

**NEWSLETTER  
INFORMATION**

Published nine times per year (September – June) by the Minnesota Information Professional Society. We welcome materials for publication (articles or news). Submit materials on disk or via E-mail to:

Earl C Joseph  
365 Summit Avenue  
St. Paul, MN 55102  
Tel. (651) 290-2846  
E-mail: [ejoseph@waldenu.edu](mailto:ejoseph@waldenu.edu)

\$25 for non-members

**Dinner Meeting NOTICE**  
**Tuesday, April 17, 2001**

Meeting of

**Minnesota Information  
Professional Society**

Speakers Topic:

**“Personal Development”**

Speaker:

**Steve Kloyda**

with setting a company record of nine in one day!

In 1989, Steve joined a local sales training organization as Vice President of Sales. He began working one-on-one with his salespeople, listening to tape recorded telephone sales calls and providing positive feedback and specific strategies. Because of his hands-on approach, Steve recognized the need for a fresh approach to training. It was at that point that his love of sales and ability to teach others became the catalyst that created Telemasters, Inc.

The Telemasters System® refocuses the typical training approach from the masses to the individual. Whether in sales or customer service, this system will teach you the skills and strategies necessary to separate you from your competition.

Steve’s motivation, insights and down-to-earth strategies provide a powerful learning experience for all. His passion in life is to lead, teach and inspire others to apply timeless principles that produce life-changing results.

**NOTE**  
**MEETING  
INFORMATION**

**MEETING PLACE:**  
**Holiday Inn – Bloomington**  
**35W at 94<sup>th</sup>**  
**Phone (612) 884-8211**

**Meeting Times:**  
5:00 PM Social Hour  
6:00 PM Dinner  
6:45 PM Meeting & Program  
8:00 PM Adjourn

For Reservation Call:

John Belich  
by April 13<sup>th</sup>

and choose: Chicken Cordon  
Bleu or London Broil

Tel: (651) 634-1440  
or e-E-mail:  
[john.belich@tech-pro.com](mailto:john.belich@tech-pro.com)

\$20 Members

**Speaker Profile**



Steve Kloyda began his sales career in 1980 as a stockbroker. In a highly competitive business where the telephone can often lead to frustration, Steve learned to develop the skills and disciplines needed to produce phenomenal results. In only eight months, he had opened 180 new accounts from cold calls, along

**Speaker’s Topic Information**

In this age of globalization, the list of competitors is constantly expanding and changing. One thing has not changed, though--customers still have a desire to do business with the best in the industry. With that

said, what new skills are you developing to prevent you from becoming obsolete? What new strategies have you implemented to take your results to the next level?

During this presentation you will learn that the results that you are experiencing in your life is a combination of how well you have applied what you have learned and that failure is nothing more than the accumulation of poor choices over a period of time. This presentation will inspire you to make better choices and develop a desire for continuous personal development.

### ***President's Letter***

Spring is here, enjoy the increasingly warm weather and longer days!

We mailed out membership renewal forms to the veteran membership in January. Thanks to the many members that have already rejoined MnIPS as of this printing. For those of you that are still considering becoming a MnIPS member, you can receive discounts while attending our regular monthly dinner meetings and the annual MnIPS Golf Outing in June when you join.

MnIPS is a volunteer organization and we always welcome any help in our regular, ongoing committees or at a specific event, such as registering people

at monthly dinner meetings or at the Golf Outing in June. A member that recently stepped forward to help is Tom Walters, who became our new Membership Database Coordinator. Thanks for your help, Tom!

We are looking for a regular attendee at our monthly dinner meetings to register people. The time commitment would be 5:00-6:00pm on the 3<sup>rd</sup> Tuesday from September to May, except for December. If you can help at the dinner meetings, please call me at 651-707-0523. We also need volunteers at our annual Golf Outing, usually held on the 3<sup>rd</sup> Monday in June. The time commitment would be 4:00-6:00pm or any time that afternoon. If you can assist us at the Golf Outing, please contact Jeff Hemaaur at [Jhema@LANDOLAKES.COM](mailto:Jhema@LANDOLAKES.COM).

We also welcome ideas from you that can improve our organization. If you can assist us this year in any capacity please let me or any board members (that are listed on the back page) know.

I look forward to hearing our April 17th speaker, Steve Kloyda of Telemasters, who will speak on "Personal Development". Thanks to our March 20th presenter, Tom Cocchiarella of Pareo, Inc., who spoke on "What's New in e-Security: IP Architecture & Lessons Learned about Social Engineering".

