



On the Web: <http://www.etaengineering.com/ieezphx.html>

The Advisor

Newsletter of the
IEEE Phoenix Area
Consultants Network

March 2001

Volume 8

Number 3

MEETING NOTICE

NOTE CHANGE OF VENUE TO SCOTTSDALE!

WHEN:

Thursday, March 8th, 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. 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:

MARKETING ROUNDTABLE Network member Ron Sprague will chair a roundtable discussion of marketing techniques for consultants, both as a group and as individuals. We will discuss such strategies as web sites, print advertising, referral services, and writing articles for publicity. We may also touch on more active strategies such as cold-calling.

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@ieec.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.

PRESIDENT'S MESSAGE

C. B. Johnson

We had 16 people at our February 8th PACN monthly scheduled meeting at The Black-Eyed Pea Restaurant in the Scottsdale Pavilions. Our program was a presentation of the activities at the Arizona Technology Incubator by its President Woody Maggard. Woody is an entrepreneur with a successful track record of launching incubators and venture capital funds. Under Woody's direction the focus at ATI is on three goals:

- Help companies in the incubator graduate to independence
- Work to ensure financial stability of the incubator
- Work with GPEC (the Greater Phoenix Economic Council) to re-gionalize the ATI's structure by establishing branches throughout the metropolitan area

Both the program and the food were great values.

The program for our next meeting is a Roundtable Discussion of Marketing Procedures for Consultants. This dinner meeting will be held again at the Black-eyed Pea Restaurant in the Scottsdale Pavilions, starting at 6:30 PM. Details on this new venue and menu are given on the front page of this newsletter.

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. 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 meeting 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.



ATI President Woody Maggard
Addresses PACN

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Be sure to mark your calendars now, and plan to attend our next regular meeting on Thursday, March 8th, 2001, starting at 6:30 PM at The Black-Eyed Pea Restaurant in the Scottsdale Pavilions.

The IEEE Phoenix Area Consultants Network (PACN) is an organization of professionals representing all technical disciplines. We meet once a month at a local restaurant for dinner followed by a presentation of a topic related to the field of consulting. The PACN offers:

- A web site for posting your resume
- The opportunity to network job possibilities
- Affiliation with the IEEE national consulting organization
- The opportunity to hone the skills needed to market your service.
- A friendly, informal atmosphere in which to continue to move your career forward.

Contact Bruce Johnson at bruce.johnson@ieee.org or 480-759-2826 to become a PACN member.

IMPORTANT NOTES:

- 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. There are still a few people in our member directory who have not paid. This month's *Advisor* marks the end of the grace period. In the next issue, people who have not paid will be dropped from the list.
- Ron Sprague has volunteered to fill the marketing chair position. His first official act will be to chair the marketing roundtable discussion for this month's meeting.
- *The Valley Megaphone* is now being published on line in PDF format. It can be downloaded from the IEEE web site www.ieee.org. It can be found by selecting the "search" link and entering "Valley Megaphone." The Megaphone often lists

other IEEE-related events, which may have not been included in the "Other Meetings" section in this newsletter.

URL's Of Possible Interest

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

- ❖ <http://experts.intota.com>
If you haven't checked it out yet, look at Intota's homepage for a world-class consulting enterprise that you may wish to join up with.
- ❖ 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
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
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
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
This local URL often contains requests for consulting services.

EDITOR'S NOTES

Our meeting topic for this month is marketing, and it's definitely a timely one. With the recent slowdown in the economy, and the layoffs at large local firms like Motorola, a lot of people have been looking for work. I myself was idle for over a month at the beginning of the year—the first time that's happened to me for several years. I'd like to share my experiences, in the hopes of giving people some ideas or provoking some feedback for the marketing roundtable.

Although my wife and I have saved enough money to get through the slow times, being without work for so long was getting scary. I was even considering trying for full-time employment, something I've been trying to avoid. I enjoy contracting, but the occupation is its own worst enemy. When times are good, it's easy to avoid necessary marketing tasks. In the past, I've often had to turn down work because I was too busy. Last fall I was overconfident, because I had several project opportunities come to me without any effort on my part. I didn't expect that all of them would fall through. No doubt the economy was a factor. Near the end of the year, money for discretionary projects seemed to evaporate. I had started a project in September, and when it was shelved in December, I had nothing in the hopper.

Not only is marketing easy to ignore; it's also easy to do wrong. My own biggest sin is relying exclusively on passive marketing techniques. Active marketing (like cold-calling) is time-consuming, and I have better things to do, like tinkering with hardware or getting an early start on the company taxes. In December, the first thing I did was try to get my web site on all the search engines. This is harder now than it once was, because some of the sites now want money for business listings. The ones that don't take several weeks to process the data. It was worth doing, but I should have done it two months earlier.

