of Attending

- Understand the stress cycle and ways to step out of it
- Establish goals and set priorities to assure they're achieved
- Protect goals and priorities—communicate assertively
- Delegate effectively—and avoid taking back the task
- Control the blurters who report to you



Case Study: Understanding and Acting on Customer Feedback Using Text Analytics

Bryan Jeppsen, JetBlue
www.jetblue.com

Learn how JetBlue analyzes all freeform customer feedback to improve service

JetBlue Airways wins many awards based on how well they take care of customers. One way JetBlue does this is by using the best tools to listen and act on customer data and concerns. Customers are able to explain their questions, complaints, or compliments in their own words, and effective analysis helps leadership take the corrective action. Most companies benefit from listening to what their customers tell them. Text analysis is one tool that helps JetBlue accomplish this.

Take-away:

Reference Document – Text Analytics 101

Meet the Speaker:

Bryan Jeppsen is a senior analyst for JetBlue Airways. For the past three years, he has managed collection and reporting of JetBlue's customer feedback through online panels, surveys, and most recently JetBlue's implementation of text analytics. Bryan has a BA in Marketing Communications, as well as an MBA in International Management, and he enjoys photography and gardening.

Benefits of Attending

- Discover how the ice storm of 2007 brought home the power of text analytics.
- Understand how JetBlue can analyze thousands of valuable customer comments each day.
- Learn how to correlate structured and unstructured data to develop powerful ways to measure customer feedback
- Hear how JetBlue plans to extend its analysis to social networks.



Case Study: Developing and Delivering a Successful Business Continuity Plan

Corina Stretch, Puget Sound Energy
www.pge.com

Learn to create and develop a successful BCP for your department

Defining all points of failure is the key to developing and delivering a successful plan.

Every business and organization can experience a serious incident, which can prevent it from continuing normal operations. The potential causes are many and varied: flood, explosion, computer malfunction, accident, pandemic flu... the list is endless. The key is to be prepared to handle any disaster with the shortest amount of down time possible. The information you will learn in this session is designed to help you plan for these scenarios. You'll want to be sure and attend this case study regarding Puget Sound Energy's Customer services proven disaster recovery and business continuity plan.

Take-away:

- Brief summary of Puget Sound Energy's Business Continuity Plan
- Overview of Puget Sound Energy's Bothell Emergency Center Disaster Recovery roles and responsibilities
- Best practices from other resources

Meet the Speaker:

Corina Stretch brings over 20 years experience in the customer service department with Puget Sound Energy. Puget Sound Energy (PSE) serves more than 1.7 million electric and natural gas customers. This is Washington State's oldest and largest energy utility, with a 6,000-square-mile service territory stretching across 11 counties. As a front-line supervisor, outage manager, trainer and support business analyst, Corina plays a key role in the 200+ seat department's disaster recovery and business continuity planning as well as overseas daily business operations. She will engage you in a lively discussion and provide worthwhile information that you'll not want to miss.

Benefits of Attending

- Discuss and understand the basics of why it's important to have a plan during a serious incident.
- Discuss and define potential points of failure in your organization
- Learn the basics of creating and developing a successful Business Continuity Plan for your department
- Improve communication to help avoid the chaos when a serious incident occurs
- Discuss the importance of holding mock events or drills

AFTERNOON REFRESHMENT BREAK

Monday 2:45 – 3:00



Change That Tune: Developing New Ways to Solve Every Day Challenges

Game Show Host: Doug Bear, Kitsap County

In today's customer service environment, it's not enough to do more with less, or work outside the box. Customer service professionals need solid ways to change how we do business. This keynote begins with contestants selected from the audience to play "Change That Tune!" Our panel of professionals helps contestants develop new and unique ways to approach the challenges faced every day in customer service, and the audience gets to vote on which idea shows the most promise. You won't want to miss this exciting session!

How to play!

