

The Nashville Chapter
of
The Association of Information
Technology Professionals

June 2009
Chapter Newsletter

An Insider's Guide to Internet Technologies

Our June program is about Internet Technologies: the good, the bad, and the ugly. Larry Blankenship will cover a wide range of current and emerging technologies, their uses and misuses. He will provide insights, guidance, and a bit of humor on the Internet and the technologies we use to harness this powerful medium that has changed how we connect and communicate.

Larry Blankenship is CEO and Chief e-strategist for Digital Dog, Inc., one of the region's premier Internet technology companies. Headquartered in Nashville, TN, Digital Dog Inc. provides a wide range of custom web-based programming, development, and strategic technology services for some of America's best known companies and organizations. Clients have included Discover Card, Vanderbilt University, and dozens of others. Their work has received numerous awards and national and international recognition over the years.

Larry's long career involved 14 years with GTE, a Fortune 500 company, before founding Digital Dog in 1994; now the oldest technology firm in Nashville. With hands-on experience on over 600 web projects, he continues to provide clients with guidance and strategy on

how to best use the Internet's next generation of technologies, from streaming video to state-of-the-art web-based applications to connect people, data, and ideas.

For many clients he leads engaging, interactive sessions and workshops geared around how their organization can best utilize and leverage the Internet. He has been a featured speaker on Internet technologies for organizations such as HCA and Vanderbilt University. Larry has an interesting background and has lived in Nashville for 15 years. He previously was



in Southern California. He loves to sail and travel. Larry even wrote and published a book in 1989 titled "The Best Roads of California: A Guide for the Automobile & Motorcycle Enthusiast." He is not a "Biker" but an auto person, namely Porsches.

Larry is married to Melissa who helps in the business as Director of Operations. They live in the West Meade area of Nashville, but travel as much as possible, especially to wine growing areas. Melissa is also studying Culinary Arts at Nashville State.

This should be an interesting session about the Internet and trends on web development. Larry is an entertaining speaker, so come and join us.

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Internet Information —	Web Sites
Chapter:	http://www.aitpnashville.org
Headquarters:	http://www.aitp.org
Region 7:	http://members.tripod.com/aitregion7

AITP
P. O. Box 22038
Nashville TN 37202

Dinner Reservation and Cancellation Policy

AITP members will be notified by electronic mail one week prior to the Chapter meeting. Reservations can be made by responding to the electronic notice or by calling **Mary Simpson at 615/367-8083 fax: 615/367-7775** Dinner reservations can be canceled up to 24-hours prior to the meeting without cost.

Since the Chapter pays for reserved meals, No Shows will be billed at the reservation price of \$20.00 for Members, and \$30.00 for Guests.

Members are responsible for their guests' reservations. *If you are a member and have not been receiving this notification, please contact Mary Simpson at:*

615/367-8083 fax: 615/367-7775
msimpson@genesco.com

June Chapter Meeting:

Holiday Inn Select Vanderbilt
2613 West End Ave.
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MESSAGE FROM THE PRESIDENT

Information Technology can be a very dynamic environment to work in. It has both enormous potential to impact our work and personal life. This past chapter meeting we had a glimpse into how many places data is being collected about our every move. From the typing and transmitting of this newsletter article, to the purchases you made on the way to the office this morning, all data is being collected, analyzed, sorted and used in a variety of ways.

Randall Putala stopped us in our tracks by showing the breadth and depth of data collection that is happening every second of the day. Everything you do, everything you buy, everything you know and everything you have ever done online or offline - it is all being captured. From a marketing perspective this can be very useful in expanding the reach and knowledge of how a product or service can be used. It is very dynamic with changes happening all the time and the analysis requires a flexible, multi dimensional view.

While this discussion raised many issues, it made us ask more questions than provided answers. What about your privacy, what does that mean anymore? What is aggregate data and how is it being used? Is there any way to opt out?

This was very timely for all of us to hear. It was also a reminder of the benefits AITP provides its membership with relevant topics and real world applications.

Next month we continue to keep everyone on their toes with Web Development. The changes to the internet, design and development of web sites and all the tricks of the trade impact everyone of us. Consider this a personal invitation not to miss another home run in the field of Information Technology.

Have you checked out our website lately? Along with this newsletter and all the archived newsletters you will find links to the national AITP website. Go to www.aitpnashville.org. Just a word of appreciation - behind the scenes there are many volunteers that keep our local AITP Chapter going. You can see from our published Board Meeting Minutes that we cover a broad range off of topics to expand and grow our membership. Thanks to each Board member for volunteering their time and energy to make these meetings possible.

