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# The Advisor

Newsletter of the  
IEEE Phoenix Area  
Consultants Network

February 2001 Volume 8 Number 2

## MEETING NOTICE

### NOTE CHANGE OF VENUE TO SCOTTSDALE!

#### WHEN:

Thursday, February 8<sup>th</sup>, 2001  
Social and check in at 6:30 PM, Dinner at 7:00 PM  
Choice: Meeting participants will be allowed to order from the regular menu, but there will be a single check. Meal options include soups, salads, burgers and fries, veggie plates, and American classics such as chicken-fried steak, baby-back ribs and pot pie.  
Business meeting starts about 8 PM

#### WHERE:

The Black-Eyed Pea Restaurant in the Scottsdale Pavilions. Located just off the Pima Freeway (Highway 101), at 8909 E. Indian Bend in Scottsdale.  
Phone: (480) 348-0337

#### COST:

Meal cost is between \$7 and \$12 per person. If you come at 7:30 or so and do not eat, there is no charge.

**NOTE:** Since January 2000, each visitor has been allowed three "free" meetings (that is, the same cost as members), after which there will be a \$10.00 surcharge.

#### PROGRAM:

**THE ARIZONA TECHNOLOGY INCUBATOR**  
The featured speaker will be Mr. Woody Maggard of the Arizona Technology Incubator, which seeks to foster high-technology startup companies in the state. He will speak on the subject of how that organization might offer opportunities for consultants.

#### RESERVATIONS APPRECIATED:

We need to make proper arrangements with the management at the Black-Eyed Pea. Therefore, *please call Bruce Johnson at 480-759-2826* (or e-mail [bruce.johnson@ieee.org](mailto:bruce.johnson@ieee.org)) *if you know you will attend*. If you decide to come at the last minute, please do so. Any restaurant can always serve one more meal.

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## NEWS OF NOTE:

- All members are advised that dues for the year 2001 are due starting in January. Fees are \$45 for full membership and \$20 for associate membership. People who are not members of the IEEE are welcome to join, but a \$5 non-member surcharge will apply. Please note that only members will be listed in *The Advisor*. Only full members can be listed on the PACN website. Non-members are welcome to attend PACN meetings, but will incur a \$10 per-meeting surcharge (three "free" meetings are allowed; meetings attended before January 2000 do not count.)
- We will be circulating a "member information update" form via email. Please take time to check and update your member information. You may also wish to check your resume and contact information on the PACN web site (see

URL above the headline.)

- The Executive Board is asking for a volunteer to fill a marketing chair position. This person would help promote the Consultants' Network as a group, and look for ways to provide more work-related contacts for our members, perhaps acting as a liaison with recruiters, etc. We'll be discussing this further at the upcoming meeting, so please consider it—or maybe you know someone else who might be interested.
- An excellent informational resource is located on the Web site of Mark Goldstein's company, Research Edge, which sponsors the page for the Arizona Telecommunications and Information Council (ATIC.) Go to [www.researchedge.com/atic](http://www.researchedge.com/atic) and select the link to the Arizona Telecom and Technology Events Calendar. There are calendar pages for the current month and months in the near future. It lists numerous meetings, workshops, seminars, and other events that

would be of interest from a technology perspective.

- *The Valley Megaphone* is now being published on line in PDF format. It can be downloaded from the IEEE web site, [www.ieee.org](http://www.ieee.org). It can be found by selecting the "search" link and entering the words "Valley Megaphone."

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## PRESIDENT'S MESSAGE

*C. B. Johnson*

We had eleven people at our January eleventh PACN meeting at Monti's. We heard from Lane Garrett, who gave us a detailed report on the Arizona Renewable Portfolio Standard and other reasons to consider Photovoltaic Consulting. Maybe it's time for Arizona and some of us in the

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*President's Message - Continued from Page 1*

"consultapreneurial" area to finally "see the light" and make solar energy a significant energy resource.

