



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

The Advisor

Newsletter of the
IEEE Phoenix Area
Consultants Network

April 2001

Volume 8

Number 4

MEETING NOTICE

WHEN:

Thursday, April 12th, 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:

STANDARDS AND YOUR CONSULTING PRACTICE: Network member Vaughn Treude will speak about the use of technology standards as a consulting niche. Specifically, he discuss how knowledge of the Semiconductor Equipment Communications Standard (SECS) has been helpful to his own business.

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) 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 fifteen people at our March 8th monthly PACN meeting at the Black-Eyed Pea Restaurant. Our program was a "Roundtable Discussion of Marketing Procedures for Consultants," led by Ron Sprague [*R L Sprague, PEJ*]. Ron pointed out that the PACN members have a combined experience of approximately 800 years in over 40 different technical fields that we can offer to prospective clients. Ron believes that each member should be prepared to offer prospective clients a thorough description of his own biographical work experience, including extensive details. Marketing ideas discussed in the freewheeling roundtable ranged from cold-calls to hot-web-sites. Both the program and the food were great values, and well worth the time spent for those interested in consulting as a professional enterprise.



Ron Sprague chairs Marketing Roundtable

Our membership database is being updated by Paul Everett [*Everett Infrared*]. When this work is completed we will have a good sense of the total capabilities within the PACN.

Vaughn Treude [*Nakota Software Inc*] will make the presentation at our next meeting. He has entitled it "Standards and Your Consulting Business."

Vaughn will discuss how to become knowledgeable about technology standards and how this information

can benefit your consulting business. 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.

Advanced reservations are always appreciated; please email your reservations to Bruce Johnson at Bruce.Johnson@ieee.org at your earliest convenience.

Copies of the PACN's newsletter, *The Advisor*, are readily available by contacting Vaughn Treude, V.Treude@ieee.org, or Bruce Johnson, Bruce.Johnson@ieee.org.

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

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prepared to discuss ideas and approaches for improving the consulting activity for our members.

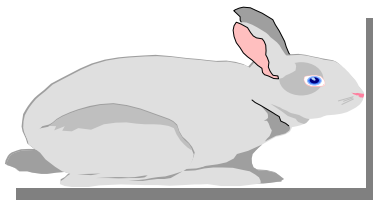
As always, all members are encouraged to submit newsworthy items to Vaughn Treude, for inclusion in our newsletter, so please be on the lookout. Humor is welcome as well, especially if it relates to consulting. [Note: Executive Board meetings are usually held at 8:30 am on Saturday mornings twelve days 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.

Be sure to mark your calendars now, and plan to attend our next regular meeting on Thursday, April 12th, 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.



The Advisor

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

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 hat 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.
- ❖ <http://ewh.ieee.org/r6/phoenix>
This is the URL for the IEEE Phoenix Chapter.

EDITOR'S NOTES

As P.T. Barnum used to say, "There's a sucker born every minute." For some reason, I'm prone to volunteer for speaking engagements. Actually, I don't mind public speaking at all, so it's not a problem, except for the time it takes to prepare. This month I'll be speaking about "Technical Standards and Your Consulting Practice." In my case, these are the semiconductor industry stan-

dards SECS and GEM. I will probably recycle some of a previous talk I gave (to a different group) called "SECS and the Single Semiconductor." I fell into SECS-related work almost by accident, when a fellow PACN member referred me for a project that Applied Systems was doing for Speedfam. Over the years, I've gotten a lot of work this way, and standards-related work can be good steady income. Unfortunately, the semiconductor industry's been in a slump for some time, so I haven't gotten any SECS work recently. But the economy's got to recover sometime, right?

Speaking of speaking, last month I gave a presentation on software development for Career Day at Greenway High School in Phoenix. I saw it as a chance to redeem myself for my performance at last year's Career Day, where I bored them silly. (It's a known fact that if you can handle speaking to a group of high school students, you can speak to anybody.) This time, I was better prepared. I was able to talk the school into letting me use a VGA projector (I have my connections) and wow, what a cool gadget! I hooked it up to my laptop and it worked instantly. I took advantage of this opportunity and made a presentation with lots of graphics in it, to try to keep things interesting. I also talked about controversial software-related issues like Napster, and tried to use a little humor. I got very few actual laughs, but only one of them fell asleep. Out of a total of about fifty teenagers, that's pretty good.

