

aitp Association of
INFORMATION
TECHNOLOGY
PROFESSIONAL

Evergreen Chapter

April 2005



**The
Random
Access**

		Work	Message	FAX
President	Robbin L. Boston, CDP rbostoni@msn.com	206-546-9748	206-546-9748	
Executive Vice President	Byron L. Thom PEMCO Insurance bltbltblt2@msn.com	206-628-6348	425-481-9728	206-628-4595
Secretary	David M. Chapin, CSM IntelliSense Corporation jdchapin@gte.net	425-482-9888 x 237	425-337-9879	
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Immediate Past President	Kim Fischer, CDP Verizon Communications kim.fischer@verizon.com	425-261-5603	425-252-6412	425-258-1033
Director	Paul Byrum, PMP paulc.byrum@verizon.net		425-806-9825	
Director	Jillian H. Chapin Sea Ray Yachts jdchapin@gte.net		425-337-9879	
Director	Vacant			
Director	Vacant			



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From the President

It's time for another region meeting. This time it's in Boise, Idaho on April 23rd.

I've been going to these meetings since 1993. I've been publishing *The Informer* since 1994. In the early days we collected the *Informer* articles by snail mail, cut and pasted up the articles and mailed out the results. Now I electronically cut and paste the information using WORD and PUBLISHER after receiving it via email. I am the *Informer* editor and am completely dependent on others giving me information to publish. Most of the time everyone is prompt with their articles and we publish an *Informer* of up to twenty pages. One time nearly everyone had nothing to say and we published a four page *Informer*.

The region board meeting is the focus of the region meeting. But I personally like the carousing, partying and drinking that goes on during the rest of the weekend. There was a time when the region participants could howl all weekend until at least 2AM each morning. But times have changed. Most of the participants in their prime were like young colts and fillies full of energy and ready to do anything to keep the fire going. Now there are a lot of us feeling like old horses and mares who need to be in bed by 10PM. Times have changed.

The drink of choice at the region weekend is Scotch. Since I like beer, I have to make an extra effort to get a supply of it for consumption. And lookout of there's single malt around; it's gone in no time.

There are many great stories related to past region meetings that invariability get told. And I know that there are some incriminating photographs of people in compromising situations that are closely held under lock and key. You come away from the business meeting geared up for the new activities of the coming

Continued on page 6

Find the Evergreen Chapter, AITP on the Web at:
<http://cis.acs.edcc.edu/aitp/evergreenchapter>

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Chapter Committee Chairs and how to contact them....



		Work	Message	FAX
Advertising	Byron L. Thom bltbltblt2@msn.com	206-628-6348	425-481-9728	206-628-4595
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History	David M. Chapin, CSM jdchapin@gte.net	425-482-9888 x 237	425-337-9879	
House	Jillian H. Chapin jdchapin@gte.net		425-337-9879	
Membership	Robbin L. Boston, CDP rbostoni@msn.com	206-546-9748	206-546-9748	
Nominating	David M. Chapin jdchapin@gte.net	425-482-9888 x 237	425-337-9879	
Program	Robbin L. Boston, CDP rbostoni@msn.com	206-546-9748	206-546-9748	
Public Relations	Paul Bryum, PMP paulc.bryum@verizon.net		425-806-9825	
Publications (Newsletter)	David M. Chapin, CSM jdchapin@gte.net	425-482-9888 x 237	425-337-9879	
Roster	Kim Fischer, CDP kim.fischer@verizon.com	425-261-5603	425-252-6412	425-258-1033
Student Act. Edmonds CC				
Technical	David M. Chapin, CSM jdchapin@gte.net	425-482-9888 x 237	425-337-9879	
Telephone	Kim Fischer, CDP kim.fischer@verizon.com	425-261-5603	425-252-6412	425-258-1033
Website	Jillian H. Chapin jdchapin@gte.net		425-337-9879	

The Board of Directors... What they Did...

