

# AICN Newsletter

The Quarterly Publication of the Alliance of IEEE Consultants Networks

1st QUARTER 2017

## Larry G. Nelson Sr., P.E., Takes Over as Chair of IEEE-USA's AICNCC

Larry Nelson Sr., P.E., of IEEE's Region 1, Worcester County Section, is the new 2017 Chair of IEEE-USA's Alliance of IEEE Consultants Networks Coordinating Committee (AICNCC).



Nelson is an active member of the IEEE Worcester County Section Consultant Network, the Boston Consultant Network, and the New Hampshire Consultant Network. He is a member of the NSPE and MSPE. Nelson has forged strong IEEE relationships with local, national, international and student members over the years. He is pleased to be leading the AICNCC this year, as they address such issues as how to provide more value to IEEE Consultant members; and to partner with more U.S. consultant networks, through local workshops.

With more than thirty-five years' experience in consulting, project management, business development, and training, Nelson has worked across a broad spectrum of the consulting profession in various roles, and brings a diverse array of insight to his role as 2017 Chair. ■

## AICNCC Chair's Message

### The Chair's Ramblings

BY LARRY G. NELSON SR., P.E.

Welcome to AICN's new year. My goal in 2017 is to build on what we have been doing. I know some members reading this newsletter are experienced consultants; while others are either just starting out, or are looking to see what this consulting thing is all about. Years ago, someone told me that the definition of a consultant was "someone who would borrow your watch, so they could tell you what time it is, and then bill you for the service." I prefer to think of consultants as providing real and specialized services to their clients. One thing I have observed over the years is that consultants are often segregated from their clients' employees. The consultant network offers a group of individuals with similar concerns, interests, and needs, opportunities to come together. In conjunction with your local network, I want the AICN to be a resource you could never imagine being without.

I want to hear from you! Let's open a dialogue, and find out what we can do for you. Please contact me at [mchipguru@gmail.com](mailto:mchipguru@gmail.com). ■

## Top Consultant Stories

### The Immediate Future of Healthcare

The future of Obamacare (aka, *The Affordable Care Act*) has been a hot topic since the new president's election. IEEE-USA's legislative team will certainly follow this issue, and we will keep you informed, through this newsletter, about any changes that will affect independent consultants. As a preview of revisions that may come, IEEE-USA staff has come across this story in [Consulting Magazine](#). (FYI – to access, the host website may ask you for additional information)

### From IEEE-USA Smart Briefs: U.S. Government Offering Cybersecurity Contracts

The U.S. Government has been engaging leading cybersecurity contractors in developing new protective systems, following a strengthened commitment to protect federal IT assets against attacks. The Defense Department

is one of the government agencies pursuing cybersecurity technology. [TechNewsWorld](#)

### More People Turning to Consulting: The GIG Economy

Blog post author Joseph Paris, of "[The Gig Economy-No Jobs Just Work](#)," discusses how people are starting to prefer a more flexible workplace, instead of the traditional 40-hours-per-week job.

### Back to Basics: Become a top-Notch Consultant

[Startup consultants](#) have valuable expertise, but many are unskilled in marketing methods, tools and art. They may have worked for a large organization, but much of those efforts aren't useful for solo consultants. They typically don't have the money or resources for advertising campaigns and mass mailing.

For questions, comments or submissions  
please contact Daryll Griffin at +1 202 530 8337  
or [d.r.griffin@ieee.org](mailto:d.r.griffin@ieee.org).

