



# THE FRONT LINE

## “A New Perspective” - HDI Trillium Chapter Annual Conference - March 28, 2007

The \*first 15 registrations will receive a \$20 gift certificate from Best Buy!

\*Gift Certificates will be distributed to the attendees at the conference

**Event Date:**

Wednesday, Mar 28, 2007

**Event Time:**

8:00am - 5:00pm Lunch will be served at 12:30PM)

**Location:**

**Novotel Hotel on the Esplanade**  
(45 The Esplanade - Downtown Toronto - 416-367-8900)

**Cost (HDI/itSMF members): \$199**

**Cost (Non-members): \$299**

(check our website for membership details)

**Speakers:**

Keynotes: Char Labounty, George Spalding, plus many more!



### A New Perspective, our 5<sup>th</sup> Annual HDI Trillium Chapter Conference on March 28, 2007

After receiving outstanding feedback from our fall kick off event; **Char Labounty is returning** as the morning keynote to speak about the Service Catalogue. Char is one of the best-known names in the IT Service and Support space and prior to her consulting practice was an executive level practitioner for Norwest Corporation and Disney Worldwide Services.

**George Spalding** an executive consultant with Pink Elephant has a 20-year commitment to improving the IT Service Management industry, George's irreverent blend of quick wit and high-tech humor make him a much sought-after speaker and will be our closing keynote speaker in the afternoon. George Spalding, author of ITIL Version 3's Continual Service Improvement book will provide an overview of ITIL V3. The Service Operations book explains the current levels of incidents and problems, but details new specifics regarding event management and service requests. This will impact existing Service Desk processes and tools.

So what is sandwiched in between? **A great set of speakers** who will discuss topics like Configuration Management, Teamwork, a session that discusses all the ITIL and HDI certifications, Self Service and more...

We have a great day lined up for our members and guests; the cost is \$199 for HDI and itSMF members and \$299 for non members. The conference is being held at the **Novotel Hotel on the Esplanade** in downtown Toronto. Walking distance from Union station and plenty of "Green P" parking right behind the hotel.

If you are interested in **Vendor sponsorship** we have a few spaces remaining, contact [vendors@hditrillium.com](mailto:vendors@hditrillium.com) and Katherine Lord will be happy to discuss the different levels of sponsorship with you.

Look forward to seeing you there.

Carol Parker  
HDI Trillium Chapter - President

**HDI Trillium Chapter - Proud recipient  
of a Gold Circle of Excellence award  
from HDI Global for 2006**



## “A New Perspective” - HDI Trillium Chapter Annual Conference - March 28, 2007

Finally, a Southern Ontario based conference that’s full of great material and an affordable price!

Send your whole team!

Back by popular demand: Keynote Speakers **Char LaBounty & George Spalding**

Premise:

This full day conference, geared to IT Support professionals, is designed to initiate great networking and even better learning. If you’re considering ITIL, come and listen to those that have already begun the process. If you’re struggling with strategy, meet colleagues that are also struggling. If you just want to improve what and how you do it, come and participate.

**This conference is for you:** IT Support Managers/Supervisors - Help Desk/Service Desk Supervisors/Managers - Career-minded Support Analysts.

8:00-8:45	Registration, Continental Breakfast, Vendor Exhibits			
8:45-8:55	<b>Welcoming Address</b> – Carol Parker			
8:55-9:00	<b>HDI Analyst of the Year Award</b> – presented by Don McCarroll			
9:00-10:15	Keynote Address, <b>Char LaBounty</b> - How to Build an Actionable Service Catalog			
10:15-10:30	Break, Vendor Exhibits Continue			
10:30-11:30	<b>Katherine Lord &amp; Heather Cockline</b> - HDI and ITIL Certification, The Five Ws	<b>Hasib Sayed</b> - What Gets Rewarded Gets Repeated	<b>Nick de Jong</b> - Balanced Lifestyle – 2 hour workshop	<b>John Towsley</b> - Service Desk and Change Management – 2 hour workshop
11:30-12:30	<b>Michael Oas</b> - A Step by Step Guide to Building a CMDB	<b>Kevin McConomy</b> - IT Support Mgt for the Province eHealth Utility		
12:30-1:30	Lunch, Vendor Exhibits Continue			
1:30-2:30	<b>Kevin McConomy</b> - IT Support Mgt for the Province eHealth Utility	<b>Nick de Jong</b> - Self Service a Matter of Perspective	<b>Katherine Lord</b> - Workshop - TBA	<b>Carol Parker</b> Workshop - TBA
2:30-3:30	<b>Hasib Sayed</b> - What Gets Rewarded Gets Repeated	<b>Michael Oas</b> - A Step by Step Guide to Building a CMDB		
3:30-3:45	Break, Vendor Exhibits Continue			
3:45-4:45	Keynote Address, <b>George Spalding</b> - The Future of ITIL Version 3.0			
4:45	<b>Closing Remarks, Prize Draws, Closing</b> – Carol Parker			

