

## Minutes, LAACN/OCCN Meeting, 4/16/05

### Present:

LAACN Board: Margaret Chock  
OCCN Board: Wes Masenten, Peter Schultz, Margaret Chock,  
Ron Taggart, Bob Gauger, Mike Morehouse  
OCCN Members: Al Jackson, Dan Noël  
LAACN/OCCN Members: Kenn Leland  
Guests: Ron Oglevie (!!!), Steven Martinez

### Absent:

LAACN Board: Barry Todd, Ralph Hileman, Hank Launspach

### Time & Location

The meeting was called to order at 9:45 AM at El Torito, 15042 GoldenWest, Westminster. It adjourned at 11:15 AM.

### Local Activities Update

Pete Schultz reported on the Orange County Executive Council meeting of the first Monday in April:

- There is money in the Section treasury available for such OCCN activities as an SBIR workshop after the planned introductory meeting.
- The new Chair, John Gibson, is interested in outreach to the student chapters.
- The Program Development coordinator may have a younger-member point of view for workshops, etc.
- Bill Darnall of the Orange County Computer Society is taking over the Web site. He's also supporting branching out to the U. C. Irvine community.
- We should publicize our meetings in the Orange County Newsletter and Web site, among other places.
- According to Don Black and John Gibson, the Orange County Chapter management problems have been solved.
- David Cheng of Cal State Fullerton is running a training series for the Engineer in Training (EIT) Exam.

### National Activities Update

Bob Gauger passed around cards and other materials on AICN for distribution.

### SBIR Informational Meeting – May 23<sup>rd</sup>

Ron Oglevie passed out a detailed announcement to be published.

The dinner meeting will have three speakers: Viviane Lauderdale on proposal writing, Rick Nelson on university collaboration, and Ron Oglevie on strategy.

The first announcement has gone to all Webmasters. The second is ready to go.

The principal themes will be:

- Tell it like it is
- 7 deadly errors
- How to win
- You don't have to write a proposal to lose – when to fold 'em instead of hold 'em.

The AIAA Enterprise Network is cosponsoring the dinner and agrees to everything. They may even support the \$5 a head charge.

## **Follow-Up SBIR Workshop**

The biggest change from previous discussions is that, since the Computer Society is sure they'll have adequate attendance at post-introductory-meeting workshop, Ron has prepared an outline for such a workshop.

The SBIR workshop would be held in early fall. It should be an actual interactive workshop rather than a seminar.

Possible cosponsors of the workshop are TriTech and OCTANE.

## **Discussion of Consulting Opportunities**

According to Ron Oglevie, a lot of non-OCCN consultants in the Computer Society could benefit from programs on marketing.

According to Mike Morehouse, it's also important to track customer information, including requirements, and to take advantage of new outsourcing programs.

All AICN members should make sure they're listed on the AICN Web site.

Pete recommended the book "The World is Flat" for various viewpoints on outsourcing.

Consultants should look for opportunities to consult to SBIR winners.

Mike Morehouse recommended FBODaily.com is a good source of RFP's and RFQ's in various fields. Mike is willing to help with navigating the site.

## **Next Meetings**

The May 23rd Introduction to SBIR meeting will replace the LAACN/OCCN May meeting.

The next meeting after that will be June 16, probably again at El Torito.

## **Minutes, LAACN/OCCN Meeting, 3/19/05**

### **Present:**

LAACN Board: Margaret Chock  
OCCN Board: Wes Masenten, Peter Schultz, Margaret Chock,  
Ron Taggart

### **Absent:**

LAACN Board: Barry Todd, Ralph Hileman, Hank Launspach  
OCCN Board: Bob Gauger\*, Mike Morehouse

\* But reported in by email afterwards – see below.

### **Time & Location**

The meeting started at 9:50 AM at El Torito, 15042 GoldenWest, Westminster (?). It adjourned at 10:40 AM.

### **SBIR Workshop**

The May 23rd Introduction to SBIR meeting will replace the LAACN/OCCN May meeting. It will be held jointly with the Orange County Computer Society and possibly AIAA.

It will be held at the Doubletree Club on Hutton Center Drive. Dinner will probably start at 6:30 PM. Ron Oglevie is working on arrangements with the Computer Society.

There will probably be two speakers, Rick Nelson and the lady who doesn't just do NIH (Viviane Lauderdale?).

The Computer Society subsidizes member dinners, so they charge \$5 less than the actual cost. Therefore LAACN/OCCN should do the same for this meeting. Pete will discuss the issue with AIAA after checking with Ron Oglevie.

### **Additional information on SBIR Workshop from Ron Oglevie**

The May SBIR meeting is coming fine. Since our last meeting Don Black has suggested that we emphasize "how to win them", so this has become a more major theme for the program, and, is the mechanism for differentiating our program from all the others. The OCCS people feel confident that we will get enough people to support holding a subsequent SBIR Workshop. We will see if that interest really exists, but I have already started thinking about it.

### **Next Meeting**

The next meeting will be April 16, again at El Torito.

### **Alternative Meeting Formats**

Speaker meetings aren't feasible until attendance is higher, which isn't likely to happen without speakers.

Wes will investigate joint meetings with the Institute of Management Consultants' Orange County breakfast meeting, after an introduction by Margaret.

Formal networking meetings would encourage members to learn about each others' specialties to facilitate referrals.

Short meetings could be held just before or after joint meetings with other organizations.

## **Ex Post Facto Report by Bob Gauger**

1. **Treasurer's report** - We picked up a little interest and now have \$7,844.77.
2. **AICN National report** - I have not seen much happening. Neither of the hoped-for spring consultant's workshops have happened. Just yesterday, I received an email canceling a planned April 9-10 committee meeting. They are now looking for another place and meeting to tie in with.
3. **Consultant's Sessions at the March 11-13 IEEE-USA Leadership Workshop in Tucson** - Consultants were scheduled to sponsor several sessions here, and I believe that it all happened. I have not received a report. Originally, I was scheduled to be one of the consultants helping with the sessions, but I had to back out in January when I was hit with an impossible work schedule. Had I been there, I was scheduled to receive the Regional Professional Leadership Award. I will try to reschedule that too.
4. **Phoenix** - I will be meeting with the Phoenix Consultant's Network on April 14, and talking about fees and how to set them and how to get them.
5. **AICN web page** - It has not changed much and needs new articles. Want to write some? I mention this as the 2004 fee survey results are up there now.
6. **ICA, the Independent Consultant's Association** - Are you familiar with them? I did a free listing in their consultant's directory last year, but I have not seen much or any business from it. I do like their daily tips that ICA sends you every day (also free). They are often very good. Today's was about how to say "no" to a consulting assignment. It is attached. Today, I followed one of their listings and signed up for a 1-hour class wit Coachville. Have any of you ever tried it? "My class is "Pricing Your Services for Maximum Profitability", one of my favorite topics.
7. **AICN Directory in action** - Last Saturday night, I received a panic call from a mechanical engineer in Mission Viejo. Two of the three laser systems that he was trying to deliver had failed and he needed immediate help. With a series of faxes, emails, and phone calls, I think that I provided him some help and he asked for and received an invoice. That will pay for my directory listing fees for years to come.
8. **Work** - If you don't mind military and government work, the prospects seem good. My March 30 deadline on my current contract was extended until April 30 and then it will be put on hold (hurry up and wait). I think that I have another big one (no known competition) starting in May. What are you seeing? I am doing this Phoenix trip as a marketing effort, but I really get almost all of my work from past and present clients.
9. **Work** - This morning, I received a notice from the IEEE-USA Employment and Career Strategies Forum. They included a notice that Nitron Advisors is looking for high-level short-term consultants in hardware. It seems to be related to institutional investors. I will send this notice. Know anything about them?
10. Wes, I had mentioned Hometown Buffet as a **possible meeting spot**. That is no good, as they need 50 to hold the room.

