



FAQs

Partner Edition

October 19, 2009

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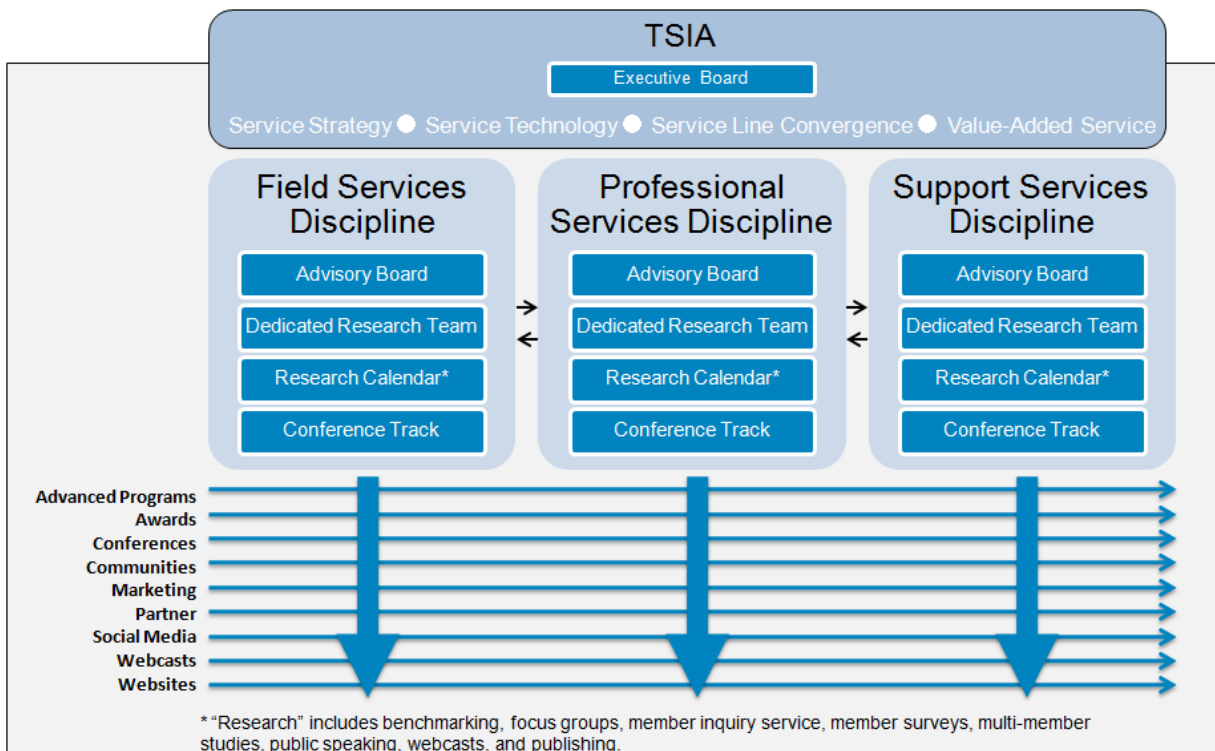
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SYNOPSIS

AFSMI, SSPA, and TPSA are being brought together into a single, integrated organization and now under a single new brand name: Technology Services Industry Association (TSIA).

In our discussions with the association advisory boards over the past year, and more recently in the research that we've conducted that led to the decision to combine the three brands into one, members and partners have consistently stressed that the differences among, and the unique needs of, the various service disciplines must be preserved in the new association.

TSIA will differentiate the service disciplines of **Field Services**, **Professional Services**, and **Support Services** in the research and content that we deliver, in the structure of our programming and events, and in the design of the TSIA Web site.



TSIA also will research and promote areas of services discipline convergence. Over time, we will introduce new service disciplines as interest develops among our membership.

QUESTIONS ABOUT THE TRANSITION

Why did you decide to merge the associations?

Prior to making the decision to converge the associations, we spoke with many members and partners to solicit their perspectives on this issue. Three significant themes drove our decision:

- a. Our members want to see the concept of “technology services-as-an-industry” become formalized in the marketplace. In a way that three separate brands could not, TSIA creates a unified “voice” across service disciplines and enables more strength and presence in the market.
- b. Related to the first theme above, both members and partners felt that the gains from the converged association and new name would far outweigh the impact of brand equity lost when retiring the original associations’ names. Specifically, “putting all the wood behind a single arrow” will increase our ability to influence key constituents such as the media, industry and financial analysts, customers, and non-service CXOs inside your company.
- c. The decision to merge associations is, in part, a response to the industry-wide trend toward the convergence of services. This convergence is based upon a customer life-cycle management model, suggesting increasing linkage across the various disciplines in the technology services spectrum. In practice, more and more of our members are driving this convergence within their own services businesses, and have asked that their association be organized to parallel this trend.

