



Inside this January 2002 issue:

Officers and Board List	2
Meeting Reservations	3
President' Message	4
IADT Article	5
IPA Point Sheet	6
Membership Application	9

Special points of interest:

- ? January 15 is the first aitp meeting of the new year.
- ? Mark your calendar for Tuesday, April 16, 2002 for our 50th Anniversary celebration.



AITP Pittsburgh Highlights

A CRM Primer

Gene Arnold of Front Range Solutions

Have you noticed that as the business use of the web grows, you see more announcements about companies offering *CRM* software or companies starting new *CRM* initiatives? It certainly seems like a growth industry!

But what is *CRM*? The expansion of the initials is *Customer Relationship Management*. OK, but what's the deal?

In the ancient days of computing (about 5 or so years ago), many companies began to use pro-



grams like ACT! to help their sales staff know their customers, their needs and what they have bought. As more companies rely more on IT to handle their business, there is a greater need to understand all of the interactions a customer has with all parts of company. That's a pretty tall order!

Join us as we kick our New Year and hear from Gene Arnold of Front Range Solutions. Gene will help us understand what CRM is, how it can help companies. Gene will also show how Front Range provides these solutions. This is another great opportunity to get information on an evolving application. Join us at the Terrace Room, Parkway Center Mall on January 15 starting at 5:00 pm.

LOOKING FOR OLD MEMBERS

The Pittsburgh chapter will be celebrating its 50th anniversary on Tuesday, April 18, 2002. Plans are underway to make that meeting a special one. We are hoping to have former members come and attend that special meeting with us. If you are a former member or know a former

member, please help us spread the word for this event.

Contact Kenneth Krugh or any one of our officers with a name and address so we can add them to our mailing list.



MISSING MEMBERS

- Linda Schneider
- Paul Bradshaw
- Don Anderson
- Roseann S Carson
- Lois Carr

Aitp – Pittsburgh Chapter Board of Directors – 2002

Position	Name	Company	Phone	Fax	Email
President	Patricia McMurray	ICM School of Business	(412) 261-4644	(412) 261-6491	pmcmurray@icmschool.com
Vice President	Dennis Coglianese	Infinity Technology Service	(412) 825-7110x105	(412) 825-7130	Dennis.Coglianese@its-infinity.com
Treasurer Bylaws, Awards— COPA/ PCS2000	Denise Patrizio	Dominion	(412) 316-7110	(412) 316-7230	Denise_A._Patrizio@dom.com DenisePatrizio@home.com
Secretary	George Ilkka	Retired	(412) 487-2724		secretary@aitp-pgh.org
Past President	Michael Fuson	Excalibur Data Systems	(724) 387-1331	(724) 387-1337	mfuson@excaliburdata.com
Region Director	George Ilkka	Retired	(412) 487-2724		Regiondirector@aitp-pgh.org
Hospitality Registration and Webmaster	Michael Fuson	Excalibur Data Systems	(724) 387-1337	(724) 919-3562	mfuson@excaliburdata.com
Hospitality Assistant	Chalice Zavada, RHIA	University of Pgh	(412) 624-9844	(412) 624-9831	caz@engrng.pitt.edu
Newsletter Publicity	Denise Patrizio	Dominion	(412) 316-7110	(412) 316-7230	Denise_A._Patrizio@dom.com denisepatrizio@attbi.com
Student Chapters	Dale Smith	IBO Consulting	(724) 857-9901		Dsmith99@go.com
Program	Dennis Coglianese	Infinity Technology Service	(412) 825-7110x105		Dennis.Coglianese@its-infinity.com
Records & Labels, Awards—IPA	Kenneth Krugh, CCP	ICM School of Business	(412-343-4768		krkrugh@stargate.net
Special Events/Golf Outing	Ronald Rak	Information Technology	(412)279-8004		Ronrak@usaor.net
Special Events	Clinton Shaffer	Contemporary Technologies	(412) 642-2222	(412)642-2223	Clintons@contemptech.com
Electronic Communication	Harvey Schoenman	PNC Bank	412-762-5039		Hschoenman@adelphia.net
Membership	Mark Atkinson	Sisterson & Co LLP	(412)594-7706	412-338-4597	meatkinson@sisterson.com

Message from the Editor

The Newsletter is the official publication of the AITP Pittsburgh Chapter. It is published eleven times a year at Pittsburgh, PA as a benefit of membership, to announce the monthly General Meeting, and to provide information of local interest to our members. It is circulated free-of-charge to our AITP members. We welcome contributions by members and non-members. Unless otherwise requested, articles are subject to editing. Send your documents to Denise Patrizio FAX 412-316-7230, Internet Denise_A._Patrizio@dom.com or DenisePatrizio@attbi.com Our address is Pittsburgh Chapter– AITP, P.O. Box 2004, Pittsburgh, PA 15230.

