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Spring 2007 Conference Summary

Even though it's been many weeks since we were all together in Denver for the Spring DAC Conference, it still feels like just yesterday. The conference theme "Business without Borders" highlighted Nortel's expanding portfolio of products that will provide Customers with seamless networking.

Presentations made by Cliff Holtz and Phil Edholm of Nortel on day one, set the tone for the rest of the week, followed by Mark (Fletch) Fletcher and Jean (JT) Turgeon's Microsoft ICA demonstration on Tuesday.

On Wednesday, Ellen Bovarnick gave a stimulating presentation on Nortel's Six Sigma projects underway throughout Nortel which are aiming to improve time to market and quality issues at Nortel.

All the presentations are now available on the Partner Information Center (PIC) DAC site. The ESC

would like to thank the many event Sponsors, especially our Host sponsor Qwest and Platinum Sponsor Global Knowledge. We raised \$2709.00 (US) and \$275.00 (CDN) for our Flower Fund during our closing dinner, which thanks to Nortel was another successful evening.

Don't forget to start making your plans for our next event, Fall 2007 in Mississauga, Ontario. See page 3 for more details.

I am also proud to announce that Matthew Sample has been appointed to the ESC as my Communications Co-Chair and will be working with me on upcoming DAC Flash newsletters and other Communications projects going forward. Now there will be a tag-team covering the DAC!!



Some of the Highlights



Cliff Holtz



Phil Edholm



Ellen Bovarnick

Host Sponsor



On Tuesday March 6th, Pieter Poll, CTO from Qwest provided a highly technical speech on Qwest's network,



Lynn Hale, President DAC, and Rick Dawybida, VP DAC give Chris Young, PMTF Chair and Qwest employee the commemorative DAC bell during the Thursday evening dinner

In the Spotlight: Corbin Bushong: Membership Chair



Please send your company prime contact information to help Corbin grow our DAC membership. Please contact him directly at;

corbin.bushong@embarq.com

The DAC has an 18 year history, (formerly called DOC) and had grown from about 10 people to a membership well over a thousand. To properly manage our growing membership, the DAC established a Membership Chair as a part of the ESC. The DAC then implemented a program to enforce the membership by-law requirements. The by-laws state active members must:

- Be employed by an authorized Nortel product reseller
- In one calendar year, attend either:
 - 1 DAC conference in person or
 - 6 DAC conference calls

Please keep in mind, these requirements are the minimum. Your fully engaged participation is important to the success

of this organization. With the enforcement of the requirements, through improved tracking on attendance, our membership list was edited to remove inactive members. Our membership now reflects 800 plus 'active' members.

This is a distributor organization and in order for it to be effective we need every distributor active in every task force by attending every call possible and making suggestions for the action register. Your support in helping to resolve or test resolved items will ensure that we have the best product and highest customer satisfaction possible.

To achieve the goal of having each distributor participate in each task force, please provide a prime contact person for your company to Corbin Bushong at

the email address provided. Corbin will contact the prime as he identifies areas where distributors do not have participation to get proper contact names within the distributor.

Please remember this is your organization. The more participation we have, the more effective we are and the more customer satisfaction your company will deliver.

I know all our companies are measured on customer satisfaction and some of you may have CSAT as an objective for yearly goals that affect your salary. Let's make the DAC known to our customers by the increased satisfaction received from their Nortel distributors overall solutions.

Conference Quotes

- The concept of one-on-one demos is great. I will probably take more advantage of them in the future.
- Liked the idea of Task Forces broken out by solution like Eurodac described
- The ability to clone myself. This would allow me to attend more than breakout session or workshop. There is too much info and not enough time.
- Continue the interaction & information as is. I cannot think of anything that could be better.

Conference Feedback

Glenn Buchanan



Well, the results are in and Denver was rated the number one DAC in location, value, registration and content while taking second in information when compared to the past four conferences.

I am sure we are all in agreement that the back drop for the conference was awesome, providing a breath of fresh air and excellent view during the few breaks which were included in the schedule.

The results show that in four of the six measured categories over 90% of the membership rated the conference excellent or very good.

As a leadership team we will continue to focus our efforts on making the conference a success and once again will be providing additional opportunities to increase the value of the demonstration room.

Disappointing was the total number of survey participants from both the distributor and Nortel perspective with less than 50% of the attendees taking part in the survey ☹

We want to hear your opinion so please make every effort to fill out the conference feedback forms. It's our conference so let's make it the best conference that we can!

Executive Homework Assignments



Here's a brief overview of the presentation given during the Nortel Executive Panel wrap-up. The full file is available on the PIC.

Key Issues;

Sparing Tool

ICA Program Details

Rollout of Patching Program

Nortel CSAT Survey

2nd Level Training

Lateness of Patches

Sparing-This was identified in Fall 2006 Homework and is overdue. Update tool and advise Partners.

Prime: Helen Sader

ICA Program Details-Partners need next layer of detail and clear understanding of POR.

Prime: Keith Dunphy

Rollout of Patching Program-what is strategy?

Prime: Steve Phillips

Nortel CSAT Survey- Limited exposure of DAC members found in Nortel CSAT results. Need to ensure inclusion of members.

Prime: Keith Dunphy/Helen Sader/ESC

2nd Level Training: Review decision to end Top Gun training. Work with Partners to create alternatives.

Prime: Paul Horning
DAC ESC: Rick D. Tim E & Elaine P.

Coming Events-Mark your Calendars!



The Fall 2007 DAC Conference is scheduled to take place at the [Delta Meadowvale Resort & Conference Center, Sept 17-20!](#)

Sponsored by



For resort details, visit Delta's web-

site at <http://www.deltahotels.com>

The Spring 2008 DAC Conference is scheduled to take place in Kansas City, MO March 31-April 3, 2008. Hotel details are still being finalized so watch for updates in future DAC Flashes.



Don't forget to download all the presentations from the PIC site;

https://app12.nortelnetworks.com/cgi-bin/mynn/home/NN_fileExchange.jsp?BkMg=0&whereClause=10&progSrcID=0&progName=File+Exchange&curOid=23282

Leadership Team Announcements



One thing in life that is constant is CHANGE and the DAC is no exception. The list below highlights the members that have changed roles since our last publication.

Departing Members	Appointed to ESC pending election	Nortel ESC Changes
Judi Pfardrescher—SMTF	Matthew Sample	Keith Dunphy – incoming Ed Martinez– incoming Departing ESC Role Helen Sader



If you have any ideas or suggestions for the next DACFlash, please contact

[Elaine Peters](mailto:elaine.peters@bell.ca)
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Or

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[\(ms9628@att.com\)](mailto:ms9628@att.com)

DAC MISSION

The Distributor Alliance Council (DAC) will provide a forum to identify areas of common interests and concerns for the purpose of improving Enterprise products/services and Nortel/distributor processes. Issues, recommendations and requests coming from the Council will receive top priority within Nortel. The expected results from these activities will be improved product performance, operational effectiveness, and technical support and Distributor/Nortel relations, raise customer satisfaction and improve Distributor/Nortel profitability.