Thanks again to our February 20th guest host, Dennis Cheesebrow of TeamWorks International, who spoke on "Whole System Framework Decisions". For a summary of Dennis' talk, please read the regular meeting review column in this newsletter.

I hope to see all of you at the April 17th meeting! --Dennis Cummings, MnIPS President

### **19<sup>th</sup> ANNUAL STRICTLY eBusiness: RESOURCES FOR RESULTS**

Business is moving faster. Competition is growing. Technology is Changing. With the largest regional technology event in the nation being in our own backyard, IT professionals and business owners can find the solutions crucial to the success and survival of every business at the 1,000 plus booth exposition.

This year, expo management is pleased to announce partnerships with SANS, Novell's BrainShare on Tour and the TIA to offer conferences focused on security, networking, ebusiness and convergence...content relevant to every IT professional.

Local groups involved with the exposition include MHTA, webgrrls, SOCAP, MnIPS, PMI, MTA, MCAI and many more.

For additional information and FREE expo registration, visit [www.strictlyebusiness.net](http://www.strictlyebusiness.net) or call 952.894.8007.

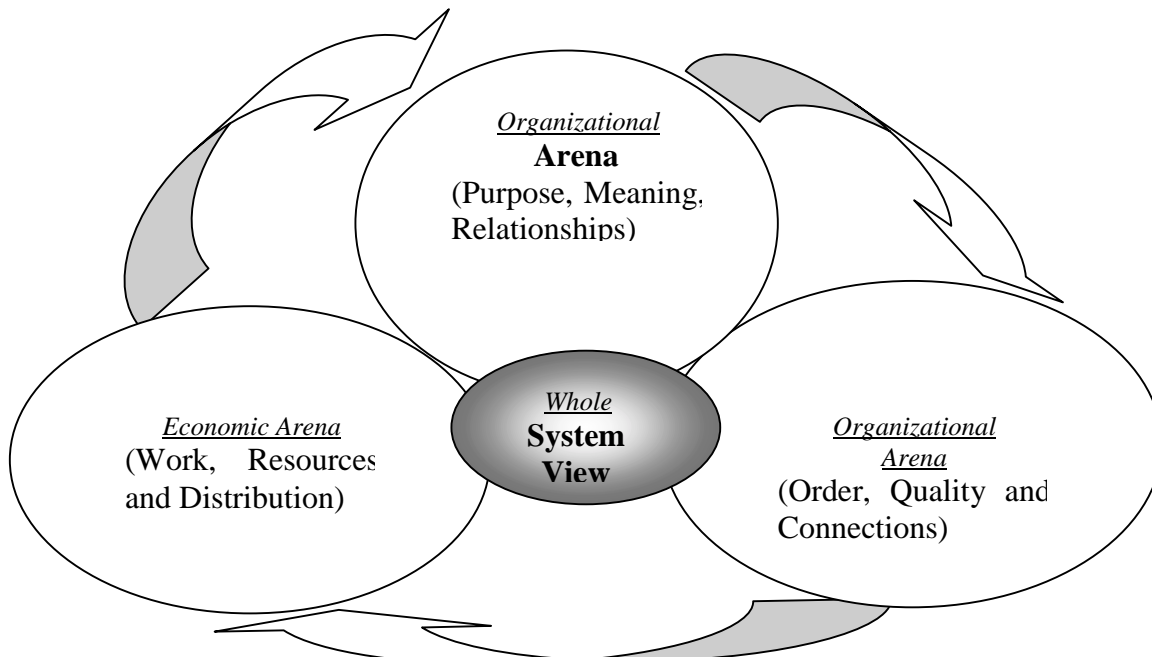
**There is no “I” in “TEAM”, but will an “M” and “E” work?**  
(February 2001 MnIPS meeting review, written by Dennis Cummings)

Mr. Dennis Cheesebrow was the featured presenter at the Minnesota Information Professional Society's monthly dinner meeting held on February 20, 2001. He is President and Principal Facilitator/Consultant/Coach of TeamWorks International, Inc., a team and leadership effectiveness development practice. Mr. Cheesebrow also speaks, teaches and trains in the areas of leadership, facilitation and process development. His work experiences include complex project management, strategic organization development, marketing, business management and product development. He has consulted with MnIPS in the past year with the leadership group.