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Thank you to our Sponsors:

### GOLD LEVEL

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CERTIFICATION SERVICES

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### SILVER LEVEL



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### Inspirational Quote

“Pity the man who has a favourite restaurant, but not a favourite author. He's picked out a favourite place to feed his body, but he doesn't have a favourite place to feed his mind!”

- Jim Rohn

## Join Char Labounty again on Thursday, March 29th

Can't get enough of Char? Toronto HDI Members are invited to also attend the itSMF Toronto Branch meeting on Thursday, March 29<sup>th</sup> featuring Char LaBounty speaking on a different topic. itSMF is extending their same member rates to our HDI membership!

### March 29th Event: SLM - A strategic Perspective



**The March 29 Toronto Branch itSMF event** will focus on a topic that is of paramount interest to the CIO, and so by implication a very important topic for all IT managers, the topic of Service Level Management. The voting is in, and the membership has spoken, you have decided on a slightly different twist on this very talked about topic, the paper chosen is entitled 'SLM - A strategic Perspective'.

Our speaker is a very recognized personality within the ITSM community, **Char LaBounty**. Char is extending her stay in Toronto, where she is already speaking at the HDI conference, to present to our community. Please note that a very close second in the voting was for the paper entitled "How to build an Actionable Service Catalogue", this paper will be presented by **Char at the HDI event on March 28**, at the HDI Conference. Special rates have been negotiated for itSMF members to attend

this event.

#### **Early Bird Draw!**

The first 30 paid registrants who sign up prior to March 20 are automatically entered into a draw for a \$100 gift certificate from Best Buy. (note: *Winner must be present to collect his/ her prize*)



**Topic:** "SLM - A strategic Perspective"

**Speaker:** Char LaBounty

**Date:** March 29, 2007

**At** Marriott Eaton Centre, 525 Bay Street, Toronto, M5G 2L2, (416) 597-9200

**Time** 9:30 am – 11:30 am

**Cost** \$35 for itSMF& HDI Members and \$50 for Non-itSMF/HDI Members

Register now at [www.itsmf.ca/events](http://www.itsmf.ca/events)

About our session, SLM - A strategic Perspective:

*Service Level Management (SLM) is essential in any organization so that the level of IT service needed to support the business can be determined, and monitoring can be initiated to identify whether the required services levels are being achieved – and if not, why not. Char is one of North America's most knowledgeable and highly respected IT professionals. In this informative session, she will explain why the use of SLM is a powerful mechanism for providing effective process and methods for maintaining critical IT business alignment in a complex environment of ongoing business and IT change.*

*There are many aspects to planning, implementing and managing an effective SLM process. Char's discussion will focus on the roles and responsibilities of the CIO and senior IT managers. Without involvement and a major contribution from this key group, SLM is in jeopardy. She will identify what they should contribute to determine direction, establish key objectives, set policy, create corporate standards, and entrench a service culture. These are all necessary inputs for creating a service catalogue, developing SLAs and OLAs, and implementing ongoing metrics and service review processes.*

We believe that this event will be of interest to senior management within your organizations, so we strongly recommend you invite them along.

Once more we will be running a promotion to encourage early registration and allow the committee to better plan our session, so back by popular request is the a \$100 gift certificate to Best Buy for an early registrant, drawn from all who register prior to March 20.

