

❖ Consultants in Minnesota ❖

September 1996

President's Letter

"Joan Barnes", INTERNET: jebarnes@igc.apc.org

So here's the latest ICCA scoop: Our August meeting was a quite good one.

Thanks again to Dan Whealdon for sponsoring the meeting and Jim Berg who always helps me get over the dread of the 800 pound telephone - at least for a day or so. Also, thank you to Jerry Stiff for writing a charming post-game wrap-up. A number of new potential members attended the meeting. It was a good combination of new guys and old pals, and, as usual, we all learned something from each other.

I need to remind everyone about the upcoming ICCA National conference in St. Louis in October.

We all had a wonderful time at the last conference in St. Louis - even though we couldn't get Ben to fly us through the arch.

Be sure to read Ray Giske's article about the telecommuting group, and let us know to what extent you think our chapter should become involved in it - the organization that is. I suspect we'd all like to spend less time in our cars. I have attached information on The Online Employment Listing Service in case anyone is interested.

Jane Bersie is the sponsor for our next meeting at the Wyndham this month. She clued me in on one of the items which will be covered in the presentation. It sounds fascinating. Hope to see you there.

To: JEBARNES@igc.org
Subject: Employment listing service
Hi Joan;

I work for an on-line employment listing service for Minnesota. It's called (oddy enough) The Online Employment Listing Service of Minnesota. We are located at www.mn-jobs.com.

In addition to many employment listings we also list resumes for free. We have many resumes of consultants on our service and would be honored to list resumes (or experience profiles, etc.) of your members. Please check us out and let your members know that we would be happy to work with them.

If you need additional information please contact me at: mjobs@chaski.com or 612.482.6437.

Sam Morse
Customer Services Manager
The Online Employment Listing Service

Summary of ICCA August Meeting

by Jerry Stiff

Sender: stiff001@maroon.tc.umn.edu

IMPRESSIONS OF A NEW MEMBER

At the first ICCA meeting I attended, our dinner table discussion included some practical topics from Janet Ruhl's book: *The Computer Consultant's Guide*. Dan Whealdon mentioned other worthy speakers (Herman Holtz) and published works. Within 48 hours, Dan left a voice mail message to me with the correct title *How to be a Successful Computer Consultant*, by Alan R. Simon, a book with more current information. I thought: "This is terrific follow through after a casual chat."

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INDEPENDENT
COMPUTER
CONSULTANTS
ASSOCIATION

Newsletter
of the



Minnesota Chapter

(Continued from page 1)

Imagine how professionally he treats his commercial associates."

Dan imposed upon Jim Berg for our August meeting topic: **MARKETING YOURSELF**.

Pep, presence, experience. In 50 minutes, Jim Berg gave 20 marketing tips that were targeted for computer consultants. By direct lecture and by enticing opinions from the "reticent" audience, Jim reminded us of the marketing part of being in Independent business. How many times have you paid for a magazine or a one day seminar and obtained only one idea ?

He hammered these into my mind:

- in my vest pocket, have my personal plan.
- consciously, do marketing each week.
- solicit mutual referrals.

I've had a lot of reward from formal (paid) education: math & physics, teaching, COBOL, IMS, CICS, UNIX, and C. And I've learned quality items from o.j.t.: newspaper delivery, swimming, lawn mowing, mutual funds, interior & exterior painting, raising pigs, and operating farm tractor. This new experience of marketing my own business is quite a revelation.

Thank you, Dan. Thank you, Jim. Thank you, co-consultants.

Subject: September Speaker

FROM: Jane F Bersie, INTERNET:bersi001@gold.tc.umn.edu

The speaker for the September ICCA meeting will be Mr. Rick Stodieck. Mr. Stodieck is a registered nurse currently working at Fingerhut Corporation in the area of occupational medicine. At Fingerhut, Rick is responsible for ergonomics, safety, and worker's compensation follow-up. Prior to working at Fingerhut, he worked at Ramsey Medical Center as an orthopedic and trauma nurse, and this is where he became interested in ergonomics. He also continues to do hospital and hospice work.

According to Mr. Stodieck, ergonomic related injuries have increased 700% in the last ten years. Coupled with this statistic is the fact that 80% of all Americans have some back problems by the time they are 60, most or all of which were preventable. He says that our workstations are tools, and, like any other tools, are dangerous to us when used improperly. Rick can walk

by a person at a workstation and, based on his knowledge of ergonomics, pinpoint where they are in pain, and can predict their potential physical problems in the years to come. Small changes based on a little bit of knowledge can produce dramatic results in our health and well being.

Re: GOP Top Ten Programs
From: "William B. Smale" <smale002@gold.tc.umn.edu>
Subject: GOP Top Ten Programs

TOP TEN PROGRAMS USED AT THE GOP NATIONAL CONVENTION

Satire central uncovered some of the software used at the party's party in San Diego.

