

❖ Consultants in Minnesota ❖

April 1997

1997 National Conference updates

By Bill Buending 76212.1045@CompuServe.COM

In one of those occasional quirks of coincidence to which great import is ascribed, but which rarely portends great anything, our regular Chapter dinner meeting on March 19 was the exact midpoint on our journey to the 1997 ICCA National Conference. It was 93 days earlier, on a cold snowy December eve, that Joyce Burkard of the National Office said, "Oh, by the way, how would you guys in Minnesota like to host the 1997 National Conference next June?" And in the evening a mere 93 days hence, we will all be extending the hand of fellowship to our consulting brothers and sisters at the conference Welcome Reception. At 8:00 AM the next morning, June 21, we will be off and running.

In his conference update report, Bill Buending, Conference Chair, reported that all of the speakers are in place. This year's speakers bring a variety of nationally-known, professional credentials to our "Striving For Balance" theme.

Dr. Dale L. Anderson starts our conference at the General Session first thing Saturday morning with his talk on "ACT Now! Live It Up and Laugh For The 'Health of It.'" His premise is that laughter has a narcotic-like effect that can get us "high" on life.

Following Dr. Anderson are two concurrent sessions. John Boruvka, Data Securities International, Burlington, MA, brings us "How To Protect Your Software Assets: Patent, Copyright, and Trade Secret Issues." John will explain the current range of software licensing practices, and show how escrow agreements can help facilitate software license negotiations.

In the other Saturday morning concurrent session, Julia McGregor, Dashe & Thomson, Minneapolis, will present "Using The Written

Word To Do Business." Julia will teach us effective strategies in proposal development, techniques to help us present our products clearly, economically, and persuasively. This is a working session, centered on a workbook we each receive containing all course materials, numerous exercises, and a comprehensive bibliography.

Saturday afternoon is devoted to Tim Connor, president of the Connor Resource Group. An author, speaker, trainer, and consultant, Tim will lead us in back-to-back General Sessions on the subject "Building Positive Sales Relationships." His focus is on how to establish and maintain positive sales and other relationships. The presentations Tim Connor offers have been described as "highly practical and insightful content, delivered in a refreshing, energetic, and thought-provoking style."

Sunday morning starts with another General Session. Glenda Halladay Eoyang, president of Chaos Limited, an international management training and consulting firm specializing in applications of chaos theory to organizational development and management, will discuss "Chaos and Order: Striving For Balance." Since 1988, Glenda has pioneered applications of chaos and complexity science to solve real-life management dilemmas in her own businesses and in partnership with her clients. Her special interests include software development methods, project management, learning organizations, and technology integration.

After the break Sunday morning, we have two more concurrent sessions. Glenn Weadock, Evergreen, CO, will present "Bulletproofing vs. Troubleshooting." The focus is on designing information systems for low cost support and high client reliability.

The other Sunday morning concurrent session is "Marketing For Professionals," given by Marc LeBlanc, Small Business Success, St. Paul. In a session designed to insure our business progress and

(Continued on page 2)

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INDEPENDENT
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Newsletter
of the



Minnesota Chapter

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increase our productivity, Marc will present three critical strategies in marketing our businesses. He will cover proven examples of how we can position, promote, and package ourselves and our firms as quality resources in the marketplace.

The Awards Banquet Saturday night will also incorporate the Annual Meeting, Product Give-away, and close out with special entertainment.

Sunday afternoon starts with another General Session, this time with Leonard Bisk, a international business consultant for the past ten years. Leonard's topic is "Managing Professional Relationships and Being More Professional in Your Client Relationship." Based on his book, "Guide To Professional Services," this presentation will help us learn to better manage the outside service professionals we use.

The final session Sunday afternoon, "Where To Go From Here," will be conducted by Steve Epner, founder of ICCA and president of BSW Consulting in St. Louis. In this General Session, Steve will "wrap-up" the highlights of all sessions and give us a composite, easily understood summary of our weekend.

Our innocuous little logo has morphed yet again. After Bill was able to convert the graphic into a form that could be imported, as reported last month, National showed the draft brochure to three different print shops as part of their search for an NO "printer of choice." All three were unanimous that the logo would not reproduce at all well. Egad, is there no end to this unceasing logo travail? Bill was able to report that, because he has led an exemplary unsullied life and is pure of heart (or because he is far luckier than he has any right to deserve or expect), National's printer of choice is also a graphic designer. She was able to incorporate all of the ideas in the graphic we approved in a more condensed version that is much better for reproduction. The brochure went to the printers March

17.

With this year's conference right in our own back yard, you can't afford to miss it. Plan now to attend.

Recap of speaker at the March meeting.

by Jerry Stiff. stiff001@maroon.tc.umn.edu"

Our speaker for Insurance Topics on Mar 19 was Tony Stocker (CPCU, CLU) of Farmers Insurance Group. He was sponsored by Dick Kalin. If there are errors in these notes, they belong to this reporter, not Mr. Stocker.

The audience had this profile: everyone was incorporated, most were single person firms, a few had employees or sub-contractors; some had official home offices, but never had customers in that office; the primary delivery is personal services and expertise, a few have incidental delivery of hardware or shrink-wrap software.

You want to find a commercial insurance agent. You can begin with your personal (household) agent, but expect to be referred elsewhere. You want a very solid insurance company (carrier), typically with an A. M. Best rating of A, because of the dollar amounts as a potential. Yes, get a couple of quotes from competing firms. Observe whether the policy says "occurrence policy" (were you covered on the day of the incident) or a "claims made policy" (were you covered when the claim was presented).

General business liability is cheap. It covers your corporation if you break someone's hardware or someone trips over the cord of your overhead projector. For one million dollars, expect an annual premium of \$200 - 300, but easily twice that if you deal

in specialty products.

