

September 1997 Volume 5 Number 9

# The Orange County



# INDEPENDENT

*The Voice of the Orange County IEEE Consultants' Network (OCCN)*

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## *Editor's Comments*

This is a special edition of the OCCN Independent. This newsletter usually is distributed to our members and others interested in technical consulting. However this edition is being circulated with a number of other technical societies' newsletters. The OCCN would like to thank the American Society of Mechanical Engineers - OC, the American Institute of Chemical Engineers - OC, the Society of Women Engineers - OC, and the American Chemical Society - OC for their efforts to help distribute this special edition. As well as the members of other technical societies who have contributed time and effort.

Because this is a special edition we have focused the articles to explain what it takes to be a consultant and what the OCCN does in Orange County to help those who are consultants. We have also included our normal calendar of meetings. One of the keys to success

as an engineering consultant is networking. We try to list as many meeting in our calendar as possible. If you know of a meeting that would be of interest to our members, tell us.

For those unfamiliar with the OCCN, I will briefly try to summarize the organization. The Orange County IEEE Consultants Network (OCCN) is part of the Institute of Electrical Engineers Alliance of IEEE Consultants Networks (AICN). But the OCCN is not just for electrical engineers. It is for every kind of consultant. In fact, it is for everyone who is interested in being a consultant, or doing business on the side, or taking responsibility for their own career.

OCCN is cross disciplinary. OCCN serves the needs all independent technical professionals have in common. OCCN provides an excellent forum for networking. Programs are largely devoted to sharing ideas on how to market, sell and develop business. OCCN helps independent professionals create the technical support network large companies provide their employees internally.

We hope you enjoy the articles in this edition. For an overview of our working groups see page 3. We have three active working groups: Marketing, Internet and Business Development. For information on "Being in Business for Yourself" see the article by **Andy Cutler** on page 4. Find out about our monthly "In-Depth" sessions with a summary of last months session by **Michal L Peri** on page 3. For those who want to start their own business and maybe develop/sell a product the IEEE network for Entrepreneurs' may help you get started.

We invite you to attend any of our meetings. If this is your first copy of the Independent and you want to continue to receive our newsletter please fill out the information card on page 6 and send it back to me.

**Mike Bryant** - [m.w.bryant@ieee.org](mailto:m.w.bryant@ieee.org) - (714) 597-0280.

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## ***THIS MONTH'S MEETINGS***

### **The IEEE Network for Entrepreneurs.**

Topic: Buying and Selling a High Tech Business

Speaker: **Bill Reinis**, American Business Advisors

When: Thursday, Sep 18th, Social: 6:30pm - Dinner: 7:00pm - Presentation: 7:45pm

Where: Jolly Roger Inn, 640 W. Katella Avenue (west of Harbor), Anaheim.

Contact: **Nick Smith** (714) 978-3719 - [smithx@ix.netcom.com](mailto:smithx@ix.netcom.com)

Please call for dinner reservations

### **OCCN Breakfast Meeting**

Topic: Network discussions on professional and other issues.

When: Friday, Sep 19th, 8:00 a.m. - 11:00 a.m.

Where: Jolly Roger Restaurant, Dyer Road/Barranca Pkwy @ 55 frwy, Irvine.

Contact: **Ed Carl** - (714) 552-1244 [e.carl@ieee.org](mailto:e.carl@ieee.org)

### **OCCN Promotions Committee**

Topic: Planning meeting for OCCN promotional activities

When: Saturday, Sep 20th, 8:30 a.m. <before Gen. Mtg.>

Where: **UCI Engineering Gateway Bld. - Room 3311**

Contact: **Harry Staubs** - (310) 430-3734 - [Harry.L.Staub@lamg.com](mailto:Harry.L.Staub@lamg.com)

### **OCCN GENERAL MEETING**

**Purpose: NETWORKING!** Establish new contacts and renew old ones; new relationships; needs & leads; and more.

**When: Saturday, Sep 20th, - 9:30 to 12:30 p.m. <3rd Saturday>**

**Where: UCI Engineering Gateway Bldg. - Room 3311**

**Notes:** Remember to bring business cards; Resumes or company brochures may always be displayed on our table. Lunch delivery available.

**Contact: Ed Carl** (714) 552-1244

### **OCCN Marketing Working Group**

Topic: "**Intellectual Property for the Technically Oriented**"

Speaker: **Robert Schaap**, Esq.

When: Saturday, Sep 20th, - 1:30 - 3:00 p.m. <after General Meeting>

Where: *UCI Engineering Gateway Bldg. - Room 3311*

Contact: **Ron Stein** - (714) 457-9035 - [rstein@ptsstaffing.com](mailto:rstein@ptsstaffing.com)

### **OCCN Internet Working Group**

Topic: Interactive use of the Internet and discussions on using "The Net"

When: Saturday, Sep 27th, - 9:30-12:00.noon <4th Saturday>

Where: *UCI Computer Science/Engineering Bldg., Room 135*

Contact: **Steve Maher** - (714) 859-7475 - [RMProInc@aol.com](mailto:RMProInc@aol.com)

**Art Larson** - [alarson@deltanet.com](mailto:alarson@deltanet.com)

### **OCCN Business Development Working Group (BD-WG)**

Topic: "**The Dubbs-Severino Entrepreneurial Success Story**"

Speaker: **Robert Sererino**, President, Dubbs & Severino, Inc.

When: Saturday, Sep 27th, - 1:30 - 3:30p.m. <4th Saturday>

Where: *UCI Computer Science/Engineering Bldg., Room 102*

Contacts: **Ron Oglevie** - (714) 526-6642 - [ronoglevie@aol.com](mailto:ronoglevie@aol.com)

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

**Hosted by Network Intensive**

All members are invited to attend the Executive Board meetings. It will be necessary to contact one of the officers to learn of the time and date.

**DISCLAIMER**

The discussion herein of any legal issues is presented as educational material only. Neither the IEEE nor the Orange County IEEE Consultants' Network (OCCN) take responsibility for any statements made in this publication regarding applicability to existing laws. All such statements are opinions of the writers and any actions taken after reading these opinions should be reviewed with your attorney or other legal advisor.

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**The Orange County Independent**

Formal publication of the Orange County IEEE Consultants Network.

circulation 5000

Editor: **Michael Bryant**

Associate Editor: **Noreen Norris**

The Orange County Independent is published monthly by volunteers of the Orange County Consultant's Network (OCCN) for members and prospective members. Comments are always welcome by the editors. The network offers networking activities for all engineering consultants in the Orange County area, regardless of IEEE membership. Meetings are free.

We welcome articles of interest to our members. Submissions are due by the first of the month.

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**- MORE IEEE MEETINGS -**

Tell them you heard about their meeting in *The OCCN Independent*, "The Voice of OCCN."

**IEEE Communications Society and the IEEE Computer Society - O.C. Chapters**

Topic: "**Symmetric Multiprocessing Architecture**"

Speakers: **George White**, President, Corollary, Inc.

When: Monday Sep 22nd, Social 5:30pm - Dinner 6:00pm - Presentation 7:00pm

Where: Jolly Roger Inn, 640 W. Katella, Anaheim

Cost: \$15.00 Members - Student & Unemployed Members \$5.00

Information: **Albin Gess** (714) 261-8433 (phone) - 261-9072 (fax)

**IEEE Power Engineering/Industry Applications - O.C. Chapter**

Contact:: **Phil Wheeler** - (714) 951-2892

**IEEE Signal Processing - O.C. Chapter**

Next Meeting - Thursday September 25th

Contact:: **Jeff Strauss** (714) 732-6566

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**- OTHER MEETINGS -**

**American Chemical Society**

Topic: "**How To Be In Business For Yourself**"

Speaker: **Andrew Cutler**, Minerva Laboratories

When: Thursday Sep 18th, 6:00pm

Where: Holiday Inn, Bristol @ 405 fwy, Costa Mesa

Cost: \$20.00 for dinner

Contact: **Sharon Kolander** - (714) 771-9936

**American Institute of Aeronautics & Astronautics - O.C. Chapter**

When: <4th Thursday>

Contact:: **Joe Morano** (714) 896-3311, ext. 71150

**American Institute of Chemical Engineers - O.C. Chapter**

Topic: "**Semiconductor Processing & The Technology Outreach Program at UCI**"

**Dr. Richard Nelson**, director TOP UCI (before dinner)

## "Computerized Monitoring in Semiconductor Manufacturing"

**Michael Bryant**, President, Software Synergistics (after dinner)

When: Tuesday Sep 23rd, 5:30pm - Social, 6:00pm presentation/dinner

Where: Wyndham Garden Hotel, Ave of the Arts, Costa Mesa

Cost: \$22.00 for dinner

Contact: **Andrew Cutler** - (714) 857-0410 rsvp: (714) 569-1573

## American Society of Mechanical Engineers

Contact: Larry Zysman (714) 621-3390 - [lzysman@caengr.com](mailto:lzysman@caengr.com)

## Association of Professional Consultants

Topic: "**How To Make Your Networking Work -- Tactics, Tips, Trail & Success**"

(Seminar) **Ted Cragar**

"**Fee Setting -- Getting Paid What You're Worth**"

(Monthly Meeting) **Leslie Etheridge, Ken Masco and Joan Lars**

When: Thursday Sep 18th.

Where: Holiday Inn, 17941 Van Karman, Irvine

Cost: Seminar & Monthly Meeting \$50.00, Monthly Meeting Only \$30.00

Contact: **Juli Bartells**, (714) 675-9222 - <http://www.consultapc.org> - Reservations Required

## California DataBase Management Association (CDBMA)

When: <3rd Thursday>

Contact: **Karen Eisenacher-Earle** (714) 870-7291

## Forensic Consultants Association - Orange County

When: <3rd Monday>

Contact: **Steve Gabrielson** (714) 432-1880 - <http://www.forensic.org>

## Orange County Venture Forum/Network

When: <4th Thursday>

Contact: **Rene Wagner** (714) 855-0652 - [OCVNI@aol.com](mailto:OCVNI@aol.com)

## Orange County Venture Group

When: <3rd Tuesday>

Contact: **Rene Wagner** (714) 855-0652 [OCVGI@aol.com](mailto:OCVGI@aol.com)

Cost: \$35.00 non-members

## **So. California Software Process Improvement Network (SPIN)**

Topic: Not available at press time

When: Friday, Sep 26th, - 9:00 a.m. - 12:00 noon

Where: UC Irvine, McDonnell Douglas Auditorium

Coordinator: **Debra Brodbeck** (714) 824-2260,  
*brodbeck@ics.uci.edu*

Notes: \$15 + \$4 parking for non-sponsoring companies;  
reservations not required.

Contact.: **Debra Brodbeck** (714) 824-2260,  
*brodbeck@ics.uci.edu*

### **Women's Environmental Council**

Contact.: **Liz McDargh** - (562) 498-3911  
*lizmcdargh@aol.com*

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## **Workshops and Seminars**

### **"Installing and Configuring Microsoft Windows NT**

#### **Workstation 4.0"**

IEEE -OCCS Sponsored Computer Training

Saturday, September 6, 8-5, Schulco Training Corp.- Irvine

\$149 course fee / \$50 Microsoft Certified Student Kit

Contact: **Al Gess** - *a.gess@ieee.org* or

**Katherine Baum** - *k.baum@ieee.org* (714)360-5361

### **"Cost Effectiveness of Outsourcing"** - A free seminar

Thursday, September 18, 9:30-12:00noon - Irvine Marriott

contact: Principle Technical Services (714) 457-9035

### **"Microsoft Web Site Essentials"**

IEEE -OCCS Sponsored Computer Training



Saturday, October 4, 8-5, Schulco Training Corp. - Irvine

\$149 course fee / \$50 Microsoft Certified Student Kit

Contact: **Al Gess** - [a.gess@ieee.org](mailto:a.gess@ieee.org) or

**Katherine Baum**-[k.baum@ieee.org](mailto:k.baum@ieee.org) (714)360-5361

**"Trends in Southern California Biotechnology"**

A seminar in conjunction with the AIChE National Meeting

Wednesday, November 19, 6:30pm - Westin Bonaventure,

Los Angeles

Contact: **Joanne Abbondondola** (619) 732-3027

[joanne@electriciti.com](mailto:joanne@electriciti.com)

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## PERI TECHNOLOGIES

by Michal Peri, PhD.

At the August 16th OCCN meeting, **Michal Peri** presented an in-depth view of her consulting business, *Peri Technologies*. **Michal** consults in technology business development and electro-optical systems and devices.

On the business development side, she assists clients with marketing, feasibility assessment, contract negotiation, preparation of proposals and technical papers. On the technical side she provides engineering design and product development services for applications related to optics, electro-optical, and electro-mechanical systems. Much of her work is in digital imaging, video, image processing, fiber optics, sensors, and lasers.

Recent projects have included designing a machine vision system for automated manufacturing, feasibility analysis and market research for biomedical laser and imaging products, researching optical techniques for an optometric diagnosis system, and preparing a SBIR proposal for a virtual reality safety system.

**Michal** holds a Ph.D. in Astronomy and a M.S. in Physics from Caltech. She has published numerous technical papers on topics ranging from astronomical instrumentation to image processing algorithms. Her work history includes stints in academic astronomy; aerospace, biotechnology and the semiconductor industries. She has also served as the Director of Business Development for a small commercial product development firm. "All my work has been seat of the pants engineering," she says. "I like to figure out what it takes to make something work and then put it together."

**Michal** works out of her home in Irvine. She travels to client worksites as appropriate. Most of her business comes from networking and referrals, including a couple from OCCN "Needs and Leads" e-mail alerts. She has been an OCCN member since 1996, and co-chaired the 1996 WESCON booth efforts.