Mr. Cheesebrow started his presentation by introducing the concepts of “Whole System View” and “Decision-making” Process. The term “Whole System View” can be easily understood by asking “How can we simply and easily assess organizational systems and situations in a common framework?”. “Decision-making Process” could be defined by asking “How can we align participation, creativity, authority, & accountability into a process of decision making?”.

**That’s great to hear, but what is a “Whole System View” in a practical sense?**

*Mr. Cheesebrow shared that all human organizations engage in 3 distinct, interrelated and interdependent arenas. They are the Economic Arena, Organizational Arena and Cultural Arena. Each of the arenas is always present, active and influencing. The Economic Arena can be defined as the work of the organization; human, financial and physical resources (such as buildings, vehicles and tools); producing products and services; and lastly, distribution and economic trade actions. The Organizational Arena is composed of the aspects of the organization that bring order and connection to the Economic arena. Examples might be structures (org. charts, budgets and physical space layout), quality and consistency (uniform processes, measurement and feedback), policies and procedures and finally, systems for connection and linkage (how do the different departments talk with each other?). The Cultural Arena can be described as the meaning of the organization (why do we exist?). Examples might be mission, purpose and vision (what goals do we have?), history, story and myths (what have we done in the past and will do in the future?), relational norms and aspects (how do we treat and relate to others?); and lastly, image and identity.*

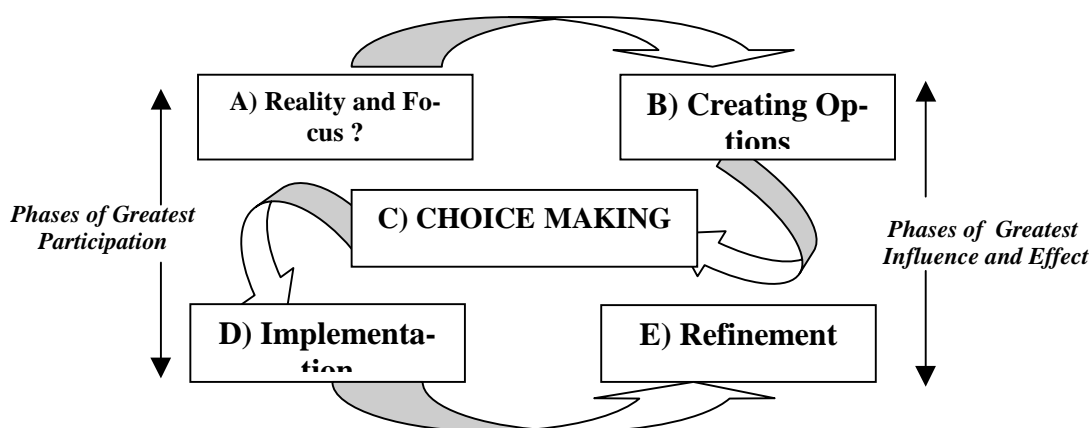


Mr. Cheesebrow has 4 tips for use of this “Whole System View” framework. First, any issue, situation, opportunity or challenge has components and influences in all 3 arenas; an economic layoff reorganizes and recultures a company. Secondly, leadership should know the relationship between the arenas; how do organizational shifts affect culture and economic arenas? Thirdly, wherever an issue lies, effective resolution strategies lie in the combination of the other 2 arenas. An example of this situation is when a firm’s production cost is too high, one part of the solution may be in raw material cost reduction and also in the reorganization of resources and the evaluation of decision making systems.

His applications for that framework’s use are situation assessment (what do we have now and why do we exist?); conflict resolution (how do we handle disagreements and industry roadblocks?); strategic action planning (designing different roads to our goals and times); brainstorming and creativity (how do we make things cheaper and better?); and lastly, orientation and training (selling its processes and mission to employees and customers).

After a brief “halftime show” of Q&A, Mr. Cheesebrow then addressed the “Decision-making Process”. He said that some common perceptions of the Decision-making Process are can be categorized in 3 areas. Firstly, many people and organizations do not have common language and processes around decision making. Secondly, decision-making is seen as a discrete action that is a sign of authority and control when decision making is a process and choice making is a step in the process. Thirdly, people believe that choice making is a primary point of influence and power when influence in decision making is usually found in the creation of options and the refinement of choices. Most choices in organizations are refined and changed over time.