Contestants will be chosen from the audience to present our 3 panelists with a challenge. The 3 expert panelists will respond with their unique solutions (not the same old stuff but NEW and BETTER solutions). Contestants will write down the panelist they think best captured a solution with ideas of innovation and change. The audience will also weigh in by applause. Contestants who match the panelist selected by the audience receive the points! The contestant with the most points will be the winner of Change That Tune!!!!

Meet the Game Show Host:

Doug Bear is the Public Communications Manager for Kitsap County, Washington. 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 experience includes the U. S. Navy, serving as an elected official, serving on various Boards and Committees, directing theatrical productions, leading community groups, and fund raising activities.



Strategies to Shift Your Service and Support Center from Surviving to Thriving

Bill Price, Driva Solutions
www.drivasolutions.com

Learn how to improve customer experiences, reduce operational costs, and retain top technical talent.

During a recession, organizations focus on one thing: Survival. However, with an economic upturn (Obama is calling it "green shoots") on the horizon, surviving isn't enough to stay competitive—companies must implement strategies that make their organizations thrive. For support-center leaders, it's time to innovate and optimize the customer experience. Join Bill Price, our conference co chair, as he shares four proven strategies to help support shift from enduring the economic conditions to gaining a sustainable competitive advantage. Learn how to improve customer experiences, reduce operational costs, and retain top technical talent.

Take-away:

A framework that you can use to spot "dumb" contacts beginning on "Monday morning" after the conference.

Meet the Speaker:

Bill Price started Driva Solutions in September 2001 to help companies achieve the delicate balance between cost containment and greater customer loyalty via their contact centers and other customer-facing operations. Prior to forming Driva Solutions, he was Amazon.com's first Vice President of Global Customer Service. Before Amazon.com, Bill spent 20 years in customer care and services management at McKinsey & Company, Automated Call Processing Corporation, and MCI. Mr. Price is currently a member of CustomerThink's 2009 Editorial Board.

He also co-founded the 10-country LimeBridge Global Alliance to help build their clients' customer service strategies and improve operational performance and chairs the 34-company Global Operations Council that he formed in early 2002 to share "best practices and worst experiences". A frequent keynote speaker, Price has written numerous articles and white papers.

What you Will Learn:

- How new technologies can help you cost-effectively support demanding customers
- Ways to refine staff training, practices and metrics to encourage customer-centric behavior
- How to find and eliminate "dumb" contacts that can consume nearly 40% of resources
- Tips for creating a culture that takes initiative and celebrates success

4:30 – 6:00 Get your hardest questions answered and hear solutions on a variety of topics!

**Join us in the facilitated networking session in the Skyline Room
 or feel free to visit the Museum of Flight with your complimentary pass.**

Afterwards, relax and enjoy Seattle with some of your colleagues!

Tuesday 8:00– 8:45

Skyline Room



Mastermind Sessions and Continental Breakfast

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

Tuesday 9:00–10:15

Track 1: Lessons on Leadership

Skyline Room



Workshop – Part 1: Turning Managers into Leaders

Brad Worthley, Brad Worthley, Inc.
www.bradworthley.com

Learn ways to change our behavior to greatly impact the people we lead.

There are very few great “leaders” in this world because we train people to be “managers”. Managing is about process and leading is about people. This session can help people transition from a manager to a leader.

Brad believes that it is impossible to have a service culture unless you have leaders who are trained on how to lead people in that culture. Are you a manager that asks, “Did my employees do what they were supposed to do today?” Or are you a leader that asks, “Did I do what I was supposed to do today, so that my employees could do what they were supposed to do?” Brad provides suggestions on how we can change our behavior just slightly, in order to greatly impact the people we lead. This session is necessary for a strong company culture.

