

# ❖ Consultants in Minnesota ❖

April 2001

## President's Message

By Randy Hayman

Greetings All!

As I prepare to write my first column as the incoming president of your

into.

Alas, since becoming an independent, I've grown to trust my instincts, and my instincts have led me to this position. I believe we can build this great chapter of ours to an even better stature. This leads me into my vision for our chapter during the coming year. I see our chapter doubling in active membership within two years, and I challenge each of you to introduce not less than two new consultants to the chapter in each of the coming 12 months. With your continued involvement and participation in the growth of our chapter, we can achieve it!

We simply can not afford to stagnate. The industry around us changes much too fast for us not to lead the way as independents. Didn't we become independents to make a better life for ourselves and for our own personal satisfaction? Regardless of which skills we bring to the market, whether traditional technology, legacy systems, new technology, or cutting edge, there is always something new for us to adapt to - for instance, who'd ever have thought that IBM S/390s would run Linux and be top notch Web Servers (apache) and WINS file servers (samba)? I never did, and I never participated in the great IBM Mainframe era either - I was always on the fringes.

In closing, I leave this opportunity in each of your hands: As a relatively new member of ICCA, I would challenge each of you to educate others about the benefits of membership in ICCA: insurance programs, discounts on products and services, expansion of your personal and professional network and the monthly educational opportunity of hearing about a topic you can use to generate new ideas for you and your business. Frankly, ICCA is working for me, because I persevere it!

As a final note, the general consensus from the March meeting was to continue with the printing and distribution of agendas at the dinner meetings. Look forward to it!

That's the view from here. Let me know your thoughts be sending me email at haymanr@pureice.com.

Minnesota Chapter of the ICCA, a number of emotions float through my conscience - trepidation, excitement, fear, and contentment to name but a few. But, before getting into that, I'd like to send thanks to some ICCA members. I'd especially like to thank our very own Bill McTeer for sponsoring the presentation at our March meeting. I'd also like to personally thank the presenter, James Kugler, CLU, LUTCF for providing an enlightening talk on Medical Reimbursement Accounts and other Medical Insurance issues. To those of you missing this meeting, there was invaluable information distributed on the thorny issues surrounding medical insurance. Hope to see you next month when we have a presentation on Software Developers' Rights and Duties presented by Gregory C. Brown.

Thank you James Kugler and Bill McTeer for the great presentation!

I would also like to personally acknowledge and thank a member guest from the New York Chapter of the ICCA, Jack Rose. Thank you for attending our local chapter meeting. If I can be of any service to you or the New York Chapter,

feel free to contact me. As your new, incoming president, I'm excited that we have such an active membership that can bring us such great presentations, however, I fear I might not be able to perform to your expectations, yet, I'm content that I've accepted another challenge and growth opportunity, and my trepidations are all due to the uncertainty of what I've gotten myself

### Officers:

**President:** Randy Hayman

Voice (651) 261-9939

Fax (651) 456-9426

email: haymanr@pureice.com

**CO-VicePresident:** Amy Mckenna

Voice (651) 702-5036

email: amymckenna@aol.com

**CO-VicePresident:** Charles Brotzler

Voice (952) 440-6673

Fax (952) 440-6673

email: stellarsol@icca.org

**Treasurer:** Norm Nelson

Voice (612) 399-0107

email: norm.nelson@icca.org

**Secretary:** Ben Moyle

Voice (952) 933-2885

Fax (952) 933-7764

email: bmoyle@bimoyle.com

**Editor:** Magne A. Hatlevik

Voice (651) 264-1608

email: magne@magpcs.com

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Newsletter  
of the



Minnesota Chapter

◆ Consultants in Minnesota

**Software Developers' Rights and Duties**

by Gregory C. Brown

Greg Brown will be discussing software developers' rights and duties under the Uniform Computer Information Transaction Act (UCITA), a new law governing software license and development transactions. He will highlight ways in which software developers can limit their liability for software glitches and other unfortunate malfunctions.

Since 1990, Mr. Brown has been an Associate General Counsel at the University of Minnesota. His practice is concentrated in intellectual property and technology transfer transactions. Prior to joining the university's legal staff, he was in private practice for six years. He principally represented clients in mergers and acquisitions and securities offerings and advised them on general corporate and business matters. Mr. Brown graduated from the University of Michigan Law School in 1984 and the University and Michigan School of Business Administration in 1980.

Gregory C. Brown is a national speaker on technology licensing. He recently returned from the conference of the Association of University Technology

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**Selling's Not the Problem!**

By Robert Middleton - Action Plan Marketing  
(Continued from last month)

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Put lots of valuable, free information on your web site. Make it a resource for who-

ever visits. This means articles, reports, questionnaires, web links - whatever your prospects will find useful. Give 'em a taste of your brilliance.

\*\*\*  
Link your eZine sign-up to the site so that you can send them MORE free and valuable information on a regular basis. Remember that they are not likely to visit your site again (let alone think of you, let alone call you) unless you stay visible and valuable.

\*\*\*  
Invite subscribers to events, workshops, seminars, talks and presentations. Even if they don't come, they will see you as a resource, someone who has valuable information. "Hey, Smythe is doing one of those Zap-Management seminars again. Looks interesting."

\*\*\*  
Make offers for reports, information products, introductory services and anything else that's easy for your prospect to say "YES" to. Once they've taken action on something small, they're likely, sooner or later, to take action on something larger.