10. TaxCut
9. FoxPro-Life
8. Marlboro Internet Explorer
7. DecideRight
6. Gingrich Interactive
5. Dole Nukem
4. You Don't Know Jack Kemp
3. StuffIt (ballot box edition)
2. Doom
1. Middle America Online

Another source offered:

Based on recent speeches and actions, the top ten person's President Clinton would rather be:

10. Woodrow Wilson
9. Ross Perot
8. Abe Lincoln
7. Prince Charles
6. F. D. R.
5. Colin Powell
4. Harry Truman
3. Casanova
2. J. F. K.
1. Bob Dole

IS TELECOMMUTING FOR YOU?

by Ray Giske

A recent IT publication reviewed a telecommuting experiment conducted in conjunction with the 1996 Summer Olympics in Atlanta. The goal of the experiment, conducted with the support of over 100 employers, was to get some 200,000 Atlanta commuters to telecommute rather than drive to work in order to reduce the traffic congestion during the Olympics. While the local traffic count was significantly reduced during the Olympics, the article indicated that there was little evidence to suggest that people who might have been telecommuting during the Olympics were continuing to telecommute only weeks after the Olympics had been completed.

Closer to home, a Minnesota-based non-profit, Tele-Commuter Resources, Inc. (TCR), is involved in a variety of public policy and community issues related to telecommuting in Minnesota. To that end, TCR is looking for volunteers to participate in a program which is designed to 'deliver recommendations to the State Legislature about how the community and private sector would like to work with the public sector to achieve broad deployment of telecommunications technologies'. According to TCR's President, John Sanger, the organization developed recommended legislation which was approved by both the House and the Senate during the last legislative session but which was vetoed by Gov. Carlson.

As a member of ICCA, I was invited to participate in the first of a series of meetings (about 80 non-profit groups were invited) which would represent 'a comprehensive, proactive, collaborative approach' to preparing a new set of recommendations to the State Legislature. The purpose of this article is to generate awareness of the program among ICCA members and to invite interested members to obtain more information.

Based on printed materials provided by Tele-Commuter

Resources, Inc., TCR was organized in 1992 and adopted the following mission statement:

Tele-Commuter Resources' mission is to develop grass roots strategic policies for the evolution of communities in the electronic age.

The stated goals of the organization include:

- ⇒ Enhance the productivity and global competitiveness of business organization through the use of telecommuting.
- ⇒ Strengthen and reunite families by increasing the amount of time available to spend with family members.
- ⇒ Provide opportunities for individuals to enhance the quality of their personal and professional lives.
- ⇒ Revitalize rural communities and alleviate urban sprawl through the integration of trip replacement and land use strategies.
- ⇒ Ensure equal access to telecommunications technologies.

Three focus group meetings are scheduled for Sept. 26, Oct 14, and Oct 24. for the purpose of developing legislative recommendations. Each of the meetings will develop a separate issue into a statement of the problem, describe the existing conditions, and identify what needs to change and who needs to be part of the consensus. TCR is seeking volunteers from a variety of public and private sector organizations in order to obtain broad public support for the recommendations. If you are interested in participating in one or all of the meetings, contact TCR at 486-8408 or call me at 861-6054.

Meeting Reservations: Members may phone your reservation to Joan Barnes' office at 257-2570, by 3:00 PM, Monday, September 16. Non-members should mail this form to ICCA Minnesota, c/o Sheridan Timms, 6940 Tartan Curve, Eden Prairie, MN 55346.

Name: _____ Company: _____
Address: _____ City: _____
State: _____ Phone: () _____

Marinated Flank Steak Member \$20 non-member \$25 x _____ = _____
Chicken Stir Fry Member \$20 non-member \$25 x _____ = _____
Enclosed is a check for: _____

August Meeting Sit Up Straight

by Jane Bersie

The speaker for the September ICCA meeting will be Mr. Rick Stodieck. Mr. Stodieck is a registered nurse currently working at Fingerhut Corporation in the area of occupational medicine. At Fingerhut, Rick is responsible for ergonomics, safety, and worker's compensation follow-up. Prior to working at Fingerhut, he worked at Ramsey Medical Center as an orthopedic and trauma nurse, and this is where he became interested in ergonomics. He also continues to do hospital and hospice work.

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The September meeting of ICCA—Minnesota will be Wednesday, September 18, at the Wyndham Gardens Hotel on the north frontage road to 494 between France and Hiway 199. Networking at 5:30, dinner at 6:30 and program at 7:15.

[ed. note: I did not make contact with the sponsor profiler this month so Jane Bersie's profile will appear in the next issue.]



Next Meeting Ergonomics

Wednesday, September 18
Wyndham Gardens Hotel
Edina

FUTURE MEETINGS

Oct 15	Consultants Toolkit
Nov 20	Communications
Dec	Holiday Fun
Jan 21	Vendor Fair
Feb 19	
Mar 20	



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