

# ❖ Consultants in Minnesota ❖

June 1998

## President's Message

by Ray Giske

### Strictly Business® Computer Expo

The big event for the month of May for the MN Chapter of ICCA was the Strictly Business Computer Expo. As discussed by Bob Sieber elsewhere in this issue, the day seemed to be a success. While the attendance at some of the sessions seemed small, when one considers the promotion that our sessions got, the attendance was quite good. Nevertheless, those who did attend seemed to have a significant interest in the subject and were genuinely interested in getting more information on the consulting business.

The "booth" we had attracted a number of people, many of whom took the time to fill out a name and address card. Those who did will be placed on our mailing list for a short period of time and will end up getting the newsletter for that time.

Although I was unable to attend the dinner at Pronto's, the reports I have gotten indicate that it was well attended and included a few enthusiastic potential members.

Special thanks to Bob Sieber who volunteered to step in and manage a lot of the details related to getting the entire program put together. While many people volunteered their valuable time to promote the ICCA, Bob was the person who handled all the details to really make it come together. Thanks, Bob!

While it may be difficult to see the direct benefit to the Chapter by our participation in the Strictly Business Computer Expo, I believe it serves as a great vehicle for promoting our organization and our profession. We have participated in one way or another for the last several years and each time it seems our participation is greater than

the previous year and more focused. I for one am looking forward to doing it again next year and hope that we will be able to build on the results of this years event.

### ICCA National Conference

It appears that a good sized delegation from the Minnesota Chapter will be onhand at the national ICCA conference this year. Some I've talked to are making it part of a family vacation while others are simply going out and back. Unfortunately, I am not going to be there due to other family commitments; however, in my absence, Gordon Schesel will be attending the conference and representing the Minnesota chapter at the Chapter Presidents Council (CPC) on Fri. I am truly disappointed that I'll not be there since the conference schedule appears to have some great sessions scheduled. In addition, it provides a good opportunity to find out about what is going on in other parts of the country. I hope that those of you who will be attending will bring back many ideas; at least some of which you will be able to share with those who were unable to go!

### 1998 Program Planning

In a recent conversation with Gordy Schesel, he indicated that it was not too early to begin thinking about potential programs for the 1998 program year. If, as you are sitting at a stop-light waiting for the light to change, and an idea comes to mind, please make a note to pass it on to Gordy or send it to me (rgiske@compuserve.com) so we can begin to get a list of potential topics together.

I also recently had a conversation with Joan Barnes and Norm Nelson re: the format of our meetings. Because some of the topics presented at our monthly meetings require more than one hour to really develop well, it was suggested that we might begin the meeting as much as a half-hour earlier so that subjects that require it would have more than one hour for the presentation. Our typical schedule is:  
5:30 - 6:30 Gathering and networking  
6:30 - 7:30 Dinner

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INDEPENDENT  
COMPUTER  
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ASSOCIATION

Newsletter  
of the



Minnesota Chapter

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7:30 - 8:30 Presentation.

I'd be interested in any thoughts you may have regarding starting dinner at about 6:00pm. Let me know (rgiske@compuserve.com).

### Next Meeting

Because of the national conference in June, there is no regular program scheduled for the month. Our next regular meeting will be on July 21st. See you there!

### CONFERENCE/SUMMER FUN

By: "Joan E. Barnes" <jbarnes@dbasystems.com>

So here's the scoop on the ICCA National Conference/Minnesota Chapter Summer Fun event. To date there are seven chapter members officially signed up for the conference: Magne Hatlevik, Larry Bremer, Bill Buending, Ben Moyle, Bill Smale, Gordy Schesel, and me. And that's all I'm really certain of with respect to the Summer/Fun outing; after that it gets rather witty. Everyone has clients that they are concerned about - and Smale is scheduling the conference around an audition for some vocal performance (with a group, not a recital) at Carnegie Hall - the one in New York. Magne is driving (at least one way) with his two sons in his conversion van. Ben is probably flying his own plane. I cashed in on the Northwest specials and leave MSP on Thurs evening and return from PHL of Tues evening, and I expect

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everyone else is doing about the same. The plan for the Fun, is that we will get together sometime Saturday at the hotel or some amusing restaurant for a confab and see if we can somehow accommodate everyone's schedule and still get some traveling done - either in the direction of Lancaster County and Pennsylvania Dutch stuff or in the direction of Chesapeake or Delaware Bay and salt water stuff. So if you're headed for the conference, bring your maps and list of amusing places you haven't been to yet. If you're not planning to join us at the conference, change your mind.

### ICCA at the Strictly Business Computer Expo

By:Bob Sieber

The Minnesota Chapter of the ICCA participated in the recent Strictly Business Computer Expo in the Minneapolis Convention Center on Wednesday, May 13th. Our goal was to increase awareness of the ICCA among consultants and potential clients. Champion Productions, who puts on the Expo each year, allowed us to participate at no charge to us.

We offered three presentations to the public in one of the convention center meeting rooms. In the morning, Ray Giske presented "How to Select and Use Consultants". In the afternoon, Joan Barnes presented Bill McTeer's slide show on "How to be an Independent Computer Consultant". Both presentations used a slick multimedia system that was loaned to us by MTI Office Systems. Following Joan's presentation, we had a panel discussion, where five ICCA members briefly described their businesses and answered questions from the audience. The panelists were Karl Hella, Alan Hill, Don Peplinski, Steve Roetzel, and Jorgiann Waltner. Joan was the panel moderator. About two dozen people attended Joan's presentation; the other two drew a dozen each.

