

Promoting the advancement of women in computing professions

# AWC Twin City Connections

Association for Women in Computing

Volume I, Issue I

February 2010

## Next Meeting:

Cloud Computing

Thursday, Feb. 18, 2010  
- 5:30 PM Networking  
- 6:00 PM Presentation

Solution Design Group  
10275 Wayzata Blvd  
Minnetonka, 55035

## Inside this issue:

Solution Design Group 1

Tech Trends 2

In Transition 2

The Scoop on Jobs 2

Tech Humor 2

Meeting Recap 3

Social Media Watch 3

Recommended Reading 3

## Company Member Profile: Solution Design Group

That Solution Design Group (SDG) was named one of Minnesota Business Journal's Best Places to work for 2009 probably came as no surprise to Director of Human Resources, Jana Bertheaume. Jana believes much of the credit goes to the fact that two of this Minnesota-grown IT consulting firm's owners actively work as consultants. This gives them a unique perspective on the challenges SDG's client-site employees regularly encounter. Jana and her staff capitalize on this "insider" information to build programs that offer the support these valuable employees need.

SDG is committed to helping employees strike that balance between providing excellent service to clients and keeping their family and community commitments. For Anna Boeder, SDG's attention to work-life balance means not feeling the usual pressures of the "corporate grind." And, this Account Executive appreciates that she isn't spending all of her time managing consultant issues - thanks to the high-performing consultants SDG hires and the company's excellent retention rate.

Becoming a corporate AWC member made sense on a number of levels. Because SDG offers a diversity of IT services to its clients, employees come from a number of

different disciplines. The variety and quality of AWC speakers and topics is an ideal opportunity for many of SDG's employees to attend meetings; whether working as a project manager, application developer, or office staff, any given AWC meeting topic will be applicable to an SDG employee.



**SOLUTION DESIGN GROUP**  
Turning Technology Into Solutions



### Mission Statement

*Solution Design Group, Inc. is a Minnesota-based IT consulting firm. We provide quality, reliable staffing solutions to our clients while helping them achieve their organizational goals.*

*We believe that the key to our success is deeply rooted in our ability to locate, attract, hire, and retain quality employees. This is achieved by providing a supportive work environment that will allow employees to excel in their career development.*

SDG also joined AWC as a corporate member to provide an opportunity for female employees to meet and network with other women in what is still largely a male-dominated industry. Anna and Jana cite both the small, manageable size of the group and the ample time dedicated at each meeting for networking as a reason this membership is right for them. They believe AWC encourages networking at a level not always found in other professional associations.

For SDG and AWC, it is a mutually-beneficial relationship. SDG has volunteered to host several meetings a year at their office in Minnetonka and contributes beverages and light snacks for those meetings. Not only does this generosity mean that AWC can offer geographically-diverse meeting locations, it also keeps costs down so that more resources can be directed to the scholarship program and other outreach efforts.

AWC welcomes additional corporate members. The cost starts at only \$250 per year, which allows up to 5 people from your company to attend an AWC meeting at no charge. Contact the Membership VP for more details. (membership@awctc.org).

[www.solutiondesign.com](http://www.solutiondesign.com)

## Tech Trends

**Google Wave** is a hot new technology these days. According to Google, it is "what email would be if it was invented today." Of course, any new technology can succeed only if it is widely adopted.

Ryan Carlson believes Google Wave will be adopted by companies because, "There is a huge financial benefit to working more efficiently. People who use Wave will be able to work faster, thus leaving

behind those that stick to email."

Google Wave has the potential of increasing efficiency as a collaboration tool for project teams. Remaining securely behind the firewall, Waves can be edited by others and each member of a team may add their own special expertise. Teams can use a Wave for status reports or to take notes during a meeting that are immediately published. Others will be able to add their thoughts,

perhaps asking for or offering clarification and thereby continuing a discussion.

Is your company using Google Wave? Let us know how you use it and what you think. We'd love to publish your responses in this column.

For more information, check out: *Six Ways Google Wave is Going to Change Your Business, Career and Life* by Ryan Carlson: <http://bit.ly/zX02W>.

Home computers are being called upon to perform many new functions, including the consumption of homework formerly eaten by the dog.

~Doug Larson

## In Transition

Business columnist and career consultant, Amy Lindgren, did a little venting about job-search strategies she believes are counterproductive. In her January 24, 2010, St. Pioneer Press column she took aim at the venerable, must-have elevator speech, which she considers an unwelcome "recorded message" that many people tune out as soon as it starts.

She goes as far as to say that exposure to elevator speeches are an occupa-

tional hazard for which she should be insured.

As an alternative, she counsels readers not to "throw out that speech, but do stop using it as a weapon or a shield. Instead of arming yourself with this blast of information, use the self-knowledge and assurance you've gained from crafting it and jump into real conversations with people."

Real conversations, according to Lindgren "means that you start by asking them

about themselves, and then you listen to the answers. If and when it's appropriate — and it won't be with every person — you can share parts of your story."

