



## Philadelphia Section IEEE Consultants Network

<http://www.phila-ieee-consultants.org>  
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### CONET Newsletter November, 2006

#### Meeting Announcement for Tuesday, December 5, 2006

**Date:** Tuesday, December 5, 2006  
**Place:** Sheraton Hotel, 36<sup>th</sup> & Chestnut Streets  
**Dinner:** 6:30 PM (Network / Social time starts 5:30 PM)  
**Presentation:** 7:15 to 9:00 PM  
**Topic:** ***Contemporary Marketing 101: Playing To Your Strengths***  
**Parking:** Sheraton indoor lot parking is FREE, if you have your parking stub validated at registration. Enter Sheraton Parking from 36th Street.

### ***Contemporary Marketing 101: Playing To Your Strengths***

Contemporary marketing theory has evolved beyond the basics of market segment analysis, in recognizing that how you are *perceived* by a prospective client determines your success in reaching that client. In order to be perceived correctly, and in order to *'play to your strengths'* as a consultant, engineer, or technical business owner, you must first understand your own personality style, and how it relates to the personality style of your prospective client.

Are you familiar with the terms *driver, energizer, intuiter, thinker...* well don't feel bad, most engineers and technical types are somewhat clueless when it comes to even basic marketing theory.

CONET, in association with the *Penn State Management Development Programs and Services (MDP&S)*, an organization which has provided education and training to help businesses and organizations improve and grow for almost 100 years, (please check out their website at <http://www.outreach.psu.edu/programs/mdev/default.asp>) is pleased to present Bob Herbst, B.S, M.A. Bob is an instructor at Penn State, has over twenty years experience in corporate management and teaching, and is a consultant who normally commands top dollar instructing and developing marketing plans for industry groups and major companies throughout Pennsylvania. Now, we are offering to the attendees of this meeting, a unique and valuable opportunity....to avail themselves of Bob's expertise, and the combined resources and man-hours of MDP&S research...for only the price of admission.

Bob will be distributing and analyzing the results of a comprehensive, multipage MDP&S developed *Operating Style Assessment Form*. Using this form, Bob will show how he develops an individualized marketing plan that is geared to both a sellers style, and a clients style. MDP&S is interested in taking the data from this meeting and publishing the results and analysis in a research periodical...so we are hoping for a big turnout. Reserve EARLY if you can!

Please bring any promotional literature or business cards you want to display or distribute, we have a back table set up for this purpose. CONET is, after all...all about *NETWORKING*.

**Please note our increase in prices for 2006: price for dinner and the meeting is \$35.00.** For those who are attending the presentation only, the price is **\$15.00**. CONET and IEEE Student members can attend the presentation only at no charge. Please bring your COMPLETED checks made payable to CONET, and your parking stub to the registration people who will sign you in at the door and stamp your parking ticket. Please note that if you arrive without a reservation, you will not be admitted until all those who have made reservations are seated.

To reserve a place, please email Bill Jupin at [CONET@bilelectron.com](mailto:CONET@bilelectron.com) **ONLY**, no later than **4 PM FRIDAY, DEC 1**. Include with your reservation, an evening phone number, indicate whether you will be attending dinner, or just the meeting, and list any special vegetarian dinner requirements.

Your presence and support insures our continuing success as a Philadelphia area Consultants Network. (Winner 2005 IEEE Philadelphia Chapter of the Year Award)

**WE LOOK FORWARD TO SEEING YOU AT OUR MEETING DECEMBER 5 !**

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**From Stew Leister, CONET Public Relations Director**

**Useful handouts available at the back table at the meeting:**

**2006 Printed Directories**

The 2006 Printed Directories of CONET consultants are still available. If anyone needs some directories for mailing out, e-mail Stew ([s.j.leister@ieee.org](mailto:s.j.leister@ieee.org)) and he will bring them to the next CONET meeting, Dec 5.

**Networking**

Networking Guidelines – a handy guide of Dos and Don'ts for consultants

**Salesmanship**

Stew's special list of recommended reading on the subject of salesmanship

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**COMING EVENTS**

November 21 – IEEE Philadelphia Section Meeting. Speaker: Gary Sheehan. Topic: *Trends and Examples In The Solar Photovoltaic Energy Industry*. Speaker: Carl Perdier. Topic: *New Reliability Issues in Advanced Integrated Circuits*. More information: View November, 2006 Almanack at <http://www.IEEEPhiladelphia.org>

November 30 - IEEE New Jersey Coast section. Speaker: Dominic Genzano. Topic: *Mobile Data Protection Strategies for the Corporate Enterprise*. More Information: <http://www.ewh.ieee.org/r1/njcoast/>

December 5 - Regular **IEEE CONET** meeting In Philadelphia (announcement above)

December 7 - IEEE Consultants Network of Northern New Jersey. This will be a combined member meeting. No speaker. More information: <http://www.technologyontap.org/cgi-bin/meetings.cgi>

December 14 - ICCA Delaware Valley Chapter. Speaker: Michael Revness. Topic: *How Do I Keep from Losing Everything?*. More information: <http://www.iccadelval.org/icca/html/meetings.htm>

December - Chemical Consultants Network. Speaker & Topic: (Not Currently Available). More information: <http://www.chemconsultants.org/nextmeet.html>

**IEEE CONET Meetings** in Spring, 2007: March 6 and May 1

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Your thoughts and comments relative to CONET activities or consulting can be voiced to other members and officers through the CONET forum:

<http://www.engineeringforum.org/forum/forumdisplay.php?s=&forumid=16>

For additional information on CONET visit our website: <http://www.phila-ieee-consultants.org>

For Philadelphia IEEE Section activities the section Almanack is now available on line at

<http://www.ieeephiladelphia.org>

Jim Walsh  
CONET Secretary

### CONET Officers

Tom LoCasale	– CONET Chair	<a href="mailto:locasale@ieee.org">locasale@ieee.org</a>
Stew Leister	– Public Relations, Past CONET Chair	<a href="mailto:s.j.leister@ieee.org">s.j.leister@ieee.org</a>
Bob Johnston	– CONET Vice-Chair, Past CONET Chair	<a href="mailto:r.johnston@ieee.org">r.johnston@ieee.org</a>
Bill Jupin	– Program Chair	<a href="mailto:BillJupin@bilectron.com">BillJupin@bilectron.com</a>
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