

◆ Consultants in Minnesota ◆

October 1999

President's Message

By Gordon Schesel

Two stellar events have recently come and gone. One was the 35th **Northwest Computer Show** and Conference is Sept 9th and 10th at the Minneapolis Convention Center. The other was **Thomas Manzella** presenting at our September 16th ICCA meeting for **Cisco Systems**.

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The computer show generated a lot of positive exposure for our organization. I spent the first two hours of both days talking to anyone who stopped by. Some were interested in contracting; others were interested in our resources and the available skillsets. Everyone was interested in knowing more about ICCA. We handed out literature describing ICCA; that it is a national organization of computer professionals who prefer to work as independent contractors. By the end of day one, we needed more literature to hand out; an order was placed with the National Office to ship additional literature by Fed-Ex overnight. We accomplished our mission: staffing our ICCA display booth at the show, getting the word out-of "brand awareness" and name recognition, promoting the ICCA as a professional organization of independent contractors, and of our professional services.

Thanks to everyone who pitched in to help staff the booth. Our ICCA booth will next be at the convention center June 7th and 8th for the annual Strictly Business Computer Show. This is an even bigger and better venue for us to again "get the word out" and make some new contacts. I'm already fired-up about it.

The Cisco presentation ran later into the evening than any previous program topic in my memory. The entire program was fact after fact of how technology is swiftly changing, of future shock, and of how Cisco is definitely on the cutting edge of the technology curve.

Guests and visitors to the September meeting were: Nate Aune who is into Web development. From iXmatch.com we had Gopal Sadagopal and

Dan Bork who are working to grow their business of matching consultants to assignments. We look forward to seeing you all again.

At this point in my monthly message I think I am supposed to get philosophical and prophetic...it's just not happening. I can tell you; however, that I have continued to hear and read more than the usual lately about e-commerce, corporate web-enablement, broadband, the AMD Athlon 650 MHz processor, mergers of high-tech companies, and, of course, more IPO's of high-tech startups.

Sun and Microsoft both went public in 1984.

General Motors is considering rebel Linux to run apps at 7,500 car dealerships.

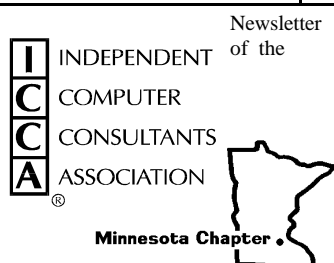
Java continues to trail VB and C++ in performance; but I did read that in a move to further increase Java server-side performance, Sun has released HotSpot, its next-generation JVM. The HotSpot VM is accompanied by a compiler for server applications. Others are also hot on the Java Virtual Machine (JVM) performance trail. IBM has its own technology, Oracle has built the JVM into pieces of Oracle 8i.

After steadily tapering off the past year or so because of Y2K demands, the lull in new contract assignments is expected to pick up again next year. By end of the 2nd quarter, we should expect to be in high demand again.

Check out these other contract websites: consultlink.com, freeagent.com, and monster.com.

Our October program topic will be Marketing--also known in our biz as networking or customer relationship management (CRM). In November a tour of the Seagate disk drive manufacturing plant here.

See you on the 19th at the Café Italiano by Lido



Attention all:

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

Previous Topics:

1996 Topics	1997 Topics	1998 Topics	1999 Topics
Client Server Panel	Lotus Notes	Legal: business law, contract law	CPA perspective w/Independent Consulting Testing
Accounting Issues	Marketing Issues	Year 2000: what tools are available	
Internet Home Page	Ergonomics	NOREX	Microsoft Windows 2000 (NT 5)
Microsoft's View of Micros	Computer Communications	Financial Planning	Financial Planning for the IT professional
The Virtual Office (AT&T)	Consultant's Toolkit	e-net Connection	Linux
To Corp or not to Corp	Disaster Recovery	Business Accounting, desktop software	Cisco
	Consultant Insurance	Project Management	Marketing
	Self Improvement-Dale Carnegie, Toastmasters International	Hewlett Packard	
	Business Writing		