There were some additional considerations, as well:

- a. Reducing the amount of time and resources required to maintain multiple brands in the marketplace allows us to direct more of our energy to the enhancement of member content and services.
- b. A single brand is critical to our ability to expand into new geographic markets.
- c. There was considerable confusion in the marketplace about the differences between and among AFSMI, SSPA, and TPSA.

What will happen to the existing association brands?

The AFSMI, SSPA, and TPSA names, logos, brands, and Web sites are being retired. However, the former association names and logos will continue to be used on their respective Web sites for a transitional period as the construction of the TSIA Web site is completed in early 2010.

We have valued our relationship with our association because we knew it was focused on our specific issues, opportunities, and challenges. Does the new combined entity mean that we will lose this focus and service discipline specificity?

Not at all. One message came through loud and clear from our members and partners: that TSIA's focus, services, programming, and thought leadership needs to continue to be targeted at the service disciplines previously represented by the three associations—Field Services, Professional Services, and Support Services. We understand that need and will continue to operate TSIA in a way that retains a distinct service discipline focus.

TSIA will have an additional focus on services convergence issues, but this will not take away from the value that we will deliver to each of the distinct service disciplines. We are not eliminating our service discipline focus; we are only retiring the separate brand structure.

You can see the service disciplines distinctly represented on the TSIA Web site landing page: www.tsia.com.

When will the new TSIA brand take effect/become fully operational? How will I know when changes have taken place as part of the transition to TSIA?

The new brand is being launched on October 19, 2009, at our Technology Services World conference in Las Vegas. At that time, the new brand and logo are being introduced. TSIA also has published a timeline of transitional activities, milestones, and action items for members and partners, a copy of which has been included at the back of this document.

There are three ways to follow the transition activities:

- Read our regular e-mail updates notifying members and partners of our progress. (Please make sure your spam filters allow our e-mails.)
- Visit the TSIA Web site (www.tsia.com) or your association Web site to track our progress in achieving key milestones in the transition.
- Call your partner development director. Contact information can be found at the back of this document.

How does J.B. Wood's new book relate to the convergence of the associations and the formation of TSIA?

J.B.'s book, *Complexity Avalanche*, (www.complexityavalanche.com) is a broad exposé of the key business and technology trends driving our industry and its service disciplines today. It also describes the implications of these trends for industry players and explains the role the TSIA will play in bringing its partners and members together to navigate through industry transitions.

The book is simply another way of communicating many of the formative concepts of TSIA. It is written to be of particular interest to non-service CXOs at technology product companies.

What is the vision and mission of the new combined entity?

Our mission is unchanged: Members will continue to leverage TSIA's thought leadership, business models, communities, industry-wide benchmarks, advisory services, and organizational development programs to create sustained improvement in their service businesses.

In addition to this mission, TSIA will enhance its mandate in three areas:

- Provide more leadership in services industry convergence by providing enhanced thought leadership, services, and programming on the topic.
- Provide a more aggressive role for TSIA as the leading voice of the technology services industry.
- Expand our global footprint to more closely match that of our members and partners.

How can I learn more about all of your service disciplines and what they have to offer?

The new TSIA Web site, at www.tsia.com, is under construction, and includes brief overviews of each of the service disciplines. The site is targeted to be fully launched in Q1 2010.

In the interim, and for information about the type of research and content that you can expect from each of our service disciplines going forward, please visit our former association Web sites:

- www.afsmi.com to learn about our Field Services discipline.
- www.thesspa.com to learn about our Support Services discipline.
- www.tpsaonline.com to learn about our Professional Services discipline.

How are you going to handle contractual matters going forward, considering the fact that our procurement system knows you by the former association name?

TSIA will be issuing a communication to all of our partners' purchasing departments, clarifying the new association name and incorporation details.

QUESTIONS ABOUT OUR ORGANIZATION AND POINTS OF CONTACT

Is the ownership of the associations changing under this new structure?

