



TSM Voice

Volume 11, Issue V April – May 2004

Robert S. Tipton **Keynote Speaker**

Bob Tipton has more than 25 years of experience in assisting businesses to develop and implement strategies and technologies designed to transform their organizations.

During this time, he has held various roles - including:

- CEO of his own organizational effectiveness and IT consulting business
- CIO of a \$1B+ distribution company (part of International Multifoods)
- VP / managing director for the integrated marketing group within SBI and Company
- VP of corporate capabilities and communications for SBI and Company
- SVP of marchFIRST's Western North American Group
- Global vice president of industry technology for marchFIRST
- CTO of Whittman-Hart
- Various positions as developer, designer, project manager, analyst and development manager spent "in the trenches" developing and supporting IT systems

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2004 Vendor Show **presented by PCMS Datafit, Inc.**

Date: Thursday, May 13, 2004

Time: 4:00 – Show Opens
7:00 – Door Prizes
7:30 – Keynote Speaker
9:00 – Show Closes

Place: Montgomery Inn Banquet Center (formerly Gregory Centre)
(near, but not at the Boathouse)
601 E. Pete Rose Way
Cincinnati, OH 45202

Keynote: Delivering Higher Levels of IT Leadership Effectiveness

Cost: \$ 10.00

Reservations requested, before noon, Monday, May 10, 2004 by calling 513-357-6173 or send an email with your company name, phone number and each attendee's name to tsmug@tsmug.org

Reservations are not a requirement for the Vendor Show, but in order to ensure a seat for the keynote, please make a reservation.

See our web page for directions via MapQuest,
www.tsmug.org/meetings.html

Bob is also a popular and entertaining speaker on both technical and non-technical subjects, and speaks each year to several computer user groups, conferences and conventions around the world. His speaking style has earned him numerous best speaker awards for international business groups, conventions and seminars.

His presentations relate mostly to effectiveness solutions, including:

- Business transformation
- Organizational development
- Personal effectiveness
- Executive IT awareness and planning
- IT strategies
- Networking
- Future technologies

Additionally, for the past 23 years, he has been an active writer and author. Finally, he is a past president of the Institute for Certification of Computing Professionals, and a professional member of the National Speakers Association.

www.rstipton.com

2004 Vendor Show Prizes!!

Grand Prize Giveaway **17" LCD Computer Monitor**

Rules for participation in the Grand Prize Giveaway:

1. To be eligible for the drawing, a guest must register and obtain an entry card, and complete the form on the card.
2. The guest must then visit 10 different vendors, and have the vendor punch the card with the vendor's unique punch. The card **MUST** contain 10 unique punches to be eligible for the drawing.
3. The winner **MUST** be present to win.
4. One entry per person.

Registered (exhibiting) vendors are **NOT ELIGIBLE** for the Grand Prize.

In addition to the 17" Flat Screen Grand Prize, each exhibiting vendor will be giving away a prize worth approximately \$50. That is **over \$2,500** in prizes given away on May 13!

Untangling IT: 25 Years of Lessons in Effective IT Leadership **\$19.95 at the 2004 Vendor Show**

Robert Tipton's book will be available at the 2004 Vendor Show. Life as an information technology (IT) leader, or as a business leader looking to find value through IT investment has never been more challenging.

Untangling IT contains gold nuggets for anyone who works as an IT leader (from night operations shift supervisors to CIOs of market leading companies), anyone who aspires to be an IT leader, or anyone who manages, works with, or wants to know more about how IT leaders "tick."

Don't miss this opportunity to purchase Bob's book and have him sign it at the 2004 Vendor Show.

Bob will be signing his book before and after his Keynote Address!!

Registered Vendors

At press time, the following vendors had registered and will have booths at the show:

Advanced Systems Concepts
BOS
Foresight Technology Group
Help/System Inc.
IBM
Information Alternatives
Lakeview Technologies
Liebert Associates
Mainline
PCMS Datafit, Inc. *
Profound Logic Software
Quadrant Software
RJS Software Systems, Inc.
SIS
STAR BASE Consulting, Inc.
T L Ashford

* PCMS Datafit is the title sponsor of the 2004 Vendor Show.

Robert Tipton Breakout Session: 3:00 to 5:00, May 13th

We are excited to announce that we are adding a new feature to the Vendor Show. Our keynote speaker, Robert Tipton, has agreed to do a breakout session earlier in the afternoon for a small audience of 40. It is titled, “**Delivering Higher Levels of IT Effectiveness through Innovation,**” and is geared to IT leaders, business leaders, executives, and IT staff members. It would be safe to say that most people involved in IT would get much out of the session.

