

# CONSULTING MATTERS

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

March 2006

## From The President...



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

Director, Kathleen Conti of WebSquared LLC on re-  
newing their positions.

We also have a newly elected Director, George  
Letkiewicz, who will be starting his two year term in  
April. Congratulations and welcome, George!

At the local level, our charter allows us both elected and  
appointed directors. I would like to announce our recent  
appointment of Patty Pickup of Pickup Consulting, Inc.  
as a Director to the board. This is a welcome back to the  
board for Patty, who has been recently active at both the  
local and national level of the ICCA.

## The Election Results Are In

Good News! We now have the results from our local chap-  
ter and national elections, as well as a couple new local  
appointments.

### Delaware Valley ICCA Officers, New and Continuing

Running unopposed, all our incumbents swept to victory  
for two year terms. Please join me in congratulating our  
Vice President, Keith Mast of Mast Consulting, LLC, our  
Treasurer, Mike Searer of Searer Solutions, Inc. and our

### National ICCA Officers

We'd like to extend the hand of congratulations to the  
winners of the National Elections. Delaware Valley's own  
Diane Herrera, of Client Server Specialists, Inc. has won  
a seat on the National Board as At-Large Director. Con-  
gratulations, Diane!

We also have three other newly elected officials. Con-  
gratulations to Phil Deatherage to his election as Vice  
President/President. Also, to Dave Zimmer on his elec-  
tion to Secretary, and to Paul Keister for his election as  
At-Large Director.

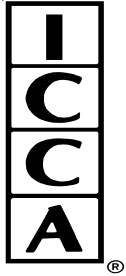
### New Program Coordinator for the Delaware Valley Chapter

I like to thank and welcome Mike Herrera of Client  
Server Specialists, Inc. for accepting the position of Pro-  
gram Coordinator beginning with the 2006-2007 pro-  
gram season. We also would like to offer special thanks

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# Meeting Information 610-394-9090

[info@iccadelval.org](mailto:info@iccadelval.org)  
[www.iccadelval.org](http://www.iccadelval.org)

## TOP TOPICS @ ICCA DeVal 2005-2006

by Kathleen Conti, WebSquared, LLC

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](http://www.icca.org)

Our February 9<sup>th</sup> meeting held at the Towne House in Media was great. Varma Mitchell did a wonderful job of letting us in on some of the secrets of getting government contracts, even though she only had an hour to do it. I personally found the presentation very informative and a great starting point for anyone thinking about trying to get a government contract. We had quite a few new faces as well as 10-15 people who only attended the presentation portion of the meeting.

Our March meeting will be a joint meeting with TEMPO. This is always an enjoyable break from our usual routine and a great time to catch up with friends and acquaintances from the training field that we don't get to see very often. This meeting will be held at the Doubletree in Plymouth Meeting.

Our April meeting has been finalized and will be presented by Patrick Enright from Sybase. His presentation will contain a brief update on the history of Sybase over the course of their 20 years with information on Sybase's involvement in the World of Mobility, a brief on the Sybase products that integrate with the Mobile World, followed by extremely interactive demonstrations of Sybase's Mobility products detailing how you too can live and work in a connected World.

Our May meeting will once again be a joint meeting between the ICCA and the IMA. It is going to be held at a new location: Normandy Farm Conference Centre located in Blue Bell. Sheila Kutner will be presenting.

Our final meeting for the year, in June, will be the first annual ICCA picnic to be held in a local park. If you know of the perfect location that has BBQ facilities and preferably an under cover area please let me know – [kconti@websquared.com](mailto:kconti@websquared.com).

# Advertise

with  
**ICCA Del Val Chapter**

Advertising Space is available in the Chapter Newsletter. ICCA Members get a 50% discount!

**Per Issue Rates:**

Full page - \$150 (*member \$75*)

Half page - \$100 (*member \$50*)

Quarter page - \$80 (*member \$40*)

Bus card - \$50 (*member \$25*)

- **20% off rates for 6 Issues**
- **50% off rates for Full Year**

## From the President

*Continued from page 1*

for the great job she's done for the last few years, and who needed to step back in order to spend more time with her beautiful new daughter, Gemma.

If you are interested in observing the inner workings of your local board, our board's meetings are always open to members. The next board meeting is Tuesday, March 23 at the Towne House in Media. So if you're looking to experience a first hand understanding of the business of your local ICCA chapter, give me a shout, and I'll reserve you a seat for you at the table.

## Welcome New Member

*Delaware Valley Chapter of the ICCA*

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**Paul Grossman**  
**PAULGRO Consulting LLC**  
PO Box 605  
Mays Landing, NJ 08330  
(609) 625-7014

### ICCA Delaware Valley Shirts

**\$25 per shirt. Various colors available.**

Size	S	M	L	XL	XXL
Color	Green	Ecru	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  
[iccadelval@rcn.com](mailto:iccadelval@rcn.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](mailto:newsletter@iccadelval.org).

# ICCA Upcoming Dinner Meetings

## March 9, 2006

- Topic:** Best Practices in Developing Valid Assessments
- Location:** Doubletree Guest Suites, Plymouth Meeting, PA
- Speaker:** Steven Just, Pedagogue Solutions
- Joint Meeting:** Joint Meeting with TEMPO

As training departments increasingly use examinations to ensure required levels of subject mastery by their employees it becomes critically important to guarantee that the exams are properly constructed. Properly constructed exams ensure valid and defensible measures of student performance.

Unfortunately, many training departments treat question writing, exam construction, and data analysis as afterthoughts. Inexperienced employees and vendors are often called upon to write questions, and the rich database of exam history is left unanalyzed. This presentation covers basic testing principles that will help organizations ensure that their assessments are valid and legally defensible.

## April 20, 2006

- Topic:** Living in a Connected World
- Location:** The Towne House Restaurant
- Speaker:** Patrick Enright of Sybase

Mr. Enright's presentation will contain a brief update on the history of Sybase over the course of their 20 years with an update on Sybase's involvement in the World of Mobility, a brief on the Sybase products that integrate with the Mobile World, followed by extremely interactive demonstrations of Sybase's Mobility products detailing how you too can live and work in a connected World. Please feel free to join the Sybase Developer Network in advance of this presentation and take a look at the Sybase offerings on Linux.

## May 16, 2006

- Topic:** Joint Meeting with IMA
- Location:** Normandy Farm Conference Centre  
Route 202 & Morris Road, Blue Bell, PA. Phone: 215-616-8500
- Speaker:** TBD

### 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

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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](mailto:newsletter@iccadelval.org)