



Mission Statement: Meeting the array of needs for the established IT professional while seeking to develop the IT profession and provide a service to our community and society.

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NEWSLETTER INFORMATION

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

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3301 Girard Ave. S.
Minneapolis, MN 55408
Tel. (612) 716-5605
E-mail: newsletter@mnips.org

NOTE MEETING INFORMATION

MEETING PLACE:
Holiday Inn – Bloomington
35W at 94th St.
Phone (952) 884-8211

Meeting Times:

3:30 PM Networking Event
5:00 PM Social Hour
6:00 PM Buffet Dinner
6:45 PM Meeting & Program
8:00 PM Adjourn

For a Dinner and Program Reservation, send email to:
reservations@mnips.org

no later than 5 pm on
Thursday, April 13

\$28 Members
\$33 Non-members

Meeting NOTICE

Tuesday, Apr. 18, 2006

Minnesota Information Professional Society

Networking Event Topics:

“To be determined”

Speaker:

To be determined

Dinner Topic:

“RFID – The Good, the Bad, and the Slightly Scary – How RFID may change our lives”

Speaker:

Mary Brown

SPEAKER TOPIC

From IM shipping commercials to news stories about injecting workers with RFID chips for access controls, RFID is getting publicity these days ... *and RFID is being used for more than you see on your TV!*

RFID shows promise for significant business improvements in supply chain by accumulating precise information about precise objects in real time – the data can be used to prevent stock-outs, theft and/or counterfeiting.

Appliance manufacturers are looking forward to when appliances, like refrigerators, can order groceries, suggest recipes, or create a grocery list based on information read from

RFID tags on the containers within. Washing machines are being developed to read RFID tags woven into clothing fabrics – which can direct the machine on what temperature to use or issue an alarm if you try to wash that red shirt with your load of whites!

To reap the benefits of RFID, manufacturers must first calm the fears of those who predict this technology will be responsible for abuse, such as human tracking. The current trend by some to make RFID technology invisible to the consumer -- and some over-reaching by those eager to find new applications for the technology -- has only served to make rational people stop and consider the direction RFID use is taking.

The speaker will explore the controversy caused by this technology. There are exciting and effective ways this technology can be used to benefit society. The darker side of its use could benefit from thoughtful exploration before we find ourselves living in what Simon Garfinkle refers to as the 'Sensor Age'.

SPEAKER PROFILE

Mary Brown, information security specialist by day at Hennepin County Medical Center in Minneapolis, is also an adjunct faculty for Capella University where she offers technology and information security courses.

Mary became aware of RFID technology in 2002 when a company

called Applied Digital received the go-ahead from the FDA to market their implantable RFID chip as a tracking device for hospital patients. Since that time she has done extensive research on the topic. The May 2006 issue of the ISSA Journal will include an article by Mary on the topic of RFID Security.

President's Letter

For those of you who attended the March 21st meeting, you know that the scheduled speaker was unable to attend. Fortunately, Gordon Everest was gracious enough to fill in. His discussion regarding intellectual property protection is very pertinent to today's market. Consider NTP's patent suit against RIM (Blackberry). Also, it seems medical device companies such as Medtronic, Guidant, St. Jude, and Boston Scientific are always filing patent suits against each other. I read one statistic where the writer claimed that it costs a minimum of \$2,000,000 for a company to defend itself against a patent suit.

At our April MnIPS meeting will elect new officers. So far, the candidates are Chris Retkwa for President, Barry Shear for Vice President and Ron Vorecek for Treasurer. We still need a candidate for Secretary, so if you have any interest, please let us know!

On May 3rd we have our joint meeting with AITP. AITP meets at 7 a.m. at the Bloomington Sheraton Hotel at 7800 Normandale Blvd (I-494 and 100). The topic is Change Management. Also on May 3 is the MNIPS Education Seminar at Hamline University. The seminar starts at 8 a.m. and ends at 4:30 p.m.

Finally, on June 23rd is the MnIPS annual golf outing at Braemar Golf Course in Edina. We have scheduled a 1:30 p.m. shotgun start, with dinner after golf

– Jeff O'Connor,
MnIPS President
president@mnips.org

Case Study: Reducing the Learning Curve of Paint Shop Pro

(Summary of the Nov. 2005 dinner topic presented and written by Wade Mueller of Corel's office in Minneapolis.)

Corel Minneapolis, formerly Jasc Software, has increased success by embracing a customer-focused approach to product design. This presentation provided an overview of the background, motivations, methodology, and results, as well as key insights learned along the way.

