



CONSULTING MATTERS

A publication of the Delaware Valley Chapter of the Independent Computer Consultants Association
www.iccadelval.org

May 2005

From The President...

Springtime in..... Atlanta!

John Erthal
Alphalon Business Solutions, Inc.
President
ICCA/Delaware Valley



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Alphalon Business Solutions, Inc.
President
ICCA/Delaware Valley

Ah, the smell of springtime! Trees budding, lawns returning to green, early flowers popping up. A real time of renewal.

For ICCA members, springtime means it's getting close to the time for the annual ICCA National Conference! If you've never been to a national conference of the ICCA, now's a great time to think about making it happen in 2005. This year's conference, to be held in Atlanta, Georgia, hints toward being the best one yet. This year's theme is "HOTlanta '05, Adding Sizzle to Your Business". Be sure to check out the exciting program for the conference in the mailing, or on the icca.org website.

Conveniently timed over the weekend of June 10-12, the annual conference is the one big opportunity to meet many of your fellow independent consulting peers from across the country. I must concede that we have a great group of people

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in our Delaware Valley chapter. And, as no surprise, our colleagues from around the country are a great group, too. As the conference is spread over a couple days, there is some time built into the schedule for networking and socializing with your new friends.

As a veteran of the past two conferences, I can safely say that the national exposure and perspective will add to the your "secrets and tricks of the trade" toolbox.

With the conference on the East coast this year, it's a quick flight (shorter than a trip to Florida). If you can, try to tag on an extra day or two to give yourself a chance to explore some of the charm of the old South. So mark your calendars, line up your reservations, and I hope to see you in Atlanta!

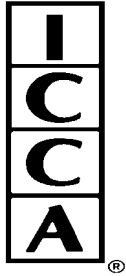
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• **Consulting Matters** always welcomes newsletter article submissions. If you have an article that would be of interest to the computer consulting community, send your article to:

• newsletter@iccadelval.org.

• MS-Word or plain text is preferred. Article submission deadline for the June Issue of *Consulting Matters* is **May 25th**.

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**Meeting
Information
610-394-9090**

**info@iccaderval.org
www.iccaderval.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



**TOP TOPICS at
ICCA DeVal
2004-2005**

by Kathleen Conti, WebSquared, LLC

Our **April** meeting was a great success with around 30 people attending the presentation by **Mario Pinardo of Achievement Dynamics Institute**. Mario had some great ideas about how to make networking events as productive as possible as well as some other great lead generating suggestions.

Our next meeting will be a **joint meeting** with the **IMA (Institute of Management Accountants)**. I met with **Fred Kaplan** from the IMA and we discussed possible topics and also considering following the same format as last year. We concluded that we wanted to get as many people involved as possible so have opted for a more facilitatory approach. The topic will be technology rollouts/implementations. We have all been through them and have different philosophies on what constitutes a successful rollout. But I think it will be interesting to see the difference of opinions between those that roll out the technology and those that use it. So bring all your life experiences and an open mind as we explore technology rollouts from both sides.

Our June meeting will be presented by **Judy Weintraub** from **Weintraub Legal Services**. The topic will be **Negotiating with Confidence**. We are going to be trying out a **new location** for this event. It will be held at the **Towne House Restaurant in Media, PA**. So come along and let us know what you think.

The 2005-2006 meeting schedule is being pieced together so as usual if you have any topic suggestions please let me know: kconti@websquared.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

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

Outsourcing Falls from Favor

by Diane Herrera

From October to December 2004, Deloitte Consulting LLP conducted in-person interviews with senior executives from 25 major corporations. The results of the study, titled "Calling a Change in the Outsourcing Market" were released in April 2005. The interviews indicate that Outsourcing, a practice which many large businesses adopted in the past few years as a way to increase IT productivity without a huge investment, is falling out of favor.

In the interviews, 70% of participants reported having "significant negative experiences" with outsourcing projects. 44% did not see cost savings materializing as a result of outsourcing. One in four participants brought functions back in-house after realizing that they could be handled more successfully and/or at a lower cost internally.

An outsourcing arrangement requires careful attention to the detail surrounding costs and services. Additional costs and hidden costs were a common cause of dissatisfaction. The study reported that 57% of participants ended up absorbing costs for services they initially believed were to be included in the contracts with vendors.

"There are fundamental differences between product outsourcing and the outsourcing of service functions, differences that were overlooked but have now come to the fore," says Ken Landis, a Senior Strategy Principal at Deloitte. "Outsourcing vendors and companies may have conflicting objectives, putting at risk clients' desire for innovation, cost savings, and quality. Moreover, the structural advantages envisioned do not always translate into cheaper, better, or faster services. As a result, larger companies are scrutinizing new outsourcing deals more closely, re-negotiating existing agreements, and bringing functions back in-house with increasing frequency."

"Participants originally engaged in outsourcing activities for a variety of reasons: cost savings, ease of execution, flexibility, and lack of in-house capability," the study says. "However, instead of simplifying operations, many companies have found that outsourcing activities can introduce unexpected complexity, add cost and friction into the value chain, and require more senior management attention and deeper management skills than anticipated."

