

ITAC Members-Only Conference

New York City

September 26, 2002

Sponsored by:

- **General Services Administration**
- **U.S. Office of Personnel Management**
- **MCK**
- **Gil Gordon Associates**

**We're All About Working
from Anywhere - But We're
Glad You're HERE!**



Advancing Work from Anywhere™

Agenda

- 1:00 - 2:00 Annual Meeting:
 - Welcome by Tim Kane, President of ITAC
 - Committee Chairs Report
 - Q&A with Members
- 2:00 - 2:15 Break
- 2:15 - 3:00 Keynote Presentation on “The Agile Workplace” by Michael Bell - GartnerGroup
- 3:00 - 3:45 Reaction to Keynote & Discussion of Telework Market Trends by Ray Boggs - IDC - followed by Q&A
- 3:45 - 4:15 Break
- 4:15 - 5:30 “Telework Pros” panel and Q&A
- 5:45 - Adjourn to Waldorf for Roundtables & Reception
- 8:00 - Conference Ends



ITAC: The Stage Is Set

- A new era in Telework
 - Explosive growth
 - Broader and deeper definition and adoption
 - Concerns, anxiety, confusion
 - Advocates and inhibitors
- Opportunity for Leadership...



ITAC: In the Past

- What have people said about ITAC?
 - Strong brand name
 - Powerful, consistent, reliable research
 - Access to experts and peers
 - Networking opportunities
 - Great “indoctrination” to the subject



ITAC: Here and Now

- New Focus on “Members and Mission”
 - Listen to members and marketplace
 - Shore up and build on our strengths
 - Strategically, systematically attack our weaknesses using Guiding Principles
 - ∴ Do a few things really well
 - ∴ Stay focused and deliver
 - ∴ Leverage our core via partnerships



ITAC: Here and Now

- Keys to getting here
 - The Executive Committee
 - The Board of Directors
 - The Committees
 - The Management
 - ∴ Bob Smith – strong experience with start-up associations
 - ∴ Virtual Inc. – strong infrastructure and expertise



ITAC: Here and Now

- Make sure positioning is clear
 - To drive the growth and success of work independent of location and promote the economic, social and environmental benefits of Telework
 - : We are serving the organizations that create and support teleworkers
 - : Be the “place” where vendors, users and agencies come together to access the resources that will enable them to advance telework



