

President's Letter

Dear IAITAM 2009 Conference & Exhibition Participants:

Welcome to our 7th Annual Conference & Exhibition and the 4th annual Conference Edition of ITAK! Many of you have made great strides in advancing your ITAM program since the organization first began as evident in the continued support and content in this industry focused magazine.

This year we followed the IBPL best practice format, and it has proven successful in framing the editorial content that is best suited for the industry's needs by addressing the "how to's" in each of the Key Process Areas along with educational content on a range of topics. I want to thank you all for embracing this design and your support of the organization's efforts to establish ITAK as the IT Asset Management profession's monthly publication.

I have to commend many of those members attending this year's conference. I understand the lengths that many of you had to go through to get here. In support of your efforts, IAITAM has honed in on many of the issues that face ITAMs now, budget cuts, lack of resources and support in their asset management programs for key topics at this year's event.

We have carried on with a theme of Best Practices in IT Asset Management for this year's event. We looked at many areas where we could "go green" and conserve while continuing with the utmost quality that IAITAM is known for in its educational offerings and have expanded our CSAM and CHAMP courses to an online format which offers organizations around the globe significant savings. A major upgrade to the CSAM (software-based) course occurred in 2009 thanks to member input and the IAITAM team which will be soon followed by updates to the CHAMP course later this year. We also "virtualized" our IBPL Advanced Training Courses that were introduced at last year's conference so that all could enhance their knowledge of industry standard best practices and continue their education according to their own timetable.

IAITAM also introduced the cd-based IBPL 101 course which lays the foundation for the Best Practice Library and is a useful tool to educate those outside the industry on the role of asset management within an organization.

IAITAM membership has grown to include representatives in over 40 countries and expanded services with the advent of the IAITAM Member User Groups which started in the spring of 09'. These five monthly sessions have allowed members to share their successes, get input and insights from others and learn about new technological advancements, vendor products and services and best practice implementations surrounding asset management under a host of circumstances. IAITAM also added a monthly newsletter for our members which is electronically available with news, specials and congratulatory announcements to the member base.

At this year's event, IAITAM announces its new Fellows who will take on expanded responsibilities in 2010 adding to the growing website knowledge base. IAITAM also expanded its work with our Provider Member community to bring more focused web seminars and recorded knowledge events to ITAMs and we entered the world of social networking by launching an IAITAM Facebook page. IAITAM is also taking over management of the largest ITAM group on LinkedIn as well!

2010 plans include enhanced education courses, more cooperative marketing knowledge events and growth in support of the ITAM industry. We strive to enrich the profession and continue to enlist the expertise of those within the industry to that cause.

I want to thank those that have contributed to this effort in 2009 and personally thank those with us at the IAITAM 2009 Annual Conference & Exhibition, be they attendees, exhibitors, speaker and especially our sponsors for their contributions and continued support of the IT Asset Management Profession. We hope to welcome everyone back next year and I look forward to seeing you all in Nashville Tennessee next October.



Barb Rembiesa
President
IAITAM