We thank you for your support and look forward to making this event a great success.

*Best Regards,  
itSMF Toronto Branch*



# HDI

## 2007 Annual Conference & Expo

World Conference on Customer & IT Technical Support

# Be a Driving Force for Excellence!

Whether you are a senior executive, a director or a new manager, HDI 2007 offers more than 100 practical and success-oriented sessions you won't want to miss. Plus, fresh new content—expanded tracks on external customer support and workforce performance, more strategic sessions for mature organizations as well as the small help desk. Don't miss our exclusive executive program, the largest expo for internal and external customer support, and much more!

At HDI 2007 you will be challenged to become a driving force within your own organization. Whether you are managing the frontlines or in the boardroom, you play an important role in delivering service that will make your organization more competitive. Attend HDI 2007 to learn how to make your organization the force to be reckoned with in your industry.

### Call Today to Register for HDI 2007

April 30-May 3, 2007  
Mandalay Bay Resort, Las Vegas, NV

(800) 248-5667  
[www.ThinkHDI.com/HDI2007](http://www.ThinkHDI.com/HDI2007)

Special Performance



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Stephen C. Goodall  
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Christine Comaford-Lynch  
Founder & CEO, Mighty Ventures  
Pedal to the Metal



Ron Muns  
Founder and CEO, HDI  
State of the IT Service  
and Support Industry



Mark Scharenbroich  
Performance Expert and Humorist  
Fueling Performance  
with Passion



Judson Laipply  
Internet Personality

## What kind of organization is the HDI Trillium Chapter?

We are a non profit local chapter, managed and run by a great group of volunteers who deliver terrific programs, training and conferences. We have gone through significant rebranding this past year to be more open to a membership that is not only based in the Greater Toronto Area, but includes Southern Ontario with members from Barrie, North Bay, London, Guelph, Oshawa, Whitby and Kitchener.

This year we changed our on-line registration and payment process to PayPal, which makes it easier to manage the billing and expenses that the chapter incurs. You do not require a PayPal account to pay using PayPal, just chose the credit card option and it will process the payment and send an email notification when the transaction is complete.

If you are interested in volunteering your time with the chapter, go to our website and read the Volunteering and Roles and Responsibilities tab on the right hand side of the website. If you are interested, send an email to [president@hditrillium.com](mailto:president@hditrillium.com) and let us know your skill set and area that interests you.

Carol Parker  
HDI Trillium Chapter – President

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## Be Part of the Largest Customer Satisfaction Benchmarking Study in IT History!

The focus of this worldwide study is to measure the overall satisfaction level of internal and external IT support from the customer's perspective. HDI's Customer Satisfaction Benchmarking Study will measure and compare participating support centers by:

- Country
- Industry (Healthcare, Financial, Outsourcer, Government, etc.)
- The size of the participants user community
- Type of support delivered (internal, external, blended)
- In-house support organizations and outsourcers

Study participants must be [enrolled](#) by March 30, 2007.

### How the Study will be Conducted

[HDI's Customer Satisfaction Index](#) service will be used to conduct this study. This service is complimentary to your company starting April 1, 2007 and ending September 30, 2007.

HDI's Customer Satisfaction Index service is available in

the following languages: English, French, German, Japanese, Swedish, Spanish, Italian and Dutch. Other languages can be added as needed. Call for details.

### Benefits of Participating

As a benefit of your participation in the Customer Satisfaction Benchmarking Study, you will receive weekly customer satisfaction reports broken out by technical skills, timeliness, quality, and overall satisfaction for six months. You will also receive a copy of the final study results, which will be published and available in October 2007.

### Study Details

The study will begin April 1, 2007 and end September 30, 2007. Participants must be [enrolled](#) by March 30, 2007.

HDI's Customer Satisfaction Index service is a secure web-based, reliable, third-party survey designed specifically for the IT service and support industry.

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

## Help desk job can kick start IT career

By: Katherine Spencer Lee [www.roberthalftechnology.com](http://www.roberthalftechnology.com)

Computerworld (US) - Issue #8 (26 February 2007)

Those looking to break into the IT industry -- whether they are recent college graduates or entry-level professionals, or are transitioning from another profession -- often have the same initial question: Where do I start?

