

Farewell from Past President, Jack Probst

Greeting *itSMF USA* Members,

I doubt that there is a person reading this note who has not seen the crystal ball drop at Times Square on New Year's Eve – if not in person at least on TV. Other than the celebrations that are always in flight, it usually happens as one counts the time down to the New Year that you may take a brief moment to reflect a bit on what the past year has been like – good, bad and indifferent – and what you hope will be different in the New Year.

December 12 is the *itSMF USA* Chapter's New Year's Eve. On that date, the outgoing Chapter Board retires and we welcome the new Board members. This year we bid a fond farewell to 3 Board members. Krystl Wyatt-Heine graciously agreed to fill the remaining term of a Board member who left early. We thank Krystl for her tireless work managing the Systems and Administration portfolio – not a small task these days. We also will see the term of Jenny Geisler come to an end. Jenny has brought significant energy, insight and counsel to the posts of Chapter Treasurer and Secretary. All of Jenny's efforts are too numerous to catalog here, but let it be said that we could not have done it without you! And of course I will be completing my term on the Board and turning the reins of President over to Charlie Araujo.

We will be welcoming three new Board members – Bob Grinsell, Cathy Kirch and Kevin Ritter. They come to the Board anxious to continue the good work of Boards past and to help Charlie in expanding all the Chapter can do to deliver value to you our members.

So as I pass the baton to Charlie and reflect over the past year, what do I see as I look into the Chapter “crystal ball”?

My focus this past year has been to help shape our Service Management Community and expand on member value activities. Just a small sampling of some of the key outcomes we focused on in 2014...

- The continued work of the BIG (Board and Interest Group) leadership program. This group, started by Shari Brunette, brings leaders from local and Chapter venues together to work on delivering against the Chapter's Strategic Plan. BIG sponsored 8 strategic projects that are well underway and will be completed through 2015.
- Our sponsorship program has been a huge success. You may have noticed that our website, this News & Events Bulletin, our awards programs and the like are sponsored by organizations interested in supporting the work of *itSMF USA*. Through their sponsorship we have been able to afford support for such activities as the BIG program projects. Many thanks to their financial support.
- We have a new program available now for LIG and SIG program directors – Meeting In A Box (MIB). The MIB has all the content necessary to spark learning and discussion at a meeting. So far we have received rave reviews on this new product.
- The face of the Chapter has been spiffed up. We have a new look and feel to our brand and we introduced our new icon – Whoooo the Owl at Fusion. Look for Whoooo during next year's meetings.
- Of course, we ran another successful Fusion event in collaboration with HDI. Fusion is a major source of revenue for the Chapter and I want to thank everyone for their support of Fusion through their attendance and participation.

So as we bring 2014 to a close, what about next year?

Charlie Araujo and the rest of the Board have been working hard on their strategic and transition plans. Charlie has completed the portfolio assignments for his Board. Their assignments and portfolios are:

Executive Committee– to be ratified at the first Board of Directors meeting on December 12

President: Charlie Araujo

President-Elect: Pam Erskine

Treasurer: Bob Grinsell

Secretary: Susan Schellhase

Portfolio Directors

Content: Robyn McGregor will be responsible for leading the development and maintenance of all Chapter-provided content, intellectual property and programs.

Alliances: Deborah Anthony will oversee the formation and maintenance of value-based strategic alliances and outreach programs to increase *itSMF USA* brand awareness with our various constituencies.

Member Services: Cathy Kirch will assume responsibility for the oversight, improvement and maintenance of all operational member services.

Marketing & Membership Growth: Amy Green's continued role in this portfolio will be focused on the Chapter marketing and membership growth initiatives

Strategic Development: Kevin Ritter will tackle all strategic development and growth initiatives, including oversight of any necessary special projects.

