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Candidate Statements for LAACN Elected Office

Position Statement: Kip Haggerty - Candidate for Chair

Kip Haggerty

Position: I am running for a second and final term to continue the successes we had in 1997. We focused our referral system on the web site, switched to calendar year dues, published a web-based newsletter, distributed network business cards, and started advertising our web-based referrals. I will build on this foundation of accomplishment by working to improve our advertising efforts and to reestablish the subnetworks to better serve our members regardless of location in Southern California. I will also work for a better integration of the local and national structures to provide improved services for all network members.

Bio: Kip Haggerty, Ph.D., P.E. (IEEE Senior Member) was an engineer at Hughes Aircraft (1980-94). He and his wife Leslie resigned from Hughes in 1994 to start their own engineering consulting firm.

IEEE Service: LAC Legislative Coordinator and Delegate to CLCPE (1995-97); Second VP, CLCPE (1997); Chair, LAACN (1997); Webmaster, LAACN (1996-97).

Position Statement: Wiley Greiner - Candidate for Vice Chair

Wiley Greiner

I am running for vice chair of the LAACN. From 1996 to 1997 I was treasurer. I have been a consultant since 1982. If elected I will work to make LAACN a top resource for potential clients seeking consultants and, to assure that LAACN responds to the needs of its members.

Position Statement: Joseph M. Antuna Jr. - Candidate for Secretary

Joseph M. Antuna Jr.

I have been a member of the LAACN and OCCN since July of 1997. My work is split between two companies: Delta Grain, which is a family owned business dealing with commodities in the food industry and my own business, Thor Industries, which provides Electrical Engineering Services, specializing in Control Systems.

I am affiliated with three other professional societies besides the consultants' networks. I am Vice President of the Southern California Alumni Chapter of Tau Beta Pi. I am a Fellow of the Institute for the Advancement of Engineering. And, I am Secretary for the Cal Poly Pomona Hispanic Alumni Association.

If elected Secretary of the LAACN I will provide my most diligent efforts to provide support and assure the success of the network's goals. I will realize these efforts by ensuring communication from our members and, looking after the interest and vitality of the network. I look forward to a prosperous and rewarding year for all.

Position Statement: Scott E. Miller - Candidate for Treasurer

Scott Miller

I am running for Treasurer of the Los Angeles Area Consultants' Network. I left Hunt-Wesson in February 1997 to purchase an industrial battery business with four employees and a 12,000 square foot shop. I have incorporated electrical engineering services with the battery systems that we sell. My business enables me to also provide consulting electrical engineering services.

As treasurer, I will work for improved financial management of the network. I will apply my experience in running a business to the network. I will pay the bills on time and keep accurate records as well as track the accounts receivable.

Thank you for your support.
Scott Miller, P.E.

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LAACN Events Calendar

For more information, contact Kip Haggerty (310) 679-2440.

November: Joint Meeting with the Buenaventura Section

Date:	Thursday November 20, 1997
Topic:	Networking Workshop
Leaders:	Kip and Leslie Haggerty
Time:	7:30

Location:	The Board Room of the Thousand Oaks Civic Arts Plaza
Directions:	The Plaza is located on Thousand Oaks Blvd in Thousand Oaks between Hampshire Road and Rancho Road. Going North on FWY 101 (Ventura FWY), exit at Hampshire Road. Make a right turn off the FWY exit ramp. Up to Thousand Oaks Blvd (two blocks) make a left and proceed to the Civic Art Plaza. Drive up (left) into the Plaza parking lot, into the left parking area if available, or drive straight up into the multilevel parking structure ahead. If attendants are present, mention that you're attending the IEEE meeting so they don't ask for a parking fee.
Info:	Networking is an important mechanism for obtaining consulting assignments and employment. The objective of this workshop is to help the attendees learn to better interact with others in group situations to help them build a larger network of contacts. As part of the workshop attendees will do the exercises that were part of Stu Levy's acclaimed networking workshop session at the 1996 PACE Conference.

December: Annual Business Meeting

Date:	Wednesday December 3, 1997
Topic:	Elections, Subnetworks, and other Network Business
Time:	6:00 pm Networking 6:30 pm Dinner 7:00 pm Meeting
Location:	Manhattan Village Mall Community Room - Map and Directions
Info:	Contact Kip Haggerty (Phone: (310) 679-2440 E-Mail: Kip Haggerty) if you would like an appointed position such as a Subnetwork Chair.

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IEEE Region 6 Southern Area Council Meeting.

Joseph M. Antuna Jr.

The IEEE Region 6 Southern Area Fall Council Meeting was held on Saturday October 25. The location was at Cal State L.A. and hosted by the Cal State L.A. IEEE student chapter. The meeting lasted from 7:30 AM to 12:30 PM.

The Region 6 Director, John B. Damonte, gave his report on what is occurring in the IEEE at higher levels. He began by stating that the IEEE is extending its boundaries, ever increasingly, outside U.S. borders. He also said that the IEEE develops a 5 year plan, which is revised every 3 years. This adaptive planning ensures that the organization is heading in the right direction. Each Section is required to update their bylaws periodically. Mr. Damonte showed a view-graph of every Section in the L.A. Council and the dates their bylaws were last revised. Unfortunately, many of the sections in the L.A. Council are operating with outdated bylaws. Fourthly the IEEE is contemplating over the idea of disseminating publications by electronic means. Issues of security and cost-effectiveness are in question. Finally, Mr.

Damonte spoke of the very real possibility of the IEEE providing a service which would provide every member of the IEEE with an E-Mail address, for a nominal fee.

I gave a legislative report on the status of P.E. law and laws pertaining to safe harbor for independent contractors.

At 10:15 students broke out for the remainder of the time for a student planning session & SPAC. The students were led by professor Richard H. Cockrum, from Cal Poly Pomona, who is the L.A. Council and Region 6 Student Activities Chair.

From 10:30 to 11:00 each Section Chair of the L.A. Council gave a report of their activities.

The meeting was brought to a close with a forum with Mr. Damonte. Most questions were related to IEEE participation. The forum resulted in a dialogue which brewed fruitful and inquisitive thoughts from the audience; Hopefully the forum served to bridge the gap for the next meeting.

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SICK OF SPAM? DO SOMETHING ABOUT IT!

Steve Maas

I get a lot of junk mail. Twentieth-century philosophers may have decried the anonymity and alienation of modern life but, boy, it sure doesn't apply to me. I'm connected to everything. Everyone out there knows I exist. All they want is to sell me something or lend me money. Last week I received five credit-card solicitations on a single day. Thank heavens I have a good paper shredder!

I suppose it was inevitable then, that the Internet junk mailers have discovered me too. I now get about 3-4 junk emails for every legitimate one, and this number is rising. Because it alienates most customers, legitimate businesses rarely use junk email. Most junk email is for illegal pyramid schemes, get-rich-quick schemes, pornographic web sites, questionable weight-loss programs, quack medical remedies, and similar *dreck*. Is anyone really interested in this stuff? Certainly, no one with a three-digit IQ would be. Still, we're overrun by it.

It's easy to view this stuff as a minor irritation: after all, how long does it take simply to delete it all? Not long, of course. But, that's not the whole story. It's a distraction and an irritation; my email is for my business, not for the hucksters. The amount of this stuff is increasing by the week, and the load on servers is substantial. For example, America On-Line estimates that 30% of the 30 million emails they deliver daily are junk emails. Even this understates their impact, because junk emails are usually much longer than the average.

There are lots of horror stories out there. But the horror stories are really not the point: the big problem with junk email is that the costs are borne by the taxpayers, ISPs, and email recipients, not by the mailers themselves. This is one of the big differences between junk email and other forms of direct advertising: the costs of junk phone calls and junk paper mail are largely borne by the mailers. Not so with email. And, unfortunately, this is why junk email can be expected to increase in the future: it is far cheaper than other forms of hucksterism.

Unless we do something about it. And something is indeed being done. There is an organization called

CAUCE (*Coalition Against Unsolicited Commercial Email*) that has supported a bill introduced by Rep. Chris Smith of New Jersey. This would amend the law restricting junk FAX to include junk email. I think it deserves our support. There are also several laws from the pro-spam groups, which will legalize the status quo. If we don't support the Smith bill, we'll get the others, for sure.

Check out CAUCE. Their site is at <http://www.cauce.org/> They have full information on writing to your senators and congressmen.

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Announcements

The following is the agenda for the November 10th meeting of the San Diego Consultants' Network.

How to Make Money on the Web: Fact or Fantasy? Round Table Discussion-War Stories, Networking, Etc...

Tammy Greenwood, Editorial Assistant
Columbus Research, Inc.
Phone: 274-0171 Fax: 274-5932
E-mail: tlg@crilink.com
http://www.crilink.com/

The San Diego Consultants' Network has a new Web site.

The Web site is at: <http://www.ieeeconsultants.com/>

Check it out.

For any out-of-work engineers from the LA area.

USC is offering a one-year fellowships leading to a an MS in EE and Computer Science with a specialization in multimedia and creative technologies. They are available for engineers who have lost employment due to layoffs in the LA area (and worked or lived in the LA area.)

Call USC for more information. (213)740-8415.

Registration is due November 19.

Classes start January 7.

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THE ONLINE BULLETIN

Welcome to the online bulletin of the LAACN. Check out the information links below for viewing, printing a paper copy, submitting an article, etc.

Think about writing an article for this bulletin... soon! Also, let us know if you or another member received a professional award, recognition, or certification lately so we can mention it.

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CANDIDATES FOR LAACN OFFICERS 1998

Mort Smith, Nominating Committee Chair

The following individuals have volunteered to run for the four elected officer positions noted below:

- Kip Haggerty - LAACN Chair
- Wiley Greiner - Vice Chair
- Joseph Antuna - Secretary
- Scott Miller - Treasurer

For all of those members who would like to serve in any of the above elected positions, please submit a Candidate Statement of no more than 150 words by October 31, 1997. These statements should present a brief overview of your current position and affiliations, and an indication of your interest in and plans for carrying out the duties of the position. Please submit your Candidate Statement to me at mjsconslt@aol.com so that they can be published in the November LAACN Newsletter. It is expected that voting of the membership will take place by email or US mail in time for the December meeting or in person at that meeting.

We have also had several volunteers seeking appointed office. The following individuals have volunteered for the appointed positions noted below:

- Kip Haggerty - Electronic Communications Chair (Webmaster)
- Morton Smith - Nominating Committee Chair
- Curtis Barrett - Referral Committee Chair

We would like to have other members or affiliate members volunteer for the remaining appointed positions, especially for Subnetwork Chairs so we will have meetings next year. The remaining

appointed positions are:

- Subnetwork Chairs (Run local geographic area or special interest meetings)
- Business Development Chair
- Membership Chair
- Political/Legal Affairs
- Professional Development Chair
- Newsletter Editor

Thanks for your interest and support.

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GENERAL MEETINGS

Kip Haggerty

October Joint Meeting with Metro LA Section and LA Council Power Engineering Chapter

Date:	Wednesday October 15, 1997 (Third Wednesday)
Topics:	"Buying and running an electrical business in California" plus "What Services Does CMTC Provide and How to become a Power Marketer"
Speakers:	Mr. Scott Miller and Mr. Jerry Knotts
Time:	5:45 pm Social and finger food 6:30 to 8:00 pm Meeting
Location:	Downtown at the Department of Water and Power Headquarters in the California Conference Room, 111 S. Hope St. - In downtown Los Angeles next to the 110 and 101 freeway interchange.
Info:	Free parking in Customer Parking lot at North end of Bldg off of Hope St. (Tell Security Guards you are here for the IEEE Power Meeting). The cost is \$7.00 for IEEE member reserving by Oct 10th, \$10.00 for nonmembers and late reservations, \$5.00 for students (first 5 students registered are free). Seating is limited to 70, please reserve by calling Roxana Khayyam at 818-405-3715.

TOPICS: The Metropolitan LA Section, Los Angeles PES Chapter, and Los Angeles Area Consultants' Network are proud to present a Joint Meeting on the evening of Wednesday October 15, 1997. Mr. Scott Miller, will present: "Buying and running an electrical business in California." Mr. Jerry Knotts will present: " What Services Does CMTC Provide and How to become a Power Marketer"

This event will be held at the Los Angeles Dept. of Water and Power Headquarters located downtown

Los Angeles next to the 110 and 101 freeway interchange at 111 N. Hope St., in the California Conference Room. The registration and social will start at 5:45 p.m. and includes hors d'oeuvres. The meeting will run from 6:30 to 8:00 p.m. The cost is \$7.00 for IEEE members reserving by Oct 10th, \$10.00 for non members and late reservations, and \$5.00 for students (first 5 students registered are free). To make reservations please call Ms. Roxana Khayyam at 818-405-3715. Parking is free in the DWP Customer Parking lot located at the north end of Bldg off of Hope St. Important; please tell the security guards you are here for the IEEE Power Meeting.