If you would like to learn more about *Peri Technologies*, or need help with any systems, devices, proposals, or applications related to optics or electro-optics, please contact **Michal** at 714-733-1661 or (e-mail) [michal@alumni.caltech.edu](mailto:michal@alumni.caltech.edu).

*Editors Note:* This article is in conjunction with an ongoing section of the OCCN general meetings. These sessions called "In-Depth" allow members to present their practice to the rest of the membership. OCCN tries to have two "In-Depth" sessions at each general meeting. Members who have presented have found the exercise is well worth the effort as it helps focus their marketing presentations of their business. If you are interested in presenting your practice contact Ed Carl.

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## Marketing Working Group

The Marketing Working Group's primary purpose is to help members with marketing issues. Meetings follow the general meetings on the third Saturday of each month. Most meetings have a speaker to discuss marketing issues facing the consultant. Future meetings

include:

The Business of Being a Consulting

**Andrew Cutler** - October 18th

Employee vs Independent Contractor

Panel discussion with legal/financial experts

November 15th

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## Business Development Working Group

Saturday, September 20th

### "THE DUBBS-SEVERINO ENTREPRENEURIAL SUCCESS STORY"

By Bob Severino

The Dubbs & Severino success story is one that many engineers would envy. Dubbs and Severino are achieving the intellectual gratification of having created innovative high-tech products, of socially redeeming value, and are financially successful. This story is about two former Hughes Company engineers who transitioned from the large aerospace company environment, and through acquisition of federal government contract funding, initiated their successful new high-tech business. With these contracts they were able to create innovative new products that offer the potential for volatile growth in the commercial business world.

The contracts include Small Business Technology Transfer (STTR), Small Business Innovation Research (SBIR), and the DARPA Technology Reinvestment Project (TRP). One of their primary products is an aircraft terrain avoidance system that adapts GPS navigation with topographic mapping technology first developed at the Caltech Jet Propulsion Lab. This type of flight management system could potentially prevent aircraft crashes that resulted from erroneous navigation, such as the one that killed Department of Commerce Secretary Ron Brown in Bosnia, and the recent crashes in South America and in Guam. Mr. Severino will briefly summarize topics such as:

Their products.

The government contracts.

Their business - how they operate, manage, plan, and market.

Key strategies in government and commercial business acquisition, from Phase I, II, and commercialization.

Developing "Product Champions" concept.

Business development strategies, and lessons learned from successes and failures.

Because of the anticipated technical interest in their products he will give a software demonstration of their three product areas after the scheduled meeting.

Mr. Robert Severino is the President of Dubbs & Severino, Inc. He has a BS in Engineering from Harvey Mudd College, an Executive MBA from Pepperdine University, and is a Ph.D. candidate in Executive Management at Claremont College.

NEXT MONTH'S MEETING – "**Adaptive Planning**", by **Dr. Andrew Cutler**. Be sure to make plans to attend this informative meeting.

The purpose of the BD-WG is to facilitate the development of new businesses and their operation. The WG achieves these goals via member networking, invited presentations, research & report by members, panel sessions, venture forums, and through information resources published on the OCCN/BD-WG Web Page. The working group usually meets on the fourth Saturday of each month. Contact Ron Oglevie (714) 526-6642 [ronoglevie@aol.com](mailto:ronoglevie@aol.com) for more information.

**The Business of Being a Consultant**

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People consult doctors and lawyers for helpful and correct opinions. Any employee can give you off the wall opinions for free. Consultants succeed by selling correct opinions people can use.

In this article I do my best to give you good advice you can use to succeed in business for yourself. It is written as a short punchy motivational talk rather than as a dispassionate discussion of philosophy. I thought this was the most helpful thing I could do for you since you need motivation to start doing basic things first, and can get philosophical about them after they start producing income.

Business is a *'just do it'* activity. Some good advice is to pretend there is a drill sergeant screaming " *DO IT DO IT DO IT DO IT !!!!!*" at you. This imaginary sergeant will do more for your business than any number of business school books.

### **PERSONAL FACTORS**

Your friends and family members won't believe how emotionally demanding business is. Convince them to be understanding anyway. If you can't, figure out how to get a job quickly.

Be extremely conservative with money - and make sure your family is too. Learn to have it and not spend it.

Every time you take a vacation, spend more time with your family, get involved in a sports league, etc., you are losing potential income. Know your priorities. Work enough. Don't work too much.

When you are an employee, you get sick days. When you are self employed, you have to take time off from your home life if you are sick.

Work long hours when business is available. There will be ample time to catch up or take vacation later.

Take the time to develop those relationships which will help you do business on your own. Limit or end those which will hinder you. Work with people to develop good, supportive, motivating relationships.

Develop the person habits of success - which are to do things well, to say "no" politely and often, and to be organized and motivated.

### **FINANCES**

Get lots of credit cards, home equity lines, etc., while you still get a W-2.

Make cash flow projections - that is: add expected income to your bank balance and subtract expected expenses, then plot money versus time.

Make minimum payments on debts unless you have six months expenses in the bank. Restructure debt for low payments and interest rates.

Never miss a payment on anything! If you CAN'T pay, talk to the creditor beforehand and see if terms can be arranged. Try every creditor before stiffing one.

Know about quarterly estimated tax payments and self employment tax.

Keep ALL of your possibly business related receipts.

Make \$50 mistakes instead of \$5,000 ones. Buy a used 80386 - not a new Pentium®

You will get about 20% of the money that is casually mentioned when you first start discussing projects

Count on clients paying late and losing invoices repeatedly.

Clients who talk to you about problems BEFORE payment is due will eventually pay. Those who just skip payments need to be harassed.

**MARKETING** Marketing and sales are distinct activities. Marketing is finding people who might buy your services. Sales is convincing specific people to buy. Your goal should be to know 500 potential clients and referral sources.

Your best source of work is people you already know. Periodically let them know you are available.

Your second best source of work is referrals from people you know. Ask for them periodically.

A (distant) third source of work is meeting new people who might need your help, or know who does. Other consultants may run into a job they can't do but you can, but fellow professionals with similar skills have no need for your help.

Periodically contact all of the people you know or have just met.

**NETWORKING** You are on stage at networking functions. Have a few good lines memorized, give them, and move on. Hone your lines into glib sound bites and deliver them well. Develop a large repertoire. Put on a good act.

Talk with a few interesting people at networking functions instead of spewing forth sound bites and getting rid of business cards.

Have repeated contact with interesting people. Respect their time. Nobody will retain you until they know and trust you. People aren't in your network until you have met them five times.

To be fun, to make a good impression, and to figure out what potential clients actually need, you have to LISTEN, not TALK.

You will find it much easier to get to talk to engineers than to managers. The engineers can introduce you to the decision maker when you've identified a need you can fill.

Volunteer activities are a good way to meet people, network, demonstrate that you get things done, and learn new tricks. If you get involved in volunteer activities keep your commitments to a reasonable level.

When everyone else says "yeah, sure", say no unless you are going to do the task, by the deadline, and do it well.

Participate in local activities, not national technical societies. Consultants' organizations meetings are good.

Public speaking (which includes standing up and asking questions at a meeting) is just as sophisticated a skill as engineering. You don't have to be GOOD at rhetoric and presentation, but you do have to know what they are.

Don't expect to go to meetings and trade shows and make sales contacts. Don't expect to go there and sell. Expect to go there and network. Expect to sell through your network.

Help people, then put them in your rolodex. If they're decent people they'll be aching to help you back.

**SPECIAL NOTES FOR WOMEN** Networking is done under socially ambiguous conditions. You want to start BUSINESS relationships. Some men will think you want more. Don't let this inhibit you. Be outgoing and energetic. Get the business you deserve.

It is necessary to have high self esteem to sell. A certain amount of bragging is appropriate.

A culture of trust and honor is observed between men in the business world. Be trustworthy and honor commitments according to masculine norms. Some men will unfairly follow the lower male-female social standards with you.

Men use vulgar language and will make small talk stemming from their masculine identity. They become quite upset if women behave this way.

**SALES** Business depends on sales. People don't come to you to buy. You go to them to sell. Selling is by far the hardest thing you will do.

Sales is the art of getting one client to sign on the dotted line. Lay the groundwork by identifying a need and convincing the person authorized to sign you can fill it. Ask him to bring you in. Then close your mouth!

The key to closing sales is not to say too much. Pay attention to the client. Tell him something he needs to know, or how you can help him. Then be quiet. If a bit more information is clearly needed, offer just that bit. DON'T talk a lot. DON'T tell him everything that is relevant. LISTEN to his concerns, and address them briefly if appropriate. SILENCE makes sales and EXTRA WORDS lose them.

You CAN'T close a sale without talking to someone who is authorized to give you money. Figure out who that is before you get too involved.

For practical purposes, all of your sales will either be TO people you know and are networked to, or it will be FOR you by referral from someone you know.

It is difficult to learn not to focus on your needs, but to focus on the customer's needs. You must do this to help the customer, and to sell.

Everyone is different. The potential client may well have different needs and desires than you in his place. Don't guess - find out what his unique needs and desires are and respond to those.

Be very, very persistent in how you negotiate and sell. It works.

People need things. And they want things. No matter how much they need something, they aren't going to buy it unless they want it too. Find people who have problems they want you to solve.

The biggest difficulty with selling is that you will fail a lot. Failure is painful. Keep trying anyway.

Start knocking on doors. Or calling people up. See what they need. Pitch them. Ask if you can help. Even if it doesn't work you'll learn lots.

**SPECIALIZATION** Don't overspecialize. Clients need mundane problems solved, not Nobel prize winning dissertations on minutiae. *Figure out what you LIKE to do. Become really good at it.*

### **TIME MANAGEMENT**

Try to be early to groups. The most effective networking is as people wander in and you introduce yourself.

When you run things be on schedule. Demonstrate to people that you value their time and hope they return the favor.

Time management is your most important skill. Focus on it constantly. Controlling your time allows you to spend a lot of it selling.

Figure out what is important, nibble away at it steadily, blow off urgent but mundane stuff with minimal effort.

You must get around to a lot of tasks which are important but not urgent.

Your time *IS* money. Time and money must be interchanged appropriately

Since you are selling your time, people who waste it are robbing you of your stock in trade. Let them know and tell them to shape up.

Don't make a financial oscillator. Do some sales work every week.

### **TERMS and CONDITIONS**

Contracts are as good as the people you shake hands with. Do business with people who you know are good to their word - or require advance payment.

It is appropriate to require advances from people you don't know or who aren't in an ongoing business.

Consulting rates are two to three times the hourly rate you'd get as an employee. If the client wants to negotiate your rates downwards, don't.

Risk is the toxic waste of business. Don't make it. Charge a lot to take it.

**CLIENT RELATIONS** Client relationships are *ALWAYS* political. The employees you have to work with may not be on your side.

You can say pretty much anything once if you do it politely.

You will have contempt for incompetent managers and employees. Hide it.

It is always a bad idea to let the client know how you do things.

Absorb small expenses and you won't have to argue about invoices.

Build trusting relationships with your clients and associates, so people will do things for you later when you really need help.

If things are not going well, talk to the client frequently. The real problem is much less serious than what the client will dream up.

Engineers solve problems for clients. Don't create any new ones.

Do small jobs well and you can sell them time after time.

If someone says they don't hire consultants, call yourself a contractor.

**PROFESSIONAL DEVELOPMENT** You need more than book learning to do business. Get your basics from business school books. Then read books by experienced businessmen - and seek their advice.

Learn from experience. Wisdom leads to success. Knowledge alone ensures failure.

You need good work habits, appropriate interpersonal skills, networking talent and sales ability.

Adequate oral and written communications skills are essential to understanding others and to making yourself understood.

Learn how to kick butt and take names as well as how to be friendly.

Ask people's advice. You will get good advice from unexpected sources.

You need a mentor to ask you good questions and provide discipline.

Learn to recognize problems you can solve, avoid ones you can't, and convince clients you can do the job for them.

### **CREATE A GOOD IMPRESSION**

#### **DON'T:**

have a FAX modem instead of a fax machine

use perforated business card blanks or have garish cards.

have your phone answered in a non-businesslike manner.

criticize other consultants - especially to their clients.

apologize for your position, capabilities, etc. Project confidence.

### **RESPECT PEOPLE'S TIME**

#### **DON'T:**

assume you know what people want. Ask them and find out.

argue with people who offer you advice or reject yours.

ask people to cut you slack unless it is essential.

take phone calls during meetings with people.

drop thing off later. Mail them now.

fail to return phone calls.

Dr. Cutler is a member of the OCCN and helps clients solve product and process development problems thru his knowledge of chemistry, chemical engineering and materials science. He is also a registered patent agent, so he is able to help clients with new product ideas. He likes to make thing happen thru organizations like OCCN. Feel free to contact Andy at (714) 857-0410.

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## InterNet Working Group

Over the past year, the Internet Working Group has addressed a number of specific topical areas associated with the use of the internet for e-mail, Web Site hosting, graphics, VRML, video/auudio conferencing, and interactive working groups. Although your feedback has been positive regarding our ability to provide salient information regarding technical developments and usage of these specific topical areas, over the past year much has changed in the way we approach and use the internet. Therefore, the primary focus for this IWG meeting will be to step back and overview the current state of internet usage, available browsers, trends in service providers, and practical applications for the independent engineering consultant. As part of this session, members will also interactively develop several resources for OCCN Members, e.g., tips for use of the internet in working with clients (compilation of top 20 ways to inadvertently irritate clients and coworkers via the internet). The working group meets on the fourth Saturday of each month. For information contact Steve Maher (714) 859-7475, [RMProInc@aol.com](mailto:RMProInc@aol.com)

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## HISTORY & GROWTH OF QUALITY CONTROL TECHNOLOGYS

By **Michael R. Morehouse**

Quality Control Technologys' was born in a pizza parlor. I was tending bar when a customer asked for his favorite brew. Then he asked me what I did when not tending bar. I told him that I am a "Quality Engineer". After pausing for a second, he asked me if I could write a Quality Control manual for him; he owned a machine shop needing more business.

