

# ❖ Consultants in Minnesota ❖

July 1999

## President's Message

By Gordon Schesel

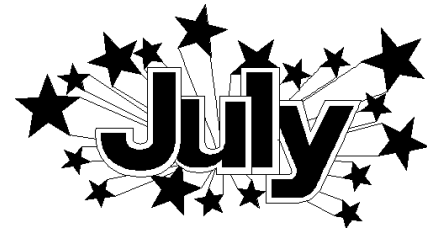
Some of us have just returned from the National Conference in San Jose. The hosting ICCA chapter was Silicon Valley which has the same membership count as our chapter. Paul Stith, the chapter president and his team, did a commendable job of organizing and presenting the conference. They assembled an impressive list of vendors to help financially in sponsoring the event. Vendor exhibits included **Oracle, Microsoft, Cisco Systems, Symantec Corporation, Netscape, IBM and Compaq**. Without sponsors like these, the event would require double the amount for registration fees or about \$1000. So, let's be mindful of this as we promote these vendors as we do our business.

Most of the above vendors have instituted consultant/developer relationship programs. Most are fee based or have a no cost entry level service providing tech support and even development/test environments for developers. All have product discounts for consultants who participate in the program (like the Microsoft Solution Provider program).

I attended the Chapter Presidents Council (CPC) on the first day of the conference. This annual event provides a forum for discussion of issues with suggestions to the national board for resolution. The emphasis this year is on Public Relations or PR. We all want and need to have the ICCA more widely known and accepted as a source for businesses nationally to go to obtain highly qualified consultant professionals. To this end, the national board will publish 10 press releases per year drawing from a PR database built up

by contributions from member firms from each chapter. The purpose is to improve the value of membership, since most chapters and members do not have the resources to do a PR campaign. More on this in the upcoming weeks.

Our next monthly ICCA chapter meeting is at the Wyndham Garden Hotel on July 20<sup>th</sup>. The intended topic has been listed as IBM Partners in Development (or more correctly stated as the IBM Consultant Relationship program). As of this writing no speaker is available from IBM. Look for a surprise presenter or perhaps a meeting consisting of multiple panel discussions.



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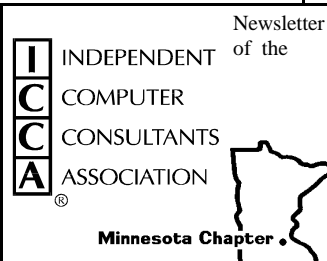
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## ICCA National Conference, non-technical track

By: Larry Bremer

The National Conference non-technical track provided several sessions of interest to all independents. These sessions provided information on improving your business.

The session, titled "Take the Chill Out of Cold Calls", provided several methods for improving your success with the cold calling process. It began with definitions and built on a checklist of things to do or have prior to the call. It provided several tips to get past the gatekeepers, including: call at different times, give a different reason for your call on each voice mail, stay upbeat even after multiple unreturned calls and remember that humor works. It ended with an exercise in which we generated a cold calling script and practiced using the script with another attendee. This exercise demonstrated the benefit of (and need for) practice and more practice.

The session titled "Becoming a 'client magnet'" focused on how to interest more clients in your product or service. Stressing that people are interested in "What's in it for me", the session detailed why you should position yourself as a solution-oriented business. Everyone should have an "Audio Logo" consisting of something like "I help (my target market) do (solution) instead of I write COBOL programs. It continued with direction on what promotional materials should contain: position yourself, differentiate yourself from the competition, detail your product/service, and include your bio and list of successful clients. Sounds like a web page, doesn't it?

The session titled "Virtual teams for virtual times" offered several guidelines for building your business beyond yourself by "teaming" with other independents. It began with a few definitions including: a virtual team is formed with people that share common beliefs and values for a specific purpose to benefit the owners with a commitment to complete the task. Every team needs to have members fulfilling certain roles to succeed: motivator, coach, leader, devils advocate and

facilitator (among others) and each role has specific responsibilities. To assist in establishing the roles for the team members a self directed exercise listed their individual strengths, assets, weaknesses and wish list (roles/responsibilities the individual wanted help with).