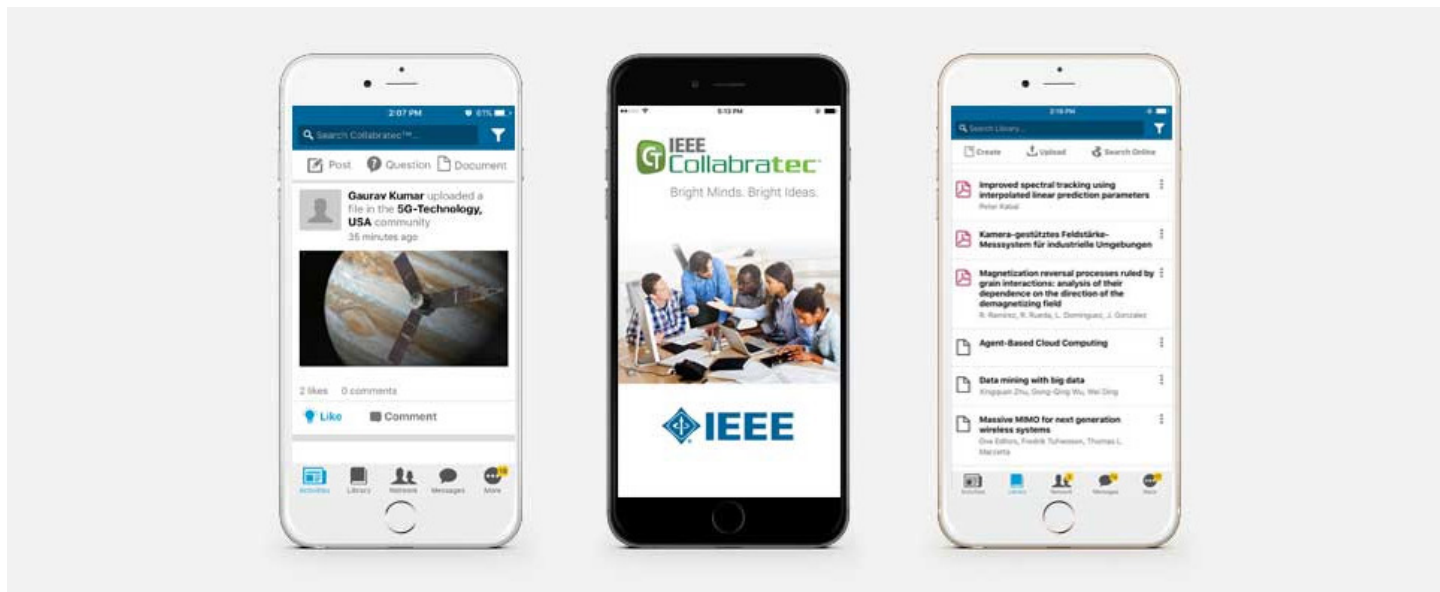
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From **the institute**

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## Access IEEE Collabratec Is on the Go, with New Mobile App

BY KRISTEN MAHAN

Whether you're traveling, at work, attending an IEEE conference, or without your computer, the free [IEEE Collabratec](#) mobile app will keep you connected with more than 78,000 technology professionals who are using IEEE's online professional networking and collaboration platform.

The mobile app makes these IEEE Collabratec features available anywhere you go:

- View posts and comments from your network, communities and private groups
- Post, comment, ask questions and share activities in your newsfeed
- Connect and network with other IEEE Collabratec participants
- Create, upload and view documents in your library
- Message your network directly
- Receive real-time notifications on activities

"The messaging feature allows me to keep up-to-date with what's happening in my private groups, as they work to develop white papers and blogs," says IEEE Member Jared Bielby. A digital culture consultant, he is the manager of IEEE's Collabratec Internet Technology Policy community.

Developed as a partnership between IEEE's Collabratec development team and the IEEE Mobile Center of Excellence, the app is one of three IEEE has launched in the past six months. The [IEEE Event Finder](#) mobile app lets you search for an event -- not only by its name -- but also by city, state, or province; by IEEE region, section, or chapter; or by the IEEE society or council sponsoring it. [IEEE Open Engineer](#) lets you post pictures and 30-second videos from your smartphone or tablet, onto a media-sharing platform where others may view and comment on them.

You can download the free apps from the [Apple iTunes Store](#) or [Google Play](#).

*Kristen Mahan is an online community specialist with [IEEE Member and Geographic Activities](#), in Piscataway, N.J., and a member of IEEE's Collabratec development team. ■*

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2<sup>nd</sup> QUARTER 2017



*AICNCC Chair's Message*

## The Chair's Ramblings

BY LARRY G. NELSON SR., P.E.

So many of my colleagues tell me they want more work, or that they need a reasonably priced place to get insurance. Some want business tips to help them be better organized, or to save them on taxes. Others want training on a variety of topics. Some even want help screen out potential problem clients.

We all want to get paid for the work that we do. So, the AICN has started some initiatives to help get the word out to AICN members about the many benefits IEEE already offers — that you may not be aware of. .

I have requested links be placed prominently on our AICN web page that point to the things IEEE offers members as an organization. Look at the left hand column of the page at <https://www.ieeeusa.org/business/> under member discounts and insurance links at the bottom. IEEE offers members insurance rates lower than what we can get as individuals. Even Errors and Omissions insurance, as well as discounts on shipping services through [UPS are available](#).

