

## Message from the President

### *Message from Beth English, President SCTC*

With spring underway, it's a great time to look at what we've accomplished as an organization in the first quarter and peek ahead to what's in store over the next few months.

We started the year with a strong emphasis on membership renewals. As some of you might be aware from personal experience, the renewal process had a few hiccups, primarily due to an old, not-quite-accurate, member database. A substantial effort was put forth by a group that included the membership committee, board members, and Cap Hill staff to not only get renewals processed, but to make sure member data was accurate going forward. We now have clean, current database. I cannot thank this team enough for their time and effort. Having a correct and complete database is foundational for most of our strategic initiatives including...

The launch of the new SCTC Web Site and Member Portal! On May 1st, we moved from our former platform (Your Membership) to MemberClicks. Moving the website was the culmination of several years of research and is a pivotal building block for our strategic vision. Not only is MemberClicks significantly less expensive, but it offers more flexible features that will enable us to turn our strategic vision into a tactical advantage. The new web site is streamlined for efficiency, but also built in a way that allows it to be customized for our needs. We will continue to make improvements and additions through the end of the year, so check back periodically.

From a financial perspective, we are on solid footing. Consultant renewals were as expected with VAC renewals slightly less than expected. With a focus on recruiting, we've already added new consultant and VAC members to ranks in the first quarter and expect the trend to continue with a commitment to increasing our industry visibility and the addition of recruiting incentives for members.

In Feb we were represented by several SCTC consultants at an event adjacent to Mobile World Congress in Barcelona. In March, Meagan, our Executive Director, and a team of volunteer members made a splash at Enterprise Connect in Orlando. Our booth was a popular spot for foot traffic, which often had multiple conversations with potential members going at the same time. It was great to see such energy and interest. We came away with a large list of interested people for the recruiting team will follow up with. Next on the trade show circuit...UC Expo in London, where the SCTC will be represented with a booth, 4 speaking slots and two panels. Thanks to all who volunteer to take time from their practices to represent the SCTC!

In April, May and June, we have regional meetings taking place in the SouthWest (SW), North East/Mid-Atlantic (NEMA), MidWest and Canadian Regions. These very popular meetings offer an exceptional opportunity to deepen professional relationships in a way that is sometimes challenging at larger venues. Special thanks to the volunteers from each region who make these events possible.

Plans for the Seattle Fall Conference are in process. We've have lined up keynote and locknote speakers, and are reviewing some great speaker submissions. Mark your calendars to save the date and stay tuned for more details. Registration opens May 5.

With transition and infrastructure tasks completing, the board is excited to be rounding the corner on the past and looking forward to the next phase....creating a strategic roadmap for our future.



*Beth K English*

## Upcoming Events

### SCTC 2017 Calendar of Events

UC Expo – London, UK  
May 17 – 18, 2017

Canadian Regional Group Meeting  
June 8, 2017

SCTC Annual Conference – Seattle, WA  
September 11 – 14, 2017

IP Expo – London, UK  
October 4 – 5, 2017

## Sneak Peek

- SCTC at UCExpo London
- Legal Update from Martha Buyer
- Seattle Conference Schedule

## SCTC Contact Info

Society of Communications Technology  
Consultants International  
230 Washington Ave. Ext. Suite 101  
Albany, NY 12203  
Phone: 800-782-7670  
Fax: 800-859-3205  
Website: <http://www.sctcconsultants.org>



## Consultant Spotlight Dick & Linda Shoemaker

**R M Shoemaker & Associates, Inc.  
Ohio & Florida**

### Does membership in the SCTC provide significant benefits?

Well, take into consideration the following. Besides the advantages of the VAC, the valuable help from other consultants via the ListServe, assisting other SCTC consultants on projects and the quarterly & annual meetings, our firm has retained about seven or eight new clients over the last ten years. For example, in the last four years alone, we received four calls from prospective new clients in Florida, of which, three retained our services for substantial projects (*the fourth we declined*).

One of these, a large health, dental and vision care provider in Central Florida has just recently engaged our services for conducting a 3-year Strategic Technology Plan relating to their existing IPT system and large Contact Center. This will be a six-seven month project that involves multiple phases including Discovery, Analysis, Design and Recommendations. Based on what the recommendations require, they will again retain our services to implement those recommendations (e.g., RFP, Implementation Project Management, etc.). And, they found us through the SCTC web site via an internet search.

Another was a large property management firm in the Saint Augustine area of Florida with about 14 properties. They retained our services to select providers for cable, satellite and internet access. It also included various phases including Design, RFP and Implementation Project Management. Again, they found us through the SCTC web site via an internet search.

As for the third new client, they also are a health care provider with 15 locations that offer skilled nursing and assisted living. This project should be starting in about a month or two. This will involve all the same phases as the two above for IPT systems, Infrastructure build-out and their WAN. Again, they found us through the SCTC web site via an internet search.

Also, several years ago, we were retained by a very large University in Ohio to help them develop a 3-year Strategic Technology Plan. And, in addition to these, there have been several others. Again, they all found us through the SCTC web site via an internet search

So, you draw your own conclusion. Has this been beneficial for us? Heck yeah!