After this beginning, I put together a portfolio, wrote a business plan, and put together a business card and brochure. I did some heavy marketing and sales to get started. I generated cashflow by salvaging scrapped electronic and mechanical hardware, and working thru job shops and other companies direct. Doing "Cold Sales" to small companies, I learned about how these companies market and sell their services to Prime contractors and OEMs. I developed business relationships with the Purchasing, Marketing, Sales, and Quality Assurance Organizations at Prime Contractors and OEMs. These relationships became very helpful, providing me with referrals for future business.

Since then I have added my computer expertise to my list of qualifications. Through the JPTA Program I earned NOVELL NETWARE certification. My goal was to leave my Quality Assurance "Trade" and become a computer professional. I found my first contract through an advertisement in the LA Times.

Combining my past knowledge and expertise with my new computer skills, I started to notice some changes taking place. I started getting assignments that required expertise in both areas, first within my existing market. Then, I started to get requests from NOVELL, Digital and other Computer and Peripheral Manufacturers to become a Reseller. I added even more computer-related expertise and knowledge, like ISDN and Fast Packet services. I keep looking for other opportunities, like providing QA and Source Inspection Services to the commercial aircraft industry. I am so busy now that I sub-contract the salvage operation to devote more time to other functions like computer network service and support. Quality Control Technologys has become a full-time business.

My business is really great. Sometimes I get to see parts that I inspected do something interesting long after they have been assembled. I was invited to JPL for the Mars landing celebration. Many of the machine shops that made parts for the *Sojourner* contracted with me to inspect the parts. *Sojourner* rolled down the ramp on wheels that I had checked! (Quite a job! The inspection required that very tight tolerances be verified against complicated drawings). The wheels were attached to the frame by brackets that I inspected. It was quite exciting to watch *Sojourner* turn or go over a bump knowing that the wiring harnesses and circuit boards that I verified would meet the specified flex and bend requirements, they did! It was really great to see all of the pieces work together and actually driving around Mars! I have been awarded a new contract by JPL to verify parts through the year 2000! I am very proud to have been a part of *Sojourner*. I can't wait to see where my parts will be at the next big JPL party!

- Michael Morehouse is a founding member of the OCCN. He does business as Quality Control Technologys in Anahiem California. If you have questions about Quality Control issues feel free to contact him at (714) 826-6766.

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## Get on Our Mailing List

Because this is a special mailing of the OCCN Independent, this may be the only edition of our newsletter that you receive this year. We are happy to continue to mail our newsletter to people who are interested in our activities. If you are not on

our current mailing list and would like to ensure that you get future copies of our newsletter please take a moment to fill out the form below and either FAX it to Michael Bryant at (714) 597-0280 or mail it to:

Michael Bryant

Software Synergistics

23010 Lake Forest Drive, Suite 374, Laguna Hills, CA 92653-1351

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

e-mail: \_\_\_\_\_

Phone Number: \_\_\_\_\_ FAX: \_\_\_\_\_

Let us know why you are interested in our newsletter: (check as many as apply)

I am currently consulting with clients in the Orange County area

I am not currently consulting but have an interest in doing so in the future.

I use consultants. (Please list area(s) of expertise you need help with)

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I am interested in membership, please have someone contact me.

**MEMBERSHIP: -**

1). Membership in the Orange County IEEE Consultants Network is open to anyone providing technical consulting in the Orange County Area. Membership in the IEEE is not required for the OCCN. General Meetings and working groups are held monthly. Members and non-members are welcome at any meeting.

2). To join contact Ralph Hileman (see page 2 for contact information) or attend the general meeting. There are two membership options: The Associate Member is for those who want to keep abreast of consulting issues, receive lead notifications, access the database, and participate in the OCCN. The Professional Membership is for those who are actually operating businesses and want OCCN's promotional benefits. Associate membership is \$45.00 per year, Professional membership is \$95.00 per year. (Web and Brochure listings included)

3). If you are interested in finding out more about the benefits of membership, contact Ed Carl, Ralph Hileman or any other officer.

**Directions to the OCCN Meetings (UCI Campus):** The University of California, at Irvine, is south of the San Diego Freeway (405) between Jamboree Road and Culver Drive.

The OCCN General Meeting and the Marketing Working Group, which meet on the third Saturday of the month, use the Engineering



Gateway Building, room 3311. Parking Lot 18A is adjacent to the building. Room 3311 is one floor above the parking lot level. The building has a freight elevator for those who don't want to walk up.

The Business Development and Internet Working Groups, which meet on the fourth Saturday of the month, use the Computer Sciences/Engineering Building. This building is adjacent to lot 18 towards the center of the campus. The building is blue/white in color with unique Y-wooden columns. Room 135 (Internet Working Group) is on the first floor, Room 102 (BD - Working group) is adjacent to room 135. The door on the campus (far) side of the building is usually opened on the day of the meetings.

Parking at UCI on Weekends is \$3.00. Parking permit machines are located on Berkeley (near Campus Drive & on California (near University Drive). Attendant is located on Bridge Road.

## To Join the **Orange County IEEE**

### **Consultants Network:**

Attend the General Meeting  
(third Saturday of each month)

or

Contact Ralph Hileman -  
Hileman & Associates

(909) 780-3947 - [r.hileman@ieee.org](mailto:r.hileman@ieee.org)

FOR FURTHER INFO: To **join** the **Institute for Electrical and Electronics Engineers (IEEE)** or request information on their many benefits,

call: (800) 678-IEEE (4333)

or, visit: ftp: <ftp://ftp.ieee.org> <http://www.ieee.org>

**For info on obtaining on IEEE "alias" e-mail address (IEEE members only), send a dummy message to:**

["Alias-processor@ieee.org"](mailto:Alias-processor@ieee.org)

**-or-**

visit <http://www.ieee.org/eleccomm/>

**To refer a consulting opportunity, call one or more of the following Hotlines:**

**OC:** [occn@ieee.org](mailto:occn@ieee.org)

or, Michael Bryant - (714) 597-0280

**Los Angeles** - (213) 243-8583

**National:** - (202) 785-0017 or, [w.anderson@ieee.org](mailto:w.anderson@ieee.org)

## To contact other IEEE Organizations:

*Alliance of IEEE Consultants Networks (AICN)* <http://www.ieee.org/consultants/>

Bob Gauger [r.gauger@ieee.org](mailto:r.gauger@ieee.org)

Bill Anderson (Staff) - (202) 785-0017 [w.anderson@ieee.org](mailto:w.anderson@ieee.org)

***IEEE Network for Entrepreneurs***

Nick Smith (714) 978-3719

***IEEE - Orange County Section***

Pierre Perra - (714) 848-2882 [p.perra@ieee.org](mailto:p.perra@ieee.org)

David Cheng (PACE) (714) 773-3734 [dcheng@ccvax.fullerton.edu](mailto:dcheng@ccvax.fullerton.edu)

***Los Angeles Area Consultants' Network*** <http://www.laacn.org>

Kip Haggerty - (310) 679-2440 [k.haggerty@ieee.org](mailto:k.haggerty@ieee.org)

***San Diego Consultants' Network***

John Watson - (619) 455-9846 [crisys@crisys.com](mailto:crisys@crisys.com)

To contact the following OCCN functions:

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Ron Oglevie - (714) 526-6642

***Internet Working Group***

Steve Maher - (714) 859-7475 [RMProInc@aol.com](mailto:RMProInc@aol.com)

***Marketing Working Group***

Ron Stein - (714) 457-9035 [RSTEIN@PTSstaffing.com](mailto:RSTEIN@PTSstaffing.com)

***O.C. Engineering Council***

Ron Stein - (714) 457-9035

[RSTEIN@PTSstaffing.com](mailto:RSTEIN@PTSstaffing.com)

***Promotions Committee***

Harry Staubbs - (562) 430-3734

***WebMaster***

Kenn Leland - (714) 871-3386 [K.leland@ieee.org](mailto:K.leland@ieee.org)

# March 1997 Articles

[PILOTING A BUSINESS THROUGH THE SEA OF UNFAIR COMPETITION](#) by Al Gess

[WHAT'S IN A NAME ?](#) by Al Gess

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## PILOTING A BUSINESS THROUGH THE SEA OF UNFAIR COMPETITION

by Al Gess \*

Most business people have heard the phrase, "Unfair Competition," and most know that it can be both a sword and a shield. But what is it? Is it simply "unfair" business activity between "competitors"? Unfortunately, for both business people and lawyers alike, it's much more.

It is hard to precisely define the meaning of "Unfair Competition" because it encompasses such a large number of commercial wrongs. There is no one all-governing standard "fairness" that defines when a wrong has been committed. Nor is there an unbending requirement that such wrong be committed by a "competitor." How then, can a business person avoid engaging in wrongful conduct and learn to recognize such conduct by others?

Since we cannot clearly define it, maybe we can understand it by way of example. Examples of wrongful conduct which constitute unfair competition include using a similar trademark, tradename, product appearance, or container configuration, using a similar literary title or character representation, false advertising, "bait and switch" selling, "palming off" goods by substituting such goods for another brand, and stealing trade secrets.

Much of California's unfair competition law is defined by an ever changing web of judicial decisions known as the common law. Examples of the common law of unfair competition include the "right of publicity" which allows a celebrity to prevent others from using his or her likeness or identity; and trade libel which prohibits one from publishing disparaging information about the quality of another's service or products.

The federal and state legislatures have enacted statutes which parallel and sometimes supplement the common law. Most states, including California, have a general unfair competition statute which is very broad. For example, California's statutory law of unfair competition simply prohibits "unlawful, unfair or fraudulent business practice and unfair, deceptive, untrue or misleading advertising."

California has also enacted other legislation which defines and prohibits particular types of unfair competition. Examples of California's more specific unfair competition statutes are:

1. The California Anti-Dilution Statute which provides a remedy against activity which tarnishes or diminishes the value of an existing trademark or tradename.
2. The Unfair Business Practices Act which prevents manufacturers of the same products from competing unfairly with one another.
3. Legislation which prohibits the counterfeiting of goods bearing another's California trademark.
4. The False Advertising Statute which prohibits any knowingly untrue or misleading media statement concerning property or services sold by another.

Significantly, California recently adopted the Uniform Trade Secrets Act which protects trade secrets. Most every business

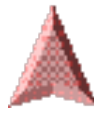
possesses confidential information that cannot be protected by the patent or copyright law but is amenable to protection as a trade secret. Such trade secrets might include a manufacturing process or formula, raw material sources, and customer lists.

Liability arises under the Trade Secrets Act if trade secret information is improperly appropriated by another. The existence of a trade secret requires that the information be known only to the owner and that the owner take special efforts to keep the information secret. Information which might have been protected as trade secret is frequently lost because of a business owner's failure to set up proper secrecy procedures. The key is to develop a plan for handling valuable information in a manner which qualifies it for trade secret protection.

About the author: Albin Gess is a member of the OCCN, a past chairman of the Orange County Section of the IEEE, a VP, Member Societies of the OCEC. Mr Gess is founding partner of Price, Gess and Ubell, an Irvine, California law firm that specializes in patent, trademark, copyright and trade secret law.

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## WHAT'S IN A NAME ?

by Al Gess\*

Nearly every business spends time and money in order to develop the public's recognition of its name. When customers come to identify high quality products or services with a particular company's name, this name becomes synonymous with the product or service and draws them back for repeat purchases. Thus, the commercial name of a business is a very valuable asset as it embodies the good will its customers hold towards that business.

Most managers and owners recognize the value of their company's name, but many do not know how to prevent others from trading off this name. Protection is often mistakenly presumed to exist simply because a business is incorporated under a particular name or because the business has filed a fictitious business name statement with the county.

The right to use a particular business name only arises with actual usage. As confirmed by a recent amendment of state trade name statutes, the filing of a fictitious business name statement does not authorize the use of a name that would otherwise violate the rights of another. Similarly, the Secretary of State's acceptance of a company's Articles of Incorporation does not operate as a license to use a particular name. A Corporate Charter under a particular name neither creates a right to use a particular business name nor operates as a defense to a prior user's charges of infringement.

A business' right to prevent another from using a confusingly similar name is based upon prior use. Enforcement of that right is governed by unfair competition laws of individual states, and Federal laws relating to trademarks and servicemarks.

It is important to determine whether the name of a business is being used as a trademark, or a trade name, or both. A trade name represents the reputation of the business as a whole. A trademark is used to identify and distinguish the products or services sold by the same business. Under state unfair competition law, the extent of protection granted to a trade name is essentially the same as the protection granted trademarks. The Federal law only provides for registration of "trademarks" or "service marks." A business name used only as a "trade name" is not protected under the Federal Trademark Law.

For those companies that do business in interstate commerce (i.e., sell their goods or services across a state boundary), the Federal registration of a trademark or service mark offers significant advantages over state unfair competition laws. State law applies to the individual state. Under Federal law, a corporation having a Federal registration has the unequivocal right to

prevent an infringing use of its trademarks or service marks in the Federal courts in any state regardless of whether it is actually doing business in that state.

