

CONSULTING MATTERS

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

November 2005

From The President...

A Best Kept Secret of the Delaware Valley Chapter

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

I'd like to turn you on to one of the best kept secrets of the Delaware Valley Chapter. And I will do that later in this article.

But before I do that, I'd like to bring you up to date on some exciting news regarding the chapter.

Special Location, Special Event - Exciting Next Meeting!

First, be sure to pre-register for the Nov 10 meeting, which is guaranteed to be a one of the best of the year. We're conducting a special seminar on the topic of VoIP with our sponsor ATX. Please note: we're meeting at a special location in convenient King of Prussia. There will be some really fine hors d'ouvres and beverages during the networking hour! With a wonderful buffet dinner to follow, before



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the program, this will be a great night to meet new and old faces alike and form some alliances. It's still only \$30 for members (\$40 Guests) for advanced registration. So, especially if you haven't been out to a meeting lately, make a special effort to attend this one. You'll be glad you did. The regulars already know that and I look forward to see you all there. Special thanks to Kathleen Conti of WebSquared, LLC, our Program Coordinator for setting up this special event.

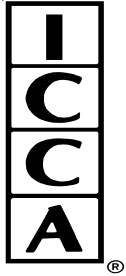
Organization Change

We've had a change in the leadership team in the Chapter. The DV Board of Directors has regretfully accepted the resignation of Michael McAndrews of Logic Choice Technologies, LLC, from the Vice Presidency of the chapter. Michael attributes the ongoing demands of growing his business, which requires much work into the evenings, as the primary factor in his needing to make this decision. We will miss Mike's creative and helpful ideas and his contribution to discussions, and have invited him to re-join us whenever he can. Mike is, of course, continuing his membership in the ICCA, which he deems a vital component to the success of this business. I would like to extend a special thanks to Michael for his participation!

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**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

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**



**TOP TOPICS at
ICCA DeVal
2005-2006**

by Kathleen Conti, WebSquared, LLC

Our October meeting presented information about Sarbanes Oxley (SOX). Fred Kaplan from Relevante noted that accountants rely on Information Technology (IT) professionals for the information used to meet the new SOX rules that the federal government started and that industries have adopted as a best practice. Due to the variety of computer systems and data repositories used by a company this has created or expanded job opportunities for IT professionals. Accountants and company directors need the information to meet the requirements and look to us to get it. Feedback from this meeting was positive.

I am really excited about our upcoming November meeting which will be held at the ATX Headquarters in King of Prussia. The topic title is: "The Evolution of VoIP, The underlying technology, Applications for businesses, End-user benefits, and What's next on the horizon?". This will be presented by ATX's Executive Vice President and General Manager, Guy Fardone. I personally have toured the ATX headquarters and was given the rundown of how it is going to be set up and it seems they are rolling out the red carpet for the ICCA. ATX plans to invite some of their prospects and clients as well, making this meeting an opportunity to talk to prospective clients as well. Keep in mind this may be a good topic and great venue to invite any of your clients that may benefit from this technology.

December's meeting will be held at the Cherry Hill, NJ, Clarion Hotel. The topic is Wireless Philadelphia and will be presented by Varinia Robinson, Wireless Philadelphia Program Manager. More details about his meeting will be available soon.

In January, Skip Shuda and a panel of experts will be discussing the emerging business phenomena that some are calling The Cheap Revolution. Global access to a vast network of talented professionals and advances in Information Technology is changing the way business is done. A growing pool of free information is just a mouse-click away. Join us for a discussion of how we as IT professionals based in the USA fit into today's IT business environment.

As per usual let me know if you have any suggestions or comments about our ICCA meetings - kconti@websquared.com or on my cell: 484-883-1005.

Remote Access: A Win-Win Solution

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

I hate to charge my customers for travel time.

Perhaps because my customers *hate* to pay for it. If I were jumping on a plane and flying to a client's site in Illinois, staying overnight, and returning a week later, travel expenses would be easily understood. But that's not my situation. Most of my customers are within a one to three hour drive. So how do I charge my customers for this driving time? *Can I* charge them for my driving time?

I have a Win-Win Solution: stay home and use Remote Access.

About two years ago, I read an article in ICCA's publication, "The Independent," which reviewed a product [Citrix Online GoToMyPC](#). The article explained that GoToMyPC allowed you to access your PC from anywhere using a web browser. *Does this sound like PC Anywhere?* It works like PC Anywhere except that there is no setup required. And no software installation is required on either end! A subscription to GoToMyPC is available at \$20/month or \$179 per year.

I tested the product FREE for 30 days: I have been a subscriber ever since!