Outside the meeting room, Larry Bremer, Karl Hella, Ben Moyle, and I staffed an information table from 10:00 am to after 5:00 pm. We gave out ICCA brochures, information sheets,

newsletters, and directories, as well as a few ICCA applications.

Thanks are due to Joan Barnes, Larry Bremer, Ray Giske, Karl Hella, Alan Hill, Bill McTeer, Ben Moyle, Don Peplinski, Steve Roetzel, and Jorgiann Waltner for taking the time on May 13th to make it all happen. Joan deserves special thanks for jumping in at the last minute not once, but twice: first, when Bill McTeer was called away on business and was unable to deliver his presentation, and second, when Bill Buending (our original panel moderator) came down with laryngitis. Thanks also to Magne Hatlevik and Gordy Schesel for delivering newsletters and brochures for the table, and to Bill McTeer, Joan Barnes, and Ray Giske for pre-event planning.

We had a few snafus, of course, but all in all, the show was a success for us. Next year will be even better!

### Microsoft + Mozart

Does give you a moments reflection!!

The classically-minded among us may have noted a new TV ad for Microsoft's Internet Explorer e-mail program which uses the musical theme of the "Confutatis Maledictis" from Mozart's Requiem. "Where do we want to go today?" is the cheery line on the screen. Meanwhile, the chorus sings "Confutatis maledictis, flammis acribus addictis," which means: "The damned and the accursed are convicted to flames of hell."

[ed. note]

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**Attention all ICCA members:**  
Get involved, write a story for the newsletter. I need stuff to fill these white(blue) pages!!.

**PGW of Strictly Business®**

By: "Joan E. Barnes" &lt;jbarnes@dbasystems.com&gt;


Ray will probably be writing about the ICCA sessions at Strictly Business in his report. This report covers the important part - dinner at Pronto. The turn-out was a bit light, but that gave us a chance to get to know some of our prospective members. Irfan Ali is new to the independent consulting game. He looks forward to joining us at some of our regular meetings. Pamela and Spencer Grover of Design Tech Consulting do mostly professional web site development along with desktop publishing, training, and database development. Their brochure indicates a good understanding of all of the technical as well as design issues associated with a web site. Check them out at <<http://www.d-t-c.com/>>www.D-T-C.com. Scott Jensen is founder of Jensen Design and has been working in the fields of software engineering and human interface design for 15 years. His education and experience are impressive. Check out his web site at <<http://www.jensendesign.com/>>www.jensendesign.com. Hewlett-Packard was not at the restaurant to gobble up the Tiramisu, so we did eat some. We also shared a giant dessert sampler, and a good time was had by all.

**Alternative OS slogans**

From: William B. Smale b.smale@ieee.org

Microsoft's ad slogan for Windows 95 was "Where do you want to go today?"

Here are alternative slogans for the bloated OS:

1. Windows: The colorful clown suit for DOS.
  2. Double your drive space: Delete Windows!
  3. Windows and DOS: A turtle and its shell.
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4. Microsoft gives you Windows - OS/2 give you the whole house.
  5. A computer without Windows is like a fish without a bicycle.
  6. Bang on the left side of your computer to restart Windows.
  7. Error #152 - Windows not found: (C)heer (P)arty (D)ance.
  8. I still miss Windows, but my aim is getting better
  9. I'll never forget the first time I ran Windows, but I'm trying.

10. My latest screen-saver: Curtains for Windows.

11. OS/2 ... Opens up Windows, shuts up Gates.

12. Out of disk space. Delete Windows? [Y]es [H]ell Yes!

13. Windows 3.1: The best \$89 solitaire game you can buy.

14. Windows NT: Insert wallet into Drive A: and press any key to empty.

15. How do you want to crash today?

**Toddler Property Laws**

1. If I like it, it's mine.
2. If it's in my hand, it's mine.
3. If I can take it from you, it's mine.
4. If I had it a little while ago, it's mine.
5. If it's mine, it must never appear to be yours in any way.
6. If I'm doing or building something, all the pieces are mine.
7. If it looks just like mine, it's mine.
8. If I think it's mine, it's mine.
9. If I . . .

Oops! I'm sorry; I goofed! Instead of typing in the Toddler Property Laws, I've been typing in Bill Gates' primary Business Plan.

**June 1998 Meeting!**

There are no meeting planned for June 1998. Certainly, you may call Joan Barnes, 257-2570, anyway to tell a few Year 2000 jokes, discuss where and when to meet at the National Conference in Philadelphia or whatever.

Have a Great Summer!!



# Next Meeting

**Tuesday July 21**

**Business Accounting  
Desktop Software**

**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**

## Compete to Win!!

Competition for consulting services is reaching new levels. And your consultants are being scrutinized tougher than ever in job interviews. The result? Lost opportunities, lost revenue and lost market share.

To gain the edge over your competition, give your consultants all the tools they need to succeed, both in the interview and on the job.

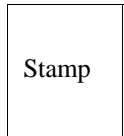
*"Winning the Technical Job Interview"* can provide your people with the skills to take charge of the job interview. They'll learn to present themselves well in the interview and communicate well on the job. They'll have confidence in how to best express their strengths and represent your interests.

Improve your product, your win ratio and your bottom line. Give your technology workers the edge to achieve successful interviews. For a current class schedule or onsite class availability.

call Barry Baer at 612.486.8063  
or  
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**First Class Mail**

