

AICN Newsletter

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Joining the IEEE-USA Consultants Database Just Became Easier

The [IEEE-USA Consultants Database](#) is a central location where consultants from across the country can place profiles containing their expertise and contact information and where business employers can come to find independent electrotechnology consultants.

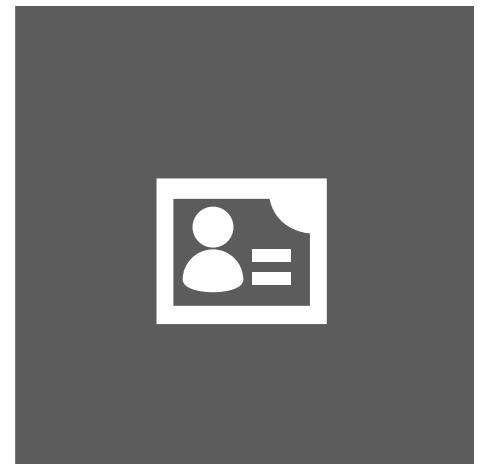
In September, teams from IEEE and IEEE-USA made it easier for IEEE consultants to subscribe to this great service. Now, when IEEE members renew their **IEEE membership**, they have the ability to join, or renew their subscription to, the [IEEE-USA Consultants Database](#).

When joining or renewing your IEEE Membership, go to the Special Interest Groups section of the Memberships and Subscriptions Catalog, and

select IEEE Consultants Network Membership Premium. This step will allow you to enroll in the database, as well as pay the \$99 subscription fee, at the same time you pay for your IEEE membership.

After you subscribe there is no longer a need to create an additional username and password. You can use your IEEE Account username and password to log-in to the database and view your profile. Please note you have the ability to make your profile stand out by adding your specialties and keywords, so clients searching the database can find you.

Business employers searching for electrotechnology consultants will easily be able to find the consultants they need in the database due to



many unique features. Having a profile in the *IEEE-USA Consultants Database* allows national companies to find consultants wherever they are; and with an annual listing fee of only \$99, just one referral will pay for the listing.

AICNCC and the IEEE Consultants Network of Chicago/Rockford To Collaborate on an All-Day Workshop

On 26 October, members of the Alliance of IEEE Consultants' Networks Coordinating Committee (AICNCC), and members of the local consultants network in Chicago, will come together to conduct an all-day workshop on different aspects of consulting.

Starting off the day, AICNCC member, Bob Krause, will conduct an interactive workshop on improving consultants'

networking skills.

Chair of the IEEE Consultants Network of Chicago/Rockford, Ben Miller, will address the need for licensure in the consultant community.

William R. Kassebaum, consultant-turned-entrepreneur, will share his experiences about going through this process.

These topics are just a few of those

to be addressed in the day-long workshop.

[Register Today!](#)

If you have questions, please contact Daryll Griffin at d.r.griffin@ieee.org. There is a \$40 registration fee for IEEE members.



For questions, comments or submissions please contact Daryll Griffin at +1 202 530 8337 or d.r.griffin@ieee.org.

www.ieeeusa.org/business

IEEE★USA

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War Stories: Computer Backups in the Early Days

BY LARRY G. NELSON, SR.

This article is the first in a series of *war stories*, about consulting experiences that I hope will entertain you, while showing what can happen in the wonderful world of consulting. These events actually happened to me over 30+ years of consulting for diverse industries at a spectrum of companies. Why are such stories important to all of us? I like to think we can all learn from our mistakes. If learning from our mistakes is good, think of how great it is to learn from other's mistakes. I have divided some my experiences into categories, and changed just enough details to protect the guilty...

One client made her backups, just as I had instructed ... but after the disk had an error. I had set up the word processor's templates, and a special process for a printing company to help them with their direct marketing. A database was feeding a word processor, doing customized letters, on a daisy wheel printer. This progression allowed them to give the impression every letter was personally typed and signed, resulting in a very effective direct mail campaign for them.

They were typing in the names and addresses into the database from business directories they had purchased. This scenario took

place just after the TRS-80 Model 1 computer from Radio Shack was introduced, and computers were very uncommon in small businesses. I needed to set up and train the office staff to use this scary new technology. I did a lot of hand holding, and one-on-one training. I viewed the given procedures in action to make sure they were followed properly. After I had answered all the questions, and everyone had entered a few disks worth of data with no problems, I left them to their project.

But one young woman didn't fully understand the use of backups. She filled a disk with names, and then had a disk error. She proceeded to make a backup, because she knew a backup copy could save her, if an error occurred. The young woman was upset to find her backup copy had the same error as the original.

Right idea. Wrong sequence.

When you solve a client's problems, you need to be very sure they know it is solved. Everyone involved must understand all the parts to the solution. Step-by-step instructions are an invaluable tool. Providing the correct sequence, with examples to show what they should see, as well as the appropriate response, can make



all the difference in the world.

I was able to help them recover most of the data, but it would have been so much easier if backup copies had been made after every half hour or hour of work. A simple checklist can facilitate any procedure.