# Minutes, LAACN/OCCN Meeting, 2/19/05

## Present:

LAACN Board: Margaret Chock  
OCCN Board: Wes Masenten, Peter Schultz, Margaret Chock,  
Ron Taggart  
Guests: Ron Oglevie, Glenn Soberman

## Absent:

LAACN Board: Barry Todd, Ralph Hileman, Hank Launspach  
OCCN Board: Bob Gauger, Mike Morehouse

## Time & Location

The meeting started shortly after 8 AM at Hof's Hut, 18850 Douglas, Irvine. It adjourned at 10:10 AM.

## Affiliate Members

Marnie James of IEEE-USA will ensure that our Affiliate Members (full LAACN/OCCN members who aren't IEEE members) are listed on the Web site. Margaret needs a definitive list of the Affiliate members, and information on whether they have been listed in the past (so that their information can be re-posted rather than entered from scratch).

## Optical Conference

The Optical Fiber Communication Conference and Exposition will be held in Anaheim March 6-11.

## Residential Roofing and Plumbing

The current rains are causing roofing problems. Under-the-slab plumbing is difficult to repair; overhead is better.

## Orange County Section Meeting

Wes reported on the last IEEE Orange County Section meeting.

The company that produces Wescon has collapsed, leaving IEEE with heavy debts. IEEE is asking the local sections to return their share of Wescon proceeds.

We should add a couple of questions to a questionnaire that the Section is circulating: which members are interested in consulting and consulting programs?

IEEE membership is dropping in the U.S., but growing fast in Asia. This may be due to a number of factors:

- A drop in the number of Americans in technical fields
- Greater involvement in children's activities and homework
- Availability of online information, decreasing the need for journals and seminars
- Commuting time
- Proliferation of competing societies

- Less support from employers.

## **Wescon Workshop CDs**

Pete passed out the Workshop CDs, in blue and orange envelopes and elegantly labeled. 50 copies were created and cleaned of possible viruses. He gave a brief tutorial on the cleaning and labeling processes. After Board review, they will be mailed to the attendees.

## **SBIR Workshop**

Ron Oglevie's SBIR proposal was presented to the Section. They're willing to accept our recommendation of a short, preliminary meeting, but would like to follow it with a full-blown workshop.

The Computer Society wants to combine it with their meeting. The three dates available are April 11, April 25, and May 23. Wes will be out of town the 25<sup>th</sup>, so that's not acceptable. We prefer the 23<sup>rd</sup>. The date should be settled next Tuesday.

OCCS will arrange the location. For the 23<sup>rd</sup>, it would be the Doubletree Club.

The OCCS Publicity Chair does a good job.

They're used to 1-hour speakers; we'll suggest format changes to stretch it to 1.5 or 2 hours. The dinner, perhaps a buffet, could overlap the program. The meeting can start earlier and go longer. If the limit is one hour, we may not want the additional speaker. It should be possible to ask questions during the presentation, not just afterwards.

One of the proposed speakers, Viviane Lauderdale (sp.?) is OK with any of the 3 dates. She doesn't just specialize in NIH SBIRs, but consults on SBIRs for other agencies. She teaches a course on the subject for LARTA.

Ron Taggart moved that LAACN/OCCN pay for her expenses. Pete seconded the motion. It passed.

Another speaker with SBIR success stories, Richard (Rick) Nelson is difficult to reach. Ron Oglevie is still trying. Margaret will send any contact information on the color spreadsheet to Ron.

All speakers should be nailed down within the week.

A preliminary announcement will go in the Newsletter. A separate announcement will be mailed. To broaden the appeal, teaming arrangements will be emphasized: employees of large companies with small companies or university researchers. STTRs and other programs will be mentioned. Ron Oglevie will write the announcements; Ron Taggart and Pete will review them.

Teaming facilitation would be a good activity for LAACN/OCCN; for instance supporting SBIR teaming arrangements on the Web site. There was an SBIR working group a few years ago; that should be restarted.

A brief interactive tutorial on SBIRs followed, featuring a recommendation that the technical work should be completed before Phase I, so that Phase I can be used for applying for Phase II.

## **Malware**

Pete reported on an L. A. Times article on spyware, viruses, etc.. It described an organization that wants to be the Linux for fighting such malware. Their Web site is [www.aumha.org](http://www.aumha.org); it has a lot of good information.

## **Winzip**

Pete reported that Winzip can build self-extracting files as well as .zip files. We might use the self-extracting feature for distributing the Wescon CD's for marketing. Ron Taggart warned that the self-extracting feature might run afoul of antivirus software.

Winzip is also helpful with MIME files.

## **Next Meeting**

The next meeting will be the 3<sup>rd</sup> Saturday in March, which is also the 19th.

# Minutes, LAACN/OCCN Meeting, 1/15/05

## Present:

LAACN Board: Margaret Chock  
OCCN Board: Wes Masenten, Peter Schultz, Margaret Chock,  
Bob Gauger, Ron Taggart, Mike Morehouse  
Guests: Ernest Chock, Ron Oglevie, Edward Sohn, Julia Sohn

## Absent:

LAACN Board: Barry Todd, Ralph Hileman, Hank Launspach

## Time & Location

The meeting started shortly after 8 AM at Hof's Hut, 18850 Douglas, Irvine. It adjourned at 10:22 AM.

## Southern California Dams

A panel discussed proper management of Southern California dams.

## 2004 Consultant Profile

Bob Gauger passed around a draft of his Profile of IEEE Consultants, 2004, which will be on the IEEE Web site in 10 days, after it has been approved by the IEEE editors. This year's survey included several more questions, and twice as many consultants responded to it. Though a 2004 IEEE survey showed that, for the first time in 30 years, the engineer's annual salary is down; the consultant fee survey showed that consultant's fees are up. Bob found that the median fee for consultants was \$100/hour in 2002, but has increased to \$110/ hour in 2004.