Evergreen Chapter, AITP Board of Directors Meeting
17 March 2005; Amante Pizza & Pasta, Lynnwood

Present: Association Director and Chapter President, Robbin (Ol'Dogg) Boston, CDP; Treasurer and Immediate Past President Kim Fischer, CDP; and Secretary, David M. Chapin, CSM

Excused Absences: Executive Vice President, Byron Thom (lecciones espanolas); and Director Jillian H. Chapin.

Approval of **February minutes** as published in the March *Random Access*.

Officer Reports:

Association Director – Robbin Boston – Will be on the way to the Region Meeting in Boise and not present at our April meeting.

President – Robbin Boston – To be published

Executive Vice President – Byron Thom – ningun informe

Secretary – David Chapin – To be published

Treasurer – Kim Fischer – To be published

Immediate Past President – Kim Fischer – No report

Region Events Exchange Committee – Dave Chapin – Beginning to cull the stream on stuff which isn't specifically chapter related and get to the nub of the region's activities.



Association E-Communications Committee – Dave Chapin – This committee would like your feedback as to how you want news from the Association. How often,

what format, changes to current vehicles?

Committee Reports:

Advertising – Byron Thom – ningun informe

Auditing – Robbin Boston – Next scheduled Audit is August 2005.

Awards – Jillian Chapin – **2005 COPA Progress as of 20 January 2005.** Clean slate: Education, 0 points of the 1* Dec member count points required for 0% of goal; Membership and Membership Retention – a problem; Public Relations, 107 points of the 2*member count points required; Meetings, 0 points of the 3*member count required; and Association Participation, 63 points of the 2* member count required.

Bylaws – Dave Chapin – No outstanding requests.

Community Service – Byron Thom – ningun informe

Education – Dave Chapin – No current activity.

History – Dave Chapin – Two on going projects (without progress... Scan the original Chapter Charter Certificate for Ol'Dogg Boston, and Work continues on making a list going back to the 1980's of meeting dates, speakers, topics, and attendance numbers.

House – Jillian Chapin – No March meeting.
Membership – Robbin Boston – 8 members are listed as active on the Association’s database (roster pulled 3/15/05) However, Mr. Boston reports that Ms Berzups will not be renewing. However, because the Association transferred

her membership before she declined to renew, we will take the COPA hit for the retention rate.

Nominating – Dave Chapin – Next activity – Committee forms May 2005.

Program – Kim Fischer –April: 04/21, Steve Hailey – Stenography

Publications – Dave Chapin – The alright, enough goofing around... the April issue deadlines are “hard.”

Public Relations – Paul Byrum – Dave Chapin circulated a tri-fold brochure announcing our April meeting prepared for distribution at the Puget Sound Chapter’s March meeting and copies have been forwarded to our speaker for use on campus or elsewhere.

Roster – Kim Fischer – The next roster publication is scheduled for January 2006.

Spy – Puget Sound Chapter – Mr. Boston and Mr. Chapin crashed the Puget Sound Chapter in both January and February, significantly raising their attendance.

Student Activities – EdCC – Student chapter is down to 1 member as of the last available Association roster. (Feb

Random Access Publication/Submission Schedule:

Program Month	Info Due	RA Pub	Mtg Date	BoD Date	
Apr 2005	Apr 4	Apr 8	Apr 21	Apr 28	
May 2005	May 2	May 6	May 19	May 26	EdCC (?)
Jun 2005	May 30	Jun 3	Jun 16	Jun 23	
Jul 2005	No newsltr		No mtg	Jul 28	
Aug 2005	Aug 1	Aug 5	No mtg	Aug 25	
Sep 2005	Aug 29	Sep 2	Sep 15	Sep 22	
Oct 2005	Oct 3	Oct 7	Oct 20	Oct 27	
Oct 2005			Oct 29	Boston => 63	
Nov 2005	Oct 31	Nov 4	Nov 17	Nov 22	
				(BOD Tue Early)	
Dec 2005	Nov 14	Nov 18	Dec 8	Dec 13	Early
Jan 2006	Jan 2	Jan 6	Jan 19	Jan 26	
Feb 2006	Jan 30	Feb 3	Feb 16	Feb 23	
Mar 2006	Feb 27	Mar 3	Mar 16	Mar 23	

05)

EdCC Student Chapter Roster: 1 Student member remaining.