Buying and running an electrical business in California

Mr. Miller graduated from CSULB in 1990 with a BSEE and obtained his P.E. license three years later. He worked in the oil industry, then as a contract engineer, and finally for Hunt-Wesson. He received several commendations from Hunt-Wesson and PG&E for the Best Designed/Built customer-owned substation. He left Hunt-Wesson to enter consulting and then purchased a commercial and industrial battery sales and service business.

The advantage of buying an existing business is maintaining your cash flow while looking for consulting engagements. However, looking for a business, negotiating and actually buying it can get quite complicated and many small businesses hide their income. Mr. Miller will discuss techniques for determining actual income before buying the business, how an engineering background can be applied to many aspects of any business, and maintaining cash flow.

What Services Does CMTC Provide and How to become a Power Marketer

Mr. Jerry Knotts, P.E. is an engineer with the California Manufacturing Technology Center (CMTC) and he provides consulting services to Power Marketing companies. He helped start and manages Power Providers Inc. which was one of the first power marketers to be registered with California CPUC and FERC. He has over 25 years experience in small, medium and large companies in positions including program manager, vice president, and vice president/general manager. He has an MBA from Auburn and a BSEE from Penn State. He is also a licensed pilot and a senior member of IEEE.

Mr. Knotts will talk about the technical and business services offered by CMTC. CMTC is a non-profit organization created and funded by the federal and state government to help small manufactures stay competitive. Since it was founded in 1992, CMTC engineers and consultants have helped 350 of the state's small-to-medium manufactures with a range of services from process improvements to business plans to workforce training. The average cost to use CMTC services is approximately one-third the market cost. He will also talk about his experience in consulting with Power Marketing and companies. He will also describe how he helped start the power marketing co. Power Providers Inc. and how Power Providers got licensed with FERC and registered with CPUC.

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NEW MEMBER WELCOME

Kip Haggerty

I am pleased to welcome five new members: Harry Dellamano, Richard Doyle, Henry Feltenberg, Stephen Pflanze, and Ken Post.

- Harry Dellamano does business as TD Systems in Thousand Oaks. He consults in the areas of power electronics, power supplies, analog circuit design, and electromagnetic interference.
- Richard Doyle does business as Doyle And Associates in La Jolla. Richard is also a past Regional Director of the IEEE.
- Henry Feltenberg does business as Midas Consulting Group in Long Beach.
- Stephen Pflanze does contract engineering and is based in Canyon Country. He provides services in the areas of analog and digital design and test. He also provides C++ programming on the Unix operating system. You can learn more about Stephen at <http://www.wisr.net/artist/resume/cover.htm>
- Ken Post does business as Shoreline Consulting Services, Inc. in Huntington Beach.

On behalf of the network, I extend a warm welcome to our new members.

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REPORT ON THE AUGUST MEETING

Joe Antuna

Hello members of the LAACN! On our August meeting we had the pleasure of having two presentations. The two speakers were: Curtis W. Barrett, Referral Committee Chair and, Matthias F. Reese III.

Curtis spoke about some free engineering he performed. Free engineering you ask? ... what sort of a consultant would ever do a thing like that? Well, what he actually did was volunteer, as many people all over the entire U.S. are doing. The effort is called Net Day. One of the main objectives of the plan is to have every school in the U.S., K-12, both public and private, wired by the year 2000. There are approximately 140,000 schools that need to be wired to the Internet. To have these networks installed is a monumental undertaking. The program is federally sponsored but, not federally subsidized. So, this is the reason why this entire grassroots effort requires volunteers. Curtis was the organizer in the installation of the cabling at a nearby parochial school. Some of the type of people who volunteer their time for Net Day are, telephone installers, and electricians. A person need not be technically skilled to participate. Some people go to provide refreshments and see that things go to go smoothly.

Sponsors are needed to purchase kits which cost from \$500 to \$600. These kits contain 2,000 ft. of category V cable and additional components. There is a 24-jack master patch panel that connects 5 to 6 classrooms. There are two main drops in each classroom. One drop for the teacher and one for the students. The computers will then connect to RJ-11 jacks.

If anyone would like to become a sponsor or volunteer in their community they can begin by logging on to the following web site, www.netday.org.

Matt, the featured speaker for the evening, gave a presentation titled, "Time & Billing Software and your Personal Computer." The purpose of using a time management program is to report quickly and

accurately to the client, IRS, and for yourself, what work has been done. The most popular use of a time management program is for billing the client. But, some of its other uses include generating reports for aiding the consultants business plan, value of services offered, amount of work provided to each customer, etc. It can also be used to keep archival records of the client's business.

The time management program that Matt demonstrated to us is called Timeslips (R). He mentioned that there are many time management programs on the market but, that Timeslips is the most versatile of the genre he has seen.

The first step after acquiring Timeslips is to install and configure the program in a tailor made fashion to suit the particular needs of your practice. The program then keeps track of tasks performed by whom, what was done, when it was done, and at what value. There are a variety of reports that can be accessed. Or, even custom reports may be created. These reports may be done in summary or, detailed fashion. The basic operational configuration of the program is achieved by creation of three lists. These lists are Staff (your personnel), Activities(the activities they provide) and Clients. With this information clients can be billed and their payments recorded. For each client the recording of each task performed requires creation of a slip, which is retained in the programs database. There are two kinds of slips, **TIMESLIPS** and **EXPENCESLIPS**. Time slips are used to record tasks billed on a time basis while Expense Slips record cost of items for the task.

Timeslips is primarily PC based. There is a Macintosh version but, it is not as full featured. The cost of a single user licensed copy of the program is around \$100. For a network version of the program the cost is around \$500 to \$600. Timeslips can be used in and of itself or it can be linked to most general ledger programs, with an interface program that costs about an additional \$70.

Matt gave a demonstration of Timeslips on his laptop. He went through most of the program's features. The power of this program became readily apparent to me after I saw the demo. The program is not difficult to learn and if used in a regimented way can be an invaluable tool to the consultant.

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Other Southern California Network Meetings

October ASME Small Business Meeting

Date:	Wednesday October 15, 1997
Topic:	"The Business of Being a Consultant"
Speaker:	LAACN Member Andrew Hall Cutler, Ph.D, P.E.
Time:	6:00-7:15 PM, Networking 7:15-8:15 PM, Dinner (Japanese Buffet) 8:15-9:15 PM, Talk

Location:	Sambi of Tokyo 8649 Firestone Boulevard Downey, CA 90241 562-869-1171
Directions:	Sambi is located on Firestone Blvd. between Lakewood and Brookshire. It is near the 105 and 605 Freeways.
Info:	The cost is \$22.00 per person. For reservations, call Tosh Fujita at 818-354-8700 or rsvp via e-mail to toshio.fujita@jpl.nasa.gov

TOPIC: Any number of speakers give talks about being in business for yourself where they spout MBA textbook platitudes - business plan, cash flow, target market - which sound good but are hard to apply. Dr. Cutler's talk is unique in that it consists of practical advice you can understand and use.

Few people start a business by segmenting the marketplace, planning their business, putting aside the right amount of money to cover their cash flow requirements and then executing this plan to perfection. Most people who eventually build a successful practice fall into consulting when they least expect it, blunder around until they bump into opportunities, live in fear of going broke for years on end, and later make up a story so it sounds like they knew what they were doing and were confident of success all along. These made up stories won't help you half as much as the hard lessons learned of what to do, and when to do it, that Dr. Cutler presents.

Dr. Cutler will discuss the simplest entrepreneurial activity - consulting. He will explain what to do now if you plan to go into business for yourself in the foreseeable future. He'll also tell you what to do if you are suddenly 'downsized' and need to generate income - especially since most consulting businesses start this way.

Dr. Cutler is a registered chemical engineer. He has a Ph.D. in Chemistry and a B.S. in Physics. He supports himself through his consulting practice. He has given talks to Chemical Engineering groups and is scheduled to give an extended version of his talk to the Orange County Consultants' Network on October 18.

October IEEE San Diego Consultants' Network Meeting

Date:	Monday October 13, 1997
Topic:	"The Business of Being a Consultant" See above for topic description
Speaker:	LAACN Member Andrew Hall Cutler, Ph.D, P.E.
Time:	6:00 pm, Dinner 7:00 pm, Program
Location:	Sizzler Restaurant 3755 Murphy Canyon Road (at Aero Drive) Phone: (619) 278-6988

For questions, call John Watson (619) 274-0171 or Kim Premuda (619) 487-1440. For more information call John Parry at (760) 941-3738. The Consultants Network meets on the second Monday of every month (July and August included) at the same location. All are welcome.

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HOW TO JOIN AS A NEW MEMBER

New members may currently join the network and get listed in the directory for the remainder of 1997 and all of 1998 for \$50, the price of a 1-year membership. Please send a check for \$50 (made out to IEEE-LAACN), your IEEE number, and contact information to the [Treasurer](#). If you are not an IEEE member, then you are applying for a new affiliate membership and need to send a resume also. For further information, see:

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Clark Bell

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Webmaster

Kip Haggerty

H&A System Engineering

Dues are \$50 per calendar year. New member dues are: \$50 for calendar year (Oct 1 to Mar 31) or \$25 for remainder of calendar year (Apr 1 to Sep 31). Please make checks out to IEEE-LAACN and send to the [treasurer](#).

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Number 7
August 1997

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NEW MEMBER WELCOME

Kip Haggerty

I am pleased to welcome three new members: Joseph Antuna, Robert Daymo, and Robert Eisenhart.

Joseph Antuna does business as Thor Industries and consults in the areas of servo/control systems, process controls, signal conditioning, and telemetry. You can learn more about him and his practice in the Thor Industries web minisite.

Robert Daymo does business as Compulink Solutions, Inc. He specializes in software development and integration for real-time embedded systems and test equipment. He also develops applications for Windows 95/NT.

Robert Eisenhart does business as Eisenhart & Associates. He is an expert in microwave circuits and antenna modeling and specializes in electromagnetic simulation software. He is also an IEEE Fellow.

On behalf of the network, I extend a warm welcome to our new members.

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GENERAL MEETINGS

Kip Haggerty

The August Meeting will feature Mr. Matthias Reese. He will be speaking on *Time and Work Tracking: Management and Software Tools*. This meeting will be at the Sherman Oaks Galleria. The meeting is scheduled for August 21 (third Thursday -- not Wednesday) starting with informal networking at 6 pm,

dinner upstairs at the food court at 6:30 pm, and the program starting at 7 pm. No reservations required.

Topic: Efficient time and work tracking and billing are valuable components in an office's procedure. These unbillable activities are often time consuming at the least and also a major aggravation to many.

Computer programs are available to relieve the burden of these activities and an overview of two of them, Timeslips® and Timesheet® will be presented.

Such programs come in many flavors, very likely one that will fit your style of operation. Many of them can link with accounting programs and project management packages as desired.

Among the benefits of using such programs are: efficient data entry, archival record availability, e.g., at tax time, project management, and the ability to have a flexible view of the company's operation.

The Sherman Oaks Galleria is located just southeast of the Junction of the San Diego Freeway (I-405) and the Ventura Freeway (US-101). It is on the North West corner of the intersection of Sepulveda and Ventura Blvds. Go to the first level of the Galleria and find the escalators in the center. Then head east to the hallway between the Weebies (now out of business) and Goya stores and go down hall to end then left through double doors. The Community Room is an old health club and we will be in Room B (rest room is in Room A).

We will be having a September Joint Meeting with the China Lake Section on Tuesday September 23 in Ridgecrest. It will be a luncheon meeting and will feature Dr. Kip Haggerty speaking on *Being an Engineering Consultant: What Does It Take?*

In this talk, Dr. Haggerty will give a brief overview of his firm's start-up in consulting, its road to success in independent practice, and lessons learned. He will then present material on pricing your services, getting clients, and networking. He will also give a brief overview of LAACN member benefits and how to start a subnetwork for meeting locally while tapping into referral services covering Southern California.

For more information, see the China Lake Section Web Site.

The September General Meeting has been postponed to October because of business commitments. It will feature Mr. Bob Gauger, the chair of the coordinating committee of the Alliance of IEEE Consultants' Networks. He will be speaking on *Consulting Fee Surveys, Fee Setting, and progress towards the Consulting Special Interest Group within the IEEE-USA*. The meeting date and time will be announced in the meetings area and in the September/October newsletter.