## Jump to Consulting

BY DARYL GERKE, P.E.



Thinking about consulting, but not sure where to start? Already consulting, but need some advice? Hop over to [www.jumptoconsulting.com](http://www.jumptoconsulting.com) for answers and encouragement from a 40-year consulting veteran.

Hi. I'm Daryl Gerke (P.E.), a corporate misfit, who with his late business partner, Bill Kimmel (P.E.), started and ran a successful consulting engineering practice for almost 40 years (30 years' full-time.) It was a blast!

The Jump to Consulting Project

At age 70, I decided to slow down, leaving time for other interests, like the Jump to Consulting (JTC) project. It includes a blog (200+ posts), a newsletter, a white paper, and a presentation given at several technical shows, with more on the horizon.

One major service AICN has been providing for a couple of years now is an outreach to your local consultant networks. AICN has a seminar that it will bring to your group to train members on key things consultants need to know. We include sessions on networking, benefits, life as a consultant, transitioning to a larger (product-oriented) business with investors, along with needed business skills. We will fly in our team and provide presenters. Your group needs to furnish a location to hold the seminar; as well as local logistics, such as refreshments for breaks and lunch, and advertising to attract attendees. We will help you with each step along the way. This is a proven model that works very well, to help you recruit new members, and provides a service to existing members. Several groups have seen a profit from these sessions, while charging only a very minimal fee. If you think you may be interested in having AICN provide this service to your network, please contact Daryll Griffin ([d.r.griffin@ieee.org](mailto:d.r.griffin@ieee.org)) as soon as possible — as we are planning out our year right now. ■

A secret goal is to help my fellow engineers (or anyone else interested in consulting) enjoy the consulting life as I have.

The project began in 2010. My older son said, "Dad, we should talk about consulting." As an accountant, he had contracted the itch to consult. I encouraged him, and offered him my fatherly advice.

At the same time, blogging intrigued me, and I thought it might be fun to share hard-earned lessons with others. For years, engineering colleagues had asked, "How did you do it?" So...I started a blog.

The blog now has over 200 posts, with more to come. Posts are tagged in several business categories —sales, marketing, finance and administration.

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For questions, comments or submissions  
please contact Daryll Griffin at +1 202 530 8337  
or [d.r.griffin@ieee.org](mailto:d.r.griffin@ieee.org).

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## Jump to Consulting (Continued from page 1)



Other categories include resources reviews and success stories. The latter includes many engineers (men and women/young and old) who have made their own [Jump to Consulting](#).

As a young engineer, I had no idea my career would follow this path. And I have absolutely no regrets. My consulting background starts in 1977. Two young engineers (Bill and Daryl) started moonlighting by teaching at a technical college. When the school asked for help to clean up their evening program, we submitted a proposal. We got the job, and Kimmel Gerke Associates (KGA) was born.

We continued to teach and develop classes. It worked really well — as we both enjoyed teaching, and there was no conflict of interest with our day jobs, always an important consideration. A few years later, the school asked us to bid on a project to develop a two-year training program on printed circuit board layout. It was a good fit, due to our backgrounds in EMI/EMC (electromagnetic interference and compatibility.) We thought it was a long shot, but when the contract was awarded, there was enough money to set one of us free. With kids in school, however, we decided to do this part-time. And the extra money was always welcome. The second phase of KGA commenced.

As novice consultants, we had tasted serious blood — and it tasted good. That lit the fire, and we started planning our ultimate escape from the cubicles. We continued with part-time consulting gigs, but by 1987 the pressure to consult full time was so great, we could hardly stand it. I stepped out first in October — the day the market crashed. We often mused, “The first day in business was the worst day in business.” Bill joined me a couple of months later. Thanks to all the pre-

marketing we had done (technical articles, training, trade shows, and more), things actually went pretty well.

Marketing your practice is key, even if only part-time. We decided to focus on EMI/EMC design issues. Focus is important when starting out, and we had a lot of EMI/EMC experience. Besides, most engineers didn’t really want to do EMI/EMC — always a good place to consult. Since that fateful day in 1987, we solved hundreds of problems for hundreds of clients around the world. Leveraging our training experience, we also taught more than 10,000 engineers how to design better for EMC, through our public and in-house classes.

Looking back, consulting has been a grand adventure, and I would do it again in a minute. Sadly, Bill Kimmel passed away in 2015, after a brief battle with cancer. I then decided to slow down, and spend more time with JTC.

