

# ◆ Consultants in Minnesota ◆

July 1998

## CONFERENCE/SUMMER FUN

By: Joan E. Barnes [jbarnes@dbasystems.com](mailto:jbarnes@dbasystems.com)

### **ICCA 1998 National Conference Report**

As usual, Joyce Burkard and the national office staff did a terrific job of arranging for speakers, accommodations, and the million and one other details associated with a conference. Seven of us from the Minnesota chapter attended (Gordy Schesel, Ben Moyle, Magne Hatlevik, Larry Bremer, Bill Smale, Bill Buending, and Joan Barnes) and we will be discussing many of the ideas that we brought back with us at our regular chapter meetings and at board meetings. Reports from these discussions will appear in future newsletters, so stay tuned. This report covers the Conference PGW Tour. After the last conference session on Sunday afternoon, Barnes and Brem hiked over to Hertz and rented a minivan. As you all well know, the conference was held at the Marriott, located at the airport. The drive from Hertz back to the Marriott to pick up the rest of the gang was a few loops around the airport with multiple lane changes and included at least one missed approach to the hotel. Brem is writing the report of

Sunday evening which should appear in next month's newsletter.

### **Monday, Day 1**

So Monday morning a subset of the Minnesota contingent met for breakfast at the Marriott. Magne had driven to the conference with his two sons, and they were off touring historical sites, Ben had left for business meetings in Ohio, and Bill Buending, who is still on the national board, was committed to another two days of ICCA business meetings. At 0854 on Monday, June 22 Gordy, Bill, Brem and Barnes left the Philadelphia Airport Marriott. Bill was elected tour scribe. (But what follows is a Barnes transcription.) It looked like it was going to be a short tour when Barnes couldn't find the parking ticket to escape from the ramp, but after a bit of help and a certain amount of thrashing, we finally headed out of the airport onto I95N to I765, across the Walt Whitman

bridge and welcome to New Joisey. We made a rest stop and to pick up a bunch of travel literature. \$1.25 in tolls later at 1030 we were in beautiful Atlantic City. A stroll on the boardwalk from Martin Luther King Blvd to the Garden Pier and back (maybe pictures in next edition) included stops at the Hard Rock Café for kid presents, and a shop for Barnes to buy some official saltwater taffy and appropriate hat. Unfortunately, the amusement park was closed so we didn't have the opportunity to dare each other to ride the rollercoaster. Joan also waded in the ocean and got wet up to #3. At noon we left the Sands Casino parking ramp, toured the rest of Atlantic City and stopped at the marina to inspect boats and the US CoastGuard. Bill spied a dead horseshoe crab, Barnes thought it was a piece of scrap metal, so we poked at it. It had legs and didn't smell like metal. One point for Bill. North on US 30 to Jo-Jos Oceanside Inn (franchises were ruled out-of-bounds) for lunch - a cute little place just past the ???? (I can't read Bill's writing) Country Club where the ShopRite LPGA Classic was being held. Jo-Jos met the secondary eating place criterion - gotta have less than 10 tables-only because half of the space was dedicated to selling used stuff. The meatball sandwiches, cheeseburgers, and meatpies were swell. We stopped at the Noyes Art Museum to see the exhibit of whirlygigs. The museum was closed, and Barnes was low on charm and/or the guy at the desk was a jerk; her appeal fell on deaf ears. So we did a tour through the salt marshes of the Edwin B Forsythe National Wildlife Refuge. Larry stopped (in time) for a deer. Also saw a plover?, rail, Canada geese, and more smelly scrap metals with legs. Headed back across the WW bridge to Philadelphia Airport for Brem to catch his flight home, and to drop Gordy at the hotel for his next day morning flight home. (Next year for the national conference (probably somewhere in California) Barnes is going to coordinate flights home.) Joan and Bill left the airport again to continue with the Lancaster County portion of the PGW tour. Drove to Strasburg and collapsed at the Amish Lantern Motel.

