



ADVANCING CUSTOMER CARE THROUGH EDUCATION AND NETWORKING

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A Welcome from New SOCAP International President, Matthew D'Uva

I am delighted to be writing my first message to all of you as the new President of SOCAP International. I am grateful to the SOCAP International Board and the Selection Committee for the opportunity to serve this great association. The interview process gave me an

opportunity to learn about the organization and the tremendous value that it provides to members, from the Chapter level to the international level. Clearly, SOCAP International is a wonderful organization with a rich history and vibrant future ahead!

Lou Garcia has served you well as your president for the last 25 years. Under Lou's leadership, SOCAP International has grown into a world-class leader in customer care. I appreciate the rich legacy that Lou will leave and the immense support that he has provided to me through my transition. Lou is a true association professional, and I would like to thank him for his support and mentorship.

Following a highly rated Spring Symposium in Washington, DC, we are really focused on the upcoming Annual Convention in Toronto, October 15 -18, 2006. If you have not already registered, please do so right away to take advantage of our early registration discounts. The Conference Committee has put together a high impact meeting that will provide you with new ideas, motivation and great networking opportunities.

Additionally, you will continue to hear more about the continued

Notice of Annual Business Meeting

The 2006 SOCAP Annual Business Meeting is scheduled for **Tuesday, October 17**, at the Westin Harbour Castle Hotel in Toronto, Canada during the SOCAP Annual Conference.

The agenda for the meeting is as follows:

1. Call to Order
2. Chairman's Report
3. Treasurer's Report
4. President's Report
5. Bylaw Changes
6. Chapter Awards
7. Nominating Committee Report
8. Election of Officers and Directors
9. Adjournment

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Welcome from Matthew D'Uva—Continued from Page 1

development of our SANGs. I look forward to getting more SOCAP members involved in sharing and networking as we continue to expand the reach and benefits of our SANG communities.

As I look to the future, I am looking forward to working closely with the SOCAP International Board and Committees, Chapter Leadership and our International Allied Organizations to help build SOCAP membership and to continue to increase the value proposition of membership through our first-class conferences, publications like *CRM Magazine* and our research studies. To that end, I appreciate your feedback and participation in the 2006 Member Needs Assessment and Satisfaction Study. This study will be a useful tool in helping your association build for the future.

Finally, I have been impressed with the highly talented and capable staff that is in place to serve you at SOCAP International headquarters in Alexandria, Virginia. They have shown me that they are also excited about the future of SOCAP International and have wonderful plans to continue to deliver value products and services to all members. We are here to serve you and hope that you will call on us to support you in any way that we can.

See you in Toronto!

Matthew D'Uva
SOCAP International President

SOCAP Launches Industry Benchmarking Survey in July

The SOCAP Industry Benchmarking Survey was launched on July 10. SOCAP's research partner, TARP Worldwide, is currently sending email notifications about the online survey. SOCAP members will receive a user ID number to access the survey. The online survey will be available through early August.

The benchmarking study will provide key insights on industry-specific trends shaping customer care management in five targeted industries: Food & Beverage, Household Goods Manufacturers, Retail/Restaurants, Financial Services and Healthcare. Survey respondents will receive a FREE executive summary from the final report. A hard copy of the survey questionnaire is available upon request.



Chapter Achievement Awards Reminder

Attention SOCAP chapters! Don't forget to submit applications for the 2006 Chapter Achievement Awards. The deadline for award applications is **Monday, August 7, 2006**.

SOCAP will make awards in four areas: **Membership, Chapter Newsletter, Chapter Outstanding Program, Chapter Innovation / Creativity.**

Visit the SOCAP website at www.socap.org to get the awards application and a full description of the award categories.

Proposed Changes to SOCAP International Bylaws Now Available.

The Bylaws are included in an attachment to the email that arrived with the *Update* newsletter.

The following is a copy of the 2006 Nominating Committee Report, with the addition of brief bios.

NOMINATING COMMITTEE REPORT

July 15, 2006

The 2006 SOCAP Nominating Committee is delighted to provide you with this official announcement of an outstanding group of nominees for SOCAP Officer and Director positions.

Every attempt has been made to provide a wide balance of representation by selecting individuals who represent a variety of industries, and strong experience in the various activities of SOCAP and the consumer affairs/customer service profession.