So, if you have any interest in consulting, visit [www.jumptoconsulting.com](http://www.jumptoconsulting.com), where I share what I’ve learned over the past forty years.

**A Consulting Tip:** Never cut price! Cut scope, instead. If the client is truly budget limited, reducing the scope may win the project — and help the client. If not budget limited, let your client know there is no fat in the proposal. Bid projects at the lowest price you will accept. That way, if you lose it, you won’t feel bad. And don’t be afraid to walk. Bad business is worse than no business at all. ■

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*Daryl Gerke, P.E., is the co-founder and surviving partner of Kimmel Gerke Associates, an electrical engineering consulting firm focused on EMI/EMC (electromagnetic interference and compatibility) design issues. Gerke is an IEEE Senior Life Member, and a long-time member of the IEEE EMC Society. Daryl can be reached at [daryl@jumptoconsulting.com](mailto:daryl@jumptoconsulting.com). You can visit his consulting site at [www.emiguru.com](http://www.emiguru.com).*



## Professional & Forensic Engineering and Expert Witness Career Progression

BY ROBERT O. PERUZZI, PH.D., P.E., IEEE SENIOR MEMBER

### Career Progression

Engineers of any engineering discipline can and should enhance their careers by obtaining their P.E. license, whether or not required by their present employers. Those well-established in engineering careers may see expert witness cases fall into their laps, without any effort. To seriously pursue this path, search online for "Expert Witness Training." Licensed P.E.s with some expert witness experience may apply for NAFE membership, to further establish their careers as Forensic Engineers and Expert Witnesses.

### Professional Engineers, and the National Society of Professional Engineers (NSPE)

In 1907, Wyoming was the first state to enact an engineering licensure law. Now every state, through licensing, grants only Professional Engineers (P.E.s) the authority to offer their services to the public, or to sign and seal engineering plans. Exemptions for engineering licensure for employees do exist in certain situations, but obtaining a P.E. license is a legal requirement to practice as an engineering consultant in certain states. However, an engineering consultant providing services to the public as an engineer must hold a P.E. license.

To become a licensed P.E. requires several steps. First, earn an engineering degree from an accredited engineering program. Second, pass the Fundamentals of Engineering (FE) exam — earning the title, Engineer in Training (EIT). The best time to take the FE exam is during your senior year of undergraduate Engineering study. The second best time to take the FE exam is now.

One must have four years of progressive engineering experience taking the Principles and Practice of Engineering exam. Upon passing, you may obtain a P.E. license. Beyond obtaining a license, continuing education is a requirement in most states. See [www.NSPE.org](http://www.NSPE.org) for further information on licensing.

### Forensic Engineers, and the National Academy of Forensic Engineers (NAFE)

NAFE defines forensic engineering as "the application of the art and science of engineering in matters which are in, or may possibly relate to, the jurisprudence system, inclusive of alternative dispute resolution." A chartered affinity group of NSPE, NAFE and its members and associate members must be licensed P.E.s and have experience in forensic engineering case preparation. Full members must have

Continued on **next page**

## Professional & Forensic Engineering and Expert Witness Career Progression (Continued from page 3)

testified as an expert witness in at least two cases. NAFE has similar continuing education requirements as NSPE. And NAFE membership enhances one's credibility as an expert witness. See [www.NAFE.org](http://www.NAFE.org)

### Expert Witnesses

Rule 702 [[https://www.law.cornell.edu/rules/fre/rule\\_702](https://www.law.cornell.edu/rules/fre/rule_702)].

Testimony by Expert Witnesses:

A witness who is qualified as an expert by knowledge, skill, experience, training, or education may testify in the form of an opinion, or otherwise, if:

- A. The expert's scientific, technical, or other specialized knowledge will help the trier of fact to understand the evidence, or to determine a fact in issue
- B. The testimony is based on sufficient facts, or data
- C. The testimony is the product of reliable principles and methods
- D. The expert has reliably applied the principles and methods to the facts of the case. In addition to engineering, expert witnesses practice in such areas as medical, business/financial, human resources, family/custody, insurance, police/penal, real estate, and more. No defined requirement for declaring oneself an expert exists; however, experts and their retaining attorneys must convince the court of their expertise. ■

## IEEE vTools Training Webinar

For local IEEE Consultants Network officials interested in vTools training — in November 2016, IEEE held a “vTools Training Summit” webinar. If interested, officials can access the recorded webinar, and receive the training, using [this link](#). ■