The transition to the TSIA brand name does not involve any change in ownership of the association. TSIA is a privately held corporation headquartered in California. J.B. Wood was formerly the President and CEO of AFSMI, SSPA and TPSA, and now continues as the President and CEO of TSIA.

How will the Executive Director relationships we have with the three associations be affected by the change to a new consolidated entity known as TSIA?

J.B. Wood, who had also been the acting Executive Director of AFSMI, will devote his energies full-time to the role of President and CEO of TSIA.

Thomas Lah, who had been the Executive Director of TPSA, has assumed the role of Executive Director of TSIA, and in that capacity will both direct the design of the research and content portfolio for the association across all service disciplines, and continue his research and writing in the professional services discipline.

Stephen Smith, who had been the Executive Director of SSPA, will assume the full-time responsibilities of Senior Vice President of Finance, Member Operations, and Information Technology. Stephen will also serve as the executive advisor to the Support Services Advisory Board.

How will the research function be structured on a go-forward basis? Who will be our points of contact?

You will continue to work through the partner team for access to the research offerings in the program as you have done in the past.

John Ragsdale will continue to provide service technology research in support of all three service disciplines. He will continue to work with the other research team members who have discipline-specific responsibility.

- Field Service, by Michael Israel
- Professional Services, by Bo Di Muccio
- Support Services, by Bill Rose

What will happen to the number of resources in AFSMI, SSPA, and TPSA under this new entity when compared to the number that serve our business today?

There will be no staff reductions associated with this merger.

With the transition to TSIA, our association program managers will assume cross-service discipline roles, providing program delivery support to the research team. Your partner team will continue to manage your marketing and access to each of the service disciplines and overall TSIA audience.

Is there going to be a change in who I deal with at the association?

With the transition to TSIA, your day-to-day contacts at TSIA will remain unchanged:

- Partner team members will continue in their current roles and with the same assignments.
 - Overall partner program management continues under Lydia Zaffini.
 - Specific partner account management is handled by either Lydia Zaffini or Craig Vercoe.
 - Program deliverables support continues through Lucy Fabbri.
- Our finance and accounting team—Karen Stanley and Sharon Olson—remains unchanged.
- All program and association questions should be directed to your partner account manager.

Where can I go to get more information about this transition?

This document is being made available to members as a hard-copy document. It is also downloadable via the TSIA Web site (www.tsia.com). For further information, please contact your partner development director, or speak to any representative of TSIA at the Technology Services World 2009 Las Vegas conference.

QUESTIONS ABOUT OUR RESEARCH

What does this mean in terms of the research content that will come from TSIA versus what we were getting from SSPA, TPSA, and AFSMI?

Research in the service disciplines will begin to be published effective with the announcement of TSIA. The deliverables outlined below are based on an annual schedule.

Partners will continue to have contracted access through the various research program offerings (research re-print, intent-to-purchase report, inquiry subscription, research program bundles, etc.) that incorporate the results of the following association conducted industry research:

- Service 50 quarterly research and webcasts
- Europe Service 20 annual research and webcast
- Two cross-discipline, technology service industry member surveys per year
- Cross-service discipline webcasts (up to four per year)
- Benchmarks, inquiries, research reports

What are the relevant content areas in the other service disciplines that I should pay attention to?

One of the reasons that we consolidated our association brands was to better reflect a growing trend in the technology services industry toward exploiting the synergies across service lines of business, up to and including the outright convergence of one or more disciplines in some member companies.

Toward that end, TSIA in 2010 will begin to explore—through research, writing, conference presentations, and Webcasts—the nine service convergence initiatives that we believe present the greatest opportunity for return on investment in the next five years: portfolio rationalization, knowledge management, solution centers, success metrics, organizational structure, financial measurement, sales processes, services pricing, and value-added support (VAS).

Again, partners will have access to this information via the contracted research program offerings. Additionally, our research metrics will continue to be incorporated into contracted webcasts, co-authored white papers, speaking engagements, advisory consulting and partner webcast guest hosting/featured speaking offerings.

QUESTIONS ABOUT OUR PARTNER PROGRAM

How will this change my access to your member communities?

Partners will still be able to focus in on the community (ies) that best map to your marketing focus through our discipline specific offerings – publications, website, webcasts, etc.

Are there going to be equal opportunity and flexibility to market as was available previously, e.g., marketing to one community only, two communities, and all three communities?