Worker comp. coverage is cheap, too. Depending on the level of employee (clerical through technical), expect to pay 32 - 39 cents per \$100 of annual employee salary.

Professional insurance (malpractice; errors & omissions) is expensive enough that you want to consider how many millions to carry. Expect an annual premium of \$1100 for one million. Expect higher premiums if providing services for these industries: food; software which runs heavy machinery; robotics; medical; and aeronautics. Few in the audience carry E & O for their firms, but many were reconsidering the decision.

Some commercial insurance carriers are staying away from personal services firms. This is not so much because of the potential "claim," but because of the legal defense. Even the defense to show that your firm should not be involved quickly accumulates to \$5,000 in lawyer fees.

Tony emphasised that he is not an attorney. Tony and the audience discussed the protection or exposure through verbal or written contracts between our corporation and our client. Having a written "standard practices" can help. A prudent business person periodically reviews the risk. (a) Is she controlling the normal risks? (b) If there are employees, is she exercising appropriate management and review? (c) How can she protect a gainst unusual a n d



unexpected risks? Tony and the

April Meeting

USING THE WRITTEN WORD TO DO BUSINESS
"RAY J. GISKE" <102430.315@CompuServe.COM>

The presenter for our April ICCA-MN meeting will be Ms. Julia McGregor, a senior instructor for Dashe & Thomson, Inc. Her presentation is designed to teach us how to write 'Effective Sales Proposals, Bids and Quotes'. Topics to be covered include: How to map ideas into a clear and logical flow, and How to create an attractive, inviting page using formatting, layout, and graphics.

Ms. McGregor has conducted numerous seminars for such clients as H.B. Fuller, 3M, Honeywell, and Hutchinson Technology. Dashe & Thomson is a technical writing company based in Minneapolis focusing on what they call "the three Ts": technical writing, training, and translation.

Many of us have been ICCA members for a long time, and have developed some really good friendships with a number of other members. We only too rarely have an opportunity to actually work together, and look forward to the regular chapter meetings as a chance to visit with each other, and, consequently, may not always make new members and prospects feel welcome. So, as membership chair, I have taken it upon myself to interview newguys at meetings and write a brief blurb about them for the newsletter so we can speed up the getting to know each other process. So here goes:

Kevin Doheny, of Wizard Systems, is a new associate member. He still has a regular job and is easing into the consulting biz in the Novell file servers and general network (both hardware and software) areas. He lives in Eagan with wife and two young sprouts. He played clarinet in high school band, and, in fact, electronic music is what got him involved with computers. He also enjoys all varieties of music, plays a number of instruments, and designed his home to accommodate this interest.

Kelly Schaeftbauer, of DataSolve, Inc., is a prospective member specializing in mostly Novelle network and small business software support and has been consulting for about 2 years. He learned about our association from his sister-in-law,

Nadine, who attended one of our chapter meetings. He has a 4 year old daughter, Sydnee. He was not in band in high school, but he is a member of the Northern Dakota County Chamber of Commerce and is involved with his townhome association. He is looking for partnerships to broker and exchange skills to bring the right solutions for his clients.

Please help me get these newguys involved in our association.



New
From: "Joan
apc.org>

Guys
Barnes"
<jebarnes@igc.



Meeting Reservations: Members may phone your reservation to Joan Barnes' office at 257-2570, by 3:00 PM, Monday, April 14. 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: () _____

Member \$20 non-member \$23 x _____ = _____
Enclosed is a check for: _____

April Meeting Business Writing

The next monthly meeting of The Minnesota Chapter of the Independent Computer Consultants Association (ICCA) will be on the evening of Thursday, April 17, 1997, at the Ledo in Roseville.

Ms. Julia McGregor will be the speaker on Business writing. Social hour period begin at 5:30. Dinner is at 6:30.



ICCA MN schedule

Almost 1/3 of the members responded to a survey about the after dinner topics. As requested, more than one topic was usually indicated. Here is the resulting schedule for 1997 and early 1998.

DAY DATE	LOCATION	TOPIC	SPONSOR
1997			
Tue Feb 18	Lido	Disaster Recovery	Jerry Wallace
Wed Mar 19	Wyndham	Insurance Issues	Dick Kalin
Thu Apr 17	Lido	Business Writing	Ray Giske
Tue May 20	Mpls Conv Ctr	Strictly Business	Dinner after
Fri Jun 20	Airport Marriott	National Conference	Bill Buending
Sai Jun 21	Airport Marriott	National Conference	Bill Buending
Sun Jun 22	Airport Marriott	National Conference	Bill Buending
Sun Jul 27	Fort Snelling	Summer Fun	Joan Barnes
Thu Aug 21	Wyndham	New Ways to Office	t.b.a.
Tue Sep 16	Lido	Self Improvement	Gordon Schesel
Wed Oct 15	Wyndham	New Consultants Forum	Bill McTier
Thu Nov 20	Lido	Year 2000	t.b.a.
--- Dec	t.b.d	Holiday Fun	Larry Bremer
1998			
--- Jan	----	Annual Mtg / Broker Fair	Ben Moyle
--- Feb	----	Voice Systems	t.b.a.
--- Mar	----	Business Accounting	t.b.a.
--- Apr	----	Mktg /or/ Collab. Rel.	t.b.a.

Any of the "t.b.a." is an opportunity for you to sponsor a speaker. Contact Jerry Stiff to get the topic of your special interest.



Next Meeting

Business Writing

Thursday, April 17
Italian Market Deli by
Ledo

2801 North Snelling Ave 636-9721
(north of Rosedale)

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

For reservations call Joan Barnes @ 257-2570

FUTURE MEETINGS

May 20 - Strictly Business Expo
at Mpls Conv Ctr
Jun 20-22 - National Conference



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