Please plan to attend our next regular meeting, which will be held Thursday, February 8<sup>th</sup>, starting at 6:30 PM at the Black-Eyed Pea. Your executive committee works to offer presentations and develop programs of general interest and usefulness to our members. Somehow we also need to find ways to make our practices more successful. With this in mind, please attend our meetings as an active member, whenever possible, and bring your practice improvement ideas and comments with you to share with the network. To advertise our practices we do have a local web page, with individual member listings. Our member listings in the IEEE USA Directory of Electrotechnology & Information Technology Consultants were not continued this year, primarily because this has not generated any consulting work for our members. However, members are encouraged to consider this listing service on an individual basis. Please come to our meetings prepared to discuss ideas and approaches for improving the consulting activity for our members

As always, all members are encouraged to submit newsworthy items to Vaughn Treude, for inclusion in our newsletter, so please be on the lookout. Humor is welcome as well, especially if it relates to consulting. [Note: Executive Board meetings are usually held at 8:30 am on Saturday mornings twelve days prior to each monthly meeting. These meetings are open to all members. Please contact Bruce Johnson if you wish to attend.]

Our informal meetings are designed for networking, to communicate with each other on a personal and professional level, and to enjoy a program and a meal together as a

group with a common interest and dedication to the enterprise of consulting. Next month we have arranged to have Mr. Woody Maggard from the Arizona Technology Incubator speak to us on the subject of how that organization might offer opportunities for consultants. **Be sure to mark your calendars now, and plan to attend our next regular meeting on Thursday, February 8<sup>th</sup>, 2001, starting at 6:30 PM at the Black-Eyed Pea in Scottsdale Pavilions.** Details on this new venue & menu are given on the front page of this newsletter.



**URL's Of Possible Interest**

The following URL's may be of interest to IEEE PACN members:

- ❖ [www.ieeeusa.org/business/](http://www.ieeeusa.org/business/)  
This is the home of the IEEE's Consultant's Networks, plus resources for entrepreneurs, researchers, and others seeking information on grant and business opportunities
- ❖ [www.consultme.com](http://www.consultme.com)

This web page provides a directory of consultants. Services are listed by skill, specialty, name company name or professional title, and by location and availability. There is a fee for this service.

- ❖ [www.ieeeusa.org/employment/global](http://www.ieeeusa.org/employment/global)  
Here is the place to access the IEEE-USA's Web Employment. These services, a benchmark in the industry, are being made available and promoted to IEEE members worldwide. A new global employment services Web page describes how job seekers and employers outside the United States can avail themselves of the organization's Job Listing Service, Resume Referral service and consultants database. The site also contains an invitation for non-U.S. regions and

sections to contact IEEE-USA for assistance in promoting these services to their members.

- ❖ [www.ieeeusa.org](http://www.ieeeusa.org)  
The above is a good general website for all of us in the PACN. All IEEE PACN members, who are IEEE members, are strongly encouraged to obtain an IEEE email address, i.e. SMTL. You may do this quickly by starting at this URL.
- ❖ [www.JobsArizona.com](http://www.JobsArizona.com)  
This local URL often contains requests for consulting services.

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Guest Article

**Establishing a Personal Investment Strategy**

*by Adam Josephson, Paine Webber Incorporated*

In this volatile investment environment, investors may be spending considerable time questioning whether this may be the time to exit the market, or to continue to invest as usual. In any event, losing your long-term perspective can lead to misinformed investment decisions that may make it more difficult to achieve financial goals.

Investors with a long-term investment strategy can proceed more confidently in turbulent markets. These investors tend to know what to expect in terms of risk, return, and market cycles. With this knowledge, they are better prepared to structure a portfolio that will most appropriately meet their needs, regardless of short-term market fluctuations.

**Time Horizon**

Usually time, not timing, allows an investment to appreciate. "Market timers" -- those who try to invest only at the most opportune moments -- run the risk of not being in the stock market during periods when the highest results are achieved. According to PaineWebber's Equity Research department, for example, during the bull market of the last ten years, a 'buy and hold' strategy would have earned an annualized return of 14.7 %, excluding dividends.

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**Editor:** Vaughn Treude (623) 412-0916

**Executive Board**

- President:** C. Bruce Johnson (480) 759-2826
- Vice President:** Lane Garrett (480) 991-8272
- Secretary:** Russell Johnson (480) 991-3787
- Treasurer:** Bil Morgan (480) 921-4094
- Membership Chair:** Paul Everett (480) 706-4753
- Publications Chair:** Vaughn Treude (602) 750-3662

**Guest Article - Continued from P.2**

Conversely, an investor who entered and exited the market periodically ran the risk of missing significant trading days. Although past performance does not guarantee future results, the penalty for missing the 40 best trading days of the past ten years would drop investors' return to 3.8%, excluding dividends.