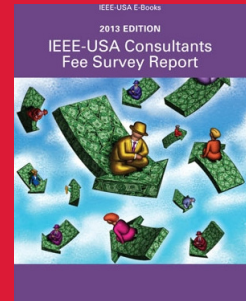
You are more valuable to a client when you are proactive and cover all the bases. If it appears you withheld information to make them rely on you, the client will probably look for someone else.

As a Consultant, your biggest assets are **trust** and your **reputation**.

Larry G. Nelson, Sr. can be contacted at L.Nelson@ieee.org; or at Nelson Research at <http://www.mchipguru.com/>.

Just Released: 2013 IEEE-USA Consultants Fee Survey Report

IEEE-USA has conducted surveys of the compensation of IEEE's U.S. members since 1972. Separate surveys focusing on the compensation of consultants were implemented in 2002, and with the exception of 2003, have been conducted annually ever since. All findings in this report represent only those who were identified as self-employed consultants; defined as the 848 individuals who indicated that 50% or more of their consulting hours came from working independently, with partners, or incorporated. This report provides the profile of typical self-employed and independent technical consultants, including their education, experience, business practices, median earnings and hourly fee. The fee data this report provides will help you set an hourly rate that is competitive with your peers. **Member Price:** \$29.95 | **Non-member Price:** \$49.95



Social Media 101 for Consultants



BY PATRICK O'MALLEY

Social media expert

[Patrick O'Malley](#) has a message for consultants: Everything you thought you knew about LinkedIn, Twitter, Facebook and YouTube is **wrong**. A frequent speaker on social networking, O'Malley recently brought this surprising bit of information to a meeting of IEEE Consultants Network members in Boston.

Read the rest of the article in the [16 July issue](#) of *The Institute*.

You're smart, take pride in your work, pay attention to detail and still you're at risk for a professional liability lawsuit.



Get the protection you need with the Professional Liability Insurance Plan for **IEEE** members.

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IEEE WCPs Share Why They Took the IEEE WCET Exam

With the approaching 2014 testing window for the IEEE Wireless Communication Technologies Certification (WCET) Certification exam, you may be asking yourself, "What are the reasons that I should earn this certification? How will it benefit me?" Who better to ask than current IEEE Wireless Communication Professionals (WCPs) themselves about what they feel are the greatest benefits of IEEE WCET Certification and what were the deciding factors that led them to earn their certification. Our findings show that there are three main drivers:

1. *To show their commitment to the industry*
2. *To improve their skills and deepen their current knowledge base*
3. *To help them advance their career*

Commitment to the Industry

As stated in the IEEE WCET Candidate's Handbook, this certification was created to "assess the skills and knowledge of practicing wireless communications professionals with the equivalent of a college or university degree and three or more years of professional experience." Earning your IEEE WCP credential shows that you have the knowledge and on-the-job experience needed to be successful globally in this industry. Many consider it to be a challenge to pass the test and taking the time to prepare on your own time demonstrates one's commitment to the profession and the wireless communications industry. "After 5 years working for a cellular network operator in several technical areas, my passion for the industry did nothing but increase. Such passion drove me to question myself about my professional development and commitment. I received the IEEE WCP information and I decided that to prepare and pass this certification would be the first step towards a bigger commitment to the profession I love," said Jorge Mario Guzman, IEEE WCP and Independent Contractor in Bogotá, Colombia.

Globally IEEE ComSoc's commitment to industry is

especially recognized through the partnerships that have been established to extend the reach of the IEEE WCET Certification Program. MCPC (Mobile Computing Promotion Consortium) of Japan and NTUST (National Taiwan University of Science and Technology) of Taiwan are active partners in the IEEE WCET Certification Program supporting professionals in their regions to demonstrate their experience, knowledge and skills by earning this credential. Individuals from these partnerships join others who have earned the IEEE WCP credential from more than 24 countries around the world.



The wireless communications industry is experiencing tremendous growth, especially in the Asia-Pacific region. New opportunities are emerging requiring professionals to stay current and IEEE WCET Certification is a strong way to show your commitment to continuous professional development and advancement. IEEE WCET Certification makes it easier for industry to identify those dedicated to a profession in wireless communications. Adam Drobot, CTO, Telcorida, clearly expressed the value of this certification to industry during his 2010 IEEE Wireless Communications Networking Conference (WCNC) keynote address when he said that "the WCET exam provides professional recognition for those individuals who have the necessary breadth and can be counted on as effective practitioners in the engineering, deployment, or operation of wireless systems."

Personal Achievement and Professional Development

In addition to achieving an internationally recognized industry credential and joining an elite group of wireless communication professionals, earning this credential can be a very satisfying personal experience. You are not only demonstrating your commitment to the industry but also your commitment to your own professional development. It takes an investment in time to prepare for the exam. Most

individuals who pursue WCET Certification do a number of things to study, including reading reference materials, participating in training courses, and taking the practice exam. Through the preparation process and the challenge of successfully completing the certification exam, many individuals end up learning a lot about themselves. "Taking the exam is very useful to know my current skills and knowledge," stated Ryota Kimura, who recently earned IEEE WCP in Fall 2012. Again, Jorge Mario Guzman shared that for him "to earn the certification means to accomplish a goal after a big effort and commitment. The process of studying for the exam taught me a lot about myself and has given me motivation to move forward on my career." Hiroshi Kizaki of KDDI Corporation, in Japan, who also became an IEEE WCP in 2012 -- shared that for him earning the certification "was great challenge for me and I am very happy to get it."

