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For immediate release

itSMF USA San Francisco Bay Area LIG hosts Special Guest Speaker

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June 16, 2009 -- itSMF USA San Francisco Local Interest Group announced today that **Gary Case**, will be a guest speaker at its June 24 meeting at Oracle in the San Francisco Bay Area.

Gary is the co-author of ITIL® V3's Continual Service Improvement core volume, and is an IT professional with more than 30 years of experience. As a Principal Consultant and ITIL Expert, currently the highest ITIL V3 certification, Gary specializes in providing strategic process consulting, business alignment, project management, and training to IT professionals across all industries. He also presents ITSM and ITIL-related sessions to audiences at major events worldwide. Gary joined Pink Elephant after successfully running his own consulting and training company, and serving as the Director of Training for Help Desk Institute (HDI).

Gary will discuss the theory behind the Continual Service Improvement book, and the challenges of writing the book. This session will also discuss the keys to utilizing technology metrics, service metrics and process metrics as input in Continual Service Improvement opportunities.

Additional information including how to register for the event is available on the itSMF USA San Francisco Bay Area LIG website. ([Please click here for event details and registration.](#))

About itSMF USA:

Founded in 1997, the Information Technology Service Management Forum USA (itSMF USA - www.itsmfusa.org) is a non-profit organization which promotes the use of industry good practices and standards in the provision and management of IT Services. Members have access to local events and meetings, an annual convention, white papers, and newsletter articles written by their peers. Members also contribute to this collection of intellectual property by sharing their own experience about IT service management practices based on their real-world experiences. itSMF USA serves members through its network of Local Interest Groups and is a member chapter of itSMF International.

About itSMF USA SFBA Local Interest Group (LIG):

The four-year-old LIG (www.sfb.itsmfusa.org) has approximately 200 members throughout the Silicon Valley, Oakland and San Francisco areas. Membership includes:

- Networking through local chapter meetings, conferences, roundtables and seminars;
- Knowledge Sharing: Working Groups, bimonthly Member eNewsletter and Webcasts
- Education: providing industry-specific training for future IT Service Management leaders
- Industry Leadership: Access to peers who understand and manage similar challenges