

# membership

advancing the **science of service** through successful partnerships

Problem-focused Research

Executive & Professional Development

Corporate Membership

Student Education



**CENTER for SERVICES  
LEADERSHIP**

**ASU** W. P. CAREY  
SCHOOL of BUSINESS

ARIZONA STATE UNIVERSITY

*"The Center for Services Leadership has the best mix of academic and leading edge research combined with good companies that share common challenges - whether it's growing their service business, learning how to price services, or how to implement services within your organization - the learnings and return from the energy and enthusiasm for service within the CSL is invaluable."*

Cody Phipps - President and CEO. United Stationers

## The Center for Services Leadership

The CSL is a groundbreaking research center within the W. P. Carey School of Business at Arizona State University. We were created in 1985 as a response to the unique set of challenges that companies faced. While others were focusing on products and manufacturing enterprises, the CSL pioneered the study of services. Today, the Center is a globally recognized authority and thought leader specializing in the science of competing strategically through the profitable use of service and services.

## Center Membership

The CSL's member firms are key partners and investors in the Center who take advantage of our offerings at a high level and who are committed to advancing service knowledge. They are companies and organizations with an exceptional reputation as either a service firm or a product/service firm that competes through the strategic use of service. We value diversity in our membership to stimulate a variety of opinions and ideas, so we look for a balance of firms across a broad scope of industries. In discussions with the CSL's leadership, the member company selects one high level executive to join our Board of Advisors. The Board of Advisors' meetings provide a rare opportunity for our members to learn from executives from other industries who share their commitment to compete through service. Board members find this to be a form of networking and idea generation that is impossible to find from typical industry affiliations.

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## The Benefits and Rewards of Center Membership

By supporting the CSL's endeavors, board members and their firms secure direct and immediate benefits:

- Cross-industry networking opportunities to learn from other leading firms, executives and professors recognized as leaders in the service arena.
- Priority access to Center solution-focused research engagements for your company.
- Marketing and branding benefit from association with the leading university-based organization on the topic of service and services.
- Involvement in advising and expanding the Center for Services Leadership in new and innovative directions.
- Access to a talent pool of students from ASU's unique W. P. Carey MBA in Strategic Marketing and Services Leadership.

## Expected Commitment from the CSL's Board Members and Member Companies

Members are expected to fulfill the following commitments to the CSL:

- Offer advice and counsel to the Center for Services Leadership.
- Attend our annual Board of Advisors Meeting and/or the annual Compete Through Service Symposium and its meeting for board members.
- Participate in two or more activities involving any of these items: Center research, executive education, student education, new member recruitment, or corporate gifts and sponsorships.
- Commit to participation as a member company for three years at an annual membership fee of \$9500. A portion of the annual membership fee to the CSL can be considered a tax-deductible donation.

## How Can Your Organization Become Involved with the CSL as a Member Firm?

Membership with the Center for Services Leadership is by invitation. We would be happy to discuss the potential for your organization to become a member firm; contact the Center by email at [csl@asu.edu](mailto:csl@asu.edu) or call 480-965-6274 to discuss membership opportunities.

*"If you are interested in the science of service, the Center for Services Leadership is the place that you should go. I cannot think of another place that brings industry and academic service insights together in one setting. In a world where time is extremely limited and very valuable, the ability to participate in the CSL's educational sessions and to learn from others' experiences is a good return on your investment."*

Kim Gravell - Principal, Gravell Insights, LLC

## Member Firms

Abbott Laboratories  
 AeroJet Services  
 Agile Pursuits Franchising, Inc.  
 (a Procter and Gamble Company)  
 Agilent Technologies  
 Avnet  
 Banner Health  
 Blue Cross Blue Shield of Arizona  
 The Boeing Company  
 Cardinal Health  
 Charles Schwab & Co.  
 Cisco Systems  
 The Co-operators  
 Cox Communications  
 Dell Inc.  
 DuPont Sustainable Solutions  
 Edward Jones  
 FedEx  
 First Solar  
 Fujitsu Network Communications  
 GE  
 GE Healthcare  
 GE Power Generation Systems  
 Genpact  
 Honeywell Aerospace  
 IBM Global Services  
 The INSIGHT Group  
 Intel Corp  
 Lutron Electronics  
 Marriott International, Inc.  
 Mayo Clinic  
 McKinsey & Company, Inc.  
 Michelin USA  
 National Industries for the Blind  
 NJVC  
 NOVO 1 Contact Centers  
 Oracle  
 Pearson School Systems  
 PetSmart  
 The Real Ratings Groups, LLC  
 Republic Services  
 Siemens Industries  
 Southern California Edison  
 State Farm Insurance Company  
 TriWest Healthcare Alliance  
 United Stationers  
 USAA  
 Vocera Communications  
 VWR International  
 Westinghouse Electric Co.  
 Zane's Cycles

