



AITP

The Printout

The Nashville Chapter
of
The Association of Information
Technology Professionals

May 2009
Chapter Newsletter

Data Collection in the 21st Century

All of us in the IT world are familiar with data collection. We need data to make our systems work. We are probably not as familiar with the data that is being collected about us. Broadcast TV is ending soon, and the switch to 100% digital connections means that households will be individually addressable. This translates into marketers building immense data warehouses with household preferences/actions/lifestyle information. They will be using this to super-target consumers for a wide range of marketing purposes.

As an IT professional, you may already be working on some database marketing systems. As an average consumer, you may be shocked to know what is planned for the future in database marketing. This program should provoke some interesting discussion of personal rights and the ability of individuals to control how technology is used to identify them and their families.

Our May speaker is Randall Putala who is President of Strategic Direct Marketing, Inc. (SDMI). Randall started SDMI here in Nashville about 20 years ago. SDMI is a full-service direct marketing agency and serves a variety of industries through different marketing websites. Their main website is www.SDMI3.com.

Our program title could also be called "Big Brother is Alive & Well and Living in Your Den." Randall Putala will raise some interesting questions. With HDTV making individual homes addressable and data collectable, will individual privacy be compromised? With the massive speed of data collection and data warehouse linking capacity comes massive power. Who's in charge?

Government power vs. personal privacy: will government have the ability to monitor your TV viewing and/or web access, and use your actions as evidence against you?

Financial privacy: do you want the world to know what you can—and cannot afford? In the new world, the world will know what you make—and what you have left to spend on their products.

Retina Scan/Fingerprint identification will be the "passwords" to access programming—and you will be detected wherever you go, whatever you do.

Randall Putala is an interesting individual. Prior to starting SDMI, he worked for several companies both in Nashville and in Dallas as VP of Account Management, National Advertising Manager, Direct Marketing Manager, and Production Manager. He started his career as a Typographic Artist for Allied Graphic Arts in New York City.



Randall lives in Brentwood, TN with his wife and three teenagers. Their children were adopted from Russia 11 years ago. They are now 12, 13, and 15 years old and are typical American kids.

Randall enjoys cooking, and after buying groceries for his three teenagers, wrote a book titled "Better Groceries for Less Cash." The book was published last year and sells moderately well on Amazon. Randall's current project is about hunger in underdeveloped countries. He has a non-profit foundation named "World Hunger Team" and a new book titled "Feed the World for Free, Forever." The book is about using recycled plastic to build greenhouses to grow food.

Randall has a BA degree from Hope College in Holland, Michigan. He also says he plays the tenor saxophone but really has no hobbies.

Our May program should be of interest to everyone who is concerned about privacy rights and/or watching TV.

IN THIS ISSUE:

Message from the President	_____	Pg 3
Member Profile	_____	Pg 4
Calendar of Upcoming Events	_____	Pg 5
AITP Business Information	_____	Pg 6

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Internet Information —	Web Sites
Chapter:	http://www.aitpnashville.org
Headquarters:	http://www.aitp.org
Region 7:	http://members.tripod.com/aitprejon7
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

May Chapter Meeting:

Holiday Inn Select Vanderbilt
2613 West End Ave.
Nashville, TN 37203
615-327-4707

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MESSAGE FROM THE PRESIDENT — Vintage Edition

From Robert Wright's November 2004 President's Message:

The Region 7 Student Conference went well. After nearly a year of furious planning, numerous meetings, writing, talking, and contacting people the actual showtime started Thursday the 14th when registration began simultaneously with our monthly chapter meeting. Yours truly got to emcee the chapter meeting, next morning's keynote breakfast, Saturdays's Awards Banquet, and the lunchtime announcements for both days. The registration table was conducted by Gerald Marquis and Charley Apigian, two college professors who very ably developed the software to print off the ID badges for the attendees and later to print the paper awards that accompanied the checks for the contest winners.

My fellow co-chairs, Dr. Marquis and Frank Reagor, were always available to solve problems and volunteer for the various tasks necessary for a successful conference. Stefen Brock conducted the contests at the host school, ITT Tech. There were surprisingly few glitches and no show-stoppers.

The major reason for the smooth sailing was our Program Director, Paul Saunders. An experienced host of seminars, he firmly took charge of the timeline planning, the hotel arrangements, and the "breakout sessions" which took the form of- what else? - seminars.

