

❖ Consultants in Minnesota ❖

November 1997

Presidents Letter

by Ray J. Giske

Our October meeting was preceded by a meeting of the ICCA-MN Chapter Board. For those of you who may be interested, the Board consists of the current officers and the Past President, who in this case is Joan Barnes. There were two primary items on the agenda; naming a nominating committee and reviewing the programs for the balance of the year and into next year. Both items were quickly resolved and we adjourned to networking with the rest of the group without fanfare.

With respect to the Nominating Committee: Joan Barnes agreed to Chair the Nominating Committee and was also successful in enlisting both Bill McTeer and Bill Buending to assist her in the effort. The latter two serve to fulfill the requirement of the by-laws to have at least one member of the nominating committee who is not a current member of the Board.

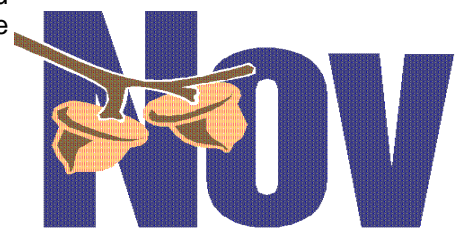
Since all but one of the current officers have agreed to be renominated for another term, the Nominating Committees task may not be too stressful this year. Sheridan Timms, the Chapter's Treasurer, has put together a terrific business plan for next year and, consequently, he is unable to commit to regular attendance at the monthly meetings. We'll miss Sheridan's jovial personality as he is collecting our money. However, we hope his business is not so good that he won't be able to come at all.

With respect to the program planning: Gordon Schesel has done a good job of putting programs together for the next several months. For November, Jane Bersie is the program sponsor and has invited Platinum Technologies to make a presentation on the variety of products which they have available for accessing databases and manipulating data. More information on the program is provided elsewhere in this issue of the

newsletter. For December, Larry Bremer is working on putting the Christmas Party together and more information on that will be forthcoming. Although many of you see Larry as a somewhat reserved, unassuming personality, I've been led to believe he is really a "party animal" and this year's party is one you won't want to miss. Ben Moyle, once again, has agreed to sponsor the January meeting, which once again, will consist of the Annual Meeting and the Broker Fair. (Make sure Ben has the name of your favorite broker!) I understand Gordon Schesel is working on filling the February meeting slot with a topic related to project management (he may be a PMP by that time). In March, April, and May we have room for your favorite topic if you would like to be a Program Sponsor. Joan Barnes is encouraging everyone to take a vacation in June of '98 to attend the national ICCA conference in Philadelphia. And July may become a "bye" month so each of you can have Summer Fun on your own in '98. So there you have it!

One final point: We encourage all of you to make a reservation when you plan on attending the monthly meeting. I must admit that I am not as diligent as I should be on that. However, having your reservation makes planning for the evening much easier for all of those involved in preparing for the meeting; that includes Joan Barnes, who provides the final count to the caterer, the caterer who must set up for the number of persons provided, and for the VP and Treasurer who have to deal with the caterer when the number is not what was predicted. Although a menu choice was offered in the past when we met at the Wyndham Garden Hotel, from this point forward no choices will be offered and a standard menu will be provided. Any of you who have special dietary needs should make your needs known at the time you make

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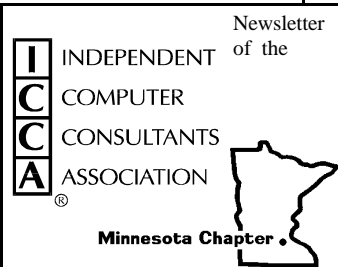
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Videoconferencing (V.C.)

A recap of speaker

By Jerry Stiff stiff001@maroon.tc.umn.edu

Futuristic ideas become reality and then become old hat. In 1985, videoconferencing was a leading edge toy costing about \$250,000 per installation. In 1997, the "big room" version has dropped to \$7,500 per installation. Also, the single desktop version can be less than \$1,000 each. In the infant days, there were 3 major vendors. The big vendors kept their proprietary concepts until 1992, when the industry developed sufficient standards on the compression techniques. Today there are 80 competing vendors.