Co-branded and multi-discipline offerings will continue to be available. We will continue to evaluate and update our offerings on a regular basis utilizing feedback from partners and members. Several offerings will continue to be visible to the entire TSIA community, including Online Services Technology Buyers Guide listing, Conference exhibiting, speaking and sponsorship, cross-discipline publications.

How can I maintain a focus on my target customers? How do I market to my focus areas if I'm not interested in the other groups, i.e., how do I get focused marketing?

We will continue to offer discipline-specific vehicles to allow for focused marketing. These include publications, webcasts, white paper postings, web ads, research and other formerly association-specific vehicles, which are now discipline-specific. We will continue to offer cross-discipline vehicles to also provide extended reach marketing.

Are you going to give equal attention to growing and retaining the audience in each group?

A key component of the new TSIA is to provide both breadth and depth of information for all association constituents. The discipline-specific approach supports continuing to deepen the research and information for each audience, while the TSIA umbrella creates the opportunity to provide information and research on the convergence of the services disciplines to the entire community.

Who are the new audiences that I might be able to market to as a result of the transition?

As outlined throughout this document, we will focus on the three core disciplines (audiences) of field services, professional services and support services. We will also develop services convergence information and associated vehicles, which will allow partners to broaden their message and positioning. As we expand into other disciplines and geographic markets over time, we will create associated partner offerings to market to these new/additional audiences.

What does this mean for items that I've already contracted for that are still in process?

Website (web ads, white paper postings) and Webcast (webcasts, mini-casts, guest hosting/guest speaking, promotion) deliverables will continue to be delivered via the specific

association websites until the new TSIA website is fully launched. Deliverables will be transitioned to the new website and the discipline specific areas once fully launched.

Conference deliverables will continue to be delivered as before. For our 2010 conference line-up, the former association names will become the specific discipline areas.

Research deliverables will continue to be delivered as before under the specific associations until the TSIA website is fully launched. Deliverables will be transitioned to the discipline specific areas once fully launched. For association-authored research articles, the association names will be retired with the launch of TSIA and the discipline focus areas will be utilized for all post-TSIA launch research articles. For co-authored white papers, this same approach will be used.

Are there going to be new offerings?

We evaluate and update the partner program overview on a quarterly basis. We do so using feedback from partners and members, as well as incorporating our own research and analysis. We do anticipate announcing some new offerings over time.

Can I contract for new offers as part of my existing agreement?

Yes, you can add on to your current annual agreement at any time during the one-year agreement term. This can include any offerings available in the partner program.

How does this affect any new agreements that I sign with you?

We will continue to offer the same annual agreement with the same flexibility as you have experienced in the past. This includes totaling cumulative investments across disciplines to leverage the discount table, adding on to your agreement at any time during the agreement term and recognition of your investments as you reach each level.

Does this change how I participate in your conferences?

We will continue to offer the same conference line-up as listed earlier in this document. Exhibiting will continue to be the 'gate of entry' with various speaking and sponsorship offerings available. We will also continue the Recognized Innovator awards program in conjunction with our U.S. events.

What does this mean for the partner research program?

The partner research program will continue as it has and was expanded in the past year to include access to cross-association (now-cross discipline) information for partners who contract to participate in the research program bundles (Standard, Advanced and Premiere). As we develop new research in services convergence and other disciplines over time, partners will have access to this information through the research program offerings. And, John Ragsdale continues as Vice President, Technology Research for the three disciplines.

Will we have the same, less, or more access to John Ragsdale and service technology research offerings? Will you still be able to conduct one technology briefing with John Ragsdale per year?

Access to John Ragsdale will continue as before through your Partner Development Director. We will still offer the opportunity to schedule an annual technology briefing with John to update him on your latest offerings, results and plans. Partners who contract for research program offerings will continue to have access to information and other associated deliverables as before.

What does this transition mean for the Buyer's Guide and my listing in it?

Earlier this year, the Buyer's Guide was re-branded as a cross-association resource listed on each association website. With the TSIA launch, the Guide will be re-branded as a TSIA resource and will still be available on the association websites until the TSIA website is fully launched. The Guide will transition over to the TSIA website at that time. Partners will continue to receive a standard listing at no charge with their annual agreement.

What does this transition mean for the Recognized Innovator Awards program?

As mentioned earlier in this document, the Recognized Innovator Awards program will continue with each of our U.S events. Earlier this year, the program was expanded to include partners in each of the three associations and as such, the program is already a 'TSIA ready' program.

