



CONSULTING MATTERS

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

www.iccadelval.org

September 2004

From the President

New Consultant Orientation

by Keith Mast
Mast Consulting, LLC
President
ICCA/Delaware Valley



Keith Mast
Mast Consulting, LLC
President
ICCA Delaware Valley

The board is working on a new benefit: *New Consultant Orientation*.

Your comments or questions are welcome as this new benefit is being developed. Would you like to volunteer? Let us know and we'll get you involved.

The Goal

New consultants or prospective consultants will be able to "learn the ropes" through the ICCA "New Consultant Orientation." The orientation will be held at 5:00 PM on the night of the regular dinner meetings on select months. Materials will also be available on the website.

The Benefit

New consultants and prospects will learn how experienced consultants handle:

- Entity type: sole proprietor or incorporation or LLC
- Billing rates
- Contracts
- Marketing
- Taxes
- Attorney services
- Accounting services
- Health insurance
- Retirement

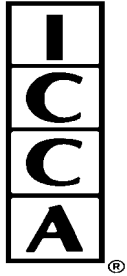
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The Details

- The list of topics (above) to be covered will be finalized. (Send us your ideas.)
- A list of standards, guidelines, and resources will be developed for each topic. This information will be distributed and reviewed at the orientation.
- Our email lists will be used to find consultants who might be interested.
- We will use other marketing sources to find prospective attendees and also advertise on our chapter website.
- I will conduct the initial orientations along with one other board member.
- The orientations are slated for November 2004 and February 2005.
- Feedback will be collected to monitor and improve the process.

(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
2004-2005**

by Kathleen Conti, WebSquared, LLC

I am looking forward to our September meeting, as we kick off the 2004-2005 program year at the **Philadelphia Airport Hilton**. **Ms. Varma Mitchell** from the **Temple Small Business Development Center** will talk about **Strategic Planning**. Varma has an MBA from Vassar. In addition, she has over 30 years experience as a consultant and human resources professional, and 15 years as a business educator.

Our October meeting will take place in Delaware. On October 14th, join us at the Holiday Inn to hear **Melvin Payne** talk about **Growing your business**. We will also hold our annual **Member Recognition Night** at this meeting. If you joined the ICCA in a year ending in 4 or 9 (1974, 1979, 1984, 1989, 1994, 1999 and 2004), make a special effort to attend this meeting (dinner's on us!).

In November, join us in Plymouth Meeting to hear **Dan Goldberg's** presentation on **Using Public Relations to Position Your Business**.

See pages 4 and 5 for the program calendar and ideas for future meetings.

Hope to see you all in September!

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

From the President

(Continued from page 1)

Success

How will we gauge the success of the Mentoring Program?

The process will be judged a success based on:

- The number of people who attend
- Written evaluations from attendees
- Response from other board members who attend the sessions

Look for this new benefit to be announced in the coming months. We hope to attract new consultants and hopefully new members with this new benefit. If you would like to get involved, send an email to me at keithmast@aol.com.

or better yet...give me your comments in person. I look forward to seeing you at the September meeting at the Philadelphia Airport



**Here, Here!
Welcome,
New
Members!**

**Alexis Brownstein
Dr.Database LLC**

2 Conover Court
Mount Laurel, NJ 08054
856-273-0871

Expertise: MS Access VB, database
design/redesign

Tips and Techniques for Better Presentations

by Dave Paradi

The PowerPoint Lifeguard

High Resolution Screen Shots:

I have written before about ways to take snapshots of your screen and include them in PowerPoint presentations or documents (see the Aug 27, 2002 issue in the archives - archive link at the bottom of this article). If you are using the screen shot for a presentation the resolution will be fine since it will be captured in the same resolution as you want to display it in. But if you need to print the screen capture as a large graphic in a document at high resolution, it may not look as good since printers have a higher resolution than your screen does.

You may have noticed the pixelation effect when scaling up a graphic. Pixelation is when the system enlarges each pixel and the graphic looks muddy and jagged. The system does this because it only has a certain number of pixels to work with. If you had more pixels to work with, the pixelation effect would not happen. But how do you get more pixels than the original graphic has? If you (or a friend) has Adobe Photoshop, you can add pixels to the graphic, making it higher resolution. It is through a resampling technique that figures out what color pixel to add by looking at the pixels around it.

There is a great article that explains how to do this, and the link is at the end of the article. You could use this technique to take a small graphic and make it larger or prepare a graphic for use in a high resolution situation like a book. Not everyone will need this technique, but when you run into the issue in a future presentation, you will know how to handle it. Here is the article:
<http://www.graphicpush.com/tutorials/screenshots.shtml>

File Transfer Service:

In my consulting practice many times I have to exchange large PowerPoint files electronically. Many e-mail systems will not allow you to send a file larger than 3 to 5 MB in size, which causes a problem for video files, audio recordings and PowerPoint files with large graphics. I have discovered a great service called DropLoad.com. You sign up for a free account and it allows you to place a file on their servers of up to 100MB in size. It then e-mails a link to the person you want to send it to and they can download it. (continued on page 5)

TOP TOPICS

(Continued from page 2)

There has been much discussion about what should come next. Well, we have lots of options. On the table at the moment are joint meetings with PMI (Project Management Institute) and also the IMA (Institute of Management Accountants), which was such a successful event last year.

On the technology side it has been suggested RFID (Radio Frequency Identification), UpnP (designed to enable simple and robust connectivity among stand-alone devices and PCs) and Web Services (they can make your internal applications available to others over the internet).