Technical – Dave Chapin – If filler is needed for the next *Random Access* we will write same.

Telephone – Kim Fischer – Did not call, no meeting.

Website – Jillian Chapin – [http://cis.acs.edcc.edu/aitp/evergreench apter/ working...](http://cis.acs.edcc.edu/aitp/evergreench apter/working...) major reworking almost finished

Continuing Business:

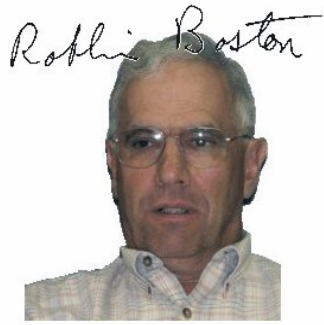
Meetings – What do we do about this?

New Business:

Is May meeting at EdCC and if so, who is going to work the arrangements?

Based upon the roster listed above, it would appear that it is time that our Chapter President contact Mr. Byrum and determine his intent to renew or not. [Article VI, Section 1, Paragraph 1.08: 1.08 If an officer or Director

year. And you come away from the social meetings knowing that we've just added to our file of great stories to be told.



ceases to qualify as a regular member, his or her office shall automatically become vacant.

In order to maintain the integrity of the actions of

the Chapter Board of Directors, all members serving in either a Director or Officer's position must maintain dues-current membership in both the Association and the Chapter. Any member serving as a Director or Officer who becomes delinquent in their dues will automatically be placed on a leave of absence while the Chapter President (or succeeding officer in the event that the position in question is the Chapter President) confirms that the renewal payment is in process. Without pay-

ment, the position held will be declared by the Board of Directors to be vacant and the Board may then proceed to fill this position through appointment or election with a qualified chapter member.]

Next BOD location: to be announced.

Submitted by:
Dave Chapin
Chapter Secretary



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www.verizon.com



Newsletter Awards

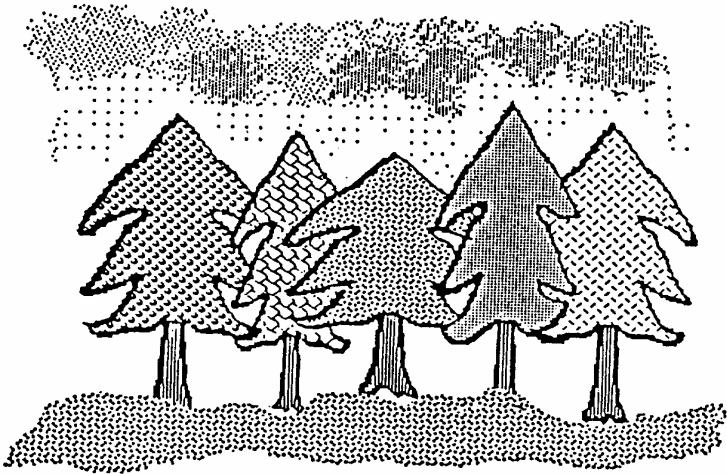
1st Place 1982	1st Place 1996
4th Place 1983	1st Place 1997
2nd Place 1984	1st Place 1998
2nd Place 1985	1st Place 2000
2nd Place 1992	1st Place 2003
2nd Place 1995	

Evergreen Chapter
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April 2005

Chapter Outstanding Performance Awards

1974-75	1981	1991	1996	2000
1976-77	1984	1992	1997	2001
1978	1989	1993	1998	2002
1979	1990	1995	1999	2003