OFFICERS

(One Year Terms, Expiring December 31, 2007)

Chairman—Tom Asher

Sr. Mgr., Dept. Head, Consumer Relations
Levi Strauss & Co.

As Director of Consumer Insights and Consumer Relations, Tom oversees market research and consumer service for Levi Strauss & Co. Tom and his teams are responsible for preserving consumers' brand loyalty and ensuring that the voice of the consumer informs strategy, marketing and product development for Levi's®, Dockers® and Levi Strauss Signature™ brands.

Chairman-Elect—Beth M. Thomas-Kim

Director, Consumer Services
Nestle USA

Beth Thomas-Kim was named Head of Consumer Services for Nestlé USA in 2000. Since then she has successfully led her team to align operations with key business strategies, resulting in creative business solutions. She was featured in the *Wall Street Journal*. Prior to joining Nestlé, Beth was consumer relations manager at Mattel Toys and a regional administrator for a national cable provider. She is frequently asked to speak at industry conferences.

Vice Chairman—Richard Widdows

Interim Associate Dean, College of Consumer and Family Sciences, Purdue University
Head, Department of Consumer Sciences and Retailing

Richard Widdows is Associate Dean of the College of Consumer and Family Sciences at Purdue University, and Professor and Head of the Department of Consumer Sciences. He has been a SOCAP member for 20 years and has served on a number of committees and positions for the organization and is a frequent contributor to the *Customer Relationship Management* journal. His research interest is customer satisfaction, dissatisfaction and complaining behavior. His recent work has concentrated on the consumer and e-business.

Secretary—Dale Conwell

Vice President, Business Development
Telerox

Dale Conwell, a vice president at Telerox for more than nine years, specializes in the strategic development of customer/consumer care programs that help industry-leading companies manage, protect and

NOMINATING COMMITTEE REPORT (continued)

outsourced solutions that meet each client's unique goals, market and budget. He is the former president of the DFW Chapter of SOCAP and currently serves on the board.

Treasurer—Peter Edghill

Manager, Process & Systems-DCCAC
DaimlerChrysler – The Chrysler Group

Peter Edghill has served as manager of the DaimlerChrysler Customer Assistance Center in Rochester Hills, Michigan since 1994. His responsibilities include managing daily operations, technology, and reporting. Edghill is chairman of the DaimlerChrysler Shared Services Council, providing governance over 22 customer support call centers within the DaimlerChrysler extended enterprise. His career spans 21 years within the Sales and Service Division of Chrysler Corporation.

DIRECTORS

(Three-Year Terms, Expiring December 31, 2009)

John Cronce

Consumer Relations Manager
Jockey International, Inc.

John Cronce has managed the contact center at Jockey International, Inc. since 1997. Under Cronce's leadership, the company launched its first toll-free number, its first contact management system, its first Web-based consumer affairs contact mechanism, and its first in-house customer-care service for the company's business-to-consumer Web site. In addition, he serves as chairman of the SOCAP Publications Committee. Cronce is also president-elect of the Wisconsin SOCAP Chapter.

Joy Eades

Senior Specialist, Escalated Issues
Philip Morris U.S.A.

As Senior RDE Analyst at Philip Morris USA (PM USA), Joy Eades manages cross-functional teams that develop business capabilities and contract strategies and that provide strategic and tactical recommendations to management. Previously Eades held several roles in PM USA's Consumer Response Center. Since 1996, she has served her local SOCAP chapter as a president, vice president and member of the Board of Directors. Currently Eades is a Director on the D.C. SOCAP Chapter.

Jeffrey Hagen

Director, Consumer Affairs
General Mill, Inc.

Jeff has served as Director, Consumer Services at General Mills for eleven years. He is responsible for the oversight of three contact centers that respond to inquiries from consumers and food-service customers, the technologies employed to support these centers, and the reporting/analysis of consumer contact information gathered during these interactions. He is currently a member of the SOCAP Publications Committee and the Executive SANG Steering Committee.