Other findings:

- 62% of participants realized that they require more management in comparison to the original estimates.
- 57% said they could not free up internal resources for other projects, leading to larger than anticipated overhead.

- 52% ranked cost-related issues as the main risks of outsourcing.
- 81% have limited or no transparency to a vendor's pricing and cost structure, resulting in increased chances of paying additional costs.
- 48% indicated that they do not have a standardized methodology to evaluate the business case for outsourcing.

Companies reported that they are getting tougher in their negotiations:

- 83% of participants said they have renegotiated outsourcing deals due to pricing and to business, technology, and regulatory environment changes.
- 53% have moved from long-term contracts (six to ten years) to shorter contracts (up to five years) to increase flexibility and bargaining power.
- 73% are working with multiple vendors to reduce vendor dependency. Participants that had exclusive deals in the past warn that they are very risky, and they will not enter into them again.
- 45% say they are forced to include gain-sharing clauses in vendor contracts as motivation for innovation, highlighting continuing concern about vendor complacency.

"In the near term, outsourcing will become less appealing for large companies because it is not delivering the value as promised, and its appeal as a cost-savings strategy will also diminish as the economy recovers from recession and companies look for differentiated solutions to support their growth," says Landis. "However, outsourcing can still deliver value to companies that enter into outsourcing for the right reasons using a right model such as centralize-standardize-outsource, transform-operate-transfer, commodities outsourcing, risk transfer, and shifting fixed costs to variable, and have superb talent in-house to manage these deals from inception to execution."

For more information, see the April 19, 2005 issue of Information Week.

A Google search on Deloitte Consulting and Outsourcing will result in a treasure trove of articles. Older articles will tout Outsourcing as the way of the future, as Deloitte's survey of top executives indicated at the time.

Security Resources

by Dave Paradi, MBA

Another issue that seems to always be at the top of our lists is computer security. The U.S. government is keenly aware of this and has set up the United States Computer Emergency Readiness Team, referred to as US-CERT. Their web site provides a great deal of information on how to protect your computer from attack and how to respond if your computer does come under attack. I suggest you read their information and make sure you have updated virus protection and spyware protection in place. Here's the site: <http://www.us-cert.gov/>

The site has two primary links. One link is for home users or new users who want to learn how to protect their computer from security threats. A second link serves the corporate computer professional, or those experienced with computer security.

About the Author:

Dave Paradi, MBA is known as the PowerPoint Lifeguard because he rescues speakers and their audiences from "Death by PowerPoint." He can be contacted through his website at <http://www.PowerPointLifeGuard.com>

28th Annual ICCA National Conference

Atlanta, Georgia

June 10-12, 2005

Schedule of Events...

Friday, June 10, 2005: Chapter President's Council (CPC) Meeting during the day and Welcome Reception that evening

Saturday, June 11, 2005: Daily Speaker Sessions with an Awards Banquet Dinner that evening

Sunday, June 12, 2005: Daily Speaker Sessions

Monday & Tuesday, June 13 & 14, 2005: ICCA National Board of Directors Meeting

For more info visit <http://www.icca.org/>

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March 4, 2005: 4 topics removed

A summary of recently reported, Internet security incidents being monitored by US-CERT

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Shirts/mugs will be ready for pickup by the following meeting.

ICCA Upcoming Dinner Meeting Dates 2005

✳ 5/17 William Penn Inn, Gwynedd, PA ***Tuesday Night***

Topic: Joint Meeting with the IMA (Institute of Management Accountants)

Presented by: ICCA and IMA panelists

Description: This meeting will discuss IT rollouts and how they are handled from both an IT perspective and the company employees who have to use the technology.

So we have all had the joys of going through a technology rollout. What worked? What didn't work? What stumbling blocks did you have to overcome. This meeting will be facilitated by Kathleen Conti from the ICCA and Fred Kaplan from the IMA. Together we hope to provide some insights into the key components of a technology rollout from both points of view. Topics that will be covered include communication, rollout phases (expectations for each phase) and finally, what is classified as a successful rollout?

Audience participation is a big part of this meeting so come ready to share your experiences, good and bad.

✳ 6/9 Town House, Media, PA (New Location)

For directions see <http://www.townhouse.com/>

Topic: Negotiating with Confidence

Presented by: Judy Weintraub, Esq., Weintraub Legal Services

Description: Most people dislike negotiating because they do not like confrontation, and fear losing or having their position rejected. With some tips and practice, everyone can improve their negotiating skills and gain the confidence to be a good negotiator. This seminar will provide negotiating tips and strategies to build confidence and enhance negotiating effectiveness.

Personal Time Management

by Mario Pinaro

Benjamin Franklin once said, "Time is money." We obviously can't argue with the concept. However, in reality, time is much more valuable than money. If we lose or waste money we can make it again. If we lose or waste time, it is gone forever. It is a shrinking commodity. How and where we invest our time directly relates to the quality of our lives. Time management is about doing the appropriate actions when necessary in accordance with our goals, values, and being in-synch with our purpose.