Bronze	Silver	Gold	Emerald	Diamond	Double Diamond	Triple Diamond
R.Boston	R.Boston	R.Boston	R.Boston	R.Boston	R.Boston	D.Chapin
B.Burkett	P.Byrum	P.Byrum	D.Chapin	D.Chapin	D.Chapin	R.Boston
P.Byrum	D.Chapin	D.Chapin	J.Chapin	J.Chapin	I.McLeod	
D.Chapin	J.Chapin	J.Chapin	K.Fischer	E.Lysen		
J.Chapin	S.Coopey	S.Coopey	S.Coopey	D.Kaetel	I.McLeod	
S.Coopey	K.Fischer	K.Fischer	E.Lysen	H.Young		
K.Fischer	D.Kaetel	D.Kaetel	I.McLeod			
D.Kaetel	K.Krajewski	K.Krajewski	H. Young			Quad Diamond
K.Krajewski	E.Lysen	E.Lysen				
E.Lysen	I.McLeod	I.McLeod				
I.McLeod	S.Rock	S.Rock				D.Chapin
D.Nelson	B.Thom	B.Thom				
M.Reeder	H. Young	H. Young				
S.Rock						
B.Thom						
H. Young						

* Pending

The Evergreen Chapter
Association of Information
Technology Professionals
invites you to join us at
The Flying Pig
2929 Colby Avenue
Everett, WA 98201

**Thursday,
April 21, 2004**

6-7 PM — Networking and Social
7-8 PM — Dinner
8-9 PM — Program and Discussion

Members & Guests \$23
EdCC Student Chapter Mbrs \$17



Take I-5 North to the Everett Pacific Avenue exit, turn West (left) and head up Pacific to Colby Avenue. Turn right for a block and a half. The meeting room is down the stairs that are a few feet inside the front door. For more detailed directions, see our website: <http://cis.acs.edcc.edu/aitp/evergreenchapter>

It can be a technique used to “watermark” your work in an effort to strengthen the copyright claims for your work...

It could be the ‘05 way of “passing notes in class”...

Or it could be used for more sinister goals such as the exchange of child pornography or terrorist attack plans...

In any case, as an IT professional, you will inevitably become more familiar with the technology of Steganography.

Join us at our April meeting and be present as Computer Forensics and Network Security expert, **Steve Hailey, CEO of CyberSecurity Institute** and instructor in the CIS Department at Edmonds Community College, brings us up to date on this technology. Steve will tell us what we’re going to need to know to protect our selves and our companies as Stenographic tools and implementation becomes widespread in our industry.

Reservations: Kim Fischer — 425-261-5603 — kim.fischer@verizon.com

To keep our meetings at “break-even” pricing, we must announce that for members who indicate that they will be attending our meeting and then do not, if we are charged, the member(s) will be invoiced. Sorry.

For your Calendar:



April

20 April 20th: "The Perils of Spyware" with Bill Musson of Symantec Corp at the Honolulu Chapter. For further information: aitphawaii@aitp.org

21 Mr. Steven Hailey, CEO of CyberSecurity Institute will be dazzling us with Steganography -- the ability to hide data within data. Or, what's hiding within the graphics you see every day?

22-23 Region 2 Spring Meeting, Boise

28 Our BoD meeting. Location to be announced, 6:30 PM

28 The Puget Sound Chapter discussion of Microsoft Service Packs - Microsoft Representative Rob Westover. Olympia Pizza and Pasta, Seattle.



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Association News:

AITP Chapter Leader:

The February End-of-Month membership reports are now available on AITP.org. Monthly summary reports, chapter roster reports, and past contact information reports are provided. These new reporting formats are now created on-the-fly from database tables that will allow new reports to be based on the past data.

While you're filling out your chapter COPA awards and PCS awards information, you may need to locate your chapter totals. These reports can be found by navigating to <http://www.aitp.org/mychapter> and selecting the End-of-month reports. You'll see monthly and annual totals and summary statistics, including delinquent renewals. Clicking on the specific month/year will produce a chapter roster from that time period. There is also an XML link that will create an XML file for you to save to your computer and load into Excel or Access. Once the XML report is displayed, click on FILE > SAVE AS to save the file to your computer. Open the file with Excel or Access and you'll be able to report on the data as you see fit. This new XML data feed contains all of the information

available to the AITP.org web portal.

Note that all of the contact information for the person is as it existed during that time frame. Clicking on the member name will show you all the contact information for that member. This may help you locate a past member using their old contact information.