### **Tuesday, Day 2.**

(Continued on page 2)

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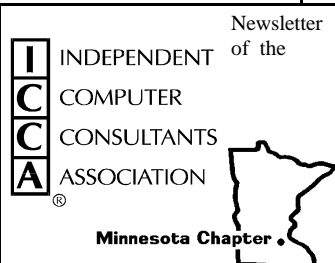
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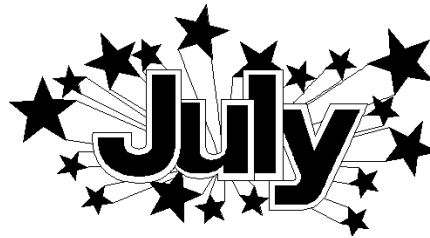
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Breakfast at the motel's Breakfast Room. Joan was obliged to order scrapple. Strasburg is a railroad town. We made a brief tour of the Railroad Museum of Pennsylvania to see a bunch of steam locomotives. Joan bought some more hats, engineer variety, at the museum store. One is dedicated as the ICCA Conference PGW tour guide hat. Then we walked across the highway to the Strasburg railroad for the 11 o'clock steam train to Paradise. It was a great trip: real coal smell, real steam whistle, and the Amish farmers were out in the fields with their teams cultivating and cutting hay. The train stopped on the way back at a park to drop off passengers who had packed or purchased picnic lunches. We had lunch at the Red Caboose Restaurant, an authentic Victorian Dining car. Real cabooses are available as motel rooms. After lunch we wandered to the National Toy Train Museum to look at the '5 exciting train layouts'. They have displays of standard, G, O, S, HO, N, and Z scale trains. My favorite was the cattle being loaded into a stock car. Train stuff is another of Smale's many hobbies. It's always fun to go to places with someone who actually knows something about the sights. Our final stop was Mrs. Penn's Shoppe to look at gemstone jewelry. An amusing shop with lots of trays of varied stones and findings, and a very amusing Mrs. Penn and husband. We managed to fill the gastank of the van, get it returned to Hertz, and make it to the airport with plenty of time to spare since the flight

was delayed 2 hours.



*(Continued from page 3)*

Membership counts by chapter ebb and flow, increase and decrease. We all appear to be running similarly styled monthly meetings, most are held the same week and the same night of the week. Chicago and Delaware Valley show the largest increase percentages. What are they doing that we can make note of? A high level of volunteerism, telephone "outcalls" to guests and potential members.

2. Of the 5 sub-committees formed to select award winners in the best Newsletter, Directory, Program, Web Site, and Murray Zuckerman Award, I enlisted with the best Newsletter sub-committee. We reviewed the newsletter samples from Chicago, Delaware Valley, NYC, and others: Delaware Valley was selected as the

best overall. They publish only 4 times per year.

3. Other discussion-chapter compliance: this was one of those vociferously discussed topics which went on and on until finally getting tabled for discussion by the National Board (on Monday and Tuesday June 22 and 23). Essentially, chapters need to adhere to requirements and bylaws set forth by the National Office and the National Bylaws, respectively.

4. Other discussion-history of chapter growth (and decline): membership growth rates are not where we all would like them to be. We ultimately agreed that we could attribute this to competition for time for professional association meetings. Many of us belong to multiple professional associations and we find we need to prioritize and budget our non-working hours.

I mentioned above that this was my first appearance at the National ICCA Conference. I came away with much more than I had expected, and had a fun and adventure filled time to boot. I had a chance to get to know the other six attendees from our chapter: Ben, Joan, Bill Smale, Bill Buending, Magne, and Larry. These folks have all "been there, done that" and have much knowledge to pass on. I encourage you to seek them out as often as you can. I will be back for next year's conference!



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[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!!.

**Notes from Chapter Presidents Council-June 19, National Conference (Philadelphia)**

by Gordon Schesel, 103011.3513@compuserve.com

The Chapter Presidents Council (CPC) is an all-day meeting consisting of the National Board, the CPC chair, chapter representatives, regional representatives and other ICCA members. We had a total of about 25 attendees at this year's meeting.

*The meeting agenda:*

- 0.0 Call for volunteer to take minutes
- 1.0 Meeting called to order
- 1.1 How meeting works. Main goal - inter-chapter communications
- 1.2 When breaks will be called
- 1.3 Lunch/Awards subcommittees
- 2.0 Introductions
- 2.1 Chair
- 2.2 Parliamentarian
- 2.3 CPC Members & Guests
- 3.0 Changes/additions to agenda
- 4.0 Approval of the minutes from the CPC meeting of June 20, 1997 (1)
- 5.0 Chapter Information Exchange (2)
- 6.0 Formation of Committees to select award winners
- 6.1 Newsletter
- 6.2 Directory
- 6.3 Program
- 6.4 Murray Zuckerman
- 6.5 Web Site
- 7.0 Discussion Items
- 7.1 Trade Show Procedures (2)
- 7.2 Chapter Compliance Issues (3)