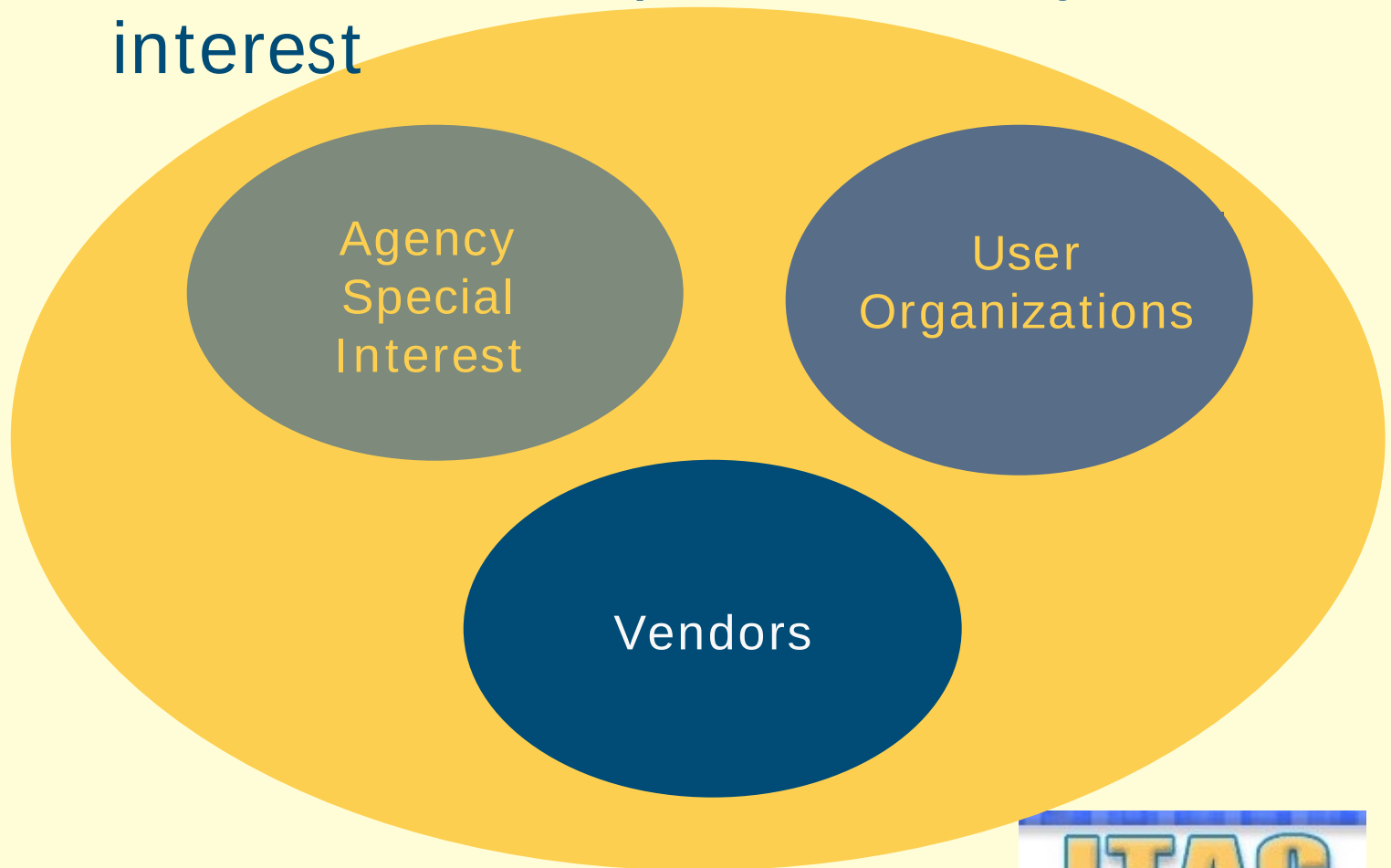
ITAC: Here and Now

- Expanding the value proposition beyond Telework 101
 - Broader content and expertise delivered in more ways
 - : Webinars
 - : Newsletter
 - : Networking
 - : Case studies
 - : Access to experts and peers
 - : Members only web site



ITAC: Here and Now

- New membership structure by Telework interest



ITAC

ITAC: Here and Now

- Keeping in touch with its marketplace and members
 - Broader definition of Telework
 - New research initiatives
 - New partnerships
 - Broader member base
 - Member defined value
 - Members only



ITAC: Here and Now

- **Keep watching us!**
 - Actions speak louder than words



ITAC: Here and Now

- Moving forward
 - ITAC: Advancing Work From Anywhere™
 - <http://www.workingfromanywhere.org>
 - Focus on the “I”
 - Continue to attract leaders in all categories
 - Enhance our financial strength
 - Stick to Guiding Principles



ITAC: Here and Now

- Committee Overview
 - Strong leadership, participation
 - Driven by Guiding Principles
 - Reinforcing “Members and Mission”



ITAC: Here and Now

- Agency Special Interest Committee
- Conference Committee
- Membership and Marketing Committee
- Research Committee



COMMITTEE REPORTS: ASPIC

- **Agency Special Interest Committee (ASPIC)**
 - ITAC's Newest Initiative for Public Agencies
 - Co-chairs:
 - ∴ Billy Michael (U.S. GSA)
 - ∴ Susan Tierney (Valley Metro - Phoenix)



COMMITTEE REPORTS: ASPIC

What is ASPIC All About?

- Exclusively for government agencies: Federal, state, local
- A truly national forum dedicated to sharing and collaborating
- Being open and honest about telework program experiences
- For ITAC Agency members only



COMMITTEE REPORTS: ASPIC

Benefits of Joining ASPIC

Be part of an elite group

ITAC supports public agencies by hosting special information exchanges:

- Website contact
- Teleconference meetings & events
- Partnering



COMMITTEE REPORTS: ASPIC

ASPIC Helps to *Advance Work from Anywhere*

ASPIC members will:

- Receive cutting-edge telework information
- Initiate new programs to spread telework
- Assist with ITAC's overall goals



COMMITTEE REPORTS: ASPIC

Don't Miss Out on the ASPIC Opportunity!

A unique national telework forum -
ASPIC seeks to enhance & enlighten

Sign up at <www.telecommute.org>

E-mail at <info@telecommute.org>

Call (781) 876-8815



COMMITTEE REPORTS: CONFERENCE

Our Goal:

Advancing work from anywhere by providing information, networking and resources through a variety of conferencing methods

Members:

Mary Bray

Toni Kistner

Billy Michael

Lilly Platt

Gil Gordon - chair



COMMITTEE REPORTS: CONFERENCE

Activities in 2002:

- Two webinars conducted (June & September) with more than 150 attendees each
- Planning two more for 2002, with support from WorldCom
- Assisted in planning & conducting today's conference
- Preliminary planning for 2003 conference



COMMITTEE REPORTS: CONFERENCE

Tell Us What You Want:

We welcome suggestions about future conference (broadly defined) events and topics - single-topic, multi-topic, in-person, electronic, etc.

Contact:

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COMMITTEE REPORTS: MEMBERSHIP AND MARKETING

- Energize ITAC
 - Broaden our view
 - Improve value
 - Expand membership
- Advancing Work From Anywhere™
 - Network of Places
 - Integration of Technology, Facility and People and Process



COMMITTEE REPORTS: MEMBERSHIP AND MARKETING

- Improve Value
 - New programs, website, newsletter
 - Stick to Guiding Principles
- Expand membership
 - Match membership category to member needs
 - ∴ User
 - ∴ Agency
 - ∴ Vendor
 - ∴ TTT



COMMITTEE REPORTS: RESEARCH

- RFP is out for TWA report
- New policy for assisting researchers



- Question and Answer Session

