



**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:

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**NOTE
MEETING
INFORMATION**

MEETING PLACE:
Holiday Inn – Bloomington
35W at 94th
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:

reservations@mnips.org

\$28 Members
\$33 Non-members

Meeting NOTICE

Tuesday, Jan. 20, 2004

**Minnesota Information
Professional Society**

Networking Event Topics:

**“How to work with a Re-
cruiter”**

&

**“What to do when you get
your foot in the door”**

Dinner Topic:

**“Outsourcing: Eco-
nomic Trends; Busi-
ness and Personal
Considerations”**

Speaker:

Chris Adams

SPEAKER TOPIC

IT Outsourcing has continued to grow as an alternative for companies to reduce costs/expenses, but still receive quality service and allowing them to focus on their respective core business. The outsourcing market trend is clearly having an impact on the onshore IT job market. There are several considerations executives can assess in determining their style of outsourcing. Outsourcing can take the shape of very limited - specific IT tasks, to encompassing the majority of all IT activities being done outside the company. Additional considerations include using offshore and/or onshore vendors based on

meeting a businesses local, regional or global needs/requirements. This very informative presentation will cover the spectrum of outsourcing considerations in today's marketplace.

SPEAKER PROFILE

Mr. Chris Adams is Vice President, Business Development, Renodis, Inc. Renodis is a Minnesota-based consultancy that helps its clients with their early offshore initiatives. The goal of Renodis is to help their clients be successful with offshore in the short term and self-reliant over time. Prior to joining Renodis, Mr. Adams had an extensive and varied career in Information Technology and Outsourcing at IBM, A-R-C, and Sopheon. Mr. Adams holds an MBA from the Tuck School at Dartmouth University.

President's Letter

Greetings to all and welcome to the second half of the 2003-2004 MnIPS year. The first half of the year was fun, educational, but went by too fast!

On January 20th we start the second half of the year. Look for a presentation on **“Outsourcing: Economic Trends; Business and Personal Considerations”** by **Mr. Chris Adams** Vice President of Business Development for Renodis, Inc. In February our dinner topic will be **“IT Doesn't Matter Any-more ... or Does IT?”**, presented by Dr. David Bahn, Metropolitan State University. In March look for a presentation on **“BioInformatics - Information Technology meets Life Sciences”** by

DB DuBay, Midwest General Manager for aKshon Advisory & Holdings, LLC

Along with our networking and dinner events held at the Holiday Inn on the 3rd Tuesday of each month through April, we are in the planning stages for our Educational Seminar on Wireless Technology to be held in the spring. We are also starting to prepare for the Strictly Business Expo in May. Please stop by and see us at our booth! Also in May you are all welcome to join us at our annual joint meeting with AITP at the DoubleTree Hotel in St. Louis Park. For a full list of our events topics and schedules our website, www.mnips.org. For more information regarding AITP and details about the May event, visit our site or theirs at www.nwaitp.org.

Please join us. We love to see and visit with old and new faces. With Green Mill catering our food, you can always count on a great meal. Our wrap-up event of the year - the annual MnIPS Golf Outing - is always a fun outing for everyone. If you golf, please join us. If you don't golf, but want to be outside and have some fun, join us. If you don't golf but want to get involved, we can always use volunteers. If you don't golf and just want to hang out with us please consider joining us for dinner in the evening. Visit our website for more info.

As my year as president also moves into the second half of the year, I want to thank everyone who has worked so hard to make our events possible. It takes a group effort from the board and all the committees to make our events a success. As you may know, maybe because I've mentioned it once or twice, MnIPS is a volunteer-run organization, so everyone is a volunteer. I appreciate the efforts of each board and committee member that have brought us to where we are today. I also want to take a moment to offer some personal thanks to a couple of people that have been there for me, not only this year, but since I joined the organization.

Thanks to Joe Perzel, Bill McTeer, and Tom Skramstad for all their support, advice, and feedback that has helped me to grow over the last two years but particularly these last six months in this role. I hope they each realize how important they are, not only to me, but also to the organization as they pick up the slack when help is needed. Thanks for all you do guys!

So as you can see we have a busy few months planned for you. Please join us at our events to meet new people, learn something about the IT world we live in, and do some networking. You never know when a connection may help you either professionally or personally.

– Sylvia Wiebe, MnIPS President

Treasurer's Update

Thanks to all who have renewed their membership (or started one). A special thanks to our 2 latest sponsors: Capella University and eNRGi Consulting. Membership and sponsors are what keep our organization financially vibrant. If you or your company is a possible sponsor, we'd like to talk to you.

We are still looking at ways to cut costs. Our major expenditures are mailing-related and meeting-related.

Mailing-related: Receiving the newsletter by e-mail instead of snail mail can save money, so if that is an acceptable vehicle for communicating with you, let us know. If you prefer hard copy, we'll continue to mail.

Meeting-related: We will continue to investigate ways to lower the costs of meetings as we subsidize many of our group who are under-or-un-employed.

One way we could save is within the control of each of our members. If you register to attend, please show up.

MnIPS has to pay for every reservation, whether they show up or not. For an organization with limited financial resources, paying for no-shows has a significant effect. Thanks in advance for your consideration.