Also coming up in October is a Joint Meeting with the Metropolitan LA Section and the Power Engineering Society on starting businesses. It is scheduled for Wednesday October 15, 1997. There will be two speakers including our own Scott Miller. Scott will be discussing the business aspects of his purchase of a commercial and industrial battery sales and service business as an addition to starting his consulting practice. The second speaker will be a venture capitalist. This meeting will be held in downtown LA at the Department of Water and Power Bldg. California Room (111 S. Hope St., Los Angeles).

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CALL FOR NOMINATIONS

Annual elections for the network officers will be held in November or December at the Annual Business Meeting. The elective offices are:

- Chair
- Vice-Chair
- Treasurer
- Secretary

To volunteer to run for office or to recommend someone for office, please contact:

Mort Smith, Nominating Committee Chair

29344 Whitley Collins Drive

Rancho Palos Verdes, CA 90275

Phone: (310) 377-6501

Fax: (310) 541-6101

For information on the duties of an officer or the election process, please see the relevant Bylaws Section.

1. Article IV - Executive Committee and Officers
2. Article V - Nominations and Elections

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CHAIR'S REPORT

Kip Haggerty

In my ballot statement last fall I had proposed five objectives for the network and specific strategies for achieving each objective. I am pleased to report that we have implemented those strategies. As a result, we have seen significant accesses to our web site, a continuing stream of directory search requests, and a slight increase in membership. The following is my report on our progress towards those objectives.

Objective 1. Create a network environment that fosters exchange of information and referral of colleagues. We have increased meeting frequency to monthly. Our newsletter is now web-based for faster and more cost-effective publishing. We now have a members-only referral email list for rapid dissemination of referral requests and a public subscription email list for meeting announcements and other general information.

Objective 2. Encourage use of LAACN engineering and technical consultants. We have finalized a budget plan for 1997 that will provide a spending framework for future years. The plan focuses two-thirds of the budget on promotional activities aimed at clients, including approximately one-third of

the budget for advertizing. The purpose of the advertizing is to get potential clients to use our web directory or call our referral voice mail. We have already run four ads in the IEEE LA Council Bulletin and are finalizing the advertising plan for the remainder of 1997. Our referral system now features the web-based directory of consultants as the primary referral mechanism making it easier for potential clients to learn of our services. We have also printed high-quality business cards for distribution by the membership. Many members have begun distributing them (contact the [Chair](#) if you would like some to distribute). Lastly, we have been recruiting new members to make our web directory a more compelling location to search for consultants.

We have also adopted a strategy of holding joint meetings with other IEEE entities and other professional societies. This will allow our members to network with people in industry at companies that constitute our base of potential clients. We have already held joint meetings with the South Bay Harbor Section and AIAA. We have additional joint meetings planned for next fall.

Objective 3. Promote high standards of professional practice. We have switched to chapter-style evening meetings with an optional dinner and put together some programs on technical and business topics related to consulting. We have also made the IEEE Code of Ethics available on the web site and pass along information on continuing education and P.E. registration as it becomes available.

Objective 4. Serve the Southern California area. We have alternated the meetings between the South Bay and the San Fernando Valley. We are planning some joint meetings with other IEEE entities to get a meeting of the network into other parts of the LA Council area (from San Diego County in the south to San Luis Obispo, Kern, and Inyo Counties to the north). We have joint meetings set up with the China Lake, Metropolitan LA and Buena Ventura Sections for the fall. We have also made contact with the Orange County and Foothill Sections about possible joint meetings.

We are planning to resurrect the subnet structure soon and use that as a means to provide local meetings while continuing to use the LAACN umbrella to provide referral services for all of Southern California (see article on [subnetworks](#)). One disappointment in this area was the refusal by the Orange County Consultants' Network to participate in a joint web directory. Their Chair declined because LAACN's annual dues are too low.

Objective 5. Transition smoothly from the paper newsletter and telephone referral system to web and email services. This has gone well. We have only 16 out of 51 members receiving the newsletter by mail because they either lack email or have specifically requested a printed copy. This reduces the workload on those who volunteer their time to make the network a success and permits greater spending on promotional activities. The referral voice mail now also includes the web address and contact information for the officers to increase the ease with which potential clients can access our referral system.

We have also provided Internet education for the membership. We had an article last winter on free and low-cost email services. We have also presented a tutorial on HTML in both the South Bay and the San Fernando Valley. The tutorial provided the information members need to take advantage of the web minisite membership benefit. An online version of the tutorial is available in the meetings area on the web site.

For further information, see:

● [Article on Free Email](#) (Jan./Feb. 97 Issue)

● [HTML Tutorial](#)

● [Meetings Info](#)

● [Business Card](#)

● [Firms Index](#)

● [Member Info and Benefits](#)

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RESTARTING THE SUBNETWORKS

Kip Haggerty

The area served by our network runs from San Diego County in the south to San Luis Obispo, Kern, and Inyo Counties in the north. We have established a budget, a promotions and advertizing plan, and a web-based directory to ensure that potential clients are served as our first priority. We have also put together a program of monthly meetings at various locations in Southern California.

Our Bylaws allow for subnetworks of the LAACN led by appointed Subnetwork Chairs. Now is the time to reactivate the Subnetwork structure to provide meetings better aligned to the needs of the membership. I would like to have several Subnetworks functioning by January 1998 so that General Meetings will be planned and hosted by the Subnetworks rather than the Network Chair. Subnetworks can be used to provide local meetings in locations such as:

- San Fernando Valley
- South Bay
- Orange County
- Ventura/Santa Barbara Counties
- Foothill Section Area
- China Lake Section Area

Subnetworks can also be used to set up a special interest groups such as a group of members interested in forensics or computer consulting. The advantage of this approach is that a Subnetwork can be established rapidly to meet an interest or a need of the membership and can be easily disbanded after it is no longer needed. All the while, the interface to potential clients for referrals is through the LAACN referral system and promotional activities.

The process is simple. Someone proposes a Subnetwork. Someone volunteers to be the Subnetwork Chair. The LAACN Chair appoints this person as Subnetwork Chair to the Executive Committee, which will vote on confirmation of the appointment. If confirmed, there is a Subnetwork.

The Subnetwork Chair would be responsible for meetings of the Subnetwork. This includes selecting a meeting frequency, place, date and time, scheduling the meeting room, submitting a meeting notice, and proposing an annual budget for the Subnetwork's meetings.

HOW TO JOIN AS A NEW MEMBER

New members may currently join the network and get listed in the directory for the remainder of 1997 at half price (\$25). Please send a check for \$25 (made out to IEEE-LAACN), your IEEE number, and contact information to the [Treasurer](#). If you are not an IEEE member, then you are applying for a new affiliate membership and need to send a resume also. If you delay until October 1, then pay the full \$50 and get the last quarter of 1997 plus all of 1998 -- all for the low price of one year. For further information, see:

- [Joining LAACN](#)
- [Member Info and Benefits](#)

- [Member Info and Benefits](#)
- Meeting Calendar
- [Finding a consultant](#)
- [Los Angeles Council](#)
- [IEEE](#)

HF Plus

**Webmaster
Kip Haggerty**

H&A System Engineering

calendar year (Oct 1 to Mar 31) or \$25 for remainder of calendar year (Apr 1 to Sep 31). Please make checks out to **IEEE-LAACN** and send to the [treasurer](#).

Hosted by [Verio Southern California](#).



The Engineering **INDEPENDENT**

GENERAL MEETINGS

Kip Haggerty

The July Meeting will feature Mr. Bob Gauger, the chair of the coordinating committee of the Alliance of IEEE Consultants' Networks. He will be speaking on *Consulting Fee Surveys, Fee Setting, and progress towards the Consulting Special Interest Group within the IEEE-USA*. This meeting will be at the Manhattan Village Mall in Manhattan Beach. It is scheduled for July 16 (third Wednesday) starting with informal networking at 6 pm, dinner at the food court at 6:30 pm, and the program starting at 7 pm. No reservations required.

Manhattan Village Mall is on the southeast corner of Sepulveda Blvd. and Rosecrans Blvd. in Manhattan Beach, CA. We will be meeting in the community room down the hall behind the food court in the center of the mall. The room is across from the mall management office and next door to the security office.

P.E. LAW UPDATE

Kip Haggerty

There are three bills in the California Legislature relating to professional engineering (P.E.) law that are of interest to IEEE members. The California Legislative Council of Professional Engineers (CLCPE) has taken positions on these bills. The bills and the CLCPE positions are:

1. AB 969 (Cardenas) P.E. Act Rewrite (oppose unless amended)
2. SB 704 (Rainey) Chemical Engineering Practice Act (support)
3. SB 828 (Greene) Board Reauthorization (support for original bill)

Background. California P.E. Law is a bit convoluted. Civil, electrical, and mechanical engineering are practice act branches. Therefore, the practice of those three fields, along with use of the branch titles is regulated. One cannot practice or call oneself an electrical engineer unless registered as a professional electrical engineer

NETWORK PROMOTIONS

Kip Haggerty

Our referral systems include our web directory, email and voice mail. In order to get potential clients to use these resources, we need to promote their existence. The executive committee has adopted two methods: print advertising and network business cards.

Advertising: We have already run four ads in the *IEEE Los Angeles Council Bulletin*. In July, we will be firming up our advertising plan for the remainder of 1997. Under consideration are:

- Continue ad in LAC Bulletin
- LA Business Journal Resource Directory listing
- Others to be proposed

If you have an ad proposal for consideration by the executive committee, please send me the details including cost and target audience.

Network Business Cards: The

The August Meeting will feature Mr. Matthias Reese. He will be speaking on *Time and Work Tracking: Management and Software Tools*. This meeting will be at the Sherman Oaks Galleria.

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NEW MEMBER WELCOME

Kip Haggerty

I am pleased to welcome three new members: Iser Flaum, Richard Goodpasture, and Kenneth Junkert. Iser does business as Compulogic Systems, Inc. and consults in the areas of digital hardware, embedded system software, and DSP. Richard consults in the areas of data acquisition, test, and VHDL. You can learn more about him and his practice in the [Markenrich Corporation](#) web site. On behalf of the network, I extend a warm welcome to them.

by the state. For the electrical engineering branch, this has been the law for over thirty years.

The law also provides an exemption for industrial companies (also Federal employees and a few other exemptions) for engineering work, but not titles. Those of you performing electrical engineering for such a company will note two things.

1. You practice electrical engineering at your company
2. Your title is not electrical engineer

You are authorized to practice electrical engineering by the fact that you are an employee of a company subject to other means to protect the public, such as product liability law. You are not authorized to use the title. The company bears the responsibility for ensuring your competence and providing training.

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business cards promote both the referral services and the network. We had tent-style cards printed and they stand out nicely on a display table. Please give them out to your clients and at meetings.

If you would like to distribute network business cards, please pick them up at a network meeting or contact me to have some mailed to you.

THE ONLINE BULLETIN

Welcome to the online bulletin of the LAACN. Check out the information links on the page 2 for viewing, printing a paper copy, submitting an article, etc.

Think about writing an article for this bulletin... soon! Also, let us know if you or another member received a professional award, recognition, or certification lately so we can mention it.

INFORMATION LINKS

- [Viewing and printing](#)
- [Submitting an article](#)
- [Past issues](#)
- [Joining LAACN](#)
- [Finding a consultant](#)
- [Los Angeles Council](#)
- [IEEE](#)

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LOS ANGELES AREA CONSULTANTS' NETWORK

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Kip Haggerty

H&A System Engineering

Vice-Chair

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Wiley Greiner

LA Software

Secretary

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*Acquisition and Technology
Associates*

Online Editor

Clark Bell

HF Plus

Webmaster

Kip Haggerty

H&A System Engineering

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... MEETINGS

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The meeting is scheduled for August 21 (third Thursday -- not Wednesday) starting with informal networking at 6 pm, dinner upstairs at the food court at 6:30 pm, and the program starting at 7 pm. No reservations required.

The June Meeting had a very low turnout. It calls into question our meetings plan. Perhaps monthly meetings or meetings in the San Fernando Valley are not wanted by the membership. Perhaps the increase in business activity has us all a little too busy for network meetings. Our most successful meetings have been joint meetings with other IEEE groups and other professional societies. One approach may be to only schedule joint meetings (and one year-end business meeting) and have four to six meetings per year. If you have any thoughts on this, please let me know because planning for next year will have to begin soon.

For more information, contact:

- Kip Haggerty, LAACN Chair
- P.O. Box 637
- Lawndale, CA 90260
- k.haggerty@ieee.org
- (310) 679-2440
- Fax: (310) 679-9667

see the meetings area on the web site:

- <http://www.laacn.org/>

... P.E. LAW

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column 2)*

The other branches of engineering, such as control systems, chemical and nuclear, are title act branches for which only use of the titles is regulated. For example, one cannot call oneself a control systems engineer without being registered, but one can perform those parts of control systems engineering that are not part of any regulated practice act branch without registration.

