

The Nashville Chapter
of
The Association of Information
Technology Professionals

February 2013
Chapter Newsletter

Strategies to Career Success

Our February program is by a speaker whose passion is about team leadership and bringing out the best in people. The speaker is Joanne Eckton who has over 20 years experience in IT Management. She recently retired from Verizon where she was running the Program Management Office for their online channel software development efforts. Joanne also worked for IBM. She relocated to Nashville from Tampa, Florida about a year ago. Joanne is the founder and CEO of Nashville Success Summit, providing small business owners with team building and leadership training along with peer-to-peer advisory groups.

Joanne will discuss the four simple strategies to career success. This includes how to step up, own your own space, and get your boss off your back. She will also talk about how to define success on your terms and get your life back – for people who know there is more to life and need some help figuring out how to get it. Joanne will outline how you may be sabotaging your credibility and influence and what to do about it. She will also share tips on how to transform teams from toxic to top of the class.

Joanne is the author of several publications. One, published by the Winners Circle, is entitled *Proven Success Secrets* in which she shares cutting edge strategies to succeed in life and business. She is also a contributing author to the just released *The Ultimate Nashville Business Guide*. Joanne has a new book coming out in March called *The Diamond Within: Overcoming Obstacles in Business and In Life*.

Joanne started college at Long Island University in New York and finished at the University of South Florida in Tampa. She is married, and they have a son in college and a daughter in



high school. Joanne says they are still driving around Nashville trying to decide where they want to put down roots. They like to explore new places on vacation, but say their best vacation was scuba diving in Cozumel with 16 friends.

This should be an interesting program on how to succeed in business and life. Remember that it is Valentine's Day, so members can bring their spouses/significant others to dinner at no charge.

VALENTINE'S DAY
Special
Members bring spouses/others at no charge

REMEMBER
Dinner Cost Reduced With Early Registration:
\$15 – Members, \$25 - Guests

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**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.
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President's Message

I'm glad to report that attendance is on an upward trajectory. We had many new faces as well as familiar ones.



February's meeting will be on Valentine's day, so if you can't stand to be separated from your spouse or significant other on valentine's day, AITP Nashville Chapter are proving free attendance for a 'special guest' for any of our members. This is a similar arrangement to our Christmas meeting. So bring your valentine to this month's meeting, the food and company is good!!

Last month we enjoyed a presentation by Dan R Morris. Dan's claim to fame is that he can grow the revenue of any company type or size and he shared with us some of his secret sauce.

Customer goals are the most important driver of your marketing efforts.

Dan also suggested anyone interested in developing a good marketing strategy should watch the Bachelor TV program. The program is not only designed to entertain you while you watch, but they provide a preview at the end of the series showing the winner of the program in the next series of the Bachelorette. This is designed to 'pre-sell' the next series, so once you have watched one series you'll have a desire to come back to next (and the next and the next). The Survivor reality show does a similar pre-sell at the end of each series, often including winners of previous series in future ones. Repeat sales are the key to growth so you don't have to replace customers with all new ones each sales cycle.



Dan R. Morris

Dan helps companies optimize search destinations to the company's web site. Coming up near the top in the Google search is merely step number one, when the potential customer clicks on the search result it should take them to the most relevant page as compared to their search terms, not the company home page. Don't make the customer search a second time when he lands at your web property, otherwise he/she may not bother and go elsewhere.

Creating an online community for your customers is important. Satisfied customers are your best salesperson

Knowing what your customer searches for is key to establishing an online presence, Google trends and Wiki-answers are couple of many sources of information that provides intelligence to help you design and optimize your search target pages.

Dan's presentation and delivery were excellent.

Hope to see you and your Valentine this coming month.

JP White

President, AITP Nashville Chapter

<http://www.aitpnashville.org>

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Corporate discounts on laptops, monitors, & consumer electronics

5% off airfare and hotel reservations from Southwest Vacations

Calendar of Upcoming Events - 2013

AITP Calendar of Upcoming Events -2013

Date	Event	Location	Information
February 14	Valentine's Day	U.S.A.	Attend AITP Meeting
February 14	Chapter Meeting	Holiday Inn	Strategies to Career Success Joanne Eckton, CEO, Nashville Success Summit
February 28	Folding Party	Saunders' House	Come network with other AITP folks
March 14	Chapter Meeting	Holiday Inn Vanderbilt	TBA
March 17	St. Patrick's Day	Everywhere	Wear Green

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 Business

AITP has membership discounts for everyone! Please read through our various programs at www.aitp.org/join and try to take advantage of them. AITP is a valuable resource for any IT professional or student and a great investment in their own career, both now and in the future!

Multi-Year Professional Membership Discount: Save money by joining or renewing for 2, 3 or 5 years.

Unemployed Member Initiative: Reduced association dues for those members who are temporarily unemployed, on family leave, on medical leave or on education leave.

Enterprise Membership Program: Significant dues discount for companies with 3 or more employees as AITP members.

Student to Professional Membership: Upon graduation, students are able to join AITP with all the rights and privileges of a Professional Member at a significantly discounted rate for 3 years.

Student Membership Dues Reduced to \$30: Take advantage of the new lower rate to join and participate in an AITP Student chapter, attend the National Collegiate Conference, and apply for scholarships exclusively for AITP student members.

Faculty Advisor Membership Initiative: Significant reduction in Association dues for faculty members who agree to serve as a student chapter faculty advisor for a year.

AITP Membership Discounts Updated

Thursday, August 16, 2012

Posted by: Julian Wade, Association Director

The AITP Association Board of Directors recently approved an extension of the Unemployed Membership Initiative through 12/31/2013. The discount is now \$35 off Association dues. It also made permanent a \$35 Faculty Advisor Discount.

AITP has several membership initiatives to help chapters recruit more members. Please read through our various programs and try to take advantage of them.

AITP is a valuable resource for any IT professional and a great investment in their own career, both now and in the future!



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wmorrow@laserone.com

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Companies of all sizes, in all sectors, even governments have fallen victim to digital unrest:



- Attacked by hackers who have stolen personal and sensitive data
- Loss or theft of data storage devices containing personal and sensitive data
- An employee performing malicious behavior through sabotage, stealing data or physical devices or purposely leaking confidential information

Now, an increasing number of businesses are realizing the security vulnerability and doing something about it by purchasing Privacy & Security insurance.

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For more information on this coverage please contact Laurie Andrews at lvandrews@bbandt.com or 615-346-0355

