

# membership

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



Discover Executive and Professional Insights  
Profit from Solution-Focused Research  
Connect with Leaders and Innovators  
Engage with Services-Focused Students

**ASU** W.P. Carey  
School of Business  
Arizona State University

Center for Services Leadership

## CSL Member Firms

A&W Food Services of Canada, Inc.  
 Abbott Laboratories  
 Agile Pursuits Franchising, Inc.  
 (a Procter & Gamble Co.)  
 Allscripts  
 American Express  
 ASU Enterprise Marketing  
 Avnet, Inc.  
 Blue Cross Blue Shield of Arizona  
 The Boeing Company  
 Charles Schwab & Co., Inc.  
 Cisco Systems, Inc.  
 The Co-operators Group Ltd.  
 Cox Communications  
 Customer Care  
 Measurement & Consulting  
 Dell, Inc.  
 DuPont Pioneer  
 Edward Jones  
 Entercoms, Inc.  
 FedEx Services  
 First Solar, Inc.  
 Ford Motor Company,  
 Phoenix Region  
 Honeywell Home  
 & Building Technologies  
 The INSIGHT Group, Inc.  
 Intel Corporation  
 Keysight Technologies  
 Lenovo  
 LifeLock, Inc.  
 Lutron Electronics Co., Inc.  
 Mayo Clinic of Arizona  
 National Industries for the Blind  
 Pearson  
 Penske Truck Leasing Co.  
 Philips Lighting  
 The Real Ratings Group, LLC  
 Renaissance Learning  
 Siemens Industry, Inc.  
 Starbucks Coffee Company  
 State Farm Insurance  
 Televerde  
 Thales Group  
 TriWest Healthcare Alliance  
 Uber  
 Vixxo  
 Vocera Communications  
 VWR International, LLC

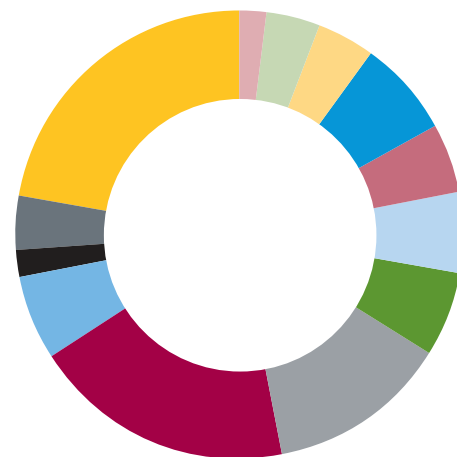
## The Center for Services Leadership

The Center for Services Leadership (CSL) in the W. P. Carey School of Business at Arizona State University is a world-renowned, globally recognized research and education center devoted to the science of service. With its unique structure, the CSL provides industry and academic leaders the opportunity to network, to engage, to focus and to discover more about service and services—and their potential competitive advantages.

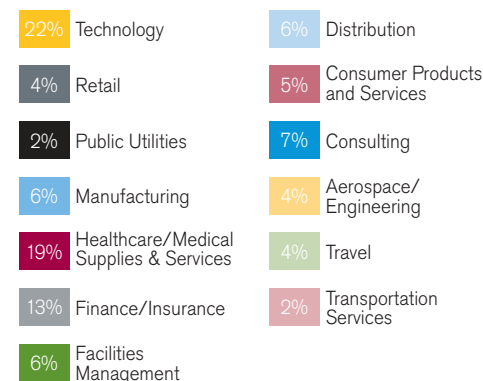
### Becoming a CSL Member

The CSL's member firms are key partners and investors in the Center who take advantage of its offerings at a high level and who are committed to advancing service knowledge. Each company or organization has a reputation for excellence as either a service firm or a product/manufacturing firm that also strategically leverages service offerings. A diverse membership stimulates a variety of opinions and ideas, so the Center values and searches for a balance of firms across a broad scope of industries.

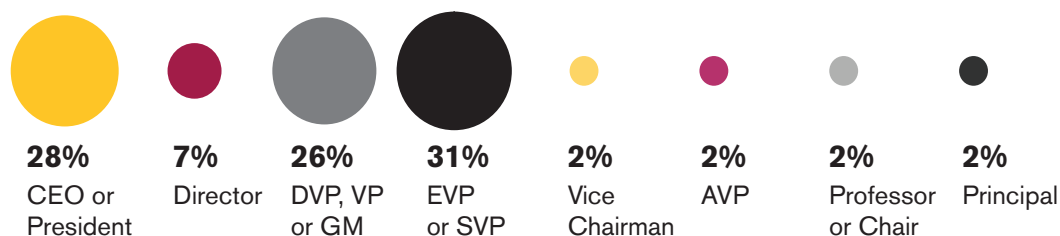
Each member company, through discussions with Center leaders, selects one high-level executive to join the CSL Board of Advisors. The Board's meetings provide a rare opportunity for members to learn from executives in other industries who share a commitment to developing competitive advantages through service. This unique model of networking and idea generation isn't possible in standard industry-specific affiliations.



### Center Member Firms by Industry Type



### Advisory Board Member Titles



*“The Center for Services Leadership has the best mix of academic and leading-edge research, along with member companies that share common challenges such as growing their service business or learning how to price or implement services within their organizations. The learnings and return from the energy and enthusiasm for service within the CSL are invaluable.”*

Cody Phipps - President and CEO, Owens & Minor

## CSL Membership Benefits

Board members and their firms who join and support the Center for Services Leadership at Arizona State University secure direct and immediate benefits, including:

- **Cross-industry networking** with frequent opportunities to learn from other leading executives and educators recognized as leaders in the services arena.
- **Exclusive opportunities** for executive education and problem-focused research customized to each firm's services-related challenges and opportunities.
- **Access to the latest research,** trends and information on the effective marketing and management of services.
- **Special member rates** to the Center's annual educational programs, including the Compete Through Service Symposium and the Services Leadership Institute.
- **Advantageous early connections** to the top students pursuing an MBA at ASU's W. P. Carey School of Business with a concentration in marketing strategy and services—a virtual talent pool of tomorrow's service-savvy executives.
- **Meaningful involvement** in advising and shaping the Center for Services Leadership in new, innovative directions and initiatives.
- **Marketing and branding benefits** from being associated with the leading university-based organization focused on the topic of service and services.

### Reap the Rewards of Being a Member

To discuss your organization's potential to become a Member firm of the Center for Services Leadership, email [csi@asu.edu](mailto:csi@asu.edu) or call **480-965-6201**.



W.P. Carey  
School of Business

Center for Services  
Leadership





## Which Types of Organizations Become CSL Members?

The CSL's member firms generally reflect 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 its obligation as a CSL member firm.

To see a current list of our Center's Advisory Board and Staff Directors, go to [wpcarey.asu.edu/csl/members](http://wpcarey.asu.edu/csl/members).

## Expected Commitments from CSL 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 the CSL's annual Board of Advisors Meeting and/or the annual Compete Through Service Symposium and its meeting for board members.
- Participate in at least two activities involving any of these items: Center research, executive education, student education, new member recruitment, or corporate gifts and sponsorships.
- Companies commit to a three-year membership, at an annual fee of \$9500. A portion of the annual membership fee to the CSL can be considered a tax-deductible donation.

## See If Your Business Has What It Takes

To discover more about becoming a Center Member, email [csl@asu.edu](mailto:csl@asu.edu) or call **480-965-6201**.

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[twitter.com/WPCCSL](https://twitter.com/WPCCSL)

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*"In a world where time is extremely limited and 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