Felicia Rinehimer

Director, Consumer Information Center
Johnson & Johnson

Felicia F. Rinehimer is the Director, Johnson & Johnson Consumer Information Center. A position she has held for the past 5 years. She is the recipient of numerous J&J Achievement Awards and was one of

NOMINATING COMMITTEE REPORT (continued)

the original recipients of the TWIN (Tribute to Women in Management) Award sponsored by the YWCA of New Jersey. She has become an active member of SOCAP as well as the Pharmaceutical Contact Center group.

Michael Wilke

President
Wilke/Thornton, Inc.

Mike Wilke is president and founder of Wilke/Thornton, Inc.—a global provider of Consumer Relationship System (CRS) solutions. For over 20 years, Wilke/Thornton has been a pioneer and innovator of software for Consumer Affairs contact centers. A dedicated SOCAP International supporter since 1986, Mike is a frequent presenter at SOCAP events and was a key sponsor of the SOCAP Contact Center Maturity Model designed to improve the industry.

Additional nominations must be made in writing by any twenty-five (25) members at least thirty (30) days prior to the Annual Meeting.

Respectfully submitted,

SOCAP Nominating Committee

Sheila Sullivan, Chairman
Cathy Dial
Jan Foster
Brian Giannini
Mary Levy
Marie Shubin

Coty Prestige
Frito-Lay, Inc.
General Mills
RQA, Inc.
Federal Citizen Information Center
E & J Gallo Winery

Ask Update**Q: How Do I Join a SOCAP SANG?**

A: SANGs are Special Affinity Networking Groups—communities of SOCAP members with common professional bonds and similar interests who want to share knowledge through a variety of venues.

SOCAP International offers several convenient ways to join a SANG:

... Call the SOCAP International office at (703) 519-3700 and join a SANG over the phone.

... Send an email request to socap@socap.org

and indicate the SANG you wish to join.

... Visit the SOCAP website at www.socap.org and follow the simple instructions on the SOCAP SANGs line (under the Networking tab).

... Sign up for a SANG at the bottom of your membership renewal form.

It's that easy!

SANGs are billed in conjunction with SOCAP membership. You will be prorated for joining SANGs when you sign up in the middle of your SOCAP billing cycle.

Do you have a question you'd like to ask *Update*? Just email it to cindy@socap.org.



2006 SOCAP International Annual Conference Westin Harbour Castle Toronto Canada October 15-18, 2006

Tremendous progress is being made on the SOCAP Annual Conference in Toronto! We are pleased to announce the following workshop sessions at the conference:

- ... Making the Consumer Contact Center the Department Marketing, Sales, and Operations Can't Live Without
- ... Text Messaging as an Emerging Channel
- ... Blending Self-Service and Assisted Service Applications
- ... Reconnecting with Your Consumers through Product Placement, Surveys and Product News
- ... Capturing and Retaining the 50+ Consumer
- ... Turning the Voice of the Customer Feedback to Actionable Information for Your Business
- ... Keeping and Enhancing Consumer Loyalty: Cross Selling, Upselling, Cost Efficiency and First Call Resolutions
- ... VOIP Opportunities, Limitations, and Trends
- ... Best Practices in Training & Staffing: Motivating Your Contact Center and Creating Consumer Loyalty
- ... How Canada Became the Customer Service Capital of the World
- ... Managing Mergers and Balancing the Demands of Your Financial Operations and Marketing Departments
- ... Incentives and Compensation in the Contact Center
- ... IVR: The Catalyst for Creating Consumer Loyalty
- ... Increasing the Impact of Your Voice of the Customer on the Organization
- ... Protecting Your Call Center from Liability and Litigation
- ... Develop a People-Focused Culture and Build Positive Brand Recognition for Your Call Center
- ... Conducting Satisfaction Surveys: A Customer Care Professional's Best Friend
- ... How Consumer Affairs Can Help Marketing Increase Promotion Efficiency and Customer Satisfaction
- ... The Benefits of Word-of-Mouth Marketing for Your Customer Care Department Serving as a Comfort to Your Consumers During Times of Emergency

Look for a conference brochure coming soon to your mailbox! The brochure includes details about session speakers, travel to and from Canada, hotel accommodations, conference deadlines and much more.

Special recognition goes to SOCAP's Conference Committee for reviewing and selecting the workshop sessions for Toronto.