\*\*\*  
Oh yeah, and what if you get a biz card from someone at a networking event? Call them only if they say something like this: "I really need your service! Can you give me a call?" If so, by all means do. If they don't, you say something like this: "I have an eZine I send out with leading edge-ideas on high-tech Zap-Management. I'd be happy to put you on the list."

As a result of giving all this stuff away, something very wonderful happens: you get calls from very qualified prospects, interested in doing business with you. After all, you have positioned yourself as the expert, as the one who can solve the problems they face. They're going to call YOU - The InfoGuru Marketer.

When you stop begging and start giving, selling's not a problem.

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In the InfoGuru Manual, the five chapters on selling include: an overview of the professional selling process, making appoint-

ments over the phone, negotiating and closing, pricing your services and creating perfect proposals. They are all based on the InfoGuru Marketing Principle of giving, not getting. You will never see selling quite the same way again.

For more information on the InfoGuru Online Marketing Manual go here: <http://www.actionplan.com/infoguru.html>

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Robert Middleton - Action Plan Marketing

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Practical Action Plans for Marketing Your Expertise

The Action Plan Marketing Web Site is a one-stop resource for marketing professional services. <http://www.actionplan.com>. Check it out today!

Make sure to sign up for "More Clients!", our free on-line E-zine on marketing for professional service businesses. Just click on: <mailto:join-actionplan@mh.databack.com> and send a blank email message.

<mailto:robmid@actionplan.com>

378 Cambridge Avenue, Suite B  
Palo Alto, CA 94306  
650-321-4449  
650-321-6646 - fax

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**Visitors and new members at the ICCA Minnesota Thursday March 22 meeting**

A hearty welcome to our visitor at the March 22 ICCA meeting. We all hope you will visit again and become part of our association

**Jackie Maher**

I started in data processing 1990. For the past 6 years I have been an independent consultant. Most of my experience is with IBM Mainframes, IMS Database structures and COBOL and Eztrieve languages to develop and perform maintenance of application software. The past year I have been taking some client server technology class with Access and Visual Basic. My hope is to gain some good Visual Basic experience to use in conjunction with my strong mainframe knowledge and expertise.

Jackie Maher of Maher Consulting Service, Inc.  
e-mail -- j.a.maher@worldnet.att.net  
home office -- 763-413-1736



**More Visitors and new members at the ICCA Minnesota Thursday March 22 meeting**

A hearty welcome to our visitor at the March 22 ICCA meeting. We all hope you will visit again and become part of our association

**Dean Westendorf**

I am an independent consultant with 26 years experience and I am currently looking for work. I have worked the last 1 1/2 years with UNIX, MicroFocus COBOL and ORACLE. All of my other work experience has been working on the mainframe with COBOL, IMS/DB/DC, DB2, TELON, CICS in a variety of applications. I have worked in the following types of business Insurance, Manufacturing, Airline, Retail and Management Services. This is just a brief summary of my experiences.

Dean Westendorf Westendorf Associates, Inc.  
ddwest@usinternet.com (952) 894-3376

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**Marc Geiger**

I am an independant consultant specializing in mainframe applications. I bring 20+ years of experience to the client in the development and Maintenance of financial, health care, manufacturing and marketing support systems.

Marc Geiger Legacy Specialists, Inc.  
marcsg@hushmail.com (763) 536-8237

Meeting Reservations: Members may phone your reservation to Joan Barnes at 651-257-2570, by 3:00 PM, Friday, April 13, 2001. Non-members should mail this form to: ICCA Minnesota, c/o Norm Nelson, 2200 E 22nd St. Minneapolis, MN 55404-3165

Name: \_\_\_\_\_ Company: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_  
State: \_\_\_\_\_ Phone: ( ) \_\_\_\_\_

Menu Selection: Chicken Dijonaise, London Broil  
Beef Stroganoff

Members \$25 Non-members \$28 x \_\_\_\_\_ = \_\_\_\_\_  
Late Charge \$2 x \_\_\_\_\_ = \_\_\_\_\_  
Enclosed is a check for: \_\_\_\_\_



# Next Meeting

Tuesday, April 17, 2001

## Software Developers' Rights and Duties

### Wyndham Garden Hotel

4460 W 78th St. Circle  
952-831-3131

Social Hour at 5:30PM  
Dinner at 6:30PM

For reservations call  
Joan Barnes @ 651-257-2570

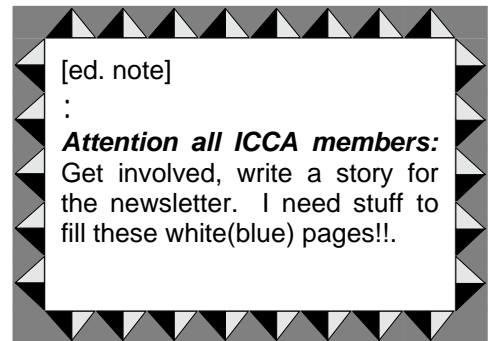
## FUTURE MEETINGS

Tues May 22 Italian Market Deli by Lido  
Thurs Jun 21 Wyndham Garden Hotel  
Thurs Aug 23 Italian Market Deli by Lido

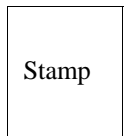
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Edina, MN 55436



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