Registration under the Federal law also provides the following:

1. Constructive notice to others of the registrant's claim of ownership.
2. Incontestable status after five years of continuous use (i.e. conclusive evidence of the registrant's exclusive right to use the mark).
3. The right to bring infringement actions in any Federal court without regard to the citizenship of the parties.
4. The right to request U.S. Customs to prohibit the importation of infringing goods bearing the registered mark.
5. The ability to obtain three times actual damages and attorney's fees in suits for infringement.

To take advantage of the Federal law to protect a company name, the company can simply use its name as a trademark or service mark. Trademark or service mark usage of a company name identifies and distinguishes the goods or services provided by the company as opposed to trade name usage of a company that identifies and distinguishes the company itself. For example, simultaneous use of the business name and the company address constitutes trade name use. By contrast, bold and prominent display of the business name by itself, preferably followed by the symbol <sup>TM</sup> constitutes trademark or service mark use.

A court has held that "THE TEXAS COMPANY" used on drums of gasoline, where it appeared prominently and without an accompanying address, is a trademark use.

Federal registration of business names used as a trademark or service mark provides national protection of a company name. Whenever possible, a company doing business in interstate commerce should use its name as a mark for its goods or services. Such usage will allow Federal registration and all of the associated benefits.

**About the author:** Albin Gess is a member of the OCCN, a past chairman of the Orange County Section of the IEEE, a Vice President and Member, Societies of the OCEC. Mr. Gess is a founding partner of Price, Gess and Ubell, an Irvine, California law firm that specializes in patent, trademark, copyright and trade secret law.

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# The Orange County Consultants' Network

# INDEPENDENT



The Voice of the Orange County IEEE Consultants' Network (OCCN)

## NOTES

from the Chair...

**1) Engineers' Week is Coming!** February 16-22 is Engineers' Week and marks a number of special events in which the OCCN will be participating.

(a) On Saturday, February 15th, at the Peterson Automotive Museum, the **Institute for the Advancement of Engineering**, will induct two of our members to their **College of Fellows**, a very distinguished honor. They are **Ralph Hileman** and **Ron Stein**, both of whom have made significant contributions in the growth of the OCCN. Congratulations!! Other members wishing to attend the event (\$40) should contact **Harry Staubs** at (310) 430-3734 or [Harry\\_L\\_Staub@lamg.com](mailto:Harry_L_Staub@lamg.com).

(b) On Saturday, February 22nd, at the Hyatt Alicante Hotel in Garden Grove, the **Orange County Engineering Council** will hold its annual Awards Banquet and the OCCN will have a display table of its own. Members wishing to attend the event (\$45) should contact **Ron Stein** at (714) 457-9035 or [rstein@PTSstaffing.com](mailto:rstein@PTSstaffing.com).

(c) On Thursday, February 27th, at the McDonnell-Douglas Conference Center in Huntington Beach, the **Orange County Chapter of the California Society of Professional Engineers** will again sponsor the induction of engineers into the Order of the Engineer. (See story on Page 3) Both Professional Engineers and non-PEs from the OCCN are invited to participate. For further information, contact **Ed Flanders**, CSPE Chair, at (714) 888-6848 (H), (714) 896-6122(W), or, [flanders#m#\\_ed@strasys.mdc.com](mailto:flanders#m#_ed@strasys.mdc.com). (continue on page 9)

### National Engineers Week

February 16 - 22, 1997

National Engineers Week provides an opportunity for engineers to increase awareness and appreciation of the engineering profession in our communities. During the week, engineers will help create an interest in engineering, math, and science, in our nation's public schools and setup engineering-related displays in public libraries. In 1996, some 35,000 volunteer engineers reached more than four million students and teachers in these kinds of outreach programs. Take pride in your profession and help advance its future by participating in National Engineers Week. --

LAC PACE Web Page

(<http://www.kaiwan.com/ieec-lac/ieeepace.html>)

## THIS MONTH'S MEETINGS

### Joint Meeting of the LAC Engineering Management Society, The Orange County IEEE Consultants Network (OCCN), & THE IEEE NETWORK FOR ENTREPRENEURS.

When: Thursday, February 13th, Social: 6:00pm - Dinner: 7:00pm - Presentation: 8:00pm  
 Where: Jolly Roger Inn, 640 W. Katella Avenue (west of Harbor), Anaheim.  
 Subject: **Real World Entrepreneurship**- a dinner meeting followed by a panel discussion on building a new business. Panel members are: **Richard Nelson**, President, Worldwide Innovative Technology, **Vytas Pazemenas**, President, Aubrey Group, and **Edward Doyle**, President, Questor-Avante. This group of engineers will talk about what it took to successfully establish their businesses. Dinner is \$13.00.  
 Contact: **Dick Suchter**, (818) 432-5750 or, **Richard Nelson**, (714) 824-3857.

### OCCN Breakfast Meeting

When: Friday, February 14, 9:00 a.m.  
 Where: Jolly Roger Restaurant, Dyer Road/Barranca Pkwy, Irvine.  
 Topic: Network discussions on professional and other issues.  
 Contact: **Gene Arabia** - [f.g.arabia@ieee.org](mailto:f.g.arabia@ieee.org) or call, (714) 524-3052

### OCCN Promotions Committee Working Group

When: Saturday, February 15, 8:30 a.m. <before Gen. Mtg.>  
 Where: **UCI Engineering Gateway Bld. - Room 3311**  
 Topic: Planning meeting for OCCN promotional activities (See page 4)  
 Contact: **Harry Staubs** - (310) 430-3734 - [Harry\\_L\\_Staub@lamg.com](mailto:Harry_L_Staub@lamg.com)

### ◆ OCCN GENERAL MEETING ◆

When: **Saturday, February 15 - 9:30 to 12:30 p.m.** <3rd Saturday>  
 Where: **UCI Engineering Gateway Bldg. - Room 3311**  
 Purpose: **NETWORKING!** Establish new contacts and renew old ones; new relationships; needs & leads; and more.  
 Notes: Remember to bring business cards; Resumes or company brochures may always be displayed on our table.  
 Contact: **- Gene Arabia** - (714) 524-3052

### OCCN Marketing Working Group

When: Saturday, February 15 - 1:30 - 3:00 p.m. <3rd Saturday>  
 Where: **UCI Engineering Gateway Bldg. - Room 3311**  
 Topic: Make Wealth Less Taxing  
 Speaker: **Michael B. Upton**, author, guest columnist for *O.C. Register*, financial manager.  
 Contact: **Ron Stein** - (714) 457-9035 - [rstein@ptsstaffing.com](mailto:rstein@ptsstaffing.com)

### OCCN Internet Working Group

When: Saturday, March 1 - 9:00 - 12:30 <1st Saturday> call to confirm.  
 Where: **UCI Computer Science/Engineering Bldg., Room 135**  
 Contact: **Steve Maher** - (714) 859-7475 - [RMPProInc@aol.com](mailto:RMPProInc@aol.com)  
**Art Larson** - (310) 430-7693 - [alarson@deltanet.com](mailto:alarson@deltanet.com)

### OCCN Business Development Working Group (BD-WG)

When: Saturday, March 1 - 1:00 - 3:00 p.m. <1st Saturday>  
 Where: **UCI Computer Science/Engineering Bldg., Room 135**  
 Topic: BD-WG Web Site Development Working Group Meeting  
 Notes: Come help develop this new vision of how the BD-WG should work.  
 Contacts: **Ron Oglevie** - (714) 526-6642

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occn@ieee.org  
<http://www.occn.org/>  
Hosted by Network Intensive

All members are invited to attend the Executive Board meetings. It will be necessary to contact one of the officers to learn of the time and date.

**DISCLAIMER**

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**- MORE IEEE MEETINGS -**

Tell them you heard about their meeting in *The OCCN Independent*, "The Voice of OCCN."

**IEEE Communications Society and the IEEE Computer Society - O.C. Chapters**

When: Monday, February 24th - Social: 5:30 p.m. - Buffet Dinner: 6:00 p.m. -  
Program: 7:00 p.m.

Where: Jolly Roger Inn, 640 W. Katella, Anaheim (near Disneyland)  
Topic: Desktop Video Conferencing - State of the Art  
Speaker: **Alan Curtis**, PictureTel Corp.  
Reservations: **Albin Gess** (714) 261-8433 (phone) - 261-9072 (fax)  
Cost: \$18.00 - Student & Unemployed Members - \$10.00

**IEEE Network for Entrepreneurs**

When: <3rd Thursday>  
Where: Jolly Roger, Anaheim  
Contact: **Richard Suchter** (818) 447-6315 (evening) - r.suchter@ieee.org

**IEEE Power Engineering/Industry Applications - O.C. Chapter**

Contact: **Phil Wheeler** - (714) 951-2892

**IEEE Signal Processing - O.C. Chapter**

Contact: **Jeff Strauss** (714) 732-6566

**- OTHER MEETINGS -****USA State Government Update - sponsored by the American Society of Mech. Engineers.**

When: Saturday, February 22 - 8:00 a.m. - 1:00 p.m.  
Where: California Institute of Technology, The Beckman Institute Auditorium  
Topic: Briefing on state and federal technology resources available in the Southern California Region.  
Contact: **Reese Meisinger**, ASME Washington Center, at (202) 785-3756 by February 19th.

**American Institute of Aeronautics & Astronautics - O.C. Chapter**

When: <4th Thursday>  
Contact: **Joe Morano** (714) 896-3311, ext. 71150

**Association of Professional Consultants**

Contact: (714) 675-9222 - <http://www.consultapc.org>

**Bay Area Roundtable (BART) Sponsored by UC Irvine/IRUS**

When: Friday, February 14, 1997 9:00 - 12:00  
Where: Hyatt Rickey's Hotel - 4219 El Camino Real, Palo Alto, CA  
Topic: Multi-Media Interface Design  
Contact: **David Redmiles** UCI/IRUS (714) 824-3823 redmiles@ice.uci.edu

**California DataBase Management Association (CDBMA)**

When: <3rd Thursday>  
Contact: **Karen Eisenacher-Earle** (714) 870-7291

**Forensic Consultants Association - Orange County**

When: Monday, January 20 - Case Study 4:00 p.m. - Meeting 5:30 p.m.  
Where: The Pacific Club, 4110 MacArthur Blvd., Newport Beach  
Topic: <To be announced>  
Notes: Call for costs.  
Contact: **Norma Fox** (714) 723-1114

**LA ACM TACART**

When: Wednesday, February 19th - 7:30 p.m.  
Where: Loyola Marymount University, Pereira Hall 51 (LMU is on Loyola Blvd. at 80th Street in Westchester near LAX)  
Topic: Virtual Pedagogical Agents  
Speaker: **Dr. W. Lewis Johnson**, Information Sciences Institute, USC  
Contact: **L. Andrew Campbell**, campbell@aero.org, (310) 336-8642, or Program Chair **Barney Toma**, tomab@ecn.com, (310) 323-8451.

**Microsoft Quarterly Corporate Briefing on Information Technology**

When: Tuesday, February 18th - 8:30 - 12:00 noon  
Where: Microsoft Corporation, 3 Park Plaza, Suite 1800, Irvine.  
Topic: Technical seminar on Microsoft development tools.  
Contact: (800) 550-4300, **RSVP Code: 10866**.  
<http://www.microsoft.com/events>

**Orange County Venture Forum/Network**

When: <4th Thursday>  
Contact: **Rene Wagner** (714) 855-0652 - OCVN1@aol.com

(continue on Page 4)

## Order of Engineer

The Southern California Order of the Engineer, Link #66, is holding an Induction Ceremony on February 27th in conjunction with the Orange County California Society of Professional Engineers (CSPE) monthly meeting.

The Order of the Engineer is a non-profit organization, which strives: to build a spirit of pride and responsibility in the engineering profession, and promote unity among all engineers with an obligation to practice integrity and fair dealing in service to mankind.

To qualify for membership in the Order one must be: A graduate in engineering from engineering curricula accredited by ABET, or a licensed professional engineer.

The Induction Ceremony will be held at the McDonnell Douglas Conference Center on Bolsa Ave, east of Bolsa Chica Road. This meeting will be held in conjunction with the CPSE meeting that starts at 6:30 p.m.. The one-time fee for membership in the Order of the Engineer is \$30.00. Applications will be available at the OCCN General Meeting or you can contact Mike Bryant for an application at (714) 597-0280, m.w.bryant@ieec.org.

For further information on the Order of the Engineer please contact **Jim Ballinger**, *James E. Ballinger, P.E.* (714) 545-8685.

## Just What is an Engineer, Anyway?

So, *Engineers' Week* is coming. If you are an engineer, you think, "that's nice," or, "its about time we get some recognition"; otherwise most probably think "big %#@&\$!\* deal!"

But what if there were a 'Scientist's Week'? There would be parties in the halls and the media would be falling all over itself to highlight every aspect of this "special" week. After all, "Science is good stuff" - right? It's pushed in our kids' schools, along with the 3Rs.

But what about "*engineering*"? Neither the schools, the media, nor the masses seem to really know what it is, and neither are taking the time to find out. Scientists are to be "respected." Engineers are "nerds" (what ever that is).

To define engineering, I would prefer to start with a rather simple definition. "*Science is the discovery and classification of knowledge.*" **Engineering**, then, is "*the application of this knowledge, and professional experience, to develop useful and reliable structures, processes, machines, devices and systems (i.e., products).*"

For example, the Space Shuttle was not designed by scientists, as many are led to believe, but by engineers creatively solving design problems with an in-depth knowledge of the physical sciences provided by scientists. The task could not have been accomplished without the involvement of both parties, but their roles need to be understood.

Simply put, perhaps, "*scientists do research*" with the ultimate goal of "*discovering new theories and principles*" and "*engineers do design*" with the ultimate goal of "*inventing new unique products that*

*can be patented.*" More importantly, engineers design products that can be sold! Virtually every product you buy in a store has either itself been engineered, or the means of producing or packaging it has been engineered. Thus, product-oriented businesses do not hire scientists, they hire engineers.

Realistically, however, not all scientists are involved in the actual discovery process, and not all engineers do product design. Some engineers may define or plan what or how development is to be done and others may test or evaluate the results. But they are all skilled in science and mathematics and are experienced in solving technical problems.

Thus, in the spirit of Engineers' Week, I am reminded of a quotation by **Theodore Von Karman**, physicist, mathematician, mechanical engineer, and *the Father of Supersonic Flight*:

***"The Scientist explores what is;  
the Engineer creates what has never been."***

This is not to say that a scientist may not a part-time engineer, not that an engineer may not be a part-time scientist. In fact, a good scientist can typically become a good engineer and vice versa. This is where their differences fade away.

But without engineering, all the facts, principles, and theories of science will never benefit society.

**Ed Carl**, (602) 572-1240, e.carl@ieec.org

## NOTES *from the Associate Editor -*

**Three cheers for Engineers' Week!** Hope you-all are enjoying this recognition of your endeavors. Please browse through this newsletter and get involved. We are always looking for volunteers (if not for OCCN for any of the other associations (pertaining to your expertise) listed herein). Our leaders are looking for people to delegate responsibilities to and perhaps someday "take over" the Network. In turn, you get the contacts, the leads, the experiences, and the skills to enhance and take advantage of these career opportunities.

Volunteering is a way of giving back what was given, developing skills and obtaining experiences to enhance future career opportunities, developing leadership skills. But it can only be done (at least for most of us) between the responsibilities and obligations taken on while earning a living. We all need to pay the mortgage or

rent, and maintenance (e.g. food, clothing). We need to find time to relax and enjoy whatever entertains us. We all need to save for a comfortable retirement. We all want to have things our own way. The last item is near impossible for most of us. But it can be possible sometimes if we are flexible and fulfill our responsibilities.

To this end, we, the editors, would like you to think about what happens to us all when contributions are received late. Each Working Group Coordinator, Interest Group Liaison, and even the Members of the Board, have known responsibilities and unfortunately they are all inter-related. Please turn in your contributions on time so that we can get the meeting announcements for the month, the tips on possible consulting opportunities, and other important items to our members out in time for them to act upon them. There's nothing like receiving news of an interesting meeting one day after the meeting was held!

**Noreen Norris** - (714) 968-4433, norrisnor@aol.com



(continued from Page 2)

### Orange County Venture Group

When: <2nd Thursday>

Contact:: **Rene Wagner** (714) 855-0652 - OCVN1@aol.com

### So. California Software Process Improvement Network (SPIN)

When: Friday, February 28th - 9:00 a.m. - 12:00 noon

Where: UC Irvine, McDonnell Douglas Auditorium

Coordinator: **Karen Owens**, JPL - k.owens@ieee.org

Topic: Reuse and Its Impact on the CMM: An Experience Report.

Speaker: **Donald J. Reifer**, RCI - d.riefer@ieee.org

Notes: \$15 + \$4 parking for non-sponsoring companies; reservations not required.

Contact:: **Debra Brodbeck** (714) 824-2260,

brodbeck@ics.uci.edu

### Women's Environment Council

**Special Event:** Engineering Week - Beach Storm Brigade

- **Help clean up Huntington Beach** -

Date & Time: Saturday, February 22nd - 9:00 am

Contact:: **Liz McDargh** - (714) 553-6908 - lizmcdargh@aol.com

**NETWORKING OPPORTUNITY** - Save February 22nd for the Orange County Engineering Council Award Banquet. Held at the Hyatt (at the intersection of Chapman & Harbor Blvds.) in Anaheim. Cost is \$45.00/person. About 45 awards will be presented to Engineers for their special achievements. A great opportunity to meet with the engineering leaders in Orange County. Contact Ron Stein for more information. (714) 457-9036 - rstein@ptsstaffing.com

### MTAC '97

ADVANCING THE MULTIMEDIA FRONTIER

### Multimedia Technology & Applications Conference

March 23-25, 1997

University of California, Irvine

**ATTEND MTAC '97** ... The Conference where media and technology connect.

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For more information: Call (800) 795-6490, or visit our Web page at <http://www.mtac.uci.edu>

Sponsored by: the Orange County IEEE Section, IEEE Computer Society, and the University of California, Irvine

**SURVIVORS IN TOMORROW'S MARKETPLACE  
WILL BE THE ONES WHO SEE  
THE FUTURE OF MULTIMEDIA TODAY!**

### Promotion Committee Working Group Meeting

(Before General OCCN Meeting!)

8:30 a.m. to 9:30 a.m.

**Saturday, February 15, 1997**

Open to all Members

The OCCN Promotions Committee has been charged by the OCCN Board to develop a promotions action plan and a budget for the promotion of the Network during 1997. Harry Staubs is the acting Chair for this Committee. We have had several working group meetings to discuss and draft a plan and a budget and will be meeting again before the next general meeting. We are asking for your help in sharing the promotion workload and for your great ideas! If you are interested in assisting with the promotion of the OCCN or want to learn more about ways to promote your own consulting service, plan to come early before the next general meeting.

It is my objective as Chair to finalize our plan during March and present it to the Board for approval and funding. In the interim, we are promoting the network at "targets of opportunities". We made a strong successful showing at WESCON.

Last Friday, Ron Stein, Michal Peri and I attended an Open House at the Orange County Group of the California Manufacturing Technology Center (CMTC). CMTC is a small manufacturing training center offering employee training under a \$564,000 contract from the state Employment Training Panel. The center is based in Hawthorne, but has an office in Anaheim. We distributed information on the OCCN at the Anaheim Open House and held informal discussions with some of their personnel. CMTC - OC is located at 100 South Anaheim Blvd. in Anaheim.

CMTC is expanding and has other groups located in Hawthorne and Ontario, CA. CMTC uses consultants to augment their staff. They are a nonprofit organization established to help small and medium sized manufacturers become more competitive and productive. They are funded in part by the NIST Manufacturing Extension Partnership, U.S. Dept. of Commerce, California Trade & Commerce Agency. Follow-up meetings are planned to determine how OCCN can work with them on our behalf and how they request consultant help for their projects. If you are involved with support to manufacturers, you may want to learn more about CMTC. For further information, call (800) 300-2682.

I briefly attended a Job Shop Show in San Diego last Thursday and distributed a small number of our Directories to selected interested companies. However, this show was mostly for outsourced small and large manufacturing jobs and not for the engineering type Job Shops which some of you may have supported in your past.

We plan to have a display table and information on the OCCN at the Orange County Engineering Council (OCEC) Engineering Week Awards Banquet on Saturday Evening, February 22 at the Hyatt Regency Alicante in Anaheim.

The Committee is reviewing a lengthy memo from Dr. Andrew Cutler on his ideas on Promotion of the OCCN. His memo was largely a response to ideas presented by me in the December '96 Newsletter.

By Harry Staubs, Promotions Committee Chair - (310) 430-3734

(Notes from ... (continued from Page 1))

Sure, this sounds "exciting" but you may be thinking that you don't have to attend because its obvious that some of the officers and other members will already be going, and they'll do a good enough job representing the OCCN. Well, (a) the more members that attend the better the representation -- there is never too many!, and (b) who else is going to be at the event representing your own business?? These meetings will be attended by some of the most respected and influential engineers in Southern California, as well as some of the most successful consultants. GET THE MESSAGE?

**2). New BREAKFAST Meetings Continue.** Beginning last month, we tried something different to encourage more member interaction on an informal level, and also provide an alternative activity for those unable to attend our Saturday meetings. We started the "Friday Morning Before the Saturday General Meeting" breakfast. It will meet every month at the *Jolly Roger Restaurant* on Dyer Road/Barranca Pkwy just SouthEast of the 55 Freeway in Santa Ana/Irvine.

The crowd wasn't too large, but a lot of interesting new ideas were passed around and the food was great! We had the upstairs dining room all to ourselves. What time is it? You can come at anytime between 8:00 and 10:30 am and someone is sure to be there.

**3). IEEE Network for Entrepreneurs (NFE)** - Last month's NFE meeting, the first for quite a few months, was well attended (particularly by OCCN members) and Bill Drobish's presentation on "Stories from the Trenches: Starting a High Tech Company in Today's Changing Environment" was particularly well received. This month the topic is "Real World Entrepreneurship." (See Page 1 for details). The meeting is co-sponsored by the NFE, the OCCN, and the LAC Joint Chapter of Engineering Management, Education, and Professional Communications Societies.

**4). Bob Gauger in the Netherlands!** For those that did not notice Bob's conspicuous absence at our last meeting, you might like to know that he is spending January and February in the cold of the Netherlands. Hopefully, he should be back in March. Just received an E-mail from Bob which says: "I plan to return to the U.S. early in March, but probably head back here again. It is like a paid vacation."

**5). Thanks for the Help!** New Officer, Member-at-Large, **Rick Nelson** (also Professor Nelson at UCI) took a few minutes at our last meeting to thank the OCCN and some of its members for helping with the move of his computer lab to its new location in the Engineering Computer Sciences Building. This room also just happens to be the new location of our Internet Working Group. The Business Development Working Group meets in a conference room next door.

**6). U.S. Innovative Partnership.** As I write this column, Vice President Gore has just announced on a new partnership between the Federal Government and the states to promote economic growth through the application of science and technology. There will be national policy developed in cooperation with the states and private industry. I'm sure our Business Development Working Group will begin tracking any new opportunities it may provide. (Remember, you heard it here first.)

**7). Web Site Stats.** This last month we have been viewed by websters as far away as: Argentina (4 requests), Australia (8 more requests), Belgium (4 requests), Germany (16 requests), Netherlands (14 requests - I wonder who that could be), Norway (4 requests), and the United Kingdom (one more request).

We have also been viewed by websters at companies such as: Aerospace Corporation (El Segundo), Basin Electric Power Co-Op (Bismark, ND), Compata (Costa Mesa), Datalytics (Dayton, OH), Dowco Consultants, Ltd (British Columbia), Griffin Technology (Ranch Dominguez), Kaiser Permanente - SoCal, Kofax Image Products (Irvine), Metron, Inc. (Reston, VA), Microsoft (Redmond, WA), Object Radiance,

Inc (Murrieta), Odetics (Anaheim), Psomas & Associates (Costa Mesa), Rockwell International (Newport Beach), Telecommunication Engineering Associates (San Carlos), State Street Boston, Corp. (Quincy, MA), Silicon Valley Group (San Jose), Telcor Communications (Duluth, GA), TRW (Redondo Beach), and be such colleges and universities as the Coast Community College District (Costa Mesa), Kansas State University, University of Wisconsin, West Carolina University, West Chester University (PA).

After sixteen weeks of operation, there were 1,015 (was 823/632 after twelve/eight weeks) "hits" on our Home Page. Here is a listing of the Hits on the next level of pages compared to last month's ranking:

#1	302	(+59)	Members Page	(Was #1)
#2.	140	(+46)	Consultants Page	(Was #2)
#3.	184	(+41)	Services Page	(Was #4)
#4-	124	(+23)	Links	(Was #3)
#4-	106	(+23)	Other CNs	(Was #6)
#6.	67	(+19)	Other OC Networks	(Was #7)
#7.	65	(+10)	About OCCN	(Was #5)

The publication of these statistics does not in any way mean that we can sit back and wait for people to notice us. We still need to plan and execute a major Web Promotions activity to assure that we are properly registered in all appropriate search systems and being linked from other related organizations. This includes an update to our own link pages.

**8). IEEE Home Page Wins "BEST OF THE NET" Award.** **EZ Connect**, a site dedicated to identifying the best web sites, has nominated the IEEE's Web Site ([www.ieee.org](http://www.ieee.org)) as "one of the best, most useful sites in the field of Science and Nature." See this month's web sites, below, for their web address (URL). The IEEE Home Page is managed by William Hands of the IEEE Electronic Products Department ([r.hands@ieee.org](mailto:r.hands@ieee.org)).

**9). It's Now Easier to Get An IEEE Alias.** All IEEE members can obtain an e-mail "alias" which provides a nice simple e-mail address while automatically forwarding your mail to whomever your current e-mail provider is. (If you have AOL, you still pick up your mail from AOL, but you have a more prestigious address; and one that won't change if you decide to change providers.) Instead of requesting instructions by e-mail and then responding, simply go to the IEEE's new Alias Form on the Web and fill it out. It is that easy. See this month's web sites, on page 6, for their web address (URL).

**10). Card Copier & Coffee Master.** Thanks to **George Huling** of *Disciplined Software Consulting* for volunteering to copy the attendees business cards during the break at our last General Meeting. Again, Many Big Thanks to **Mike Morehouse** for continuing his role as "Coffee Master" to ensure we have coffee and donuts at our General Meetings.

(continue on Page 6)

**FREE Workshop: "Outsourcing Trends in the Technical Arena"**

A FREE Workshop on "Outsourcing Trends in the Technical Arena" will be held on Thursday, February 27nd from 9a.m. to 12 noon at the Long Beach Airport Holiday Inn in Long Beach.

Featured speakers include: Kaye Molacek, a 16-year veteran in the human resources environment, who will speak on "Outsourcing: The Way of the Future"; Wes Nutton, a CPA and 7-year veteran at Price Waterhouse and Senior Manager at Biggs and Co., who will speak on "Employee vs. Independent Contractor, IRS Guidelines".