- 7.3 History of Chapter Growth (4)
- 8.0 Informal meetings by region(5)

*Notes:*

- (1) The minutes can be found in a file called CPC97.zip in Section 17 of the CONSULT Forum. I presume that CPC98.zip will provide this year's minutes.
- (2) When one or more chapters are involved in running the ICCA both at Trade Shows, there are certain procedures to keep in mind. The primary objective of using the booth at the show is to sell the ICCA to potential members and clients and in doing so to present a professional image. How can we do this?
- (3) In order for chapter officers and directors to be covered under an officer and directors insurance policy issued to the ICCA, it is imperative for ALL chapters to adhere to certain requirements set forth by the National Office. These include: (1) having terms of office and chapter fiscal years match the dates of the National ICCA Fiscal Year, (2) assuring that Chapter Reports are submitted to the national Office on a timely basis, and (3) having the chapter bylaws correspond to the national Bylaws. This discussion will be presented to help educate the Chapters as to the importance and reasons for fulfilling these requests.
- (4) Please see elsewhere in our Newsletter
- (5) Regions:
  - Northeast: Boston, Connecticut, Fairfield/Westchester, Long Island,

- NYC, Northern NJ, Upstate NY
- Southeast: Atlanta, Delaware Valley, Maryland, Research Triangle, South Florida, WICCA
- Central: Chicago, Dallas/Ft. Worth, Denver, Kansas City, Minnesota, St. Louis, At Large (ALC)
- Western: Los Angeles, Northern California, Orange County, Phoenix, Silicon Valley

In the first paragraph I referred to all this as a "meeting". I'm a new attendee this year. Not wanting to appear disrespectful, I did chuckle to myself once, about the extreme parliamentary procedure used. Robert's Rules of Order. I just had not been exposed to it at such an extent.

I also chuckled to Bill Smale once, after the meeting was over, about the difficulty in getting through the agenda. Opinions abound! Strong opinions vociferously expressed by multiple individuals can hinder progress. To his credit, Chair Elliot Greene, stayed on top of things, not letting one individual dominate the discussions.

*The results of the meeting:*

1. Introductions: Our chapter is very much like the other 23. Each attendee introduced themselves and briefly related how their chapter does. We all operate similarly, I perceived.

Atlanta, Denver, Maryland, and NYC are new chapters this year.



Meeting Reservations: Members may phone your reservation to Joan Barnes' office at 257-2570, **by 3:00 PM, Friday, July 17, 1998**. Non-members should mail this form to: ICCA Minnesota, c/o Steve Roetzel, 4428 Lakeshore Terrace, Eagan, MN 55122.

Name: \_\_\_\_\_ Company: \_\_\_\_\_  
 Address: \_\_\_\_\_ City: \_\_\_\_\_  
 State: \_\_\_\_\_ Phone: (    ) \_\_\_\_\_

Lido's Italian Buffet

Members \$20 Non-members \$23 x \_\_\_\_\_ = \_\_\_\_\_  
 Enclosed is a check for: \_\_\_\_\_



# Next Meeting

**Tuesday July 21**

**Business Accounting  
Desktop Software**

**Italian Market Deli by  
Lido**

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

Dinner at 6:00PM

For reservations call  
Joan Barnes @ 257-2570

## FUTURE MEETINGS

### ICCA History of Chapter Growth from '98 National Conference documents

Chapter	Fiscal Year Ending 03/31/xx			
	'95	'96	'97	'98
(1) At Large	114	133	112	119
(2) Atlanta	000	000	000	030
(3) Chicago	076	087	115	108
(4) Connecticut	045	044	039	037
(5) Dallas/Ft. Worth	051	046	046	047
(6) Delaware Valley	064	060	065	084
(7) Denver	000	000	000	006
(8) Fairfield/Westchester	065	065	046	041
(9) Greater Boston	046	043	050	055
(10) Kansas City	030	028	034	034
(11) Los Angeles	053	058	052	043
(12) Maryland	000	000	000	005
(13) Minnesota	043	043	038	038
(14) NYC	000	000	000	035
(15) Northern California	064	046	045	052
(16) Northern New Jersey	044	067	067	075
(17) Orange County	040	027	020	021
(18) Phoenix	009	010	008	011
(19) Research Triangle	020	019	031	037
(20) St. Louis	030	020	010	012
(21) Silicon Valley	017	017	012	018
(22) South Florida	028	038	035	036
(23) Upstate New York	009	012	008	007
(24) Washington DC	077	061	051	051

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