

# ❖ Consultants in Minnesota ❖

June 2002

## President's Message

By Randy Hayman

Greetings All!

I recently got to thinking about my 5 year old

laser printer, or actually, a replacement for it. As small business owners that we are, we watch our pennies, so I decided to see what this old printer actually costs me, or has cost me.

Since I keep receipts for computer and electronic equipment, I found that I spent \$921.64 on this printer in August of 1997 (back in the era when Pentium 200s were the top-of-the-line), I added memory in January of 1998 at a cost of \$106.36 for a total of \$1028.00. A lot of money, to be sure, but now let's look at the expendables. I have only purchased two toner cartridges for it, and one is still on the shelf. I have replaced the one that came with the printer, and the first of the two I purchased.

Add in the one \$74.00 toner cartridge I purchased and am using, and the \$95.00 approximate cost of a minimum of 15,000 sheets of paper that I have already put through the printer, and the total cost comes to \$1202.00. Adding in the cost of the JetDirect box at \$247.00 brings the total up to \$1449.00

Calculating this out, I come up with an 9.66 cents per page cost, and a \$289.80 annualized cost (or, a 301.39 annualized cost assuming a 2% APR time value of money). I have no way to measure the cost of the electricity that has gone into this printer over the last five years, so that is not included in these numbers. The original documentation for this printer states that the cost of this printer should be about 8 cents per page. Had I not included the cost of the JetDirect box (since it can be used with another printer), my costs would drop to 8.01 cents per page (plus electricity).

Now, since this printer still prints an excellent page at a respectable 600x600dpi, albeit at a six pages per minute pace, costs me under 10 cents per page, and since I still have another toner cartridge for it, I have decided to forego the purchase of a new printer at this time.

Perhaps when I let the smoke out of this printer (e.g. it fries), or when I need to print at a faster pace than 6 pages per minute, or when I must print color on a regular basis, then I will re-evaluate printers based on the then-current technology. While ink jet printers have their place in the office, I will, in all likelihood, purchase another laser printer when the time comes, based on this analysis.

Speaking of the JetDirect box I have this printer attached to, I recently telnetted to the JetDirect's IP address. Lo and behold, I was logged into a configuration prompt with out even needing a password. This is a feature that was not in the JetDirect's documentation, however, a simple command set a password. This JetDirect box is old enough such that it didn't have an HTTP server built-in, so I have successfully uncovered and sealed another security hole in my LAN.

Security, the topic of last month's featured presentation, included an exceptional common-sense overview. Elsewhere in this newsletter, you will find a summary of the presentation given by Mark Wolcenski, Senior Consultant, Spherion.

That's the view from here. Let me know your thoughts by sending me email at [haymanr@icca.org](mailto:haymanr@icca.org).

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Newsletter  
of the



Minnesota Chapter

**JUNE**

Guest column**The Creativity of Boredom**

By Peter A. Miller

You already have a good idea of what “boredom” means. But let’s walk through a definition. Being **bored** can be defined as being made weary by something or someone being dull, repetitive, or tedious. And for good measure, let me throw in the word “ennui,” a synonym for boredom, which alludes to listlessness and dissatisfaction resulting from a lack on interest. So boredom can be thought of as the result of a lack of interesting stimulation. Of course, whether something is interesting is, like beauty, in the mind of the beholder.

So after all that boring introduction, you may draw the conclusion that boredom is a negative thing, to be avoided at just about all costs. Nothing could be farther from the truth!

It’s amazing to see what many people will do to keep from being bored. They watch TV to a fare-thee-well. They have cell phones with built-in radios, so that until you get that *very* important call (“Hello dear, where are you? Please don’t forget to buy a dozen free-range eggs and a kilo of macrobiotic chickpeas on your way home”) you can be serenaded by the music or be *informed* by the talk show of your choice.

It’s only two stops from my commuter train station to the Stockholm Central Station, and yet I see people who get on and off with me using the 6½ minutes travel time to take out their hand-held computers and ponder the intricacies of their techno-gadgetry. And if all else fails, there’s always a game like “Snake II” on your portable screen to occupy your attention... and let’s not forget the hours of escapism afforded by surfing the net!

It would seem that we are **so** busy keeping busy! So many appear to be queuing to remain “unbored”.... **What a shame!**

I contend that creativity begins when the trappings of the outer world are minimized, and we can find the time and space and peace to get in touch with our inner self. Don’t get me wrong, we need external stimuli to provide vital input, but when our brain gets a break from processing incoming data, it is then in an ideal mode to produce some creative output.

So the next time you are bored (even from reading this!) consider this feeling a launch pad for your wealth of creativity. Hang in there! Stay bored for a while. It takes a little time for boredom to break through into inventiveness, but it’s worth the wait.

Welcome your spells of boredom as resources to your imagination! And then when you’ve had a burst of brilliance, share your success story with us!

*Guest columnist Peter A. Miller is president of the English Speaking Community Club of Stockholm, Sweden; <http://www.escc.se>.*

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## **Security, a Common Sense Approach**

**May 2002 meeting wrapup**

by Jack Rose

Our May 15 meeting speaker was security consultant Mark Wolcenski.