If you have any special requests or comments, please feel free to send them to mark_kleine@aitp.org.

Mark Kleine
AITP Communications Director

AITP Chapter Leader:
**Subject: Help Support the 2005
AITP NCC**

Dear AITP Leadership:

We would like to thank you for your ongoing support of the Association of Information Technology Professionals (AITP). Your commitment to the organization's programs has helped provide quality IT-related education and networking opportunities to nearly 9,000 members nationwide.

As you are aware, the annual AITP National Collegiate Conference (NCC) is a strong example of the value we

deliver to members. It gives college and university students numerous opportunities to network with peers, speak with industry leaders, and receive certification. At the same time, it provides IT-related organizations access to the nation's top college and university IT students and allows companies an opportunity to showcase their products and services. That's a win-win situation for everyone involved, including the AITP, which leverages the NCC for membership and exposure within the IT industry.

Because the NCC is so important to AITP, we are asking you to provide assistance in supporting and promoting the 10th annual AITP NCC, which will take place at the Renaissance Waverly Hotel in Atlanta, Georgia, April 7-9, 2005.

There are two ways you can help:

Promote attendance. Students and faculty value the NCC for the education and networking opportunities - but are you aware of the other benefits? Students can demonstrate their talents and win up to \$500 in a number of programming and design competitions. And, thanks to the long-standing partnership between the AITP and the Institute for the Certification of Computing Professionals (ICCP), students can take core, language and specialty exams onsite. The NCC is a one-of-a-kind opportunity, so please encourage student members, faculty members or professional members within your network to visit <http://www.aitp.org/ncc> for more information.

Promote exhibiting opportunities. AITP

member organizations can purchase a conference exhibitor booth for just \$700, which is \$200 off the non-member price. The booth is a great way to for an organization to showcase itself and engage with students and faculty. Please encourage potential exhibitors to visit

<http://www.aitp.org/ncc/ncc2005/exhibitagree.html> for more information.

Donate door prizes. In addition, we are looking for door prizes that can be used as incentives onsite. If you or your company have access to any items that the students might find valuable or have any other detailed questions about the event, please drop AITP National Collegiate Conference Director Kevin Jetton an e-mail at kjetton@satx.rr.com or call 210-275-2062 (mobile).

With your help, we can make the 2005 AITP NCC a tremendous success and encourage participation in the AITP - so please, take a few moments to think about who you know and how they might participate in the event.

Thank you. We hope to see you at the AITP NCC in April!

Sincerely,

Brian J. Reithel, PhD, CDP
2005 President, AITP

AITP Chapter Leader:
Chapter Outstanding Performance Awards

Reminder that the due date for COPA/PCS is April 15th. If your chap-

ter is not eligible for COPA, you are still able to collect PCS dollars.

Use the Awards spreadsheets when submitting awards for committee review.

These spreadsheets are available in the awards section of the following page:
http://www.aitp.org/organization/profile/manuals/manuals_view_topic.jsp?sectionMain=ASSOCIATION

Please send them via e-mail to: awards@aitp.org.

The Association Awards Committee is committed to processing as many awards as possible electronically. Review and approval time should decrease as more information is sent electronically. If you must send hardcopies contact Darlene Gerber at dmgerber@ncweb.com and you will be given an address to mail the information to.

Newsletter Competition

Reminder that the due date for Newsletter Competition is March 31st.

The instructions for submitting the newsletters is available in the awards section of the following page:
<http://www.aitp.org/organization/profile/manuals/pdf/AMOutstandingNewsletter.pdf>

Please send electronic newsletters via e-mail to: awards@aitp.org.
Hardcopies should be mailed to:

Association of Information Technology Professionals

401 North Michigan Avenue, Ste 2400
Chicago, IL 60611-4267

The Association Awards Committee is committed to processing as many awards as possible electronically. Review and approval time should decrease as more information is sent electronically.

Darlene Gerber
AITP Awards Chair

Note: At 0631 on 3/31/04, the above instructions were modified with:

“Reminder that the due date for Newsletter Competition is today, March 31st.

