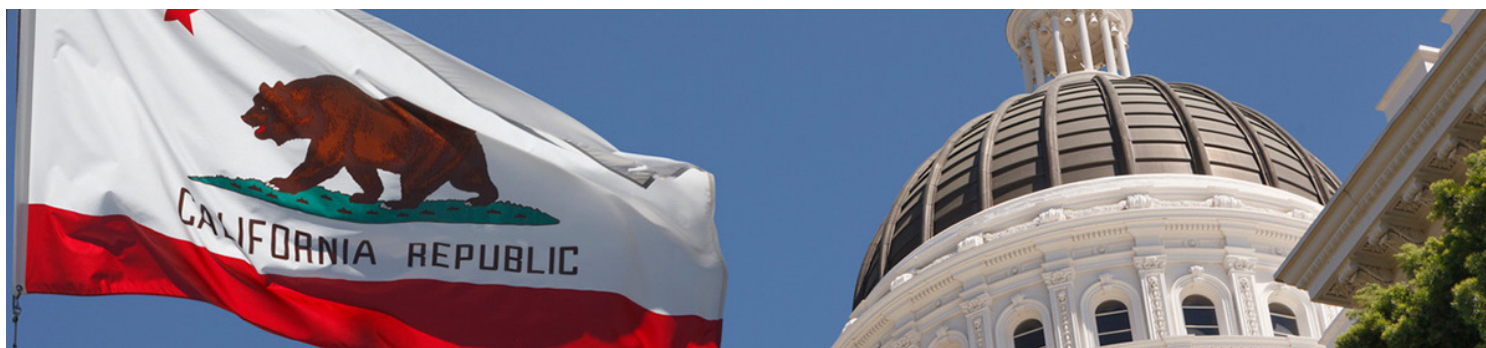


# AICN Newsletter

The Quarterly Publication of the Alliance of IEEE Consultants Networks

1<sup>st</sup> QUARTER 2020



## U.S. CONGRESS MAY BE LOOKING TO ADOPT ITS OWN VERSION OF CALIFORNIA'S AB 5

On 1 January, California's AB 5 became law. The law redefines the relationship between employers and consultants. This law makes it harder for employers to classify individuals as contract workers, as opposed to regular employees. As IEEE-USA reported in this newsletter and in [IEEE-USA InSight](#), California's new AB 5 law has caused a bit of an uproar among consultants in California.

In January's [IEEE-USA's monthly Government Relations webinar](#), Russ Harrison, IEEE-USA's Director of Government Relations, gave a brief update on the upheaval the new law has caused in the California consultant community. Further, Harrison explained how IEEE-USA is working to get changes to the law made that favor independent contractors. In addition, the [California independent contractor community is rising up to try and repeal the law](#).

IEEE-USA has also been reporting it is possible other jurisdictions will look to pass similar bills to California's AB 5. In addition, Representative Robert Scott, D-Va. introduced [H.R. 2474 – Protecting the Right to Organize Act of 2019](#) or the Pro Act. The bill looks to define what constitutes an “employee,” by further limiting who can be considered an independent contractor.

H.R. 2474 is slowly making its way through the legislative process, and may actually pass in the House. If so, the bill is unlikely to get any traction in the Senate. If you want to know more about the Pro Act, please read this recent [article](#) published in *The California Globe*.

Still more states and local jurisdictions may adopt bills similar to AB 5, so be alert -- let [IEEE-USA](#) know if a similar bill to AB 5 is introduced in your state. ■

## AICNCC WELCOMES A NEW CONSULTANTS NETWORK IN TUNISIA

The Alliance of IEEE Consultants Networks Coordinating Committee (AICNCC) congratulates Habib Kammoun, on forming the IEEE Tunisia Section Consultants Network. The new Tunisia Consultants Network became official on 18 January 2020.



If fellow consultants would like to give a personal welcome to any new network, check out the consultants page on [IEEE-USA's website](#) for contact information. If other IEEE members would like to form a consultants network, [IEEE-USA offers step-by-step instructions](#) about how to start a formal network.

We encourage new consultants networks to register as Affinity Groups. After a group forms a network, it can take advantage of IEEE's branding and resources, and qualify for funding through IEEE Section rebates. If you don't see your consultants network's contact information listed on the IEEE-USA website, contact Daryll Griffin at [d.r.griffin@ieee.org](mailto:d.r.griffin@ieee.org). ■

For questions, comments or submissions  
please contact Daryll Griffin at +1 202 530 8337  
or [d.r.griffin@ieee.org](mailto:d.r.griffin@ieee.org).