Will the Expert Alliance Partner (EAP) and Services Excellence Partner (SEA) programs continue?

The EAP and SEA programs were launched one-year ago and have provided a successful vehicle for small, consultancy firms to contribute their expertise to association(s). These programs will continue under the TSIA and existing agreements will be up for renewal according to each agreement's contract term. EAP and SEA partners can continue to demonstrate both their discipline-specific and cross-discipline expertise to the association community.

QUESTIONS ABOUT OUR CONFERENCES

How does TSIA relate to TSW?

TSW, or Technology Services World, is the brand name that we introduced in the spring of 2008 to refer to the newly co-located SSPA Best Practices Conference and the TPSA Spring Summit. We adopted a similar brand, Technology Services Europe, to refer to our annual European conference.

In the fall of 2008, the AFSMI World Conference was brought under the TSW umbrella at Technology Services World 2008 Las Vegas. In that and subsequent conferences, we have created unified agendas that, while retaining the content and the identities of the individual associations, allow participants to attend any session, regardless of their association affiliation.

Under TSIA, TSW conferences will retain a primary emphasis on the service disciplines formerly available through the separate associations—namely, field services, professional services, and support services—while also providing sessions on topics that span those disciplines.

Will this change affect the number and location of the conferences you hold annually?

As TSIA, we will continue to produce two conferences in the U.S.—*Technology Services World Silicon Valley* in the spring, and *Technology Services World Las Vegas* in the fall—and one conference in Europe, *Technology Services Europe*, in the spring. Our 2010 conferences will be held again in the same cities as this year: Santa Clara, Las Vegas, and Barcelona.

While no specific plans have been made to date, there are discussions underway with our international affiliates to co-produce events in other major international technology markets, perhaps as early as 2010. As those discussions progress, we will provide timely updates to our member and partner communities.

How is this going to change the format and content focuses in future conferences?

The basic format for our 2010 U.S. conferences will remain unchanged. Conferences will begin on a Monday afternoon, and run through the closing awards ceremony and keynote presentation at the Wednesday luncheon. The agenda will be a mixture of keynotes and breakout session presentations.

Our agendas will be constructed first and foremost to deliver content in the core service disciplines of field services, professional services, and support services. We will add more content in the education services and managed services disciplines, and on the topic of service

convergence. We will continue to look for new and engaging session formats such as the “Hot Seat” sessions at Technology Services World 2009 Las Vegas. And we also will be on the lookout for new content tracks—such as the one on Social Media in Las Vegas this year—to complement the more traditional tracks such as services operations, delivery, sales, and marketing.

Will this change affect the price of the conferences you hold annually? Will conference vouchers still be included with membership?

Conference pricing will not change in 2010. Partners will continue to receive preferential pricing for non-voucher registrations and ability to purchase expo only registrations to add on to the registrations included with their exhibit space.

QUESTIONS ABOUT OUR COMMUNITIES

What are the various communities that are available to me to market to within TSIA?

There are various types of open communities within TSIA. Here is a list of those communities:

- **Technology Services Forum (new!)** – The Technology Services Forum (TSF), TSIA’s online community, <http://techservicesforum.com>, will serve as the organizing platform for all Community of Interest online activity. TSF enables conversation threads, agenda and meeting notes postings, calendar postings, and community notifications.
- **Social Media Groups** – TSIA will continue to maintain groups that have been established on Facebook, LinkedIn, and Twitter to facilitate networking and collaboration for our community and around our conferences.

For further information on TSIA Communities, please contact Shawn Santos, Director of Programs & Community, at shawn.santos@tsia.com.

QUESTIONS ABOUT OUR INTERNATIONAL PRESENCE

What opportunities will there be for my company to participate in TSIA events and programs outside of the U.S.?

Technology Services Europe, to be held again in Barcelona in February of 2010, will continue to provide our EMEA-based members and community members with the opportunity to convene on an annual basis for best-practices sharing and peer-to-peer networking. (Technology Services Europe 2010 will be our third annual EMEA conference.)

With the announcement of our partnership with NASSCOM, India's largest IT association, TSIA is embarking on a strategy of affiliating with the most influential IT associations in the major technology markets around the world. Through these affiliations, TSIA will provide opportunities for members to attend live regional industry events with relevant technology services content. More information on the TSIA/NASSCOM partnership will be forthcoming via the TSIA Web site and our e-mail communications. Partner opportunities at these events are still to be determined.