**WANT TO  
Write  
An Article  
For IEEE-USA  
InSight?**

### CALL FOR AUTHORS

**IEEE-USA InSight** is a free online newsletter featuring timely and informative articles, essays and opinion pieces on the career and public policy issues affecting the careers and lives of U.S. IEEE members, as well as the issues shaping the modern technology professional's workplace. Article submissions are welcome in four categories:

**CAREERS, PUBLIC POLICY, @IEEEUSA and VIEWS**

For more info, visit: [INSIGHT.IEEEUSA.ORG](http://INSIGHT.IEEEUSA.ORG)







## IEEE Chicago-Rockford Consultants Network Discusses Youth Issues Relating to Consulting

Recently, the IEEE Chicago/Rockford Consultants Network shared their meeting notes with IEEE-USA staff, and were gracious enough to allow IEEE-USA to share some discussion highlights with you. Their meeting's main topic focused on what a young person should do to be successful as a consultant, later in life.

Attracting young people to associations, and concentrating on their needs are the same issues that IEEE and other U.S. associations are trying to address on a daily basis. It is clear that the Chicago-Rockford Network sees this issue as one needing time and planning to tackle successfully. The network consensus was that young professionals (engineers) are not joining organizations (church, IEEE, etc.). They believe that it might be an effect of Age of the Internet, plus other factors. Members noted that when they look around in their meetings, they see mostly older consultants.

One of the ways network members are looking to combat this issue is to devote time to going to where young people are (schools, etc.), especially when students and young professional are thinking about their futures, or participating in career-related activities and events.

IEEE Chicago-Rockford Consultants Network Chair Roy Leventhal said network members believe young people do have some concern for their futures. But it is clear that young people won't only be able to get good

information from the internet, on how to deal with such problems as:

- The constant churn and turnover in high-technology industries
- How to win friends and influence co-workers on the job
- Technological obsolescence
- Networking

He added that these kinds of learning experiences need interaction, storytelling, testimonies, handouts, etc. ; and that older consultants are a good source of that kind of information and mentoring. "But," Leventhal said, "we need to go to our potential audiences, and let this networking and discussion begin."

In the meeting, network members also discussed how the network can help (budding and struggling) consultants find clients. They addressed meetings, possible speaker topics, Illinois P.E. license renewal, and creating programs to help consultants meet PDH requirements.

IEEE-USA thanks the IEEE Chicago-Rockford Consultants Network for allowing us to share their meeting highlights with you.

Share what your network is doing, so others can piggyback off the good works in progress. ■

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## STAYING SHARP

VOLUME 2

**TIPS FOR STAYING SHARP  
OUTSIDE YOUR COMPANY**

### Free May E-Book Guides Readers on Staying Sharp — Outside Their Companies

In today's world, staying sharp "outside" your company is just as important as staying sharp "inside" your company. One of the ways you can enhance your non-technical skills for career success is through volunteering in your community.

In May, IEEE-USA E-BOOKS is offering the award-winning *Staying Sharp - Volume 2: Tips for Staying Sharp Outside Your Company* free to IEEE members.

An active IEEE member for many years, author Harry T. Roman also advocates volunteering in IEEE and other

professional societies as an ideal way to enhance your professional experience. For example, participating in your local IEEE section is a great way to meet people. Additions to your personal network can benefit you when you need advice, assistance, or are looking for work.

Now through 15 June, IEEE members can get a free download of this e-book by going to: <http://shop.ieeeusa.org/usashop/product/careers/138629>. Log in with your IEEE Web account, add the book to your cart and use promo code MAYFREE17 at checkout. ■

### IEEE-USA Is on Social Media!

As more and more people get their news and information from social media posts and tweets, IEEE-USA wants you to know that we're on these platforms. IEEE-USA has been aggressive in establishing our social media profile, by hiring staff dedicated to providing information through these channels. We hope that all consultants give IEEE-USA social media pages, [Instagram](#), [Facebook](#) and [Twitter](#) a "like" or a "Follow." Staff will be working hard to push stories and items that consultants will find useful:

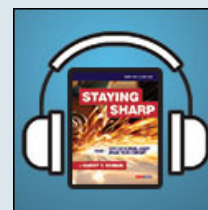
IEEE-USA Facebook: <http://bit.ly/2knmkpx>

