

Service Leadership Conference

“The Service Proposition in 2010: Innovation, Strategy and Process”

Date: September 22, 2009

Where: Northern Illinois University – Hoffman Estates
5555 Trillium Blvd.
Hoffman Estates, IL 60192

Produced by:
The Chicago Chapter and the National Association of Service Managers



Chicago Chapter

Improve Your Customers' Experience

And

Lead your Service Organization

Through

The Challenging Business Environment



National Association of
Service Managers

This unique one-day event will assemble top service executives, their cross functional management teams and other service leaders to discuss vital issues, challenges and opportunities facing service organizations. Most importantly, delegates will return to their companies with tactical and strategic ideas gained through comprehensive executive sessions, detailed sessions on service infrastructure subjects, and networking opportunities.

The conference schedule and content is designed for optimum value by compressing key topics into a dual track format for the executives and their functional managers. The exhibitors will be available to share their knowledge, experience and proven solutions to increase awareness of the leading tools available to improve service quality and effectiveness.

The academic venue was selected to further emphasize the learning, sharing and networking environment that continues to be the core emphasis of the National Association of Service Managers and The Chicago Chapter.

Tuesday September 22, 2009 Agenda

Time	Executive Track A	Functional Manager Track B
7:00 AM	Conference Registration and Continental Breakfast	
7:40 AM	<p>“Welcome”</p> <ul style="list-style-type: none"> – Dr. Promod Vohra, Professor at the Northern Illinois University – Jim Mueller, President, National Association of Service Managers – Thomas Schlick, President, The Chicago Chapter 	
8:00 AM	<p>Keynote Address</p> <p>“You aren’t what you can be - yet” – Gerald Bruder</p> <p>Gerald Bruder is best known for his skill in "turning a group on". For more than thirty years, he has made thousands of presentations for educators as well as business, government, university, and professional organizations throughout the United States and other countries.</p>	
9:15 AM	<p>“Innovative Innovation” –Adam Hartung</p> <p>Adam Hartung has devoted the last 15 years of his life to helping organizations understand and use marketplace disruption in order to create competitive advantage. His unique view of strategy and what makes companies successful is helpful for anyone trying to stay profitable in this economy.</p>	<p>“Warranty Management – Utilizing Warranty Metrics for Service and Quality” –Kevin Krakora</p> <p>Director, Product Services, Mitsubishi Caterpillar Forklift America</p> <p>This presentation will review methods for integrating service center and warranty data to improve product health intelligence and evaluating priorities for improving customer satisfaction. Several simple to implement methods help to improve quality as well as supplier recovery without stretching resources.</p>
10:00 AM	Networking Break with Exhibitors	
10:30 AM	<p>“Strategic Vision” –Bill Burnett</p> <p>Bill Burnett is one of the country’s leading experts on organizing for innovation. His practical insights and suggestions for making an organization more creative can be put to use immediately.</p>	<p>“Product Lifecycle Management” – Roy Steele, President, RoShar Associates</p> <p>This session will focus on how service and support organizations can add measurable value to the customer experience through application of Product Lifecycle Management (PLM) practices. We will discuss how we can better serve our end-user customers, the field service engineers and all first level support personnel.</p>
11:30 AM	<p>“A Service Executive Panel State of the Service Industry with Imperatives for Survival”</p> <ul style="list-style-type: none"> – hosted by Walt Gasparovic, President, The Gasparovic Group Inc. – Kevin Krakora, Director, Product Services, Mitsubishi Caterpillar Forklift America – Les Teplicky, Manager, Worldwide Product Support Services, Deere & Company – Roy Steele, President, RoShar Associates, LLC – Mike Cline, COO, Heartcare Centers of Illinois – Larry Shalzi, President of DC Vast 	

12:30 PM	Networking Lunch	
1:30 PM	<p><i>“Transforming Your Parts and Service Business: Tools, Tips and Strategy.”</i> –Tom Walley VP Customer Support Oshkosh Truck Corp</p> <p>–Tim Hagen President, Sales Progress</p> <p>The workshop will focus on a real life example of a parts and service business transformation. Transitioning from a reactive environment seen as a “necessary evil” to a proactive profit packed business unit. In a competitive environment where the whole goods segment often faces price pressure and competition from international suppliers your service business provides untapped profit potential and long term stability. We will explore the key pillars to build your service business around, creating a road map for success. The end-game is to migrate your parts and service business from a reactive environment to a world class service organization creating unparalleled brand loyalty driving repeat sales.</p>	<p><i>“Service Training and Learning Management Systems”</i> –Ken Cook, President, Ken Cook Co. –Adam Retzlaff, Account Manager, Ken Cook Co.</p> <p>Learning Management Systems (LMS) for Dealer Service Management and Technician Training/Certification. Apply LMS tools for management education and certification with NASM sponsored programs. Technician training can be web based and worldwide, using LMS software. The session includes examples of Yanmar diesel engine technician programs and warranty claims processes.</p>
2:30 PM		<p><i>“Service Parts Optimization”</i> – Roy Steele, President, RoShar Associates</p> <p>Service Parts Inventory Optimization continues to be one of the top challenges for organizations regardless of which functional area you are associated with. This session will focus on the fundamentals of service parts forecasting, planning and strategic deployment with emphasis on supplier management, reliability growth, demand management, configuration management, financial, depot repair and technology enablers.</p>
3:00 PM	Networking Break with Exhibitors	
3:30 PM	<p><i>“Service Through the Eyes of a Customer”</i> – Neil Johnson, Vice President Technical Solutions and Support, Fujifilm Graphic Systems</p> <p>– Walt Gasparovic, President, The Gasparovic Group, Inc</p> <p>Fujifilm has utilized the measurement of customer satisfaction to improve technical service to its products, and, in the process, has developed a key metric for the management of its service organization. Walt Gasparovic, CEO of The Gasparovic Group, Inc. will also present customer satisfaction data collected within the product services industry over a 10-year period.</p>	<p><i>“Service Documentation and Translations”</i> – Steve Anderson, Manager Worldwide Technical Information Services - Deere & Company</p> <p>Steve leads John Deere's Information Development and Delivery processes with locations in the US, Europe and India. He will cover the challenges and solutions of delivering technical "Service" information including some approaches we use at John Deere. Translations will be a part of his talk</p>
4:30 PM	<p>JOINT WRAP-UP SESSION – Walt Gasparovic, Chairman of the Board of Directors , The Chicago Chapter</p> <p>Awards, Short comments session on the days events. Invitation to Marriott Networking session.</p>	