The session titled "Your sixteen second success: developing your elevator speech" stressed that you only get one chance to make a first impression and it may be a very brief opportunity. It detailed the parts of the speech: opening, name, company, pitch and catch. It suggested that the speech should detail benefits rather than features. E.G. specify an oven with less labor (benefit) rather than a self-cleaning oven (feature). An example given was for a gardener to say "I turn the world green" rather than I am a gardener. One of the attendee's exercises yielded: My name is Charles and I connect people with computers. The natural question is how, and he designs and builds GUIs.

All these sessions were informative, enjoyable and provided incentive and enthusiasm to make great things happen.



## Bill Buending Receives ICCA Honor Council Award

By: Ben Moyle

At the ICCA 1999 Annual Conference in San Jose, California, Bill Buending was given the Honor Council Award.

ICCA National President David Zimmer made the presentation:

"The Honor Council award is presented to an ex-board member who has exemplified out-

standing service while performing his/her duties and who personifies the Code of Ethics we ascribe to as ICCA members. When asked for nominees for this award, this person's name immediately came to mind. Although he was responsible for only certain duties, he many times took on tasks that others were supposed to perform but weren't. Rather than see something not be accomplished, he humbly and quietly took on the duty and completed it with excellence. In person, he was the wisdom of the Board. When confusion was the thickest, many times this person's experience and well-spoken prose cleared the air and brought the entire board to a new level of understanding. Personally for me, it was a pleasure to know such an individual and I have the highest respect and honor for him. The rest of the National Board felt the same way by providing an unanimous vote in favor of this candidate. It is with pleasure, respect, and humility, I present the Honor Council Award to Mr. Bill Buending."

[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!!.

## ICCA-MN 1999 Post-Conference Getaway Tour or Toe Dipping with Joan!!!

As recorded by Bill Smale

Sunday, June 13. After the decision was made that we wanted to start the ICCA-MN PGW Tour with the Monterey Bay Aquarium, Joan Barnes, Larry Bremer, Ben Moyle and Bill Smale bailed out of the final session of the conference and hit the road at 2:15pm in the lovely new White Ford Winstar van that Joan had rented. Heading south on Highway 101 we got to Prunedale where we took Highway 156 west to the Monterey Peninsula. At 3:50pm we got to Cannery Row and walked to the Aquarium. We got to spend 2 hours at the Aquarium and probably could have spent more time but they close at 6:00pm. The lady at the information desk at the aquarium suggested a restaurant called Roy's located on the famous 17 mile drive. She called the restaurant and we were able to get reservations for a 6:30pm table. Off we went on a scenic drive through Monterey looking for the Pacific Grove entrance to the 17 mile drive. By 6:14pm we found the entrance to the 17 mile drive, got maps and proceeded to try to find the restaurant. We missed it since we had neglected to ask where it was located. We got to the picnic area at Spanish Bay and determined that the restaurant was

probably back at the complex we passed on the way in, so a little backtracking and we got to The Inn and Links at Spanish Bay. Roy's at Pebble Beach is located in The Inn. This was an amusing place to eat. We had told them it was Joan's Birthday so the table was set with balloons and streamers. The dinner was very good but oh the warm chocolate dessert!!!



After dinner, about 8:30pm, we resumed the drive on 17 mile drive. Our first stop was at Point Joe to watch the sunset and let Joan do a little toe dipping in the ocean. We continued around the drive but didn't see too much more as the light faded and darkness descended. We of course missed the turn to the exit and figured that out when we got back to Point Joe again!! A little backtracking and we were out the Pacific Grove exit and wandering back toward the highway to retrace our route to San Jose. At 11:15pm we got back to the DoubleTree and dropped off Ben. Joan, Larry and Bill resumed driving with the intent of getting somewhere east of San Jose on the way to Yosemite Park. At 12:30am we pulled into the town of Tracy for a stay at the lovely Phoenix Inn (enough said).