IEEE-USA Twitter: <http://bit.ly/2kt9FxQ>

IEEE-USA Instagram: <http://bit.ly/2jV3jX7>

### Now Hear This: Free Audio E-Book

Based on the popularity of its e-books, IEEE-USA has released its first audio e-book — *Staying Sharp - Volume 1: Tips for Staying Sharp Inside Your Company* — free for a limited time only. The first in a two-part series, *Staying Sharp - Vol. 1* provides more than a dozen proven strategies engineers can easily put to work on the job. [Download now](#) (88 MB mp3)





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3<sup>rd</sup> QUARTER 2017

## IEEE-USA Consultants Fee Survey Report—2017 Edition

IEEE-USA has conducted surveys of U.S. IEEE members' compensation, since 1972. It implemented separate surveys, focusing on consultants' compensation, in 1998. Except for the years 1999-2001, 2003, 2005 and 2008, IEEE-USA has published this *Report*. With the exception of 2009, all surveys were stand-alone

surveys. All findings in this report represent only those identified themselves as self-employed consultants. Such participants are defined as the 467 individuals indicating 50%, or more, of their consulting hours came from working independently, with partners, or incorporated. [Purchase this eBook today!](#) ■



## AICNCC Welcomes a New Consultants Networks in Seattle and Eastern North Carolina

The Alliance of IEEE Consultants Networks Coordinating Committee (AICNCC) congratulates Alon Newton, with the IEEE Seattle Section Consultants Network Affinity Group; and Gina Smith, with Eastern North Carolina Section Consultants Network Affinity Group, on the formation of their networks. These newest Consultants Networks became official on 19 June 2017 and 16 August 2017, respectively. If fellow consultants would like to give a personal welcome to these new networks, check out the [consultants page](#) on IEEE-USA's website for contact information. If other IEEE members would

like to form a consultants network, IEEE-USA offers step-by-step instructions about how to start a formal network. We encourage new consultants networks to register as Affinity Groups. After a group forms a network, it can take advantage of IEEE's branding and resources, and qualify for funding through IEEE Section rebates. If you don't see your consultants network's contact information listed on the IEEE-USA website, contact Daryll Griffin at [d.r.griffin@ieee.org](mailto:d.r.griffin@ieee.org). ■

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## 20 Ways to Attract Clients: Fishing for Business...

OK, let's get started with the question that has most of you chomping at the bit. ***How do I get clients/customers, anyway?***

In simple terms, you need to find customers, and then sell to them. And if you are just starting out, nobody else is going to do it for you.

Oops! I used the dreaded “S” word — ***Sell***. I know, you don't want to become a peddler--rather, you just want to solve client problems (for a hefty fee, of course). However, if you are going to succeed, first and foremost--you need customers. As we say in our profession, ***“If you don't have customers, you don't have a business.”***

To use a simple analogy, finding customers is a lot like fishing. First, you need to figure out where the fish are, and what kind of bait to use to attract them. Once you get a fish on the line, you need to figure out how to

get it in the boat. Remember: you don't get to eat the ones that got away!

You can consider attracting the ***marketing***. And think of getting the fish into the boat as ***sales***. Both are necessary, but as the late Peter Drucker once observed, ***“The better the marketing, the easier the sales.”***

For that reason, I always emphasize marketing when discussing consulting practices. The good news is that your marketing efforts need not be expensive or complicated. A few simple, well-executed plans can keep your net full.

To continue the fishing analogy, you typically need more than one line in the water. Over the years, we have found *no magic bullet* exists for finding consulting clients. Rather, you usually need a combination of methods is to keep the leads coming in.

In fact, with multiple lead sources you often experience a multiplying effect. For example, if you get a referral and your prospect has already seen an article you wrote, or heard you speak, then your success rate can increase drastically.

***It all starts with leads!*** Here are 20 lead generation ideas we have used at one time or another over the years. Unlike “big company” approaches, most require little money—but do require time and effort. I suspect we’ll add a few more, so it will likely be 20+ ideas.

Some methods are better suited to just starting out (or even before starting), while others are better suited to later stages in your business. Some focus on writing, while others focus on personal contact.

To start, choose methods with which you are most comfortable — that way, you’ll stick with them. My recommendation is to try several (but not too many), and then refine your approach with time.