The flaw in the law is that as a registered control systems engineer, one cannot practice those parts of control systems engineering which are also part of electrical or mechanical engineering. That is one problem the rewrite is intended to fix. Other problems are related to differences in our law from the other 49 states that make it harder for California engineers to receive comity registration in other states.

AB 969. The P.E. Act Rewrite is a two year bill that will be heard next January. Among the provisions in the bill that stand out are:

- Expansion of the industry exemption
- Board action on title act

reserved. *The Engineering Independent* is published bimonthly by volunteers of the IEEE LA Area Consultants' Network. The LAACN offers networking and referral services to consultants throughout southern California.

The discussion of any legal issues in an article in this publication is presented as educational material only. The editor, the IEEE and the LAACN, and their officers take no responsibility for any statements made in this publication regarding applicability to existing laws. Always seek the advice of an attorney in any legal matter.

or subscribe to the IEEE Majordomo mailing list: *usab-laacn-announce* by sending an email message to:

majordomo@majordomo.ieee.org with the following in the message body:

subscribe usab-laacn-announce

Map and Direction Links

July: Manhattan Village Mall

August: Sherman Oaks Galleria

branches

- Grace period for title act branches
- Overlap of practice branches
- Continuing professional competency (CPC)
- Code of ethics

Expansion of the Industry Exemption. This controversial provision exempts independent contractors to exempt industries. It may be a mute point because similar language has been added to SB 828 which is under consideration in the Assembly and will likely pass.

Board Action on Title Act Branches. Originally, the bill authorized the Board to hold hearings on the title act branches and decide which ones to elevate to practice act status and which ones to deregulate. This is unacceptable to the legislature.

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... P.E. LAW

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The Board will hold the hearings this fall and make its recommendation to the legislature next January. The title act branches will individually either be deregulated or elevated to regulation of the practice by the legislature.

Grace Period for Title Act Branches. This applies to those practicing engineering in a title branch without registration and are not covered by the industry exemption. It provides a grace period of at least two years for those engineers to get registered.

Overlap of Practice Branches. It is fact that engineering branches overlap. The new law will recognize and allow for overlap among practice regulated branches. For example, if control systems engineering is elevated to practice status, then it will be legal for a registered control systems engineer to perform those parts of control systems engineering which overlap with mechanical and electrical engineering. If, on the other hand, control systems engineering is deregulated, then a control systems engineer would be prohibited from

Code of Ethics. This would authorize the Board to draw up a code of ethics for registrants and make it easier to take action against unethical practice.

CLCPE has taken a position of oppose unless amended on this bill. Many of the objections may be removed by the results of the Board hearings next fall.

SB 704. This is also a two year bill. It would elevate chemical engineering to practice status. The chemical engineers proposed this bill because the Board backed off of elevating all NCEES tested branches of engineering to practice status. It will probably either be included in AB 969 or will slow down passage of the rewrite. CLCPE supports this bill and is listed as a cosponsor along with AIChE.

SB 828. The Board is subject to sunset provisions in the law authorizing its existence. The Board ceases to exist next year if not reauthorized by the legislature. This only would eliminate the Board and not the P.E. Act itself. If the Board is not reauthorized, then enforcement of P.E. Law would go to Department of Consumer Affairs staff and there would not be public hearings on regulatory actions.

Unfortunately, the controversial expansion of the industry exemption to nonemployees has been tacked onto this bill. As

FORENSIC CONSULTING

Kip Haggerty

Forensic consulting can be an interesting and challenging branch of a professional consulting practice. Two Southern California organizations which generally meet monthly are [San Diego Forensic Consultants Association](#) and [Forensic Consultants Association Orange County](#). Anyone may attend their meetings, and members cover a wide range of professional disciplines. Regular membership, including directory listing, requires some forensic experience and legal references.

LAACN Vice-Chair Clark Bell was recently admitted as a Member of the [National Academy of Forensic Engineers](#) (NAFE). This organization was formed 15 years ago "to advance the art and skill of engineers who serve as engineering consultants to members of the legal profession and as expert witnesses in courts of law, arbitration proceedings and administrative adjudication proceedings."

Requirements for admission as a NAFE Member include Professional Engineer registration and minimum requirements for: years of technical and forensic

performing any part of electrical or mechanical engineering unless she obtained a registration.

Continuing Professional Competency. This would have allowed the Board to establish a CPC program. The legislature believes such programs are ineffective and this has been removed from the bill.

NEW MEMBERS

New members may currently join the network and get listed in the directory for the remainder of 1997 at half price (\$25). Please send a check for \$25 (made out to IEEE-LAACN), your IEEE number, and contact information to the Treasurer. If you are not an IEEE member, then you are applying for a new affiliate membership and need to send a resume also.

- Wiley Greiner, LAACN Treasurer
- 1329 Pine Street
- Santa Monica, CA 90405-2611

amended, the bill has passed the Senate and is now under consideration in the Assembly. This particular provision is part of the P.E. Act rewrite and more properly should be debated in that context. Apparently two groups are doing battle over this amendment. The Consulting Engineers and Land Surveyors of California (CELSOC) is actively opposing the expansion of the industry exemption. The California Software Industry Association (CSIA) is supporting the expansion of the exemption. CLCPE has written to Senator Greene to inform him that our support was for the original bill without the expansion of the industry exemption.

Note: Mr. Haggerty is the Legislative Coordinator for the IEEE Los Angeles Council and Second Vice President of the California Legislative Council of Professional Engineers (CLCPE). Los Angeles Council is a member of CLCPE.

- Further information

experience, number of forensic cases, and testimonies under oath subject to cross examination. A NAFE Member is also considered a Board Certified Diplomate in Forensic Engineering by the NAFE.

LAACN is considering presenting a talk on forensic consulting and possibly a workshop, if there is sufficient interest. Let Kip Haggerty or Clark Bell know if this topic would draw your attention.

SAN DIEGO CN

The next meeting of the IEEE San Diego Consultants' Network (SDCN) will be Monday, July 14, 1997. Dinner is at 6:00 p.m. and the program is at: 7:00 p.m.

Location: Sizzler Restaurant at 3755 Murphy Canyon Road (at Aero Drive). Phone: 278-6988. Questions: Call Juan Parry - 941-3738 Agenda: What Tools Work for Consultants? Our Marketing Efforts.



The Engineering **INDEPENDENT**

GENERAL MEETINGS

Kip Haggerty

The June Meeting will be held at the Sherman Oaks Galleria in the San Fernando Valley. It is scheduled for June 18 (third Wednesday) starting with networking at 6 pm, dinner upstairs at the food court at 6:30 pm, and the program starting at 7 pm. No reservations required. Due to schedule conflicts, Matt Reese's talk on "Time and Work Tracking: Management and Software Tools" has been postponed to August.

This month's topic is *Introduction to HTML* and will be presented by our network web team. In addition to the LAACN web directory and search engine, each member may put up mini-web site for his consulting business. These mini-sites may contain up to 50K of HTML pages and graphics and are located in the [firms area](#) on the web site.

The focus of this meeting will be to provide enough basic information for the members to

HOW TO GET THE MOST FROM YOUR MEMBERSHIP

Kip Haggerty

1. Update your directory listing

Do this for two reasons. First, people are searching the directory. On average, we get about three searches per day. Second, if your contact information is incorrect, then the interested party cannot contact you. This happened last month. I was called by a person who tried to call one of our members who has apparently moved. I could not help them.

2. Put up a minisite for your business

Your membership includes web space for your business where you can electronically publish information about your practice. Several of our members have taken advantage of this benefit. We will be repeating the web workshop we put on in the South Bay (February meeting) at the August meeting in the San Fernando Valley to assist you in putting together web pages for your business.

WEB SITE TRAFFIC

Leslie J. Haggerty

Hit Report: We continue to do quite well in the number of hits our site is receiving. Although hits only measures the total number of times files from our site are downloaded, the trend this year continues to be quite encouraging. The monthly totals for 1997 are:

- Jan 2,300
- Feb 2,900
- Mar 3,600
- Apr 4,200
- May 4,600

In May we averaged about 150 hits per day. Since inception (7/11/96 to 5/31/97), we have been hit from 56 different countries around the world including countries on every continent except Antartica. The totals are as follows:

Total Hits:	27,503
Total Transfers:	187.5 MB
Average Hits:	88 /day
Average Transfers:	600 KB/day

The following trend appeared in May. Clark Bell's [hfplus page](#)

put together their own mini-sites. Come learn the basics of putting together web pages and how to make use of this valuable member benefit. Then put your own electronic billboard on the information highway.

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NEW MEMBER WELCOME

Kip Haggerty

I am pleased to welcome three new members to our network: George Huling, Karen Owens, and Louis Ungar. George and Karen do business together as Disciplined Software Consulting (DSC). You can learn more about them and their practice in the DSC web minisite. Louis works in the area of automated test equipment and does business as A.T.E. Solutions, Inc. On behalf of the network, I extend a warm welcome to them.

3. Distribute network business cards

Give out our new business cards to your clients and at professional meetings. It can be as easy as placing them on the display table at an IEEE meeting. I also glue them inside copies of the national directory along with my business card to distribute to my clients and at professional meetings.

4. Attend network meetings

Our meetings are your opportunity to expand your contacts through networking. This is especially true when we hold joint meetings with other parts of the IEEE or other societies. The joint meetings are a strategy adopted by the executive committee, because our members need to meet other professionals who work for companies that may be interested in engaging consults.

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broke into the top ten hit recipients. Not counting graphics, Clark's home page was the third most popular page on our site right behind the LAACN home page and the browseable directory. Clarks' minisite home page is now receiving about 30-40 hits per week.

THE ONLINE BULLETIN

Welcome to the online bulletin of the LAACN. Check out the information links on the page 2 for viewing, printing a paper copy, submitting an article, etc.

Think about writing an article for this bulletin... soon! Also, let us know if you or another member received a professional award, recognition, or certification lately so we can mention it.

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- [Finding a consultant](#)
- [Los Angeles Council](#)
- [IEEE](#)

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LOS ANGELES AREA CONSULTANTS' NETWORK

Chair

Kip Haggerty

H&A System Engineering

Vice-Chair

Clark Bell

HF Plus

Treasurer

Wiley Greiner

LA Software

Secretary

Ed Conrow

Acquisition and Technology Associates

Online Editor

Clark Bell

HF Plus

Webmaster

Kip Haggerty

H&A System Engineering

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... MEETINGS

(continued from page 1 column 1)

The Sherman Oaks Galleria is located just southeast of the Junction of the San Diego Freeway (I-405) and the Ventura Freeway (US-101). It is on the North West corner of the intersection of Sepulveda and Ventura Blvds. Go to the first level of the Galleria and find the escalators in the center. Then head east to the hallway between the Weebies and Goya stores and go down hall to end then left through double doors. The Community Room is an old health club.

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For more information about meetings, contact:

- Kip Haggerty, LAACN Chair
- P.O. Box 637
- Lawndale, CA 90260
- k.haggerty@ieee.org
- (310) 679-2440
- Fax: (310) 679-9667

see the meetings area on the web site:

- <http://www.laacn.org/>

or subscribe to the IEEE Majordomo mailing list: *usab-laacn-announce* by sending an email message to:

majordomo@majordomo.ieee.org

with the following in the message body:

subscribe usab-laacn-announce

Map and Direction Links

June: Sherman Oaks Galleria

July: Manhattan Village Mall

MEMBERSHIP NUMBERS

Kip Haggerty

The individuals below currently do not have IEEE or LAACN affiliate membership numbers on file.

- Barkan, Yale
- Buyco, Ishmael H.
- DiCenzo, Alan
- Hays, Lyman V.

Independent is published bimonthly by volunteers of the IEEE LA Area Consultants' Network. The LAACN offers networking and referral services to consultants throughout southern California.

The discussion of any legal issues in an article in this publication is presented as educational material only. The editor, the IEEE and the LAACN, and their officers take no responsibility for any statements made in this publication regarding applicability to existing laws. Always seek the advice of an attorney in any legal matter.

reservations required.

The May Meeting was our first joint meeting with AIAA, the IEEE Network for Entrepreneurs, et. al. It was a very informative panel discussion on "Using SBIR Contracts to Help a Growing Small Business." The four panelists provided very useful information for those of our members that may want to pursue entrepreneurial ventures and use SBIR funds to further those goals. I want to thank Mr. Richard Denison of the AIAA who set up and moderated the program. We look forward to working with AIAA on future joint meetings.

