



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

# The Advisor

Newsletter of the  
IEEE Phoenix Area  
Consultants Network

October 2001

Volume 8

Number 10

## PRESIDENT'S MESSAGE

**C. B. Johnson**

We had nine people at our meeting on September 13<sup>th</sup> to hear Brad Ferguson, from *Sandler Sales Institute*, who spoke to us on the subject of sales strategies. He used a workshop approach to give us various techniques to save our time and focus on more effective ways to secure new clients. Thanks to Brad for giving us an energetic and thought provoking training session.

At our next regular dinner meeting on October 11<sup>th</sup> we will hear from Ed Lacy, from *Helmco Consultants*, who will discuss his approach to preparing a successful proposal letter. We will again meet at 6:30 PM at the Black-Eyed Pea Restaurant in the Scottsdale Pavilions, to check-in and network. Dinners are "Dutch Treat" and run about \$7-12. We'll order our meals about 7:00 PM and then introduce our speaker about 8:00 PM. I hope to see a good turnout at this meeting. Members are encouraged to bring guests, and walk-ins are cordially invited. More details are given on the front page of this newsletter.

Your Executive Board is beginning to plan a Consultants Workshop to be held sometime next year. In addition to local sponsorship and participation, we will enlist the help and support from the Alliance of IEEE Consultants Networks (AICN) and the IEEE USA. Please begin to give to

any of the Board members your ideas & thoughts about the topics that you would like to have in the Workshop.

Also, your PACN will soon have its own domain name(s), which hopefully will focus and direct more attention to the capabilities of the consultants in our network. More about this later, but here again, please communicate your ideas on a more effective web page to any of your Board members. We will also plan to make this a subject for general discussion at one of our upcoming regularly scheduled monthly meetings.

As always, all members are encouraged to submit newsworthy items to our hardworking 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

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## IEEE PHOENIX AREA CONSULTANTS NETWORK MEETING NOTICE

### WHEN:

Thursday, October 11th, 2001  
Social and check in at 6:30 PM, Dinner at 7:00 PM  
Choice: Meeting participants may 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:

#### PREPARING A SUCCESSFUL PROPOSAL LETTER:

Ed Lacey, of Helmco Consultants, will speak on this issue, which should be of great interest to technical professionals.

#### RESERVATIONS APPRECIATED:

Advanced reservations are always appreciated, so please email your reservations to Bruce Johnson at [bruce.johnson@ieee.org](mailto:bruce.johnson@ieee.org) at your earliest convenience.

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meetings are usually held at 8:30 am on Saturday mornings 12 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. Summaries of the next few monthly meeting programs are listed separately in this newsletter.

URL's Of Possible Interest

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

❖ 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.

❖ http://azhttp.net

The Arizona High-Tech Talent Partnership is a Chandler based organization deals with all issues and solutions regarding Workforce Development in Arizona.

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newsletter, which makes editing more awkward, and the fact that Word's editing capabilities are more powerful. Publisher allows you to link columns together in series and across pages, which makes that process easy. If you paste a piece of text in at the top of the first column, it automatically wraps into succeeding columns (and it warns you if you run out of space.)

Page formatting can be a little tricky, so I just to copy the Publisher format ".pub" files from month to month and make the necessary changes. The main sequence of articles (President's message, editorial, meeting notices) are in a group of linked columns that go from the first page to the last. If you go to the start of this region, you can "select all" and then delete it all at once, and paste the new stuff in its place. The membership list is the trickiest, because it was difficult to get all the information in a small enough format. Therefore I just modify the original one instead of recreating it. When I get a notice of a change in membership info, I usually try to change it right away in the most recent ".pub" file; otherwise I forget and recopy the obsolete information into the next issue. In the past, I've moved things around a bit, just to make it look different from month to month, but I've gotten a bit lazy lately.

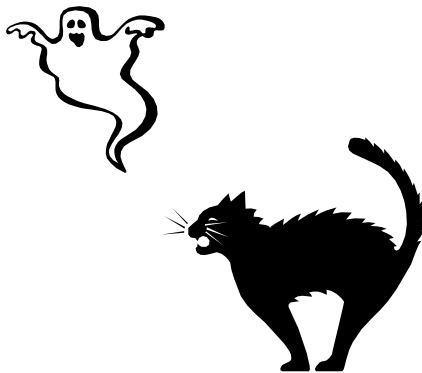
To convert the newsletter into PDF format, I've been using a product called PDF Creator by a company called "5D." You can download it off the internet; the trial version that prints "SAMPLE" in big gray letters on every page, so you have plenty of incentive to buy the release version, which is around sixty to eighty dollars, if I remember correctly. What PDF Creator does is simulate a printer. You can print to it from any document and it creates a PDF version. The main drawback is that if you paste a nice compressed JPEG image into the newsletter file, it's not nearly as well compressed in the PDF version. I don't know if the (more expensive) Adobe Acrobat program can do better; I would hope so. I expect that the Network would be willing to buy its own copies of Publisher and Acrobat and let the newsletter editor use them. I haven't pressed the issue, because my preference would be to look for an all-Linux toolkit, since the new version of Mandrake (version 8, which I have on my main system) has been improved to the point where it's better than Windows in almost every way.

