



CONSULTING MATTERS

A publication of the Delaware Valley Chapter of the Independent Computer Consultants Association

www.iccadelval.org

September 2003

From the President

by Keith Mast
Access Consultant
President
ICCA/Delaware Valley

Market Yourself: Become a Teacher

Five ways to teach someone the skills you already know

When I graduated from Goshen College, Goshen, IN, in 1982, I moved to Houston, TX, to begin a two year term as a high school math teacher for the Houston Independent School District. Six other grads from my college were going to Houston too, so I wasn't going it alone. But when my students arrived on the first day of class, I realized that *teaching was not going to be easy.*

Each student came to class with his or her own learning style and with his or her own set of "issues." Some of the students spoke very little English. Their first languages were Spanish, Chinese, and Vietnamese. I improvised and drafted student translators for each language group. They didn't teach us this in college!

After two years at Reagan High School in Houston, I returned to Pennsylvania to teach math one more year at Christopher



Keith Mast
Access Consultant
President
ICCA Delaware Valley

Dock Mennonite High School (my alma mater). Everyone spoke English.

Then, I decided to move into other fields; first the computer field, then into the family business, and finally computer consulting. No matter where my career has taken me, the skills I acquired as a teacher have helped me in all my jobs...especially as an independent consultant. One of the unexpected advantages for me as a teacher has been the marketing benefits. Teaching has helped me gain visibility and credibility. Students, colleagues, and administrators view me as an expert in my field, and over the years, they have come to me for help and advice.

Below are some of the steps I have taken to develop my teaching skills. Perhaps you might consider marketing yourself as a teacher.

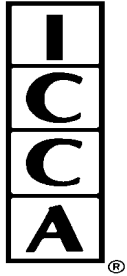
One-on-one training

Most of us have taught someone in one way or another. Why not teach someone a computer skill you already know? Advertise in a local paper, a community bulletin board, in a trade magazine, or in ICCA's newsletter. List the skills you are qualified to teach. Also list your fee and your contact information. Consider offering an introductory 4-hour session for a reduced rate.

In this issue.....

President's article.....	1
Meeting information.....	2
ICCA 2003-2004 Meeting Calendar.....	4&5
Welcome New Members.....	6
Six Strategies for Successful Investing.....	6
Delaware Valley Tech Calendar.....	7
Board of Directors.....	7

(Continued on page 3)



**Meeting
Information
610-394-9090**

**info@iccadelval.org
www.iccadelval.org**

6:00 P.M. Networking & Cash Bar
7:00 P.M. Dinner
8:15 P.M. Meeting & Program

Entire Evening Prepaid	\$30 Members	\$40 Guest
Entire Evening at Door	\$40 Members	\$45 Guest
Networking/Speaker	Free Members	\$5 Guest

First time guests pay member rates. Prepayment must be received and cancellations for refunds must be made by Monday before meeting. Credit Cards accepted (MC, Visa, Discover). If there is more than one person in your party, we request that you pre-pay. Note that making a reservation is a promise to pay. "No-Shows" will be billed.

Mail Check Payable to:
ICCA Delaware Valley
125 N. Highland Avenue
Lansdowne, PA 19050

**Meeting Locations:
(Please call the hotel for directions.)**

Philadelphia Airport Hilton

215-365-4150
4509 Island Avenue
Philadelphia, PA

DoubleTree Guest Suites

610-834-8300
640 W. Germantown Pike
Plymouth Meeting, PA

Clairon Hotel

856-428-2300
Route 70 & I-295
Cherry Hill, NJ

Holiday Inn Select

302-792-2700
630 Naamans Road
Claymont, DE



**TOP TOPICS at
ICCA DeVal
2003-2004**

by George Smith, GRS Associates

Welcome to the 2003-2004 program season! You should find a complete schedule on pages 4 and 5 of this newsletter. I hope that you agree that we have pulled together an interesting range of speakers, based in large part on your input. Feel free to make further suggestions for both topics and speakers for future meetings.

