



Professional And Technical Consultants Association
Serving Silicon Valley and beyond since 1975

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HOW TO JOIN

New Membership

Would you like to join our Association?

[More Details](#)

MEMBER RENEWAL

Annual Dues

General membership deadline: March 1st.*

[Renew Here](#)

**Note: 1st year or returning member who join after above deadline, contact the PATCA office at admin@patca.org for your dues deadline.*

Connect!



NEWS AND EVENTS

1st QTR 2020

Upcoming PATCA Events

PATCA: 5G Is Overhyped - Learn What It Can Really Do

Thursday, March 12, 6:00 p.m. to 9:00 p.m.

Holder's Country Inn, 998 S De Anza Blvd, San Jose, CA 95129

Learn what 5G cellular will really deliver for the three very different use cases: cell phones, on premise equipment, and low data rate IoT. Much of what is promoted is much more limited than what is said. The coverage areas and the speeds are much more limited than advertised. Also learn what will be different about IoT communication. The future with 5G will be different. Learn what it will really be like.

About the speaker: Walt Maclay, President and founder of Voler Systems, one of the top electronic design firms in Silicon Valley, is committed to delivering quality electronic products that are easy to manufacture. Voler Systems (www.VolerSystems.com) provides design, development, risk assessment, and verification of new devices for medical, consumer, and industrial, and applications. Voler is particularly experienced in designing wearable devices, using its skill with sensors and wireless technology. Walt is a past PATCA president and a senior life member of the Institute of Electrical and Electronic Engineers (IEEE). He holds a BSEE degree in Electrical Engineering from Syracuse University.

NOTE: \$5 to reserve seat for the talk. Attendees are expected to order an entree from the menu. You can order your dinner and pay directly to the restaurant. Look for us in the backroom.

To register for events or get more information, visit our [website](#) or [Meetup page](#) .

PATCA Management Consultants Networking Breakfast

Monday, March 16, 7:30 a.m. to 9:00 a.m.

Black Bear Diner, 415 E El Camino Real, Sunnyvale, CA 94087

Quick Links

- [Events Calendar](#)
- [PATCA Website](#)
- [Member Directory](#)
- [Expert Edge News](#)

Client Services

- [Post a Project](#)
- [Working with Consultants](#)
- [PATCA for Startups](#)

Member Benefits

- [Speakers Bureau](#)
- [Member Resources](#)
- [PATCA Logos](#)

[Join Our Mailing List!](#)

Monthly meeting of experienced line, project and product management consultants that bring business questions and challenges to the group to share insights and solutions. This month we consider the topic of combating the "Dilbert Effect" that is generated by the characterizations created about managers and management consultants in the cartoon strip "Dilbert". This is a joint meeting with PATCA and ABC (Area Breakfast for Consultants, affiliated with IMC - Institute of Management Consultant), meeting 3rd Monday each month at 7:30 a.m.

To register for events or get more information, visit our [website](#) or [Meetup page](#) .

Land and EXPAND - 6 Simple Principles to expand your bottom line

Thursday, April 9, 6:00 p.m. to 9:00 p.m.

Holder's Country Inn, 998 S De Anza Blvd, San Jose, CA 95129

A key area where many companies don't focus as much as they should - is expansion within their existing customers. Many companies focus, in some cases exclusively, on new customer acquisition. You should acquire new customers - but ONLY if there is an equal or greater focus on retaining and expanding your footprint within existing accounts.

Patty Watkins will focus on the EXPAND element of The Land and EXPAND Sales Framework within your current customer base - and why that is the fastest path to expanding your bottom line!

About the speaker: Patty Watkins has extensive experience as an SVP and VP of Sales, regionally, nationally and globally in both startups in Silicon Valley and Fortune 500 companies - including HP, AT&T, Teradata and NCR - where she also led startup teams. She earned her BBA from the University of Texas at Austin and her MBA from Santa Clara University in Northern California, graduating with honors from both universities. Patty has built sales organizations from \$0 to \$100M plus multiple times, transformed several sales teams from worst to first, and led many successful teams to significantly improved results. Patty has a wide breath of experience leading sales teams in landing and expanding sales.

NOTE: \$5 to reserve seat for the talk. Attendees are expected to order an entree from the menu. You can order your dinner and pay directly to the restaurant. Look for us in the backroom.

To register for events or get more information, visit

our [website](#) or [Meetup page](#) .

Meet your officers !!

Meet your PATCA Board of Directors - come to the Summer BBQ, or come to the Board Meeting Tuesday, March 24 !

Meet your officers at the Summer BBQ, or come to the next Board of Directors meeting (open to all members), Tuesday, March 24, at 7:00 p.m. For more information contact one of the Board Members listed at the link above, or see below.

