



2012 WINTER EDITION NEWSLETTER

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Happy New Year!

As the year was winding down this past December I took the opportunity to reflect on the previous year. I reflected on the past few years as President of the SOCAP Heartland Chapter. It has been one of the most rewarding experiences of my career in Customer Care. What a great pleasure to serve with such a phenomenal group of board members. They were true partners that made such an impact on the growth and development of our chapter.

SOCAP gave me an opportunity for leadership, but that was just the tip of the iceberg. The relationships I have made have endured, and I know will continue to flourish both locally and nationally. The insights that I have gained have been easily shared with my peers and department for continuous improvement. I love benchmarking with other companies and sharing our insights to help and support one another. The networking I have utilized here locally and through my involvement nationally with other Consumer Packaged Goods companies has proven to be an awesome ROI.

I want to personally thank everyone that has been involved with the success of our chapter, but specifically the wonderful board members. Jamie, Scott, Sarah, Steve, Vicky it was an honor to serve with you, and I thank you for your dedication and commitment to SOCAP Heartland. I need to give a special shout out to Jamie, who has served with me since I initially took over the role as president. As many of you agree she will make a terrific president for 2012.

I wish all of you much success in 2012 and beyond. I will be honored to support the efforts of 2012 board, and look forward to seeing everyone at the 2012 chapter meetings. Happy New Year!

Sincerely,
Cindy Fritton

Happy New Year 2012! As the New Year of 2012 is upon us, I hope everyone celebrated in style! Whether it was enjoying quality time with the family or celebrating with friends...I hope it was a memorable one for all! While the holidays are winding down, I always take this time to reflect upon myself and evaluate the important things in life. With the demand of managing Customer Care at Omaha Steaks, there aren't many days to get away from the office during this season. However, the days that I am not working, I try to live in the moment and spend quality time with my closest friends and my family.

On another note, I want to thank all of you for your support of me taking on the President's role of the SOCAP Heartland Chapter. I am extremely excited for this opportunity and am looking forward to the challenge. With Cindy moving out of this role, I definitely have some big shoes to fill. As always, I know she will be there to support me with my new duties. As we begin to plan for the 2012 Heartland Chapter meetings, please feel free to drop me a note and let me know ideas you may have for upcoming meetings. After all, I am in this position to bring in new and exciting speakers that will help you to grow and be the best Customer Care professional possible! Thank you again and I look forward to seeing you all at our next Heartland Chapter event!

Jamie Toledo



Friday, March 23, 2012
 10 a.m – 2 p.m.
 Physician's Mutual
 2600 Dodge Street Omaha, NE 68131
 EVENT DETAILS TO FOLLOW AT A LATER DATE!

SOCAP Presents the 2012 Symposium and Annual Conference!



In case you didn't know, SOCAP has experienced continued growth in membership over the past year. Attendance at the meetings and engagement by all members is an added benefit available to you as a SOCAP member!

- Conference Attendance: 10% increase from 2010-2011
- Brands Represented: 10% increase from 2010-2011
- Membership Growth: 25% increase from 2010-2011, 50% Corporate Membership Growth
- Exhibiting Companies: 11% increase from 2010-2011....SOLD OUT Exhibit Hall for 2 Years!



Publications, Research and More!! Discover what SOCAP can do for you!

As a SOCAP member, there is a wealth of knowledge right at your fingertips! Visit www.socap.org to view "Publications & Research." Explore the website and discover the following:

- *Customer Relationship Management Magazine* (CRM Magazine) is the flagship publication of SOCAP International. Since the SOCAP journal was first published in 1982, it has carried more than 700 articles by 600+ authors
- *White Papers*. Over hundreds of white papers are available to SOCAP members with easy access to download and review
- *SOCAP Bookstore*. Browse through the bookstore for something that sparks your interest!
- P!ng! Can't find what you are looking for? P!ng it! Brought to you by Astute Solutions, this digital librarian will help you find the resources and articles you need.

MEET YOUR 2012 BOARD OF DIRECTORS



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Jamie Toledo, President
Consumer Services Manager
Omaha Steaks
★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★



★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★
Cindy Fritton, Past President
Manager-Training/QA, Consumer Affairs
ConAgra Foods
★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★



★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★
Steve Konnath, Director of
Membership, VP eCommerce,
Physicians Mutual
★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★



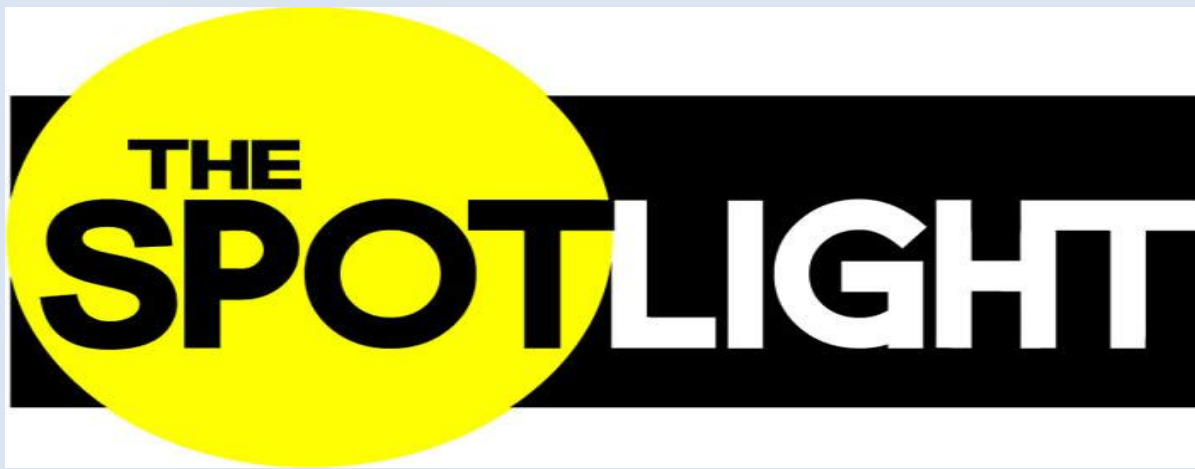
★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★
Sara Diaz, Technology Officer,
Account Development Manager,
Avcomm Solutions, Inc.
★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★



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Vicky Willis, Director of
Programming, *Assistant Director -*
Gold Passport, Hyatt Hotels
★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★



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Bob Poppen, Treasurer
Operations Manager, Omaha
Customer Interaction Center
AAA - The Auto Club Group
★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★



Daniel McPherson
Customer Care Supervisor, Omaha Steaks

Other Positions:

- **Customer Care Team Lead– Omaha Steaks**
- **Assistant Store Manager – Hot Topic**

Mentors:

- **Cheryl Holtzen – Omaha Steaks**
- **Jamie Toledo – Omaha Steaks**

Both have many years of experience in consumer affairs, managing people, and provide an excellent example to follow in my career path.

- **Pastor Micah Eldridge – Lifegate Church**

Is a man of great integrity and has been a positive example for me to follow.

Why did you join SOCAP:

It is a great opportunity to network with other Consumer Affairs professionals and to learn new and interesting ways to help run my team at Omaha Steaks.

Outside Interests:

Playing guitar, writing music, leading worship at church on Sundays, Spending time with my family, cooking, working out, football