The kickoff meeting in Plymouth Meeting on **September 11th** features professional coach **Debra Exner** on **The Next Step: What's Ahead for your Business.** In her coaching practice, Debbie works one on one with clients to help them develop a picture of where they want to go and to identify stumbling blocks that are keeping them from their goals. In her presentation, she will help us look at our businesses from that point of view. Debbie has spoken to the group previously, both as a panelist and alone. She is a polished speaker, and this should be a worthwhile evening. Hope to see you all there.

Have you ever wanted to know how to "get your foot in the door" to consult directly with larger companies? At our **October 9th** meeting in **Wilmington, DE**, we'll hear from **Walt Johnson** of **Precision Systems, Inc.** Walt will share some strategies for getting contracts and engagements with Fortune 500 companies.

Finally, I just want to note in passing that last month's pizza meeting was very successful. We had a mix of 40 members and guests. Hopefully, we will convert some of these guests into new members!

**Computer Concepts and Methods
Consulting for the Whole System Life Cycle**

systems analysis • data modeling • web site design
database development • technical support,
programming • testing • documentation • training

1413 Surrey Lane, Wynnewood, PA 19096-3819

Phone : 610-649-2769

FAX: 610-658-0576

EMAIL: info@ccam.biz

Web Site: www.ccam.biz



Member Of
INDEPENDENT
COMPUTER
CONSULTANTS
ASSOCIATION

From the President -- Market Yourself: Become a Teacher

continued from page 1

Hold a seminar

Start by finding a location near you that would be willing to rent you their space. If your seminar will require PCs and/or a network, make sure this setup is available. I have held seminars at **Lansdale School of Business**, Lansdale, PA, and **Brookwood Media Arts**, Ambler, PA. Both locations had classrooms with computers already in place. Both were open to a renting their space since my seminar did not directly compete with their seminar offerings. Both were willing to help promote my seminar by advertising through their marketing channels. This service was included in the rental fee. High Schools and Community Colleges are also good sources for rental space.

Not ready to hold a seminar on your own? Team up with another ICCA consultant who could share the cost of the room and the preparation for the seminar.

Teach for an evening school program

I sent my resume to the **Norristown Area Adult Evening School** hoping to teach a 10-week Computer Basics class. My resume was filed at first. But when the current instructor left, I was next in line. I enjoyed developing and teaching about hardware, DOS, and software for several years.

When you receive a brochure in the mail for Adult Evening School in your area, don't just throw it away. Take a look! What skills are they teaching? Perhaps they need someone to fill a opening, someone who is an expert in that area. Or, send an email or letter and resume to the program director suggesting a new course offering.

Teach for a business school program

In addition to the Adult Evening School position, I have also taught courses at local business schools, including **Lansdale School of Business**, Lansdale, PA, **Micro Center**, Saint Davids,

PA, and **Penn State Great Valley**, Malvern, PA. Each of these positions have allowed me to develop my own curriculum based on a pre-selected textbook. In one case, Penn State, I was asked to completely re-write the curriculum for Access and VBA . I did and that curriculum is still being used today.

Teach for a two-year or four-year college

I made several attempts to teach a course at **Montgomery County Community College**. After one year of trying, I decided to enroll in a Visual Basic class at the college. The teacher, Dr. Molton, was willing to introduce me to the head of the Computer Department. Later, the department head, Lee Bender, asked me to come in for an interview and in 1998 I was hired to teach PC Database Management. I am still teaching there today. Many of my MCCC students have become clients. This has been an excellent (though unexpected) marketing tool for me.

If you are interested in more information about any of the above teaching tips, please contact me at KeithMast@aol.com

EXner & Associates Exceed Your Expectations!

Are you ready to move to the next level?
Would you like more balance in your life?
Are you tired of procrastinating?

Curious about coaching?
Contact me to arrange a free sample coaching session.

Debra Exner Work/Life Coach 302-478-5919
dexner@exnerassociates.com www.exnerassociates.com

Join the ICCA!

Become a part of the region's premier association for Independent Computer Consultants.

Membership rates are:

- * \$100 Local Chapter Dues
- * \$175 National dues for 1 person firm
- * \$225 National dues for 2-9 person firm
- * \$275 National dues for 10+ person firm
- * \$25 National Processing fee
(1st time only)

This Translates to:

- * \$300 for a first-time 1 person firm
- * \$275 subsequent years for 1 person firm

Call 610-394-9090 to request an application, or fill out membership application on line at www.icca.org

ICCA 2003-2004 Meeting Calendar

09/11/03 – The Next Step: What's Ahead for your Business? PM

Do you have a clear idea of the next step in your business development? Do you have a strategy for getting there? **Debra Exner**, a business and personal coach, will ask questions to help you find those answers and design a plan of action.

