

The Nashville Chapter
of
The Association of Information
Technology Professionals

February 2010
Chapter Newsletter

How to Use a Chainsaw Without Cutting Off Your Leg

You probably have some idea of what Facebook, Twitter, YouTube, and blogs are. When some says “social networking” or “social media,” one or more of those technologies likely comes to mind. The good news is that all of the social media tools are free (or nearly free) and you can use them right now if you’re not already. The bad news is that because they’re free, you may be using them incorrectly. Using them the wrong way is like trying to use a powerful chainsaw when you have no idea what you’re doing. It’s one thing to have access to the tools, it’s another thing entirely to know how to use them well and not lose any limbs in the process.

The “How to Use a Chainsaw” presentation will help you understand all of the shifts that have happened online over the last several years, how social media tools play into those shifts, and what the implications are for businesses today. The first step toward using social media in your business really well is to have the right mindset, understanding, and perspective. This presentation will provide strategic insight for companies already using social media tools and lay a solid foundation for companies looking to jump in for the first time.

The question of “Why should I, as an Information Technology Professional, want to know about social networking?” may come to your mind. Well, you may have already been asked about this technology, or you soon will, or you see your company using social networking in a way that makes you want to scream. I am not suggesting that every IT

professional should know all the ins and outs of Facebook, Twitter, YouTube, etc., but since computers are involved, you should have a basic understanding of the social media world.

Our February speaker is Bill Seaver who founded Micro-Explosion Media in 2007 but had been writing a blog called Micro-Explosion since June 2006. Bill is a social media marketing consultant and speaker based in Nashville. He has consulted numerous organizations to help them understand and apply social media into



their marketing initiatives. Bill has led seminars, corporate training sessions, and numerous social media campaigns. Such campaigns include blog strategy and development, GoogleAdWords, podcasts, online video strategy, widget development, social media marketing campaigns, blogger networks, and social networking campaigns.

Bill Seaver and his wife, Melanie, live in Hendersonville with their two daughters and a son due soon. Bill was raised in East Tennessee and received a Masters Degree in Public Relations from the University of Tennessee—Knoxville. They have been living in the Nashville area since 2001.

Bill is an exciting speaker and this should be an interesting program—whether you personally want to know more about Blogging, Facebook, Twitter, and YouTube, or you have been involved in social networking for your employer.

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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

February Chapter Meeting

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

ANNOUNCEMENT

**Mr. and Mrs. Paul Saunders are
pleased to announce the adoption of**

BEAU

**Beau weighs 50 lbs. and is 5 1/2 years
old. The Nashville Humane Association
approved an adoption application and
Beau became a member of the Saunders
family on December 21, 2009.**

President's Message

In January, we took a field trip Embraer Aircraft Maintenance Services (EAMS) located at the Nashville International Airport. Bob DePriest and Rick Holt guided us

around the maintenance facility where we saw the technology that goes into modern aircraft and maintenance operations. The first thing that strikes most visitors to an Aircraft Maintenance

facility is the level of disassembly that occurs during 'routine maintenance'. The interior of the aircraft is removed, which include seats, floor boards, interior and exterior paneling, compartments and so and so forth. This is essential to enable technicians to inspect the aircraft structure and systems for routine maintenance and for any conditions that require corrective action. Bob DePriest, the Chief Financial Officer, gave us a brief history



Sunset at EAMS the evening of our tour

of the company and his role as CFO. Rick Holt an IT Analyst who was previously an Aircraft Avionics Technician was a mine of information when it came to answering technical questions on the tour. We all got an opportunity to leave the safety of the walkways and get up close and personal with the aircraft. Rick allowed us to poke our heads up into an equipment packed recess close to the main landing gear and wings of an Embraer 195, the largest of the Embraer family of Aircraft. I spoke with several AITP members after the tour was complete and everyone really enjoyed themselves. It has been several years' since our last field trip and I hope we can visit another local business sooner rather than later. If you missed the trip you can make yourself familiar with their operations on the web at the following address. <http://www.embraer.com/eams/>

Look out in this newsletter for details about February's program with Bill Seaver of Micro Explosion Media. Bonus information: Bill runs the Hendersonville Geek Breakfast which meets monthly at Mimi's in Hendersonville. Check it out and sign-up on Facebook. If you don't know how to check it out or sign-up on Facebook be sure to attend February's program and you will find out how!! (Nashville also has a Geek Breakfast for those of you that live too far away from Hendersonville, it is also found on Facebook).



I look forward to seeing you all again.

JP White

President, AITP Nashville Chapter

<http://www.aitpnashville.org>

AITP New Member Profile

Mark Schmidt



Our profile this month is about Mark Schmidt who is a Manager with Accenture, a global management consulting, technology services, and outsourcing company. Accenture has approximately 177,000 employees serving clients in 120 countries.