Are you going to expand your research to non-U.S. geographies as part of the transition to TSIA?

In addition to industry events, international affiliations will afford TSIA the opportunity to pursue geo-centric joint research on topics that will be of mutual interest to both regional employees as well as headquarters personnel. Further details on our international research agenda will be published as plans are developed and agreed to with our affiliates.

What's going to happen to the AFSMI chapters?

AFSMI chapters have a long and proud history of providing regional members the opportunity to meet locally, network with peers, share best practices, and learn from industry experts. Those chapters with larger memberships, local resources, and aggressive content programs (some involving partnerships with academia) may elect to apply for International Affiliate status. TSIA staff is engaged in an active dialogue with chapter officers regarding the transition of their individual chapters.

QUESTIONS ABOUT OUR WEB SITES

What's going to happen to the AFSMI/SSPA/TPSA Web sites?

During the development of the new TSIA Web site, the stand-alone association Web sites will continue to be directly accessible:

- AFSMI at www.afsmi.com.
- SSPA at www.thesspa.com.
- TPSA at www.tpsaonline.com.

Visitors to the former association Web sites will be presented with prominently displayed links to the new TSIA Web site, www.tsia.com.

Similarly, visitors to the TSIA Web site will be able to click through to the former association Web sites to access the same services and content they enjoy today, as follows:

- The AFSMI Web site will be accessible through the “Field Services” discipline.
- The SSPA Web site will be accessible through the “Support Services” discipline.
- The TPSA Web site will be accessible through the “Professional Services” discipline.

If I am an Expert Alliance Partner, Services Excellence Alliance Partner or Research Program Partner, what do I need to do to ensure that I have access to the content that I am entitled to when the new TSIA Web site is completely operational?

As a member of AFSMI, SSPA, or TPSA, you will be automatically registered for access to the relevant section(s) of the TSIA Web site, based on the service discipline(s) that your company has subscribed to. All members will have access to Service Technology content, regardless of subscription status. No action on your part will be required.