10/9/03 – Working for Large Companies DE

Fortune 500 size companies have the potential to be very profitable customers, but how do you get in the door? **Walt Johnson**, from **Precision Systems, Inc.**, will tell us how they have managed to do it.

11/18/03 – Joint meeting with Institute of Management Accounting WP

A joint meeting between IMA and ICCA will be held on November 18, 2003, at the William Penn Inn. The meeting will be hosted by IMA, the **Institute of Management Accountants**, an organization whose mission is to provide to members personal and professional development opportunities in management accounting, financial management and information management through education and association with business professionals and certification in management accounting and financial management. At this joint meeting, the members of ICCA, Delaware Valley Chapter, will present answers to the most common I.T. questions that IMA members have. ICCA surveyed IMA members to get the top I.T. questions. Showcase your IT expertise by attending this meeting and providing advice and guidance to IMA members.

12/11/03 – William Lutz: Member Showcase NJ

William Lutz, principal of **WELAssociates** will discuss location based technologies (Geographic Information Systems -- GIS) and how he built a successful consulting business around them.

01/08/04 – Make Sure You Get Paid AP

Will your new big customer put you over the top, or take you down? Keep your business thriving where others fall apart. **Bonnie Huval's** company, **Seneschal Incorporated**, gets paid on time even when other companies in the same project do not. Find out how to get even large customers to pay on time, and techniques for "covering the float."

PM = Plymouth Meeting, PA,
AP = Philadelphia Airport Hilton,
DE = Wilmington, DE

NJ = Cherry Hill, NJ,
WP = William Penn Inn

(See page 2 for hotel information)

Seiden Consulting, Inc.
Analysis and Programming
Mainframes and PC's

Michael R. Seiden
(610) 667-1044



298 North Highland Avenue
Merion Station, PA 19066-1747
mseiden@compuserve.com

.....
● **Consulting Matters** always welcomes ●
● newsletter article submissions. If you have an ●
● article that would be of interest to the computer ●
● consulting community, send your article to ●
● **newsletter@iccadelval.org**. MS-Word or ●
● plain text is preferred. Article submission ●
● deadline for the October Issue of Consulting ●
● Matters is September 24th. ●
.....

ICCA 2003-2004 Meeting Calendar

02/12/04 – Defining and Implementing Standardized Process & Workflow Across An Organization: The Key to Good Corporate Governance DE

Attend this session and hear from **Steve Knapp**, Product Manager, **MKS Inc.**, on the importance of defining and implementing standardized processes and workflows across the entire organization. Learn what to consider both culturally, and technologically, when establishing a process management system, and how you can move from chaotic and ad hoc processes to a higher level of maturity.

03/11/04 – Enabling our Clients to Manage Change PM

Each of our projects involves change... in the way people use technology, or work, think and act ... to some degree. **Audrey Jaffe**, Principal Consultant of **Jaffe Consulting LLC**, will discuss effective strategies for trainers and systems consultants to help clients cope with change.

04/8/04 – Staying out of Litigation CH

Learn from **Michael Revness**, **Kurtz & Revness, P.C.** how to construct contracts that will protect your company.

05/6/04 – Beyond Basic: Usability in Programming Design AP

As a follow-up to their 2001 Presentation on Basic Usability & Design, **Alyce Eisler** of **eLearning Designs, Inc.** and **Heidi Merscher**, **MC2 Interactive**, team up to explore complex navigation and information architecture design issues and solutions.

06/10/04 – Intellectual Property and Related Legal Issues. PM

Digital Rights Management ("DRM") is a combination of technologies and laws designed to protect digital content from being used except as expressly allowed by the content owner. **Fred Wilf**, an attorney with **Morgan Lewis** will discuss DRM-related legal issues, and how they affect computer consultants.