Take-away:

12 Page Workbook

Meet the Speaker:

Brad Worthley, an accomplished consultant with over 35 years of business management experience, is also an internationally acclaimed leadership and customer service expert. He is an author, consultant, coach, keynote speaker and trainer, who have trained over a million people in a wide range of industries throughout the world. Brad’s client list contains Alaska Airlines, Bank of America, Bank One, Helzberg Diamonds, Louis Vuitton, Macy’s, McDonalds, Nordstrom, Western Union and many others (for a complete list visit: www.BradWorthley.com).

Benefits of Attending

- 22 Characteristics of a Great Leader
- Differences Between Managers and Leaders
- The Four Management Styles
- Reactive vs. Proactive Leadership
- Habits Are Hard to Break
- No Thought Lives Rent Free in Your Head
- Proper and Improper Delegating
- The Top Motivators and De-Motivators

Tuesday 9:00–10:15

Track 2: Service and Support Strategies

View Lounge North



Case Study: Improving Customer Service While Enduring Budget Challenges

Doug Bear, Kitsap County Public Works
www.kitsapgov.com

Create more efficient and superior service in a weak economy

For years, the Kitsap County Department of Community Development was criticized for ineffective customer service. Permits took a long time to issue, phone calls were not answered, and processes were cumbersome. A weak economy and downturn in revenue resulted in 10% staff layoffs and an additional 20% reduction in working hours.

During the past two years, the Department reworked its business model and is now recognized as a leader in customer service in government. You will learn how several simple changes resulted in superior service and mitigated a long-held perception of inefficiency in government.

Take-away:

A postcard desktop reference tool: Elements of Change - Six Keys to New Thinking

Meet the Speaker:

Doug Bear is the Public Communications Manager for Kitsap County, Washington. 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 experience includes the U. S. Navy, serving as an elected official, serving on various Boards and Committees, directing theatrical productions, leading community groups, and fund raising activities.

Benefits of Attending

- Learn why more money and more staff is not always the answer to better service.
- Understand the value of effective communication.
- Clear the way to complete work more efficiently.
- Develop strategies that raise morale and empower managers to manage.
- Discover why transparency is vital to effective customer service.



Panel: Save Time, Money & the Environment: Tools for Sustainable Support Centers

www.sustainableindustries.com

Moderator: Michael O'Brien Sustainable Industries



Panelists:

Jessica Vreeswijk, Founder & Director, Terrabytes Consulting

Paul Horton, Co-Founder, Climate Solutions

Matt Bauer, President & Co-Founder, BetterWorld



Join Michael O'Brien in this lively and information packed panel and gain insights from leading experts on how to set goals, implement a plan, monitor progress and communicate success for Green results that go beyond the bottom line. You will leave this panel discussion with strategies that will reduce your support centers environmental footprint while increasing operational efficiencies, engaging and inspiring employees and reducing operating costs.



Take-away:

The panelists, lead by Terrabytes Consulting will provide a 3-5 page document supporting the underlying methodologies and checklist for conducting Green IT assessments. This will answer questions like, "What is it?" Why conduct an assessment? How to start? The document will also include a case study that provides concrete examples. The document is included on your flash drive.

Meet the Speakers:

Michael O'Brien, Senior Account Executive, Puget Sound - Michael represents the Puget Sound and the State of Washington with a passion for sustainable business practices, local living economies, and a keen interest in cultivating lasting relationships invigorated with optimism for the future.

While working for Sustainable Industries, Michael attends the Bainbridge Graduate Institute – home of the nation's first sustainable MBA program. Since 1995, he has developed strong relationship-based business practices in business development for a real estate appraisal firm; managed over 50 partnerships in a fast-paced software company; and steered his nerves working in a trauma center as an EMT.

Jessica Vreeswijk, BCom, MCPM, MBA in Sustainable Business, is the founder of Terrabytes Consulting, a leading green IT firm that helps organizations reduce the environmental and financial impact of their IT operations.

Jessica has a strong background in IT, business, and sustainability. With more than eight years experience working in and running IT departments for large corporations, government, and non profits, Jessica has an excellent understanding of the challenges and opportunities each of these organizational models presents. Jessica sits on the City Green Board of Directors and is a green IT expert on Business Trends Quarterly's 'The Green Enterprise'.

