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itSMF USA 2012 Awards Spotlight “Best of the Best” in Service Management Industry Innovation and Excellence

*Honoring Outstanding ITSM Industry Contributions With Awards for Project of the Year,
itSMF USA President’s Award, Interest Group (IG) Excellence and Member of the Year*

GLENDORA, CALIFORNIA, October 31, 2012 – [itSMF USA®](#), a leading nonprofit membership organization and forum for maximizing the effectiveness of service management and the service management profession, today announced the release of its 2012 Awards at the recent [Fusion12 Conference](#), a major annual IT Service Management conference jointly hosted by top industry associations itSMF USA and HDI, held this year in Dallas, Texas.

“The objective of the itSMF USA Awards Program is to shine the spotlight on the best of the best in the ITSM industry and in the service of the membership of the itSMF USA”, according to Doug Tedder, president of itSMF USA. “The annual Fusion Conference gives us a great opportunity to publicly honor our colleagues by recognizing successful Service Management projects and contributions over the past year, from which we can all draw innovative ideas and lessons.”

The Awards Program is administered by a volunteer committee adhering to rigorous and objective criteria that reinforces the standards, mission, goals, values and principles of itSMF USA and promotes the IT service management industry. The Awards Committee selected two finalists each for Project of the Year, Member of the Year, and the IG Excellence Award, all of whom were invited to Dallas to attend Fusion12. In addition, the President’s Award was also presented during Fusion12.

The itSMF USA Award Recipients for 2012 are:

Project of the Year Award - The Walt Disney World Resort

The Walt Disney World Resort is the largest single site employer in the world with over 58,000 Cast Members in one location. The recent consumer trend towards wireless devices combined with the huge workforce resulted in many unknown or rogue wireless access points. This service improvement project was challenged to identify, locate, and address unauthorized wireless access points located within the 47 square mile area (approximately the size of San Francisco) that contains Walt Disney World.

The project team was faced with a daunting task and addressed the risk by building, planning, and executing a "scavenger hunt" activity focused on finding, reporting, and cataloging rogue devices. Following the "scavenger hunt", a team of security and compliance analysts removed tagged devices or worked with users to bring them into a managed device program. In effect, the Disney project created an army of people (up to 100 per event) by "crowd sourcing" teams into fun team-building events employing an innovative use of ITSM principles and processes. The project team utilized the seven-step continuous improvement model to measure and direct the improvement efforts. They integrated incident, problem, change and configuration management processes to track progress, escalate issues, manage change, and address underlying root causes.

The 2012 itSMF USA President's Award – Debbie Ingram

The President's Award is presented to a board member or committee member who has made the most outstanding contribution to the itSMF USA president, the board of directors, and the itSMF USA and its mission, goals, values, and principles. The recipient of the 2012 President's Award is Debbie Ingram, volunteer expert on the Marketing & Communications Committee, in recognition for her efforts on the development of a marketing strategy and campaign.

Ms. Ingram led the development of a campaign targeted to help with membership retention and membership growth, with tools and collateral that can be used across all of itSMF USA communication platforms as well as by our IG leaders. Working with the itSMF USA operations team, members of the board, and an external marketing firm, Ms. Ingram produced what initial feedback from interest group leaders indicates are tools and collateral long needed to help drive membership growth and retention.

The 2012 itSMF USA Interest Group (IG) Excellence Award – Minnesota LIG

The IG Excellence Award is given to recognize the contributions of the Interest Group which has made the most outstanding contribution in support of the mission and goals of the itSMF USA during the previous year. The recipient of the 2012 itSMF USA IG Excellence Award is the Minnesota LIG, which was represented by Becky Ryan, LIG president.

Over the past year, the Minnesota IG delivered quality programs resulting in high levels of participant satisfaction, membership growth and benefits to itSMF USA. Guest speakers brought in experience as educators, process consultants, and successful program managers. The annual Vendor Fair this year focused on ITSM strategy, planning, and governance. The Minnesota LIG regularly reaches out to other IGs to provide speakers on topics of interest.

2012 itSMF USA Member of the Year Award – John Kleist

The Member of the Year award recognizes an individual who has made an outstanding contribution in support of the goals and mission of itSMF USA over the past year through consistent service, integrity, and loyalty. The recipient of the 2012 Member of the Year Award is John Kleist III, from the Pittsburgh, Pennsylvania LIG.

Mr. Kleist joined the itSMF USA Pittsburgh Local Interest Group (LIG) leadership team in October 2010 as the Chairperson for Membership. Since joining the Pittsburgh leadership team, voting membership has increased by 15% year-over-year and 'Friend of the LIG' participation has tripled. Mr. Kleist also gave the Pittsburgh LIG a social media presence by creating a LinkedIn Group with more than 100 active members, a Facebook Fan Page and a Twitter Profile with now more than 100 followers. In May 2012, he became a member of the itSMF USA Social Media team, taking over all responsibilities for managing itSMF USA's presence on Twitter. In the past 6 months in this role, @itSMF_USA has added more than 200 new followers, increased its Klout score by 55% and has increased overall activity exponentially.

For more information about itSMF USA, what being part of it can do for you and your organization's IT service management success and how to join, visit www.itsmfusa.org.

About itSMF USA

Founded in 1997, Information Technology Service Management Forum (itSMF) USA connects IT industry leaders with technology and expertise to help them learn about cutting-edge Service Management concepts (www.itsmfusa.org). The growing non-profit membership organization is dedicated to the advancement of ITSM best practices and standards in the provision and management of IT services through knowledge sharing, education, and networking opportunities. Current membership is over 8,000 individuals, with affiliated Local Interest Groups serving over 35 cities and regions nationwide. itSMF USA is affiliated with itSMF International, which was formed in 1991.

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