

# ◆ Consultants in Minnesota ◆

August 1999

## President's Message

By Gordon Schesel

First of all, my thanks to Larry Bremer for taking over on short notice to conduct the July ICCA meeting. An illness in the family took me to Milwaukee. My two older brothers live there. I trust it was of benefit to all that attended.

First a synopsis of the Chapter President's Council CPC meeting on Thursday at the National Conference.

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1. Create a Public Relations (PR) program. PR program proposed guidelines and where the organization is going with building brand name recognition and what will be required of each chapter. The purpose of this is to improve the value of membership, since most chapters and members do not have the resources to do a PR campaign; this will make it easier. Whenever a member firm wants to make a PR announcement, we will provide the tools and guidance to make the announcement, making membership more tangible.

- Each chapter must help to maintain the master PR database
- The National Board must make one Press Release per month (Dec/Jan & Jul/Aug may be combined for a total of 10 press releases per year)
- Each chapter must make one Press Release a month (or 10 per year)
- Each chapter must have one person as a PR contact for the CPC chair and PR committee
- Each chapter will send 2 copies of each published Press Release in their area to the National Office

- After one year of successful PR implementation, the CPC will propose an advertising campaign

2. The Central Region, which includes our Minnesota, currently has no Regional Representative. A regional rep, as defined by the CPC, helps facilitate communication between chapters and the National Office (NO), get reports to the NO, and assist in forming new chapters. This two-year position was formed in the mid-eighties. (The other regional reps are listed at the back of "The Independent". Below are some Regional Representative guidelines:

- Communicate with the chapters at least once a month and report back to the CPC, Executive Director and President
- Let chapters know what the proper ICCA procedures are
- Assist chapters in getting speakers, getting newsletter content, getting members
- Help the CPC chair and the NO get the required reports and information from each chapter in the

region

- Answer Regional Rep or CPC e-mail within 72 business hours
  - Help to improve the value of membership by being active and reaching out to the masses
3. Tom Tyler offered to chair a new committee to establish web site standards for all chapters; it should drive the national web site strategy, planning, and direction. Ray Giske had a chance to chat with the Greater Boston chapter president-Tom Tyler. They reviewed website guidelines that are now being applied as Ray and John DeWitt work on the construction and implementation of a website for our Minnesota chapter.
4. **The Independent** will add a new monthly feature: a chapter spotlight and member spotlight. The chapters being spotlighted over the next 6 months are NYC, Connecticut, Atlanta, Silicon Valley, Denver and Northern NJ. The chapter member being spotlighted over the next six months will come from Delaware Valley, Denver, Kansas City, Connecticut, NYC, and Northern New Jersey.
5. A strategic plan has been developed by the National Board of Directors (NBOD) with a list of 39 goals.
1. One year hence, mention of ICCA brings at least a low level of comprehension
  2. Compliantly functioning chapter officers and directors
  3. Functioning National Board of Directors
  4. Increased membership
  5. Functioning Internet website
  6. Less stressed National Office staff
  7. More National Office staff
  8. Certification
  9. Double attendance at the National Conference
  10. Active volunteers, committees, and councils
  11. Educational courses
  12. Regional Conferences
  13. Establish a consultant clearinghouse
  14. Double the content of **The Independent (TI)**
  15. Increase local chapter attendance and activity
  16. Encourage more professional behavior
  17. Increase number of chapters; at least one per state
  18. Outside organization liaison
  19. Fewer chapters in trouble
  20. Plan National Conferences out five years
  21. Public Relations manual
  22. Liaison between chapters
  23. Organize special Interest Groups (SIGS)
  24. Create place for member "success/war" stories
  25. Public relations/promotional advertising
  26. Functioning Chapter President's Council
  27. Complete CPC membership director
  28. All chapter presidents attend National Conference
  29. Increase participation of National only members
  30. Universal chapter membership

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Minnesota Chapter

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- 31 Increased activities
- 32 Create alliances with vendors
- 33 Staffed committees – active chair and members
- 34 Leadership training meetings
- 35 Speakers bureau
- 36 Writers bureau
- 37 Effective ongoing communications between the membership, the chapters, the National Board, and the National Office on a monthly basis
- 38 Activate and motivate Regional Representatives
- 39 Monitor the government

#### Other Minnesota news

I hope all of you are looking forward to this month's program as much as I am; it's about LINUX as an operating system. A bio of Jeremy White, who will be talking to us about LINUX, appears elsewhere in this newsletter.