Security is an all-encompassing issue. It’s estimated that close to 5% of all online shoppers are victims of credit card fraud, and nearly 2% of identity theft. Mark emphasized that the best approach to accomplishing the three main security objectives -- confidentiality, integrity and availability (CIA) -- is a common-sense one.

Malicious hackers cause damage by

manipulating products and services in an unintended manner, resulting in costs in billions of dollars. Another result has been the emergence of a computer security industry to lessen the abuse.

With some 240 packaged security tools in 24 categories, it’s up to the consultant to determine the most cost-effective tool set. Although there’s no silver bullet, low-cost and no-cost countermeasures exist but for a variety of reasons people choose not to implement them. Often this is because corporate management sees systems management in terms of its cost, but are unaware of its benefits. As a result, IS/IT personnel are overworked and understaffed, and too busy putting out fires to devote adequate resources to security issues. The commitment to fix security flaws is weak to nonexistent.

Mark recommends a three-pronged attack:

1.. Threat prevention. Most exploits take advantage of known vulnerabilities that have known fixes. Most such fixes are free. Review the major policies of your client’s organization.

2.. Threat detection. Look at systems the way hackers do.

3.. Threat notification and recovery. Your client organization should be able to effect a timely alert and shutdown in case of a security breach.

Thanks to Randy Hayman for sponsoring our May 15 meeting speaker, security consultant Mark Wolcenski. And thanks to our members for pitching in to help sponsoring meeting presenters, writing newsletter articles, and volunteering with special projects like our booth at the recent Strictly Business expo.

### **To ICCA-MN:**

I want to thank the Minnesota Chapter members for the many kind words of sympathy and support following the death of my wife, Marjorie. And I want to especially thank Joan Barnes, Larry Bremer, Bill McTeer, and Bill Smale for representing the Chapter at the memorial service. You are all good friends, and I deeply appreciate what you have done in support of myself and my family.

Bill Buending

**Presenter at the ICCA Minnesota Meeting on June 20, 2002**  
**Rita McCormick**  
**President McCormick Marketing Communications (Edina, MN)**

**TOPIC: Capturing the Attention of the Press**

Entrepreneurs and small businesses are often overlooked for features/interviews in the business press. Learn how to approach both print editors and broadcast producers to get your share of free publicity! Published interviews and byline articles give your business a seal of credibility that print ads never do. Enhance the visibility of your company profile by learning how to make the press work for you.

**BIO:**

Rita McCormick launched McCormick Marketing Communications 3 years ago to assist eBusiness, IT and healthcare firms in gaining name recognition for their products/services via press placements. Her group works with horizontal business newspapers as well as vertical trade magazines and e-zines. Services also include broadcast interview and speaking engagement placements, strategic branding consultations and copywriting. Her work is a unique blend of the creative and the analytical, offering results-oriented promotional marketing approaches with a bottom-line focus.

Prior to this chapter in her life, Rita was VP of Sales & Marketing for a technical publisher with clients in over 160 countries. Her claim to fame there was raising overall sales by 30% in 12 months. She also worked in the worlds of print advertising, communications training and art supply sales.

**RECENT CLIENT SUCCESSES:**

-- for a small, 10-person eBusiness consulting firm that had

never used any PR approaches, we garnered national article placements in niche venues such as CIO Magazine and Computerworld and prestigious speaking engagements like The Conference Board in New York

- for three academic professors newly minted as private sector eCommerce consultants, we obtained press pick-ups in 5 national finance and banking magazines for their first White Paper on purchasing cards, all in just six weeks
- for an eProcurement trade association, we set up cross-marketing channels with 6 U.S. purchasing associations and connected them with a purchasing portal site in London through which they could reach 40 international associations
- for a 3M cross-departmental new product development approach called the Lead User Concept, we generated press articles in venues like FAST Company and Industry Week
- for a software testing/QA firm, we generated numerous byline opportunities on HIPAA compliance in healthcare association magazines
- for an association of allergists who wanted press coverage of their convention, we leveraged a creative story spin into a mention in several hundred newspapers across the country (the story centered around a divorcing couple who were claiming irreconcilable differences based on his allergic reaction to her cosmetics)

**EXAMPLE OF COST SAVINGS:**

-- an eCommerce client wanted exposure in a national purchasing magazine called Purchasing Today. But a one-time, one-page 4-color ad cost \$4975.00; a six-time ad series cost over \$24,000. Neither was in her budget. So I got her extensively featured in a seven-page COVER article that highlighted her specific expertise. It also listed her web site/contact info at the end. Total cost: \$350.00.



Meeting Reservations: Members may phone your reservation to Joan Barnes at 651-257-2570 by 3:00 PM, Tuesday, June 18, 2002. 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: The Wyndham Buffet

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



# Next Meeting

Thursday, June 20, 2002

## Capturing the Attention of the Press

### 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

July, 2002      Summer Break  
Tuesday, August 20, 2002 Lido

#### ICCA Disclaimer notice.

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[ed. note]

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**Attention all ICCA members:**  
Get involved--write a story for the newsletter. I need stuff to fill these white(blue) pages!!



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