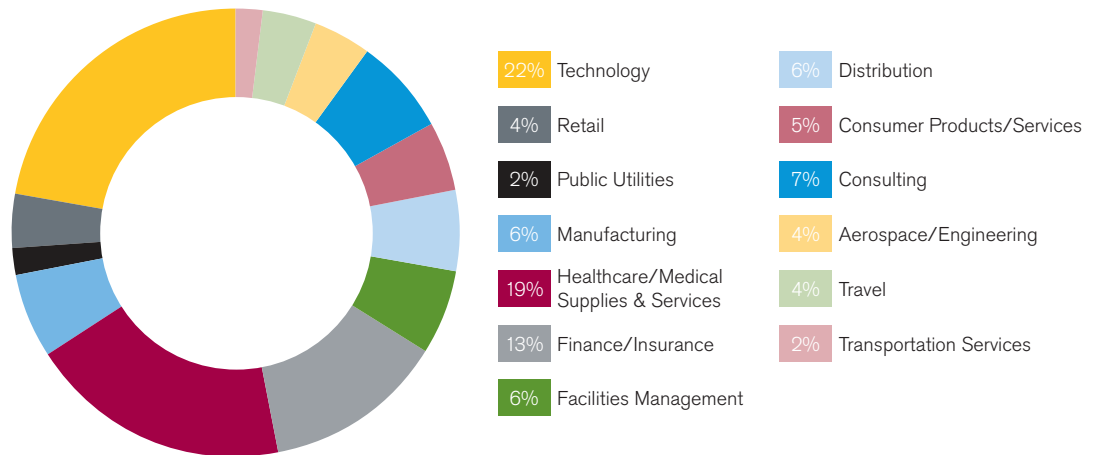
## What Kinds of Organizations are Members of the CSL?

Generally, the organization reflects the following profile:

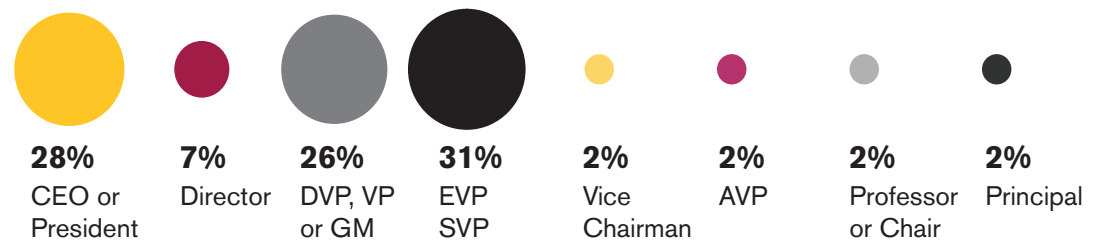
- Holds an exceptional reputation as either a services firm, or a product/manufacturing firm that competes through service.
- The organization, or one of its significant business units, is on a journey of change and improvement, having made a strategic commitment to compete through service.
- The organization has the ability to be involved with the CSL through a tangible commitment to fulfilling their obligation as a CSL member firm.

To see a current list of our Member Firms and our Advisory Board, please visit [wpcarey.asu.edu/csl/members](http://wpcarey.asu.edu/csl/members).

## Center Member Firms by Industry Type



## Advisory Board Member Titles



W. P. Carey School of Business  
 Arizona State University  
 P.O. Box 872106  
 Tempe, AZ 85287-2106  
 480-965-6201 Phone  
 480-965-2180 Fax  
[wpcarey.asu.edu/csl](http://wpcarey.asu.edu/csl)  
[twitter.com/WPCCSL](https://twitter.com/WPCCSL)

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