Thank you SCTC

## 2017 BOARD OF DIRECTORS

Elizabeth English, *President*

Molly Zraik, *Executive Vice President*

Thomas Brannen,  
*Senior Vice President*

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Scott Murphy, *Director*

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## Message from VAC Board of Directors

### Message from Dave Clardy, President SCTC VAC

With Mobile World Congress and Enterprise Connect 2017 in the history books, it is very obvious that Digital transformation has become a top initiative for business and IT leaders. In today's business world, sustainable market leadership is no longer based solely on which company has the best products or even the best people. Instead, organizations that are agile and can quickly adapt to rapidly evolving market trends will become market leaders. Companies that can't meet the demands of a dynamic business climate that's changing faster than ever before will struggle to survive. All the more reason we need to help recruit new consultants and vendors to join SCTC. This can only help us secure our futures in this ever changing industry.

With that being said, our call to action by all vendors is to recruit just one new consultant to SCTC before our annual conference in Seattle. Should you need assistance, please contact Chuck Vondra and yours truly.

## 2017 VAC BOARD MEMBERS



Dave Clardy, *President*

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*Secretary*

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Larry Kollie, *Director*

# OUR INDUSTRY IS ON THE MOVE!

**SCTC** SOCIETY OF  
COMMUNICATIONS TECHNOLOGY  
CONSULTANTS INTERNATIONAL  
*Experience. Expertise. Trust.*

ENTERING  
Seattle

SCTC ANNUAL CONFERENCE SEATTLE, WA • SEPTEMBER 11-14, 2017 WASHINGTON ATHLETIC CLUB

## SCHEDULE AT A GLANCE

### MONDAY, SEPTEMBER 11

Optional Events (Choose 1 of 3)

1. Golf Outing (*Time and Location TBD*)

1:00 p.m.

2. Excursion to Space Needle & Chihuly Garden and Glass

3. Excursion to Pike Place Market

5:30 p.m. – 7:30 p.m. Welcome Reception

### TUESDAY, SEPTEMBER 12

7:00 a.m. – 8:00 a.m. Breakfast & Networking

8:00 a.m. – 9:00 a.m. SCTC Conference  
Welcome & Introductions

9:00 a.m. – 10:00 a.m. Keynote Speaker, Francis  
McInerney – Cloud Inflation  
and You

10:00 a.m. – 10:45 a.m. General Session

10:45 a.m. – 11:00 a.m. Break/Transition

11:00 a.m. – 11:45 a.m. Breakout Session 1 – 2  
(Concurrent Sessions)

Gary Eckert - Service Contract Negotiation  
Implications of Emerging Technology Trends

Frank Straka & Mark Goodman –  
Power over Ethernet, the Digital  
Building, and their impact on structured cabling

11:45 a.m. – 12:05 p.m. VAC Presentation

12:05 p.m. – 1:05 p.m. Lunch & Networking

1:05 p.m. – 1:30 p.m. Special Presentation – WAC  
Wellness Session

1:30 p.m. – 2:10 p.m. VAC Presentations (2)

2:15 p.m. – 3:00 p.m. Scott Murphy - Maturing  
Professional Services that are  
Easier to Market, Sell, Deliver,  
and Scale

3:00 p.m. – 3:15 p.m. Break/Transition

3:15 p.m. – 4:15 p.m. General Session

4:00 p.m. – 4:40 p.m. VAC Presentations (2)

6:00 p.m. – 6:30 p.m. Group Picture

6:30 p.m. – 9:30 p.m. VAC Dinner

### WEDNESDAY, SEPTEMBER 13

7:00 a.m. – 8:00 a.m. Optional Activities (Choose 1 of 2)

1. Tai Chi led by Richard Hathaway

2. Fitness Class led by Melissa Swartz

9:00 a.m. – 9:45 a.m. Thomas Brannen, Jim O’Gorman -  
5G: What it is, when it’s coming, and  
what it means to us

9:45 a.m. – 10:25 a.m. VAC Presentations (2)

10:25 a.m. – 11:00 a.m. Special Presentation – WAC  
Wellness Session

11:00 a.m. – 11:15 a.m. Break/Transition

11:15 p.m. – 12:00 p.m. Breakout Session 2 – 2  
(Concurrent Sessions)

Arthur Yonemoto - Telecom/IT Audit  
Primer – How to evaluate a consultant/  
auditor

SDN and SD-WAN – What a Telecom  
Expert Needs to Know

12:00 p.m. – 1:00 p.m. Lunch & Networking

1:00 p.m. – 1:40 p.m. VAC Presentations (2)

1:45 p.m. – 2:45 p.m. Martha Buyer, Legal and  
Regulatory Update

2:45 p.m. – 3:15 p.m. Break/Transition

3:15 p.m. – 5:15 p.m. SCTC Annual Business Meeting

6:00 p.m. Depart for Dinner Event

6:30 p.m. – 9:30 p.m. