

❖ Consultants in Minnesota ❖

September 2002

President's Message

By Randy Hayman

Greetings!

I would like first to thank Bill MacLeslie, Director of Operations, Vector Internet Services, Inc (VISI.com) for his entertaining presentation on an ISPs view of business and SPAM. I would like to extend gracious thanks to Jack Rose, for not only sponsoring VISI's appearance, but also Bil, who, on a moment's notice filled in for the original speaker.

If your business requires you to sell a business case to your client(s), or if your job entails giving presentations, here are a set of guidelines I use, and which just happened to be the subject of an article in the August 2002 magazine entitled 'Presentations'. The article in

'Presentations' was entitled 'The Presenter's Pledge - Do Presenters need a code of conduct?'. Visit their website at www.presentations.com for more information. Here are the concepts from their list, which aligns with my personal ethical and moral goals of any presentation I give:

- (1) Be honest, always, when addressing an audience.
- (2) Never present fabrications, myths, legends, or untruths as fact.
- (3) Unless it is part of your joke(s), accuracy is the penultimate goal.
- (4) Never, ever, ever subscribe to copyright violations.
- (5) Do not make your presentation an Infomercial, unless that is what you've been contracted to provide.

(6) Prepare, prepare, prepare; rehearse, rehearse, rehearse. Give it your best shot, always.

(7) Try using visual aides other than Microsoft software.

(8) Present from the audiences' perspective, not your own.

(9) Leave the condescending attitude at the door and do not humiliate your audience.

A great code of conduct that fits right in with the ICCA code of conduct. Think about these when you prepare for your next presentation.

Last year, I challenged each of our members to bring two guests to our monthly meetings over the course of the year. We were quite successful with this initiative. I repeat the challenge for this year - bring two additional guests over the course of the next twelve months. Let's grow this organization into a greater network of potential. You will get out of this organization nothing less than you put into it.

That's the view from here. Let me know your thoughts by sending me email at haymanr@icca.org.

Officers:

President: Randy Hayman

Voice (651) 261-9939

Fax (651) 456-9426

mail: haymanr@pureice.com

VicePresident: John B. Rose

Voice (651) 214-5053

email: jbr@icca.org

Treasurer: Norm Nelson

Voice (612) 399-0107

email: norm.nelson@icca.org

Secretary: Larry Bremer

Voice (763) 553-1994

email: ljbremar@compuserve.com

Editor: Magne A. Hatlevik

Voice (651) 264-1608

email: magne@magpcs.com

Chapter WebSite: www.icca-mn.org

I
C
C
A
®

INDEPENDENT
COMPUTER
CONSULTANTS
ASSOCIATION

Newsletter
of the



Minnesota Chapter



August Speaker Brings Us Up-To-Date On Spam

By Jack Rose
ICCA-MN Vice President

On August 20, Bil MacLeslie, Director of Operations for Vector Internet Services Inc. (VISI.com), talked to an absorbed and appreciative audience of consultants about spam -- not the trademarked pork-in-a-can from Austin, MN but the scourge of Internet communications, more formally known as unsolicited commercial email (UCE).

Bil cited one statistic that Hotmail alone is coping with one billion (1,000,000,000) spam messages per DAY.

VISI as an ISP, you as a consultant, and your customers as Internet users are all affected by spam. It consumes bandwidth, disk space, and processing cycles; but more significantly, it uses up huge amounts of Internet users' time and productivity -- on the order of an hour a day can be wasted poring through unwanted messages to try to isolate legitimate communications. As a derivative side effect, sometimes "real" messages get confused with nuisance ones and are discarded without being read. What to do?

Message filtering has become a growth industry due to the nuisance of spam. Bil explained that it comes in three major forms: whitelists, blacklists and matching algorithms.

The white list is simply a list of senders from whom you have expressed a desire to receive mail. All others are deemed undesired and diverted. Spammers have developed ways to fake your own email address as the sender of UCE, to try to break through the whitelist barrier.

