

The Nashville Chapter
of
The Association of Information
Technology Professionals

November 2009
Chapter Newsletter

Nashville Technology Trends

The Nashville Technology Council has played a key role in bringing together the leaders in Information Technology in Nashville. They provide a forum for exchanging ideas, programs, and services in a dynamic industry. Corporate members are recognized for making considerable contributions to business success.

J. Tod Fetherling is the President/CEO of the Nashville Technology Council. He has led the Technology Council through a growth phase that included re-branding the 10 year old organization and increasing membership by 16% in his first year to more than 385 companies connecting 23,000 tech workers in Middle Tennessee. Tod brings his entrepreneurial background to help local companies succeed.

Tod will discuss what is happening now in IT in Middle Tennessee. He will discuss which businesses and organizations are doing well and which are struggling. Tod will discuss the main issues that the IT industry faces and how they relate to Middle Tennessee. He will outline opportunities for growth in IT. Tod will also discuss whether there are unique strengths that our area provides for technology enterprises.

Tod Fetherling has extensive experience in marketing focused around IT and the Internet. Prior to becoming President/CEO of the Nashville Technology Council, Tod was the Chief Product Officer for ConnectivHealth, which acquired Relegent where Tod served as the Chief Executive Officer.

Previously, Tod was Vice President of Business Development at First Consulting Group (FCG), a healthcare technology consulting practice specializing in health delivery, health plans and life sciences.

Before FCG, Tod served as Chief Executive Officer of Galaxy.com, LLC, *the first searchable Internet directory*.

Launched in January 1994, Galaxy was created as part of the EINET division at the MCC Research Consortium at the University of Texas. Tod served as Senior Vice President of The Health Network from 1998 to 2000, overseeing the Interactive operations of one of the largest Cable/Internet Health companies.

Prior to joining The Health Network, Tod served as Senior Manager, Interactive Marketing, at Brown-Forman Beverages Worldwide where he redesigned the ever popular Jack Daniels website.



Tod served as Director of Interactive Marketing at Columbia/HCA Healthcare Corporation where he created the vision, strategy and implementation for www.columbia.net, one of the Internet's first major health portals. Columbia's site was profitable in 18 months and won numerous awards. In addition to overseeing the Internet development at Columbia, Tod implemented an interactive kiosk network, placing kiosks offering access to www.columbia.net at hospitals and other public facilities nationwide. He also created the company's Intranet (Koala) strategy.

Tod has published articles on Healthcare marketing and has been a featured speaker at a number of marketing conferences, both here and abroad. He holds a B.S. degree in Marketing from the University of Tennessee. Tod also is a Board Member of several organizations and is a Past President of Safe Haven Family Shelter—a local non-profit serving homeless families.

Tod is a native of Nashville and lives in Brentwood with his wife Mary and children, Emma, Laura, Chase, and Carolyn.

This should be an interesting discussion about technology companies in Middle Tennessee by an individual who has been there, done that, and earned the sweatshirt.

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Internet Information —	Web Sites
Chapter:	http://www.aitpnashville.org
Headquarters:	http://www.aitp.org
Region 7:	http://members.tripod.com/aitpregion7

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.

November Chapter Meeting:

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



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MESSAGE FROM THE PRESIDENT

What is your learning style? Are you the type of person that can spend hours at a Barnes and Noble or Borders picking up titles that draw your attention and pickup new tidbits of knowledge? Do you like to go on Wikipedia and click through random links, learning that an ounce of gold can be stretched into a wire 50 miles long or where the US Government supply of silver is stored.(West Point) Some claim that TV was an educational tool but that has generally been discounted. Most will credit education and training where they have learned the most. It could be college courses or week long seminars, but an instructor was involved who challenged us and presented information that has stayed with us.

All of us would agree that we learn when presented with new information that is relevant and applicable. Every management book exhorts us to 'think outside the box'. Where can you go to learn, be challenged and consider what you have not known before?

While we can credit books, fascinating weblinks and our academic past, most of us learn through others. Listening to ideas and concepts is a learning style that goes back to the ancient Greeks, Socrates and Plato. We learn when we hear ideas from others.

At each of our meetings we learn about technology, we have the opportunity to discuss, ask questions and learn from experts in their field. We learn from each other. AITP provides a unique forum, other IT Professionals mixed with Content Specialists learning, stretching and growing. Keeping current and up to date is never easy but a program that informs and motivates is guaranteed to be a learning experience for each of us.

