

# CONSULTANTS IN MINNESOTA

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## PRESIDENT'S MESSAGE

BY

WADE HERSCHBERGER

Greetings,

I attended the ICCA conference for the first time this year and was impressed with the quality of the conference. I found the sessions very informative and thought provoking. But, the best part was the networking with the other attendees.

An important part of the conference was the discussion about where each of our individual markets are – green/yellow/red. I don't have the exact definitions that were used written down, but green is basically growing or very stable, yellow was OK but may be declining within a few years, red was the endangered species list. The basic theme was that we as business owners need to be re-evaluating our market and being sure we adapt to the changing consulting market, particularly in light of all of the contract programming work going offshore which has a big impact on many of our members. There were a lot of interesting discussions with other consultants about what market areas were green, yellow or red

and strategies others have used to effectively migrate from one area to another.

Another major theme in light of the general decline in ICCA membership, revolved around the value that ICCA provides to its members. In general, most chapters noted that often members join for 1-2 years as they are getting started in consulting but then tend

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## Bastille Day Bash

Sunday July 13 Noon-ish to ??

At

Thompson County Park

West St. Paul

RSVP

## BUSINESS SUCCESS IS ROOTED IN SALES

BY ROB SPIEGEL

When I launched my first business I mistakenly thought business was about creating a high-quality product or service that was compelling and clearly needed. Nope, not even close.

The necessary ingredient for a thriving business is sales. The ability to sell is the very heart of a successful entrepreneur. Sales can't be delegated because a business owner has to sell to widely diverse collection of people. You have to

convince bankers, investors, vendors, employees, affiliates and family. Especially family.

You have to sell your business idea to each and all of these

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## THE FEAR FACTOR

BY ROMANUS WOLTER

[HTTP://ENTREPRENEUR.COM/ARTICLE/0,4621,308680,00.HTML](http://entrepreneur.com/article/0,4621,308680,00.html)

*Fear is energy, and energy can drive us to change*

Our fears arise from many sources, and most business owners agree that fear is a result of our doubts: Will customers really want my product? Will I have enough time? Can I market my business effectively? can't achieve our dreams.

Fear can hold us back. How many times have you turned away from an opportunity, not followed up with someone or not given out a business card because you were afraid of rejection or what might happen?

Think of the products and the unique ways of doing business that could be developed if we never again had to face fear. What would the world be like if we turned fear on its head?

Energy gives us the courage and willpower to bring our dreams to life. It propels our businesses forward. What happens if we simply use "fear energy" for its opposite

purpose? Instead of letting fear paralyze us, why not scream "Fear is the energy we need to achieve the impossible!" Embrace that energy--it is powerful.

There are countless verified tales of people experiencing enormous energy resulting from fear. A woman was thrown from her car after a collision while her husband remained trapped inside, unable to open the door. The back end of the car caught fire, and fear drove every cell of her body to hoist the car up, pull open the door and free her husband. We are all too quick to underestimate our energy, aren't we?

Fear is personal. It affects people in different ways and at unexpected times. Someone may fear starting a business, while others can start five businesses without a second thought--but then worry they're not successful enough or that they won't get financing for further

expansion. You alone know what fear stops you from doing.

Instead of creating 10 excuses for why you shouldn't do something and then picking up the TV remote control, let your fear act as an incentive. Just accept that it's a natural part of the process and:

1. Discover your unique strength.
2. Reaffirm your abilities
3. Speak positively with enthusiasm, and ask for help.
4. Stop attaching yourself to specific outcomes, and learn to discover opportunities.
5. Do what it takes. Every successful entrepreneur I have interviewed has said virtually the same thing: The true key to overcoming the fears you may have is to execute your idea continually.
6. Fear, and fear again. Define it, say it out loud, embrace it and ask others for help in solving the issues. Then use the energy this unique feeling creates to propel your business forward faster

## YOUR HELP NEEDED FOR RADIO PUBLICITY

BY JACK ROSE

Your Help Needed for Radio Publicity.

Thanks to our friend Rita McCormick, who gave us a lot of good information at our June 2002 meeting and has been invited back for November 2003, we have some opportunities to enhance ICCA's visibility in the Twin Cities business community through radio interviews.