The awards committee would like to see the October 2004 issue of your newsletter, in addition to one other month.”

While we had sent the May and June 2004 issues by Express Mail the prior week, we lucked out in that the Newsletter Editor had an electronic copy of the October issue with him at work and could create a PDF file and E-Mail that to headquarters before the deadline. However, The Malcontent, well some people must absolutely enjoy pushing those hot buttons...

AITP Member Communication:

Dear AITP Member:

As part of our continuing effort to develop new value add programs and services, please join us in welcoming PC Mall to our AITP community. An out-

line of the products and services now available to AITP members are noted below.

What is PC Mall?

With over 125,000 brand name products at competitive prices, PC Mall offers your organization a complete line of PC and Macintosh products, ranging from the latest Compaq, HP, IBM and Apple systems, to the newest Xerox printing solutions. PC Mall is also an industry leader in product distribution, providing timely execution of your orders.

MacMall and PC Mall make it easy for AITP members, family and friends to get aggressive low pricing, prompt responsive service, and the widest selection of computers, hardware and software from the industry's leading manufacturers.

Benefits to AITP Members:

- Ultra-secure online ordering and order tracking
- Special product offers and aggressive pricing closer to business/corporate pricing than individual/public pricing
- Access to online catalogs featuring over 100,000 total computing products
- Simplified payment options, including net 30-terms and leasing options
- Choice of shipping options for fast delivery of your new PC

- Although not a standard business practice, returns will be accepted (unless the vendor does not permit this) when this option is a faster solution than company warranty service provides

- A representative at PC Mall to provide fast, courteous and personal customer service.

How to get started:

Go to <http://corp.cc-inc.com/cap/login/default.aspx>

Enter your Logon name: aitpmember

Enter your password: member

Call for **Volunteers Reminder**

Please take a moment to review the descriptions of each committee/task force by clicking on the following URL <http://www.aitp.org/forms/2005%20Committees%20and%20Task%20Forces.pdf> and indicate which committee/task force you would like to serve on by sending a reply to Michelle Miller, Operations Manager at mmiller@smithbucklin.com. We would appreciate a response as soon as possible in order to provide the Board of Directors an opportunity to review all selections prior to their April 9th Board meeting. You will be contacted by either the Area Coordinator or Committee Chair shortly thereafter with more details on the selected committees/task forces.

Please visit the AITP web portal www.aitp.org to learn more about the programs and services available to AITP members.

Thank You,

Michelle Miller
AITP Operations Manager
Association of Information Technology
Professionals
401 North Michigan Avenue - Ste 2400
Chicago, IL 60611-4267

*and programs which would further the
“Vision Statement,” “Mission State-
ment,” purpose, goals, etc. that so
much time and effort has been spent on
word-smithing?*

Region News:

The Region News is that the Region’s Directors are headed toward Boise for the Region 2 Spring Director’s Meeting. The agenda includes the following highlights:

AITP Region 2 Spring BOD Meeting
Agenda, Boise, ID
Saturday April 23rd, 2005, 9:00AM –
5:00PM

Discussion of Awards: COPA
(who turned theirs in on time,
ROCA, PCS, Newsletter, and
Student Chapter
Communications: Website, and the
Informer newsletter
The Official stuff: Secretary’s Re-
port, Treasurer’s Report:
Statement of Accounts, Ex-
penses submitted for approval,
and Fundraising

Chapter Reports
Where to hold future Meetings:
Fall 2005 – Anchorage, Spring
2006 – open, Fall 2006 – open,
and Spring 2007– open
Nominations Committees
Old Business
New Business:

What? No time spent discussing plans

To say that there has been a complete re-invigoration of the Chapter during these few months of “relaxed” effort, would be hyperbole. Chapter officers and directors have, instead of taking turns burning out, have done sort of a burnout-in-unison, leaving no one to keep rowing.

