



# CONSULTANTS IN MINNESOTA

## Officers

- **President:**  
Wade Herschberger  
voice: 612.805.5878  
[cwh@  
RevelstoneConsult-  
ing.com](mailto:cwh@RevelstoneConsulting.com)
- **Vice President:**  
John B. Rose  
voice: 651.214.5053  
[jbr@icca.org](mailto:jbr@icca.org)
- **Treasurer:**  
Norm Nelson  
voice: 612.296.1934  
[norm.nelson@icca.org](mailto:norm.nelson@icca.org)
- **Secretary:**  
Larry Bremer  
voice: 763.553.1994  
[ljbrem@  
cpconline.com](mailto:ljbrem@cpconline.com)
- **Editor:**  
Bob Newman  
voice: 612.669.2030  
[RNewman@  
NewSynergyInc.com](mailto:RNewman@NewSynergyInc.com)

## CONSULTANTS' BUILD YOUR BUSINESS WORKSHOP

BY  
JACK ROSE

Tired of the 9-to-5 rat race and wondering whether anything you've heard is true about the exciting, glamorous, highly-paid life of a consultant?

Are you getting discouraged in the search for a salaried position, and contemplating career alternatives?

Or are you already in the business, but you could use a little guidance in the day-to-day business of operating a consulting practice?

Veteran computer consultants will share their decades of experience at ICCA of Minnesota's Build Your Business Workshop on January 20, 2004 at the Radisson Roseville Hotel.

Attendees will receive practical, "how-to" instruction in four major areas: Getting the Attention of Prospective Clients

Rita McCormick, a professional marketing consultant, will show you how to employ low-cost and no-cost broadcast and print media to gain credibility, visibility and name recognition for your consultancy.

### Getting the Business

Seasoned ICCA consultants will illustrate the good and not-so-good sources for consulting contracts, clarify the importance of defining your product and market, and show you a simple, step-by-step technique to gain a prospect's respect and confidence, turn a survey into a proposal, and build repeat business.

## Next Meeting

Tues, Jan 20

Build-Your-Business  
Workshop

Axel's in the

Roseville Radison Hotel.

2540 North Cleveland Ave.

4:30PM to 8:30PM

Members \$75 NonMembers \$100

RSVP 612.245.ICCA

### Ethics and Best Practices

You'll learn why ethical considerations are more than just a good idea; the importance of, and some techniques for, keeping your skill set up-to-date and which skills are important; and some important facts about choosing a business model, setting up your home office, and paying attention to the all-important issue of information security.

### Getting Paid

We'll show you the critical tips and techniques for getting a complete understanding of a project's scope before you start work; keeping the customer informed of progress and costs; and avoiding the twin terrors of "mission creep" and "sticker shock."

**Included** in the \$100 admission price (\$75 for ICCA members) are:

- Coffee and refreshments.
- Dinner.
- A take-home workbook with step-by-step, how-to examples of the principles taught in the workshop.
- A CD-ROM containing the examples from the workbook in a form you can adapt to your own consultancy and its business style.

Seating at this workshop is limited to 40. To register or request more information, email [workshop@icca-mn.org](mailto:workshop@icca-mn.org) or telephone 612-245-ICCA.

## CAPTURE THE ATTENTION OF THE PRESS

BY RITA MCCORMICK

Sole proprietors often think they can't catch the attention of the press.

Not true! Print articles and broadcast interviews are accessible to businesses large and small.

Strong differentiation is essential for any successful venture, especially if you are a consultant. In real estate, the adage for success is "location, location, location". In the business world, it is "visibility, visibility, visibility". It only makes sense to tell your

story and tell it unabashedly. Why not enhance your distinctive marketing presence by claiming your share of the spotlight?

If you want to build your business in the New Year, raise your visibility first. There's no more cost effective way to accomplish this than by making the press a natural extension of your sales force.

FPI, call Rita McCormick, (612) 281-1182.

*Learn more from  
Rita McCormick at  
the Workshop!*

## COMMON INVESTMENT MISTAKES

BY ERIC GIBSON

When you are investing for your retirement, you want to be sure you accumulate enough so that your retirement years are comfortable and enjoyable. If you make too many errors in judgment, you could jeopardize your future financial security. While your personal retirement savings strategy is unique to you, there are common investment pitfalls that you should avoid.

### **Don't Wait To Start Saving**

Too many people wait to start saving for retirement until after they buy a house and pay for their children's college education. While this method may seem logical, it typically doesn't work. Time is critical to the growth of your retirement account. If you put other goals first and wait to start saving for retirement, you will miss out on the benefits of compounding for all those years you weren't saving. It's practically impossible to make up the difference once you get a late start.

The ideal time to start saving for retirement is whenever you start your first full-time job. It may be hard to save for something so far off when you have so many current demands on your paycheck. Start with a small amount every payday and increase it as your earnings increase. With a good budget and a little discipline, you may be able to save enough to buy a house, send the kids to college, and have enough for a comfortable retirement.

### **Don't Avoid the Stock Market**

Occasional declines frighten some investors away from the stock market. Instead, they invest exclusively in more conservative investments because of their lower risk. What many investors don't realize is that conservative investments also carry risk -- the risk that they won't stay ahead of inflation. With essentially no gains from investment growth, progress is limited to the amounts investors put into their accounts.

If you have a significant number of years before you will be ready to retire, then your investments have a lot of time to recover from periodic declines in the stock market. Choose a mix of investments, including stocks, that will give your retirement savings the chance to grow over time.