For many years Paint Shop Pro enjoyed a strong following based on the premise that it was a powerful image editor at a fraction of the cost of Adobe Photoshop. A few years ago that premise was seriously challenged for the first time by the introduction of Adobe Photoshop Elements, which offered many of the same features at a comparable price. Likewise, Microsoft's Digital Image Pro began to mature and become a reasonable alternative to Paint Shop Pro. We surveyed these threats and concluded the best way to compete was to work much more closely with our customers in a way we never had before.

Over the past few development cycles, we've created a process that follows four stages: research, analysis, synthesis and production.

For Paint Shop Pro X, we began our research phase by inviting registered users to participate in a large-scale web survey. Several thousand respondents answered questions that helped us determine their primary goals, what they found to be difficult, and what they would like to be able to do with our product. In our analysis phase, we de-

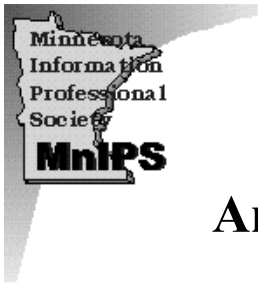
termined that we should provide easier access to the most frequently used features, such as the Learning Center.

In our synthesis phase, we focused on improving the Learning Center. In the production phase, we were confident we had a good design. One tester gave us an insight - the Learning Center reminded him of the Favorites panel in Internet Explorer.

After iterations of designing, prototyping and testing, we arrived at a solution that no longer had a "tree" view and more closely followed a web metaphor of clicking through "pages" to determine what features to use to complete a given task.

Lessons Learned

- Visual design is a much larger factor than previously thought. We have evidence that validates Don Norman's hypothesis that the "visceral" experience with a product is just as important as the "behavioral" experience (see "Emotional Design: Why We Love (or Hate) Everyday Things" by Don Norman).
- Customer-focused design requires a significant cultural change that needs to be embraced and evangelized across the entire organization.
- Collaboration is critical. Iterative design that is inclusive of engineering, design, marketing and quality assurance representatives has proven to be much more effective for us, as opposed to using an "over the wall" approach.
- No user research study is perfect, but any data is better than no data. Time spent agonizing over the validity of a given study was time wasted. At the end of the day, the information we gathered, even if it is flawed in some way, is of value when compared to no data at all.



11th Annual MnIPS Educational Seminar



Risk Integration: Anticipating, Preventing and Surviving a Crisis

Is your company's current strategy suitable considering the "grief-to-reward" ratio? Is there a better way to integrate management of data needed for regulations with risk management plans? What risk management strategies and tools work?

This seminar is designed for Managers, Architects and Senior Developers who are responsible for implementing their corporation's risk management initiatives. Attendees will be presented a comprehensive, interactive look at risk management trends, issues and best practices.

Benefits you will realize include:

- Opportunity to hear hands-on, technical and business views from experienced Implementers
- Networking with like-minded IT professionals
- One-stop shop for information on Risk Management solutions for you and your company

Topics and Speakers:

- Disaster Recovery/Business Continuity
- Data Risk and Internal Security
- Risk Management through the Development Lifecycle
- Corporate Lessons Learned – presentations from people who have been there and done it
- Speakers from Nextel, Berbee, State of Minnesota, Darlene Tester, Hennepin County, Clear North, IST, James Danburg, Experia, Midwave

Seminar Information

When: Wednesday, May 3rd, 2006 from 8:00 am - 4:30 pm

Where: Hamline University, Saint Paul

Contacts: Mary Brown – seminar@mnips.org or Chris Retkwa Strupp – vicepres@mnips.org

Cost: a "deal" for a one-day seminar: (pay at www.mnips.org or call 612-873-9723)

	Before 4/21	After 4/21
First attendee in registration	\$118	\$138
MnIPS members or Additional in same registration	\$98	\$118

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MnIPS MEETING

Apr. 18 2006, 3:30-5:00 PM

Networking Topic:

"To be determined"

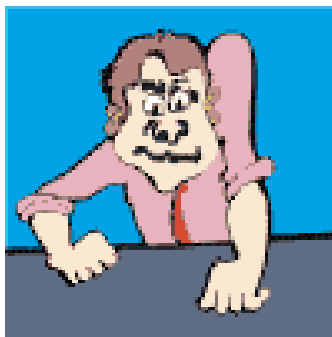
Speakers: **To be Determined**

Dinner Topic: **"RFID – The Good, the Bad, and the Slightly Scary - How RFID may change our lives"**

Speaker: **Mary Brown**

Holiday Inn Bloomington
35W & 94th (1201 W. 94th St.)

**"How come when my
computer gets a virus,
I get the cold?"**



by Earl C. Joseph, Futurist