## Orange County Section Party

Bob Gauger attended the December 16 IEEE Orange County Section party. The food was fantastic, the magician was OK, and the speaker was very good – he talked about OCTANE's efforts to help startup businesses in Orange County.

## Report on AICN Meeting

Bob Gauger also reported on last month's national AICN coordinating committee meeting at the IEEE offices in DC.

AICN is continuing the policy allowing non-IEEE members to be listed on the AICN Web site. Ralph Hileman may have the best information on how to get them listed. Marnie James assists Scott Grayson and is a good Washington, DC contact at National for consultant activities.

AICN is setting up a Webinar for communications among the chairs/contacts of the 30 AICN chapters. If it works well, it will probably be held quarterly. The first will be on January 25. This



led to a general discussion of Webinar technology, earphone technology, and high fidelity systems.

AICN has a goal of holding at least two workshops/year across the country like the one at Wescon. They also sponsor and lead introductory sessions on consulting at other events. The next one is expected to be at an IEEE leadership seminar in Tucson, March 11-13. Bob is tentatively scheduled to participate.

## **Wescon Report**

The CDs are being labeled.

## **Orange County Section Meeting**

Wes Masenten attended the Orange County Section meeting. There's a new set of officers, but they're still interested in holding an SBIR meeting.

## **SBIR Workshop**

Ron Oglevie presented a draft agenda for an SBIR meeting, based on last month's discussions. It would be an evening informational meeting rather than a fullblown workshop. Topics would include "Is SBIR appropriate for me?", winning strategies, success stories, and a poll of those present on whether they'd be interested in a workshop.

There was a panel discussion on problems with having staff available by the time the grant is awarded, maintaining focus, need for a well-defined task list and schedule, new requirements for ISO or ISO-like standards, the growth of NIH SBIRs, and the SAIC organizational model.

The SBIR meeting should have 2 or 3 speakers, perhaps a keynote speaker and two panelists. There should be a speaker knowledgeable about NIH SBIRs. Speakers from industry may be better, since the government speakers tend to be knowledgeable about their own agency's requirements only. Ron will continue to look for speakers.

The program will probably be held at the Doubletree Club, at least two months from now.

Publicity will be crucial, especially outside the IEEE. The ASME is helpful about publicizing our programs to their members.

## **Next Meeting**

The next meeting will be the 3<sup>rd</sup> Saturday in February, the 19th.

# Minutes, LAACN/OCCN Meeting, 11/20/04

## Present:

LAACN Board: Margaret Chock  
OCCN Board: Wes Masenten, Peter Schultz, Margaret Chock,  
Bob Gauger, Ron Taggart, Mike Morehouse  
LAACN/OCCN Members: Kenn Leland  
Guests: Ernest Chock, Attila Hethely, Christine Ruther, Ron Oglevie,  
Judy Morehouse

## Absent:

LAACN Board: Barry Todd, Ralph Hileman, Hank Launspach

## Time & Location

The meeting was called to order at 8:34 AM at Hof's Hut, 18850 Douglas, Irvine. It adjourned somewhere around 10:30 AM.

## Next Meeting

There will be no December meeting. The next meeting will be the 3<sup>rd</sup> Saturday in January.

## Orange County Section Party

IEEE Orange County Section will have a party Thursday, December 16, 6-9 PM, at Orange Coast College, for members and spouses. The cost will be \$10/person in advance, or \$20 at the door, subject to availability. There will be a comedian instead of a technical speaker.

## Possible Site for Evening Meetings

The U. C. Irvine Faculty Center is available for evening meetings. There is a little free parking, but the overflow has to pay.

## AICN Meeting

The National organization will meet in Washington, DC December 3<sup>rd</sup> and 4<sup>th</sup>.

An important agenda item is the availability of AICN membership to non-IEEE members. Currently each local chapter can define its own Associate memberships. See the latest version of Spectrum on how the definition of Electrical Engineering has changed over the years, as background.

Bob Gauger will be getting more data there for his fee survey; he gave us some preliminary results. These led to a discussion of 1099/W2 problems, and discussion of the L. A. Times article on hiring of retired engineers with security clearances.

There may be another Consultants' Workshop, this time in the Southeastern United States.

## **SBIR Workshop**

We have been asked to help put on a workshop on obtaining SBIR grants.

There is a lot of competition: the SBA puts on 4-5 national conferences per year. There's a lot of information on the Web. Other local organizations put on a couple of workshops a year, which tend to be underattended.

Proposal: we have a joint dinner meeting with other organizations, the topic an introduction to SBIR, to establish interest in future programs. NAWBO Orange County and ASME Small Business Group are candidates.

We could spearhead a working group, as we did 8-9 years ago.

Ron Oglevie, Pete, Wes, and Mike provided a mini-seminar on SBIR, clearly demonstrating that LAACN/OCCN has the resources to put on such a workshop.

Ron Oglevie will talk to Don Black (Chair, Orange County Computer Society) about our proposal for the dinner meeting.

## **Consultants' Workshop CD**

The Workshop materials are organized in 9 folders on Pete's computer, and are awaiting solution of technical difficulties to copy them to CD.

## **Next Meeting (Again)**

The meeting will be the 3<sup>rd</sup> Saturday in January. Other times of the month present problems for younger consultants. The Saturday meetings will be kept to 1 ½ hours. They may be supplemented with evening meetings.

The first person to arrive is responsible for ordering coffee.

## **Minutes, LAACN/OCCN Meeting, 8/21/04**

### **Present:**

LAACN Board: Ralph Hileman, Hank Launspach, Margaret Chock  
OCCN Board: Wes Masenten, Pete Schultz, Margaret Chock,  
Bob Gauger, Ron Taggert, Mike Morehouse  
LAACN/OCCN Members: Kenn Leland  
Guests: Judi Hileman, Bruno Vieri

### **Absent:**

LAACN Board: Barry Todd

### **Time & Location**

The meeting was called to order at 1:30 PM in the courtyard of the Cal State Fullerton Engineering Building. It adjourned at 3:47 PM.

### **September Workshop**

The program for the Workshop on 9/22/04 was handed out. In addition to the speakers listed, Harvey Brodsky, Chair of National, will be on the panel.

The workshop will be listed in the Wescon brochure.

A room has been reserved.

Pete Schultz and Ralph Hileman will obtain notes from the speakers and add them to the Wescon CD. As a fallback, we'll make paper copies.

Kenn Leland will post the information about the workshop on our Web site.

Registration fees were discussed, in a range from about \$50 to \$95. Speaker badges should be free.

Ralph Hileman will find out whether we will need to handle the registration fees ourselves, or whether Wescon will take care of them. If they're our responsibility, Bob Gauger will handle them.