PM = Plymouth Meeting, PA,
AP = Philadelphia Airport Hilton,
DE = Wilmington, DE

NJ = Cherry Hill, NJ,
WP = William Penn Inn

(See page 2 for hotel information)



Member Of
INDEPENDENT
COMPUTER
CONSULTANTS
ASSOCIATION

Providing IT Solutions for e-Generation

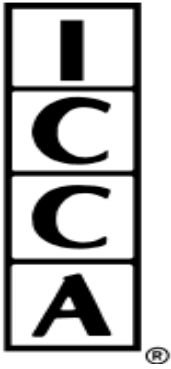
Manish Gorawala
President Client Services
Phone: 215-740-6806
Fax: 267-200-0026
<http://www.triforce-inc.com>
Email: triforceinfo@home.com

109 Henning Dr.,
North Wales, PA 19454

GRS Associates

Software maintenance for the
MultiValue Database market since 1983

George Smith, Ph.D.
302-478-5919
grsassociates@icca.org



Here, Here! Welcome New Members

Tim Traylor

Traylor Associates, LLC

828 E. Phil-Ellena Street

Philadelphia, PA 19119

215-843-6005

Email: tim.traylor@traylorassociates.com

Specialty: VB, IT Support, Proj. Mgmt.

Editors Note: *In these tough financial times, it is especially important for computer consultants, small business owners, entrepreneurs, and the self-employed to develop sound financial plans and successful investment strategies. In the article below Frank Dattilo of AXA Advisors, a frequent visitor to our ICCA meetings, shares Six Strategies for Successful Investing.*

This article is provided for informational purposes. This is not an endorsement, nor is it an attempt by the ICCA to provide investment advice.

Six Strategies for Successful Investing

By Frank Dattilo, AXA Advisors, LLC

The following is an overview of a strategy to help you plan your financial future.

- 1. Identify your financial goals and the amount of money you need to accumulate.** Once you've defined your long-range investment objectives, stick to them. If you fail to adhere to your savings plan, you may end up with less money than you need to reach your goal.
- 2. Select investments consistent with your goals.** The next step is to choose investments that match your personal financial objectives and risk tolerance.
- 3. Diversify to help reduce risk and potentially maximize gain.** Diversification merely entails the distribution of your assets into a variety of asset classes.

- 4. Be objective.** Ultimately, buying appropriate investments is far more important than picking the right time or the right price at which to invest.
- 5. Understand the impact of tax laws on your investments.** You may be able to reduce your tax liability if you keep up with the tax laws and know about the investment alternatives that still offer tax advantages. For example, there are tax-exempt mutual funds and tax-deferred annuities and life insurance which can help reduce your current taxable investment income.*
- 6. Keep your expectations realistic.** Some investors, spoiled by the record-breaking bull market of the 1990s, expect investment returns that are unreasonably high. The success of your planning depends on keeping your investment expectations realistic and understanding that a potentially higher return generally entails higher risk.

*You should consult your tax advisor regarding your tax liability.

About the Author:

Insurance agent of AXA Network, LLC, an insurance brokerage affiliate, offering life insurance and annuities of The Equitable Life Assurance Society of the United States (New York, NY), an affiliated insurance company, and the insurance products of over 100 unaffiliated companies. Contact Frank Dattilo, 610-660-4288 or visit his office located at 40 Monument Road, Bala Cynwyd, PA 19004.

September Tech Calendar

11- Sept

ICCA Del Val Chapter Meeting
Taking Your Business to the Next Level
Debra Exner, Exner & Associates
Philadelphia Airport Hilton
6pm - 7pm Networking
7pm - 8pm Dinner
8pm - 9pm Presentation
www.iccadelval.org

12-Sept

Information Systems Security
Association
ISSA Delaware Valley Chapter
Philadelphia Airport Hilton
www.issa-dv.org

15-Sept

PA/DE/NJ chapters of the US
Distance Learning Association
"Meeting the Compliance Challenge
via Distance/e-Learning at MBNA"
8:30 am to 12:00 Noon
MBNA Corporate Headquarters
Newark, DE
For more information contact
610-449-5899
louis@media-media.net

20-Sept

MarketPro Computer Show
9:30am-4pm
University of Delaware
Newark, DE
www.marketpro.com