The submission deadline for articles to be published is the Friday after each Dinner Meeting. Board meetings are held on the second Tuesday of each month. Contact Patricia McMurray for more information.

Advertisers are being accepted for the year 2001. Business Card—\$20 per month; Quarter Page—\$30 per month; Half Page - \$40 per month; Full Page - \$60 per month. Six months or more of continuous advertising costs only 5 months. Contact Denise Patrizio at 412-316-7110 for more information. We distribute the newsletter monthly to an influential group of 150+ career information systems and technology professionals. Many of us pass copies of it to our colleagues, providing a particularly high value for your advertising dollar.

January's Dinner Meeting

Parkway Center Mall, Terrace Room
 Tuesday, January 15, 2002

5:00 PM - 6:00 PM	Networking and Student Chapter Meeting
6:00 PM - 7:15 PM	Dinner
7:15 PM - 8:15 PM	Business Meeting followed by Featured Speaker

Price	Pre-Register	At Door
Members	\$ 22.00	\$ 27.00
Guests	\$ 25.00	\$ 30.00
Students	\$ 18.00	\$ 18.00

******* Make checks payable to *******
 AITP, Pittsburgh Chapter

******* Mail checks to *******
 Mike Fuson, Excalibur Data Systems
 115 Sagamore Hill Road
 Pittsburgh, PA 15239
 (724) 387-1331
Register@aitp-pgh.org

*******Email Registration for Members Only *******
 You may register on the web by visiting <http://www.aitp-pgh.org/register.htm>
 or via email by sending your confirmation to:

register@aitp-pgh.org

Please be sure to include the number of attendees, names,
 company names, phone numbers and email addresses.

Please note: *When registering via email, we treat it as a confirmed registration. As such, if you do not cancel your reservation by January 10, 2002 you will be billed for the meeting.*

SPECIAL NOTE: SPEAKERS AND TOPICS SUBJECT TO CHANGE WITHOUT NOTICE

Directions:

From North, South or West: Follow I279 to Exit #4 (Greentree, Mt. Lebanon). At top of exit go left onto Greentree Road through 3 lights and make right onto Parkway Center Drive. Hotel is on the left.

From East and Downtown Pittsburgh: Follow I-279 South/Airport signs across Fort Pitt Bridge through tunnel exit on #5 (Parkway Center Drive) Hotel is on the end of the ramp on the right.

Registration Form for Tuesday, January 15, 2002

Name _____
 Address _____
 City _____
 State _____ Zip Code _____
 Phone Number _____

PRESIDENT MESSAGE

by Patricia McMurray

It is that time to welcome yet another year in AITP history. As we begin 2002, our focus is the recognition of our anniversary of 50 years and our continued commitment to the educational growth of our members in the technology field.

We provided a variety of programs in 2001 that ranged from technology legalities, new packages, and corporate planning strategies to sound financial planning. Each month is filled with a new learning experience. We even had conversation about security backups in light of the September 11th attack.

We promise to provide a quality program for this year at our monthly meetings.

Back in July our Association President, Nita Adams, wrote "The free-

dom to associate and form associations encourages all segments of society to compete for power and influence, thus, there are thousands of associations competing for the government's attention. The act of association is democracy in action – individuals with common interest in a common cause.

Associations have been vital to American life for over 250 years. In 1743, Ben Franklin founded one of the first associations in the "new world" when he started what is known today as the Philosophical Society. AITP was founded in 1951.

Associations such as AITP, represent the collective voice of members, and portray them as a group in the outside public sphere. On the

inside, you as a member find satisfaction learning more about your industry, sharing with colleagues and peers, discussing what matters to you as a group and discovering the numerous programs, products, and services offered.

The American Society of Association Executives has a motto, "Associations Advance America." You probably already realize how truly irreplaceable associations are to America, especially your own – AITP."

As we move through 2002, let's do it together in our common Association, AITP. See you at this year's monthly meetings on the 3^d Tuesday of the month.



SCHEDULE OF EVENTS FOR 2002

JANUARY

8—Board of Directors Meeting
15—Aitp Dinner Meeting

FEBRUARY

12—Board of Directors Meeting
19—Aitp Dinner Meeting

MARCH

12—Board of Directors Meeting
19—Aitp Dinner Meeting

APRIL

9—Board of Directors Meeting
16—Aitp Dinner Meeting

MAY

3-5—Region 18 Symposium,
Charleston, WV
14—Board of Directors Meeting
21—Aitp Dinner Meeting

JUNE

11—Board of Directors Meeting
18—Aitp Dinner Meeting

AUGUST

13—Board of Directors Meeting

SEPTEMBER

10—Board of Directors Meeting
17—Aitp Dinner Meeting

OCTOBER

8—Board of Directors Meeting
15—Aitp Dinner Meeting
31—Nov 2—
National Conference,
San Antonio,
Texas

NOVEMBER

2—Annual Membership Meeting,
San Antonio, Texas
8-10—Region 18 Leadership Re-
treat, Charleston, WV
12—Board of Directors Meeting
19—Aitp Dinner Meeting

DECEMBER

10—Board of Directors Meeting
17—Aitp Dinner Meeting



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HAPPY HOLIDAYS FROM I.A.D.T.