The Five D's to Effective Time Management

There are five options to choose from when you're addressing a task in your life. It comes down to the five Ds for managing your time and becoming more effective.

- **Design** -- Make proactive positive choices. Design your high-payoff activities and best practices for each area of your life.
- **Disregard** — If the time, effort or money it takes to do it does not justify the benefits you receive, then this is a task you can ignore in your life with relatively little negative consequences.
- **Diminish** — The task or activity is worth the time but not as much time as you may be putting into it. It may be a good idea to consciously reduce the amount of time you spend doing this activity on a regular basis.
- **Delegate** — the task or activity needs to be done, and it can be delegated safely and effectively. Many people under delegate because they have outdated attitudes about asking for or hiring help. Sometimes people under-delegate because they are simply being cheap. An old adage is "penny wise but dollar foolish." They don't want to shell out the money it might take to delegate the job. This can lead to missing wonderful opportunities to increase income by having the time to do higher-payoff activities or simply losing out because you are denying yourself more enjoyable activities.
- **Do it** — If it is an activity that can't fit into the other three categories, then just do it. Make it happen. Get on with it. Why whine and moan; why put off and procrastinate? Life is too short. Stop trying to avoid what is best for your own well-being. Learn to do it, and do it well. Make it a habit to get it done. Enjoy the benefits of empowering yourself to do what you need to do to successfully and continuously improve the quality of your life.

A college professor once used this demonstration to educate his students on the principles of time management. He placed a five-gallon glass jar on top of a laboratory bench in front of the class. From underneath the bench, he pulled up a sack of rocks and proceeded to fill the glass jar to the top with rocks. Then he asked the class "Is this jar full?" The class responded, "Yes." He said, "Ah, but wait!" He then pulled a pitcher of gravel from underneath the bench and proceeded to dump gravel around the rocks in the jar. When he could fit no more gravel in the jar, he asked the class again, "Is this jar full?" The class, now catching on, said, "No." He said, "Right!" He

then pulled a pitcher of sand from beneath the bench and poured the sand in and around the gravel in the jar. When he could fit no more sand in the jar, he asked the class again, "is this jar full?" The class said, "No." He said, "Right again!" He then proceeded to pull from beneath the bench a pitcher of water. He poured the water to the top of the glass jar. Then he asked the class, "What did you learn from this?" The class, discussing it, came up with a unanimous answer and said, "There is always room for more." He said, "No that's not it, you missed the point. We need to put the rocks in first!"

The story relates to the five D's (Design, Disregard, Delegate, Diminish and Do it!) The water is what you can disregard, the sand is what you can delegate, the gravel is what you can diminish and the rocks are what you need to design and do. Invest your time in things that will help you succeed and improve the quality of your life.

Even though we are in an age of more conveniences than ever before, we seem to have less time for some of the most important things in our life. So often we hear people say that they can't find the time for the activities that lead to quality in their lives, such as exercise, quality time with their children, or fun and relaxing recreational activities. The priority activities and perpetual action steps are the "rocks" in life that must be accomplished first. Activities chosen as priorities in life need to be scheduled on a daily, weekly, and monthly basis. They often rest in perpetuating action steps that are part of the ongoing checklist, which is why the checklist system works so well. The renewing of the cycle and competing against oneself week after week, month after month, stretches the behavioral patterns. It allows the ability to transcend previous levels of accomplishments and for new patterns to take shape. At first, it is a real struggle to find the time. It takes an open mind, a little discipline, and a generous dose of patience and creativity.

We need to be especially vigilant to take the time to spend with our loved ones; they are not going to be around forever. Remember to hold hands, have long talks and cherish the precious moments of love that one day be a beautiful memory.

About the Author:

Mario Pinaro is the president of Achievement Dynamics Institute in Mt. Laurel, NJ. His clients include fortune 500 companies, Olympic athletes, entrepreneurs, and hundreds of professionals and individuals. Over the last 20 years, he has delivered more than 2,500 workshops and seminars - specializing in personal and team empowerment and increasing personal effectiveness.

www.achievementdynamics.com

May Tech Calendar

4- May

TEMPO (Trainers and Educators Of Metropolitan Philadelphia)
12:45-4:15pm
Viewing a Project Through Two Lenses
Gayle Shaw-Hones, Wyeth
Wyeth Pharmaceuticals
Collegeville, PA
<http://www.tempo-train.org/programs.html>

11- May

PA/DE/NJ Distance Learning Association
"Innovative Technology for Human Performance Improvement"
8:00am to Noon
SunGard SCT
3 Country View Road
Malvern, PA
<http://www.padla.org/>

17 - May

NWCT (Network of Women in Computer Technology)
Corporate Politics, Succession Planning and Career Pathing
Joel R. DeLuca, author of Political Savvy
5:30 pm - 9:00 pm
Sterling Glen
Philadelphia, PA
<http://www.nwct-phila.org/>

17- May Tuesday

Delaware Valley ICCA Meeting
William Penn Inn, Gwynedd, PA
Joint Meeting with IMA
(Institute of Management Accountants)
5:30 PM - 9:30 PM
William Penn Inn,
Gwynedd, PA
www.iccadelval.org

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