The Concern is Legitimate. The first steps you take as you launch your career in the technology field play a role in establishing the professional path you ultimately take. It's also necessary to build a solid foundation of skills and experience early on so you can prepare yourself for additional responsibilities and advancement opportunities down the road.

So, what's a good first job? Quite frequently, rewarding IT careers start on the help desk. The support field is booming as companies continue to expand their operations and invest in technology to fuel this growth. In addition, the release of new systems and products rarely slows -- the new Windows Vista and accompanying Office updates are good examples -- meaning there is a steady need for specialists to help end users troubleshoot the applications and hardware they rely on.

But more important, a help desk job can put you in a good position for future growth. Here are a few reasons why:

**Hard skills development.** Help desk technicians work with nearly every system a company uses or sells. That includes operating systems -- applications, networks, the Internet, hardware and peripherals. In a help desk role, you can gain in-depth, real-world knowledge of these technologies, an especially valuable commodity for workers with little or no job experience. This wide-ranging exposure allows you to not only build your hard skills, but also determine which technologies you have the greatest passion for.

**Soft skills development.** There's no doubt well-developed technical skills are essential for any IT professional, but that doesn't mean they're all you need to build a successful career. Increasingly, managers are looking for employees who also have strong interpersonal skills, such as communication, problem-solving and leadership abilities. These so-called soft skills can be learned on the help desk. Think about it: Performing step-by-step troubleshooting of a proxy server configuration with a person unfamiliar with the workings of the e-mail system allows you to build your communication skills. And keeping your cool when helping a stressed caller resolve his problem can improve your tact and diplomacy.

**Advancement potential.** Perhaps the best part about a help desk role is that it's often possible to leverage the skills and experience gained there to secure a higher-level position. Many network, Web and e-mail administrators, for example, got their starts on the help desk. In addition, many advancement opportunities exist within the help desk itself. In large companies, Tier 2 and Tier 3 professionals are needed to supervise, train and assist junior help desk technicians. Another potential career path is to pursue a position as a help desk manager. According to the Robert Half Technology 2007 Salary Guide, the national average starting salary for help desk managers is US\$62,500 to \$88,250 this year.

Unlike most areas of IT, which call for extremely specialized knowledge, the help desk requires professionals to be familiar, at least in a broad sense, with a large number of technologies. If you've grown up with computers or are the unofficial tech guru among your friends, a spot on the help desk may be the right way to start your IT career.

If you didn't attend our February 20th meeting with Katherine Spencer Lee, here's what you missed!



# Great Minds Join HDI!

Join over 7500 of the IT service and support industry's greatest minds by becoming an HDI member.

What are some of the benefits of being an HDI member?

- Excellent networking opportunities
- Discounts on training and certification courses
- Reduced rates for HDI's Annual Conference & Expo
- The latest industry best practices, tools and trends
- Publications: *SupportWorld*, White Papers, Focus Books, Metrics Guides
- Members-only webinars and online resources
- Access to HDI's Job Board

To join, go to [www.ThinkHDI.com](http://www.ThinkHDI.com) or call 800-948-5667.





## Certification Training

HDI, the world's largest membership association for service and support professionals, sets the standard for soft skill certification for the service and support industry!

HDI Certification is based on internationally recognized open standards developed by committees of worldwide industry leaders, help desk and support center experts, consultants, and practitioners for the benefit of the support industry. HDI's certification preparatory programs, and those of others that cover HDI Certification exam objectives, were written to teach the learning objectives developed for each standard.



**HDI Support Centre Manager (SCM)** is for help desk and support center supervisors, managers, and project managers who are responsible for day-to-day operations (or those individuals who want to move up into these roles). No prerequisites required.

**Call for  
Dates**



**Support Centre Analysts (SCA)** are part of your vital frontline and they represent your entire organization. HDI's the Support Center Analysts course (SCA) provides analysts of all levels with strategies for effective customer care and problem resolution, as well as fundamental support processes and tools.

**Call for  
Dates**



**Support Centre Director (SCD)** course will show you how to use your knowledge and communication skills to align your department with organizational goals; operate under constraints such as budget, resources, and increased expectations; as well as discover techniques to help you market the support center to upper management.