Before this service, if I needed a file from my PC when I was away from the office, I had very few options. I either had to drive back home or call a willing neighbor, tell them where my outside key is, and explain how to email me the file. Now, with GoToMyPC, I can dial in to my PC, see and use my desktop, run any program, look up information, or transfer a file directly to the client's PC.

How many times has this service saved me?

I can't count how many times I have used this service for getting information from my home PC or network. Of course, I do take files with me on a thumb drive, floppy, CD, or notebook. But that still doesn't cover the times that I might forget something. Or a file fails. Or I just didn't anticipate needing a file. If I happen to be working at a customer's site in Upper Saddle River, NJ, my roundtrip travel expenses are more than \$100. Retrieving one file while at this site would about cover the expense of GoToMyPC for one year.

Another unexpected benefit of this service: Giving Remote Demos

I have been using GoToMyPC for two years. In the last year, I have started to use it to give remote demos. GoToMyPC has an option called "Invite a Guest to your PC." To use this service, I type in the guest's email address along with my access codes. The recipient receives an email with a hyperlink. They click on the hyperlink, answer a few prompts, and shortly they will be see my desktop. While

viewing my desktop, I can show them a database demo or show them progress on an existing project. I can even allow them to take control of the mouse and keyboard so they can test it themselves. This has saved me countless hours and installation headaches.

One final benefit: I can do maintenance remotely using GoToMyPC

Most of my customers seem to like GoToMyPC. Some have even purchased it themselves. Both for accessing their office PC when away from the office (the same way I do) and for allowing me to login and do maintenance on their applications. This is a big benefit for me and for the customer. A problem that "hangs" their system could potentially be fixed within 10 – 15 minutes. If the customer were 2-3 hours away, I would have to drive there, fix the problem, and drive back. What about the cost of my time? And the cost of my travel?

There are Other Remote Access Services.

GoToMyPC is just one way to access a pc or network remotely. Microsoft has several solutions including:

- o [Terminal Services](#): use with Windows Server products.
- o [Remote Access Services](#): part of Windows Small Business Server.
- o [NetMeeting](#): available with Windows XP and downloadable for other O/S.

For more information about these Microsoft products, contact ICCA Member **Andrea Conti** of WebSquared, LLC at andrea.icca@websquared.com or ICCA Member **Michael McAndrews** of Logic Choice Technologies, LLC at michael.mcandrews@logicchoice.com.

Other products that work via a web browser, similar to GoToMyPC:

- o MyWebEx PC Pro
- o 3am Labs LogMeIn Pro
- o Laplink Everywhere 4
- o Pro Softnet RemotePC 3
- o 01 Communique I'm in Touch 4

For more information about the above products, see the article [PC in a Browser](#) in PC World, August 2005 issue.

And, of course, there is still [Symantec's PC Anywhere](#).

If you have your own Remote Access preference or success story, please send it to me at keithmast@aol.com.

ICCA Upcoming Dinner Meetings

November 10, 2005

Topic: Voice Over IP (VOIP) Technologies
Location: ATX Communications' Corporate Headquarters, King Of Prussia, PA
Speaker: ATX Communications

Description: ATX Communications in King of Prussia will be hosting our group and presenting information about **Voice Over IP (VOIP) technologies**. VoIP - Voice over Internet Protocol is one of the hottest topic in the IT world today. Voice over IP has matured exponentially the last two years and in 2005, for the first time ever, shipments of phone systems (PBX) that are IP-enabled have eclipsed shipments of non-IP enabled systems. This is a major paradigm shift, more often than not decision makers are buying phone systems that can support VoIP. VoIP can mean ten things to ten different people. ATX Executive Vice-President and General Manager, Guy Fardone, will explore the origin of VoIP, the applications for which it is best suited, and the under-lying technology that enables VoIP. He will also discuss what is next in the evolution of VoIP.

December 8, 2005

Topic: Philadelphia Wireless
Location: Clarion Hotel, Cherry Hill, NJ
Speaker: Varinia Robinson, Wireless Philadelphia Program Manager

Description: The benefits of the "Wireless Philadelphia" investment are broad and far reaching. It will help the city to be a competitive location for businesses, a world-class center for education, and an attraction for visitors. It is also a needed investment to support the delivery of public services. Finally, it is an essential element of a long-term strategy to invest in the human capital of the city.

January 12, 2006

Topic: The Cheap Revolution
Location: Holiday Inn Select, Claymont, DE
Speaker: Skip Shuda

Description: Join us for an in-depth exploration of the emerging business phenomena that some are calling The Cheap Revolution. Global access to a vast network of talented professionals and stunning advances in Information Technology is changing the way business is done. A growing pool of free information is just a mouse-click away. Fierce competition among service providers is heating up in all but the most specialized niches. Like it or not, The Cheap Revolution is here.