Bob Eubanks to Speak at SOCAP Annual Conference in Toronto



When you hear the name Bob Eubanks, you probably think of the hit TV gameshow, *The Newlywed Game*. You may not associate Bob Eubanks with customer care. However, it is Eubanks' gameshow experience and his dealings with people that have laid the foundation for his success as a national speaker.

Eubanks will be a featured keynote speaker at the SOCAP International Annual Conference in Toronto. His keynote presentation will be focused on "Dealing with People."

In 1964, KRLA deejay Bob Eubanks mortgaged his house to produce the famed *Beatles at the Hollywood Bowl* concert. Since that early success, Eubanks has promoted hundreds of concerts, hosted *The Newlywed Game* and won Emmy Awards for his *Tournament of Roses Parade* coverage. His less well-known efforts are equally impressive: hosting *Prime Time Country* for the Nashville Network and producing television shows for all the major networks and syndication. In December 2000, he achieved the singular distinction of being the last person in the 20th century to receive a star on the Hollywood Walk of Fame.

Attendees of the Toronto Conference will have the exciting opportunity to hear Eubanks outline the people-focused techniques that have laid the foundation for his own success. You won't want to miss it!

Other keynote speakers at the Annual Conference are **Barbara Sanfilippo** and **Keith Harrell**. Look for features on Barbara and Keith in the next *Update*.

Toronto Tidbits

**Register for the SOCAP Annual
Conference on or before**

September 8, 2006

**and save money
on your registration fee!**

**SOCAP members will pay just \$1495 if
they register before the September 8**

**Special Prize Drawing for
Early Conference Registrations!**

**Register for the Toronto Conference by
September 4, and be entered into a
drawing to receive a complimentary
copy of one of our keynote speakers'
books! Winners will have the
opportunity to get their books signed
at the Conference.**

SOCAP Loses a Dear Friend



Shelley Kutikoff, wife of SOCAP member Richard Shapiro, passed away during the last week of June. Shelley was a dear friend to SOCAP and well-liked by many members.

Update would like to share the following tribute to Shelley from Shelley's friend and SOCAP Past President Sheila Sullivan:

Shelley was my dear friend and a loving, gracious, elegant woman. She was keen on helping others and wanted everyone around her to be happy. Always glamorous, no matter the occasion, Shelley's greatest accessory was her glorious smile. It shone from within her beautiful soul and enveloped people in her special warmth. She was thoroughly sincere, genuinely giving and completely unselfish. She loved her family deeply, and adored her husband with a tenderness that was humbling.

Shelley and Richard met on a blind date in 1993. After spending 5 years together, they were married in 1998. By that time, Shelley was already well acquainted with SOCAP through Richard's involvement. SOCAPers who met Shelley readily embraced her and she quickly made many friends among the membership. She joined the staff of The Center for Client Retention just a few years ago and was already a familiar and welcomed face among the exhibits, sessions and social events. Shelley was dedicated, creative and dynamic in her work. She connected with all kinds of people,

always remembering to ask after spouses, children or aging parents. She was grateful for every day, every friend, every smile and every ray of sunshine that came her way. Shelley appreciated all with which she'd been blessed, and she spread her gratitude across her world with joyous abandon. I am a better person for having known her.

—Sheila Sullivan—

To make a donation to the scholarship fund Shelley's family has established in her memory, please send a check to:

The Shelley Kutikoff Memorial Scholarship Fund
c/o The Center for Client Retention
500 Morris Avenue, 3rd Floor
Springfield, NJ 07081

SOCAP Wants to Hear from YOU!

Update is the official newsletter for SOCAP members and we want to hear from you.

If you have information about programs, events, or other activities in your area that you would like to share with SOCAP, please send these news items to **Marjorie Bynum** at marjorie@socap.org or **Cindy Smith** at cindy@socap.org. We also welcome photographs.

News items for the next *Update* are due by **Friday, August 18, 2006**.

SANG Meetings Scheduled for Annual Conference

Meetings for the Executive and Food & Beverage SANGs have been scheduled for **Wednesday, October 18** at the Annual Conference in Toronto. The specific meeting times are:

Executive SANG – 8:30 am to 10:30 am

Food & Beverage SANG – 10:45 am to 2:45 pm

Look for meeting details coming soon!

**The SOCAP International Staff is Here to Serve You.
Please contact us if you have questions or comments.**

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