Be sure to watch the meetings area on the web site for our unfolding plans for August and the fall. We have tentatively scheduled networking workshops jointly with the Orange County and Buena Ventura Sections for September and November respectively. October is tentatively a joint meeting with South Bay Harbor Section and the Motion Picture Industry Association. December will be our annual business meeting and officer elections.

- **Kaleta, Gary J.**
- **Wells, Donald R.**

Please supply your IEEE number to the chair (see top of this column) or request an affiliate number from the chair if you are not an IEEE member. This information is used for online directory update, verification of eligibilty for elected office and voting on Bylaws amendments, and will be used for a planned members only area on the web site.

WHERE'S YOUR ARTICLE???

Check out the link on [submitting an article](#) and start writing.

Put your article with HTML into the body of an email message and send it to the online editor. It is not necessary to put anything else in the email body.

Please note that if you use a special HTML editor, you may find that the article has additional tags in it which make it a full HTML document file. Before sending off the article by email, please edit out those tags, and make any other changes so that it will conform to the [sample article](#).

ANNUAL DUES UPDATE

Kip Haggerty

The following individuals need to pay their proration through the end of 1997. The three with asterisks are in arrears. Membership will be dropped for any member whose dues are more than 3 months in arrears.

SEARCH UPDATE

Leslie J. Haggerty

We are now tracking the search terms when people search our directory. In May, there were 89 searches. Nine specified an area code. Twelve wanted consultants willing to work for contract engineering firms. No one in the directory has requested their listing state that they are willing to do so. If you are willing to work for contract engineering firms, contact the chair to modify your listing. Most (71) searched the full text of the entry with 17 searching by IEEE category and one by name.

There were 82 different search terms requested which are listed below. If the term was used more than once, the number of times appears in parenthesis.

* revelation	* test
* revelation	* test
technologies	equipment
* revelation	/systems
technology	* transfer
* RF (2)	functions
* Security (2)	* transistor
* software (3)	* utility
* switchgear	* west
* t1 (2)	Virginia (2)
* targeting	* windows
	NT
	* Windows
	NT (2)
	* Windows
	NT security

... MOST FROM MEMBERSHIP

*(continued from page 1
column 2)*

5. Volunteer for a network office

The more volunteers we have, the more effort that can be directed towards promotion of our referral mechanisms. Also, by holding an elected or appointed office, you get your name posted in additional places to increase your visibility. All volunteers get their names and contact

Member	Date Due	Dues
DiCenzo, Alan *	6/6/97	\$28
Hays, Lyman V.	9/17/97	\$14
Way, John L. *	5/25/97	\$30
Wells, Donald R. *	4/16/97	\$35

Please send checks (made out to IEEE-LAACN) to the Treasurer along with your IEEE number, LAACN affiliate member number, or request for an affiliate number.

- Wiley Greiner, LAACN Treasurer
- 1329 Pine Street
- Santa Monica, CA 90405-2611

New members may currently join the network and get listed in the directory for the remainder of 1997 at half price (\$25). Please send a check for \$25, your IEEE number, and contact information to the Treasurer. If you are applying for a new affiliate membership, please send a resume also.

* 802.1H	* hoosier
* acoustics (3)	* houzer
* adhesive	* howser
* Automatic (2)	* hubs
* brad fox (2)	* Infrared
* cics	* Infrared
* circuit	Systems
* circuits	* inspection
* cobol	* Internet (2)
*	* junction (2)
communications	* jury
(3)	consultant los
* computers (7)	angeles (2)
* Control	* lasers
* data	* leakage
communication	* macintosh
* data	* management
transmission	(4)
* db2	* market
* design (2)	* marketing (3)
* e1	* Mathcad
* electrical	* metrology
* electrical	*
engineering	microprocessors
* electro-optics	* nas
* electronic	* NEPA
engineering (2)	Environmental
* electronics	(3)
* engineer (2)	* network (4)
* engineering	* networks (2)
*	* networks -
Environmental	LAN/WAN -
Consultants	other
* fiber optics	* Non linear
* Firewall	Control
* forensic (3)	* Nonlinear
* free	Control
* hauser	* notebook
* hauzer	* osterhues
	* Pelster
	* portables (4)
	* power
	* printed
	* reliability (3)

information posted on the officers page on the web site. Anyone maintaining a portion of the web site gets their name listed at the bottom of that page with an email link and also a listing on the web site credits page. In addition, elected officers get their name listed on the network business cards and newsletter.

6. Get listed in the Speakers' Bureau

Get added visibility by adding your listing to the LAACN Speaker's Bureau. This is a new feature of the web site and we hope to have a good selection of speakers and topics listed. The idea is to create added visibility and credibility for our members by publicizing those available to give talks to professional societies.

Links to further information:

- Directory Update Form
- Firms Area
- HTML Tutorial
- Sample Business Card
- Upcoming Meetings
- Officers Page
- Volunteer Opportunities
- Speakers' Bureau Entry (Removed due to lack of interest)
- Speakers' Bureau Page (Removed due to lack of interest)



The Engineering **INDEPENDENT**

GENERAL MEETINGS

Kip Haggerty

Last month was our first joint meeting with a Section. The meeting went quite well and we were rewarded with insights from the panel of Film technology experts assembled by Ron Pizer. We also enjoyed the better facilities and food offered by The Lakes at El Segundo. A big thank you goes out to Ron for putting the panel together, Lyn Shaw (South Bay Harbor Treasurer) for handling the money and reservations, and the South Bay Harbor Section for picking up the tab for the panelists' dinners.

The May Meeting will be a panel discussion on "Using SBIR Contracts to Help a Growing Small Business." The date is Thursday, May 22, 1997 from 11 am to 1 pm (note the day and time change). The meeting will be hosted jointly by the LAC Joint Chapter of Engineering Management, Education and Professional Communication

Each panel member will describe his company with an emphasis on how SBIR contracts help the business grow as well as some of the special features required to make the business successful. There will be time for discussion among panel members as well as questions from the audience. Each panel member has at least one active Phase II SBIR contract. The panelists are:

Jay Ebersohl is President of Advatech Pacific, Inc. which is located at San Bernardino Airport. Although the business is relatively young, he already has an Army Phase II contract on 'Characterization and Quantification of Missile Debris Hazard to Aircraft'.

Dr. Nahum Gat is President of Opto-Knowledge Systems, Inc. which has the very popular Internet site call TechExpo. The company has several Phase II contracts including one from DARPA on a 'LWIR Imaging Spectrometer' and a NASA STTR Phase II on 'Neural Network for Remote Sensing'.

For more information about meetings, contact:

- Kip Haggerty
- LAACN Chair
- P.O. Box 637
- Lawndale, CA 90260
- k.haggerty@ieee.org
- (310) 679-2440
- Fax: (310) 679-9667

see the meetings area on the web site:

- <http://www.laacn.org/>

or subscribe to the IEEE Majordomo mailing list: *usab-laacn-announce* by sending an email message to:

majordomo@majordomo.ieee.org

with the following in the message body:

subscribe usab-laacn-announce

Map and Direction Links

May: TRW - Space Park

June: Sherman Oaks Galleria

Societies and the American Institute of Aeronautics and Astronautics, Los Angeles Section, CALSAT Programs. The meeting is co-sponsored by the Los Angeles Area Consultants Network and the IEEE Network for Entrepreneurs. This is an opportunity to meet some successful entrepreneurs and network with some aerospace people.

The meeting will be held in Redondo Beach at TRW - Space Park, Building S, Park Patio Cafe (formerly the Waitress Dining Room). TRW is located on the south side of Marine Avenue in Redondo Beach between Aviation and Redondo Beach Avenue (formerly Freeman). The meeting will be held in Building S which is just south of the parking lot halfway between Aviation and Redondo Beach Avenue.

To attend, please call Jodie at the AIAA's Western Office (800) 683-AIAA or Fax (310) 643-7509. Pizza and soft drinks will be available for \$6.00 based on RSVP.

Dr. William C.L. Shih is President of Physical Research, Inc. The company, which has been in business for more than a decade, has had many Phase II contracts. An example of active Phase II work is the Air Force sponsored contract on 'Magneto Optic Eddy Current Imager for Application to Engine Inspection'.

Dr. Dennis Wonica is President of another successful young company called Lightec. Recently, the company was awarded a Navy Phase II contract on a 'Laser Communication and Tracking System for Naval Aircraft.

The June Meeting will feature Mr. Matthias Reese, III. He will be speaking on Time and Work Tracking: Management and Software Tools. This meeting will be at the Sherman Oaks Galleria in the San Fernando Valley. It is scheduled for June 18 (third Wednesday) starting at 6 pm.

Welcome to the fourth online bulletin of the LAACN. Check out the information links on the page 2 for viewing, printing a paper copy, submitting an article, etc.

Think about writing an article for this bulletin... soon! Also, let us know if you or another member received a professional award, recognition, or certification lately so we can mention it.

The Engineering *INDEPENDENT*

Volume 5
Number 4
May 1997

INFORMATION LINKS

- [Viewing and printing](#)
- [Submitting an article](#)
- [Past issues](#)
- [Joining LAACN](#)
- [Finding a consultant](#)
- [Los Angeles Council](#)
- [IEEE](#)

Hosted by [Verio Southern California](#).

LOS ANGELES AREA CONSULTANTS' NETWORK

Chair

Kip Haggerty

H&A System Engineering

Vice-Chair

Clark Bell

HF Plus

Treasurer

Wiley Greiner

LA Software

Secretary

ANNUAL DUES AND MEMBER NUMBERS

Kip Haggerty

Current LAACN policy on membership is to drop membership of members whose dues are more than 3 months in arrears and remove them from the directory. Dues are \$50 per calendar year. For new members, the dues are \$50, if paid between Oct 1 of the previous year and Mar 31 of the current year, or \$25 for the remainder of the year, if paid between Apr 1 and Sep 30. Current members have been given a prorated dues amount to get them current through the end of 1997. Please send checks (made out to IEEE-LAACN) to the Treasurer along with your IEEE number, LAACN affiliate member number, or request for an affiliate number (and a resume if you are applying for a new affiliate membership).

- Wiley Greiner
- LAACN Treasurer

- Kip Haggerty
- LAACN Chair
- P.O. Box 637
- Lawndale, CA 90260
- k.haggerty@ieee.org
- (310) 679-2440
- Fax: (310) 679-9667

The following individuals are in arrears more than 3 months and need to bring their dues up to date immediately or will be dropped from membership and removed from the directory.

Member	Last Paid	Dues
Lazar, Homer	1/14/96	\$48

We need the following individuals to pay their proration through the end of 1997. Please help your volunteer officers by paying your proration promptly. The sooner the calendarization of dues is completed, the sooner the officers can focus on budgeting for promotional activities.

Ed Conrow
*Acquisition and Technology
Associates*

Online Editor
Clark Bell
HF Plus

Webmaster
Kip Haggerty
H&A System Engineering

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- 1329 Pine Street
- Santa Monica, CA 90405-2611

IEEE members may join the network and get listed in the directory by sending a check for the new member dues amount to the Treasurer and submitting their directory listing using the web form. For members without the ability to fill out electronic forms on the web, they may submit their entries by email or on a floppy disk, but the listings must be submitted in the proper format. Contact the Chair for details.

For those individuals, who are not IEEE members, but who wish to join as an affiliate member, the procedure is the same, except new applicants for affiliate membership need to submit a resume along with their dues check and need to be approved by the executive committee. Dues checks will be returned in cases where applications for affiliate membership are not approved. Renewing affiliate members need only pay their dues.

For those of you listed as not having an IEEE or LAACN affiliate number on file, please send your IEEE number to (or request an affiliate number from):

Member	Last Paid	Dues
DiCenzo, Alan	6/6/96	\$28
Hays, Lyman V.	9/17/96	\$14
Way, John L.	5/25/96	\$30
Wells, Donald R.	4/16/96	\$35

The individuals below currently do not have IEEE or LAACN affiliate membership numbers on file. Please supply your IEEE number to the chair or request an affiliate number if you are not an IEEE member. This information is used for online directory update, verification of eligibility for elected office and voting on Bylaws amendments, and will be needed for AICN's elevation to society status.

- Barkan, Yale
- Buyco, Ishmael H.
- DiCenzo, Alan
- Harper, Robert V.
- Hays, Lyman V.
- Kaleta, Gary J.
- Lazar, Homer
- McGinn, James B.
- Minahan, Joseph A.
- Wells, Donald R.

NEW WEB SEARCH CAPABILITIES

Leslie Haggerty

Boolean searches have come to the [LAACN web directory](#).