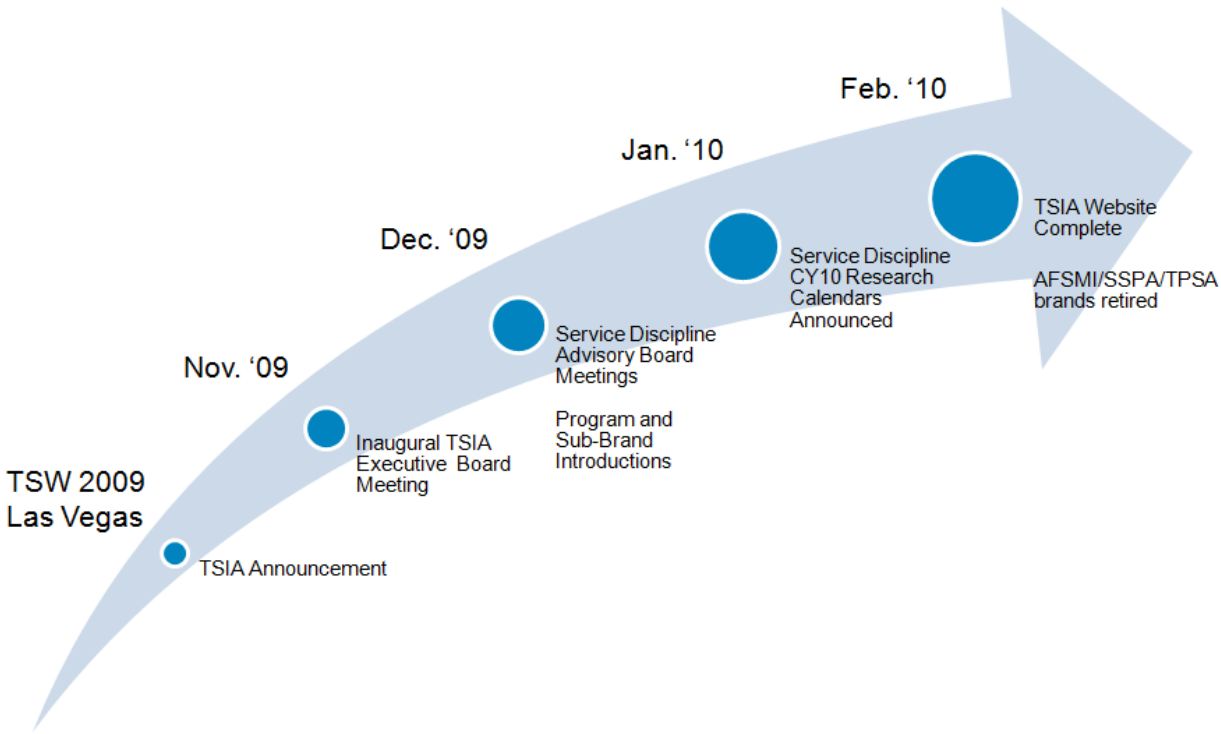
QUESTIONS ABOUT OUR E-MAIL COMMUNICATIONS AND PUBLICATIONS

What changes, if any, will there be in the electronic publications that I have been receiving from my association?

Effective with the announcement of TSIA, there will be a revision to the lineup of electronic publications with associated sponsorship (featured link) opportunities:

- a. **Technology Services Research Quarterly (TSRQ)** will continue to be published on a quarterly basis. As it was previously for the three associations, *TSRQ* will be sub-branded for each of the three core service disciplines—Field Services, Professional Services, and Support Services—with each issue featuring brief summaries of the latest research from that discipline. The first issue of the new *TSRQ* will be published in November of 2009. These publications will continue to offer two sponsorships per edition.
- b. A new publication, **Inside Technology Services**, will replace *SSPA News* and *Sbusiness News*. *Inside Technology Services* will be a quarterly electronic journal of technology services thought leadership and opinion, with contributions from TSIA staff, members, and Expert Alliance and Services Excellence Alliance partners. The first issue of *Inside Technology Services* will be published in January of 2010. This publication will offer two sponsorships per edition.
- c. The former association monthly Updates will be succeeded by the monthly **TSIA News**, sub-branded for each of the three core service disciplines and providing you with the latest information on programs, events, members, and communities specific to the service discipline(s) of interest to you. These publications will continue to offer one sponsorship per edition.
- d. A new quarterly publication, **Technology Services Community Insight**, will be introduced to provide you with an overview of the latest activity on TSIA's social media platforms, including LinkedIn, Twitter, Facebook, YouTube, and Technology Services Forum. The first issue of *Technology Services Community Insight* will be published in December of 2009. This publication will offer two sponsorships per edition.
- e. **ConferenceNews** will continue to be published on a monthly basis, offering the latest updates on TSIA's Technology Services World and Technology Services Europe conferences. This publication will continue to offer two sponsorships per edition.

TSIA TRANSITION TIMELINE



KEY TSIA CONTACTS

Contact Name	Title	Email Address	Phone Number
J.B. Wood	President and CEO	jbwood@tsia.com	use email
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Tom Rich	SVP, Programs	tom.rich@tsia.com	978-466-5063
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Craig Vercoe	Partner Development Director	craig.vercoe@tsia.com	858-618-7299
Lucy Fabbri	Partner Support Specialist	Lucy.fabbri@tsia.com	361-331-7070

IMPORTANT URLS

Conferences

February 2010 - Technology Services Europe www.technologyserviceseurope.com

May 2010 - Technology Services World www.technologyservicesworld.com

Communities of Interest, Discussion Forums, Groups

Technology Services Forum www.techservicesforum.com

Discipline-specific Certification, Research, Webcasts, Member services, & Sponsorship opportunities

Field Services www.afsmi.com

Professional Services www.tpsaonline.com

Support Services www.thesspa.com

FAQs, General information, and Notifications about TSIA and the merger of AFSMI, SSPA, and TPSA

www.tsia.com

Blogs

JB Wood <http://jbwood.tsia.com>

Thomas Lah's *ServiceVisions* <http://thomaslah.wordpress.com>

John Ragsdale's *Eye on Service* <http://jragsdale.wordpress.com>

Bill Rose's *SupportSense* <http://supportsense.wordpress.com>

Bo Di Muccio's *DataViews* <http://bdimuccio.wordpress.com>

INFORMATION ABOUT TSIA FOR YOUR PURCHASING DEPARTMENT

Legal name: Technology Services Industry Association

Address: 17065 Camino San Bernardo, Suite 200
San Diego, CA 92127

EIN: 04-3819464

Classification: Small Business

NAICS: 813920