Exhibiting vendors have first access to the 40 tickets that will be sold for \$35 a piece. Included in the \$35 price of the ticket is the \$10 admission fee for the whole event. Any tickets still available after April 30th will be offered to the TSMUG membership.

Nominations for 2004-2005 Board of Directors

If you are interested in one of the Board positions please contact a current board member. **Elections will take place at the 2004 Vendor Show.** Presently, we have three nominations, whose bio's are presented on page 6.

2004 Vendor Show – presented by PCMS Datafit, Inc.

Not only will this year's show have valuable information presented by vendors active in the iSeries world, an exciting Keynote speaker, a chance to win great door prizes, and the opportunity to mingle and network with old and new friends, there is the most important: Appetizer Buffet. This includes, of course, Montgomery Inn ribs, along with other delicious goodies. Beverages will be provided at 2 cash bars.

Robert Tipton Breakout Session

Creative Success: *Delivering Higher Levels of IT Effectiveness Through Innovation*

Audience: IT Leaders, executives, business Leaders, IT staff members

Abstract:

Gaining and keeping the “edge” in business today requires staying one step ahead in business process, in vision, in customer satisfaction, and in IT execution. However, too many businesses and IT departments are solely focused on optimizing current approaches to processes. As such, opportunities for new ways to attack business issues may not be examined at all. This session is designed to help business and IT leaders understand the basics of the creative process – and then have an opportunity to find innovative ways to solve their most pressing IT-related issues. Here is the basic outline of this high-energy, participative session:

- Understanding the creative process
 - Creating a climate for creativity
 - Creative problem solving
 - Brain “Tsunamis” (building ideas into unstoppable forces)
 - Idea generation techniques-- breaking through “blockages” to creativity
 - Evaluation and critical thinking skills
 - The basics of improvisation (as a means to stimulate creative thinking)
 - Game playing -- audience participation
- A look at an audience-generated list of issues facing IT leaders today
 - Uncertain economy, hangover from technology gluttony in spending, realities in supply chain, collaborative commerce, web services, wireless, etc.
- Applying innovation toward IT’s ability to deliver higher levels of effectiveness in business
 - Situational analysis, out-of-the-box thinking, scenario-based planning, potential results, next steps



What You Will Learn:

- Experiential understanding related to the process of “predicting innovation”
- Personal insight into one’s own abilities and challenges related to creativity
- How to think and act in an improvisational setting
- Gain some perspective related to current challenges and issues facing IT leaders
- Team-based examination and insights related to how to bring higher levels of IT effectiveness through innovation
- Immediate “take-aways” related to finding new, challenging and innovative solutions to real issues back at work

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Robert Tipton Keynote Address

Untangling IT: *Delivering Higher Levels of IT Leadership Effectiveness*

Audience: IT leaders, those who manage IT leaders, or those who aspire to become an IT Leader

Abstract:

This session examines the major aspects of IT-related leadership needs, and provides insights related to how IT departments can operate with higher levels of effectiveness. While this session is designed to be “generic” in nature (that is, it is appropriate to anyone involved in IT leadership), it will deliver individual value to the attendees based upon the level and degree of audience participation. The major topics covered during this session include:

- Hiring / Assembling Teams
- Running a Meeting
- Preparing Budgets
- Managing Projects
- Managing Your Boss
- Steering Committees
- Thinking Strategically
- Analyzing Industry Trends and Directions
- Effectively Playing Positive Politics
- Dealing with Adversity
- Making Decisions
- Mergers and Acquisitions
- Dealing with Difficult Users
- IT Departmental “Branding”
- Customer Service



What You Will Learn:

- Assessing your own personality, and your strengths/weaknesses related to your personal effectiveness as an IT leader
- How to see through organizational barriers, and from a position of objectivity, be able to assist the organization in higher levels of effectiveness
- Step-by-step “instructions” on making sense of some of the most difficult issues in IT leadership and management

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2004 – 2005 Nominees

David Corfman

David has been a long-time member of TSMUG, having served previously on the board as President, Treasurer and VP of Education. He started on the S/36 in 1985 (remember #GSORT?), upgraded to the AS/400 in 1990, and has been a big advocate of the platform ever since. He is currently a consultant and manager of the iSeries consulting group at PCMS Datafit, Inc.