Principal Technical Services, the Workshop sponsor, is a firm that specializes in supplemental technical staffing of Engineering and CAD Design personnel to the Petrochemical and Environmental to industries, and Architectural & Engineering Consultants.

(Notes from...(continued from Page 5))

**11). Ed's Web Sites of the Month.** Here are my selected web sites for February:

*IEEE Alias Request Form*

(Sign up for your IEEE Alias now!)

<http://www.ieee.org/eleccomm/template.htm>

*IEEE Consultants' Network - Phoenix (NEW ADDRESS)*

<http://www.amug.org/~lanegarr/ieeephx.html>

*National Engineers Week Information*

<http://www.sme.org/memb/newweek/newweek.html>

*What is Mechanical Engineering*

<http://www.wme.umassd.edu/wme/wme.html>

*EZ Connect*

(Likes the IEEE Home Page)

<http://www.ezconnect.com/>

*Aerospace Corporation* (See their Job Listings; perhaps they could use consultants)

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

*UCI Bookstore*

<http://www.book.uci.edu/>

*M.C. Escher's Virtually Gone Gallery*

<http://server.berkeley.edu/Escher/>

*Ansel Adams Photo Gallery: Southern UCs*

<http://www.book.uci.edu/SlicedExhibit/SoCal.html#Irvine>

*Los Angeles Times*

<http://www.latimes.com/>

*U.S. Census Bureau*

<http://www.census.gov/>

*U.S. Census TIGER Server*

(Real-time map and census data)

<http://tiger.census.gov/>

*Audio-Net*

(Live Radio and Sports Broadcasts)

<http://www.audionet.com/>


*HBO*

<http://www.hbo.com/>

*DIRECTV*

<http://www.directv.com/>

If you have your own business or personal web site, let us know and we will consider publishing it here.

-- Ed Carl, Chair - (602) 561-4579 - [e.carl@ieee.org](mailto:e.carl@ieee.org) 

### Want More Work?

If you are interested in additional consulting opportunities plan on attending the USA State Government Update, Sponsored by the ASME on Feb 22 at CalTech. A number of Federal and State representatives will be available to discuss new projects that are starting in Southern California. See page 2 for details

### Do You Know What Your missing?

- We would like to encourage all of our members to get E-mail! (27% of our members are still without it). Remember hat all of our Needs/Leads, meeting announcements, and other important items are sent out by E-mail and maybe posted on the Internet. Get connected today, you will never figure out how you got along without it once you get it!

From Kelly Austin, December's Marketing Presenter

### Avoid Unpaid Consulting.

The new year is here! Excitement is in the air! We all want our personal and professional lives to be even more awesome than last year. Avoiding unpaid consulting will definitely help your business grow. Before making a commitment to avoid unpaid consulting let's review the definition of it and how to avoid it.

Unpaid consulting occurs when you give up your expertise to prospective clients who never do business with you. The prospect wants to know what you know without paying you for it. Why does your prospect want this information? Because he knows that you have the capability to improve his productivity and lower his costs, because you are good at what you do, and because you bring something of value to the marketplace. If your prospect gets you to talk enough about how you would do something he can then do it himself or shop around for the lowest price. Let's face it. No one likes to be shopped.

So what can you do about it? You must establish rapport with your prospect. Help him know that you understand his problem from his point of view and make him comfortable with you so you can establish a relationship.

You must establish up front contracts with your prospect. What does he need to know before the meeting ends? If there is no fit between what he needs and what you do is he comfortable telling you no? If he does see a fit, is he comfortable telling you that he's ready to go to the next step? These questions happen before you give up any information. These are the ground rules for the meeting.

You must uncover your prospect's "pain." People buy emotionally - they make decisions intellectually. Make the meeting about him. What is keeping him from having the best business possible? Ask questions about those problems. Remember, he should be speaking 70% of the time and it's better for your business if you get information first.

Other important questions you need to ask are: (1) Do they have a budget, and (2) How does the decision process work in their company? Once you have all of the above information, you now know if your prospect is qualified to do business with you. Now, he deserves to hear how you can help him solve the problems in his business. That's what he cares about the most anyhow.

Unpaid consulting can take a lot of time away from your existing clients, prospective clients who truly need what you do. Now you get to decide whether or not you want to make the commitment of you and your business to avoid unpaid consulting. It's all up to you. Have a prosperous and healthy year!

For further information and to ask questions, contact Kelly Austin, Vice President of Bailey Marketing Concepts, at (714) 263-0640.

### MEMBERSHIP ALERT

**A number of members have allowed their memberships expire. Your mailing label has your expiration date. If your date is coming up please renew today!**



Directions to the UCI Campus: The University of California, at Irvine, is south of the San Diego Freeway (405) between Jamboree Road and Culver Drive.

From the North, proceed South on the 405 to the Jamboree Road exit and turn right (southeast); after several blocks, turn left on Campus Drive. If you need change for parking, turn right when you reach Bridge Road and then immediately left on Pereria Drive to the parking structure. See the attendant for a permit AND A MAP, then return to Campus Drive (turning right). Proceed on Campus Drive, past the "UCI Main Entrance" and pedestrian over-cross, to Berkeley Avenue and turn right. There will be a kiosk there on the right to purchase a \$3.00, all-day parking permit.

If coming from the South, proceed North on the 405 to the Culver Drive exit and turn left (south); after about a mile and a half, turn right on Campus Drive. If you have \$3.00 in quarters or one-dollar bills, continue to Berkeley Avenue and turn left. There will be a kiosk there on the right to purchase a \$3.00, all-day parking permit. If you need change for parking, continue on Campus Drive past Berkeley Avenue, past the "UCI Main Entrance" and pedestrian over-cross, to Bridge Road and turn left, then immediately turn left on Pereira Drive to the parking structure. See the attendant for a permit AND A MAP, and then return to Campus Drive (turning right), and turn right on Berkeley Avenue.

With a parking permit in hand, proceed on Berkeley Avenue to Parking Lot 18A or Lot 18, which will be on the right. Park in a non-metered, non-staff parking stall (for use with permits).

The OCCN General Meeting and the Marketing Working Group which meet on the third Saturday of the month use the Engineering Gateway Building, room 3311. Parking Lot 18A is adjacent to the building. Room 3311 is one floor above the parking lot level. The building has a freight elevator for those who don't want to walk up.

The Business Development and Internet Working Groups which meet on the first Saturday of the month use the Computer Sciences/Engineering Building Room 135. This building is adjacent to lot 18 towards the center of the campus. The building is blue/white in color with unique Y-wooden columns. Room 135 is on the first floor, the door on the left hand side of the building should be open (looking from the parking lot).

### The Orange County Independent

Formal publication of the Orange County IEEE Consultants Network.  
circulation 575

Editor: **Michael Bryant**

Associate Editor: **Noreen Norris**

The Orange County Independent is published monthly by volunteers of the Orange County Consultant's Network (OCCN) for members and prospective members. Comments are always welcome by the editors. The network offers networking activities for all engineering consultants in the Orange County area, regardless of IEEE membership. The meetings are free.

We welcome articles of interest to our members. Submissions are due by the first Saturday of the month.

FOR FURTHER INFO: To **join the Institute for Electrical and Electronics Engineers (IEEE)** or request information on their many benefits,

call: (800) 678-IEEE (4333)

or, visit: <ftp://ftp.ieee.org>

"<http://www.ieee.org>"

For info on obtaining on **IEEE "alias" e-mail address** (IEEE members only), send a dummy message to:

"[Alias-processor@ieee.org](mailto:Alias-processor@ieee.org)"

To **refer a consulting opportunity**, call one or more of the following Hotlines:

**OC:** [occn@ieee.org](mailto:occn@ieee.org)

or, Michael Bryant - (714) 597-0280

**Los Angeles** - (213) 243-8583

**National:** - (202) 785-0017

or, [w.anderson@ieee.org](mailto:w.anderson@ieee.org)

To **contact other IEEE Organizations:**

*Alliance of IEEE Consultants Networks (AICN)*

<http://www.ieee.org/consultants/>

Jorge Medina

75244.1626@compuserve.com

Bill Anderson (Staff) - (202) 785-0017

[w.anderson@ieee.org](mailto:w.anderson@ieee.org)

*IEEE Network for Entrepreneurs*

Richard Suchter - (818) 446-6315

Deb Mukherjee - (310) 813-2351

*IEEE - Orange County Section*

Pierre Perra - (714) 848-2882

[p.perra@ieee.org](mailto:p.perra@ieee.org)

David Cheng (PACE) (714) 773-3734

[dcheng@ccvax.fullerton.edu](mailto:dcheng@ccvax.fullerton.edu)

*Los Angeles Area Consultants' Network*

<http://www.laacn.org>

Kip Haggerty - (310) 679-2440

[k.haggerty@ieee.org](mailto:k.haggerty@ieee.org)

*San Diego Consultants' Network*

John Watson - (619) 455-9846

[crisis@crisis.com](mailto:crisis@crisis.com)

*San Fern. Valley Consultants' Network*

Curtis Barrett - (818) 992-7627

[c.barrett@ieee.org](mailto:c.barrett@ieee.org)

*South Bay Consultants' Network*

Pat O' Donovan - (310) 618-0420

[p.donovan@ieee.org](mailto:p.donovan@ieee.org)

To **contact the following OCCN functions:**

*Business Development Working Group*

Ron Oglevie - (714) 526-6642

*Internet Working Group*

Steve Maher - (714) 859-7475

[RMProlnc@aol.com](mailto:RMProlnc@aol.com)

*Liaison for Legislative Activities*

Kip Haggerty (310) 679-2440

[k.haggerty@ieee.org](mailto:k.haggerty@ieee.org)

*Marketing Working Group*

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*O.C. Engineering Council*

Ron Stein - (714) 457-9035

[RSTEIN@PTSstaffing.com](mailto:RSTEIN@PTSstaffing.com)

*Promotions Committee*

Harry Staubs - (310) 430-3734

*WebMaster*

Kenn Leland - (714) 871-3386

[K.leland@ieee.org](mailto:K.leland@ieee.org)

SUPPORT ENGINEERS WEEK - FEBRUARY 16-22th

*The Scientist explores what is;  
The Engineer creates what has never been.*

(See story, "Just, What is an Engineer, Anyway," Page 3)



**Next Meeting:  
Saturday, Feb 15th  
9:30 am**

*Promotions Committee at 8:30 am / Marketing at 1:30 pm  
New Friday Breakfast Meetings - See Calendar, Page 1.*

**The Orange County IEEE Consultants' Network**

c/o Michael Bryant  
Software Synergistics  
23010 Lake Forest Drive, Suite 374  
Laguna Hills, CA 92653

**FIRST CLASS MAIL**

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**JANUARY 1997** **Volume 5 Number 1**

**The Orange County Consultants' Network**  
**◆ I N D E P E N D E N T**

*The Voice of the Orange County IEEE Consultants' Network (OCCN)*

**THIS MONTH'S MEETINGS**

- SPECIAL JOINT MEETING -

**IEEE LAC Joint Chapter of Engineering Management, Education, and Professional Communications Societies, IEEE Network for Entrepreneurs, and IEEE Orange County Consultants' Network.**

**When:** Thursday, January 16 - Social 6:00 p.m.- Dinner 7:00 p.m. - Presentation 8:00 p.m.  
**Where:** Jolly Roger Inn, 640 W. Katella Avenue, Anaheim  
**Topic:** **"Stories from the Trenches: Starting a High Tech Company in Today's Changing Environment."**  
**Speaker:** **Dr. William E. Drobish**, entrepreneur, high tech company director and UCI Extension Instructor for course entitled: "Creating a Successful High-Tech Business"  
**Contact:** Reservations - Dick Suchter (818) 432-5750; Ed Carl (714) 552-1244.