Paul Horton, Co-Founder, Climate Solutions, has dedicated his career to advancing the body of knowledge and practice pertaining to sustainable resource management and carbon reduction. He has over 17 years of experience in the areas of climate change, energy efficiency, renewable energy, green building, and sustainable transportation and land-use.

Most recently, Paul was Director of Sustainability for the engineering and design firm, David Evans & Associates, based in Portland, OR. In this role, Paul served as organizational strategist on internal sustainability practices and external client services necessary for DEA to achieve its strategic direction of becoming a leader in sustainable resources management and carbon reduction solutions.

Paul has extensive experience working with several leading sustainability frameworks such as The Natural Step. Over the years, he has helped a variety of non-profits, businesses and local government agencies integrate sustainability into their planning efforts.

Matt Bauer, President & Co-Founder, BetterWorld - 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 helped to start or significantly grow a number of non-profits over the past 10 years including Charleston, SC-based Lowcountry Local First, the Sitar Center for Children and the Arts in Washington, DC, and Atlanta-based True Colors Theatre Company. Matt is a member of the San Francisco-based Full Circle Fund, the Social Venture Network, and serves on the board of directors for the Business Alliance for Local Living Economies, GreenNonprofits, the Noisette Foundation, and the Charleston Regional Alliance for the Arts.

Matt is co-editor and co-author of the upcoming *Green Non-Profits Handbook*, to be published by Wiley & Sons in late 2009, and speaks often on the topic of sustainability in the telecommunications industry, most recently as a keynote at the 2009 Green Telecom East Conference, the 2009 CTIA Green Telecom Summit, and Green Cities Orlando.

Benefits of Attending

- Learn how to reduce energy use and enable your service and support center to contribute to organizational sustainability.
- Understand how to enable your support center to be more sustainable.
- Get ideas to establish lasting change for your support center and the environment.
- Learn how to develop a strategic plan that works.

AFTERNOON REFRESHMENT BREAK

Tuesday 10:15 – 10:30

Tuesday 10:30–11:30

Track 1: Lessons on Leadership

Skyline Room



Workshop – Part 2: Turning Managers into Leaders

Brad Worthley, Brad Worthley, Inc.

www.bradworthley.com

Learn ways to change our behavior to greatly impact the people we lead.

Tuesday 10:30–11:30

Track 2: Service and Support Strategies

View Lounge North



Case Study: Successful Deployment of an Enterprise VoIP Solution

Gentry Valley, Costco

www.costco.com

Hear firsthand the benefits, challenges and ROI of a VoIP implementation.

Costco.com has been plagued in recent years with insurmountable hiring challenges creating significant service level deficiencies. To combat that, Costco Wholesale recently deployed an enterprise VoIP solution transitioning simultaneously to a multisite architecture. Come find out what processes were utilized to realize a successful launch of a new VoIP platform, the resulting KPI gains, the stresses felt in other areas of the business leading up to and during the deployment, and the challenges realized throughout the project.

Take-away:

White Paper – VoIP Implementation

Meet the Speaker:

Gentry Valley is an Operations Manager for Costco Wholesale. During his 15 years with the company, he has worked all levels of the contact center. Accomplishments include a successful launch of a 240 seat VoIP contact center, customer service enhancement implementations such as QM and Virtual Hold solutions, migration from a Flex routing to Skills-based routing ACD, process improvements to a virtually paperless environment, email management solution including a customer centric self-service interface, and oversight of CSR focused enhancements such as a WFM solution and web based GUIs to unify disparate contact center systems.

Gentry's desire for innovation comes from his prior US Naval nuclear engineering career. Other interests include his beautiful loving wife, two wonderful children, photography, and advocating for special needs people.