Now users may enter up to 5 search strings when performing a directory search. The user may also specify AND, OR, or AND NOT as the relationship between the strings. This makes searches for C++ AND Systems Engineering AND NOT Windows possible. The database entries returned from a search will have the search text highlighted in purple to help the user find the pertinent information. This will make our directory an even more valuable tool for finding consultants.

Additional new features include the ability to specify the area code of the consultant and the willingness to work for a contract engineering firm along with the text search. All of these new features apply to both full text and IEEE category searches. If you are willing to work for a contract engineering firm, please email the Webmaster indicating your

design planner, receiver, San Diego, socket, sockets, software, tcp/ip, telemetry, transmitter, UNIX, and X/Motif.

Although we are not able to translate these search statistics directly into consulting engagements, they tell us that our directory is being used. Evaluating these parameters over time may help us evaluate whether advertising efforts result in more directory usage and the trends in the types of consulting services desired by users.

IEEE TUTORIALS

Karen Owens

IEEE Los Angeles Council is sponsoring three Tutorials

Saturday, June 28, 1997
8:00 A.M. - 5:00 P.M.
Pasadena Holiday Inn
Pasadena, CA

- "Software Detailed Technical Reviews: Finding and Preventing Defects" *Karen Owens*
- "A Software Process for Individuals in Industry" *George Huling*
- "Power Quality: Problems

SPEAKERS' BUREAU DEBUT

Leslie Haggerty

Do you have a talk that you would like to give to technical groups? Would you like to expand your marketing efforts by speaking for Sections and other IEEE organizations? LAACN is starting a speakers' bureau on the web to feature the talents of its members.

To list your speaking services in the bureau, you must register your IEEE number with the Webmaster or have an affiliate number on file. Then go to the speakers' bureau input page in the member services section of the web site, enter your IEEE or affiliate number, and fill out the speakers' bureau form.

Members may provide a short bio (250 words) and descriptions of up to six talks. For each talk, provide the title, a brief description (150 words), and a list of the groups to whom you have given the talk in the past.

desire. All members in the database are currently listed as not willing to work for a contract engineering firm.

The final new feature helps us measure the effectiveness of the online directory. The parameters of each query are mailed to the webmaster after each search. This allows us to see how many searches are run and the types of information searched for by users. We do not receive any information about the users so their confidentiality is preserved.

From April 8 to 19, users ran 34 searches of the database. Only 3 specified an area code. Three wanted consultants willing to work for contract engineering firms. Three searched by IEEE category, one searched by name, and 30 searched the full text of the listings. Based on the times of the searches, it appears that a user tends to run about 3 searches on a topic.

Search topics included:
74hc324, communication, computer network, consultant, data, hlds, ic design, ieee, layout, lu, management, material handling, mechanical engineer, network, network engineer, NT, Oracle DBA, package, pdp, physical design, physical

and Solutions" *Sager Farraj*

Early registration by 6 June:

- \$149.00 IEEE Members
- \$ 79.00 IEEE Student members / unemployed
- \$179.00 Non-members

After 6 June:

- \$179.00 everyone

No walk-in registration

For more details contact our network member instructors above or see the May issue of the IEEE Los Angeles Council Bulletin or <http://www.kaiwan.com/ieee-lac/cal/> or contact Paul A. Willis, (818) 354-1714.

Also provide a keyword which will be used in creating an index by topic. Submitting the form emails your information to the Webmaster who will post it in the speakers' bureau web directory.

WHERE'S YOUR ARTICLE???

Check out the link on [submitting an article](#) and start writing.

Put your article with HTML into the body of an email message and send it to the online editor. It is not necessary to put anything else in the email body.

Please note that if you use a special HTML editor, you may find that the article has additional tags in it which make it a full HTML document file. Before sending off the article by email, please edit out those tags, and make any other changes so that it will conform to the [sample article](#).



The Engineering **INDEPENDENT**

GENERAL MEETINGS

Kip Haggerty

Last month's topic was a participatory workshop on networking. Networking is a popular topic in the IEEE this year and the IEEE has rolled out it's new slogan: *IEEE: Networking the World™*. As reported in the announcement in the March issue of *The Institute*: "The new slogan underscores the ability of the Institute's members to share technical and professional information through their bond as colleagues in the world's largest technical professional society."

We are using this workshop as one of the topics we can offer to Sections for joint meetings. We have tentatively scheduled a joint meeting with the Buena Ventura Section for Thursday November 22, 1997 that will use the networking workshop for its topic. We are also discussing the possibility of a joint meeting with the Foothill and Orange County Sections. Each of these

To guarantee your spot at this event, please reserve early. We will gather in the banquet room starting at 6 pm for informal networking. We will have dinner at 6:30 pm (reservations required). The presentation will begin at 7:30 pm. This is an opportunity to put those networking skills learned at the March meeting into practice.

The Lakes at El Segundo is located at 400 S. Sepulveda Blvd., El Segundo, CA. It is on the east side of Sepulveda between El Segundo and Rosecrans. Dinner cost is \$12.50 and reservations are required by Friday 4/11/97. Send checks payable to IEEE South Bay Harbor Section to Lyn Shaw, The Aerospace Corporation, Mail Station M1-135, P.O. Box 92957, Los Angeles, CA 90009. Reservations may also be made by calling Marie Moore-Smith at (310) 336-2226.

The May Meeting will be a panel discussion on "Using SBIR Contracts to Help a Growing Small Business." The meeting will be hosted jointly

For more information about meetings, contact:

- Kip Haggerty
- k.haggerty@ieee.org
- (310) 679-2440
- Ron Pizer
- rmpizer@ix.netcom.com
- (310) 318-5848

see the meetings area on the web site:

- <http://www.laacn.org/>

or subscribe to the IEEE Majordomo mailing list: *usab-laacn-announce* by sending an email message to:

majordomo@majordomo.ieee.org

with the following in the message body:

subscribe usab-laacn-announce

Map and Direction Links

April: Lakes at El Segundo

May: TRW - Space Park

IMPORTANT NOTICE

meetings would give our members outside Los Angeles County a chance to attend a nearby LAACN meeting and give our members a networking opportunity with nonconsultants. We hope that our members in Santa Barbara will be able to make it down to Thousand Oaks for the joint meeting with the Buenaventura Section.

The April Meeting will be held jointly with the South Bay Harbor Section on Wednesday April 16, 1997 (third Wednesday) at the Lakes at El Segundo. The topic is *New Technology and the Global Film Industry*. April meeting coordinator Ron Pizer is pulling together a panel of film industry representatives for this meeting. This will be the first of our joint meetings with Sections announced in last month's newsletter and we anticipate that this will be one of our most highly attended meetings this year.

by the LAC Joint Chapter of Engineering Management, Education and Professional Communication Societies and the American Institute of Aeronautics and Astronautics, Los Angeles Section, CALSAT Programs. The meeting is co-sponsored by the Los Angeles Area Consultants Network and the IEEE Network for Entrepreneurs.

The meeting will be held in Redondo Beach at TRW - Space Park, Building S, Park Patio Cafe (formerly the Waitress Dining Room). The date is Thursday, May 22, 1997 from 11 am to 1 pm (note the day and time change). To attend, please call Jodie at the AIAA's Western Office (800) 683-AIAA or Fax (310) 643-7509. Pizza and soft drinks will be available for \$6.00 based on RSVP.

We will return to the Sherman Oaks Galleria in the San Fernando Valley for the June meeting, scheduled for June 18 (third Wednesday) starting at 6 pm.

Let us know if you require a printed copy of the newsletter. After this issue, it will only be mailed to those members specifically requesting a mailed copy.

THE ONLINE BULLETIN

Welcome to the third online bulletin of the LAACN. Check out the information links on the page 2 for viewing, printing a paper copy, submitting an article, etc.

Think about writing an article for this bulletin... soon! Also, let us know if you or another member received a professional award, recognition, or certification lately so we can mention it.

INFORMATION LINKS

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- [Submitting an article](#)
- [Past issues](#)
- [Joining LAACN](#)
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- [Los Angeles Council](#)
- [IEEE](#)

Hosted by [Verio Southern California](#).

LOS ANGELES AREA CONSULTANTS' NETWORK

Chair

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Vice-Chair

Clark Bell

HF Plus

Treasurer

Wiley Greiner

LA Software

Secretary

Ed Conrow

*Acquisition and Technology
Associates*

Online Editor

Clark Bell

HF Plus

Webmaster

Kip Haggerty

H&A System Engineering

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ANNUAL DUES AND MEMBER NUMBERS

Kip Haggerty

A big thank you to all who have renewed your dues to the end of 1997. We have returned the network to a calendar year basis in synch with the IEEE for the consultants' networks transition to a society. It also allows us to establish a simple once a year renewal process to lighten the work load on the network volunteers. This will free up more of their valuable volunteer time for activities that promote the network to potential clients and members. Lastly it allows the executive committee to institute a sound budgeting process for allocation of resources among promotional activities, meetings, the newsletter, and a prudent reserve.

For those of you still listed on the dues statement, please pay the amount by your name on the enclosed flyer. The sooner you submit your prorated dues, the sooner we can eliminate the expense of printing and mailing out the dues notice and focus on promotional activities and budgeting. Please look your name up in the enclosed table and send your IEEE number and a check for your prorated dues made out to the IEEE-LAACN to:

- Wiley Greiner
- LAACN Treasurer

CONGRATULATIONS

Kip Haggerty

Congratulations are due to network member: Leslie Haggerty who was elevated to Senior Member of the IEEE. Senior membership requires at least ten years of active professional practice with at least five years of significant performance in one or more of six areas (engineering achievement, publications and inventions, engineering management, contributions to the welfare of the profession, engineering education, and contributions in auxillary areas). IEEE members should consider applying for senior membership and request a senior member application from IEEE Headquarters.

Leslie Haggerty was recently elevated to the grade of Senior Member for her substantial engineering responsibility in systems engineering methodology and B-2 antenna engineering, for her inventions related to antenna phase shifter performance assessment and compensation, and for her teaching and course development efforts in structured methods for systems engineering.

WHERE'S YOUR

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- 1329 Pine Street
- Santa Monica, CA 90405-2611

If you are not an IEEE member, please note that on your reply and we will assign an affiliate number to be used in updating your directory listing on the web.

For those of you listed as not having an IEEE or LAACN affiliate number on file, please send your IEEE number to (or request an affiliate number from):

- Kip Haggerty
- LAACN Chair
- P.O. Box 637
- Lawndale, CA 90260
- k.haggerty@ieee.org
- (310) 679-2440
- Fax: (310) 679-9667

ARTICLE???

Check out the link on [submitting an article](#) and start writing.

Put your article with HTML into the body of an email message and send it to the online editor. It is not necessary to put anything else in the email body.

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The Engineering *INDEPENDENT*

A WEB DIRECTORY SUCCESS STORY

Kip Haggerty

I just signed a consulting contract with a mid sized company. How I got this contract was quite simple and illustrates both the strengths and weaknesses of our web directory and

96 PE EXAM STATS

Steve Maas

All you left-brained techno-geeks will be pleased to know that I now have the statistics for the PE exam administered in October 1996. True to form, the NCEES sent me a pile of bizarre data that had

WEB SITE UPDATES

Kip Haggerty

Improvements: Network member Leslie Haggerty has agreed to allow the network to use her proprietary common gateway interface (cgi) programs on our web site on a nondisclosure basis. The new cgi programs will provide common interfaces for form-based submission of directory types of information and for display of

directory-based referrals in general.

I got a call from a colleague who works for this company and whom I had previously met at IEEE functions. He knew of our web directory and did a search for his area of interest to see who popped up. He was pleasantly surprised to see my name because he already knew me. After reading my directory listing, he clicked on the link to the H&A System Engineering web site. There he found greater detail on our engineering services and resumes of the principals (Leslie and me). He printed the resumes passed them around and built a consensus for discussing a possible contract with us. Then he called me and all I had to do was agree to a date and time to come talk to them. The rest is history.

The strength of the directory in this case was the ease with which the potential client was able to search for the skills he wanted and then dig deeper by linking to our web site. In fact, our network provides mini-sites as part of the membership so our members can reap this benefit without having to pay for and set up their own web sites.

little to do with the information I requested. Still, I was able to determine that the passing rate for the EE exam was 36%. This is considerably higher than the 21% rate recorded a year or two ago, but still pretty low for an exam that is supposed to measure basic competence.

Why was the passing rate higher this year? Not because the exam was well conceived; in fact, it was severely flawed. Having taken the exam, I believe that it was purposely salted with a few "bonehead" problems to prevent the disaster of previous years, where some disciplines had failure rates of 90%.