We have reserved a viewgraph projector and a digital projector. Speakers will be expected to bring their own laptops, but Wes Mansenten will bring a backup.

### **Wescon Booth**

Ron Taggert and Bob Gauger will assemble materials for the booth. We have tent cards. A banner is desirable. LAACN and OCCN members will be invited to display their literature.

## **Associate Members**

At a future meeting we need to clarify the status of Associate Memberships, of which there are currently two types: AICN members who are not IEEE members, and local members who are not in the AICN database. A third category, Sponsors, should be considered – Mike Morehouse has some prospects.

## **Web Site Update**

In addition to the Workshop information, Kenn Leland will post a list of the current LAACN and OCCN officers. Ron Taggert and Margaret Chock will send him that information.

## **Future Meetings**

We will meet once a month, on third Saturdays, starting in October.

Wes Masenten will find a suitable restaurant for breakfasts. Workshops and/or speakers may follow, but members will be allowed to leave after breakfast.

PacBell or other meeting rooms may also be suitable, with the addition of a coffee pot and doughnuts.

Submitted by Margaret Chock, Secretary, LAACN and OCCN

## Advisory Issues

Please answer the following questions to assist the 2000 executive committee in setting priorities for next year.

1. How many LAACN meetings would you probably attend this year?  
Min: 0    Median: 1    Avg: 2    Max: 6  
Moving to Phoenix  
Will attend only if good reason to attend (good speaker or workshop)  
Close to my local area
2. What kinds of meetings would you like to have? (Mark as many as apply)  
18 Speakers on technical topics  
16 Speakers on business topics  
4 Social/networking meetings with no speaker  
5 Other (please specify):  
6 consultants for 10 min each -  
What works best for them  
Social BBQ for families in backyard, park or pool  
Joint meetings featuring our members as speakers (technical or business) as marketing  
Combine with committee meetings and program organizing  
Workshops on web pages, brochures, insurance, contracts, etc.
3. How would you prefer to renew your LAACN membership and your local and national listing in the Directory of Consultants? NOTE: About the same amount of effort would be required on your part to renew, regardless of option chosen; the difference is whether you interact with LAACN (local organization) or IEEE-USA staff for AICN (national organization).  
6 Sign up for the Alliance of IEEE Consultants' Networks (AICN) national directory; renew your LAACN membership by choosing LAACN as your network affiliation in the national directory.  
14 Sign up for your directory listings through LAACN; have LAACN forward your directory information to IEEE-USA for the national directory.  
5 Don't care  
1 Other (please specify): If no cost difference, don't care
4. What types of collective marketing should the network do (mark as many as apply)? NOTE: Most of these options have costs associated with them; the amount varies with the option(s) chosen, and can also vary depending on how each option is implemented. The network currently has about \$5,000 and can afford low to moderate cost marketing efforts.

- 7 Advertise in local IEEE publications
- 13 Advertise in local papers/business journals
- 16 Internet Search Engine Registries
- 13 Wescon booth with OCCN
- 8 Sponsor technical session, workshop, or standards session at Wescon
- 12 Joint meetings with Chapters and Sections (i.e. provide speakers for Chapter/Section meetings)
- 10 Compile and distribute list of members willing to serve as technical experts for local media
- 5 Other (please specify):  
Direct mail to potential companies  
No Preference  
Offer overload and specialty help for local companies  
Continue putting all members in national directory  
Sponsor technical session or workshop at other local IEEE meetings/conferences  
Direct marketing to law firms  
Yellow Pages single liner in multiple directories
5. What should LAACN do for the joint booth with OCCN at Wescon 2000 (Sept 19-21)?  
20 Provide general informational literature on LAACN such as newsletters and brochures.  
10 Create a display showcasing consultants' contributions to specific projects, using photos, models, and/or product samples supplied by members and their clients.  
4 Other (please specify):  
Web consultant data base operation at Wescon  
Provide handout lists of consultants and specialties for LAACN members  
Limit number of booth volunteers to prevent crowds of network members hanging around  
Demo data base, member brochures and cards
6. Would you be able to supply examples of your work (photos, slides, video tape, models, or product samples) for display in the joint LAACN/OCCN booth at Wescon 2000?  
2 Definitely    8 Probably  
2 Uncertain  
7 Probably Not    6 Definitely Not
12. Other comments:  
Would like to mount effort in the media against H1B  
Semi-retired only want to bill 25% of the normal time  
Have more on marketing info/techniques for consultants  
Moving to Phoenix, who is AICN contact there?  
What about dues solicitation?  
Haven't received 2000 dues notice/directory listing info

### Officer Elections

**Chair**      26      Curtis Barrett  
Write-in: 1 (Kip Haggerty) \_\_\_\_\_

**Vice Chair**    27      Clark Bell

**Treasurer**    27      Barry Todd

**Secretary**    27      Russ Walker



# LAACN: 1998 Ballot Advisory Issues

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## Network Fee Survey

The results of the fee survey part of the Advisory Issues have been distributed as a newsletter supplement via email or by US mail.

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## Network Meeting Issues

1. Do you favor restarting the subnetworks to focus on more localized meetings? Yes: 13 No: 5 Blank: 6

2. What kinds of meetings would you like to have?

1. Networking

2. Pretty much like OCCN meetings - networking, self introductions, networking, in-depth presentations by members, and more networking

3. Networking meetings

4. Useful - Good networking and/or good speaker/topic

5. Speaker/Dinner Meetings

6. More joint meetings to meet nonconsultants

7. Meeting time that doesn't conflict with the Power Electronics Chapter Meetings

8. Subnetwork meetings should be every 2 or 3 months

9. Topics relevant to business

10. Having people talk about things that are necessary to run a consulting business (accountants, business people, lawyers, CPAs, IRS agents)

11. How to do market research



12. Specialty areas (i.e. VHDL programming, etc.)

**Comments:** I am happy that restarting the Subnetworks was popular. Based on my experience running meetings last year, restarting the Subnetworks seemed like the thing to do. We have two Chairs so far. George Huling for the Ventura Area and Harry Staubs for the South Bay. I am planning for a Subnetwork on the east side of LA County and am looking for a volunteer to chair it.

In 1997, the meeting format was to start with an informal networking time, then have dinner (more informal networking time), and then have the program, followed by informal networking time for those who chose to hang around afterwards. Aside from the comment to make it just like OCCN, we were doing what was desired in terms of format. We studiously set off in a direction different from OCCN in order to raise the level of professionalism at the meetings and to create opportunities to network with nonconsultants. We also tried to encourage presentations by members and learned that turnout is low for such talks. We did learn that by making the meeting joint with another group, we increase the networking opportunities and give the member speaking exposure to nonconsultants. However, we need to try to bring in more business topic related speakers. We may be able to fulfill that request by holding some joint meetings with the local CSPE Section, the ASME Small Business Interest Group, or the IEEE Network for Entrepreneurs. We will also try to do that for the Consulting miniworkshop on February 28 and I will encourage the Subnetwork Chairs to meet that need.