On another note, Nakota Software is finally entering the modern communications era. Last week, we ordered a DSL line from Qwest. They have a promotion (extended now to June 3rd) in which they were waiving the activation fee and giving one free month and a free internal modem. From the people that already have the service, I've heard more positive feedback than negative. We won't actually have DSL for a couple of weeks, because Qwest they need to add capacity in our area, and we'll also need to change ISP's. (Good reason to use an email alias!) Just for fun, I'm going to try setting up a firewall on an old Packard Bell box I have running Linux. The best thing of all is it won't cost us much extra per month. We currently have two phone lines because we use the Internet so much. With DSL, you can make voice calls and be online at the same time, so the second line isn't necessary. Deluxe DSL costs about thirty dollars a month, but we'll save twenty by cancelling

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the second line.

That Hot Button Issue Again . . .

Once again, professional licensing is in the news. Last week I saw in the *Arizona Republic* that the state is planning to suspend the licenses (driver's, recreational and professional) of "deadbeat parents" (fathers mostly, of course) who miss two consecutive child support payments. How brilliant! Depriving people of their income is certainly a good way to insure that they pay their bills. I've harped about the "dark side" of professional licensing before, because other states were doing this, and I knew it was only a matter of time before Arizona did it, too. Of course it makes me angry when divorced fathers neglect their parental duties (although many of them get hit with absurdly high payments, even when the mother is also working.) But I also believe that the states are using this "crisis" as the excuse to expand their powers, because it's an emotional issue that most people won't fight. Once the precedent is in place, they can always invent more hoops to make people jump through. As I've said before, licensing is less about protecting the public than it's about controlling the licensees.

Interestingly enough, the scandal-plagued Board of Medical Examiners (a.k.a. BOMEX) was mentioned in the same issue. The legislature was moving to correct the board's bad track record by prohibiting it from licensing doctors who have been censured or had their licenses revoked by other states. I feel this is a mistake, because other states may possibly censure or revoke licenses for frivolous or political reasons; and BOMEX *should* be able to consider the circumstances. At the same time, the article mentioned that BOMEX member votes would now be made public record, which is a step in the right direction. We do need more openness and accountability. The public should be informed about any problems a doctor (or lawyer or engineer or whoever) may have had, but they should still be able to make their own choices.

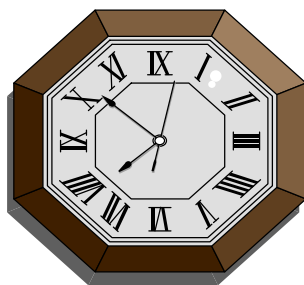
Vaughn L. Treude, Editor

Guest Article – An Opinion on Time

By Henry Burger, P.E.

Many years ago the state of Washington held an election, and one of the issues was the implementation of Daylight Savings Time. This was some time in the 1950's. I remember a billboard with a picture of a monkey climbing on the hands of a large clock, and the message, "Don't monkey with time."

I was against such a measure then, and I am against the whole concept now. I have never found any redeeming feature about changing all of my clocks twice a year. Near the equator it is useless since the amount of daylight is almost constant all year long. Near the poles the variation with season is so great that no amount of resetting of clocks could possibly help. In between, between Mexico and Canada, the variation is plus or minus two hours or less in the South, and up to five hours in the North, or so it seems. In my humble opinion, if people want more daylight in the evenings, they should just get up and get started earlier.



But more than that, there is all of this changing of the clocks, for everybody. Back in 1955 or so there were only a very few clocks in the house, and a couple of watches. Since all required frequent adjustment (except for the electric ones which were slaved to the power line frequency), changing them was not much of a problem, if one remembered. Today, do an honest inventory of clocks in your house. Let's see. We have the stove, two microwaves, two TV sets, the VCR, two alarm clocks (small family anymore), two wall thermostats, the irrigation timer, my desk clock (the second one I don't bother with), the car clock, several watches and the computer. I just lost count. Only the VCR resets itself (if the source signal is accurate), and the computer bumped itself an hour, but the rest of them require personal intervention. Try to find them all. I frankly don't think I did.