- Write magazine articles
- Develop white papers
- Write a book
- Start a blog
- Start a newsletter/ezone
- Become a speaker
- Teach a class
- Support professional organizations
- Attend trade shows
- Start your own trade show
- Develop a web site
- Present seminars/webinars
- Referrals & Testimonials
- List in directories
- Network

- Collaborate
- Use agents and reps
- Advertise
- Cold call/warm call
- Gimmicks

Daryl Gerke (blog author) discusses each of these ideas individually in his blog, *Jump to Consulting*. In this newsletter issue, we also reprint his blog post on “Directories.” Daryl and IEEE-USA hope these 20 ideas will help you start thinking about how to “fish for your business.”

(Source: *Jump to Consulting*, 1/11/2011.)

## LEAD GENERATOR #14 – DIRECTORIES

***Directories should be a part of every consultant’s marketing strategies.*** The secret is to get a listing in the right directories—the ones potential clients use. So, give some thought to where you might look to find someone like yourself.

Most directories provide search capabilities (expertise, location, etc.), so consider your search categories. If you don’t see a good match, contact the directory owner and suggest a new category. This tip is particularly important, especially if you serve a narrow niche.

***However, directories alone are not enough.*** They are just a starting point, so you need to have other pieces in place. A web site is ideal, since most directories allow only minimal information. Be sure to include your web address and e-mail in the listing.

Don’t have a web site? [Set one up—even if it is a single page](#). Nowadays, a phone number is also not

Continued on **next page**



enough—most people want to check you out before initiating contact.

***The good news is that many directories are inexpensive, or free.*** So where are these directories, and how do you get listed? Here are several options:

- **Professional organizations**--Good for visibility with professional colleagues, often leading to referrals. Most have online directories, although some still offer printed directories. Often free, but may include a nominal annual charge.
- **Trade magazines**--Good for visibility with potential nationwide clients. Most have online directories; and some include printed directories, as part of annual Buyer's Guides. Often free--but for a nominal charge, usually you can enhance your listing. If offered, I recommend doing so.
- **Civic/business organizations**--A good choice, if your clientele is primarily local--such as legal,

accounting, architecture, etc. Examples are Chambers of Commerce, Business Round Tables, etc. You may want to participate in the organization, for even more visibility.

- **Technical answering services**--For years, we've belonged to [Intota](#) (formerly Teltech), an organization that connects businesses with peer-recommended experts. More than 10,000 experts in the science, engineering, medicine, regulations and business. Free for consultants, and these services even pay you to answer simple questions (often leading to longer consultations).
- **Finally, your best use for directories is in conjunction with other lead generation methods**--such as web sites, professional activities, articles, presentations, etc. In fact, our experience has shown that [multiple methods multiply your success](#).

(Source: *Jump to Consulting*, 2/4/2013.)

## WANT TO Write An Article For IEEE-USA InSight?

### CALL FOR AUTHORS

**IEEE-USA InSight** is a free online newsletter featuring timely and informative articles, essays and opinion pieces on the career and public policy issues affecting the careers and lives of U.S. IEEE members, as well as the issues shaping the modern technology professional's workplace. Article submissions are welcome in four categories:

**CAREERS, PUBLIC POLICY, @IEEEUSA and VIEWS**

For more info, visit: [INSIGHT.IEEEUSA.ORG](http://INSIGHT.IEEEUSA.ORG)



## Renew Your IEEE Consultants Network Membership Premium Subscription Today!

For IEEE Consultants Network Membership Premium (i.e., the IEEE-USA Consultants Database) subscribers, you still have time to renew your subscriptions to this valuable asset. The main component of this subscription is being able to place your consultant profile in the [IEEE-USA Consultants Database](#). The profile provides consultants with the opportunity to list their contact information, engineering expertise and keywords words, so potential clients can search and locate them. IEEE-USA does a lot to promote the value of this service to IEEE members; however, we also believe IEEE members should know its history--and some key statistics about this service.

The IEEE-USA Consultants Database evolved from what was formerly the Directory of Electrotechnology & Information Technology Consultants. IEEE consultants had a profile listing their names, contact information and expertise, in this very popular print directory. Member consultants have often relayed to IEEE-USA staff that members would carry this directory with them to initial client meetings, to show that they were a member of a larger society of independent consultants.

From that directory the IEEE-USA Alliance of IEEE Consultants Networks Coordinating Committee (AICNCC) moved to put this successful product into an electronic format, where clients could search for independent consultants via the web. To create an income stream, IEEE-USA charged IEEE members a minor fee to list their profile, in what we now call the

IEEE-USA Consultants Database. IEEE-USA's annual charge is currently \$99.00 per subscriber.