... I had a way of having adventures which is hard to explain: it's like fishing, where you put a line out and you have to have patience. When I would tell some one about some of my adventures, they might say, "Oh, come on -- let's *do* that!" ... they would lose patience after twenty minutes or so. You have to spend a couple of *days* before something happens ...

Richard P. Feynman commenting on networking, p. 201, "Surely You're Joking Mr. Feynman!", Bantam, 1989.

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### Web Directory Issues

- |   |                |               |                  |
|---|----------------|---------------|------------------|
| 3. Have you received contacts from the LAACN web directory?   | Yes: <u>11</u> | No: <u>13</u> | Blank: <u>0</u>  |
| 4. If yes in number 3, did any contacts result in a contract? | Yes: <u>3</u>  | No: <u>8</u>  | Blank: <u>13</u> |

8. Where should we advertise to reach your clients?

- 13 IEEE Los Angeles Council Bulletin
- 7 IEEE Orange County Section Newsletter
- 17 Internet Search Engine Registries
- 13 Los Angeles Times Technology Section
- 13 Los Angeles Business Journal
- 10 Orange County Business Journal
- 3 Other (please specify):
  - PCIM Magazine
  - Other Technical Society Newsletters
  - Trade Journals (EDN, T&M World, etc.)

We also received the following margin comments:

1. I have received junk email from the web directory.
2. Advertising in the listed locations is totally ineffective.
3. I just joined LA, but I have received contacts from OC.

**Comments:** The web directory has been the centerpiece of our promotional efforts in the last year. It seems to be doing slightly better than the referral voice mail which we plan to continue to fund. I had hoped for better results. I have always thought we should have a joint web directory with OCCN as well as joint referral activities. The referral email has flopped so far. In fact, due to complaints about spam (which outnumbered the spam), it currently operates as psuedo-moderated. Not having Unix email, I can't moderate the list, so it currently sends to me and I forward the message through the Announcements mailing list. We have also made copies of the directory to hand out at two conferences: the Software Quality Assurance Conference in Long Beach last May and Wescon in the Bay Area last fall. Harry Staubs reported that very little of our material was handed out at Wescon due to the fact that it was in the Bay Area. The business cards we distributed last year seem to have been a success. Most of them have been distributed and we plan to print a new set this year as soon as we get a new Secretary.

We plan to develop an interactive form for the web site to permit checking how many searches returned your directory listing and what those search terms were. This will help each member assess whether his listing is getting hit by users of the search engine to contrast with calls actually received.

One way for members to increase the effectiveness of their listing is to have a link to additional information about their businesses, services and qualifications. Under one-third of our members have such links either to their own web sites or into one of our LAACN minisites provided as part of the membership.

We are also exploring how we are going to make the web directory sustainable. The most likely means is to move the work Leslie and I have done up to AICN and enroll all our members as listees in the National Directory. We would use the national directory as our local directory by including a selection for local network on the search form on our site. The reason doing this is that Leslie and I are going to stop maintaining the web site in 1999. LAACN does not appear to have the volunteers to continue

**maintaining the web directory. By moving it to a service supplied by AICN, we institutionalize the directory and make it sustainable in the long run. If AICN and our executive committee agree, we will demonstrate the concept this year and decide by ballot in the next election if that is the direction we wish to go.**

**In the area of advertising, I am disappointed to report that the Orange County Section removed itself from the Los Angeles Council. What that means to us is that an ad in the LAC Bulletin no longer reaches Orange County. I have looked into the cost of advertising in the Orange County Lynx. To reach the same people using those two publications will cost us twice as much next year. I recommend that we experiment with some of the other suggestions. Our new Business Development Chair, Louis Ungar, will be responsible for making a recommendation in this area. Note: that advertising in national publications such as PCIM or other trade journals is beyond our financial resources. I will, however, pass these suggestions along to the national network. The national network, the Alliance of IEEE Consultants' Networks (AICN), receives \$40,000 of seed money annually from IEEE. AICN is in a much better position to do such advertising.**

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### **Network Comments**

**14. What would you like out of the network?**

- 1. More contacts with potential clients**
- 2. Networking with potential clients**
- 3. Contracts or just contacts**
- 4. Good contacts**
- 5. Referrals**
- 6. Advertising of the web directory**
- 7. Contacts**
- 8. Meeting new people - other consultants, industry VIPs and resources as well as potential clients**
- 9. Develop professional contacts and referrals**
- 10. Referrals plus information about other consultants plus source of technical tools**
- 11. More exposure**

12. More business savvy
13. Experience from successful consultants
14. To serve as a source of help when needed
15. Help IEEE members, both
  - (a) Those actively consulting, and
  - (b) Those considering consulting
16. How can we make people more aware of the impact of software? Panel discussions, workshops, seminars?
17. Networking to fellow consultants, which it does not currently provide

**Comments:** The most prevalent comment was for contact or networking with potential clients and referrals. The second most prevalent comment was for help from experienced consultants. The network has been focused on both of those activities this past year.

To increase networking opportunities with potential clients, we have held four joint meetings this past year. The first was last April. It was a joint meeting with the IEEE South Bay Harbor Section on Technology in the Global Film Industry. We had six representatives of film technology industries in attendance for a highly successful panel discussion. The second was a joint meeting with AIAA and the IEEE Engineering Management Chapter. It was a panel discussion on the business practices of four companies that have won Phase II SBIR contracts. The third was a joint meeting with the IEEE Power Engineering Chapter, which featured LAACN member Scott Miller discussing the business aspects of buying an existing business. That same night, LAACN member Andrew Cutler spoke at the ASME Small Business Interest Group on the business of consulting. The fourth meeting was a networking workshop we held with the Beuna Ventura Section. Section Chair Mike Puckett emailed me the next day to thank me for an exciting evening.

We have also added significant improvements to the search engine for the on-line directory. In fact, AICN would now like to use our search engine for the national directory. We have also advertised the web directory, the referral voice mail, and the referral email in the LA Council Bulletin, which reached over 14,000 IEEE members in most of Southern California (excluding San Diego County). We also had *how to* talks on setting up mini web sites on the network web site -- one in the South Bay and one in the Valley. This was to help our members take advantage of our web site asset. Clark Bell has done especially well with his minisite. It has generated numerous new clients for him.

In spite of low meeting attendance, we have done well in helping consultants that have made specific requests for help. I personally have helped several of our members with pricing their services and with resume writing. We also had Bob Gauger come give us the latest on fee survey information last July. To better serve this need this year, we are planning a consulting miniworkshop for February 28.