Keith Kullman of The St. Paul Companies gave us current information about this

telecommunication technology. Keith's career in telecommunication spans more than 25 years. For the past 12 years, he has constantly been involved with V.C. He is a past president of the Twin Cities chapter of International Teleconferencing Association (ITCA). These are some highlights of his presentation:

Videoconferencing is two way audio and video communication. As well, there are methods allowing several sites to communicate. It means that each site has a camera and a television (or a window on a computer screen).

The key hardware piece is called a CODEC. It is the abbreviation for coder - decoder, referring to how picture and sound are compressed, transmitted, and decompressed.

Videoconferencing can be a valuable communication tool. Although the text and audio deliver the details, studies indicate that this is only 10% of the communication. Add 35% for the audio inflections and 55% for the visual clues.

Early justifications were that V.C. would save travel dollars. Now it looks more

realistic to aim at a 5 - 20% saving of travel - and that's only if people work at it. But for global companies, it makes possible an electronic meeting in Japan and England on the same day.

Many corporations have dedicated equipment and rooms for group conferences. It is now recommended that each location allow only 4 to 5 people. When the picture frame holds more people, most of the body language is lost. Full room sites require six or more telephone channels and have pretty high quality. But don't expect TV broadcast quality, that would take the equivalent of 1500 phone lines.

Sheraton Hotels are adding some V. C. facilities for business travelers. Affinity and Kinkos have many sites for single use rental.

Desktop V.C. is intended for one to one communication and picture quality is minimal. Most of this transmits over an ISDN telephone connection (2 phone channels).

Some companies are trying to present education via V.C. Keith cautions that this currently requires a different style of presentation. The discontinuity of the picture tires out the audience quickly.

Anyone considering a work-from-home situation could plan ahead by installing level-5 telephone wire and ISDN from the local tel-co. Watch for Lucent to offer a \$1000 video-phone, soon.

In the same vein, the October 6 issue of Information Week reviews four new software products for single-desk videoconferencing. One product costs as low as \$50 per off-the-shelf copy, but the article explains several things that make the real cost between \$400

Visitors at the ICCA Minnesota September 16th meeting

A hearty welcome to our visitors at the September 16th ICCA meeting. We all hope you will visit again and become part of our association:

- John Brinkman of Bloomington
- John and Ruth Campbell of St. Paul
- Ken Vowels of Burnsville
- Jeff Stramer of Maple Grove
- Neal Dalton of St. Paul

and \$1,000 per desktop. Nevertheless, that is pretty cheap for business communication. The article mentions -but does not expand upon- using these V.C. softwares via intranet within a company.

New Words for the 90's

By William B. Smale smale002@tc.umn.edu

Blamestorming: Sitting around in a group discussing why a deadline was missed or a project failed, and who was responsible.

Cube Farm: An office filled with cubicles.

Ego Surfing: Scanning the Net, databases, print media and so on, looking for references to one's own name.

Elvis Year: The peak year of something's or someone's popularity. "Barney the Dinosaur's Elvis year was 1993."

404: Someone who's clueless. "Don't bother asking him; he's 404." (From the WWW error message "404 Not Found", meaning the requested document couldn't be located.)

Keyboard Plaque: The disgusting buildup of dirt and crud found on computer keyboards.

Mouse Potato: The online, wired generation's answer to the couch potato.

Ohnosecond: That minuscule fraction of time in which you realize that you've just made a big mistake.

Perot: To quit unexpectedly, as in "My cellular phone just perot'ed."

SITCOMs: What yuppies turn into when they have children and one of them stops working to stay home with the kids. Stands for Single Income, Two Children, Oppressive Mortgage.

Squirt the Bird: To transmit a signal to a satellite.

Stress Puppy: A person who seems to thrive on being stressed out and whiny.