Not even the experts can predict market highs and lows. However, adopting a long-term perspective can allow many investments to "ride out" more volatile periods. The longer an investment is held, the lower the average variability of its returns, and therefore, the greater probability of achieving the investment's historical average return.

**Perceptions Regarding Risk**

While stocks and bonds may offer potentially higher returns than cash reserves, they also expose investors to higher levels of risk.

Most investors understand that higher-returning investments generally involve greater risk. These investors typically understand the accompanying fluctuations in the value of their personal portfolios and many have learned to accept the risks associated with markets in which they are investing. Diversification, or investing money among major investment classes, will help diminish risk.

**Income Needs**

Income needs add another dimension to the structure of your portfolio, as well as to the amount of risk that an investor takes on. For example, if an investor needs to generate steady income to meet cash needs, fixed income investments that can generate consistent income will probably make up a significant portion of his or her portfolio. In contrast, if an investor is not dependent upon a portfolio for current income, the portfolio will generally include a broader range of investments.

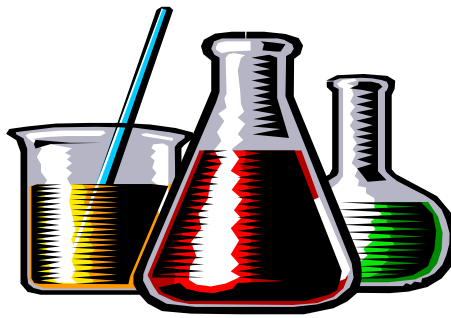
**Return Objectives**

A realistic return objective can only be established once an investor's time horizon, perspective on risk, and income needs are evaluated. A long-term investor, when evaluating his or her portfolio, should gauge the value by taking into ac-

count both investment objectives, as well as risk tolerance.

Building a solid portfolio that can withstand market highs and lows should provide long-term investors with the means to meet their investment goals. Accordingly, an investor looking towards the future would be wise not to react rashly when the market swings one way or the other, possibly losing sight of the forest among the trees. For further information, feel free to call me at (602)957-5147.

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**EDITOR'S NOTES**

This month we have the long-awaited presentation by Woody Maggard, President and CEO of the Arizona Technology Incubator. I haven't met Mr. Maggard, but I've read his biography, and he certainly has an extensive background in the development and management of venture-capital and Internet-based businesses. He has worked on similar incubator projects in Delaware and Utah, and is co-founder and co-owner of *LearnDaily.com*, a Utah-based Internet company. His talk promises to be interesting and quite possibly useful.

Speaking of meetings, Milt Crane has suggested that our monthly meeting be moved from the second Thursday of each month to the third Thursday, in order to make better use of the *Valley Megaphone* and other monthly publications to increase awareness of our meetings. I'd also support the change, for personal reasons—it removes the conflict with the monthly meetings of the Phoenix Linux Users Group. Does anyone else have a preference? Let us know at the next meeting, or email me at [v.treude@ieee.org](mailto:v.treude@ieee.org).

**Tinkerer's Progress Report**

As I'm currently between contracts, I've had time to catch up on my own technology projects. I've been having pretty good luck with my recent move to Windows 2000. It takes longer to boot, but I've been spared the plague of frequent system hang-ups. Most of

the programs from my old Windows 95 configuration seem to work, but some of the hardware is not yet functional. My voice/fax modem works, but some of the features of its answering-machine and fax application don't work. My Adaptec CD recorder software doesn't work, and neither does my ancient Fujitsu magneto-optical drive. Most distressingly, PDF Creator won't run. Again, I'm glad I kept a copy of the old Windows 95 boot configuration intact. On one hand, the port to Windows 2000 was fairly easy, requiring less trouble than most of the Linux installations I've done. On the other hand, we have the right to expect more from a product that costs as much as Windows 2000. On the whole, I'm reasonably satisfied with it.

Of course I'm still playing with Linux. I've definitely decided on my favorite version: the Mandrake distribution. Its install program is the easiest I've encountered so far. It proceeds in a step-by-step fashion, and has options for both novices and experts. Perhaps its most important advantage is that it's based on Red Hat, which is the most popular version of Linux today. Although all Linux distributions are substantially alike, they differ in many details of configuration and management. The annoying tendency of Linux to mutate is one of the consequences of the openness of the system. But that same openness also allows one company to "clone" another company's product and fix its deficiencies. Mandrake is similar enough that anyone who's ever used Red Hat will be quite comfortable with it.