Mark your calendar. The Northwest Computer Show will be at the Convention Center again this September 9<sup>th</sup> and 10<sup>th</sup>. We will be appearing as exhibitors again, and will be "manning" our ICCA booth on both days. The National Office will be loaning us one of the two booths stored there. Here is just one way we can do something ourselves to help create that "brand awareness" of what ICCA means to local companies.

### See you on the 18<sup>th</sup> at the LIDO

**Jeremy White**  
**President of CodeWeavers**  
 Presenter August 18, 1999  
 By: Larry Bremer

Software developer Jeremy White founded his second successful business venture, CodeWeavers Inc., in 1996. The company mirrors its founder's entrepreneurial spirit in its commitment to "bring expanded market opportunities to Windows software vendors by providing tools and services that enable them to quickly and easily build versions of their products for alternate operating system, including Linux." It also reflects White's intense interest in the commercial viability of open source code and the importance of cross-platform development.

Before launching CodeWeavers, White was the founder and chief technical officer for Holten, White and Associates, a breakthrough software development firm that opened its doors in 1989.

A specialist in networking and communications software, White boasts a dozen years as a software developer and nine as a project manager and lead developer. He has been creating custom software applications for technology companies around the world for almost a decade and counts Windows and UNIX among his platform specialties.

A native of Minnesota, White holds a BA from Carleton College and is active in The Collaborative and other Minnesota entrepreneurial groups. He and his family live in St. Paul.

### Bringing Windows to Linux

By: Jeremy White

In the past year the Linux operating system has been capturing substantial market share and mind share. In fact, Linux is the only non Microsoft operating system that has seen significant market growth in the past few years. Linux is popular because of its low cost (it's free!), powerful features, and because of its reliability.

Many people who consider using Linux are often discouraged by the perception that they cannot get their existing applications to run under Linux. Further, large enterprises are often wedded to custom applications built to run on Windows.

However, there are some amazing open source tools available in the Linux market that quickly and easily bring Windows software to Linux. First, the Wine toolkit allows a Linux user to run a native Windows executable directly on Linux. Windows applications run with the same look and feel as they do under Windows. It is a remarkable experience to edit your documents with Word, manage your finances with Quicken, and to do so all with the power and stability of Linux underneath you.

Additionally, companies that wish to deploy custom applications on Linux can use the new Twine open toolkit to simply recompile their application. Because Twine provides a complete Win32 API including MFC support, Twine provides complete source code compatibility with the Windows development environment. After recompilation, you will have a native Linux application that behaves exactly as the old Windows application did. Further, because Linux is based on the X Windows system, this application can be deployed remotely across an enterprise with ease.

To try it yourself, you can find pointers to both Wine and Twine at [www.codeweavers.com](http://www.codeweavers.com).

About the Author: Jeremy White is the president of CodeWeavers. CodeWeavers brings Linux opportunities to Windows software developers through a variety of services, especially through software development and support. Jeremy can be reached at (612) 278-9301 or at [jwhite@codeweavers.com](mailto:jwhite@codeweavers.com).

### Is it better to be a jock or a nerd?

As an answer to the eternal question, "Is it better to be a jock or a nerd?" I submit the following:

Michael Jordan earned more than \$300,000 a game. That equals \$10,000 a minute, at an average of 30 minutes playing time per game.

With \$40 million in endorsement fees, he makes \$178,100 a day, working or not.

If he sleeps seven hours each night, he makes \$52,000 every night while visions of sugarplums dance in his head.

If he goes to see a movie, it will cost him \$7, but he will earn \$18,500

If he decides to fix a five-minute egg, he will make \$618 while he boils it.

He earns \$7,415 an hour more than minimum wage. He makes \$3,710 while watching a single episode of "Friends."

If he wants to save up to buy a \$90,000 Acura NSX, it would take him a full 12 hours to accumulate enough money.

Although he probably pays about \$200 for a round of golf at a resort, he will make \$33,390 while he's making the 18-hole round.