Monday, June 14. Left Tracy at 9:00am heading east looking for an amusing place for breakfast. At 9:30am we got to Manteca, got gas and found that Denny's was about the only option for food (edible but not much else could be said). Around 12:15pm got to the Groveland ranger station in the Stanislaus National Forest. Stopped for a short break and to find out what was available for hiking in the area. At 1:00pm we got to the Big Oak Flat entrance to Yosemite. Stopped for gas and picked up snacks at Crane Flats and proceeded on to Cascade Falls for a snack lunch and the next toe dipping for Joan. Drove on to Bridalveil Falls and then on to the Yosemite Valley Visitors Center for a comfort stop, snack and gazing at Yosemite Falls. Left the Visitors Center about 4:00pm heading back to Crane Flats to get to highway 120 that would take us across the park.





Onward to the White Wolf Lodge to see if we can get dinner there. On the way we found this lovely rock/snow field and stopped to get a picture of the intrepid travelers. Found the turnoff to the White Wolf campground. Also found lots of snow and very few people. Looking further at the Yosemite Guide newspaper it was mentioned that the White Wolf Lodge opens on June 18 so we were only four days early!! So back on the road again heading East to the Tuolumne Meadows Visitor Center. Finally got there and used their very nice clean bathrooms, the visitor center was, given our luck, closed. Joan had an interest in finding the Pacific Crest Trail which was supposed to run through this area. We did find a sign and followed a winding road to where the trail crossing was. This gave Joan the opportunity to walk a little on the trail to say that she had done it. Still quite a bit of snow in the area, would be a interesting hike at this time of year (bring your snowshoes just in case). From here we kept on driving east to the Tioga Pass Entrance (or exit in our case) to Yosemite Park. Stopped at the scenic overlook at Tioga Lake which still had quite a bit of ice on it. Had a Gull stop off looking for handouts, tossed it a couple pieces of the pretzels left in the snack bag. Never really did figure out where the summit of the pass was though. The entrance is marked as elevation 9945 feet so perhaps this is considered the summit of the pass?? From here we drive through the Inyo National Forest on the way to the town of Lee Vining to look into finding a place to stay for the night. When we found the town, most of the motels did have vacancy signs, checking the AAA tourbook, the

rates listed were definitely tourist/resort area prices. Since no one had any strong feelings about staying in Lee Vining, we continued to the north toward the town of Bridgeport to what was available. Check the AAA tourbook while driving, it appeared that there would be several choices on motels in Bridgeport. On getting into town at about 6:30, the first motel we came to was the Walker River Motel. It appeared to be acceptable so we stopped to ask if they has 3 rooms available. The proprietor said yes and started into a spiel that he would give us this price but since it was slow he would also give us another 10% off, it took Joan a minute to get him to stop as we would take the rooms at the rate he quoted. He didn't need to convince us to stay there!! We got his last 2 non-smoking rooms and one smoking room. We all went and checked out the smoking room and Joan decided she would take it, leaving the other two rooms to the men to fight over. We had asked the proprietor where a good place to eat was and he suggest Casa Michaela back on the road we had taken into town. After a short stop in the rooms to drop off the luggage and clean up a bit, off we went back out of town to Casa Michaela. This turned out to be a very nice little Mexican restaurant. The food was very good and the Hot Salsa for the chips was actually on the hot side for once. After dinner is was back to the motel to crash for the evening. This had been a long day of driving and sightseeing.