Swiped Out: An ATM or credit card that has been rendered useless because the magnetic strip is worn away from extensive use.

Treeware: Hacker slang for documentation or other printed material.

[ed. note]

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Attention all ICCA members: Get involved, write a story for the

ICCA Disclaimer notice.

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as laws vary from state to state and also because the facts or your situation may not support

The following is a request for your suggestions and ideas for upcoming monthly program presentations.
 By Gordon Schesel 103011.3513@compuserve.com

ICCA Member:

The ICCA, Minnesota Chapter, program committee needs your suggestions and comments on building a list of program topics for the monthly meetings.

Please indicate which topics interest you:

<input type="checkbox"/>	A presentation on our life and times by someone such as a Star Tribune columnist
<input type="checkbox"/>	Certification in one or more of our industry specializations; e. g. CDP, PMP,
<input type="checkbox"/>	Corporate gifts; seasonal thank you to clients; organizing charity events as publicity
<input type="checkbox"/>	Education: schools and vendors, video tapes
<input type="checkbox"/>	Emerging (or old) technology: voice input to computers for process engineering
<input type="checkbox"/>	Employee relations - human resources issues; diversity
<input type="checkbox"/>	Information Engineering; the stages of information systems development
<input type="checkbox"/>	Insurance: business, health, car, life
<input type="checkbox"/>	Legal: business law, contract law
<input type="checkbox"/>	Negotiating: the process, tips and techniques
<input type="checkbox"/>	New ways to office: tele-commuting; Kinko's, shared services
<input type="checkbox"/>	Personality models (e.g. Meyers-Briggs)
<input type="checkbox"/>	Project Management
<input type="checkbox"/>	Quality: ISO 9000 jargon and topics. What's it all about?
<input type="checkbox"/>	Time management: the Franklin Day Planner System
<input type="checkbox"/>	Voice Systems / Telecomm / IVR-VRU / CTI / Video-conferencing
<input type="checkbox"/>	Year 2000: what tools are available; where is there a niche
<input type="checkbox"/>	Data Warehousing
<input type="checkbox"/>	Organizational Development
<input type="checkbox"/>	Internet / Intranet Implementation & Applications
<input type="checkbox"/>	Extranet vs. EDI
<input type="checkbox"/>	Implementing Large Package Software
<input type="checkbox"/>	Disaster Recovery
<input type="checkbox"/>	Management Information Systems Research Center (MISRC) at University of Minnesota misrc@csom.umn.edu
<input type="checkbox"/>	How to Manage a Project Development Team
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	

Additionally, a speaker who can present on a topic needs to be arranged; and a sponsor from the ICCA membership is needed to sponsor the speaker.
 (Just provide a candidate speaker and his/her biography to generate interest. Then attend with the speaker.)

Reply to:
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 Willernie MN 55090-0210

or call 293-3695 days
 426-8572 evenings (or 429-8280 automated voice mail)
 e-mail 103011.3513@compuseve.com



Meeting Reservations: Members may phone your reservation to Joan Barnes' office at 257-2570, by 3:00 PM, Tuesday, November 18. 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: () _____

Italian Buffet _____ Members \$20 Non-members \$23 x _____ =



Next Meeting

**Thursday November 20
Platinum Technologies**

Italian Market Deli by Lido

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

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

For reservations call
Joan Barnes @ 257-2570

FUTURE MEETINGS

Tue. Dec. 9 Nicklows
Holiday Fun - Larry Bremer

November Meeting: **Platinum Technologies**

By Jane F. Bersie bersi001@gold.tc.umn.edu

The November speaker will be **Mark Caprio** who is the Platinum representative to the Dayton Hudson Corporation in Minneapolis. Platinum markets software products for supporting relational data-bases such as Oracle and DB2. Their products run on multiple platforms and operating systems on mainframes, minis, and micros.

Mark will be presenting a overview of the Platinum company and their products. In addition, Platinum has available extensive training courses for relational database management systems.

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