27/28-Sept

MarketPro Computer Show
9:30am-4pm
Valley Forge Convention Center
King of Prussia, PA
www.marketpro.com

If you hear of an event that
would be of interest to our
members, send the
meeting notice to
newsletter@iccadelval.org

ICCA Delaware Valley Board of Directors Committees and Other Contacts 2003-2004

President/Webmaster

Keith Mast
Keith A. Mast
WebSite: www.iccadelval.org
E-Mail: president@iccadelval.org

Vice-President

Michael McAndrews
Logic Choice Inc.
610-324-5721
Michael.McAndrews@LogicChoice.com

Secretary

Cynthia Cole Macia
Computer Concepts and Methods
Voice: 610-649-2769
E-mail: CindyCole@ccam.biz

Treasurer/ Program Coordinator

George R. Smith
GRS Associates
Voice: 302-478-5919
E-mail: grsassociates@icca.org

Chapter Administrator

Linda Falotico
ICCA Delaware Valley
PO Box 835
Lansdowne, PA 19050
Voice: 610-394-9090
E-mail: info@iccadelval.org

ICCA Disclaimer Notice

Discussion of any legal issues in any article that appears in this publication is presented as educational material only. The Independent Computer Consultants Association, Inc. does not and cannot take responsibility for any statements made within this publication as to the meaning or effect of any federal or state law, statute, regulation or ordinance, and any opinions expressed in this publication as to such meaning or effect are the opinions of the authors and are not the opinions of the Independent Computer Consultants Association, Inc. Any actions or legal steps taken should be thoroughly reviewed with your personal attorney or tax consultant, as laws vary from state-to-state and also because the facts of your situation may not support application of any rule, statement, or suggestion that may be printed in this publication.

Education Chair

Mike Herrera
Client Server Specialists, Inc.
Voice: 610-992-9287
E-mail: mherrera@cssi.org

Government Liaison

John J. Genzano, III
Genzano Software Consulting
Voice: 610-212-6111
E-Mail: jgenzano@genzano.com

Newsletter Editor

Diane Herrera
Client Server Specialists, Inc.
Voice: 610-992-9287
E-Mail: newsletter@iccadelval.org

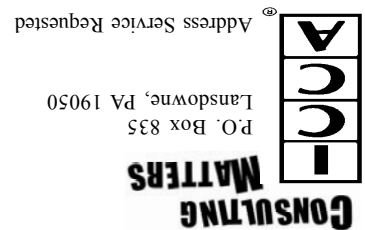
Directors

Patricia Pickup
Pickup Consulting, Inc.
Voice: 215-662-5065
E-mail ppickup@pickupconsulting.com

Vishnu Tambi
e-Caliber
Voice: 610-517-9606
E-mail vishnu@e-caliber.com

Leigh Weber
Weber Consulting Services, L.L.C.
Voice: 215-519-1697
E-mail: lweber@weberconsult.com

Rose McNeill
Neillix Networks, L.L.C.
Voice: 267-978-6503
E-mail: rmcneill944@comcast.net



ICCA Upcoming Dinner Meeting Dates 2003

✱ **9/11 Doubletree Guest Suites, Plymouth Meeting, PA**

Topic: Taking Your Business to the Next Level
Speaker: Debra Exner

Do you have a clear idea of the next step in your business development? Do you have a strategy for getting there? Debra Exner, a business and personal coach, will ask questions to help you find those answers and design a plan of action

✱ **10/9 Holiday Inn Select, Claymont, DE**

Topic: Working for Large Companies
Speaker: Walt Johnson, Precision Systems, Inc.

Fortune 500 size companies have the potential to be very profitable customers, but how do you get in the door? Walt Johnson, from Precision Systems, Inc, will tell us how they have managed to do it.

6:00 P.M.	Networking & Cash Bar
7:00 P.M.	Dinner
8:15 P.M.	Meeting & Program

Entire Evening Prepaid	
\$30 Members	\$40 Guest

Entire Evening at Door	
\$40 Members	\$45 Guest

Networking/Speaker	
Free Members	\$5 Guest

First time guests pay member rates.

For reservations,

call 610-394-9090

e-mail info@iccadelval.org

See page 2 for complete information.