Tom Clark

President, AITP Nashville Chapter

www.aitpnashville.org

AITP Member Profile

Don Mitchell



Our profile this month is on Don Mitchell who has been an AITP member since 2008. Don is an Account Executive with PAETEC Communications, formerly US-LEC of Tennessee, in Brentwood, Tennessee. Don has over 26 years experience in the technology area of the data and telecommunications industry. His main emphasis is on sales, sales consulting, marketing, and managing complex voice and data accounts.

Don has been with PAETEC Communications for four years. PAETEC has become one of the nation's largest communications carriers, providing data, voice, and IP service to more than 83 percent of the nation's top 100 metropolitan areas. PAETEC was founded in 1998 and is headquartered in Fairport, New York.

Prior to working for PAETEC, Don spent eight years with XO Communications, Inc., and 12 years with LDDS Worldcom as a Senior Account Executive. Don has had extensive training provided by these companies in all areas of sales, sales management, and technology. Don also attended Volunteer State Community College for two years and majored in business.

Don and his wife Christy and son Stephen live in the West Meade area of Nashville. Don also has two grown daughters who live close by with their families. Don says the daughters did not want to live too far away from Mom's cooking. Stephen is home schooled and will graduate from high school next year. Don is active in The Middle Tennessee Boy Scouts and is an Assistant Scout Master, helping Stephen toward his Eagle Scout ranking. Don also enjoys sitting on the floor reading to his two granddaughters and other elementary students in one of his daughter's classes.

Don's family is music oriented with both wife and daughters playing the flute and piano. They also do vocals and dance. Don says his wife should have been the Portland, Tennessee Strawberry Queen one year.

When you see Don at the next AITP meeting, you should ask him about his outdoor activities, such as gardening, landscaping, fishing, hiking, camping, or woodworking projects.

Calendar of Upcoming Events 2009

Date	Event	Location	Information
June 11	Chapter Meeting	Holiday Inn Select Vanderbilt	Web Development Trends Larry Blankenship, President Digital Dog, Inc.
July 9	Chapter Meeting	Holiday Inn Select Vanderbilt	TBA

SPEAKERS

We are always interested in good speakers to make presentations at our AITP Chapter Meetings. If you know someone who is interested in making a presentation on a topic, on their company, or company's products, please contact Paul Saunders at (615) 367-1717 or Paul@SaundersSystems.com.

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AITP NEW MEMBER

**Weldon Godfrey
Sr. Systems Engineer
Education Networks of America
7102 Kingwood Blvd
Fairview, TN 37062
weldon@excelsus.com**

Welcome to our new member!

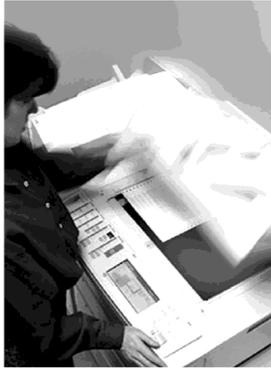
AITP BOARD MEETING SUMMARY

May 7, 2009
Prepared by Ella McGill

This meeting was held at Laser One.

Attendees: Tom Clark, Gerald Marquis, Paul Saunders, JP White, Joan Julius, Robert Wright, Beverly Gibson, Marshall Messamore, and Ella McGill.

1. Review of the board members gathering held on April 2, 2009. A quorum was not present:
 - * Discussed possibly using Survey Monkey to get feedback from meeting attendees on program quality, accommodations, food, etc. Tom Clark is going to check the cost for this service and perhaps do a trial.
 - * Discussed doing another call-a-thon to members and recently lapsed members inviting them to a meeting, rejoin, find out the reasons they are no longer members, etc.
 - * Discussed doing some luncheon meetings in 2009.
2. Gerald reviewed the questions on the COPA form. The form was finalized, scanned, and will be sent to headquarters.
3. Beverly will begin going thru the new ACH program to transfer funds from headquarters to our bank account. She will also do the e-card submittal of revenue to headquarters to verify income of less than \$25,000.
4. There will be a recycling program available at Watkins School of Art on May 20 and May 21.
5. Paul is looking for members who are willing to be featured in a member profile for the newsletter. If interested, please let him know.
6. The AITP business page in our newsletter needs more information. This could be additional ads, jokes, or anything appropriate for an IT newsletter. A suggestion was made to add AITP to LinkedIn, and Tom encouraged all board members to join. A suggestion to join could be put in this area of the newsletter.
7. Joan has found a source interested in working with students. She will work with Marshall on this.



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Contact Mike Eischen for more information! 367-7068

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