The passing rate for all EEs taking the EIT exam was 66%. Interestingly, the pass rate for first-time takers was 77%. This pattern was consistent throughout the PE exams and EIT: the passing rate was highest (by 5 to 10 percentage points) for people taking the exam the first time than for the group as a whole. Apparently, people who blow it on their first try don't get much smarter in subsequent tries. And, with a 20%-30% pass rate, you can be sure that a lot of people try it several times. This time, half the EE PE examinees were taking

directory type full text search. The new scripts will support our online directory and speaker's bureau and include Boolean search capability. The new cgi programs have been submitted to Network Intensive for approval. The new search and listing entry, update, and submission forms for the directory and speaker's bureau are ready to go once the new cgi programs are approved by Network Intensive. We are hoping for approval and rollout of the new services shortly.

Hit Report: We are doing quite well in the number of hits our site is receiving. Although hits only measures the total number of times files from our site are downloaded, the trend this year is quite encouraging. The monthly totals for 1997 are:

- Jan 2,300
- Feb 2,900
- Mar 3,600

Mini-web sites: Inquiries about this valuable member service are dribbling in at a slow pace. It is your opportunity to put up an electronic billboard for your business courtesy of your network. However, you have to make the web pages yourself. The HTML tutorial presented at the February meeting is published in the meetings area of the web site.

Links

HTML Tutorial:

<http://www.hasys.com/tutorials/index.html>

Meetings Area:

<http://www.laacn.org/>

The weakness of the directory is that the directory listing is not going to sell you to the potential client. The directory created the opportunity for an intersection with a potential client. The fact that we already met through networking at IEEE functions clearly made the process much smoother.

it their second (or third or...) time.

Although not as bad as the horrific ~20% pass rate in recent years, the 36% rate this year is still depressing. I can't imagine a competent engineer subjecting himself to the embarrassment of failing this exam (and the odds are *at least* 2:1 that he will) unless he absolutely has to be registered. It undercuts the efforts of the pro-PE folks in the LAACN as they continue urging their colleagues to get registered. And, finally, it brands a large number of fully competent engineers as incompetent to practice. This is not a good thing for the profession.



IEEE Los Angeles Area Consultants' Network

Volume 5
Number 2
March 1997

The Engineering **INDEPENDENT**

GENERAL MEETINGS

Kip Haggerty

Last month's meeting presented material on the hypertext mark-up language (HTML), the language of the world wide web. The [tutorial](#) on HTML presented by Leslie Haggerty is available on our web site in the meetings area. The purpose was to enable more of our membership to market their businesses on the LAACN web site. Each member has been given an allocation of 50K of HTML pages and graphics, located in the [firms area](#). To get a sense of how much that is look at the [HF Plus](#) site. It currently uses about half of its 50K allocation.

The March Meeting will be held Wednesday March 19, 1997 (third Wednesday) at the Sherman Oaks Galleria. We will gather in the community room starting at 6 pm for informal networking. We will go to the food court for dinner at 7 pm (no reservations needed). The

By improving networking skills, the participants learn to better interact with others in group situations to help them build a larger network of contacts. As part of the workshop attendees will do the exercises that were part of Stu Levy's acclaimed networking workshop session at the 1996 PACE Conference.

The Sherman Oaks Galleria is located just southeast of the Junction of the San Diego Freeway (I-405) and the Ventura Freeway (US-101). It is on the North West corner of the intersection of Sepulveda and Ventura Blvds. Go to the first level of the Galleria and find the escalators in the center. Then head east to the hallway between the Weebies and Goya stores and go down hall to end then left through double doors. The Community Room is an old health club and we will be in Room B (rest room is in Room A).

For more information, contact meeting coordinator for March: Kip Haggerty (310) 679-2440, see the meetings area on the web site, or subscribe to the IEEE Majordomo mailing list:

THE ONLINE BULLETIN

Welcome to the second online bulletin of the LAACN. Check out the information links for viewing, printing a paper copy, submitting an article, etc.

Member comments and articles are solicited. It's time to start submitting articles... Kip and Curt aren't the only ones with something important to share!

The Lakes at El Segundo is located at 400 S. Sepulveda Blvd., El Segundo, CA. It is on the east side of Sepulveda between El Segundo and Rosecrans. Dinner cost is \$12.50 and reservations are required by Friday 4/11/97. Send checks payable to IEEE South Bay Harbor Section to Lyn Shaw, The Aerospace Corporation, Mail Station M1-135, P.O. Box 92957, Los Angeles, CA 90009. Reservations may also be made by calling Marie Moore-Smith at (310) 336-2226.

FREE ENGINEERING III

Curtis W. Barrett, P.E.

networking workshop will begin at 8 pm.

This month's topic is not a presentation, but rather a participatory workshop on networking (the human kind -- not the Internet).

Networking is an important mechanism for obtaining consulting assignments and employment. In fact, a survey by the IEEE Employment Assistance Committee found that networking was by far the most effective job-search technique. Networking was rated higher by reemployed engineers than other common techniques such as sending out resumes, answering ads, using a headhunter, and attending a job fair.

Last month's meeting was focused on improving the referral and marketing efforts of the network and its members through the web site. Referral systems ranked number three on the list of consulting engagement sources as discussed in the [referral systems article](#) in last month's newsletter. This month's meeting is focused on networking to improve on the first two consulting engagement sources discussed in that same [article](#).

usab-laacn-announce
by sending an email message to:
majordomo@majordomo.ieee.org
with the following in the message
body:
subscribe usab-laacn-announce.

The April Meeting will be held jointly with the South Bay Harbor Section on Wednesday April 16, 1997 (third Wednesday) at the Lakes at El Segundo. The topic is *New Technology and the Global Film Industry*. April meeting coordinator Ron Pizer is pulling together a panel of film industry representatives for this meeting. This will be the first of our joint meetings with Sections announced in last month's newsletter and we anticipate that this will be one of our most highly attended meetings this year. To guarantee your spot at this event, please reserve early. We will gather in the banquet room starting at 6 pm for informal networking. We will have dinner at 6:30 pm (reservations required). The presentation will begin at 7:30 pm. This is an opportunity to put those networking skills learned at the March meeting into practice.

Do you enjoy "pro bono" engineering?

I don't know if this article is going to be a series of related articles, but it seems as if new information keeps coming up. Case in point: a recent article in a Sunday edition of the Daily News of the San Fernando Valley, related tales of some nefarious companies using employment interviews to tap the brains of applicants in order to solve that company's problems. At the end of the interview, there was the polite dismissal and the usual "We'll call you." Guess what? The applicant never heard again from the interviewer.

THE CURE? Don't give anything away, or at least, very little. Advice that I had recently received was, if you're asked for a proposal, ask for a proposal contract. You have to do work for a proposal! You should get paid for it!

INFORMATION LINKS

- [Viewing and printing](#)
- [Submitting an article](#)
- [Past issues](#)
- [Joining LAACN](#)
- [Finding a consultant](#)
- [Los Angeles Council](#)
- [IEEE](#)

Hosted by [Verio Southern California](#).

LOS ANGELES AREA CONSULTANTS' NETWORK

Chair

Kip Haggerty

H&A System Engineering

Vice-Chair

Clark Bell

HF Plus

Treasurer

Wiley Greiner

LA Software

Secretary

Ed Conrow

Acquisition and Technology Associates

Online Editor

Could this happen in our Network? You bet! There was a referral that we passed along to several of our members for power supply expertise. When these members reported back, they said it appeared to be a brain drain exercise. Another case involved satellite electronics with the same result. More recently, a variation of this trick was endured by myself and at least one other member of our Network plus at least one OCCN member. This was done by a well known aerospace company (not named so as to protect the guilty). This variation involved submitting a proposal. To this day, I haven't heard of anyone winning a contract for their proposal.

ANNUAL DUES

Kip Haggerty

Please pay the amount by your name on the enclosed flyer so we can get the network back on a calendar year basis. We need to do that for several reasons. First to get in synch with the calendar year to prepare for elevation of the consultants' networks to

THE REFERRAL SYSTEM IS IT WORKING?

Curtis W. Barrett, P.E.

Have you, the reader, received any contracts as a result of our Web page or the Referral Data-Base Committee? With regard to the former, Kip Haggerty has said that the Web page only records the number of "hits" which could come from our members as well as potential clients. As to the latter, our data-base has only skimpy information as to successful referrals. In order to get any information on this matter, the author would like to receive a message either by email or telephone from

- any member who has received a contract as a result of a referral from the Referral Data-Base Committee at any time in the past, and
- any member who has received a call (contract or not) from someone who has accessed our Web page or either the LAACN or AICN directories, and
- any member who has

Clark Bell
HF Plus

Webmaster
Kip Haggerty

H&A System Engineering

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The discussion of any legal issues in an article in this publication is presented as educational material only. The editor, the IEEE and the LAACN, and their officers take no responsibility for any statements made in this publication regarding applicability to existing laws. Always seek the advice of an attorney in any legal matter.

IEEE society-like status in 1998. Second to simplify the renewal process for the volunteer officers. Third to permit the network to budget for the year. The amounts we are able to spend on advertising, marketing, and promotions depend on knowing what funds we have.

Please look your name up in the enclosed table and send your IEEE number and a check for your prorated dues made out to the IEEE-LAACN to:

- Wiley Greiner
- LAACN Treasurer
- 1329 Pine Street
- Santa Monica, CA 90405-2611

If you are not an IEEE member, please note that on your reply and we will assign an affiliate number to be used in updating your directory listing on the web.

Thank you for your cooperation in making the network more effective.

received a contract as a result of a Web page "hit", or the LAACN/AICN directories.

Whenever a member receives a call from a person who is looking for a consultant, he should ask from where that person got his name, specifically, from the Web, LAACN Directory, or AICN Directory. If from either of the foregoing, the above requested message should contain

- date/time
- name of caller
- company
- telephone number
- facsimile number
- technical skill desired

If the foregoing action yields data, the Network will have a better conception of the effectiveness of our advertising.

CONGRATULATIONS

Kip Haggerty

Congratulations are due to three of our network members: Clark Bell, Steve Maas, and John Way.

Clark Bell was recently elected to the grade of IEEE Fellow for his contributions to the theory and design of microwave filters. The award of IEEE Fellow reflects unusual professional distinction and achievement. It is awarded only to those people who have made significant individual contributions. Clark received a certificate in recognition of his Fellow award from the Los Angeles Council at the Annual Banquet in January.

Steve Maas, already an IEEE Fellow, and John Way both recently completed the professional engineering registration process in Electrical Engineering. The final step was passing the Principles and Practice of Engineering Exam. Getting registered as a Professional Engineer (P.E.) is an important credential for recognition by legal entities. It means that the registrant meets minimum standards of knowledge, experience, and integrity set by the state and enables engineers to publicly offer engineering services.

LAACN SPEAKERS' BUREAU

Kip Haggerty and Wiley Greiner

Our volunteer officers are continually looking for new ways to help our members increase their visibility with potential clients. Our latest idea is to start a speakers' bureau. The idea is that we develop a list of LAACN members who are available to speak on particular topics and advertise them on our web site. In return for a listing, we would ask that the speakers give LAACN some exposure by distributing network business cards, newsletters, and/or printouts of our web directory at their talk. Your listing would also point to your business web space whether on or off the LAACN web site. There are several potential benefits to this:

1. Exposes speakers to a wider pool of groups
2. Increases the visibility of the network
3. Provides a service to IEEE and other groups in need of speakers
4. Gives the network a better public image
5. Enhances speaker's marketability

To make the speakers' bureau most useful to potential users, please submit the following information to Kip Haggerty:

- Name

IMPORTANT NOTICE

Please tell the network if you require a printed copy of the newsletter. After the next issue, it will only be mailed to those members specifically requesting a mailed copy.

THERE SHOULD BE AN ARTICLE HERE...BY YOU!

Check out the link on [submitting an article](#) and start writing.

Put your article with HTML into the body of an email message and send it to the online editor. It is not necessary to put anything else in the email body.

WEB SITE UPDATES

Watch the web site for the following new additions coming by the end of March:

1. Speakers' bureau
2. Speakers' bureau entry and update form
3. Boolean search capability for the directory
4. Contract engineering designation in on-line directory
5. A stronger statement on

CONTRACT ENGINEERING AND THE WEB DIRECTORY

Kip Haggerty

The new Alliance of IEEE Consultants' Networks (AICN) National Directory for 1997 includes an indication for members who will work for a contract engineering firm. Our executive committee approved including that indication in our web directory. However, the default is that you would *not* be willing to work for a contract engineering firm. If you are willing to work for a contract engineering firm and would like your directory listing to indicate that, please contact Kip Haggerty to get that information included in your listing.