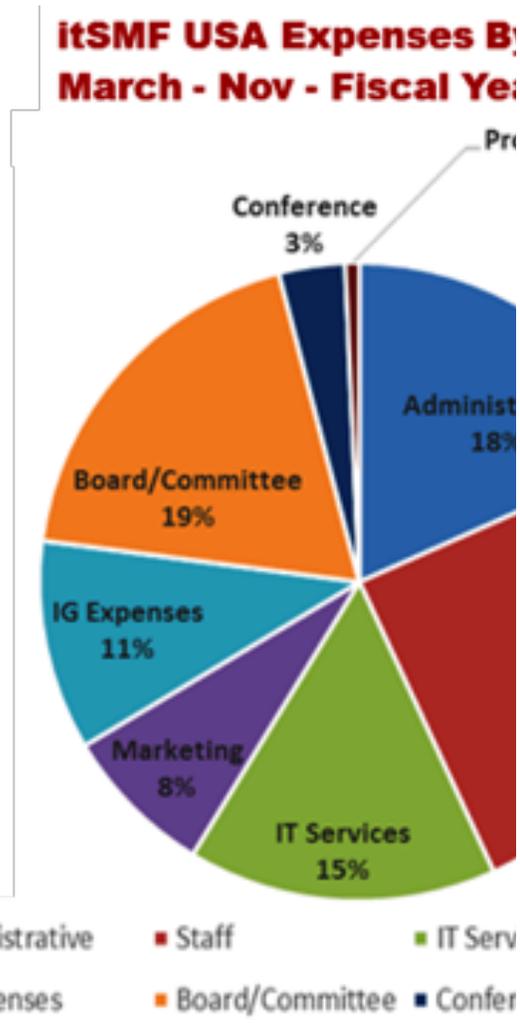
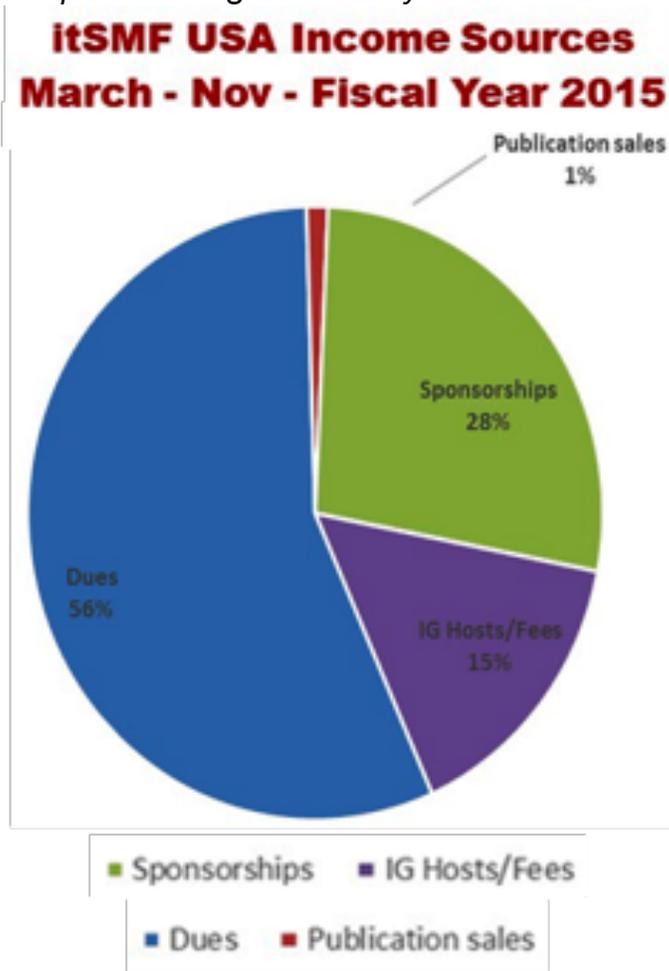
And as for strategy, very briefly, the Board and BIG will be focused on a broad effort to increase member value. Planned for the coming year are:

- The expansion of professional development plans
- Restarting the Academic Committee
- Targeted marketing to expand our membership rolls
- Exploring the idea of virtual LIGs
- Improving our overall system and administrative infrastructure
- Much, much more.

Finally, as I promised at the start of my term, each quarter we will provide an update to membership on our financial picture. So with that, I am going to turn this letter over to Pam Erskine for the 3rd quarter financials.

As a non-profit, we are conscientious about ensuring our spending continues to bring value to our members. The charts below show our sources of revenue and the breakdown of our expenses from March through November of 2014 that is the first three quarters of our fiscal year. Please note that your membership dollars are the primary source of revenue for itSMF USA during this period. Administrative, Staff, Board/Committee, and IT expenses directly support the programs, Awards, LIG/SIG events, Fusion conference and other professional development opportunities that are the foundation of our mission. The

income sources and expense types noted in these charts are typical for this point during our fiscal year.



We will continue to provide this information on a quarterly basis. If you have any questions, please feel free to contact Bob Grinsell, our Treasurer, at bob.grinsell@itsmfusa.org.

Well, that’s about it. It has been one of the greatest honors of my life to serve as your President. I want to thank all those who work tirelessly to make *itSMF USA* an industry standard for IT Service management professionals. Continue the good work and I look forward to working with you in the years to come.

Jack Probst
President – *itSMF USA*