The students and faculty at I.A.D.T. would like to thank everyone who has welcomed us into the Pittsburgh A.I.T.P. chapter since our student organization became active in September. Over the course of the past few months, membership in A.I.T.P. has provided us with the opportunity to expand our horizons by getting to know working professionals outside of academia, involving ourselves with the community at large, and prompting us to learn quickly how to efficiently work together as a team.

Fund-raising has been one of our largest efforts and most rewarding experiences so far. In September, we humbly organized our student A.I.T.P. chapter with big ideas and no money. Now, as the new year approaches, we are congratulating our students on raising close to \$500.00



through fund drives such as selling 50/50 raffle tickets and candy bars, as well as gathering approximately \$700.00 worth of donations (between 400-500 toys) toward the U.S. Marine Reserves' Toys for Tots drive, which included a \$50.00 donation from our newly established A.I.T.P. fund. Our chapter's generous interim president, Ray Blair (a December graduate in Computer Information Management), who played a significant part in the establishment of our chapter, donated \$200.00 of his own money

for the drive.

Looking toward 2002, we are looking forward to getting to know more of you personally, as representatives of the information technology field, and even more broadly, as representatives of "the real world" that many of our students are now entering independently for the first time. Again, happy holidays, and we hope to talk with you at the next A.I.T.P. dinner meeting!

*Tamara Overand
Computer Information Management Instructor*

MEMBERSHIP CORNER

HAPPY ANNIVERSARY!!!

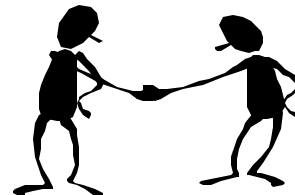
Congratulations to the following members who are celebrating their aitp anniversaries this month. We thank them for their chapter participation and look forward to having them as active members for many more years!

*Christine Locklin
Richard Burton
William Von Hagen
Larry French Sr.*

WELCOME NEW MEMBERS!

The Pittsburgh Chapter of AITP extends a warm welcome to the following new members approved by the Board of Directors. The Membership, officers, and Board will be looking forward to meeting you personally in our upcoming regular monthly meetings.

David Kingston
Pittsburgh Technical Institute
116 7th Avenue
Carnegie, PA 15106



412-859-5101
Kingston@pti-tec.com

Dee Pfeil, CUE
Danvil Management Systems
329 John Street Pittsburgh,
PA 15227
412-818-2504
Dpfeil@danvil.com

ViJay Shah
300 Brookhaven Lane
Pittsburgh, PA 15241
412-400-0797
Psigrp@yahoo.com

PITTSBURGH CHAPTER IPA FORM.

NAME: _____, _____, - ____-____-____ MEMBER #: _____

COMP: _____

ADDR: _____, _____, - ____-____ W - H

YEAR FOR: 2001 AWARD: _____ COMMENTS: (ENTER GENERAL COMMENTS BELOW)

ACT
NO. --ACTIVITY DESCRIPTION--- Y/N TIMES

- 1. Member ---
- 2. Perfect Attend, Chapt Bus ---
- 3. Chapt Charter Member, 1st ---
- 4. Sponsor A New Member ---
- 5. Assoc Conference Chairper ---
- 6. Assoc Board Of Director M ---
- 7. Assoc Sec-Treas ---
- 8. Assoc Executive V.P. ---
- 9. Assoc President ---
- 10. Assoc Past President ---
- 11. Region Assoc Comm Member ---
- 12. Region Assoc Comm Chairpe ---
- 13. Region Treasurer ---
- 14. Region Secretary ---
- 15. Region Coordinator/VP ---
- 16. Region President/Group ---
- 17. Region Conf Chairperson ---
- 18. Chapt Director ---
- 19. Chapt Secretary ---
- 20. Chapt Treasurer ---
- 21. Chapt Sec, Corresponding ---
- 22. Chapt Sec, Recording ---
- 23. Chapt Sec-Treas ---
- 24. Chapt Vice Pres ---
- 25. Chapt Executive V.P. ---
- 26. Chapt President ---
- 27. Region Director ---
- 28. Chapt - Region Liaison ---
- 29. Chapt Committee(s) ---
- 30. Chapt Publication Committ ---
- 31. Chapt Committee Chairpers ---
- 32. Chapt Publication Chairpe ---
- 33. Participation/Electronic ---
- 34. Forum System Operator ---
- 35. Education Function ---
- 36. Main Speaker, Own Chapter ---
- 37. Main Speaker, Other Chapt ---
- 38. Instructor, Chapter Spons ---
- 39. Speeches, Local, School ---
- 40. Member Education Advisory ---