<https://ieeusa.org/careers/consultants/>

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# HAVE A STARTUP? GET YOUR \$10,000 CREDIT FOR AMAZON WEB SERVICES:

*IEEE strikes a deal with the technology giant to give early-stage companies free access to 150 Web-based resources*

Most startups need as much financial help as they can get. So, IEEE has collaborated with [Amazon Web Services](#) —to provide members participating in the [IEEE Entrepreneurship community](#), with a host of [cloud-computing options](#), through the [AWS Activate](#) program.

The program provides early-stage startups with access to 150 Web-based services and tools to help them build, launch and scale their businesses. The products include analytics, business applications, developer tools, media services and storage.

IEEE members who participate in the IEEE Entrepreneurship community are eligible for the AWS program. Free to join, the community is open to a variety of innovators including early-stage startups, seasoned founders, vendors, service providers and intrapreneurs. The community is part of the IEEE Entrepreneurship Initiative Program, which offers online resources and coordinates with organizations throughout IEEE that target entrepreneurial audiences in their activities and events, so people can meet and support one another in growing their engineering-driven endeavors.

## The Offer

IEEE Entrepreneurship community participants are eligible for a U.S. \$10,000 promotional credit, which is available for two years. Participants may apply the credit toward new AWS services, or those the startups are already using, according to [Samantha Snabes](#), IEEE's Entrepreneurship Initiative Chair.

"This credit means the startups don't have to put out the initial investment themselves to get onto the cloud," Snabes says. "Because the credit is available for two years, it's great for those startups still figuring out what they want to do."

The agreement also includes one year of AWS [business support](#), up to \$5,000. That covers access to cloud support engineers and subject matter experts, plus technologies and programs.

Participants receive 80 credits toward AWS [self-paced labs](#), an \$80 value. There are introductory, advanced and expert-level courses available. Tutorials cover such subjects as developing

applications for the cloud, creating Alexa skills that respond to voice commands used on Amazon's digital assistants, and ways to secure an AWS platform.

"An exciting thing about AWS Activate is that there is a depth of variety in additional services and tools that allow startups to scale their development," Snabes says.

To apply for the offer, complete [this form](#). After your information has been verified, you'll receive an AWS Activate ID and validation code. To use the code, your startup's name has to be part of the email address domain.

## More to Come

Snabes says Amazon's Venture Capital and Startup Group has taken an active interest in supporting other IEEE areas that relate to developing small and medium businesses, such as the [IEEE Innovation Nation](#). The Innovation Nation program aims to increase the number of startups in developing countries, by providing them with training, mentoring and financing. So far, members have launched the program in [Bosnia, Herzegovina](#) and [Sri Lanka](#).

In the process of opening a facility in Sri Lanka, AWS recently met with volunteers of the [IEEE Sri Lanka Section](#), as well as members working at the country's engineering universities. For example, AWS wanted to see how it could assist them by offering speakers from the company's global education initiative, as well as supporting the IEEE Innovation Nation program.

"It's because of this new partnership that doors have been opened for other parts of IEEE to gain access to AWS's expertise and services," Snabes says. "IEEE Entrepreneurship leaders are actively looking for other services to help members in the startup arena, to grow and scale their businesses, while benefiting from connecting with their engineering-driven entrepreneurial community." ■

***This story is a reprint from The Institute, an IEEE Spectrum publication.***

## AICN COMMITTEE MEMBER DELIVERS PRESENTATION TO FOOTHILLS CONSULTANT NETWORK

In early January 2020, Robert Peruzzi, member of the [AICNCC](#), and president of R. Peruzzi Consulting, Inc., visited the [Foothill CA Consultants Network](#). Peruzzi presented a talk on Professional & Forensic Engineering and Expert Witness Career Progression. His presentation addressed electrical engineering career paths, specifically paths leading to independent consulting, forensic engineering and expert witnessing.

In addition, IEEE-USA Board Member John Walz attended the January meeting of the [Chicago/Rockford Consultants' Network](#). Pat Helmers headlined the

meeting, with a presentation on Selling for Technology Consultants. Helmers spoke about how consultants could address a prospective buyer's challenges and aspirations, by getting them excited about, and ready to buy into, the consultant's proposal. He believes this is a solid path for growing loyal clients for life. This meeting drew half of the network's membership.