Radio programmers are constantly on the lookout for authoritative voices they can turn to for local angles and fresh perspective on news stories.

Interviews can run from one to seven minutes, and are generally unscripted but with an agreed-upon set of questions and answers. Some of our consultants

with public speaking experience will help you through unfamiliar territory.

This is a chance for you to get exposure for our chapter and for yourself as a local expert on issues that hold the interest of business decision-makers.

If you're interested in helping, please call me at 651-214-5053 or email [radio@icca-mn.org](mailto:radio@icca-mn.org) -- Jack Rose

## FINAL: PHILOSOPHES 1, ROYALTY 0

THE FIRST ANNUAL BASTILLE DAY BASH

BY JACK ROSE

PARIS, July 14, 1789 -- The fall of the Bastille prison marked the end of the tyrannical Divine Right of Kings and the dawn of the era known as the Enlightenment. ICCA members will gather at Thompson County Park in West St. Paul on Sunday July 13, 2003 for a respectful observance of this landmark event. Directions: From US 52 in West St. Paul take the Butler Ave. exit westbound. Take your first left on Stassen Ave. and you are in the park in view of the North Picnic Shelter, reserved by ICCA for the day.

The shelter provides a large shaded area with picnic tables and electrical hookups. A new playground is nearby. Hiking and biking trails traverse the park. Restroom facilities are best described as rustic, so bring washups and a jug of water.

There is no admission charge, but any help (labor or financial) you can offer will be appreciated. We need people to:

- Bring food to share;
- Bring charcoal (our picnic shelter has grills);
- Help with the cooking;
- Serve on the beer committee;
- Serve on the finance committee;
- Bring a set of horseshoes (we have pits adjacent);
- Help with cleanup;
- Anything else the author of this article forgot.

Please contact me at 651-214-5053 or cables@visi.com if you'd like to help. Please let us know you're coming!

An email to pique-nique@icca-mn.org, a phone call to Joan Barnes at 651-257-2570 or a visit to the members-only area of <http://www.icca-mn.org> will do.

Visit our web site, <http://www.icca-mn.org>, for more information.

-- Jack Rose

“Is this a Revolt?”

—King Louis XVI

“No, Sire, it is a revolution”

—La Rochefoucauld-Liancourt



## PRESIDENT’S MESSAGE BY WADE HERSCHBERGER

(Continued from page 1)

to drop out because they’ve gotten much of the value they were looking for and don’t think they’re getting additional value. If someone sticks around for more than 3-4 years they tend to become long-term members. Like any organization, what you get out of it is generally proportional to what you put into it. Think about the value you derive from ICCA, especially those of you that have been around for many years, and see if you can articulate

it. It was difficult for the Chapter Presidents Council members to articulate real concrete value they were receiving from the organization – I think it’s there or there wouldn’t be so many long-term members, but if we can’t articulate it then it’s difficult to help newer members understand why they need to continue their membership.

Congratulations to the chapter on winning the best program award at the conference! The credit goes to Randy Hayman – we used

his programs. Word on the street is that we were very close on the other awards (newsletter, web site, directory).

Again, I thought it was a great investment of my time to attend the conference and I certainly plan to attend again next year (in Toronto!!) and I hope many of you plan to do the same.

A final note, I’m looking forward to the Bastille Day Bash. Hope to see you there!

Wade

## HOW I SPENT MY CONFERENCE WEEKEND

BY BILL BUENDING

Why the Editor wants a news report from the National Treasurer regarding the ICCA Conference in Las Vegas is a mystery to me. Perhaps he thinks I wagered the National treasury trying to fill an inside straight, and will admit to it in writing. Or should I regale you with scientific studies proving that quarter slots evaporate money five time faster than nickel machines, and that dollar are four times faster at evaporation than quarter machines, and 20 times faster than nickel machines? Won't happen, Bunky!

Rather, I will tell you that the 2003 Conference, as have been many others, was informative, full of good ideas, and an opportunity to

rub shoulders with a number of cool ICCA members doing a lot of cool technical things. The rubbing shoulders bit was a little kinky, but the conversations were great.