On the business side, suggestions range from Finance (topics ranging from accounting to billing rates), How to Build a business to sell in the future, and Negotiating a contract.

Let it be known.... The 2005 meeting topics are yours to decide upon, so let me know what your preferences are: kconti@websquared.com

Let me hear from you.

Tips and Techniques for Better Presentations

(continued from page 3)

The file is only available for 4 days and then it is automatically deleted, so make sure the other person will be able to download it in time. It also restricts the person to downloading the file once, so that keeps it more secure. I suggest that when you use it, you first notify the other person that they will be receiving a notice about a file available for them to download (so they don't think it is a virus).

I have used it with a 26.8MB PowerPoint file and it worked flawlessly. This can save you time and money because it replaces burning a CD and sending it overnight courier. I have also used it to deliver one of my e-books to a customer when their e-mail system kept rejecting the e-book attachment. Check it out at <http://www.dropload.com>.

To subscribe to Dave's Communicate Using Technology newsletter, go to: <http://www.communicateusingtechnology.com/newsletter.htm>

Link to past issues of Dave Paradi's newsletters <http://tinyurl.com/nhgl>

About the Author:
Dave Paradi, MBA, is known as The PowerPoint Lifeguard because he rescues speakers and their audiences from "Death by PowerPoint." His free electronic newsletter offers tips and techniques for better presentations.

He was a featured presenter at the 2004 National ICCA Conference in Toronto.

Dave can be reached at dave@powerpointlifeguard.com

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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 September Issue of *Consulting Matters* is **October 22nd**.

ICCA Delaware Valley Shirts

Size	S	M	L	XL	XXL
Color	Green	Ecru	White	Navy	

Qty _____ @ \$25 Total Enclosed: _____
 Name _____
 Address _____

 Email _____

Send this form with check payable to:
 ICCA
 125 N. Highland Ave
 Lansdowne, PA 19050

Or call/email your VISA/MC/Discover card number, expiration date, and total dollar amount of order to
 610-394-9090 icca@erols.com

Shirts will be ready for pickup by the following meeting.

ICCA 2004-2005 Meeting Schedule

<p>09 September 2004 - AP</p> <p>Topic: Strategic Planning Presented by: Temple Small Business Development Description: A presentation about how to determine where an organization is going over the next year or more, how it's going to get there and how it'll know if it got there or not. The focus of a strategic plan is usually on the entire organization, while the focus of a business plan is usually on a particular product, service or program.</p>	<p>14 October 2004 - DE</p> <p>Topic: Growing Your Business Presented by: Melvin B Payne Description: Relationship-based selling. Understanding the value of preparation. Determine what your customer really wants to buy. Understand why it is important to know your products. Discover why you need to know the different types of buyer.</p>
<p>11 November 2004 - PM</p> <p>Topic: Using Public Relations to Position Your Business Presented by: Dan Goldberg Description: Positioning your business for success and differentiating it from the competition is essential for substantial growth. Your public image and how it's delivered can help position your organization as an industry leader, innovator, expert, and/or company on the rise. Learn some proven public relations positioning techniques to help your business grow.</p>	<p>09 December 2004 - CH</p> <p>Topic: Survey of Linux and Open Source Technologies and their Business Functions Presented by: Chris Fearnley Description: An overview of what Linux and Open Source Technologies can provide to businesses and consultants (i.e., the business functions).</p>
<p>13 January 2005 - TBA</p>	<p>10 February 2005 - TBA</p>
<p>10 March 2005 - TBA</p>	<p>14 April 2005 - TBA</p>
<p>12 May 2005 - TBA</p>	<p>09 June 2005 - TBA</p>

Location Key

AP:

Philadelphia Airport Hilton
4509 Island Ave
Philadelphia, PA
215-365-4150

CH:

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

DE:

Holiday Inn Select
630 Naamans Road
Claymont, DE
302-792-2700

PM:

Doubletree Guest Suites
640 W Germantown Pike
Plymouth Meeting, PA
610-834-8300

For more information about ICCA and our upcoming programs, please visit our website at: <http://www.iccadelval.org/>. For program suggestions and general program information please contact Kathleen Conti - <mailto:kconti@websquared.com>

September Tech Calendar

9- Sept

ICCA Del Val Chapter Meeting
Strategic Planning
Varma Mitchell, Temple SBDC
Philadelphia Airport Hilton
6:30 PM - 9:30 PM
www.iccadelval.org

21 - Sept

Network of Women in Computer Technology (NWCT)
Technology Successes through Understanding your Organization
John Bryer, Parkway Corporation
5:30-9:00 pm, Sterling Glen
<http://www.nwct-phila.org/>

21 - Sept

Computer Professionals of Center City
7:00-9:00 pm
The Irish Pub (2007 Walnut Street)
<http://cpcentercity.com/cpccevent9-21-04.htm>

22 - Sept

TEMPO -- Trainers and Educators of Metropolitan Philadelphia
Maximizing Integration with Office System
Dave Johnston, Microsoft
8:30am to 12 Noon, Microsoft (Malvern)
(directions <http://www.microsoft.com/mscorp/info/usaoffices/malvern.asp>)
Meeting information:
www.tempo-train.org

29 - Sept

Delaware Valley Computer Users Group
Websphere Options
David Slater, IBM
4pm, Airport Embassy Suites
Meeting information:
www.dvcug.org

5 - Oct

IEEE Consultants Network
What IEEE is doing about the loss of jobs in the technology sector
Sheraton Hotel, 36th & Walnut
6pm - 9pm
<http://www.phila-ieee-consultants.org/>

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