Tom Clark

President, AITP Nashville Chapter

www.aitpnashville.org

AITP New Member Profile

Tanisha Hunter



Our New Member Profile this month is about Tanisha Hunter. Tanisha is an IT Specialist with Brandon Technology Consulting, Inc. here in Nashville. This is a new position for Tanisha starting just this year. She assists the IT developers and engineers in implementing new IT infrastructures for BTC clients.

Brandon Technology Consulting, Inc. (BTC) is a leading edge information technology company that provides innovative IT services and solutions for their clients' specific business and IT needs. Established in 2000, BTC is rapidly establishing itself as a trusted and highly regarded solutions provider specializing in the areas of data management, information assurance, network engineering, and IT training. The information assurance practice currently supports over 30 sites throughout the United States. BTC also has offices in Falls Church, VA; Alexandria, VA; Ft. Gordon, GA in addition to the Nashville office.

Prior to joining BTC, Tanisha held a variety of jobs, including about two years with Dell, Inc. as a Materials Assistant, as a Network Administrator for manpower, and doing Production and Press Operator work for Spherion. Tanisha also worked for the State of Tennessee Department of Human Services in Paris, TN, as an Eligibility Clerk. She started her business career as a Front Desk Clerk at a motel.

Tanisha did a variety of jobs, but eventually settled into an IT career. She started her education at Murray State College, completing a Bachelor's Degree in Business and Computer Information Systems in 2007. Tanisha returned to school, earning an Associate of Applied Science Degree in Computer Networking Systems from ITT Technical Institute in 2009. At ITT, Tanisha was the class Valedictorian, earning highest honors with her 4.0 GPA. Tanisha continues her professional development; she recently received her A+ Certification, and is working on other IT certifications.

Tanisha recently purchased a home in Murfreesboro where she lives with her three daughters. Her daughters are 11, 9, and 5 years old and all hold a gold belt in Karate. They have a tradition of Friday night being a movie or game evening. They enjoy attending Six Flag types of places during vacations.

Please welcome Tanisha as a new member to AITP at our next dinner meeting.

Calendar of Upcoming Events 2009-2010

Date	Event	Location	Information
November 12	Chapter Meeting	Holiday Inn Vanderbilt	Nashville Technology Trends Tod Fetherling, CEO Nashville Technology Council
December 10	Chapter Meeting (guest night)	Holiday Inn Vanderbilt	Nashville Weather Lisa Spencer, WSMV-TV Channel 4
January 14	Chapter Meeting (field trip)	Embraer Aircraft (Airport)	Tour of Maintenance Operation Robert H. DePriest, CFO
February 11	Chapter Meeting	Holiday Inn Vanderbilt	IT at O'Charley's Brian Ball, Ball Consulting

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

**Tanisha Hunter
Information Technology Specialist
Brandon Technology Consulting, Inc.
2501 McGavock Pike
Suite 203
Nashville, TN 37214
thunter@brandontci.com**

Welcome to our new member!

Join Now and Save \$25!

From now through the end of November, join AITP to receive a \$25 discount from the annual membership. It will only cost \$110 for your first year of membership, which you will save within the first year while attending the monthly meetings at only \$20 with reservations.

Membership brings many benefits with new benefits added each year. Locally, you can enjoy additional networking with colleagues at meetings and by correspondence from the chapter directory. Continue to enjoy and learn through our monthly educational programs and 'field trips'. Enjoy access to career and professional development tools and publications, and discounts on products and services. Develop your leadership skills by participating on the board or a committee.

To the members: We thank you for being a dedicated member of AITP and urge you to recommend AITP to your co-workers and other colleagues. The \$25 discount applies only through November 30th, so it is important to make your contacts now. Tell them about AITP and encourage them to join by visiting the portal at www.aitp.org/join/join.jsp.



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It's Election Time again. Your 2010 slate of officers for Nashville AITP are:

President – JP White
Vice President – Walker Morrow
Secretary – Ella McGill
Treasurer – Beverly Gibson
Chapter Liaison – Dr Gerald Marquis

This election will be conducted during the December chapter meeting.

Additional offices are available. More information will be in the December Newsletter.

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Half Page	(5" x 8")	\$300 for 12 issues
Quarter Page	(4" x 5")	\$150 for 12 issues
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Contact Mike Eischen for more information! 367-7068

AITP
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November 2009



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