Career Advancement

Another important benefit that was expressed by many of the IEEE WCPs was this certification would be very helpful in improving their career opportunities. This seemed to be especially true for those looking to move into new technical areas within the industry. Satoshi Nagano, IEEE WCP and certified engineer through Japan's MCPC, was looking to expand his experience into new areas and felt that the IEEE WCET Certification "is suitable for the future development of my career." Scott Peterman, IEEE WCP and RF Engineer for the United States Air Force, also shared a similar sentiment about WCET Certification, "I do feel that this can have a large impact on my career opportunities and I am glad that the IEEE created the certification to create a benchmark for people working in this field."

In addition to career advancement, many WCPs expect their certification to have a positive impact on their dealings with colleagues, customers, and future clients. Many independent contractors who earned this certification see it as a valuable asset for their consulting business and consider it to be a great way to convey their qualifications to new clients. When a client, co-worker, or organization sees that you've earned IEEE WCET Certification, they can be assured that you bring valuable knowledge and

experience to the job and can be relied upon as a leader in the field of wireless communications.

Get Certified

Your next opportunity to earn IEEE WCET Certification is quickly approaching with the testing window being open from **17 March - 12 April 2014**. Applications to take the exam during that time period must be submitted by **28 February 2014**, so you must act now. More information on how to apply for the exam can be found on the [IEEE WCET website](#). Don't miss this opportunity to join an elite group of wireless communication professional who are already putting the benefits of their IEEE WCET Certification to good use in advancing their career, enhancing their professional development and showing their commitment to the industry.

Deadline Reminder: Commit to Taking the IEEE WCET Certification Exam

[Applications](#) for the Spring 2014 testing window for IEEE WCET certification are being accepted now through **28 February 2014**. Once you have completed the exam application, you can then decide the day that you would like to take the exam between the dates of **17 March - 12 April 2014**. [Act now](#) to become an IEEE Wireless Communications Professional (WCP) this year.

Curious if certification is right for you? [Learn more about it online](#) where you can also [review application details](#) and [understand exam specifications](#) to get a comprehensive view of exactly what is covered on the exam. You'll get a full appreciation of the breadth and depth of what [IEEE WCPs](#) know and why they stand head and shoulders above the competition.

[Learn more about the certification exam application.](#)

Health Care

Obama Administration Launches One-Stop-Shop Website to Educate Business Owners about the *Affordable Care Act*

The Obama administration launched BusinessUSA.gov/healthcare, a one-stop shop website that provides employers of all sizes educational materials on how the *Affordable Care Act* may affect businesses and help them compete. The site includes a tailored wizard tool, based on size and location, so businesses can learn how the law helps them provide affordable coverage options to their employees, while still meeting their bottom line. The site will act as a user-friendly hub that connects employers to informational content on tax credits and other provisions of the law--from the Small Business Administration, the Department of Health and Human Services (HHS) and the Treasury Department.

As part of the administration's ongoing dialogue with leaders of our nation's top businesses, this latest tool will help ensure that employers of all sizes know what the *Affordable Care Act* means for them, and that they have the information they need to take advantage of the new benefits and opportunities under the law.

The Obama administration will work with the employer community to ensure the site continues to be a helpful resource for businesses and their employees, including updating the site with additional, timely information.

"As the *Affordable Care Act* is implemented, it is so important for us to work with the business community, and provide employers with the information they need," said U.S. Commerce Secretary Penny Pritzker.

Many parts of the *Affordable Care Act*, signed into law in March 2010, are already in effect, including new consumer protections, and improvements to health-care coverage that ensure consumers get more value for their premium dollars.

Additional benefits will take effect in late 2013, and beyond.

Starting 1 October, individuals (including those who are self-employed), and small businesses looking for a better plan, will have a new way to shop for private health insurance through the Health Insurance Marketplace and the Small Business Health Options Program (SHOP) found at HealthCare.gov. Individuals may be eligible for lower costs on their monthly premiums; and self-employed individuals and small businesses may be eligible for tax credits to help with the costs of coverage.

President Obama issued a challenge to government agencies to think beyond their organizational boundaries in the best interest of serving America's business community, and start thinking and acting more like the businesses they serve. He directed the creation of BusinessUSA.gov, a centralized platform, to make it easier than ever for businesses to access services to help them hire and grow. BusinessUSA.gov leverages the resources of our partners across the federal government to ensure that business owners get comprehensive information and easy-to-use tools related to a range of topics, including health care. To learn more, visit BusinessUSA.gov.

This story is adapted from a 1 August 2013 [SBA news release](#).