Thankfully, AWC meetings are the perfect place for members and guests to have those real conversations with each other.

As Lindgren discusses more of her pet peeves, which she calls "job search misconceptions," in her future columns, we will share them here.

Treat your password like your toothbrush. Don't let anybody else use it, and get a new one every six months.

~Clifford Stoll

Hardware: the parts of a computer that can be kicked.

~Jeff Pesis

## Here's the Scoop on Jobs

### Beckman Coulter

- Human Computer Interface Designer
- Senior Software Development Engineer

### St. Jude Medical

- Application Specialist, Master Data
- HRIS Business Analyst
- SharePoint Administrator / Developer

### DataCard Group:

- Principle Software Engineer (Java)
- Sr. Test Engineer

### Solution Design Group:

- Sr. Java Developer
- SharePoint Developer

### Dashe & Thomson:

- Project Manager
- Instructional Designer
- Elearning Developer

### Girl Scouts of Greater Chicago and Northern Indiana

- Interactive Marketing Manager

Contact Jessie Bylander for more information.  
[jbylander@girlscoutsgcnwi.org](mailto:jbylander@girlscoutsgcnwi.org)

Relocation required.

Send job leads of interest to AWC-TC members to the editor at [cwi-ltd@comcast.net](mailto:cwi-ltd@comcast.net)

Printing generously donated by:  
**Postal Dispatch Business Center**  
[www.postaldispatch.com](http://www.postaldispatch.com)

2009-2010

Board of Directors

President:  
Jane Sheedy  
(president@awctc.org)

Program Co-VPs:  
Peggy Lenzmeir & Jean Thomson  
(programs@awctc.org)

Communications VP:  
Marti Rollins  
(communications@awctc.org)

Finance VP:  
Katie Bedney  
(treasurer@awctc.org)

Web VP:  
Jane Sheedy  
(webteam@awctc.org)

Membership VP:  
Heike Peters  
(membership@awctc.org)

Publications VP:  
Diane Cone  
(publications@awctc.org)

National Representative:  
Heike Peters  
(nationalrep@awctc.org)

Steering Committee Chair:  
Heike Peters  
(steeringchair@awctc.org)

Editor: Mary Jo Koplos  
Come Write Inn, Ltd  
cwi-ltd@comcast.net  
Suggestions and submissions welcome.

WWW.AWCTC.ORG



Twin Cities Association of Women in Computing



Association for Women in Computing

## Meeting Recap

The January AWC-TC meeting was an invigorating, no-holds-barred conversation about HR issues: from cover letters to sexual harassment, and from thank-you notes to performance improvement plans.

Three fabulous panelists fielded questions, from both an online survey and from those in attendance, and answered the questions frankly and eloquently. Katie Bedney moderated the dis-

cussion with Amy Hillstrom (Red Cross), Julie Mattson (Katun Corporation) and Brad Lelemsis (in transition from St. Jude Medical) – who represented a combined total of more than 50 years experience in all aspects of human resources: generalist, benefits administration, organizational development, project management, recruiting, talent management, and more.

It was clear that the intrinsic

motivation of these three HR professionals was to help people in their organization succeed. Brad challenged those in transition to consider themselves as offering a solution to a prospective employer's problem instead of being out there asking for a job.

Julie encouraged those in transition to remain hopeful and indicated that 20% of companies will be hiring in 2010.

**“You aren’t asking for a job, you’re offering a solution.”**

## Social Media Watch

Wondering what people in your community are tweeting? Check out this website: [nearbytweets.com](http://nearbytweets.com). In real time you can see everything that is being said, or enter a keyword and see related tweets. Check to see if anybody is tweeting about your company or product, maybe about a new technology, or just take a pulse on what is on the minds of locals.

If you are considering social networking for your organization, you may want to read

Tora Estep’s blog post discussing “Nine Steps for Choosing Technology for Social Networking,” a discussion of the book *Ten Steps to Social Networking for Business* by Darwin Hartley.

She offered this advice: identify needs based on critical business initiatives. In other words, don't just jump into social networking because it's cool. You really need to know why you are doing it. You can read Tora's entire post at the Official

ASTD Blog:

<http://ow.ly/YKob>.

Hartley has his own social network on Ning to continue the conversation about his book:

<http://soc-net-for-biz.ning.com/>



## Recommended Reading

AWC member Anne Chagnon recommends *Hardball for Women: Winning at the game of Business* by Pat Heim PhD.

Anne writes: “I found this book extremely helpful in many ways” For Anne, the biggest impact points were:

- Strategizing and putting energy toward job tasks that make a difference and that demonstrate leadership potential.

- Networking continually and proactively and being ready to jump on opportunities when they present themselves.

- Being aware of and avoiding certain actions that can be misconstrued by male co-workers as a sign of weakness.

Thanks Anne.

We'd love to hear your book suggestions, too!