Friday was CPC Day, when the chapter presidents gather to exchange ideas, report successes and mishaps, award good work in the chapters, and work on advancing the Association. Some great stuff came out of this session. There are eleventy-seven new discussion topics in process in the Discussion Groups even as you read this. Friday evening at the Reception, Steve Epner and Al Cole helped us work out where our businesses are in the new technology economy; Moving Ahead, Standing Idle, or Ready To

Flush. Eye-opening, and not without hope.

Ed Rigsbee started off Saturday morning by challenging us to change from being vendors to our clients to being partners with them, and then showed us ways to do just that. Loren Ekroth told our section how to avoid small-talk information gathering and focus on absorbing knowledge through our business and professional conversations. During the lunch break, Sharon Marsh Roberts brought us up to date about ICCA's efforts in pursuing the H-1B questions. After lunch, Stephen Poe showed my group how to do strategic planning by developing a business plan,

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## HANG THE HIGHWAY INFO MAN

BY GENE ZIEGLER [GENE@JOHNSON.CORNELL.EDU](mailto:GENE@JOHNSON.CORNELL.EDU)

When a party writes a poem and he puts it on the net,

He writes for love not money, and he takes what he can get.

He writes to bring you pleasure, that's the nature of the game.

He writes for recognition and he's sure to sign his name.

I wrote the poem in question, but this will make you laugh,

the version circulating, is my work cut in half!

Someone didn't like it, I guess that's a cinch. It passed around the internet, until it met the Grinch.

I've never met the miscreant who edited my work, but when I close my eyes and try, I can see the jerk!

The eyes are tiny pixels, close together you will find,

they're only separated by his narrow little mind.

His fingernails are dirty as he types on sticky keys,

He lurks around the network and takes whatever he sees.

He edits, chops, appropriates, and strips away my name,

A scoundrel on the internet, a lowdown dirty shame.

I'd like to find this filcher, so I'll offer this reward.

I'll give away my Mac SE, throw in the power cord.

If you will help me track him down and hang his internets

This information highway-man deserves what'er he

gets.

An if we fail to find him, I'll hit him with a curse.

His hard disk will start spinning counter-clockwise in reverse.

His screen will start to flicker, and his mouse will chase a hearse. I'll teach that hacking larcenist to tamper with my verse!

If you want to see my uncut work, take heart, it's still alive. It's in NetGuide, page eighty-six, for March of ninty-five.

[Gene Ziegler <mailto:GENE@JOHNSON.CORNELL.EDU>](mailto:GENE@JOHNSON.CORNELL.EDU), aka Dr. Z, The original Dr. Seuss impersonator (accept no substitutes).

*I hope this verse isn't directed at me...*

*Bob de'Editor*

## CONT. HOW I SPENT MY CONFERENCE WEEKEND

BY BILL BUENDING

(Continued from page 4)

and then how to set our rates correctly for our chosen market. Back together again, Richard Draughon finished the day with an entertaining talk on 10 reasons why we are on the edge of a technology boom, most of which were a bit of a stretch. Still, it was fun.

Barry Maher jolted us awake Sunday morning with thoughts from his book "Filling the Glass: The Skeptic's Guide to Positive Thinking in Business." My group then heard Rick Hubbard explain a new consulting model that focuses on practice development rather than client deliveries. At lunch,

we held the ICCA Annual Meeting. Back in class, Bonnie Huval then told my section to "Make Sure You Get Paid." Sounds like a plan to me. Gathered together for the final session, Jon Seidel told us all that we need to focus as hard on the non-technical aspects of our projects as we do on the bits and bytes.

Las Vegas was glitzy and hot, and you could get to the conference sessions only by walking through the Casino. A lot of impediments, but easily passed, because the real action was upstairs in the conference sessions. You shoulda been there!

Ed: Thanks, Bill. I should have known you were to smart to admit any improprieties or indiscretions in writing, but it was worth a try. :)

Maybe next year we can arrange to have the ICCA-MN members travel to the conference in a group....

## BUSINESS SUCCESS IS ROOTED IN SALES

[WWW.BUSINESSKNOWHOW.COM/MARKETING/BIZSUCCESS.HTM](http://WWW.BUSINESSKNOWHOW.COM/MARKETING/BIZSUCCESS.HTM)

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constituencies, even though each group has competing needs. The requirements of your employees are vastly different than the needs of your children. Likewise with suppliers, bankers, partners. Yet if any of these groups loses faith in your ability to create and sustain a business, you have real problems.