- **Short Bio**
- **Topic**
- **Synopsis of Talk**
- **Groups to which you have given the talk**

The purpose of providing the bio and synopsis is to make it easy for the meeting coordinator to put together a meeting notice for your talk and determine if they would like you to speak. Please submit topics for which you are competent to give a talk.

If you would like to put a talk together and try it out at a network meeting, send the information about your proposed talk to Kip Haggerty for approval and scheduling.

misuse of directory information for junk email



IEEE Los Angeles Area Consultants' Network

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Jan/Feb 1997

The Engineering **INDEPENDENT**

GENERAL MEETINGS

Kip Haggerty

General meetings have been moved to the third Wednesday of each month beginning with this month's meeting at the South Bay Galleria. The general meeting will also move location to make it more accessible to the membership. Initially we will be alternating between the South Bay (February 19 and April 16) and the San Fernando Valley (March 19 and May 21). The Valley meetings will be held at the Sherman Oaks Galleria near the intersection of the San Diego and Ventura Freeways.

We are looking at alternative locations in the South Bay. One proposal was to move to Long Beach near the intersection of the San Diego and Long Beach Freeways. However, construction along the San Diego Freeway and the closure of the exit for the selected restaurant put that idea on hold. Two other locations in El Segundo and Manhattan Beach accessible from the Century

This month's topic is *Introduction to HTML* and will be presented by our web team. In addition to the LAACN web directory and search engine, each member may put up mini-web site for his consulting business. These mini-sites may contain up to 50K of HTML pages and graphics and are located in the firms area on the web site. The focus of this meeting will be to provide enough basic information for the members to put together their own mini-sites. Come learn the basics of putting together web pages and how to make use of this valuable member benefit. Then put your own electronic billboard on the information highway. For more information, contact this month's meeting coordinator: Kip Haggerty (310) 679-2440.

Directions: The South Bay Galleria is one mile south of the San Diego Freeway (I-405) from the Hawthorne Blvd. exit on the South West corner of the Hawthorne - Artesia intersection. Go to the third level of the Galleria and find the DC silver shop. From Nordstrom's: Head south into the mall and watch for

THIS IS A REAL ISSUE

Welcome to the first online bulletin of the LAACN. Check out the information links for viewing, printing a paper copy, submitting an article, etc.

Member comments and articles are solicited. Without your inputs, there can't, and won't, be a bulletin!

PROFESSIONAL LIABILITY

Curtis Barrett

On Thursday, 16 January, the author attended the Joint OC Chapter meeting titled "Contract Limits on Professional Liability". In brief, this presentation had little information for our members, generally. This presentation had its greatest utility for those of our members who make a contract involving real property as opposed to personal property. The parts of California law that were presented related to construction.

I had fortuitously chosen a table at which the speaker, Raymond

Freeway are under consideration for the April meeting. Watch the meetings area on the web site for further developments.

Also in the planning stages are to hold our general meeting jointly with some of the active Sections in the Los Angeles Council. There are two purposes to doing this. One is to generate sufficient attendance to bring in some speakers of mutual interest. The other is to network with other IEEE members who may provide referrals for consulting assignments. I have already contacted several Sections and we are hopeful of having two or three joint meetings this year.

The February Meeting will be held Wednesday February 19, 1997 (third Wednesday) at the South Bay Galleria. We will gather in the community room starting at 6 pm for informal networking. We will go to the food court for dinner at 7 pm (no reservations needed). The presentation will begin at 8 pm.

double doors on left (east) side just past the DC Silver Shop and before the pet store. The Community Room is halfway down the hallway behind the doors next to the DC silver shop.

The March Meeting will be held Wednesday March 19, 1997 (third Wednesday) at the Sherman Oaks Galleria. We will gather in the community room starting at 6 pm for informal networking. We will go to the food court for dinner at 7 pm (no reservations needed). The networking workshop will begin at 8 pm. For more information, contact next month's meeting coordinator: Kip Haggerty (310) 679-2440 or see the meetings area on the web site.

LIABILITY LIMITATION CLAUSE

The liability of the Consultant with respect to this Agreement shall in any event be limited to the total compensation for the services provided under this Agreement and shall not include any contingent liability.

D. Scott, Esquire, was to sit. As I spoke with him, before the meeting, I found that engineers and lawyers have one thing in common: neither of us could get good liability insurance, i.e., claims made vs. errors and omissions.

I think that the most important information that I received was Scott's statement that any engineering contract has an implicit warranty, or liability. What is advisable to do is to specifically limit the liability in a contract to some amount agreeable to both the independent contractor and the client.

The "Mechanics Lien" that Mr. Scott spoke about only concerns construction, i.e., for real property. If an engineer designs something that will become a part of a building, an electronic security system for example, then he could be covered by California laws relating to getting paid for your work.

NOTICE: Please tell the network if you require a printed copy of the newsletter. After the next issue, it will only be mailed to those members specifically requesting a mailed copy.

INFORMATION LINKS

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- [Submitting an article](#)
- [Joining LAACN](#)
- [Finding a consultant](#)
- [Los Angeles Council](#)
- [IEEE](#)

Hosted by [Verio Southern California](#).

LOS ANGELES AREA CONSULTANTS' NETWORK

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Online Editor

Clark Bell, *HF Plus*

Webmaster

NEW ON-LINE DIRECTORY UPDATE CAPABILITIES

Leslie Haggerty

The web site now provides increased capabilities to better serve the membership. LAACN members can update their on-line directory listings via the web site and new members can submit their listings. The more complete and up to date the listings are, the more effective our referral services will be. So we strongly encourage all members to keep their listings current.

Members can access the web forms directly or follow the link from the members area. For further information on joining LAACN or membership benefits, see the members area at <http://www.laacn.org/members/>.

To update individual listings, members enter their IEEE number or LAACN affiliate number in the box provided on the form. Pressing the *Update Existing Listing Button* will extract the individual listing for modification. This only works if the IEEE number has been submitted or an LAACN affiliate number has been assigned. Only 18 out of 47 listings have IEEE or LAACN affiliate numbers. Please send in your IEEE membership number or request an LAACN affiliate number.

To add a new listing, press the *Enter New Listing* button. New listings will be added once membership has been verified.

HOW TO GET FREE EMAIL

Wiley Greiner

There is such a thing as free email. Actually it's free like commercial TV is free. It is advertiser supported. If you want Internet access but do not want to spend \$20/month, you should consider free email. The endlessly arriving free AOL introduction diskettes which while free have an expiration date so that's not a long term solution, except it allows newcomers to try it and get their feet wet.

Free Email: Hotmail should work very well with public library access (see www.hotmail.com). I would recommend that combination to those who do not have a computer at home. With Hotmail, a person can use different computers at different locations all over the world, to access mail. All that's necessary is a browser. Hotmail is free, so people who are not otherwise interested in free email, who have one ISP at home and different ISP(s) at their place(s) of business may also find Hotmail quite useful. There are new services popping up every few weeks that, like Hotmail, provide advertiser supported free web-based email service.

You need your own computer and modem for Juno (www.juno.com). Juno allows email access only. No web

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The web site will then provide a form with the existing information in the data base for modification or a blank form for a new submittal. Members can make corrections and add new information. Members then submit the form and the web site will mail the information to the webmaster and the member. Modifications and additions may take one to two weeks to appear on-line.

For simple changes, such as adding a member's IEEE number, requesting an LAACN affiliate member number, changing a member's email address, etc., please email the corrections to Kip Haggerty at k.haggerty@ieee.org.

Members without web forms access may continue to submit and update their directory listings via email or by sending a disk with the information via postal mail. See the membership area on the web site or contact Kip Haggerty for more information.

surfing, but it is free. With Juno, there may be telephone charges unless they have a local number near you. Juno is only preliminary at this time but it should be widely available by the beginning of the year. Initially it is just for Windows (including 3.1 and 95), not Macintosh. Juno may eventually offer more features and be available on more platforms.

Low-cost Email: Other options include ATT World Net, the Los Angeles Free Net (LAFN - see www.lafn.org), and any of a number of computer user group services. We currently have a member using ATT, two members using LAFN, and one member using the LA Mac Users Group bulletin board for free/low-cost email. ATT World Net provides 5 hours free per month if you are a long distance customer. LAFN and computer user groups charge relatively small annual membership fees to use their services.

(continued on page 3 column 3)

DO REFERRAL SYSTEMS WORK?

Kip Haggerty and Leslie Haggerty

How do consultants get engagements? The literature suggests that engagements are obtained from the following sources (in order of likelihood):

- 1. Clients they already know well**
- 2. Referred by a fellow consultant**
- 3. Referral mechanisms (directories, referral lines, etc.)**

Focusing on these three engagement sources, how can the network help its members? For clients that already know you well, you do not need the help of the network for an introduction. Your good work in the past is your entrance ticket. The network does provide meetings with speakers who offer ideas on improving your marketing and business skills and in this way may assist members in capturing engagements.

The network can foster opportunities for referrals by fellow consultants. Through network meetings, members can develop relationships with other consultants. Also through working with fellow members on network projects such as the newsletter, Wescon activities, the web site, etc., members will learn more about each other's

One message every eight days, independent of what has been done in the past to promote the voice mail system is not particularly good. To improve our referral system, the LAACN set up a [web site](#) with a searchable directory of consultants. The ability to contact the consultants directly is what many potential clients want. They also like the ability to search and prescreen the candidate consultants. The web directory allows the potential client to get answers immediately rather than having to wait for a return call within 24 hours.

The network is retaining the referral voice mail for the time being to provide an alternative mechanism for potential clients without web access to reach the network. Leads received on the voice mail will be distributed to the membership using the new private subscription email list laacn-referrals@ieee.org. The referral email list includes all members who have supplied their email in their web directory listing and allows for public input. Anyone can submit a referral request to the membership for their consideration. However, we anticipate that most referrals will come directly to our members based on their web listings.

To further improve the effectiveness of our referral system, we have started advertising the web directory, voice mail, and email address in

The network's goal is to provide an high quality, easily accessible means for potential clients to find our members and to provide a simple mechanism for members to promote their services. For the \$50 membership fee, all members have a presence on the web through the on-line directory and can also develop mini-web sites to further promote themselves. Also, thanks to the resources of IEEE, all members with email are informed of any requests for consultants received through the telephone referral line. The network is also promoting the on-line directory and telephone referral line though advertizing. In this way, the members are pooling their efforts to promote member engagements.

One way to assess the value of the network's referral mechanisms is for members to share their success stories. If you have received a referral from a fellow member that resulted in an engagement, write a brief newsletter article telling about the referral and the results. If you receive a contact from the telephone referral line or from the on-line directory, let the members know through the newsletter whether it resulted in a successful engagement. In this manner, other members can benefit from learning how their colleagues get assignments and we can gain a clearer picture of the value of the network's

capabilities which will make referrals more likely.

Can the effectiveness of colleague referrals be measured? This is a very difficult task because the success of colleague referral depends on the skills of the consultants and the other consultants with whom they come in contact. We already know from the literature that it is the number two means of obtaining consulting engagements. However, it can only work if members actively cultivate relationships with other consultants. To provide more forums for members to cultivate those relationships and to make these forums accessible to more of the membership, the network has scheduled monthly meetings at alternating locations.

The network has tried a variety of referral mechanisms from a printed directory, to the referral phone line, to the on-line directory. Referral Chair Curtis Barrett reports that we get one message every eight days on our referral voice mail.

the Los Angeles Council Bulletin. The initial ad will run in the March, April, and May issues. Other print advertising is under consideration and suggestions are welcome. The network is also going to print business cards for distribution by the membership to promote our referral system. One suggested use is to glue an LAACN card and your own card into copies of the national directory and give that to your clients and contacts.

Now that the web directory is running, we are often asked how many referrals the web site produces. Unfortunately there is no easy answer to this question. Although we can measure the activity on the web, the number of *hits* a site gets does not correlate directly with member engagements. A survey of all members may give a better indication of effectiveness, however, such a survey would be time consuming to conduct and would also be dependent on members' availability to participate. The bottom line is that each member must assess for himself whether participation in the web directory is effective for his business.

activities.

FREE EMAIL

(continued from page 2 column 3)

Caveats: Going down to the local library to use Hotmail's free email on public Internet access may have limited appeal. It is a good way to try email to see what its all about. Similarly an email only account from Juno may appeal to those who really have no need of web access.

A potential concern is the privacy of your mail. The mail you save on Hotmail, which you can access later from any browser, is not stored on your computer; it's stored on their computer. Similarly the advertiser requested information you give Juno supposedly allows their advertisers to "better" target information of interest to you. They give the example of new parents getting diaper ads, and skiers getting travel vacation ads.