Mr. Cheesebrow sees the usual (and sometimes daily) problem-solving process handled in 5 phases that are detailed below. Firstly, look at the Reality and Focus ? (what is an assessment of the current reality around a specific focus question. Many times, the organization cannot tightly define the question of choice making). Secondly, develop creative Options based upon the assessment of phase 1 including the option of No Change. Thirdly, Choice Making is done by those accountable for the implications of the choice. Fourthly, what are concerns regarding Implementation (how do we put this into practice, including goals and measurement systems?). Lastly, Refinement of the choice or implementation based upon the measurement and analysis of outcomes



The “Reality and Focus” phase consists of 6 areas. Initially, what is the “focus” question (or the organization’s assessment of reality)? Next, what are the facts and other relevant data (what things do we know about it)? Then, do research and trend analysis, further explore the group’s experiences, history and related knowledge (what did others and we do in the past?). Continue the process by identifying perception, myths, story and images. Finally, address the influences and implications involved. This is a good application for the Whole System View for assessment and influences.

The “Creating Pptions” phase can result in many different outcomes. Those options might include proposals and initiatives, ideas and concepts, strategies and tactics, products, services and features, policies

and procedures , or specifications and statements. Remember that No Change is a viable option in some situations. It is advisable to add an options assessment and comparison of strengths, weaknesses, benefits and concerns about each of the Options being developed for Choice Making.

The “Choice Making” is done by those accountable for the implications of the choice, positive or negative.

The “Implementation” phase consists of 5 steps. Firstly, there is the setting of expectations of outcomes of a good system, such as less run-time and more output. Secondly, there is planning and allocation of resources, such as training of staff and customers. Thirdly, there is the development of structure and systems, including the assignment of the system supporter and/or business-line owner? Fourthly, there is planning and strategic action, including how to make future changes or enhancements. Lastly, there is the establishment of measurement and feedback systems that will be used in the Refinement phase.

The “Refinement” phase consists of 5 steps. Firstly, what is the measurement of performance? Is the organization meeting its own and customers’ service level agreements/expectations? Secondly, perform assessment and interpretation of data and experience, including identifying the bottlenecks? Thirdly, do refinement processes on the choice, expectations, structures, systems, and/or actions. How can they be better? Fourthly, can the group can engage in re-implementation (or going through Phase A-D again)? Finally, consider the organization’s standardization.

Mr. Cheesebrow’s summarizing tips for use of the Decision-making Process are to ask:

1. What is the focus question?
2. Who are the choice makers, option creators and implementers?
3. What are the boundaries of the process, such as givens and assumptions?
4. What is the timeframe for outcomes and deliverables?
5. What are the alternative process choices?

**If you wish to learn more about TeamWorks International, Inc. or have any general questions or comments about group dynamics, please contact Dennis Cheesebrow at [dennisc@teamworksintl.net](mailto:dennisc@teamworksintl.net).**

**BRING A**

**FRIEND**

**TO THE**

**APRIL**

**MnIPS**

**MEETING**

## MnIPS Officers 2001

President  
Dennis Cummings (W) 651-205-2632

Vice President  
Kurt Linberg (W) 612-252-4335

Past President & Programs  
Joe Perzel (W) 612-340-1110

Marketing  
Joe Reilly (W) 612-513-5951

Treasurer  
Gerry Lindner (W) 651-292-9304

Secretary  
Bob Burkert (W) 952-888-1108

Arrangements  
John Belich (W) 651-634-1440

Newsletter Editor  
Earl C. Joseph (W) 651-290-2846

Education  
Hazel Matias (W) 612-627-2171

Summer Golf Outing  
Jeff Hemauer (W) 651-766-1387

Audit & Bylaws  
Dave Farmer (W) 651-637-1387

Special Projects  
Bill McTeer (W) 612-333-4115

**MnIPS Newsletter**  
P.O. Box 201243  
Bloomington, MN 55420-1243

### Address Service Requested

#### **DINNER MEETING**

Tuesday, April 17, 2001 – 5-8PM

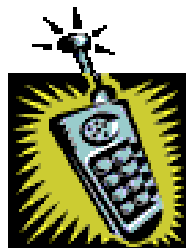
#### **TOPIC**

**“Personal Development”**

#### **NOTE: Meeting Location**

Holiday Inn Bloomington  
35W & 94<sup>th</sup> (1201 W. 94<sup>th</sup> St.)

**“IF CELL PHONES  
WERE MADE FROM 1<sup>ST</sup>  
GENERATION  
COMPUTER VACUUM  
TUBES THEY WOULD  
BE AS BIG AS THE  
EMPIRE STATE  
BUILDING!”**



by Earl C. Joseph