By comparison, selling your product to a customer, someone who actually needs your product or service, is very simple. Your customer typically has a lot less to lose than family members, partners, employees or investors. Chances are, you have fortified your customer with a guarantee or some recourse. The other groups are going on faith, on their belief in you, your intentions, your integrity, your credibility, your honesty, your word. All your customer wants is a

product that works halfway as well as you said it would.

What kind of sales does it take to grab and hold the faith of these people? Your ability to persuade is important. But you can't do it with spin. Most people can smell spin. They don't even need to fully understand that you're spinning. Sit down with a close family member tonight and try to persuade them to do something they don't want to do by using spin.

When you launch a business, you have to convince scores of people to do something they don't really want to do, whether it's convincing an employee to try harder or swaying your spouse to risk every nickel of the family retirement savings. You need the big guns of sales: authenticity, credibility, integrity, honesty, enthusiasm and the ability to find and articulate a shared interest. This is why it's so important to find a business you are truly

passionate about. You can't deliver the heavy artillery of sales without being a true believer yourself. You also have to convince others that you're not delusional, that you're lucid and seeing reality clearly.

Lastly, you have to do this selling without leaving the impression that you feel so strongly about the business that you're staking everything on its prospects. You don't control the world. People will feel queasy if they get the sense that you have no idea what you're going to do if you fail. Your community of support will gather behind you if they believe you're going to give your enterprise a healthy and genuine shot. They'll back away if they get the whiff that your entrepreneurial effort is desperate.

[Read the full story:](#)

*The big guns  
of sales:*

*Authenticity*

*Credibility*

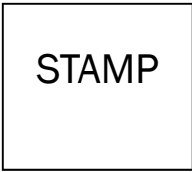
*Integrity*

*Honesty*

*Enthusiasm*



5930 N. Oakview Lane  
Plymouth, MN 55442



First Class Mail



## HOW THE FED'S RATE CHANGE AFFECTS YOU AND THE ECONOMY

[WWW.KIPLINGER.COM/FEATURES/ARCHIVES/2003/06/DRATES.HTML](http://WWW.KIPLINGER.COM/FEATURES/ARCHIVES/2003/06/DRATES.HTML)

The Federal Reserve once again cut the federal funds rate by a quarter point in an effort to goose a slumbering economy.

Kiplinger's business forecasting service expects the economy to show increasing vigor between now and Aug. 12 Fed meeting.

### Rate-cut ripples

Much attention is paid to these cuts because these rates reverberate throughout the economy. Below is an explanation of how the Fed cut works its way through the economy.

**Fed cuts rates:** it does this by lowering either the federal funds rate or the discount rate, or both.

The **federal funds rate** — what banks charge each other for overnight loans—is not directly under the Fed's control but it's

Strongly influenced by the Fed.

The Fed can lower the funds rate by pumping up the overall pool of reserve dollars available. The increased supply decreases bank competition for the money and pushes the rate lower. The lower costs eventually get passed along to individual and corporate borrowers.

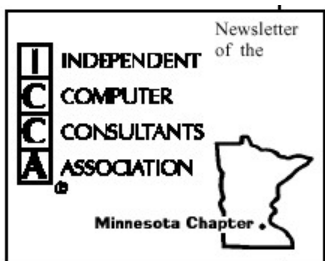
The Fed tries to bump up reserves enough to spur lending. The goal is to stoke the economy by encouraging spending.

The **discount rate** is the interest charged when banks borrow overnight loans directly from the federal reserve. This rate is under the control of the Fed and provides a base for interest rates.

**Banks lower rates:** in response to the Fed cut, banks lower their prime rates, the rate the banks charge their best customers. The prime rate is tied to consumer loans like home mortgages and car loans.

**You shop more:** spending less to pay off your credit cards, car loan and home-equity line increases your monthly cash flow and gives you more money to spend elsewhere.

**Businesses expand:** companies also pay less for new loans or on existing debts. More sales from increased consumer spending help perk things up. There's likely to be more capital spending, and more new jobs can be created. Not only can this relieve unemployment, but it can also sharpen the demand for labor, which in turn helps to fuel the economy.



*When You Hire One of Us, You  
Get Our Collective Knowledge and  
Experience*