Another feature the Mandrake people improved was the security setup—according to some Linux aficionados I've spoken to, Red Hat's default security options are not secure at all. This is a major concern, with so many people getting their Internet via DSL and cable modems. With the convenience of fast access comes a much greater susceptibility to hackers, because these services are "always on" and because such systems tend to have fixed Internet addresses.

I'd definitely recommend it to anyone who's trying Linux for the first time. I have version 7.0, but the most current one is 7.2. Like any Linux, you can download it over the Internet for free (a major hassle unless you have cable or DSL) or buy a CD version (with manual) at a software or book store for about \$30. I also strongly recommend that the Linux neophyte consider buying one or more "how to" books, since the manuals are not usually sufficient, even for someone with a Unix background like myself. I'd recommend *Peter Norton's Complete Guide to Linux*, by Norton and Griffith, *Linux Unleashed*, by Ball, Pitts,

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**Editor's Notes - Continued from P.3**

Goerzen, et al., and *Linux: Networking for Your Office*, by Roderick W. Smith. Together these books will set you back about \$110, which once again proves the saying, "There ain't no such thing as a free lunch."

**Send in (More) Clones**

There was an excellent article about cloning in the February 2001 *Wired* magazine: "You Again- Someone Will Clone a Human in the Next 12 Months." It's got interviews with scientists at the frontiers of biotechnology, and it provides excellent intellectual ammunition against the anti-cloning hysteria that regularly

appears in the media. I'm especially appalled by politicians such as Bill Clinton and Dick Army who condemn human cloning without any understanding of the process or its implications. Or if they *do* understand, they're pandering to the fears of our technologically illiterate public. Cloning is another human fertility technology, nothing more. It will remove the last technical barrier for people who can't have children in any other manner.

Many people mistake cloning for genetic engineering. Although the latter technology shows great promise for increasing human intelligence or eliminating hereditary illnesses, its ethics are a bit more complicated, since it could

be used to create humans that are profoundly different than their progenitors. By itself, cloning creates nothing new, it just duplicates an existing (or previously existing) human. I can think of only one serious issue with human cloning: since genetic material is easy to obtain, does someone have the right to clone people without their knowledge or consent? I'd say they don't, but I expect that only celebrities need to be protected in this area. (It does conjure up an amusing image of a world filled with hundreds of pirate Elvis Presley and Marilyn Monroe clones.)

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**Note:** The following membership list consists of people who had paid their dues as of December 2000 (except those who have expressly said they're not planning to renew.) We're going to give everybody a little leeway in getting paid up before we purge them. Eventually, though, we will purge the list of non-paying members.

**Internet Resources:** The IEEE Phoenix Area Consultants Network maintains a web site with resumes of all members who wish to post one. It is a member benefit that is paid for in your membership fees. In addition there is a national directory of consultants and a national web site maintained by IEEE. PACN member web sites are listed below:

**ADVISOR MEMBER LIST**

**February 2001**

Name	Phone	FAX	email	Area of Expertise
Baxter, Dr. Gene K., P.E.	480-832-7744	480-832-7744	baxter@inficad.com	Forensic mech. eng., stress, dynamics, kinematics
Craig, Howard	480-964-7996		howardCraig@earthlink.net	Labview programming, test engineering
Crane, Milton	602-840-1171		macrane@uswest.net	Microwave & RF syst. eng.for comm., wireless, radar
Everett, Paul M.	480-706-4753	480-706-4753	peverett@everettinfrared.com	Electro-optics / Infrared technology
Garrett, Lane S., PE, CEM	480-966-1380	480-966-1516	lanegarret@aol.com	New product development, alternative energy
Gerke, Daryl, P.E.	480-755-0080	480-838-9605	dgerke@emiguru.com	Electromagnetic interference and compatibility
Ingle, Arthur J.	480-899-9384		art_ingle@hotmail.com	
Johnson, Dr. C. Bruce	480-759-2826	480-759-2826	bruce.johnson@ieee.org	New product development, night vision, optical sensors
Johnson, Russell R.	480-991-3787		rjohnkozar@aol.com	Program / project and quality management
Jones, Clark	480-345-3638	480-345-8793	jones@tempe.tt.slb.com	
Kawam, Elias A.	480-706-8561	480-706-8587	eklatek@yahoo.com	Space power
Koch, Edward, Jr.	602-953-2111	602-953-2111	ekochjr@worldnet.att.net	SW Project / program mgmt, embedded systems
Leverance, Neil C.	480-981-8883	480-981-5117	nLever@ieee.org	Control sys., meas. & test, automation, PLC's
Maltenfort, Andrew J.	480-704-6250	480-759-3801	maltenfort@arowave.com	Photonics, fiber optics, sensors, integrated optics
Mischen, Edward J.	480-897-9405		emission@worldnet.att.net	
Morgan, William D.	480-921-4094	480-921-4094	bmorgan@amug.org	Software design and development- Macintosh
Polischuk, Andre	602-482-0890	602-482-3979	apolischuk@aol.com	
Rose, Robert C.	480-595-1187		bob.rose@ieee.org	
Ross, Dr. Arthur H. M.	602-371-9708	602-336-7174	a.ross@ieee.org	CDMA, wireless communications
Sheppard, William D.	480-558-9770		wdsheppard@earthlink.net	Electronic cameras & general purpose electronic design
Sprague, Ronald L., P.E.	480-962-8183	480-962-8183	r..sprague@postoffice.worldnet.att.net	Power Engineer
Sullivan, Robert M.	480-948-3242	480-948-3242	sully@goodnet.com	Product development: high perform. tech. computer pkg
Tannehill, Richard L., P.E.	623-435-9584	623-435-9584	rickw7rt@firstinter.net	Telecommunications
Treude, Vaughn L.	623-412-0916	623-412-0916	v.treude@ieee.org	Software design & development, SECS/GEM, industrial
Vollertsen, Stanley A.	480-921-0551		stantron@msn.com	Power conversion and prototyping
Zurbrick, John R., P.E.	623-486-8747	623-486-8747	zurbrick@inficad.com	Chemical Eng'g., animation, fiber composites, instruments

**MEMBER WEB SITES**

Paul M. Everett	www.everettinfrared.com	Lane S. Garret	www.etaengineering.com
Daryl Gerke	www.emiguru.com	C. Bruce Johnson	www.JohnsonScientificGroupInc.com
Andrew J. Maltenfort	www.arowave.com	William D. Morgan	www.amug.org/~bmorgan
Robert C. Rose	www.gshelp4u.com	Arthur H. M. Ross	www.cdg.org/tech/a_ross
Richard L. Tannehill	members.firstinter.net/rickw7rt	Vaughn L. Treude	www.nakota-software.com
Stan Vollertsen	www.stantronix.com		

*Editor's Notes - Continued from P.4*

I'm probably sounding like a skipping CD on this issue, but I believe that we in technology have the responsibility to educate the people, so that public policy doesn't end up stifling technology due to the foolish paranoia of some of the voters. Besides, we engineers (and other techies) need to band together to fight these neo-Luddites. Already the government bans or restricts too much in our field (encryption, copy-protection algorithms, scanning hardware, and microradio broadcasting, to name a few.) As Ben Franklin said, "If we do not hang together, surely we shall all hang separately."

*Vaughn L. Treude, Editor*



## EXECUTIVE BOARD MEETING HIGHLIGHTS

The next Executive Board Meeting is scheduled for Saturday, February 24<sup>th</sup> at 8:30 AM at Bruce Johnson's residence in Ahwatukee. As always, this meeting is open to all members. Please contact Bruce Johnson if you wish to attend.

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## MEETING NOTICES

### FEBRUARY 8<sup>th</sup> MEETING

The featured speaker will be Woody Maggard of the Arizona Technology Incubator, which seeks to foster high-technology startup companies in the state.

### MARCH 8<sup>th</sup> MEETING

The tentative program for March is a roundtable discussion on Marketing Procedures for Consultants.

### APRIL 12<sup>th</sup> MEETING

Vaughn Treude plans to give a presentation called "Standards and Your Consulting Business." The talk will show how becoming knowledgeable on technology standards (in his case, the semiconductor industry standards SECS and GEM) can benefit your business.

## ANNUAL PACN BARBEQUE, SATURDAY MAY 12<sup>th</sup>

In keeping with Consultants' Network tradition, the May meeting will be held on a Saturday rather than a Thursday and will be primarily a social and networking event. See upcoming issues of *The Advisor* for more details.

### JUNE 14<sup>th</sup> MEETING

We are attempting to get Roy Mcalister of the American Hydrogen Association to talk about Opportunities in the new Hydrogen Fuel Economy. The group advocates widespread use of hydrogen as a motor fuel, a plan which can reduce both air pollution and American dependence on imported oil.