In terms of making people more aware of the impact of software, I recommend the interested party get active in the relevant Subnetwork and talk to the IEEE Computer Chapter in the area to try to schedule

one or two joint meetings for that Subnetwork and the Computer Chapter. The Chapter contacts are listed on page two of the LA Council Bulletin.

The last comment deserves special mention. Evidently this member has not been able to attend the eleven meetings we held last year. Two were dedicated to improving networking skills and all had significant time allocated to networking among members. I hope he will be able to participate in the subnetwork meetings this year and join in the networking.

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### LAACN Relationship with AICN

9. Would you prefer to join the local and national network by signing up on your IEEE annual renewal form and paying once? (Note the downside is that the local network would have less money and autonomy) Yes: 6 No: 15 Blank: 3

10. How much would you be willing to pay annually for a combined local and national listing (Check all that apply)?<sup>1</sup> 19 up to \$50 6 up to \$150  
19 up to \$75 3 up to \$200  
16 up to \$100 2 up to \$300

11. Would you favor giving the web search engine used for our web site to national to improve their site? Yes: 19 No: 2 Blank: 3

12. Would you favor using the national web directory as our local directory under the current structure (current cost for both networks \$100 for IEEE Members and \$125 for affiliates)? Yes: 10 No: 10 Blank: 6

13. Would you favor using the national web directory as our local directory under a combined structure at the cost selected in 7?<sup>2</sup> Yes: 6 No: 9 Blank: 10

#### Notes:

1. Answers to question 10 were interpreted as *Not to Exceed* amounts.
2. Answers to question 13 appear to have been skewed by the incorrect reference to question 7. It should have referred to question 10. Given the results of question 10, question 12 should be taken as the representative answer.

#### We also received the following margin comments:

1. [Using the national directory as our local directory] won't be as responsive to updates.
2. [Give national the search engine] for a small fee.
3. Should maximize probability of contracts for us for a minimum cost.
4. Keep the local network as is [and put national on the IEEE renewal form].
5. I think there is a good reason to keep a local directory - but no strong opinion.

15. How do you think the national and local consultants' networks should be structured?

1. The national network should download potential client data to the local networks.
2. I like the LAACN setup
3. Both be kept autonomous and separate!
4. For maximum efficiency from our (LAACN) perspective
5. They should contain the same information.
6. Local: Have good networking meetings all around and shovel people of all backgrounds through them. Minimize structure.  
National: Create the most truly intense bureaucracy possible and hope it consumes and neutralizes all of the assorted losers who want to impose structure on the necessarily unstructured process of networking.
7. Operate national without dues for as long as we can  
AICN - Try to provide service to all IEEE members  
AICN allow local [networks] flexibility in their local bylaws - some are only IEEE members - some allow affiliates  
LAACN conform to future AICN bylaws
8. Separately - Suggestion: Get (much) more support from the new LAC, and the technical societies (they must have experienced, high-level managers that hire consultants - have them talk [panels] about what they look for, evaluate, and hire).
9. Just like a society chapter only it costs more  
Join via IEEE renewal form (like a society)  
Get national directory, national newsletter and membership in local network (if one exists)

Comments: The results indicate the following:

- A preference for joining through the local network
- No clear preference on combining the local and national directories
- A definite yes to giving national the search engine to improve their site
- A willingness to pay as much as \$100 per year for combined national and local listings

The reason I have a strong interest in combining the two directories is my usual theme of making the volunteer jobs easier combined with the desire to make the directory more effective. The local networks have a much higher burden of volunteer work than do other IEEE entities precisely because we do not use national services at all. We have to:

1. track all our members

2. request that they renew
3. collect fees from the members
4. publish a newsletter
5. maintain a web site
6. maintain a directory of consultants
7. plan and hold meetings
8. plan and hold consulting workshops
9. plan and carry out promotional activities
10. plan and carry out joint activities with OCCN

We also have a smaller pool of members from which to draw volunteers. I do not believe that we can maintain all those functions at the local level, however, that is exactly what is required if we are to remain completely decoupled from national. It is true that centralization of this function would make it less responsive than it has been for the past year and a half. Given that Leslie and I are going to stop running the local web directory in 1999, the local version may grind to a complete halt unless a capable willing member volunteers. I hope you will give serious consideration to my plan to leave LAACN with a sustainable or more effective referral web directory.

The comments about maximizing the benefit locally hits the nail on the head. My belief is that by putting all our members in a national directory that can also be searched as just an LAACN directory will give us the most efficient directory structure in the following ways:

- It will be sustainable in the long run.
- We will still have a local directory that we can advertise.
- All our members will have a chance for hits on national searches.
- Advertising in the trade journals may be the best advertising solution and it is best done by national and pointing to the national directory.

IEEE-USA gives the national network (AICN) \$40,000 of seed money per year. Any income that AICN generates goes back to IEEE-USA. Typically AICN income has been around \$20,000 to \$30,000. The result is that we are being subsidized over \$10,000 per year by IEEE-USA. IEEE-USA is giving AICN this money because one of the functions of the consultants' networks is to provide assistance to displaced workers considering consulting as a career option (either as an independent contractor or as a contract engineer). This provides an important niche in the IEEE employment assistance strategy. The consultants' networks have also been fairly effective at generating new IEEE members because of the value it provides to the network members.

The executive committee of AICN performs all the following functions with only two meetings per year:

1. Publishes a national newsletter three to four times per year
2. Holds two consulting workshops per year
3. Publishes the professional looking National Directory of Electrotechnology Consultants (Electronics, Electrical, Software and Management)
4. Posts the directory on the web in a searchable form similar to our searchable directory
5. Distributes the directory nationally

## 6. Advertises the directory nationally

Based on some of the comments, it appears that some members do not understand what services AICN and IEEE provide to consultants. I hope the explanation above makes this value clear. AICN has left the local networks free to operate as they desire. Comments disparaging the national level indicate either ignorance or ingratitude for the services available to consultants.

AICN and IEEE provide a lot of value that I would like our local network as a whole to tap into. I am proposing that AICN let us run a one-year experiment where we put all our members in the national directory. The costs would be borne by LAACN, but we are asking for a per member bulk discount for the experiment. At our election next December, we would vote on whether to continue that structure on a permanent basis and a dues increase, if needed, to cover the per member cost of being in the national directory.

