

The Nashville Chapter  
of  
The Association of Information  
Technology Professionals

March 2010  
Chapter Newsletter

## Growth/Survival Tools for the 21<sup>st</sup> Century

Our March program is about personal development; how do you maximize yourself with your goals and make you and your family happy? This applies to everyone regardless of your present status and long-term goals.

Our speaker is Joe A. Martin, Principal of Joe A. Martin Consulting headquartered in Brentwood, TN. Joe is a Management Consultant specializing in people. Joe will discuss personal strategic planning – where do you want to go and how do you plan to get there? He will also discuss the four biggest people challenges and outline survival thinking. Joe will talk about how to deal with tough times and live a balanced life. Joe has a nine-step program, which could change your destiny.

Joe Martin is an interesting person. He started his own consulting company based in Nashville in 1983. He focuses on “people issues” such as sales, marketing, leadership development, CEO coaching, and succession planning. Joe is proud that every client has been a referral. He has experience with start-ups, growing, and struggling companies. Joe’s consulting and speaking assignments range across many industries and the entire United States.

Prior to starting his own consulting company, Joe was the National Training Director of Turning Point Programs in Los Angeles, CA. Turning Point Programs marketed business development seminars sponsored by Chambers of Commerce. Joe developed an understanding and appreciation for the challenges facing businesses of all sizes throughout the U.S.

Joe started his business career, as many college students did, in selling educational books door-to-door for the Southwestern Company in Nashville. Joe was good at selling and in 1969 he was the #1 first-year salesperson in the nation out of 1000 plus students. After college, in 1971,

he was one of the youngest District Sales managers in Southwestern’s history. He was Sales Manager of the Year three times. In 1974 he was promoted and managed six Sales Managers.

Joe’s education background is also interesting in that he was an all-around student athlete in high school in Perry, GA playing baseball and basketball. He played on three basketball state championship teams and was the Most Valuable Player in 1966. Joe graduated as Class Valedictorian with a 4.0 grade point average.



Joe Martin

Joe attended Troy University on a basketball scholarship and in 1969 received the NAIA E. S. Liston award given to the most outstanding student playing basketball in the U.S. Joe was Valedictorian of his class at Troy University with a 3.9 grade point average in mathematics. He received a Woodrow Wilson Fellowship and attended Auburn University Graduate School.

Joe and Pattie and their three children live in the Brentwood area. One son is a Marine who has just been deployed to Bagdad. They bicycle for fun and love to travel. Pattie likes Europe, and in the past few years they have been to the Mediterranean, Rome, and London.

This should be an interesting program. Joe Martin is an outstanding speaker, and we can all learn more about leading a better life.

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Headquarters:	<a href="http://www.aitp.org">http://www.aitp.org</a>
Region 7:	<a href="http://members.tripod.com/aitpregion7">http://members.tripod.com/aitpregion7</a>

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.

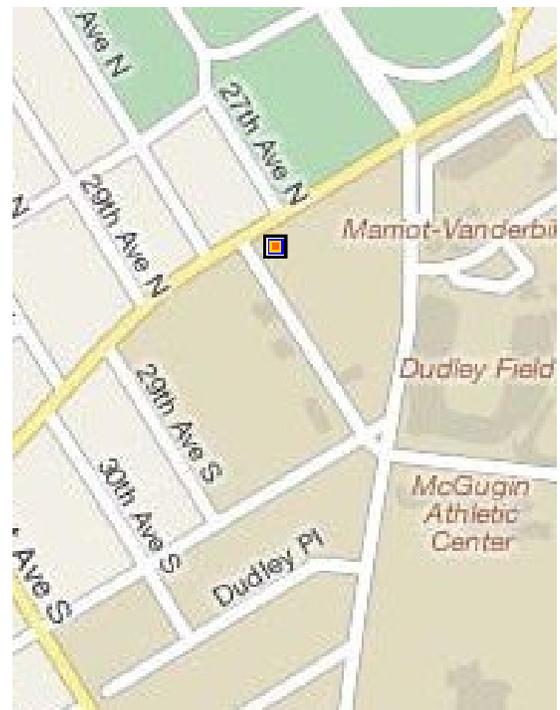
**Since the Chapter pays for reserved meals, No Shows will be billed at the reservation price of \$20.00 for Members, and \$30.00 for Guests.**