IEEE-USA does a lot to market this product to IEEE members. However, marketing to those that hire consultants does present a challenge. We've learned over time from our annual *Consultants Fee Survey Report*, that about 58% of all consultant business comes from repeat clients. Another 24% of consultants get their clients through personal networking, or referrals from clients, or friends. From this trend, we can see most clients look to people they know, as opposed to searching online, if they are in need of a consultant. IEEE-USA will always look for different ways to market this product, so subscribers can be exposed to clients in need of engineering consultants.

The good news is that clients are definitely looking at subscriber profiles. When we upgraded the database a few years ago, we created a method where subscribers can see how many times their profiles has been viewed. We provide monthly data on how many times a subscriber's profile came up in a broad consultant search, and how many times their profile has been viewed. We believe it's a great feature of this service.

With these new details about the IEEE-USA Consultants Database, we hope consultants are more ready than ever to subscribe to, or renew their [IEEE Consultants Network Membership Premium](#). Subscribe or renew today! ■

# AICN Newsletter

The Quarterly Publication of the Alliance of IEEE Consultants Networks

4<sup>th</sup> QUARTER 2017



## IEEE-USA Consultants Fee Survey Report—2017 Edition

IEEE-USA has conducted surveys of U.S. IEEE members' compensation, since 1972. It implemented separate surveys, focusing on consultants' compensation, in 1998. Except for the years 1999-2001, 2003, 2005 and 2008, IEEE-USA has published this *Report*. With the exception of 2009, all surveys were stand-alone surveys.



All findings in this report represent only those identified themselves as self-employed consultants. Such participants are defined as the 467 individuals indicating 50%, or more, of their consulting hours came from working independently, with partners, or incorporated. [Purchase this eBook today!](#)

## Upcoming Free Webinars for Consultants in 2018

In 2017, IEEE-USA conducted a number of webinars we believe provided an excellent benefit to independent engineering consultants. For example, the webinars [Contracts and Contract Provision](#) and [Cyber Security for Small Businesses and Consultants](#) were well attended.

In 2018, we have two new webinars we also believe you will find beneficial. First up is [11 Ways Consultants Overpay on their Taxes--and How](#)

[To Stop It Now](#), on 18 January at 2:00 p.m., followed by [Managing Risk for the Engineering Consultants](#) on 7 March at 2:00p.m.

Check out the [IEEE-USA Webinar webpage](#) for more information, on all of our upcoming and archived webinars. ■



For questions, comments or submissions please contact Daryll Griffin at +1 202 530 8337 or [d.r.griffin@ieee.org](mailto:d.r.griffin@ieee.org).

[www.ieeeusa.org/business](http://www.ieeeusa.org/business)

**IEEE★USA**

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## Bumble Buzzes into the World of Career Hook-ups

For people who may be unfamiliar with the new world of dating, mobile applications now assist people in meeting one another. One of those apps are now trying to use this same method to help people network. Check out this [article](#) about Bumble moving into career networking. This article was originally reported in our [IEEE-USA Smart Brief](#). ■

## Congress Has almost Completed Its Tax Reform Bill

We're sure everyone is paying attention to the tax bill making its way through Congress. At the time this article was drafted, the House and Senate had passed different versions of the same bill. Congress will now have to appoint a conference committee; with members from of both the House and Senate--to reconcile the bills and come up with one final version. IEEE-USA does not normally follow in-depth tax bills, so we have not done a detailed analysis of either bill to see what change will have an adverse or positive effect on independent consultants. However, here is a [link to a Forbes article](#), that provides a very detailed analysis of both bills. ■

## How to Become an Intrapreneur at Your Company

Intrapreneurs exhibit the same traits as entrepreneurs: They are problem-solvers, creatives, and risk-takers. However, their focus is to develop products and services that will benefit their employer. Check out the rest of this story in the 24 November issue of [The Institute](#). ■

### Give the Gift of IEEE Membership

Want to help someone in your life find their professional home in IEEE? Start their 2018 by giving them the gift of IEEE Membership; a gift that will impact their professional and social life for years to come!

Membership in IEEE delivers access to the industry's technical information, offers career development tools and provides access to IEEE's discount programs. [Get someone started today](#).

If your gift application is received and paid by 31 December 2017, you will receive an IEEE branded Amazon Echo Dot as a special thanks from IEEE.\*

*\*Please note: Only one gift will be awarded per person.*



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