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# IEEE LAACN Executive Committee Meeting Minutes

Santa Monica

February 1, 1998

## Present:

- Kip Haggerty, Chair, Electronic Comm, and IEEE Coord
- Wiley Greiner, Vice Chair
- Scott Miller, Treasurer
- Louis Ungar, Secretary and Bus Dev Chair
- Harry Staubs, South Bay Subnetwork Chair
- George Huling, Ventura Area Subnetwork Chair

## I. Approval of Agenda and Minutes

1. The [Minutes](#) of 12/3/97 Executive Committee Meeting and Dec email business were approved.

## II. Officer Reports

### 1. Chair - Kip Haggerty

- Kip Haggerty reported on the 1998 Ballot [Advisory Issue Report](#)

### 2. Vice Chair - Wiley Greiner

- No Report

### 3. Treasurer - Scott Miller

- Scott gave a report on Finances. The network has a very healthy reserve.
- The Proposed 1998 Budget was approved. It is based on 50 members for an operating budget of \$2,500. Approximately 1/4 is allocated to operations (newsletter, meetings, membership development, etc.). The other 3/4 is allocated to promotions (business cards, ads, mailings, handout copying, web expenses, and the referral phone line). Expenses for putting our members in the national directory will come from reserves this year. We currently have almost two years worth of reserves.

### 4. Secretary - Louis Ungar

- Louis Ungar volunteered. The Chair placed his name in nomination and his appointment to Secretary was approved unanimously.

## III. Activity Reports

### 1. IEEE Coordination - Kip Haggerty

- AICN Bylaws are progressing slowly. Latest word is that networks will become Affinity Chapters.
- Joint Activities with OCCN are progressing. We voted to share referrals with OCCN and instructed Curtis Barrett, the Referral Chair to work with John McCrickerd, his OCCN

counterpart.

2. Electronic Communications Committee - Kip Haggerty

- Need a new volunteer to take on maintaining the web site and mailing lists
- Approved expending a portion of our reserves to place all our members in the national directory. Leslie and Kip Haggerty are to meet with Bill Anderson and Bob Gauger on 2/13/98 to work out the details.

3. Referral Committee - Curtis Barrett

- No Report

4. Business Development - Louis Ungar

- Approved the proposals of the Business Development Chair to change advertising approach. New approach will focus on development of hand-out materials, including a resume for the network at large. It was decided not to continue advertising in the Council Bulletin.
- Approved new look for Network Business Cards to be printed before the end of February.

5. Newsletter Editor -

- Still Need One

IV. Subnetwork Reports and Planning (30 minutes)

1. A general discussion of how to get these meetings going was held. South Bay Subnetwork will hold a joint meeting in March associated with the MTT Chapters' Distinguished Lecturer program on 3/17/98. The Ventura Area Subnetwork will hold a joint meeting with the BV Section in Thousand Oaks in April.

V. New Activities

1. Workshop -

- Agreed by email to put on joint Workshop with OCCN (our Feb Meeting)
- Earnest Fierheller, Ralph Hileman, and Bob Gauger have agreed to pull the program together
- Steve Maas and Clark Bell will be speaking

2. [Wescon](#) (Sept 15-17) -

- Approved working jointly with OCCN
- Michal Peri is leading the effort for OCCN
- Double Booth - Presentations in one - Material distribution in the other

VI. Adjournment

# IEEE LAACN Executive Committee Meeting Minutes

Manhattan Beach

December 3, 1997

## Present:

- Kip Haggerty, 1997-98 Chair
- Wiley Greiner, 1997 Treasurer and 1998 Vice Chair
- Scott Miller, 1998 Treasurer
- Joe Antuna, 1998 Secretary
- Harry Staubs, 1998 South Bay Subnetwork Chair

New officers for the year of 1998 were inaugurated into office.

**Chair's Report:** Kip Haggerty reported that he has held discussions with Andrew Cutler, Bob Gauger, and Ed Carl about possibly merging LAACN and OCCN or at least cooperating on referrals and newsletters. Several ideas have been put forward including:

- Merge into one network with Subnetworks for meetings.
- Form an alliance structure of the two networks for providing joint services.
- Use LAACNs powerful search engine for a joint web directory.
- Provide two separate directories (one for private practice and one for contract engineers).
- Publish a joint newsletter.

Kip will be attending the next set of OCCN meetings on 12/20/97 to explore closer cooperation with OCCN's new Executive Committee.

**Treasurer's Report:** Scott Miller was betrothed with all past and present records pertinent to the position of Treasurer. Scott will present a detailed budget for the next meeting.

**Appointments:** The following 2 appointments were confirmed by the executive committee.

1. George Huling, Ventura Area Subnetwork Chair
2. Harry Staubs, South Bay Subnetwork Chair

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## December Business Conducted by Email

**Appointments:** The following 2 appointments were confirmed by the executive committee by email ballot. Each member of the excom voted to confirm.

1. Curtis Barrett, Referral Committee Chair
2. Louis Ungar, Business Development Chair

**Resignation:** The executive committee received a resignation from Joe Antuna, the elected 1998

**Secretary. Joe will be returning to regular employment. We all wish Joe success. Kip will be searching for a replacement to appoint to fill the position in January.**

**Workshop: The executive committee voted by email ballot (3-0) to jointly sponsor a Consultants' Miniworkshop at the PES Distributed Energy Conference. The two networks will share the up-front cost of a room and a display table with OCCN (Total cost between \$200 and \$500). Some of that cost may be reimbursed depending on attendance. The miniworkshop will be held on Saturday February 28. There will also be an Engineers banquet that evening.**

**Alliance with OCCN: The executive committee discussed by email the implications of entering into a formal alliance with OCCN governed by Bylaws. Significant concerns were raised. No comments from the OCCN executive committee were received.**



# LAACN: Plans for Southern California

Kip Haggerty, LAACN Chair

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The Los Angeles Area Consultants Network (LAACN) in actuality covers all of Southern California. We started with the area covered by the ten Sections of the Los Angeles Council, but now have significant membership from the San Diego Section as well, so that our region of primary interest runs from the Mexican border half way up California to San Luis Obispo, Kern, and Inyo Counties well north of Los Angeles. Our geographic area of interest overlaps that of the Orange County Consultants Network (OCCN) and we compete with them for membership in the Greater Los Angeles Metropolitan Area, which includes Orange County. We also have a number of people with memberships in both LAACN and OCCN including AICN Chair Bob Gauger and OCCN Chair Ed Carl.

In order to provide an attractive network for consultants in Southern California, we have refocused our volunteer efforts towards providing a superior web-based consultant referral system. This is an improvement on our unique telephone referral voice mail, which we still run along with a referral request email address. Our web site <<http://www.laacn.org/>> is highly successful. Since May, we have received over 4,000 hits per month. Our site includes a browseable consultant directory, a searchable directory database, and minisites for our members. The browseable directory is hit 100 - 200 times per month. Our search engine runs over 3 searches per day for about 100 searches per month. In addition, we track the search terms so we know what potential clients want. As an example of the value to members, Clark Bell has a highly successful minisite that has averaged 300 hits per month since he put it up. More importantly, he has received several consulting engagements from clients who found his LAACN minisite. [NOTE: Clark Bell has since "graduated" from his LAACN minisite to his own "full-up" Web site at <<http://www.hfplus.org/>> .]