Benefits of Attending

- Explore the business decision facets useful in supporting capital expenses for implementing VoIP, showing significant benefits even during this weakened economy
- Review the expected and unexpected hurdles faced throughout the project and how they were overcome
- Explore vendor relationships when launching a project of this size and scope
- Review the moral implications of a project of this magnitude including the perception of what the addition of another site means
- Gain insight into future growth opportunities stemming from this new framework



Resources and Best Practices for Teleworkers: An Online Toolkit

Monica Babine, WA State University
www.wsu.edu

Learn the trends, benefits, and challenges of telework and gain access to a toolkit designed with resources for employers, managers, and individuals.

Telework has been around since the 1970s 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 the trends, concerns, benefits, and best practices of telework. She will also guide you through the results and products available from a recent telework pilot project conducted by WSU and other state and local partners.

Attend this session and find out if Telework is right for you and your customer service and support operations.

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 a new online toolkit with resources to help employers, managers, and individuals be successful at telework

NETWORKING LUNCHEON AND MEET WITH EVENT PARTNERS

11:30 – 12:45 Skyline Room



"Knowledge Sharing Across Generations to Reach Exotic Destinations: Organizational Learning for All Ages"

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

Collaborating across multiple geographical offices, international organizations, four distinct generations, and about 230 miles of Low Earth Orbit.

Like most organizations, NASA is challenged with collaborating across multiple geographical offices, international organizations, four distinct generations, and about 230 miles of Low Earth Orbit (well, maybe the last part is unique). But, if you add in an exotic destination or two, that takes a host of people to execute in order to allow a few to reach and return safely, the challenge takes on a new perspective – like technology based learning and distance education!

In order to have successful knowledge sharing it starts with the leadership of your organization. Jeanie will share how NASA tackled this challenge by developing a knowledge management program that leverages the wealth of 50 years of human space flight knowledge not only for today's workforce, but also for generations to come. Are you connecting and engaging those workers? Studies show they want to be wired, empowered, mentored, utilize social media, and are easily bored. NASA has found a way to connect with all generations using knowledge sharing from a multitude of ways including knowledge bases, social networking, and creative ways to capture data.

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.

Benefits of Attending

- Hear how NASA incorporates the essence of organizational learning and knowledge sharing without new tools or systems
- Learn to inspire and engage the younger generations
- Understand how to leverage social media in knowledge sharing



Workshop – Part 1: Learn Executive Business Skills for Progressive Service Leadership

Brenda Iniguez, Pink Elephant Corp.
www.pinkelephant.com

Learn traits and leadership skills necessary to lead and champion change within an organization.

This session will highlight the skills Senior Executives seek when looking to promote the next strategic leaders. Though your current job might be in the technical arena, when it comes to moving up, you're going to need to pair your technical expertise with some business savvy skills. We'll discuss the key Executive Business skills you'll need to possess and hone to attract promotion attention.

Brenda will give tips to successfully lead in a technical arena at the executive level and will review specific traits and leadership skills necessary to lead and champion change within an organization.

Brenda is a highly experienced IT practitioner with firsthand experience overseeing major IT projects and high performance teams in Fortune 100 companies. In her current role, she provides guidance to IT executives on their Service Management / Delivery initiatives.

Moving from line level to middle or executive leadership is a whole new league and this session will help prepare and equip you with the skills you'll need to move up.

Take-away:

- Key Executive Business Skills Quick Reference
- Resource Reference listing

Meet the Speaker:

Brenda Iniguez is a seasoned IT Support Professional, with over 25 years proven experience in Fortune 100 companies, designing, building, consolidating, and managing their Enterprise Service Management initiatives. In addition, she is ITIL Service Manager certified, ITIL V3 certified, and was selected for the TSO V3 ITIL Live Content Review Group, an SME panel of 11 worldwide ITIL experts. She is well versed in the Service Management disciplines and has spent major parts of her career managing and as Executive Consultant with Pink Elephant, VP at Bank of America, Provident Financial / WAMU, Service Management Strategy Director for FrontRange Solutions, and is currently doing Strategic Business work with Pink Elephant.

