



THE CONSULTANT

The Newsletter of the IEEE Consultants Network of Long Island

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Chairman's Corner

—Murray Kleiner, Chairman

In past newsletters I've discussed the need for members to participate in committees and getting support for our newsletter. It has occurred to me that although I do have an overall plan, I never really discussed it with the membership, so I'm doing it now.

In order for the LICN to remain a viable organization, we need two things: (1) our membership must continue to grow, and (2) we need to bring in more business for our members. These are not necessarily independent of each other. In the past few years, our membership has been growing very slowly, and the same can be said for business. I believe the reason for both is insufficient exposure. Too few consultants and too few businesses even know that we exist. The good news is that the same solution applies to both problems – get more exposure.

Over the past several months, we started making some changes. These included redoing our website and our phone referral system, which is still in progress. By themselves, they probably won't do much to change the situation. However, in conjunction with the following ideas, I believe we can turn things around.

First, we just put together the Special Events Committee. Its primary objective is to plan at least one major event each year and to implement it with the help of the rest of the membership. These events would be well publicized. The idea is to make a "big splash". I can tell you that I have been getting copies of email sent by

the committee members, and things look very promising.

Second, we need to do frequent advertising, and we are on our way to doing that. Jerry Brown discussed at April's meeting a plan for running larger and more frequent advertisements. Everyone pretty much agreed with the plan, and, with a little more fine tuning, we should be able to implement it.

The third part of the plan is to create an electronic newsletter. I noticed from some of my other networking experiences that simply exchanging business cards doesn't accomplish much. You want people to remember who you are and what you do. One way is to do this is to create a database from these business cards (and other sources) and then send out a monthly newsletter.

I get a number of newsletters each month and it works. I also have a bunch of business cards of people that I only met once. I no longer remember them, and, I'm pretty sure, they no longer remember me. Can you imagine what we could accomplish if we distributed a monthly newsletter that had technical articles that would be of interest to businesses and other consultants. We could even structure the articles so that the reader to must go to our website to get additional details.

As you know, getting people to contribute articles is no easy job, but I'm not giving up. I said this before, and I'll say it again. We have over forty members. If each member

contributes just one article each year, we will have more than enough material. Think about it. After you've written your first article, you have a whole year to come up with another one. How difficult can that be?

So that's my plan. Fortunately, we have some very dedicated members who put in a lot of time and effort to help the LICN grow. With a little more help, I believe we can achieve our goals.

Long Island Consultants' Network – Meeting Schedule:

Time and Place

Wednesday May 4, 2005 – 7:00 PM – The IEEE Consultants Network of Long Island will host a lecture, "Knoppix As A Tool For PC Work", presented by Mr. Edward Dowdell of EFDEC Advisory Services, Massapequa, NY.

This meeting is sponsored in part by the Long Island Section of IEEE and The Long Island IEEE Professional Activities Committee for Engineers (PACE). It is a tutorial course focusing upon the new tools available to Consultants for rapid and easy use with Client PCs. See: details.

CEU Credits: 0.2 CEUs will be awarded to those participants who request them using the form in details or using the procedure described in email sent to all LICN members.

Meeting Place:

Briarcliffe College, 1055 Stewart Avenue, Bethpage, N.Y.

Attendees other than LICN members must register. For further information contact Irwin Weitman at (631)266-2651.

Editor's Note

--Andrew Franklin Baxt, BEE

Rumor has it that work, at Lockheed Martin, in the lovely Marietta Georgia will be winding down some time in June. I'm starting to have second thoughts about the cost of getting my pilots license.

To all my Jewish colleagues, I want to wish them a Healthy and Happy Passover and, to everyone else have a Healthy and Happy Spring.

Best Regards –Andy Baxt

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Deadlines

Articles for publication in **THE CONSULTANT** must be submitted by the 7th of the month prior to publication.

The IEEE Consultants' Network of Long Island maintains a referral service of engineering, computer, managerial, and technical professionals. Call or write for more information. There is no charge to the client for this service.

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