Full members grades (except Affiliate) are eligible to vote for the board candidates listed on the ballot or write in their candidate of choice.

Welcome New Members !

Rafael Betancourt, Affiliate

Working Silicon - First Time, Every Time. Electronics hardware professional with deep experience in analog and mixed-signal technology development, analog micro-architecture, AMS methodology, design & verification, management of custom silicon projects.

[Betasoft Consulting](#)

David Moscatelli, Affiliate

Abacus is working to bring advanced technologies to the credit union industry; reporting and analytics on a scalable platform.

[Abacus Analytics LLP](#)

Jim Miller, Affiliate

Project Management

[Jim Miller](#)

David Schoenwald, Affiliate

Analog, System Design, Concept Products

[David Schoenwald](#)

Larry Staley, Affiliate

Optimal Business Consulting Services, Sustainability Analytics

larrystaley07@comcast.net

Rajesh Konda, Affiliate

Data Science / Machine Learning Platforms

rkondacareers@gmail.com

Larry Stevens, Affiliate

Leader of LEAN operations, supply chain quality, regulatory, hardware development and projects at small to large Medical Devices as Vice President or Director of Operations examples: AlterG Inc., Robert Bosch Healthcare, Think Surgical, Cardima and Sanmina. In Biotech Genmark Automation and Vium.

www.linkedin.com/in/larrylstevens

Attention Affiliate members: You can upgrade to full membership status, Certified Professional Consultant (CPC). As a full member, you will have access to client leads through PATCA's Post a Project client referral system and a complete listing in PATCA's online Searchable Member Directory.

CPC is also a nice add on to the list of one's credentials. If you want to upgrade your PATCA profile you can find some tips on doing so here: [Member Profile](#)

Benefits of Joining:

New Consultant meetings !

Evening Presentations

See [PATCA's Events](#), [LinkedIn](#) and [Meetup](#) !

Full Members have access to:

Mentorship Program

Full Details of your business in Consultants Directory

Job Postings sent to you

Cold Emailing - A Useful Tool for Consultants

Pathrise is a group that helps people fast track their way to a job with a top tech company. They teach proven strategies to land interviews, and give individual technical and case interview preparation, and teach, among other things, how to effectively initiate and carry off a "Cold Emailing" campaign.

As professional consultants, PATCA members do not often use cold emailing techniques; I attended a presentation by the founder of Pathrise, Kevin Wu, and found that his approach to Cold Emailing to be very efficient, and it would appear to be effective. In the discussion, he also presents techniques on how to find the email address for the key person to send this email to. WoW !

In my notes from his presentation, I have the following comments: write an email to the key person, (hopefully, the

hiring manager), with about 125 words maximum. 1) Give a brief introduction of yourself, and 2) what you are seeking. 3) Give a description of your skills, and 4) show excitement and interest in the position or the work you propose to do. Attach a resume or 1 pager. You should not spend more than 30 seconds finding the email address for each person (again, "WoW" !).

Given that, go ahead now and review the presentation slides, [Pathrise - Cold Emailing](#). Since these are the slides from his presentation, you will have to "fill in the blanks" a bit, for some of the slides, but overall, they are very readable.

On slide 17, he lists "Tools that can help" find email addresses for key people. His recommendation is that LinkedIn is the most useful website, to find people. Also, you can utilize a google search to find who you want on a company's website.

For example, to find the president of PATCA, use Google to search as follows

site:patca.org president

Other tools are given on that slide, that can find user email addresses. Try them.

connect.clearbit.com

leadfinder.pro

hunter.io/email-verifier/

email-checker.net

Again, while consultants generally do not use cold emailing techniques, I found that the material presented by Kevin Wu at Pathrise to be intriguing, and I intend to try it. Check out his services at

[Pathrise.com](#) .

John Cooper,
Editor, PATCA Newsletter

Online Recorded Webinars & Other Resources

We have developed a number of recorded online webinars:

Handling Late Paying Clients

Leonard Sklar, author of the book, "The Check Is NOT In The Mail" covers how to get paid more readily in full, on time, at less cost, with less stress, and without losing good customers and clients. Len has spoken on this topic in over 200 cities in all 50 states. Two key points he will cover are how to minimize payment problems in the first place, and what do you do with the delinquent accounts that slip through.

<https://patca.org/handling-late-paying-clients/>

Strategies for Pricing Consulting Services

Carl Angotti writes on Pricing: "Much of this material is based upon my years of working with PATCA in the round table, and what I've learned from others regarding how to set the price you can charge for your services. This talk assumes you already have researched and have a market and a service to offer to it, and now we want to decide how much we should charge for your services? This question presents a dilemma when a person first starts on a consulting practice, or for a seasoned consultant that wants to introduce a new service or just considering raising their rates. The title is "How to Decide How Much to Charge for Your Services?" There are a number of different ways of considering what price to charge. Among these are, and I'm going to go through several ways, what I referred to as strategies, approaches to doing this.