Benefits of Attending

- Learn key executive business skills needed to elevate support and move up organizationally
- Explore how to actually apply the 80/20 principle
- Understand there is beauty and effectiveness in simplicity?
- What about homogenous organizations...does everyone think like you?
- Learn what it takes to be an influencer?



Workshop – Part 1: 10 Critical Steps to Embrace Cultural Change and Improve Businesses Process

Jeremy Klingel, Exervio
www.exervio.com

Learn how to improve business process and deliver faster, more efficient and less costly results.

The time to begin a process improvement initiative is now! Given today's downturned economy and market fluctuations, it is wise to continually look for ways to right-size any organization. Inactivity and complacency are costs that businesses cannot afford. Yesterday's best practices may not be today's best solutions. Join Jeremy in this interactive workshop to learn how business process improvement can deliver results that are generated faster, more efficiently, and with less expense. He will delve into a 4 phase approach, consisting of 10 primary steps, proving how your organization's collective knowledge and experience could be used as a potent method of improving processes.

Take-away:

White Paper on Improving Process in any Business Environment

Meet the Speaker:

Mr. Klingel is a Manager within the Process Excellence practice at Exervio Management Consulting. With a specialization in process optimization, enterprise re-engineering, and organizational transformation, he is responsible for managing the delivery of sustainable, 3:1 financial return to major market clients via engagements ranging from 3 to 9 months in duration.

Jeremy's recent work has focused on the design of comprehensive Management Operating Structures and the development of Dynamic Metric Management Suites. He recently authored an article for Consulting Magazine titled, Improving Process Across Dynamic Business Portfolios.

Benefits of Attending

- Hear how Continuous Process Enhancement (CPE) can be a valuable addition to any management operating structure.
- Learn to foster an organizational environment in which process improvement can thrive.
- Understand how appropriate training will enable employees to participate in process improvement efforts for better results.
- Find out how to assess and develop a plan for implementing change.



Top 10 Ways to Get Millennial Value in Baby Boomer Organizations

Ivy, High Tech High Touch Solutions

www.hthts.com

Learn how to effectively prepare and develop Millennials to realize their potential.

First, master your skills in patience and understanding! Millennials are an opinionated, bright, generation with different learning and communication styles, political viewpoints and behaviors from the Boomers.

The most seasoned people in leadership positions today are the Baby Boomers. The Millennials are the upcoming leaders over the next 10+ years. Younger workers can't be counted on to fill the void as the Boomers retire, as they lack the experience that builds deep expertise. It is imperative to know how to effectively prepare, develop, understand, and then exploit these young minds to realize their maximum value.

Ivy's extensive knowledge of psychological behavior and real world business experience makes it possible to understand what it takes to integrate the Millennials into Boomer environments. This interactive session will teach you how to successfully get the most value from the Millennials working in organizations that have been primarily Boomer and Gen X oriented.

We will explore mentoring, behavioral styles, communication considerations, and leadership techniques that are the most effective when working with the Millennials. You will hear specifics and statistics plus learn of valuable resources

(This session will be helpful to those with children in this age group too.)

Take-away:

Handout loaded with key resources on the topics of the different Generations ranging from the Silent Generation to the Millennials. (Provided on Flash Drive.)

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.

Tuesday 3:00 – 3:15

AFTERNOON REFRESHMENT BREAK



Workshop – Part 2: Learn Executive Business Skills for Progressive Service Leadership

Brenda Iniguez, Pink Elephant Corp.

www.pinkelephant.com

Learn traits and leadership skills necessary to lead and champion change within an organization.