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

The Towne House Restaurant

610-566-6141
117 Veterans Square
Media, PA

Clairon Hotel

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

Holiday Inn Select

302-792-2700
630 Naamans Road
Claymont, DE

From the President

Continued from page 1

To fill the void, former chapter president and current director, Keith Mast of Mast Consulting, LLC, has graciously accepted the board's request to fill the unexpired term of Vice President through March of 2006, when the position is up for general election. This change leaves a new opening on the board for a Director.

Also, we have a new Editor of our Multi-Award Winning Newsletter that you're reading right now, **Consulting Matters**. Long-time Editor Diane Herrera of Client Server Specialists, Inc., is turning over the reigns of our monthly publication to Ronald Jones of Precision Technologies Support, who is also a current Director on the board. Special thanks go out to Diane for the high quality and execution of one of the major *faces* of our local chapter!

We wish Ron the best of luck continuing and extending the fine tradition of this publication.

Best Kept Secret Revealed

Now for the best kept secret of the chapter. Have you ever wondered about the inner workings of the Delaware Valley chapter? How behind the scenes, the chapter runs so smoothly, producing award winning program meetings, award winning newsletters, updated website pages, new consultant orientations, and representation in the National Organization, and so on?

and non-elected volunteers who are your Officers, Directors and Functional Coordinators of the Delaware Valley Chapter. Each of these roles gives the participant an opportunity to serve and benefit from a more significant exposure to the inner goings-on of the organization. There are things you do and learn on the board that enhance your appreciation of what the organization can do for you.

And here's the real big secret: it is really easy to get involved, to get on the board, to move quickly to your level of interest and ability, to put your mark on the organization. In retrospect, I wish I had gotten involved sooner in my membership! (It's great for your ego, and it looks pretty darn good on your resume, too.)

So, we have a few immediate opening on the board. You can get started immediately; there's no waiting or election required for appointed positions. Or, if you'd like to check it out before making a decision, come on out to a board meeting. All of our board meetings are always open to all members. Our next board meeting is Tuesday, November 29 at the Towne House in Media. So if you're looking for finding out more about what the ICCA can do for you, give me a shout, and come on out.

ICCA Delaware Valley Shirts

\$25 per shirt. Various colors available.

Size	S	M	L	XL	XXL
Color	Green	Ecu	White	Navy	

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

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 November Issue of *Consulting Matters* is **November 25rd**.

November Tech Calendar

Nov-8

PADLA's 2005

Distance/e-Learning Conference

Time: 8:00-5:00 pm

Speaker: **Dr. Ruth Clark**, Keynote

Location: Penn State Great Valley,
Malvern, PA

[http://www.tempo-train.org/
programs.html](http://www.tempo-train.org/programs.html)

Nov-10

ICCA Delaware Valley Chapter

Location: ATX Communications'
Corporate Headquarters
Guy Fardone - ATX's Executive Vice
President and General Manager
The latest topic in technology: VoIP
King Of Prussia, PA

[Directions](#)

The cost of the seminar is \$30.00.

www.iccadelval.org

Nov-15

Information Life Cycle Manage- ment - Panel Discussion

CommVault and To Be Determined
Philadelphia, PA

[http://www.nwct-phila.org/
calendar.htm](http://www.nwct-phila.org/calendar.htm)

ICCA Delaware Valley Board of Directors Committees and Other Contacts 2005-2006

President

John Erthal
Alphalon Business Solutions, Inc.
215-641-4565
WebSite: www.iccadelval.org
E-Mail: jerthal@alphalon.com

Vice-President

Keith Mast
Mast Consulting, LLC
610-275-6405
E-mail: keithmast@aol.com

Secretary

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

Treasurer

Michael Searer
Searer Solutions, Inc.
Voice: 302-475-6944
E-mail: info@searer.com

Chapter Administrator

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

Education Chair

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

Newsletter Editor

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

Program Coordinator

Kathleen Conti
WebSquared, LLC
Voice: 610-344-9446
E-Mail: kconti@websquared.com

Webmaster

Keith Mast
Mast Consulting, LLC
610-275-6405
E-mail: keithmast@aol.com

Directors

Kathleen Conti (see above)
Keith Mast (see above)

Ron Jones
Precision Technologies Support, LLC
610-459-3658
E-mail: info@pre-tech.com

Deborah Dahl
Conversational Technologies
610-888-4532
E-mail: dahl@conversational-techlogies.com

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