Your suggestions are welcome. I can be reached at 763-582-7971 or gary.davis@ambientconsulting.com

– Gary Davis, MnIPS Treasurer

Volunteer Coordinator Letter

In October more volunteers stepped forward to help make MnIPS successful. Thank you Mike Wasik for volunteering to chair the Sponsorship committee. Mike is looking for volunteers to help him with some of the sponsorship duties. To learn more about MnIPS' sponsorship programs, please visit: <http://www.mnips.org/doc/spnsplan.html> Also, a big thank you goes to Victor Bennett. Victor graciously volunteered to contact media outlets such as the Minneapolis StarTribune, St. Paul Pioneer Press, and Computer User to provide them with information about MnIPS events and meetings. Victor has worked very hard creating and delivering the announcements to the media in time for publication.

MnIPS has started planning the Education Seminar for April. Kris Luopa is chairing that effort. I'd like to personally thank Mary Bauer and Chris Retkwa Strupp for volunteering their time to help ensure a successful seminar.

Volunteers are still needed to help out on other committees. For example, the newsletter committee, chaired by Bob Groethe and Leslie Beaulieu, needs help folding, stamping, and labeling the monthly newsletter. Leslie and Bob meet at Dunn Bros Coffeehouse at 34th St. and Hennepin Ave. near the last day of the month. If interested, contact Bob

at bob_groethe@yahoo.com or Leslie at firefily@darkgeek.com To learn more about volunteer opportunities, visit [#contacts](http://www.mnips.org/doc/memserv.htm) or contact me at jandjoconnor@mindspring.com.

– Jeff O'Connor, MnIPS
Volunteer Coordinator

The Many Faces of Databases

(November 2003 meeting summary by staff writers)

Dr. Gordon Everest, featured speaker in November, is professor of MIS and Database in the Carlson School, University of Minnesota. His Ph.D. dissertation at the Univ. of Pennsylvania Wharton School evolved into a textbook "Database Management" (McGraw-Hill, 1986).

The talk explored "The Many Faces of Databases" - their basic and differentiating characteristics.

Dr. Everest, started his animated presentation by having the attendees fill out a "pretest" during dinner – similar to one given to his database students at their first class. A score of 6 out of 24 was average for his students!

The different types of databases were depicted in a "garden" of flowers, showing what grew out of what. He described the three basic data structures - Hierarchic, Network, and Relational – all of which grew out of the **single flat file** (exemplified by FORTRAN). In a "**hierarchical**" structure, a record has nested repeating groups of data items – as exemplified by a COBOL file with an OCCURS clause. A **network** structure is simply a collection of COBOL (hierarchical) files with formally defined relationships (called "sets"). By contrast, a **Relational** database con-

sists of one or more *flat* files, called tables or "relations," which may or may not have *relationships* defined between tables (using foreign keys).

The first **ANSI SQL** standard (1986) grew out of the relational data model, but with some notable differences - leading some purists to say that ANSI SQL was not relational. The latest ANSI SQL:1999 standard embodies constructs from the earlier network structure and the newer object databases. It is clearly no longer relational since it allows for hierarchical structures ("nested" relations).

Dr. Everest then covered database "normalization" - rules designed to ensure that each field in a record is single-valued and directly dependent upon the key, the whole key, and nothing but the key. Database designers may put too much into a record. Normalization is the test, and record decomposition is the remedy, that is, removing fields and putting them in another table.

Object-oriented databases, at least as exemplified in UML (class diagram) and Rational Rose, are really just ER databases augmented with methods defined within each entity (now called an "object").

A **data warehouse** (as defined by Kimball) is a multi-dimensional model – extending the popular two-dimensional model found in spreadsheets. Think of it as a "cube" but with more than three dimensions. Now a "star" schema is simply the relational representation of a multi-dimensional model - a "fact" table surrounded by dimension tables. In a "snow flake" the dimension tables are normalized.

Last is an **object role model** (ORM) where data domains are NOT clustered into records. Both entities and attributes

are treated as objects (not to be confused with object databases).

You can learn more by contacting Dr. Everest at Geverest@csom.umn.edu

Networking Meeting Agenda - Jan. 20, 2004

30-second commercials for all attendees

"How to work with a Recruiter"
- Doug Bartz
Founder, Bartz & Partners

"What to do when you get your foot in the door"
- Michele Spencer
HR Staffing Specialist, Telex Communications, Inc.

Lead Exchange and Individual Networking

View our Networking Resources at <http://www.mnips.org/doc/network.html>

Donate a Cellular Phone

Please bring your cell phones for donation to a MnIPS meeting. A receipt for donation will be provided to each donor.

Each cell phone donated benefits the Southern Valley Alliance For Battered Women. We only accept digital phones that:

- are 1 – 3 years old.
- have a charger (so they can be tested).
- are up to 7 inches long.

<http://www.southernvalleyalliance.org/main.html>

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To view the full list of Officers, visit:
<http://www.mnips.org/doc/memberserv.html>

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Address Service Requested

DINNER MEETING

Tues. Jan. 20, 2004, 3:30-8:00 PM
TOPIC: "Outsourcing: Economic Trends; Business and Personal Considerations"

NOTE: Meeting Location

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

"Programs: Shrink-wrapped or licensed tools created by expert programmers."
Programmers: A highly skilled occupation no longer needed by many companies!"



by Earl C. Joseph, Futurist