**Call for  
Dates**



**Support Centre Team Lead (SCTL)** course builds the fundamental management and leadership skills needed to be an effective leader. SCTL prepares current and future team leaders for excellence as they take on increased responsibilities.

**Call for  
Dates**



**ITIL Foundations Certification**, designed for all levels of IT Service and Support staff, provides IT professionals with accredited industry certification of the ITIL best practice framework. (includes 1-hour proctored ITIL Foundations Certification exam)  
**Ask for Discount Code HDI 001**

**Mar 28<sup>th</sup>  
Markham**

### Membership has its Advantages!!!

Certification training is available in the Toronto area at a discount for our local Chapter Members.  
For HDI training, please contact Don McCarroll [don@serviceminds.com](mailto:don@serviceminds.com) or call (519) 570-9731 for further details.  
For ITIL training, please contact Rushmi Hasham [rushmi.hasham@bwyze.com](mailto:rushmi.hasham@bwyze.com) or call (416) 907-4461 for further details

## 2006-2007 Chapter Meeting Schedule

Date	Topic	Speaker
September 28th, 2006	Join in with itSMF Conference	
October 19th, 2006	Annual Kick-off meeting - hotel in Toronto	Char LaBounty - HDI International Speaker
November 21, 2006	Vendor Management	George Anderson
December, 2006	No meeting scheduled	Happy Holidays !!!
January 30, 2007	Training Day Skills Development Workshop	Afternoon Conference
February 20th, 2007	Luncheon Meeting	Kathryn Spencer Lee
March 28, 2007	5 <sup>th</sup> Annual HDI Trillium Conference	Full Day of speakers - Novotel in Toronto
April, 2007	TBA	
May, 2007	TBA	
June, 2007	TBA	

### MEETING INFORMATION (unless otherwise posted)

#### Place and Time

Metro Hall 55 John Street, Toronto ( between Wellington and King ) We'll be meeting in different rooms, (typically on the 3rd floor) , check the sign in the main lobby for the specific room #.

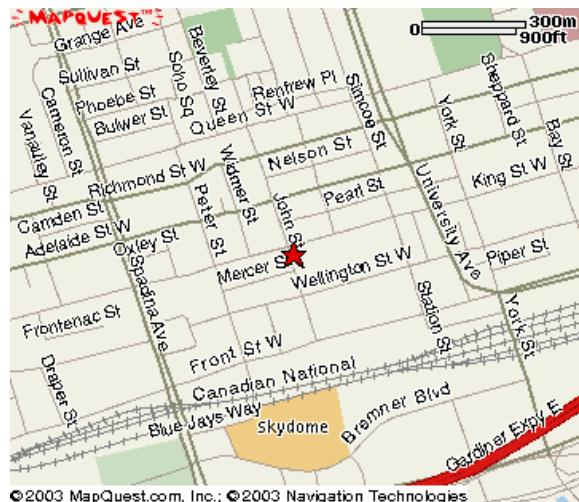
RSVP on-line by 4:00 pm the day prior to the meeting.

#### Meeting time

5:00-5:30 Registration and Refreshments  
5:30-7:00 Meeting

#### Fees

Chapter Members: No charge unless otherwise posted  
Guests & Non-Members: \$20.00 per person (unless otherwise posted)



## Trillium Chapter Executives

President

Carol Parker — [president@hditrillium.com](mailto:president@hditrillium.com)

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Ann Roach, Sharon Lovett — [cko@hditrillium.com](mailto:cko@hditrillium.com)

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John Peco, Don McCarroll, Hasib Sayed, Bill Hanrahan, Todd Van Horne, Anton Kritzinger —  
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Programs Committee

John-Paul Baragwanath, John Peco, Carol Parker, Todd Van Horne —  
[programs@hditrillium.com](mailto:programs@hditrillium.com)

### Volunteers Welcomed !

If you could spare a few hours each month, we would appreciate your help as an assistant to one of the above volunteers. This is an ideal way to get involved without having to take on sole responsibility for a specific function. It's a lot of fun and we'll help you by sharing our ideas, past experiences, etc