[Carl Angotti - On Strategies for Pricing Consulting Services](#)

What the new Tax Reform Means for Consultants

The 2018 tax reform is the most significant change to the tax code in over 30 years. Some of the changes include: Corporate tax rates changes, significant changes to the way pass-through business income is taxed. This includes income earned by sole proprietorships, LLCs, partnerships and S Corporations. What you can and can no longer deduct, changes to certain business tax credits and loss carryover rules.

The speaker: Tri Hoang is a partner in the Alpha B Group (<http://www.alphabgroup.com/>), a Santa Clara firm that has been providing business and individual tax services as well as accounting and bookkeeping support to businesses for more than a decade.

[2018 Tax Reform - What it Means to Consultants](#)

Your 2019 Board of Directors

Board Members

Chris Hansen, *President*

Keith Riordan, *Treasurer*

David Vieira, *Secretary*

Shirish Patel

Christopher Edington

David Bakhtnia

Beth Ann Hockey

(Vice President position is open)

Larry Polyak, Webmaster
John Cooper, Editor

2020 JOIN PATCA or Renewals Reminder



Join PATCA ! [Click here for more Info.](#)

Renewal Dues: the 2020 dues deadline was March 1st. If you have not paid your 2020 dues yet, please visit the renewals page [here](#) or use the custom invoice emailed. *[Note:*

If you joined PATCA in the past 12 months your renewal deadline is noted on your member profile.]

Questions: contact the [PATCA office.](#)

PROJECT POSTINGS for FULL MEMBERS

Companies that seek consultants can post projects to the PATCA website for free !

Here are some typical project titles, from recent postings:

- LTE Cellular Tech Expert Witness Project
- Analog Chip Design Expert Witness Project
- Embedded Firmware
- No Blame Safety Strategy
- COGS Reduction - Radial Compression Device
- *Wireless Fan Motor Control system
- LTE Network Engineer
- Review Microwave test setup and calibrate, test for the Resonance Linewidth of microwave ceramic material
- System and message data analysis and definition for building control network.
- FPGA and ASIC, with 40G Ethernet. PHY level development on Xilinx
- C++ programming, embedded code
- Wireless power transfer circuit
- Analytics facilitator
- Modification of existing microcontroller code
- Semiconductor engineer

Full PATCA Members have access to the details of these jobs.

Anyone can post a project or job listing for no charge; postings are moderated.

Click here to Post a Project:

[Post Project](#)

Share Your Ideas

PATCA's Marketing team and Board of Directors invite you to share your ideas about:

- Speakers or topics for PATCA's monthly meetings and educational events
- Newsletter topics, including links to Internet sites or topics of interest to consultants and clients
- Articles for the newsletter, such as:
 - Tips for success based on your area of expertise
 - Learning points from a consulting or business book that you read recently
 - How you've used ideas from a PATCA speaker to help grow your business
 - Suggested topics for PATCA's blog
 - Full members: Send your article to editor@patca.org

Send your ideas to the [PATCA Office](#).

Joke of the Month

Light bulbs...

How many consultants does it take to change a light bulb?

- -It depends - "How large is your budget?"
- -We don't know. They never seem to get past the feasibility study
- -Three. One to change the bulb, one to document the process and one to coach him on how to conform to the process
- -Four. One to change the bulb and three to contemplate how Tom Peters would have done it
- -Six. One to change the bulb and five to tell him how much better they could have done it

<http://www.independent-consulting-bootcamp.com/consultant-jokes.html>

PATCA is Silicon Valley's longest operating non-profit professional association dedicated to serving independent consultants and the client companies that use them. We set the quality standard for the consulting industry by requiring that all members pass a rigorous qualification process and adhere to a strict code of ethics. PATCA offers a free referral service giving clients direct access to a network of the highest caliber management and technical consultants in the Bay Area. We represent a wide variety of expertise in a broad array of disciplines, from biotech to marketing, HR to engineering, hardware design to cloud computing.

Voice Mail: 1-800-74-PATCA (1-800-747-2822) Local: 408-971-5902

Web: <http://www.patca.org/contact-us>

What is the "CPC" logo by members names ? Check out our member categories, and learn how to gain more recognition as a Certified Professional Consultant: [Member Categories](#)

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PATCA, P.O. Box 2261, Santa Clara, CA 95055

SafeUnsubscribe™ {recipient's email}.

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Sent by admin@patca.org in collaboration with



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