### **Don't Follow the Crowd**

Everywhere you look there are financial experts giving advice on how and where to invest your money. It's easy to become confused and misled. In most cases, by the time a hot investment tip hits the airwaves, it's too late to benefit from it. When you are saving for retirement, you are a long-term investor. Avoid the fads and short-term trends and stick to your long-term investment plan.

*Start Now and  
invest for the long  
term.*

*(Continued on page 3)*

## COMMON INVESTMENT MISTAKES CONT.

(Continued from page 2)

### Don't Forget To Review Your Plan

Once they have implemented their retirement investment strategy and it's working for them, many investors forget to review their plan periodically. If your personal or financial situation changes significantly, it may affect your retirement investment strategy. So, once your strategy is in place, don't forget to review it occasionally to make sure it still suits your needs. Make sure you review your strategy again after a death, divorce, or change in employment in

your family. Also, as retirement draws closer, you may want to shift some assets from more volatile to more stable investments.

Your retirement years should be a time in your life when you can relax, travel, and spend time with loved ones. Don't make investment mistakes now that will cost you your future financial security.

Eric.Gibson@mutualofomaha.com

*Don't make  
investment  
mistakes now that  
will cost you in the  
future*

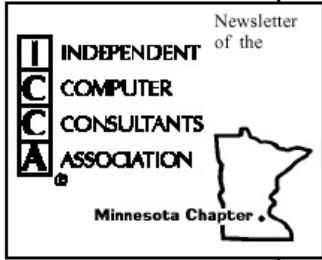
## NEW YEAR RESOLUTIONS

BY JANET ATTARD

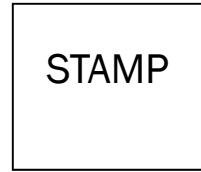
Resolutions are nothing more than a wish list (or maybe a laundry list) of bad habits and shortcomings we'd like to change. That's why "lose weight," "exercise more" and "stop smoking" regularly soar to the top of the all-time resolution favorites charts.

But everyone knows that most resolutions are forgotten faster than they are made. So instead of making resolutions to improve my business or personal life (and disappointing myself when I don't stick to them), I've made the following laundry list of resolutions for other people, businesses and organizations.

1. **Superstores:** will resolve to hire enough cashiers so it doesn't take twice as long to check out as it took to shop.
2. **Airlines:** will resolve not to blame cancellations on the weather when there are no weather problems anywhere along the flight path.
3. **Airlines:** will admit the real reason they are canceling the 2:30 flight and the 4:30 flight is so they can save money by squeezing as many people as possible onto the 3:30 and 5:30 flights.
4. **Computer peripheral manufacturers** will resolve to build machines that won't become obsolete in two years.
5. **Hardware support representatives** will resolve to stop telling customers "It must be the software."
6. **Software support representatives** will resolve to stop telling customers "It must be the hardware."
7. **Webster's dictionary editors** will resolve to add the term "5 minutes" and define it as a period of time that can last anywhere from one hour to half a day.
8. **Computer "consultants" and repair technicians** resolve to return your calls after they've collected their fee.
9. **Cell phone manufacturers** will add a "Find Me" feature to phones. The feature will be voice activated and respond with the words "over here" or "under here" whenever the cell phone owner mutters "Where's my cell phone," or other, unprintable variations of the same question.
10. **Consumers** resolve to read and follow the manual or instructions shipped with the product.
11. **The phone company** will resolve to add a new service named Call Tattle-Tale which would alert callers that the person they are calling really is in the office and able to take calls.
12. **Job applicants** will resolve to learn how to spell and proofread.
13. **Your spouse** will resolve to record all checks he/she writes in the check register at the time they are written.
14. **Stove manufacturers** will resolve to include instructions that warn: Do not operate while the Internet is running.



5930 N. Oakview Lane  
Plymouth, MN 55442



First Class Mail



## CALL FOR ARTICLES

BY JACK ROSE

Got a story to tell? We'd like to hear it.

Can you write a few paragraphs on an interesting topic related to what you do for a living? ICCA of Minnesota is looking for articles for this newsletter, for our web page, and for submission to larger-circulation journals. It's an effective and inexpensive way to get your firm -- and ICCA -- into the limelight.

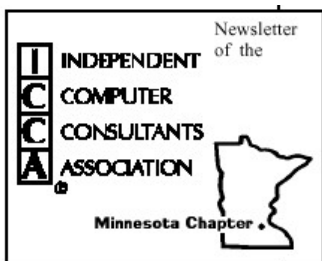
Here are some of the discussion topics that have been suggested in the past several months. You can write on any of these, or suggest another.

How you rescued a client's data, saved him money, or kept him out of the doghouse.

- "I don't usually criticize other consultants, BUT ..."
- The client from hell!
- I have a small business. I don't need consultants and I couldn't afford one.

- Why is software so expensive?
- I haven't updated anything in my system in the past 18 months. I don't read the trade papers as I imagine you do. What's out there that I ought to know about?
- I use my computer every day. What should I do RIGHT NOW to make my computer less vulnerable?
- It's difficult finding good consultants. What are the key questions I should ask to find out if the candidate is a good guy? How do you screen who to use and who to lose?
- How can I tell if my computer has a virus?
- When is it OK to copy software?
- If you're unsure about your journalistic skills, we'll be happy to rewrite your stuff for you. You have final say over what gets submitted for publication.

Please help! Send your articles or story ideas to [editors@icca-mn.org](mailto:editors@icca-mn.org), or call our chapter's new number, 612-245-ICCA.



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