**OCCN Breakfast Meeting**

**When:** Friday, January 17 - 9:00 a.m.  
**Where:** Jolly Roger Restaurant, Dyer Road/Barranca Pkwy, Irvine.  
**Topic:** Network discussions on professional and other issues.  
**Contact:** **Ed Carl** - (714) 504-1239 e.carl.ieee.com

**OCCN Promotions Committee Working Group -**

**When:** January 18 - 8:30-9:30 a.m. <before Gen. Mtg.>  
**Where:** **UCI Engineering Gateway Bld. - Room 3311**  
**Contact:** **Harry Staubs** - (310) 430-3734 - Harry\_L\_Staub@lamg.com

**◆ OCCN GENERAL MEETING ◆**

**When:** **Saturday, January 18 - 9:30 to 12:30 p.m.** <3rd Saturday>  
**Where:** **UCI Engineering Gateway Bldg. - Room 3311**  
**Purpose:** **NETWORKING!** Establish new contacts and renew old ones; new relationships; needs & leads; and more.  
**Notes:** Remember to bring business cards; Resumes or company brochures may always be displayed on our table.  
**Contact:** **Ed Carl** - (714) 552.1244 - e.carl@ieee.org.  
**Gene Arabia** - (714) 524-3052

**OCCN Marketing Working Group**

**When:** Saturday, January 18 - 1:30 - 3:00 p.m. <3rd Saturday>  
**Where:** **UCI Engineering Gateway Bldg. - Room 3311**  
**Topic:** **"Reinventing Your Life and Career."** (see Page 5)  
**Speaker:** **Dr. Wiley Johnson**, Ph.D.  
**Contact:** **Ron Stein** - (714) 457-9035 - rstein@ptsstaffing.com

**OCCN Internet Working Group**

**When:** Saturday, February 1 - 9:00 - 12:30 <1st Saturday>  
**Where:** **UCI Computer Science/Engineering Bldg., Room 135**  
**Topic:** **Java Scripts, Anamated GIFs**  
**Contact:** Steve Maher - (714)859-7475 - RMPProInc@aol.com

**OCCN Business Development Working Group (BD-WG)**

**When:** Saturday, February 1 - 1:00 - 3:00 p.m. <1st Saturday>  
**Where:** **UCI Computer Science/Engineering Bldg., Room 135**  
**Topic:** **"New Changes in Government Programs for Small Businesses (such as SBIR), and Highlights of Recent Federal High-Tech Conferences."**

**Notes:** (See page 3) - **New Location for this working group**  
**Contacts:** Ron Oglevie - (714) 526-6642

**NOTES**

*from the Chair...*

1) **HAPPY NEW YEAR!** Well, it looks like Santa brought us some new officers (and some not-so-new). I would like to introduce our new **Vice Chair Gene Arabia** of F. Gene Arabia, P.E. **Gene** has been a member almost from the very beginning of the OCCN and I am sure he will contribute greatly to the organization. Our new Secretary, **Ron Taggart** of A. R. Taggart, P.E., brings previous board-level management experience that will also benefit the OCCN. **Rick Nelson** of Galaxy Technology Inc., and also a Professor at UCI (and our "sponsor" on campus), has been elected Representative-At-Large. We look to **Rick** for helping us to expand our "presence" in both industry and the academic community. Our new Editor is, or I should say "are", **Noreen Norris** of Ad Consult. Educ. Info. Services and **Mike Bryant** of Software Synergistics. The two candidates have decided to work very closely together and virtually share the position. And, finally, back by popular demand, **Ralph Hileman** of Hileman & Associates will return as Treasurer and former Vice Chair **Ron Stein** of Principal Technical Services, Inc. will return this time as a second Representative-At-Large. It's good to have **Ralph** and **Ron** back online. Meanwhile, it looks like I'm back, too, for another term -- I guess I'm stuck with the job until I finally get it right! "But really, folks", I would like to feel that the election was a "vote of confidence" in what the Board is trying to do for the members of the OCCN. I appreciate your appreciation. But even more, I appreciate the gallant efforts of the other candidates to give our members a choice, not a rubber stamp. And in my book, coming in #2 out of 130 isn't bad at all. By stepping up to be a candidate, each indicated a commitment to serve the OCCN, a commitment I do not intend to waste, so I am sure you will see their names again and again in the coming months.

(continue on Page 4)

**The ORANGE COUNTY INDEPENDENT**  
 Formal publication of the Orange County

IEEE Consultants' Network (OCCN).  
Circulation: 425

**Editor**  
Michael Bryant

**Associate Editor**  
Noreen Norris

The Orange County Independent is published monthly by volunteers of the Orange County IEEE Consultants' Network (OCCN) for members and prospective members. Comments are always welcomed by the editors. The network offers networking activities for all engineering consultants in the Orange County area, regardless of IEEE membership. The meetings are free.

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**Network E-mail/Web Site Addresses:**  
occn@ieee.org  
http://www.occn.org/  
Hosted by network intensive

All members are invited to attend the Executive Board meetings. It will be necessary to contact one of the officers to learn of the time and date. With Ed Carl's assignment in Phoenix, Board meetings are normally scheduled when he is in Orange County.

**DISCLAIMER**

The discussion herein of any legal issues is presented as educational material only. Neither the IEEE nor the Orange County IEEE Consultants' Network (OCCN) take responsibility for any statements made in this publication regarding applicability to existing laws. All such statements are opinions of the writers and any actions taken after reading these opinions should be reviewed with your attorney or other legal advisor.

\* \* \* \* \*

**- MORE IEEE NETWORKING MEETINGS -**

Tell them you heard about their meeting in *The OCCN Independent*, "The Voice of OCCN."

**IEEE Power Engineering/Industry Applications Societies Joint Orange**

**County Chapter**

When: **Thursday, January 16** - Social 6:00 p.m. - Dinner 6:30 p.m. - Presentation 7:30 p.m.  
Where: Wyndham Garden Hotel (near Performing Arts Center)  
3350 Avenue of the Arts, Costa Mesa  
Topic: **"Contract Limits on Professional Liability."**  
Speaker: **Raymond D. Scott**, Esq. Wheatley, Scott, & Company.  
Contact: Reservations - **Doug Effenberger** (714) 528-8782.

**IEEE Communications Society - O.C. Chapter**

**IEEE Computer Society - O.C. Chapter**  
Contact: **Pierre Perra** - (714) 848-2882

**IEEE Power Engineering/Industry Applications - O.C. Chapter**  
Contact: **Phil Wheeler** - (714) 951-2892

**IEEE Signal Processing - O.C. Chapter**  
Contact: **Jeff Strauss** (714) 732-6566

**- OTHER NETWORKING MEETINGS -**

Tell them you heard about their meeting in *The OCCN Independent*, "The Voice of OCCN."

**American Institute of Aeronautics & Astronautics - O.C. Chapter**

When: <4th Thursday>  
Contact: **Joe Morano** (714) 896-3311, ext. 71150

**Association of Professional Consultants**

Contact: (714) 675-9222 - http://www.consultapc.org

**California DataBase Management Association (CDBMA)**

When: <3rd Thursday>  
Contact: **Karen Eisenacher-Earle** (714) 870-7291

**Entrepreneurs' Network**

When: <3rd Thursday>  
Where: Jolly Roger, Anaheim  
Contact: **Richard Suchter** (818) 447-6315 (evening) - r.suchter@ieee.org

**Forensic Consultants Association - Orange County**

When: Monday, January 20 - Case Study 4:00 p.m. - Meeting 5:30 p.m.  
Where: The Pacific Club, 4110 MacArthur Blvd., Newport Beach  
Topic: <To be announced>  
Notes: Call for costs.  
Contact: **Norma Fox** (714) 723-1114

**Orange County Venture Group**

When: <2nd Thursday>  
Contact: **Rene Wagner** (714) 855-0652 - OCVN1@aol.com

**Orange County Venture Forum/Network**

When: <4th Thursday>  
Contact: **Rene Wagner** (714) 855-0652 - OCVN1@aol.com

**SCORE - Orange County**

When: January 14, 21 & 28 (Every Tuesday)  
Where: National University, 3390 Harbor Blvd., Costa Mesa, CA 92626  
Topic: "The Marketing of Small Businesses," "Financial Data Analysis for a Successful Business Plan," "How to Succeed in a Home-Based Business"  
Notes: \$20.00 fee  
Contact: (714) 550-7369

**So. California Software Process Improvement Network (SPIN)**

When: <4th Friday>  
Where: UC Irvine  
Notes: \$15 + \$4 parking for non-sponsoring companies; reservations not required.  
Contact: Debra Brodbeck (714) 824-2260 - brodbeck@ics.uci.edu

**Women's Environment Council**

**Special Event: Engineering Week - Beach Storm Brigade Help clean up Huntington Beach - Saturday, February 22nd - 9:00 am**  
Contact: **Liz McDargh** - (714) 553-6908 - lizmcdargh@aol.com

Thanks also to **Bob Gauger** and his Nomination/Teller Committee, **Michel Peri** and **Ram Mukherji**.

**2) New BREAKFAST Meetings.** Beginning this month, I thought I'd try something different to encourage more member interaction on an informal level, and also provide an alternative activity for those unable to attend our Saturday meetings.

(continue on Page 4)

**NOTES**

**FROM THE EDITOR:**

As 1997 begins, the IEEE OCCN starts another exciting year bringing, we hope, some profound changes to the organization. Membership is at an all time high; a very high rate of renewals from existing members and from new members joining at every meeting.

As the new editors of *The Independent*, we will strive to make changes to the format and content of the newsletter to better fit our constituents' needs. However, we need your input. The Executive Board has formed a working committee to address making the information in the newsletter available on the web. The working committee members are: **Kenn Leland, George Huling, Kip Haggerty, Noreen Norris, Mike Bryant**, with **Ralph Hileman** the chair. Please address your ideas and suggestions on the topic to a committee member. Send any other ideas on improving the newsletter directly to me.

The newsletter is an important vehicle for letting our members know what is going on in the OCCN as well as other groups that are of interest. If you are aware of meetings, seminars, tradeshows, or other opportunities that will be of interest to our members let Noreen or myself know.

I want to thank **Noreen Norris** for volunteering to be the co-editor. We hope to make the newsletter a viable resource for the OCCN membership. If you have sub-missions for the newsletter please send them to **Noreen (norrisonor@aol.com)**. Deadlines for each edition are currently the first Saturday of the month. Because of time constraints, we will be holding firmly to this deadline.

We would also like to thank **Bob Gauger** for all of his efforts with *The OCCN Independent*. **Bob** was very helpful in passing off all of the work in progress to help us get this edition out. He also helped us get an idea of what changes could be made. **Bob's** work in the past have made a significant difference to the OCCN and we all wish him the best as he moves on to lead the national organization (AICN).

- **Mike Bryant**, Editor (714) 597-0280  
m.w.bryant@ieee.org

**Election Results**

The OCCN has successfully completed the selection of new officers for 1997 Board. Candidates were nominated in

November and were invited to give short presentations at the December General Meeting. The mail-in polls closed on December 31, with a total of 32 ballots received. However 8 of these did not include legible signatures and were excluded from the tally. (Note, however, that including the unidentified ballots would not have affected the final election outcome). Votes were tabulated by **Bob Gauger** and audited by **Michal Peri**.

The winners are (drum roll, please...)

Chair: Ed Carl	Members @ Large: Richard Nelson
Vice Chair: Gene Arabia	Ron Stein
Secretary: Ron Taggart	Newsletter Editor: Michael Bryant
Treasurer: Ron Hileman	Co-Editor: Noreen Norris

**Congratulations to our new officers, and many thanks to the candidates, nominators, and all who participated in the election process.**

-- Michal Peri

**IMPORTANT!**

**Computer Laboratory used by the Internet Working Group and other IEEE related activities has been relocated.** - The Computer Laboratory of the *Technology Outreach Program (TOP)* used by our Internet group has been moved from Engineering Tower (Room 409) **to the Computer Science/Engineering Building, Room 135**. The new room is considerably closer to parking, an improvement from our point of view.

Although the transporting of the equipment and office furniture was accomplished by University movers, setting up the new laboratory/classroom was left to Professor Nelson's Program. We want to thank **Randy Norris, Stephen Siegel, Peter Shultz, and Ron Taggart** for volunteering to set up the laboratory They devoted an entire Sunday to help in the various tasks, such as setting up room partitions, rearranging the furniture, unpacking boxes and re-connecting the computers.

Thank you gentlemen, your help is appreciated both by OCCN (since it improves the Group's standing with the University) and Professor Nelson and I (since you helped to accomplish a much needed task).

☆☆☆☆

**Directions to the Computer Sciences/Engineering Building**

Proceed on Berkeley to Los Trancos Drive, past the Engineering Gateway Bldg. Turn right to parking lot 18 & 18A. You may park in the upper (unmarked) portion of lot 18 or lot 18A. Look in the direction of the center of campus and you will see the Computer Science/Engineering Building, blue white in color with unique Y-wooden columns. Proceed to Room 135 located on the ground floor of the building. The door should be open to the left (as you look at the building from the parking lot) the blue side of the building.

*Technology advances so quickly. . .*

Can we keep up???

**ANNOUNCING**... the 9:00 a.m., Friday Morning OCCN Breakfast to be held each month on the day before our General Meeting at the Jolly Roger Restaurant on Dyer Road/Barranca Pkwy just East of the 55 Freeway in Santa Ana/Irvine.

Topic? Theme? Agenda? It's what ever you and the others want to talk about; business, the profession, client problems; formally as a group, or in small informal groups. Those with a 9:00 a.m. conflict that would still like to come at 7:00 or 8:00 a.m. should call or email me and we will start earlier (but we will still be there from at least 9:00 to 10:00 am, maybe later, for the rest of you).

**3) QC Entrepreneurs' Network.\*** Ok, so if you cannot come to the Breakfast Meeting on Friday, and you cannot come to the General Meeting on Saturday, or the other meetings on the previous Saturday, then come to the Entrepreneurs' Network Meeting on the Thursday



(January 16) before our General Meeting at the Jolly Roger Restaurant in Anaheim. Why? Because entrepreneurs need consultants and consultants need to be entrepreneurs (if they want to be independent). I'll be there. (See Page 1 for details and Page for story.) \*The Orange County Entrepreneurs' Network is a "cousin" organization, also sponsored by the IEEE/USAB, and is one of three nationwide. Others are in Boston and Connecticut.

4) **Computer Room has Moved!** The UCI computer room that we use for our Internet Working Group meetings has moved to more spacious accommodations in the Engineering Computer Sciences building. Please note the new room number on Page 1. This facility is part of Rick Nelson's Technology Outreach Program at UCI and both he and his staff are very appreciative of the volunteer effort from some of our members to get it up and running. By the time you read this, they will have demonstrated their new video conferencing software/hardware at our Internet Working Group.

5) **OC Register Promotes the OCCN!** Anyone see the 12/23/96 article in the Orange County Register where Business Section columnist Michele Himmelberg mentioned the OCCN's 40% growth rate over the last year. As a result of this article, two new potential members have contacted us. How did this happen? Michele happens to be one of many VIPs on our newsletter mailing list! (At least someone is reading my column.)