Mark is a data warehouse/business intelligence practitioner with experience in data warehouse design, requirement gathering, business rule definition, analytical processes, ETL design, source to target mapping, data analysis, hierarchies, allocation, validations, aggregates, metadata, normalized and dimensional data models, fact tables and multi-dimensional cubes. He has successfully implemented more than ten data warehouse/business intelligence solutions on a variety of platforms and tools by understanding both the business objectives and the technical details.

Mark has been with Accenture since 2001, starting in Milwaukee, WI, as an Analyst. He was promoted to Consultant (team lead) in 2003 and directed the work of teams up to eight people in size. Mark was promoted to Manager in 2006 and relocated to Nashville in 2008.

Mark's recent work has been to define solutions for new business intelligence capabilities with key business clients. He also has defined and documented ETL standards for a new data warehouse. Mark has built a team of business analysts, ETL developers, quality assurance analysts, and analytical tool specialists to develop data warehouses.

Mark graduated with a Bachelor of Business Administration in Management Computer Systems from the University of Wisconsin – Whitewater in 2001. Mark was a member of the AITP Student Chapter in Whitewater. He said they had a chapter with about 100 student members and about 50 attending chapter meetings. They had local companies that gave IT presentations at the meetings and sponsored pizza for everyone.

Mark moved to Nashville in 2008, in part because his wife, Nicole, is interested in the country music field as a songwriter. They have a 12-month-old son and live in the Hermitage area. Mark plays sports when he can, mostly golf and tennis. Their vacations tend to center around family in Wisconsin. They enjoy living in Nashville.

Say hello to Mark at our next meeting and call him if you have a data warehouse question.

Calendar of Upcoming Events 2010

Date	Event	Location	Information
February 11	Chapter Meeting	Holiday Inn Vanderbilt	IT at O'Charley's Brian Ball, Ball Consulting
February 14	Valentine's Day	Your Place	Don't forget
March 17	St. Patrick's Day	Everywhere	Wear green
April 1	April Fool's Day	TBA	Don't be led astray

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

**Joseph Chambley
Senior Network Engineer
Fresenius Medical Care
Murfreesboro, TN**

Welcome to our new member!

AITP BOARD MEETING SUMMARY

January 12, 2010

Prepared by Ella McGill

This meeting was held at Laser One.

Attendees: JP White, Gerald Marquis, Paul Saunders, Joan Julius, Walker Morrow, Beverly Gibson, Marshall Mesamore, Mike Eischen, and Ella McGill.

Reviewed highlights of the past board meeting's minutes. No changes were made.

Our January chapter meeting will be a field trip to Embraer Aircraft Maintenance Services, Inc. We currently have 24 members and guests signed up to attend. There is a limit of 30 attendees. All reservations must be in by noon tomorrow. AITP sign-in will be held in the cafeteria beginning at 5:30. The dinner will begin at 6:00, and the tour will begin at 6:30. No cameras or recording devices will be allowed.

It is time to order new speaker gifts. The board voted to allow Paul to order umbrellas for speaker gifts.

During a prior meeting, our chapter was invited to become more involved with the Nashville Technology Council. The board agreed we need more exposure, but was unsure of the relationship that was being proposed. Marshall, JP, and Walker will set up a meeting with their president to get more details before further discussion.

The board needs to fill the position of Publicity Chairperson. Joan and JP were going to check with some contacts. Anyone with interest in the position should contact JP.

Advertising collections are behind. Mike will check with current advertisers about payment. If payment is not made, their advertisements will be removed from the newsletter. We also need to seek additional advertisers. The annual prices are \$50.00 for business card size ad, \$150.00 for ¼ page ad, and \$300.00 for ½ page ad.

A complaint has been made recently about information put in the newsletter regarding a new member. The board agreed that in the future for new members only name, employer, position, and city/state will be put in the newsletter.

The board reviewed year end financial numbers and audit results. The chapter lost approximately \$1,000 during 2009. There was some misunderstanding of numbers and how they were audited. The audit process will continue.

Our national organization has a new logo that we are to begin using effecting January 1, 2010. All name tags must be reprinted to have the new logo, and the logo on receipts and no-show letters will also need to be updated. Ella agreed to have the name tags updated no later than the February meeting.

Joan has been checking on getting the 2010 brochure printed. After some discussion, it was decided that Walker will get it printed for us using the new logo at no charge.



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You can find us in the Group Directory. If you have a question, please contact Walker Morrow at wmorrow@laserone.com

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Contact Mike Eischen for more information! 367-7068

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The Printout
February 2010



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