There are also many of consulting and job directories on the Web. Most are cheap (under \$100 per year) or free. I listed myself on the *Arizona Republic* site (www.azcentral.com), the IEEE national web page (www.ieee.org), the Software Contractor's Guild (www.scguild.com), and a "bidding" site called www.ubidcontract.com. I've gotten a few contacts from these listings, all by agents. I don't mind using agents, if I can get paid through my corporation and at my regular



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Executive Board		
President:	C. Bruce Johnson	(480) 759-2826
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Treasurer:	Bil Morgan	(480) 921-4094
Membership Chair:	Paul Everett	(480) 706-4753
Publications Chair:	Vaughn Treude	(602) 750-3662

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rate. (Some of them won't accept these conditions, but I refuse to give agents a discount.) I also wanted to do a small print ad in the *Business Journal*, but the cost was prohibitive for a one-man shop. I can't blow my whole advertising budget on a series of ads in a single publication that is probably targeted too widely for my business. Instead, I started checking the *Republic* ads, sending resumes to places that advertised for software engineers, even if they wanted permanent employees. A job interview might be a way to get my foot in the proverbial door.

What I also should have been doing is to get out the pile of business cards I've collected at various networking events, and just call them one by one. It should be easier to call people you've already met than cold-calling strangers. But if you don't do it right away (or at least make notes) it can be harder than cold-calling, because you run the risk of forgetting pertinent information you should have remembered.

I've decided to invest in one of those card scanner devices, to make it easy to get people in my database, and also to force myself to jot down a few things about each contact. I might not have time to call immediately, but if I'm organized I can get to it eventually. Email has also made follow-ups a lot easier than they once were. (A letter is probably more impressive, but personally, I tend to lose these or throw them out.) Here's an example of a good follow-up: Recently a lady whom I met at a Techie Tuesday (who happened to work for Sprint, where I have cell phone service) sent me a "glad to have met you" email that reminded me that I could get credit for referrals. She also referred me to her personal web page, which I made me curious, so I checked it out. It was a well-designed career counseling site (apparently unrelated to her regular job) which gave me a reason to remember her. To paraphrase the cliché about art—I don't know marketing, but I know what works on me.

Anyway, since my passive marketing efforts weren't working, I finally took action and started calling people. The first people I called were those I'd recently done work for. I also asked friends and colleagues for the names of contacts at different companies. I didn't need to go through the cards, because I found a project, and a couple of good alternate possibilities. I *should* do that anyway, but success could also be scary. If all the opportunities come in at once, I won't have time to handle them. That's the major thing (besides procrastination) that prevents me from making a serious and consistent marketing effort. Probably I should either hire some help or form some

working alliances with other consultants. Our organization has good potential for that, and I've both given and received referrals through the PACN. But consulting alliances, or "virtual teams," take more planning than that. That would be a good topic for a future meeting.

Vaughn L. Treude, Editor



EXECUTIVE BOARD MEETING HIGHLIGHTS

The most recent PACN Executive Board Meeting was held on Saturday, February 24th at 8:30 AM at Bruce Johnson's residence in Ahwatukee. Present were Bruce Johnson, Paul Everett, Russ Johnson, Vaughn Treude, and Ron Sprague. We discussed ideas for marketing our services (as a group and as individuals) and made suggestions for topics of discussion at the marketing roundtable at this month's general meeting. We reviewed Paul Everett's plans to send letters to all members to solicit updated information for our database, as well as any outstanding dues. We also decided to send PACN flyers to the personnel departments of local companies such as Motorola that have been undergoing layoffs. We briefly discussed possible topics for future PACN meetings.

The next Executive Board Meeting is scheduled for Saturday, April 28th, at the same time and location. As always, this meeting is open to all members. Please contact Bruce Johnson if you wish to attend.

MEETING NOTICES

MARCH 8th MEETING

The March meeting will feature a roundtable discussion on Marketing Procedures for Consultants.

APRIL 12th 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 12th

In keeping with PACN 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 14th 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.

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 (March 13th 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.

Tempe Tech Oasis "Techie Tuesday" –

This social and networking event is held monthly at 6 PM on the second Tuesday evening of the month. This month's meeting will be held on March 13th at the Bash on Ash at 230 West 5th Street in Tempe. Although meetings are held monthly, the location changes frequently, so in future months, check this newsletter or the following website before attending. The sponsor of this event is the Tempe Tech Oasis Alliance. For more informa-

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tion, see:
www.downtowntempe.com/TechieTuesdays.html

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, March 26th. 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. AZIPA meetings are a great way to see the cool and useful internet related innovations happening here in Arizona—and find potential partners, customers, employees, investors, suppliers, affiliates, employers, etc.

AZSOFT.net (formerly the Arizona Software Association) is hosting an Internet SIG Breakfast, on Tuesday, March 13th. Topic: "Business Method Protection for Growth Companies" Speakers: George C. Chen and Lawrence G. Kurland of Bryan Cave LLP. As we enter the new millennium, the courts have overturned historic precedents which prevented classic patent protection for e-commerce and

business methodology, sending shock waves throughout the banking, financial and software industries that will significantly affect growth companies. The presenters will discuss this issue and both the positive and negative impact on companies as a direct result of this new type of protection. Registration for the breakfast starts at 7:30 AM and breakfast is served at 7:50. Location is the Double Tree Paradise Valley Resort, 5401 North Scottsdale Road, Scottsdale, AZ Cost: \$15 for AZSOFT.net members and \$25 for nonmembers. Registration is now available at www.azsoft.net.

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 have given everybody a little leeway in getting paid up before we purge them. Next month, 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

PACN Site: www.etaengineering.com/ieeephx.html

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		