Workshop – Part 2: 10 Critical Steps to Embrace Cultural Change and Improve Businesses Process

Jeremy Klingel, Exervio

www.exervio.com



Manage Conflict and Empower People - The Leader's (Unspoken) Critical Imperative

Carol Bowser, Conflict Management Strategies

www.managingconflict.com

Learn to create an action plan for managing conflict through empowerment

Leaders are leaders because individuals choose to follow them. Managing conflict may be one of the most important, albeit overlooked, imperatives for effective leadership. When conflict is not addressed your professional reputation, and your employee's ability to trust you, is undermined. During economic uncertainty staff is often under higher stress levels. More stress creates a perfect environment for more conflict in the workplace. Are you prepared? Do you have a plan? Does your conflict management style align with the company's core values? Do you know what your employees expect you to do when tensions are high? Attend this session and gain key insights in ways to manage conflict through personal empowerment.

Take-aways:

- White paper on sources of Conflict in the Workplace and What to do about it.
- Free Subscription to Conflict Management Strategies Enewsletter.

Meet the Speaker:

Carol Bowser: President of Conflict Management Strategies Inc. 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.

Benefits of Attending

- Learn the Top 5 reasons for workplace conflict
- Discover WHY people are not coming to you to help-until it may be too late
- Understand WHY relying on Human Resources can hurt you
- Gain insight into how professional training can undermine your efforts to address workplace conflict
- How to avoid the "Fixer Syndrome"
- Create an action plan that implements the lessons learned as soon as you get back to the office



Enlightened Leadership - A Toolbox for Authentic Power, Danna Beal, M.Ed.

Danna Beal, M.ED.

www.dbconsulting.com

Learn 7 steps for creating a team of cooperative, high performing, and energized employees.

Today, more than ever before, it is essential to create a workplace environment of trust and compassion. Fear and insecurity during these uncertain times can deplete the energy of employees and limit the potential of the organization; often resulting in rivalry and internal competition.

Ego drama has immeasurable costs to businesses in all industries and is often ignored or denied. Discover the traits of truly great leaders who unite and inspire those they lead. Learn the seven secret steps for creating a team of cooperative, high performing, and energized employees.

Take-aways:

Two free articles: "A Toolbox for Authentic Leadership" and "Is Rivalry Preventing Teamwork in Your Organization?"

Meet the Speaker:

Danna Beal, M.Ed., is an international author, keynote speaker and workshop leader. She has spoken to over 300 business groups throughout the United States and Canada on her model for "Restoring Trust and Compassion". Based on her book, Tragedy in the Workplace: The Longest Running Show in the Country, she has developed her "Healing the Workplace Series", for businesses in all industries.

Beal has been on over 50 radio and television shows discussing how leaders and individuals can create a culture that engages, inspires and taps into the human potential of everyone. Her audiences have included hospitals, physician groups, CPA and law firms, insurance, retail, government and business associations, to name a few.

Benefits of Attending

- Learn to recognize and give up the constraints of the ego and deepen your own authentic power.
- Replace fear with trust and compassion so people can perform at their best.
- Build teamwork, cooperation, and synergism instead of internal rivalry and competition.
- Attract respect, enthusiasm, and loyalty of team members.
- Discover the source and end power struggles, paranoia, gossip, personal agendas, and drama that drain time and money.

5:00 – 5:15 PM - Closing Wrap-up in the Skyline Room
Valuable giveaways including a drawing for free passes to attend future events

The 9th Annual Government Customer Support Professionals Conference and Expo

May 2010 in the Virginia / Maryland area



**SAVE \$500! Reserve your seat before November 1st, 2009.
Take advantage of the discounted rate of \$995.**

Stop by the Registration Desk to make your reservation to ensure you get one of the seats at this exclusive event.

www.governmentconference.com

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 telecasts) 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, which is separate from High Tech High Touch Solutions' primary database, or sign up on the CSSP website.

www.thecssp.com

Websites containing resources, event listings, 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

www.ivymeadors.com – Ivy Meadors' official website

Contact information

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

Call us any time at: **425-398-9292**