If you are in an area, where there is [local consultants network](#), check out when they are holding their next meeting. As you can see, local consultants' networks

are providing networking and direct support to independent consultants.

In Minneapolis? Look for information on an upcoming meeting -- where the AICNCC will collaborate with the IEEE Consultants Network of the Twin Cities for a spring workshop.

If you're in an area where there is no local consultants network, and you want to start one, check out our guide on "[Starting a local Consultants Network](#)." In addition, please contact the [staff person](#) for the [AICNCC](#). The committee will assist you with starting a new local network. ■

## NEW IEEE-USA AUDIOBOOK OFFERS SAGE ENGINEERING CAREER ADVICE FROM DAD

IEEE-USA is offering its new audiobook, *Valuable Lessons I Learned from Dad's Workshop - Vol. 1: Be Creative—Plan Ahead*, free to members.

Author Harry T. Roman's father loved to solve problems, and invent things on the spot. And in IEEE-USA's new, free audio book for members — *Valuable Career Lessons I Learned in Dad's Workshop — Vol.1: Be Creative; Plan Ahead* — Roman pays tribute to his father by gathering vignettes from more than 40+ years of sage advice from his Dad. In the audiobook, he

discusses how these lessons are very relevant to modern day engineering careers.

Always inspiring and often humorous, in Volume 1 of this two-volume series,

IEEE members can download this free audiobook from the [IEEE-USA Shop](#).

Follow the instructions to download your free audio book in MP3 format. No Promo Code required! Don't miss this free gift from IEEE-USA! ■



## ANOTHER CONSULTANT BLOG WORTH READING: REFERRAL TACTICS FOR ATTRACTING NEW CLIENTS

In September 2019, IEEE-USA hosted the webinar, "[Is Your Focus Your Magic?](#)" By the title, many IEEE consultants missed that the presentation was geared to help them improve their communications with clients. IEEE consultants--give this webinar a watch. It offers ways for you to up your game--to improve your focus and your business.

Laura Burford, the webinar presenter, also has blog that she regularly updates. Her blog post "[Five Referral Tactics for Attracting New Clients](#)" is a good read, and it provides useful information about how consultants use referrals to get clients. Just click the [link](#) and scroll down to find the story. ■



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## IEEE-USA INTRODUCES ITS FIRST-EVER ENGINEERING COMIC BOOK, NEW ENGINEERING SUPERHEROES!

Move over, Thor! Skedaddle, Spider-Woman! And take your psionic energy with you!

There's a new duo of superheroes in town, ready to battle the Forces of Evil, and they come from a long line of geniuses. One of them, quite conveniently, is one of the most prolific inventors and futurists in the history of engineering.

His identity—and how the present generation of his imaginary descendants manages to save the day—is just one of the compelling and action-packed aspects of the first IEEE-USA e-comic book—complete with new superheroes, who are engineers.

You can purchase IEEE-USA's new engineering comic book online through

the [IEEE-USA Shop](#) for only \$2.99 for members; non-members pay \$4.99. Get it today and add it to your comic book collection!

Dedicated fittingly to “All engineers—and all engineers to come,” IEEE-USA created [The Slate Twins: Caught in the Currents](#) with several audiences in mind. According to Georgia Stelluto, IEEE-USA Publishing Manager and Manager/Editor, IEEE-USA E-BOOKS, “Getting kids — young and old — excited about engineering is our main goal. But we also wanted to put the fun back into engineering for Young Professionals, as well as for mid-career and senior-level, more experienced engineers.”

All the technology—real and fantasy—is designed to help fuel imaginations; and to stimulate readers' creativity, no matter their ages. Much like other superhero comic books, [The Slate Twins: Caught in the Currents](#), also offers the benefits of stress reduction, social representation and intellectual stimulation—for all age groups. Get your comic book today—add it to your collection!

A limited quantity of full-color, print copies are available for IEEE members to take to local elementary, middle and high schools, as well as colleges and universities; or other adult or kid-friendly engineering events, conferences and activities. To obtain copies, contact Georgia Stelluto ([g.stelluto@ieee.org](mailto:g.stelluto@ieee.org)) and Marnie James ([m.c.james@ieee.org](mailto:m.c.james@ieee.org)).

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