Two Heads are Better Than One

With so much content to absorb, having an extra pair of ears around is not a bad idea. To facilitate this, we have arranged it so that when one person from your organization registers at the conference price of \$299 for Card Carrying Member of a recognized Service Organization, or \$349 as a non member, all subsequent colleagues from the same organization may register for \$99 when registering. We also offer a special deal to attendees who would like to attend and get a 1 year NASM membership for \$399.00.

Register Early, we have only 200 spots open at this time.

REGISTER: please call Laura at (414) 847-1256, or complete and return the Registration form, found at bottom (page 5) (laurab@kencook.com) Fax: (414) 466-9275

Seven Reasons to Attend the Service Leadership Conference

1. A networking opportunity to learn and share practical and actionable ideas from other experienced service professionals
2. This is the time to develop and implement business improvement initiatives – many at low cost/no cost.
3. An opportunity to bring your management team together for an enrichment day with each other and their peers.
4. One of the few places where Service Executives gather.
5. An opportunity to learn what is possible and more importantly, to hear about the successes of initiatives in other organizations.
6. Program designed by service professionals for service professional
7. Affordable both in time and price. Chicago location one day conference.

Who should attend and who else will be attending?

Executives Invited to Attend This Conference

Functional Managers Invited to Attend This Conference

Chief Executive Officer
Chief Operations Officer
Chief Financial Officer
Chief Information Officer
Chief Service Officers
Executive Vice President of Service
Vice President Service
Senior Director of Service
Director of Service
Vice President of Marketing and Sales
Dealer Support Executives
General Managers

Region Service Manager
District Service Manager
Branch Service Manager
Field Service Manager
Customer Contact Center Manager
Technical Support Manager
Technical Training Manager
Product Manager
Service Logistics Manager
Purchasing and Procurement Manager
Depot Repair Center Manager
Warranty Manager
Service Parts Manager
Materials Manager

Vertical Industries Invited to Attend This Conference include; Automotive, Agricultural, Construction and Forestry, Telecommunications, Network, Storage and Computer, Healthcare, Aerospace, Transportation, Consumer Products, Third-Party Service and Third-Party Logistics.

NASM

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Hotel Information: Marriott Northwest, 4800 Hoffman Blvd., Hoffman Estates, IL. Telephone: 800.395.5921
NASM block held until August 29, 2009 \$99/night rate. <http://www.marriott.com>

Register today by completing this **Registration form**, which can be faxed or scanned to pdf and emailed to **NASM** c/o Laura Berg. Please feel free to contact Laura Berg, Phone: 414.847.1256, Email: laurab@kencook.com or Fax: 414.466.9275.

* **Reduced rates for companies bringing more than one person.**

**REGISTRATION September 22, 2009 Service Leadership Conference
Hoffman Estates, IL**

- **\$399.** Includes One, 1 year Membership to **NASM; NEW Members Only** (membership for balance 2009 and 2010)
- **\$349.** Non Member
- **\$299.** **NASM** Member
- * **\$99.** Each Multiple attendee **from Same Organization.** (i.e.: 1 @ either \$399, \$349 or \$299 plus \$99.00 for each additional attendee) **List each additional attendee separately.**
- **\$99.** Un-Employed

Registration and Contact Information is Vital. After your registration has been processed, you will receive a receipt via Email. Questions, please contact Laura Berg (Phone: 414.847.1256, Email: laurab@kencook.com or Fax: 414.466.9275)

Payment can be made by credit card (*Visa* or *MasterCard*) or check; checks payable to **NASM**.

Name: _____ **Fee:** \$ _____

Title: _____

Company/Organization: _____

Address: _____

City/State/Zip Code: _____

Phone (day): _____

Email: _____

Check or Credit Card No.: _____

>>> Additional Registrant from the same Company or Organization:

Name: _____ **Fee:** \$ _____

Title: _____

Phone (day): _____

Email: _____

Please feel free to register additional people from your organization; add name and contact information.

TOTAL REGISTRATION: \$ _____