One of the first things we did was to create a brochure. The importance of this was not obvious at first, but it proved to be a template for everything we did afterward. It had the proposed schedule of seminars and contests, sponsorship guidelines, announced a Job Fair, prices, and contact information. Every piece of information that went into the brochure had to be chewed over and repeatedly revised. It wound up on the website, also.

Our fear of going into the red on this conference was not realized. No chapter funds were sacrificed; we emerged with a small surplus. All in all it was a very positive experience. Members who shied away from the commitment missed out on a very meaty learning experience.

How do you get involved in something like this? Well, you can hear about things by attending the monthly chapter meetings, but for maximum exposure nothing beats joining the Board. Get in touch with us. We like hearing from new people.

Sincerely, Robert Wright

President, AITP Nashville Chapter

www.aitpnashville.org

AITP Member Profile

Paul Thompson



Our profile this month is about an old friend whom we do see very often. He is Paul Thompson who was very active in the AITP Nashville Chapter during the 1990's, including serving as Chapter President in 1999 and 2000. Paul then relocated to the Memphis area and was the AITP Region 7 Director of Students and Director of Chapter Support. Paul maintains his Nashville Chapter AITP membership while living in Cordova, Tennessee.

Paul has been working for FedEx in Collierville, TN for the past two years and survived the recent cutback of FedEx IT staff. Paul is a Senior Technical Analyst for FedEx and holds the Teradata Certified Professional designation. He develops and maintains SQL scripts for reporting ESQI metrics for senior management. Paul also assists in the gathering of requirements for development and processing of performance metrics for each FedEx operating company. Paul says the recent cutback has made everything even crazier and has him reporting directly to a Director.

Prior to FedEx, Paul worked four years for the Regions Bank organization in Memphis as a Database Administrator. He maintained the Teradata data warehouse, including creating tables, views, and macros. He analyzed data warehouse space and did capacity planning.

Prior to relocating to Memphis, Paul worked in Nashville for several well-known companies. He worked as a contractor Systems Analyst – Software Developer for WebMD, Programming Resources, Inc., HCA, and the First American National Bank. Paul also spent seven years with Deloitte & Touche as a Business Analysis/GUI Designer. He was the GUI designer and features programmer for the Client Information and Service Authorization system conversion to a Client Server Platform. Paul also assisted in the training of junior programmers.

Paul started his Programmer/Analyst career with the Murray Ohio Manufacturing Co. in Brentwood, TN. He was there for four years, developing software systems for both batch and on-line processing.

In addition to being a Teradata Certified Professional, Paul has an AA degree in Data Processing from Nashville State Technical Institute. He also studied Business Administration for two years at Belmont University. Paul is active in AITP and helped start the AITP Student Chapter at the ITT Technical Institute in Cordova, TN.

Paul and Tina live in Cordova, TN where Paul enjoys cooking, especially Memphis style BBQ. They travel as much as possible and one of Paul's goals is to see every NFL stadium and every state. He enjoys the grandkids and says he does not get out to throw darts much anymore. Paul says to tell everyone "Hi" and hopes to get back here one of these days.

We miss Paul Thompson and those on the Board will attest that he was (is?) quite a character. We appreciate the fact that he remains active in AITP affairs.

Calendar of Upcoming Events 2009

Date	Event	Location	Information
May 14	Chapter Meeting	Holiday Inn Select Vanderbilt	Data Collection in 21 st Century Randall Putala, President Strategic Direct Marketing, Inc
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 2009-2011 Strategic Plan - Goals for AITP Announced — from the national newsletter.

The Board of Directors approved the following new vision statement, mission statement and core values that align with the strategies of positioning AITP as the leader of personal development for the IT professional:

Vision Statement

AITP is the leading worldwide society of information technology business professionals and the community of knowledge for the current and next generation of leaders.

Mission Statement

To serve our members by delivering relevant technology and leadership education, research and information on current business and technology issues, and forums for networking and collaboration.

Core Values

Service. We keep current in technology, business and academia. We contribute to the Association, IT profession and society utilizing leadership, appropriate solutions and sound processes.

Integrity. We value professionalism and uphold the AITP Code of Ethics and Code of Conduct.

Respect. We build an inclusive environment through mentoring, delivering on commitments, working together with trust, and enjoying the camaraderie of each other.

Innovation. We learn, share insights, and encourage our members to make a difference today and in the future.

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Half Page	(5" x 8")	\$300 for 12 issues
Quarter Page	(4" x 5")	\$150 for 12 issues
Business Card	(2" x 4")	\$ 50 for 12 issues

Contact Mike Eischen for more information! 367-7068

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May 2009



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