6) **Web Site Stats.** This last month we have been viewed by websters as far away as Croatia (5 more requests), Australia (4 requests), Israel (3 requests), the United Kingdom (1 more request). And we have been viewed by websters at companies such as Boeing, Gordian, Hewlett-Packard, and Nasa/JPL. After twelve weeks of operation, there were 823 (was 632 after eight weeks) "hits" on our Home Page. Here is a listing of the Hits on the next level of pages compared to last month's ranking:

Pos.	# Hits	Chg.	Location	Prev. Pos.
#1.	243	(+64)	Members Page	(Was #1)
#2.	94	(+29)	Consultants Page	(Was #3)
#3.	102	(+27)	Links	(Was #5)
#4.	143	(+21)	Services Page	(Was #2)
Pos.	# Hits	Chg.	Location	Prev. Pos.

#5.	55	(+16)	About OCCN	(Was #6)
#6.	83	(+10)	Other CNs	(Was #4)
#7.	48	(+8)	Other OC Networks	(Was #7)

7) **Web Sites of Interest.** Here's Ed Carl's top web sites for January:

- Member Greg Moore -- Net Microsystems <http://www.ioc.net/~gm/>
- Member Rick Nelson -- UCI Technology Outreach Program <http://www.top.uci.edu>
- IEEE Entrepreneurs' Networks (Has many links to other entrepreneurial material)  
<http://www.ieee.org/usab/DOCUMENTS/CAREER/AICN/entre.menu.html>
- Orange County Register <http://www.ocregister.com/>
- Orange County Register - City Resumes [http://www.ocregister.com/news/resumes/resume\\_index.htm](http://www.ocregister.com/news/resumes/resume_index.htm)
- Orange County Register - The Best of Orange County [http://www.ocregister.com/ads/best\\_of\\_oc/](http://www.ocregister.com/ads/best_of_oc/)
- Orange County Register - Connect (Guide to computers, software, Internet, cell phones -- technology)  
<http://www.ocregister.com/news/connect/>
- Acronym & Abbreviation Server <http://www.ucc.ie/info/net/acronyms/>
- Boeing Airplane Images (Tour the flight deck of the 777 in Quick-Time VR)  
<http://www.boeing.com/images/img.html>
- Electronic House Magazine -- On-Line <http://www.electronichouse.com/>
- Headspace OFFWORLD (State of the art Super-multi-media & Quick-Time VR)  
<http://www.headspace.com/offworld/>
- United States Postal Service (Zip+4 lookup; rates; track express mail; etc)  
<http://www.usps.gov/>

If you have your own business or personal web site, let us know and we will consider publishing it here.

8) **New Members this Month.** My New Year's resolution is to get this section updated by next month. In the meantime, I will list again (for more "compensating air time") the new members of the last two months: **Chuck Antoniak, Dwight Borses, Charles Bradley, Susan Dart, Manuel de la Puente, John Fageol, Richard Gillock, Richard Hartnett, Gary Hollander, Shahen Hovanessian, Dave Lawton, Joel Lubin, Alex Marr, Ed Milstein, Greg Moore, John Neumann, Noreen Norris, John Pauperas, Rodger Sung, Paul Wagner, and Greg Woken.**

Ed Carl, Chair - (602) 561-4579 - [e.carl@ieee.org](mailto:e.carl@ieee.org)

**MEETING ANNOUNCEMENT**

**OCCN Marketing Working Group.**  
 (follows the OCCN General Meeting)  
 Saturday, January 18, 1997 - 1:30 - 3:00 p.m.

**REINVENTING YOUR LIFE & CAREER**  
 with **Dr. Wiley Johnson**

**Dr. Johnson** received his bachelors degree from USC Business School. After working in management and advertising, he returned to USC to achieve his Ph.D. in psychology. He has worked as a psychologist and consultant to business for over 20 years, addressing a broad spectrum of issues relevant to the business community including stress reduction and executive development. He has conducted numerous seminars and training programs for a variety of corporations and organizations in Southern California.

During the course of his career, Dr. Johnson has worked extensively with members of the workforce who have been the victims of corporate downsizing. His goal has been to provide these people with the means to cope with the transition period, helping them to transform the loss and personal disruption into empowerment and opportunity. Dr. Johnson's extensive experience in business administration and the corporate world provides a unique combination of business and psychology enabling him to fully understand and integrate these two disciplines.

**Ron Stein** (714) 457-9035 rstein@PTSstaffing.com

**WORKSHOP**

**“Outsourcing Trends in the Technical Arena”**

Thursday, February 27, 1997  
 Holiday Inn, Long Beach

**Principal Technical Services, Inc. (PTS)** is a firm that specializes in supplemental technical staffing of Engineering and CAD Design personnel to the Petrochemical and Environmental industries, and to Architectural & Engineering Consultants. PTS provides immediate eligibility for its benefits and has attained tremendous testimonial support from its clientele.

PTS will be conducting this FREE workshop on Thursday, February 27th in Long Beach. For more details, call for a copy of the PTS newsletter or visit the PTS web site.

Tel (714) 457-9035  
 Fax (714) 457-9921  
 E-mail: pts@PTSstaffing.com  
 Web: www.PTSstaffing.com

**MEETING ANNOUNCEMENT**

**OCCN Business Development Working Group (BD-WG)**  
 (Formerly Government Contract & Grants Working Group)

The purpose of the BD-WG is to facilitate the development of new businesses and their operation. The updated charter for the BD-WG was given in last month's *OCCN Independent*.

- February 1 Meeting** - The meeting will focus on:
- o Recent Changes and Updates in Government Programs (such as the SVIR Program) - a recap of these programs and highlights of recent SBIR and Federal High Tech Conferences will be presented by WG attendees.
  - o BDWG Web page development plans and progress.

**Advanced Technology Program (ATP)** - This DOC NIST Program recently released their first 1997 solicitation for pro-posals (SFPs, also known as Request for Proposals or RFPs), and has a due date of March 19, 1997. Bidder's Conferences at four sites around the country are scheduled for early January. For further information, call 1-800-ATP-FUND, or e-mail your request to atp@nist.gov. A revised "ATP Proposal Preparation Kit" was released in late 1996.

This program has the advantage that you may propose on virtually any technology area providing it meets some rather general guidelines, and are not responding to a highly specific technical solicitation (or RFP). It's primary disadvantages are that you must secure matching funds (or your own direct costs) from another source, and, the program is not limited to small businesses.

**New Laws Facilitate "SIMPLE" Retirement Savings Plan -**

New laws taking effect this month provide for the creation of simpler retirement savings plans for small businesses (*LA Times*, January 5, 1997). The mutual fund company, Fidelity Investment, has developed a program, "Savings Incentive Match Plan for Employees" (SIMPLE), to facilitate Retirement Plans for small businesses. Call (800) 544-5373 for a free copy of their booklet "Retirement Plans for Small Businesses." You can also check their world-wide web page/line for this and other information.

**Future Meeting Plans**

- \* March 1, 1997 - "How the UCI Small Business Development Center (SBDC) ACCELERATE Technology Program Can Help You Start or Improve Your Small Business," - Negotiating for SBDC speaker.
- \* "Principals of Successful Small Business Development" - by a successful entrepreneur.
- \* "Stock Investment Evaluation Via Neural Network Technology" - presentation on a unique software and the company developing it.
- \* Continued development of the BDWG Web page.

**Ron Ogleive** (714) 526-6642, DBWG Chair

**Do You Have What It Takes?**

By Michael R. Morehouse

How can you know whether your "Entrepreneurial Effort" is in style, either what you visualize or what you practice?? Tobey Choate, Vice President of IT Consulting and Arthur Little, both of Cambridge, Massachusetts, suggest asking yourself the following questions:

- \* Have you done something innovative to create value for the business within the past year?
- \* Can you point to situations within the past year in which you went against the grain instead of playing it safe?
- \* Do you place a high priority on searching for new ideas that may be screened, analyzed and tested?
- \* Do you continuously look inside and outside the company for such ideas - from vendors, customers, colleagues, academics, and individuals at other firms?

If you answer to all of these questions is - yes - Choate advises you to do even more:

- \* Foster this entrepreneurial style throughout your organization and your business partners.

If your answer to any of the above questions is no, try taking one step forward:

- \* Select a viable solution and demonstrate this entrepreneurial spirit. **JUST DO IT!**

**Remember - One step usually leads to another.**

About the Author: Michael Moorehouse was a founding member of the OCCN. He is a principle of Quality Control Technologys, (Anaheim, CA). Mr. Moorehouse specializes in Inspection and Testing Technologys as well as Quality Control, and Computer Networking Technologys and Data Communication Services. He can be reached at (714) 826-6766.

**Need More Leads? Need to Act NOW!**

Most of our members feel they would like to get more leads. One very useful resource is the nationwide IEEE consultants' directory. Getting you name in the directory also gets you on the AICN web page.

The deadline for getting your own listing in the nationwide IEEE consultants' directory is January 30, 1997. The fee is \$50 for IEEE members (\$75 for non-IEEE members). A number of our members have found that the national directory is very useful. If you need an application, contact Mike Bryant (714) 597-0280, m.w.bryant@ieee.org

**MEETING ANNOUNCEMENT**

Special Executive Board Meeting

Saturday January 18, 1997 - 4:00pm ~ 8:00pm

Jolly Roger Restaurant Dyer and 55 Freeway

The first executive board meeting of 1997 will be held at 4:00 after the marketing working group meeting. All new board members will get an overview of the history of the OCCN. Any OCCN member who wishes to attend may do so. If you are interested in attending please contact Ron Taggart (714) 582-9144 to ensure the restaurant can handle the number of people.

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**Do You Have a Job Shop List?**

As a new service to our members the OCCN is trying to compile ONE master Job Shop list. The main purpose is provide a resource that our members can use to find out more information about a particular job shop. We do not intend to sanction or recommend one company over another but simply have information available. Information like does the company hire on a company to company basis or only W2. What is the specialty of the company? Which of our members have had experience with the company. Right now we are simply trying to get the list compiled. In the future we may try and utilize the list to get more information from the Job Shops themselves. Please send your list to:

Mike Bryant - m.w.bryant@ieee.org - (714) 597-0280

☆☆☆☆☆

**Want to Join OCCN?**

To become a member of OCCN for one full year, come to any meeting or contact any officer (see listing page 2). You will need to submit a check for \$95 with your completed application for full "Consulting" membership. This entitles you to participate in OCCN promotional activities, such as name and specialty directory listing on our home page, in our brochures etc., with a vote on specific promotional activities. You must have the following to qualify: a private practice consultancy with a formal business name, licenses, business-like phone and an active e-mail address. If you don't qualify at that level, you can become an "Associate" member for \$45. You will not be listed in OCCN promotional materials but will be listed in our membership at the associate level, and will be able to participate in all other activities.

(800) 678-IEEE (4333)

"ftp://ftp.ieee.org"

"http://www.ieee.org"

**For info on obtaining on IEEE "alias" e-mail address** (IEEE members only), send a dummy message to:

"Alias-processor@ieee.org"

**To refer a consulting opportunity**, call one or more of the following Hotlines:

OC: occn@ieee.org or

Michael Bryant - (714) 597-0280

Los Angeles: (213) 243-8583

National: (202) 785-0017 or

w.anderson@ieee.org

**To contact other IEEE Organizations:**

*Alliance of IEEE Consultants Networks (AICN)*

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*Marketing Working Group*

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*O.C. Engineering Council*

Ron Stein - (714) 457-9035

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*Promotions Committee*

Harry Staubbs - (310) 430-3734

*WebMaster*

Kenn Leland - (714) 871-3386

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Directions to the UCI Campus: The University of California, at Irvine, is south of the San Diego Freeway (405) between Jamboree Road and Culver Drive.

From the North, proceed South on the 405 to the Jamboree Road exit and turn right (southeast); after several blocks, turn left on Campus Drive. If you need change for parking, turn right when you reach Bridge Road and then immediately left on Pereria Drive to the parking structure. See the attendant for a permit AND A MAP, then return to Campus Drive (turning right). Proceed on Campus Drive, past the "UCI Main Entrance" and pedestrian over-cross, to Berkeley Avenue and turn right. There will be a kiosk there on the right to purchase a \$3.00, all-day parking permit.

If coming from the South, proceed North on the 405 to the Culver Drive exit and turn left (south); after about a mile and a half, turn right on Campus Drive. If you have \$3.00 in quarters or one-dollar bills, continue to Berkeley Avenue and turn left. There will be a kiosk there on the right to purchase a \$3.00, all-day parking permit. If you need change for parking, continue on Campus Drive past Berkeley Avenue, past the "UCI Main Entrance" and pedestrian over-cross, to Bridge Road and turn left, then immediately turn left on Pereira Drive to the parking structure. See the attendant for a permit AND A MAP, and then return to Campus Drive (turning right), and turn right on Berkeley Avenue.

With a parking permit in hand, proceed on Berkeley Avenue to Parking Lot 18C or Lot 18A, which will be on the right. Park there in a non-metered, non-staff parking stall (for use with permits).

Note: New location for the OCCN General Meeting and the Marketing Working Group which meet on the third Saturday of the month: Engineering Gateway building, room 3311. (Parking Lot 18A is right adjacent to the building which has a freight elevator for those who don't want to walk up.)

FOR FURTHER INFO:

To optionally join the Institute for Electrical and Electronics Engineers (IEEE) or request information on their many benefits, call or visit:

January, The start of a new year and a new beginning. A time to build on your past successes and use what you've learned from your past failures.

Remember, The OCCN Meetings are at UCI

Next Meeting:  
Saturday, Jan 18th  
9:30 am

*Promotions Committee at 8:30 am / Marketing at 1:30 pm*

**The Orange Count IEEE Consultants Network**  
c/o Michael Bryant  
Software Synergistics  
23010 Lake Forest Drive, Suite 374  
Laguna Hills, CA 92653

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