Assuming he puts the maximum allowed 15 percent of his income into a tax-deferred account, he will hit the federally allowed cap of \$9,500 at 8:30 a.m. on January 1 -- long before the Rose Bowl parade is over.

In the time it takes for him to watch the 100-

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meter dash in the Olympics, He will earn nearly \$20. And in the time it takes the winner to run the Boston Marathon, Jordan can make about \$15,000.

This year he will earn twice as much money as all the former presidents made during all of their terms in office combined.

However, if he could save all of his income for the next 250 years -- not spending a single penny of it -- he would still have less than Bill Gates has today.

Game over. Nerd Wins . . .

**New member: Robert Scarlett**

By: Larry Bremer

Rob Scarlett was introduced to the field of international business at an early age. His father, R. D. Scarlett, managed a number of overseas manufacturing operations for 3M Company.

Mr. Scarlett began his own overseas career, shortly after graduating from Carleton College in Northfield, Minnesota; and has spent more than thirty years working in a wide range of international activities, with both private sector companies and with non-governmental organizations (NGOs) involved in international economic

development.

For thirteen years, Mr. Scarlett served as Chairman of the Board of Durex Products, Inc., of Luck, Wisconsin, a small private manufacturer of custom products for the mining industry. Mr. Scarlett introduced Durex's products into the Latin American mining markets and guided it to its present position as a leader of an international alliance of similarly specialized companies in Germany, Canada, Mexico and Brazil. Mr. Scarlett continues to serve as a director of Durex Products, Inc., and as a member of the Advisory Board for Weather-Rite, Inc., a private manufacturing company based in Minneapolis, Minnesota.

Mr. Scarlett has devoted his career to meeting the challenges faced by smaller, growing businesses as they enter global markets. He also has dedicated much of the past thirty years to service as a volunteer for ACCION International, Somerville, Massachusetts, and its extensive international network of microlending affiliates. He currently serves as a member of ACCION's President's Council.

Mr. Scarlett serves as CEO for **Colton Consolidated, LLC**, a worldwide marketer of desktop systems management software; and is also a principal in **The Global Business Connection Group**, with Dr. Lawrence E. Koslow and several other international business development specialists. Mr. Scarlett and Dr. Koslow have just completed a new book titled Global Business: 337 Tips for Taking Your Company Worldwide. Mr. Scarlett is fluent

in German, Spanish and Portuguese and has lived or worked throughout Europe and Latin America.

**Prospective member: Scott**

By: Larry Bremer

Scott was a "wet behind the ears" apprentice for two years to Gordy Schesel at Marigold Foods during the mid-80s. He subsequently was at Ecolab (St. Paul) for nine years in progressive responsibilities, and for the last three years has been with Upsher-Smith Laboratories (Plymouth). Scott's technical background includes 10+ years of both AS/400 and LAN experience, using both traditional 3<sup>rd</sup> GLs such as RPGIII/IV and COBOL, with additional client-server language exposure in Delphi and C++.

Scott is currently focused on Internet technologies and Java within the 400 environment for Upsher-Smith, and is working with the HTML, JavaScript, SQL, and Java languages. Current tool experience includes NetObjects Fusion, Net.Data, and JBuilder. He is planning to add WebSphere, DrumBeat 2000, and VisualAge for Java experience within the next 6 months.

Scott is married and lives in Brooklyn Park with his wife Jeanne and many pets. His hobbies include PC games, learning new Java tools and Internet technologies.



Meeting Reservations: Members may phone your reservation to Joan Barnes at 651-257-2570, **by 3:00 PM, Monday, August 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: \_\_\_\_\_  
 Address: \_\_\_\_\_ City: \_\_\_\_\_  
 State: \_\_\_\_\_ Phone: ( ) \_\_\_\_\_

The Lido Italian Buffet

Members \$20 Non-members \$23 x \_\_\_\_\_ = \_\_\_\_\_

Enclosed is a check for: \_\_\_\_\_



# Next Meeting

**Wednesday, August 18, 1999**

**Linux**

## **Italian Market Deli by Lido**

2801 North Snelling Ave 651-636-9721  
(north of Rosedale)

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

For reservations call  
Joan Barnes @ 651-257-2570

## **FUTURE MEETINGS**

Thur September 16 – Wyndham  
Tues. October 19 - Lido

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