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](mailto:msimpson@genesco.com)

### March Chapter Meeting

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



## President's Message

February's program was given by Bill Seaver of Micro Explosion Media. Bill's underlying message was about how a company can use new social media tools without doing more harm than good, hence the title of the program "How to use a Chainsaw without cutting your leg off". Bill takes a marketing approach to social marketing and not primarily a technical one. He believes (quite rightly in my opinion) that social media management is a business function and certainly not an IT function. Bills consulting work has changed over the years, he used to spend time educating companies as to what Social media is and how it works. Today no such education is necessary, everyone is aware of the tools, but need help making best use of them. One example Bill gave was that it is better to have an old marketing mindset and use old marketing tools than to use new tools with the old mindset. Of course the best approach is to use the new tools with a new approach, but incor-



### Mindset and the Technology



rect or random experimentation can receive undesirable results. Bill has invented a new word to describe the correct approach to social marketing, 'Prosonal'. This new word is a combination of Professional and Personal, the message must be personal to appeal to those in the social networking circles, but avoids being too casual to avoid diluting the company brand and image. The slideshow from Bill's presentation can be found at <http://www.slideshare.net/billseaver> To help fill your own social media appetite, please join AITP Nashville on LinkedIn at the following address <http://www.linkedin.com/groups> and search for AITP. You will find the Nashville chapter and also the National Organization. The Nashville LinkedIn group has 102 members already!! I encourage you all to join and participate in those social groups. If you are not already a member of LinkedIn, I encourage

### Bill Seaver's Magic Quadrant

you to consider being one, LinkedIn is rapidly becoming a professionals resume and portfolio, especially for the technologist.



AITP Nashville needs to 'fill the pipeline' with more engaging and entertaining speakers, so if you know of someone who fits the bill please contact Paul Saunders or myself with leads and we will take it from there. We are talking with contacts at Microsoft and other household names and plan to bring further great programs to AITP this year.

Last month one of our chapter leaders, Mary Simpson was feeling poorly and I am glad to report to you all that she is making great progress and hopes to return to our monthly meetings as soon as the doctors give her the green light.

I look forward to seeing you all again.

**JP White**

**President, AITP Nashville Chapter**

<http://www.aitpnashville.org>

## AITP New Member Profile

### Joy E. Conkwright

Our member profile this month is about Joy E. Conkwright who is the Senior Project Manager for the National Association of State Boards of Accountancy (NASBA). NASBA is located here in Nashville and is an umbrella group for the 55 state boards that regulate the accountancy profession in the United States. NASBA's primary role is to act as a forum for the state boards to discuss issues of common concern.

Joy has responsibility to create and execute project plans, identify and acquire resources for projects, manage day-to-day operational aspects of projects including the efforts of any third-party contractors or consultants, and oversee quality control. Joy has been able to deliver her projects on schedule and within the budget. Joy has been with NASBA for over two years.

Joy previously spent eight years with EMS Electrical Contractors of Joelton, TN as Vice President/Office Manager. She worked as Project Manager for sales and delivery of services including environmental engineering/consulting, industrial cleaning hazardous waste management, industrial hygiene testing/management, 24hour emergency response, and investigative engineering. EMS clients include the majority of the larger companies in Nashville.



Joy has had a number of interesting positions in her career. This includes General Manager, New Horizons Computer Learning Center in Louisville, KY; Business Development Manager for Keane Consulting; Executive Director, Mid-Iowa Computer Center in Des Moines, IA; and Director Integration Services, Kentucky Department of Education in Frankfort, KY.