Additionally, the program topics for the year which came from the annual survey of the membership, proved both less than seat-fillers and often difficult to find willing subject-matter-experts who would come, in exchange for the standard rubber-chicken repast, speak to the chapter. Why the changes in data handling policies and data management in the healthcare industry proved to be such an unappealing theme, especially as it is written on the wall that every industry will be shortly under the same policy scrutiny, remains a mystery.

So, come see Steve Hailey this month and while you’re there, corner an officer and tell them what it’s going to take to consistently get your behind in a chair at our meetings. Steve will make your efforts worth your while and the officers are starving for guidance... unload some upon them.

We will not be scheduling the annual

Chapter News:

gourmet feast at Edmonds Community College this year. Another casualty of the burnout... But we will gather in June and see if we can't re-engineer a 2005-2006 program year.

at this time of the year.

Please take a moment and pass on best wishes on another year of membership to the following members whose anniversaries fall in April:

Epilogue: David M. Chapin, CSM of Intellisense Corporation, upon completing **twenty-three years** in the chapter and attaining the Quadruple Diamond Individual Performance Award.

The Spy again traveled south to the March meeting of the Puget Sound Chapter... A meeting which as memory serves, did not have an announced topic or agenda, but during which, there was much discussion of problems faced by each and offered solutions by others.

Then, and we apologize for not having listed her earlier, but the Association's transfer "paperwork" has finally been completed:

The Spy, whose appetite for purchasing books has kept the major hardback dealers busily opening new retail facilities further north, learned of another on-line source for technical volumes – www.bookpool.com. Nothing has yet been purchased, but some time has been spent searching through the site.

Ms. Ilona Berzups of The Next Page, LLC completed her **first year** of AITP membership as she transfers into our chapter at the end of this last February.

And, the Region Information Exchange almost filled another seat at the Anchorage Chapter's April meeting, had not the meeting been held a day and a half before the Evergreen Chapter member reached Anchorage. Well, at least the date and topic were known, travel plans just wouldn't cooperate.



Anniversaries and Awards:

As we do each month, we take this moment to congratulate our members whose anniversary of membership falls

"You only got seven damn seconds"

With the statement: "The Awards Committee is committed to processing as many awards as possible electronically" we have crossed that threshold which divides failing-to-utilize-the-tools-of-our-industry and utilizing-a-tool-at-the-wrong-time.

I once worked with a young man who was a whiz at creating Microsoft Access applications. The problem wasn't his ability at building a database with user input/report screens... Well, he could have used some art classes to appreciate the concepts of color combinations and the effects on readability that contrast can have... The problem was that *every* task looked to him like a database.

This heavy emphasis on electronic format reminds me of wanting write a memo and being given an Access application as the tool to use.

There are at least two purposes for a Chapter Newsletter. The first – informing members of the activities and calendar of the chapter melds nicely with electronic media. It's the choir to whom you are preaching. But the second – public relations, new member recruitment, and community involvement, well that's another story. Here, electronic communications may be part of our continuing sliding membership.

In a recent ClickZ marketing newsletter, Al DiGuido makes reference to two

mentors in advertising -- George Hol-tane and Dick Itanaga, who kept explaining to salespeople that "You only got seven damn seconds. Your customer is speeding by in his car... distracted by the kids, radio, traffic, and endless review of his to-do list."

Electronic newsletters are the billboards of E-Mail. I get at least eighteen a day. Some I sort, unread, into a folder to be searched when I have a question about the state of multi-gigabit wireless. Most get a couple of seconds of review and follow the delete key to the recycle bin.

If you need to keep a prospective member's interest longer than a second, maybe an electronic newsletter is the wrong media.

Yes, I concede that there is a purpose for electronic newsletters and our chapter produces a version of our hardcopy newsletter in an electronic format. But, our primary efforts are first a hardcopy, something appealing and portable to catch the eye of a prospective member, then we "print" in electronic version.

Why? I have a stack of print material that I keep for those wasted minutes when I arrive on time for the meeting and others are downwind of prompt. I also take this opportunity to slide things across the table to fellow attendees with a "you might want to take a look at this..." Try that with an electronic newsletter stuck back there in the recycle bin of your desktop.

The Malcontent
Comments or whatever...
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