Other people have even more clocks. Many have a coffee pot on a timer (absolutely must remember that), and if I did not have such an old car I would have TWO car clocks, or maybe even more. This is ridiculous. If I was still working outside my house I would have to deal with even more clocks, most probably waiting for maintenance people to get around to it. What a pain!

As you know, I used to live in Arizona. Arizona does not observe daylight time (except for the Navajo Reservation, which does) since such a measure would actually result in an increase in energy usage. I loved it, except that twice a year I had to readjust my allowance for

the time elsewhere and airline schedules made even less sense than usual.

So I now change all of my clocks, trusting none of them lest I forgot one of them. I just have one question. How do I go out at 2 AM and reset the sundial? Use a flashlight?

Editor's Note: Since this article was written, I saw an interesting item in *The Economist*. Since the passage of NAFTA, Mexico has observed Daylight Savings Time in order to be in sync with the U.S. But since the days don't get very long in the southern part, people have been complaining about having to get up in the dark. Consequently, the Mexican government "compromised" and delayed the start of daylight time there until May 6th. Could they possibly make this more confusing? By the way, Europe switches to daylight time one week earlier than the U.S. does. Australia switches at the same time as Europe—but in the opposite direction.

EXECUTIVE BOARD MEETING HIGHLIGHTS

The next Executive Board Meeting is scheduled for Saturday, April 28th, 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.

MEETING NOTICES

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 Consultants' Network tradition, the May meeting will be held on a Saturday rather than 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 (April 10th 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.

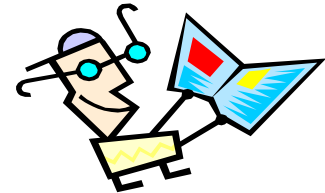
Tempe Tech Oasis "Techie Tuesday" –

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 April 10th at the Bash on Ash at 230 West 5th Street (at the intersection of Ash, of course) in Tempe. Further info is at <http://www.bashonash.com> 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 information, see www.downtowntempe.com/TechieTuesdays.htm

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. A new **West-Side Chapter** of PLUG has been formed. Meetings are on the fourth Tuesday of each month (April 24th) in Conference Room 1 of the Technology Center at Glendale Community College (just north of the library.) The next

meeting topic's will be on setting up a firewall system for Internet security.

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, April 23rd. 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.) AZIPA meetings are 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.



Note: The following membership list consists of people who had paid their dues as of April 2001. Everybody else: pay up, please!

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

April 2001

Name	Phone	FAX	email	Area of Expertise
Baxter, Dr. Gene K., P.E.	480-832-7744	480-832-7744	baxter@forensicgroup.com	Forensic mech. engineer, prod. liability, personal injury
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
Johnson, Dr. C. Bruce	480-759-2826	480-759-2826	bruce.johnson@ieeee.org	New product development, night vision, optical sensors
Johnson, Russell R.	480-991-3787		rjohnkzar@aol.com	Program / project and quality management
Jones, Clark	480-345-3638	480-345-8793	jones@tempe.tt.slb.com	
Koch, Edward, Jr.	602-953-2111	602-953-2111	ekochjr@worldnet.att.net	SW Project / program mgmt, embedded systems (Sorry, no info at this time!)
Lacey, Herman E.				
Leverance, Neil C.	480-981-8883	480-981-5117	nLever@ieeee.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
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	
Sprague, Ronald L., P.E.	480-962-8183	480-962-8183	r.sprague@postoffice.worldnet.att.net	Power Engineer
Treude, Vaughn L.	623-412-0916	623-412-0916	v.treude@ieeee.org	Software design & development, SECS/GEM, industrial

MEMBER WEB SITES

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

Paul M. Everett	www.everettinfrared.com	Lane S. Garrett	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
Vaughn L. Treude	www.nakota-software.com		