Joy learned the IT business as a Programmer for General Electric Company in Louisville, KY; a Programmer Analyst for Imperial Chemical Industries Americas, Inc. in Wilmington, Delaware and Clarksville, IN; and as a Systems Analyst for the Louisville Gas & Electric in Louisville, KY.

Joy has been a member of AITP for a long time. She started her membership with DPMA in college in 1981 in Louisville, KY. Joy has transferred her membership to Wilmington, DE; Des Moines, IA; and now Nashville. She has found that AITP membership is a good way to network, especially when moving to a new city.

Joy believes in training and staying up with management and IT technologies. She has obtained Project Management Professional Certification from the Project Management Institute. She earned both an MA degree in Computer Resources Management and an MBA degree in Business Administration from Webster University in St. Louis, MO. Joy has a BA degree in Computer Science from Bellarmine College in Louisville and an AA degree in Data Processing from the University of Kentucky.

Joy and her family live in the Joelton area of Tennessee. She likes to travel and is working on her third passport. She owns three time-shares: Destin, FL, Branson, MO, and Mazatlan, Mexico. Joy says for fun she plays duplicate bridge at the Vanderbilt bridge club and various tournament locations. She also plays golf and likes ballroom dancing.

If you see Joy, encourage her to attend more frequent AITP dinner meetings so we can ask her how she manages to handle her busy schedule.

# Calendar of Upcoming Events 2010

Date	Event	Location	Information
March 11	Chapter Meeting	Holiday Inn Vanderbilt Joe A. Martin	Growth/Survival Tools for the 21 <sup>st</sup> Century
March 17	St. Patrick's Day	Everywhere	Wear Green
April 1	April Fool's Day	TBA	Don't Be Led Astray
April 8	Chapter Meeting	Holiday Inn Vanderbilt	Microsoft, Matt Hester
May 9	Mother's Day	Home	Bring Flowers
May 13	Chapter Meeting	Holiday Inn Vanderbilt	Bill Vance, Sr. Director IT Waller Lansden Dortch & Davis

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](mailto:Paul@SaundersSystems.com).



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# NASBA

National Association of State Boards of Accountancy

**Job Title:** Database Administrator  
**Reports To:** Network Manager  
**Department:** Information Technology  
**FLSA Status:** Exempt  
**Schedule:** Monday - Friday 8:00 a.m. to 4:30 p.m.

This position is for a database administrator with minimum five years professional DBA experience. NASBA uses a three tier LAMP (PHP+Perl) model and requires a candidate familiar with Linux administration and the usage of application languages against databases. The environment is fast paced while requiring high security and auditing standards.

**RESPONSIBILITIES AND DUTIES** include, but are not limited to, the following:

- controlling security of company data and maintaining activity trails for audit;
- establishing the data needs of systems and monitoring access and security;
- monitoring and improving performance of data server hardware and software;
- collaborating with developers on improvement of query implementation;
- collaborating with the system architect on new database design;
- installing and testing new versions of the database management system (DBMS);
- writing database documentation, including data standards, procedures and definitions for the data dictionary ('metadata');
- controlling access permissions and privileges;
- developing, managing, testing, and maintaining data backup and recovery plans;
- communicating regularly with technical, applications and operational staff to ensure database integrity and security;
- deploying database changes and data changes as needed by development;
- assisting with data analysis, audit, reporting, and data warehousing creation.

All candidates must be able to pass a criminal, credit history, and education credential background screening to be considered for job placement. If you are interested in this exciting opportunity and your qualifications meet or exceed the above description, please submit your resume along with your salary requirements in MS Word format to Christy Lewellen at [clewellen@nasba.org](mailto:clewellen@nasba.org).

Due to overwhelming interest in our organization, we are unable to accept faxed resumes or incoming calls regarding open positions. Only those matching the above job description will be contacted. All resumes will be placed in our recruiting database for consideration of future job opportunities. Thank you for interest in employment opportunities at NASBA.



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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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March 2010



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