Blacklists are lists of known spammers, also known open mail relays (the vast majority of which are offshore and immune from regulation). Mail originating from or passing through these points is similarly put aside.

Matching is a recent development. It is an AI mechanism where a program actually opens and reads the mail being transmitted, and checks for the presence of words and phrases that increase or decrease the probability that the message is spam. Examples of the former set of keywords are: Multiple exclamation points; the words "click," "Viagra," "work from home," and "inkjet."

In most cases, suspect messages are placed in a separate folder where the curious user can peruse them on his coffee break.

The ICCA members present not only stayed awake, but peppered Bil with questions after his talk. Our thanks to Bil MacLeslie, and to VISI.com for letting him out for a few hours.

September Speaker Focuses on "Business Intelligence"

By Jack Rose
ICCA-MN Vice President

In today's competitive market, companies that don't improve their Business Intelligence will ultimately fail. That's the message of Joe Foley, Chief Technical Officer of Synera Systems, an international company in Bloomington, MN.

Synera offers information storage management systems designed for supporting business analytics. Their worldwide customer base includes retail, banking, telco, healthcare, insurance and government.

Joe's presentation, "BI or BS," is on turning data into Actionable Information (a.k.a. Knowledge) so that the client company may grow and prosper. Key features include deployment in hours; results in days; direct and immediate business benefits. Case studies and a live demonstration will be included.

Joe Foley has thirty years of experience related to information management in positions ranging from junior programmer to President of a software development firm. He has experience with information management in banking, insurance, manufacturing, engineering, communications, transportation and other areas. He has also worked with research, development, installation and consulting in the use of relational databases.

This includes extensive experience in business analysis and related strategic information technology planning.

Additional information about Synera Systems is available at <http://www.synerasystems.com>.



Meeting Reservations: Members may phone your reservation to Joan Barnes at 651-257-2570 **by 3:00 PM, Monday, September 16, 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 Garden Hotel Buffet

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



Next Meeting

Wednesday, September 18, 2002

Business Intelligence

Wyndham Garden Hotel

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

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

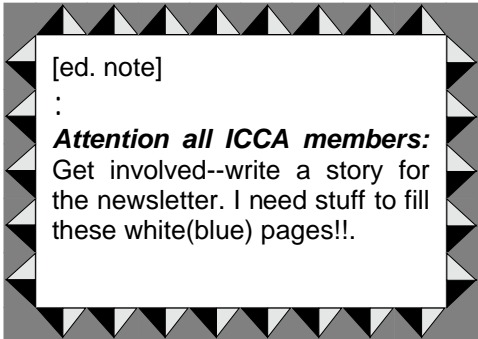
For reservations call
Joan Barnes @ 651-257-2570

FUTURE MEETINGS

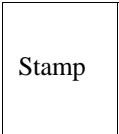
Thursday, October 17, 2002 Lido Tax planning
Tuesday, November 19, 2002 Wyndham
Wednesday, December 18, 2002
TBD Holiday Party

ICCA Disclaimer notice.
"Discussion of any legal issues in any article that appears in this publication is presented as educational material only. The Independent Computer Consultants Association does not and cannot take responsibility for any statements made within this publication as to the meaning or effect of any federal or state law, statute, regulation or ordinance and any opinions expressed in this publication as to such meaning or effect are the opinions of the authors and are not the opinions of the Independent Computer consultants Association, Inc. Any actions or legal steps taken should be thoroughly reviewed with your personal attorney or tax consultant as laws vary from state to state and also because the facts or your situation may not support application of any rule, statement, or suggestion that may be printed in this publication."

Permission is granted to all ICCA publications to quote and reprint any material appearing in Consultants in Minnesota, except where protected by individual copyright, provided credit is given to the author and Consultants in Minnesota



5930 N. Oakview Lane
Plymouth, MN 55442-1536



First Class Mail