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## OTHER MEETINGS OF INTEREST

We will gladly list other meetings of interest in this space. Contact the editor of this newsletter. We only ask that the meetings be of professional interest to our members. They do not have to be IEEE meetings.

The Phoenix Chapter of the **Independent Computer Consultants Association (ICCA)** meets the second Tuesday of each month (February 13<sup>th</sup> this month) with programs of interest to computer consultants, programming contractors, and others in the computer industry. Meetings are held at the West Coast Executive Park Hotel, 1100 North Central Avenue (just south of the Deck Park over I-10.) Meetings start at 6 PM for cocktails, 6:45 for dinner and 7:15 for the program (usually a guest speaker.) The cost of dinner is \$20 for members and \$25 for guests. Attending the meeting only is free for members and \$5 for guests. Call the ICCA hotline at 602-942-0667 for more information, or see [www.weyrich.com/mall/az-icca/meeting-map.html](http://www.weyrich.com/mall/az-icca/meeting-map.html).

**Tempe Tech Oasis "Techie Tuesday"** – What is a Techie Tuesday? It's a chance to get together with friends and colleagues, talk business, talk shop, whatever you like... This event is held monthly at 6 PM on the second Tuesday evening of the month. This month's meeting will be held on February 13<sup>th</sup> at Beeloe's Cafe and Underground Bar, 501 S. Mill Avenue (southeast corner of 5th and Mill) in Tempe AZ. Beeloe's is located in the below-street level of the Hooter's / Owl's Nest Building. Further info is at <http://www.beeloes.com> Although meetings are held monthly, the location changes frequently, so in future months, check this newsletter or one of the following websites before attending. The sponsor of this event is the Tempe Tech Oasis Alliance. For more information, see: [www.downtowntempe.com/TechieTuesdays.html](http://www.downtowntempe.com/TechieTuesdays.html)

**The Phoenix Linux User's Group (PLUG)** meets at 7 PM on the second Thursday of each month (an unfortunate time conflict!) at the Sequoia Charter School at 1460 S Horne, Mesa, AZ 85204. Membership in PLUG is currently free to anyone that wants to join. This month's topic will be the eagerly-awaited new version (2.4) of the Linux Kernel. A second, unofficial meeting dubbed the **Linux Stammtisch** (German for "reserved table") is held at 7 PM on the third Tuesday of each month at the Bandersnatch Pub at 125 E. 5<sup>th</sup> St. In Tempe. (The Bandersnatch is Arizona's oldest microbrewery, with good food, too!)

**The Arizona Internet Professionals Association (AZIPA)** holds an informal happy-hour-type gathering each month at Club Rio, which is located at 430 N. Scottsdale Road in Tempe, on the west side of Scottsdale Road, just south of Route 202 and just north of Tempe Town Lake. This month's meeting will be at 5:30 PM on Monday, February 26<sup>th</sup>. RSVP's are encouraged (but not required), you can do so at <http://www.acteva.com/go/azipa>. AZIPA is geared toward people that are involved in the New Economy and do Internet related stuff (or work with those who do.) This month's event will be an AZIPA Company Showcase— which is a great way to see some of the really cool and useful internet related stuff that is happening right here in Arizona— and find potential partners, customers, employees, investors, suppliers, affiliates, employers, etc. If your company is interested in participating in a future AZIPA Company Showcase, please sign up (at the URL above) as soon as possible (space fills up incredibly fast!)

**AZSOFT.net** (formerly the Arizona Software Association) is hosting a presentation on "Financing your Technology Start-up" on February 7, 2001 at the Orange Tree Golf Resort, at 10601 N. 56th Street Scottsdale, Arizona 85254. In today's marketplace, careful planning of your business case is more critical than ever. The agenda includes breakfast at 7:30 AM and the program starts at 8:15. Speakers include Dee Power, Vice President of Profit Dynamics, Inc., Mike Wolf, Principal of Lobodos Ventures, Quinn Williams of Snell and Wilmer, and Chad Little, Founder and CEO of My Geek.com. Please register online at [www.azsoft.net](http://www.azsoft.net); there is no charge to attend. Call Kaye Denison at 480-941-8100 Ext. 102 with any questions. Sponsored By AT&T, Cisco Systems, and IBM

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