ACT
NO. --ACTIVITY DESCRIPTION--- Y/N TMES

- 41. Service Region Educ Found ---
- 42. Service Other AITP Board ---
- 43. Submit, Acceptance, Paper ---
- 44. Attend Leadership Trainin ---
- 45. Instructor AITP Educ Prog ---
- 46. Speaker at Conference ---
- 47. Speaker to Promote AITP ---
- 48. Certification Attainment ---
- 49. Boy/Girl Merit Badge ---
- 50. Junior Achievement Adviso ---
- 51. Student Organization Advi ---
- 52. Mem. Attend Reg. Conf. ---
- 53. Mem. ISECON Full ---
- 54. Mem. ISECON Partial ---
- 55. Chair/Co Chair Sig. ---
- 56. Allied Committee Member ---
- 57. Board of Dir of SIG ---
- 58. Serve as SIG Officer ---
- 59. AITP Activity (4 Max) ---
- 60. Chapt Past Pres/Attend Bo ---
- 61. Start New Chapter, Chairp ---
- 62. Start New Chapter, Member ---
- 63. Visit Other AITP Chapt, m ---
- 64. Attend National Member Mt ---
- 65. Attend Leadership Worksho ---
- 66. Attend Association Meetin ---
- 67. Chair Of Association Comm ---
- 68. ---
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- 3. _____
- 4. _____

- 6. _____
- 7. _____
- 8. _____

Return form to AITP c/o Ken Krugh PO. Box 2004 Pittsburgh, PA 15230

AITP
 Association of INFORMATION TECHNOLOGY PROFESSIONALS
Professional Membership Application

Please complete all sections of the application. List your certifications _____ ? Former Member
 (PRINT OR TYPE LEGIBLY) ? Former Student Member
 ? Former Interim Member

Name: First Middle Initial Last

Employer Name: Your Title Dept/Div.

Employer Address: City State/Prov. Zip + 4/Postal

Home Address: City State/Prov. Zip + 4/Postal

Send Mail to: ? Home ? Company *AITP does not sell it's membership list.*

Business Phone: _____ Home Phone: _____ Fax: _____

E-Mail Address: _____

Please refer to AITP Dues Reference Guide for Chapter Dues and complete the following, or call the AITP Membership at 800.224.9371 for dues information.

PLEASE NOTE THAT YOU MAY ALSO JOIN ONLINE AT OUR WEBSITE: <WWW.AITP.ORG>

Association Dues:	\$ _____	Specify Chapter Selected: Pittsburgh (043)
Region Dues:	\$ _____	
One time Processing Fee:	\$ 15.00	Return to: aitp-Pittsburgh Chapter
SUB-TOTAL	\$ _____	P.O. Box 2004 Pittsburgh, PA 15230

Optional:

Foundation for IT Education	\$ _____	The Research and Development arm of AITP
EDSIG	\$ 20.00	AITP's Education Special Interest Group
SUB-TOTAL	\$ _____	
TOTAL	\$ _____	Due with this Application. Payment required in U.S. Dollars

Contributions or gifts to the Association of Information Technology Professionals (AITP dues) are not tax deductible as charitable contributions. However, they may be tax deductible as ordinary and necessary business expenses.

Specify Payment Method: ? Visa ? MasterCard ? Check ? Money Order

Name on the credit card

Card Number _____ Expiration Date _____

I hereby apply for membership in AITP. I agree to comply with the requirements of the Bylaws and Code of Ethics and all regulations adopted by the Association of Information Technology Professionals.

Applicant's Signature _____ Date _____

Sponsor's Name _____
 (PRINT LEGIBLY)

Association of
Information Technology
Professionals

AITP- Pittsburgh Chapter
PO Box 2004
Pittsburgh, PA 15230

Phone: (724) 387-1331
Email: info@aitp-pgh.org

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University of Pittsburgh
College of General Studies

The University of Pittsburgh is an affirmative action, equal opportunity institution.

Aitp Pittsburgh Chapter January Dinner Meeting

**Tuesday
January 15, 2002
Terrace Room
5:00-6:00 PM Networking and
Student Meeting
6:00-7:15 PM Dinner
7:15 PM Business Meeting
A CRM Primer
Gene Arnold
Front Range Solutions**