



# Information Technology Management Association

West Michigan Association of IT Managers  
A Regional Asset Base of Peers with Access to World-Class Practice

- Q** *What if you had a front row seat, or “insider’s view,” into how other top IT professionals in area companies were running their operations and what applications they were contemplating or struggling to roll out?*
- ✓ *Could this kind of peer-to-peer sharing save you a lot of time, trouble and money in making the big decisions on the paths important to all members of your business team?*
- Q** *What if, in tough economic times such as these, countless companies were saving tens of thousands and in some cases millions by participating in IT peer-to-peer private exchanges like ITMA?*
- ✓ *Would a \$2500- \$5000 insurance policy be a worthwhile investment to ensure that your organization makes the right spending decisions on field-tested IT best practices?*

## Welcome to ITMA

A West Michigan peer-to-peer private exchange of leading information technology professionals, sharing in-depth stories and real-world strategies of what they discover and use in their daily journey that is IT.

## Built With You In Mind

In addition to the most timely and candid advice from your peers, an ITMA membership facilitates seminars for you and your staff with national experts, and localizes world-class IT knowledge and practice through our relationship with **ICEX**. Our aim is to procure and create access to the most cutting-edge, yet practical information in the market, in such areas as:

- IT Metrics
- Best Practices
- Emerging Technologies
- IT Budgets
- Measuring I.T. Value to Your Business
- Technology Trends

As a member you will become part of a fast-growing peer group of IT professionals that thrives on insight and expertise. Yet, as a member-driven group (all input welcome), you can rest assured we are committed to making the presentations as relevant to your daily job as possible. ITMA has even, in some cases, facilitated finding members who are ready and willing to collaborate and offer practical assistance to you with your technology solutions on their own time. In sum, we are a vital regional asset base and knowledge resource for IT professionals.

## ITMA Deliverables

### ICEX Seminars with National Industry Experts

ITMA is a private exchange of peers discussing vetted practices and IT knowledge. We have a newly-formed relationship with **ICEX**, another industry exchange that works with Fortune 100 clients, to help facilitate IT best practices at a world-class level. With an abiding belief that “peering” is creating some of the best IT value in the market today, **ICEX**, in addition to Rick Swanborg (Boston University) and Bruce Rogow (former CEO Gartner Group), will facilitate encounters with industry IT leaders that would otherwise only be available to the very largest corporations.

### Facilitated Education

In addition to seminars, **ICEX** has committed to collaborating with ITMA to develop some new training opportunities for you and your staff. Some call this new method Facilitated Education, or “Appropriate Practice,” (ITMA members will qualify for special pricing), and is a method used at some of the nation’s top business schools. Twice a year, our two organizations would host one-day learning events for you and a portion of your staff to learn about IT principles and their applications for your organization’s specific context. Our aim with this new offering is to provide you with tactics and knowledge you can put into practice the very next day on the job.

### Email Network - Secure Website

The secure ITMA member website allows members easy access to:

- Reservations and meeting topics
- Published white papers and presentations

For additional information contact Jerry Engle at (616)889-8403,  
email: [info@itma.net](mailto:info@itma.net) or visit us on the web at [www.itma.net](http://www.itma.net)

#### ITMA Sponsors:

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## Monthly Meetings - Eight Meetings per Year

One of the major benefits for ITMA members is peer group interaction. Our members like the formal networking each month. In addition, they enjoy the informal access to other members by a single phone call, e-mail, and face-to-face visits.

## Leaders Club - Two Meetings per Year

The leadership club specifically addresses the needs of the CIO or Technology Director. The Leaders Club offers a forum to discuss sensitive issues such as: HR policy, budgeting, and compliance and regulatory issues.

## Discussion Groups

Initiated by members or sponsors, focus groups are formed to address specific issues. We have a few larger consortiums, or "thought verticals" (health care, school systems, etc) we would like to accommodate in this meeting segment. Past topics have included: doing business in foreign markets, security issues, business continuity / disaster recovery planning, etc.

## Membership

Yearly membership dues vary based on industry and company size. Members are encouraged to bring their IT staff and guests to meetings. If you are interested in becoming a member and would like to check out our meetings, please send an email to [mengle@itma.net](mailto:mengle@itma.net).

## ITMA Member Feedback

"I have been an active member of ITMA for the last nine years. ITMA provides a venue for learning about trends in technology and gives me the opportunity to discover how other organizations in Western Michigan are dealing with the issues that I am facing."

- Jeff Reinke, Director of Information Technology  
National Heritage Academies

"I was asked to by my manager to find and join a local IT group. A peer recommended ITMA to me. I can't say enough about how much I have learned from the sharing of ideas by other members. In addition, presentations by top leaders like ICEX, are giving me a tremendous insight into how IT is practiced in the rest of the country and in other industries. ITMA provides an enormous amount of value and has made me better at my job."

- French Williams, IT Manager, Royal Technologies

## ITMA Steering Committee Members

ITMA's steering committee sets the direction of the monthly meetings, ensures topics are timely and informative and assists in providing valuable resources to our members. The Steering Committee consists of IT professional from a variety of companies and industries from manufacturing, distribution to education.

## Steering Committee Members

- **Tim Dechant, Director of Technology**  
W.K. Kellogg Foundation
- **Doug Drenth, Director of I.S.**  
Flexfab
- **Barb Hiemstra, Deputy Director for Information Technology**  
Kent County
- **Bill Johnson, Director of Information Systems**  
Pine Rest Christian Mental Health Services
- **Robert Krestakos, Director Information Technology**  
Steelcase
- **Kurt Ludlow, Director, Global IT Infrastructure**  
Amway
- **Jeff Reinke, Director or Information Technology**  
National Heritage Academies
- **French Williams, IT Manager**  
Royal Technologies

## ITMA Contacts

- **Bill Chaddock**, Facilitator
- **John Dean**, ITMA Advisor
- **Jerry Engle**, CEO
- **Melissa Engle**, Marketing & Member Services
- **Mark VandenBerge**, Member Development
- **Terry Yax**, ITMA Advisor

For additional information contact Jerry Engle at (616)889-8403,  
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