Tuesday, June 15. We met at 8:00am for breakfast at the little coffeshop across the road from the Motel. The Motel did have a Continental Breakfast (Coffee, cans of orange Juice and a bowl of Donuts) which we chose to pass on. The coffee shop had a reasonable selection of breakfast items so we all were able to find a food item that was acceptable. 9:00am we left Bridgeport heading north to find highway 108 to get back to Sonora. Highway 108 starts out reasonable, then you get a sign that says winding road next 26 miles! This is barely a two lane road as it winds up the mountain to the Sonora Pass at elevation 9924 feet. 9:45am and it was again time for a stop for Joan to dip her toes in the stream which entailed crossing a small snow field!! Not difficult going to the stream but coming back to the car, Joan jogged across the snow in her bare feet (next time remind her to bring a towel with her)!! Continueing down through the Stanislaus National Forest we stopped at the Kennedy Meadow campground for a comfort stop at about 10:30am. Not as nice bathrooms as some of the stops but the odor was minimal. At this point we are still about 200 miles out from San Francisco Airport! Continueing down the mountain we finally rejoin Highway 120 at 12:00 noon and the sign says only 124 miles to San Francisco! Once we get down to the valley floor Joan is looking to find the fruit stand we passed the day before which none of us really remember were it was. Didn't find the one we were looking for but stopped at one of the many small stands for Joan to get some locally grown fresh fruit and almonds for the trip back. Onward to San Francisco, got into the Hertz rental drop off at 3:21pm (not bad timing). The mileage for the trip was almost 700 miles in two and half days!!! 3:50pm and we're all checked in!!



**The ICCA National Conference**

By: Joan Barnes

Some of us missed the welcome reception because it took longer to pick up a car at Hertz than it took to fly to SFO from MSP (almost), but that was the only less-than-perfect part of the conference. The sessions were really good. This year there was a technical track as well as a business track. My two favorites were 'the Future of Cisco' presented by Byron Henderson, and 'The Future of Netscape' presented by Rob Tribble. Byron Henderson talked about creating networks where voice, data, and video are combined 'for greater control, efficiency, and reach'. He thinks that this technology will be 'bigger than the internet'. Mr Henderson followed the rules about providing technical information and not just selling Cisco, but he did mention that IP telephones are already a Cisco product. It was an exciting presentation, but trying to keep up with his presentation and do my own thinking about how to apply what he was suggesting gave me a charliehorse in my brain. I am ready, however, for another dose. We (Bill Buending, I believe) is working at getting him to do a presentation for our chapter.

Watch for it. Rob Tribble began his presentation by having us repeat three times 'Netscape is not just a browser company', and then proceeded to prove it.

He spoke of electronic commerce and how the cost of a transaction (like inquiring about an account balance or placing an order) costs \$1.20 when a person is involved and less than \$.05 if it's web based. He talked of IT moving from a cost center to a profit center, marketing enablers, and new paradigms. I got another charliehorse. We may sometime need a Netscape presentation for a chapter meeting too. Anyone who volunteers to set one up would have a chance to talk with some very interesting folks and probably learn a whole lot. Tapping the resources of the silicon valley made for a really great conference.

**Change of topic for the July Meeting!**

By: Larry Bremer

Unfortunately, IBM was unable to keep their commitment to us for the July meeting. However, this month promises to have something for everyone.

A panel of ICCA members will offer

commentary and dialogue on several topics. One topic will be the types of business organization, and the advantages of each type. Another topic will be why we maintain our membership in the ICCA and why that is important and FUN! Lastly, the panel will review the National Conference in San Jose last month and provide pointers and benefits derived from attending the National Conference. Specific reviews of the technical sessions and also the softer non-technical sessions will be presented. All topics are designed to make you r business more successful! There will be ample opportunity to ask questions so bring some query with you.

Plan now to attend, lots of good information will be available. We also expect to have information from several vendors, including Cisco, Symantec and IBM. These companies form alliances with consultants and are anxious to help us succeed.



Meeting Reservations: Members may phone your reservation to Joan Barnes at 651-257-2570, **by 3:00 PM, Friday, July 16, 1999.** Non-members should mail this form to: ICCA Minnesota, c/o Roger Montague, 2738 Winnetka Ave. N, New Hope, MN 55427.

Name: \_\_\_\_\_ Company: \_\_\_\_\_  
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London Broil Steak  
Chicken Piccata

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



# Next Meeting

**Tuesday, July 20, 1999**

**ICCA Members Panel Discussion**

## **Wyndham Garden Hotel**

4460 W 78th St. Circle  
831-3131

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

For reservations call  
Joan Barnes @ 651-257-2570

## **FUTURE MEETINGS**

Wed August 18 - Lido  
Thur September 16 – Wyndham  
Tues. October 19 - Lido  
Wed November 17 –Wyndham

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