The second part of the job, the publish-

EDITOR'S NOTES

I'm extending an open invitation for a successor (or successors) to take over the publishing and editing job for The Advisor, starting in January 2002. As I said in last month's issue, I think I've been doing this long enough. Also, it's questionable whether we really need this type of publication. I enjoy writing my editorial diatribes, but they're usually only tangentially related to the engineering profession. Besides that, we have a brief message from our president, a membership list, and a few other tidbits which rarely vary from issue to issue. I've been unsuccessful in getting very many members to write guest articles. Not that I've been trying very hard; I figure if somebody has something to say, they'll say it.

As far as the publishing tools go, I use Microsoft Publisher, which has a simple and intuitive user interface. It's not an absolute necessity, but I generally use Word to write the articles (or format them, if they're a submission from someone else) and then copy-and-paste the text into Publisher. That's because of the column format of the



The Advisor

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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

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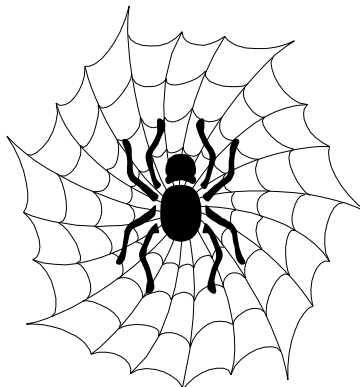
ing part, hasn't been nearly as much work since I started doing it in email form only. The main task here is in keeping the email list up to date, and adding non-members to the list whenever they request it. In the past, we would purge the list periodically, because every issue cost the organization a certain amount for duplication and mailing. Now I only delete an address if it becomes invalid, or if the person requests it. I also send a copy to the Phoenix section for publication on their website (though this month's newsletter is a little late.)

That's all there is to it. The biggest hassle involved is making sure you know what the topics of future meetings are. In the past, we've been good about planning them in advance for the whole year, but lately things

have slid as we've all been busy. That's what we need, at minimum – an informative and timely announcement of future meetings.

Vaughn L. Treude, Editor

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MEETING NOTICES

OCTOBER 11<sup>th</sup> MEETING

PACN member Ed Lacy, of *Helmco Consultants*, who will discuss his approach to preparing a successful proposal letter.

NOVEMBER 8<sup>th</sup> MEETING

Topic to be determined.

DECEMBER 13<sup>th</sup> MEETING

December is traditionally our annual business meeting, in which we elect officers whose terms are expiring, and consider any bylaw changes that may have been proposed.

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**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

October 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
Goldstein, Mark A.	602-470-0389	602-470-0389	markg@researchedge.com	Information brokering, market research
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@mindspring.com	Space power
Koch, Edward, Jr.	602-953-2111	602-953-2111	ekochjr@worldnet.att.net	SW Project / program mgmt, embedded systems
Lacey, Herman E.			helmcocons@aol.com	
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
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	
Sprague, Ronald L., PE	480-962-8183	480-962-8183	r.sprague@ieee.org	Power Engineer
Sullivan, Robert M.	480-948-3242	480-948-3242	sully@goodnet.com	Product development: high perform. tech. computer pkg
Tannehill, Richard L., PE	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

MEMBER WEB SITES

PACN Site: [www.etaengineering.com/ieeephx.html](http://www.etaengineering.com/ieeephx.html)

Paul M. Everett	<a href="http://www.everettinfrared.com">www.everettinfrared.com</a>	Lane S. Garret	<a href="http://www.etaengineering.com">www.etaengineering.com</a>
Daryl Gerke	<a href="http://www.emiguru.com">www.emiguru.com</a>	Mark A. Goldstein	<a href="http://www.researchedge.com">www.researchedge.com</a>
C. Bruce Johnson	<a href="http://www.JohnsonScientificGroupInc.com">www.JohnsonScientificGroupInc.com</a>	Andrew J. Maltenfort	<a href="http://www.arowave.com">www.arowave.com</a>
William D. Morgan	<a href="http://www.amug.org/~bmorgan">www.amug.org/~bmorgan</a>	Robert C. Rose	<a href="http://www.gshelp4u.com">www.gshelp4u.com</a>
Richard L. Tannehill	<a href="http://members.firstinter.net/rickw7rt">members.firstinter.net/rickw7rt</a>	Vaughn L. Treude	<a href="http://www.nakota-software.com">www.nakota-software.com</a>