0	Please indicate which topics interest you: (also indicate if you can organize (sponsor) the presenter)	Will sponsor (0)
	Corporate gifts; seasonal thank you to clients; organizing charity events as publicity	
	Education: schools and vendors, CBT	
	Emerging (or old) technology: voice input to computers for process engineering	
	Employee relations - human resources issues; diversity	
	Insurance: business, health, car life	
	Negotiating Contracts	
	Negotiating: the process, tips and techniques	
	New ways to office: tele-commuting; Kinko's; shared services	
	Personality models (e.g. Meyers-Briggs)	
	Quality: ISO 9000 jargon and topics	
	Time management: the Franklin Day Planner System	
	Voice Systems / Telecomm / IVR-VRU/ CTI / Video-conf	
	How Power Quality Impacts System Performance; Power Outages, Fluctuations, etc	
	Organizational Development	
	Technology Legislation-Minnesota legislature	
	Employees and Consultants in the same workplace; can this be problematic?	
	Other topic	

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.)

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Cisco Plans to “Change The Way People Work, Play, and Live”

By Bill Buending

Thomas Manzella, out of Cisco Systems’ Bloomington sales office, brought us an impressive view of the future September 16. Cisco is today a world leader in providing the networking hardware for the Internet. The infrastructure supporting the way that businesses work with other businesses is changing. And Cisco is in the forefront of causing that change. The new world of business e-commerce will be based on seamless applications running on open standards hardware.

Cisco already provides routers and gateway products, switches and hubs, security products, Internet products, ATM products, and network management products through which pass most of the Net’s activity. But, while the data flows fairly smooth and fast today, a second separate proprietary structure is needed for the company phones and a third proprietary structure for video conferencing. Cisco wants to change that by running voice, data, and video all through one open standards box. And by providing sophisticated, seamless applications at both ends of the connection.

Many of us have watched with amazement as Net purchases by consumers have grown from virtually nothing in 1994 to a bag of money the size of Hopkins in 1998. And without anyone buying a single kidney on eBay. Tom Manzella told us that the e-

commerce between businesses is much, much bigger than the commerce between business and individuals, more on the order of a bag the size of metropolitan St. Cloud. (Be advised that these are not Tom’s measurement terms.) And companies need to start planning now to take advantage of that new world of business e-commerce, even if they don’t know what they will do when they get there.

Tom didn’t really say it, but I got the idea that Cisco will change the communications world in the same way that desktop and laptop PCs have turned the mainframe into a big server. (Possibly someone may take offense at that statement. No matter.) For instance, Cisco does not plan to build PBX devices. And while the Nortels of the world relax, Cisco will render the PBX obsolete through call management and control software that makes “everything an IP address.” Cisco is also working with GM on developing “the Internet car.” (There was a thing in the paper recently that Microsoft was working with Ford on the same sort of thing.)

The times they are a-changing, and quite fast. too. Will all this that Cisco sees come about? We’ll know in the next couple of months, quarters, or years. I wouldn’t bet against it.

Visitors at the ICCA Minnesota meeting September 16, 1999

A hearty welcome to our visitors at the

ICCA meeting September 16, 1999. We all hope you will visit again and become part of our association:

Guests attending:

- Nate Aune
- Gopal Sadagopal (Speaker)
- Dan Bork (Speaker)

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Meeting Reservations: Members may phone your reservation to Joan Barnes at 651-257-2570, by 3:00 PM, Friday, October 15, 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

Tuesday, October 19, 1999

Marketing

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

The speakers at the next ICCA Meeting on Marketing

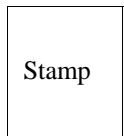
By Joe & Jackie Harte

Don Hallerich of Eue Rachie and Associates and Paul Nakanishi of Master Design, Inc. will be presenting on marketing for the independent computer consultant. Don has been in the computer business for more than 30 years. He has been a programmer, project manager, and an owner of several consulting businesses. He will be discussing basic marketing for the independent consultant.

Paul is an independent project manager. He hires technical people to do a variety of different jobs, most of whom are independent contractors. He will be speaking about fundamental marketing skills that an independent consultant should have to be successful.



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