David's family includes his wife, two sons and a basset hound, Dudley. David continues running seriously, and is halfway to his goal of running marathons in all fifty states.

Chris Gilmore

Chris has been a member of TMUG for three years and served as the Vendor Show 2004 Chairman. He is currently a Senior Account Manager for PCMS Datafit and leads the sales efforts for the iSeries consulting practice of the company.

Chris' family includes a wife and two young sons. He is an avid sports fan with a particular interest in golf when time permits.

Jeffrey A. Welsh

Jeffrey A. Welsh has made a career of computer programming for the past 22 years, after receiving his college degree in computer science. For nine years, he worked as a programmer/analyst for various Cincinnati companies. Before his computer career, he gained experience in distribution by working his way through college as a warehouse manager.

In 1991, Jeff founded STAR BASE Consulting, Inc. and has built his employee base to 15 programming-based professionals. Today, he is president of

STAR BASE, which serves not only the IBM mid-range community, but also Websphere, Domino and Microsoft needs.

Over the years, Jeff has gained experience through his consulting in accounting functions, medical claims processing, insurance processing, distribution, forecasting, fundraising, manufacturing, and warehouse automation.

Away from the office, Jeff is a husband and father of two sons. He serves as a life group leader at Harrison First Christian Church. He enjoys watching movies in the home theater he designed, riding his motorcycle, and working on the lawn and landscaping in his big country yard.

September 14, 2004

Time for the 21st century RPG

No more excuses

TSMUG has an exciting meeting planned at the Montgomery Inn in Montgomery to welcome you back after the summer.

Chris Burns, with Gemko Information Group will be presenting a topic that is sure to promote audience participation as we cover the often-sensitive issue of complacency in AS/400 shops, most notably with RPG development. Join us as we span 25 years of RPG III development dating back to the early days of the System/38, in three phases:

“Excuses are like paper bags – they don’t hold water, but they make great masks.”

“We may live long, but do we prosper?”

“Lay in a course for the Undiscovered Country.”

More details in the next newsletter.

March Meeting Review

Those of you who were unable to attend the March meeting of TSMUG at the Four Points Sheraton missed a great speaker and a good dinner. Bill Holtshouser of IBM presented the topic “Websphere Commerce – Express”. This is a sub-product of Websphere and it looks exciting. It has a broad platform support for Windows as well as Linux and iSeries operating systems. This product can be used for B2B and B2C applications.

As Bill explained, some of the challenges in today’s business environment are margins(\$), customer satisfaction, and competition. ¼ of mid-market firms are selling online and 30% more plan to in the next 12 months. Express was introduced to specifically meet the needs of the mid-market customer. It shares many of the basic and advanced capabilities of the rest of the Websphere Commerce family. As a part of Websphere Commerce, Express can help a firm to:

- Strengthen and deepen business relationships – do your customers know who you are?
- Optimize sales, marketing, and brand experience
- Maximize efficiency and productivity across the value chain
- Respond and adapt quickly for competitive advantage – WBE also has an analytics tool to give you the why and when. It integrates with many popular report writers.

As an example, Bill told us that IBM.com, an \$8 billion business, runs on Websphere Commerce. Some other users of Express are in Retail, B2B, Digital Media and Reseller/Distribution.

WBE allows a company to jumpstart or expand their e-business at a lower cost. They can then upgrade to business or professional versions, if needed. It is easy to install, integrate, use, learn, manage and it is affordable. Express comes with a Sample Store that can then be customized to meet specific needs.

Bill’s demo actually used the Sample Store. With the tools available, he showed us how to quickly and easily make changes dynamically. The catalog, look and feel, and descriptive text can all be changed without technical skills. Using rules based profiles, customers can be targeted for promotions and campaigns. Another feature allows merchandising associations between products to encourage cross-selling, up-selling and replacements to help drive revenues. For more information go to:

<http://www-306.ibm.com/software/genservers/commerce/express/>

A couple of examples of users of the Websphere Commerce Express are www.milwaukeetool.com and www.haynes.com. In addition, our very own Mike Castrucci of Cincinnati is using WBE at www.thegmmall.com. The programmer who helped with this installation was at the meeting and said that it was up and running in 5 weeks. They are now using it to create more sites, and they are going up faster.

Take a look.

Thanks again to Bill for the excellent presentation and the great IBM shirts and hats.

TriState Midrange Board of Directors

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Direct newsletter correspondence to tsmug@tsmug.org