Another successful change we made is having joint meetings with other society groups. We met with the IEEE South Bay Harbor Section last April for a panel discussion on Technology and the Global Film Industry. In May, we met with AIAA and IEEE Network for Entrepreneurs for an informative panel of Phase II SBIR winners. In September, we will be meeting with the China Lake Section to explain consulting and perhaps start an LAACN subnetwork at their outlying high-desert locale. In October, we have a joint meeting scheduled with the Power Engineering Society and IEEE Metro LA Section. The program includes a talk by LAACN member Scott Miller on the business aspects of purchasing an existing business. Scott consults in power systems and this talk places him in front of a group of power industry representatives. In November, we will be meeting with the IEEE Buena Ventura Section. At this meeting, I will be running an imitation of Stu Levy's highly successful Networking Workshop from the 1996 PACE Conference. The theme here is to focus more on meeting people not in consulting so those personal relationships can be established before they find your listing in the web directory.

In 1998, our strategy will be "Regional Directory - Local Meetings." To implement this strategy, we will be restarting our subnetworks to run meetings where and when members want them. The elected officers will then focus their volunteer time on the further improvements to and better promotion of our referral systems. Our efforts have been rewarded with a seventeen percent increase in membership this **year**.

# Executive Committee Minutes 1/15/97

## Attendance

1. Voting Members
  1. Kip Haggerty, Chair
  2. Clark Bell, Vice Chair
  3. Wiley Greiner, Treasurer
  4. Ron Pizer, Past Chair
2. Appointed Members
  1. Curtis Barrett, Referral Chair

Note: Ed Conrow, Secretary was unable to attend due to personal business.

## Election Results Report

### New Officers

Kip Haggerty reported that Bob Gauger, our election teller, stated that the candidate slate had won the election and had sent the ballots to Kip for counting the vote on the key issues survey items. 24 ballots were cast with each candidate on the ballot receiving 23 votes.

### Key Issues

**Requiring e-mail and web access:** 13 of 24 surveyed agreed with this. The excom voted to strongly urge that the membership get e-mail and web access to receive the most benefits out of their membership. Making e-mail and/or web access a requirement of membership was voted down.

**Mailing of newsletter:** Of 24 responses, 14 did not require a mailed paper copy of the newsletter, 7 did, and 3 did not have a preference. The excom voted to mail the next two issues to the whole membership, and then mail paper copies to those requiring a paper copy of the newsletter at least until June. In June, the excom plans to review the policy to see if a change is warranted. The reason for reducing/eliminating mailing of the newsletter is to cut the mailing expenses, which is the largest item in the budget. We plan to use the money saved to help pay for advertising to improve our referral efforts.

**Meeting days, times, and locations:** Out of 24 surveyed, 12 explicitly indicated a preference for week night meetings, an additional 6 implicitly indicated a preference for week night meetings, 1 explicitly stated opposition to week night meetings, and 5 implicitly opposed week night meetings. Thursday and Friday nights were not popular. Of the three remaining nights, the order of preference indicated was: 1. Wednesday, 2. Monday, and 3. Tuesday. The excom voted to have monthly meetings on the third Wednesday initially alternating between the South Bay and the San Fernando Valley, starting in February in the South Bay.

**E-mailing of referrals:** 16 out of 24 surveyed voted for this. The excom voted to approve the sending of all referral requests received by the network out to the membership via e-mail. A private subscription, public input e-mail list has been set up to accomplish this task. Further details will arrive in the new subscription notice sent out when your e-mail address is added.

## **Policies for 1997**

### **Budget**

**Treasurer's Report:** A report was handed out to the excom that will not be published on the web. The network has sufficient funds to increase its spending to improve the effectiveness of its referral mechanisms. The single largest expense by far is for the newsletter copying and mailing.

### **Referral Services:**

1. A 1-column inch ad in the Council Bulletin was approved for a 3-month trial. The ad will run in the March, April, and May Bulletins.
2. A decision on the referral phone line has been deferred and the message will be changed to provide information about accessing referrals through the web site and contact information for the officers.
3. The concept of printing business cards and/or brochures for the network was approved pending a specific proposal.
4. Action on the Wescon leads was deferred due to the fact that a volunteer to type the names and address into a computer was needed.

**Web Site:** The web site has been updated to follow the National directory format along with our additions. Adding the check-off for accepting contract engineering was approved. If a significant number of members want that service, it will be added to the search script and directory pages. Adding the members of the San Diego Consultants' Network to our web directory in exchange for joint advertising was approved. Clark Bell will coordinate with San Diego. It was noted that Orange County declined to participate in a joint web directory and that our members can put their own mini-site up in the directory <http://www.laacn.org/firms/>. In addition, a list of search engines to which the site has been submitted will be posted so that others can submit the site to other search engines.

### **Membership:**

The excom approved streamlining of the membership process. With the exception that job shops are not permitted to join, any IEEE member in private practice or consulting may join by sending the Treasurer a check for the appropriate amount of dues along with their IEEE number and their address, email, etc. and then submitting a web directory listing using the on-line registration form at <http://www.ieeeusa-consultants.org/submissions/submit.html> or by submitting on a PC or Mac disk the listing entry using the modified national format. Nonmembers of IEEE may apply for affiliate membership doing the same and supplying a resume. Affiliate memberships require review and approval by the excom.

The excom approved calendar year dues structure to prepare us for nationalization in 1998. A schedule of prorated dues to bring all members to paid status through the end of 1997 was approved and will be sent

to all members with the newsletter. In the future, a dues notice will be included with the ballot near the end of the year. The concept of following the IEEE format for proration of dues for new members who join mid year was approved in concept pending looking up the specifics.

Advertising for new members and following up with the new member leads from Wescon have been deferred. The difficulty is a lack of volunteer help with these items.

#### **Meetings:**

1. A series of 3 meetings were approved.
2. The concept of appointing a meeting coordinator for each meeting to spread the work load was approved.
3. The concept of holding joint meetings with Sections was approved.

## **Appointments**

The following appointments were made and approved.

1. Appointments Specified in Bylaws
  1. Bob Gauger, IEEE Coordinator
2. Other Appointments
  1. Kip Haggerty, Electronic Communications Chair
  2. Kip Haggerty, Curtis Barrett, and Ron Pizer Meeting Coordinators for first three meetings
  3. Clark Bell, Newsletter Editor
  4. Matt Reese, Newsletter publisher (distribute paper copies)
  5. Curtis Barrett, Referral Committee Chair

The following appointed offices are open.

1. Appointments Specified in Bylaws
  1. Membership Chair
  2. Business Development Chair
  3. Professional Development Chair
  4. Political/Legal Affairs Chair
  5. Nominating Committee
2. Other Appointments
  1. Additional Meeting Coordinators

The subnetwork structure has been temporarily dropped because our membership is currently not large enough to justify the subnetworks.

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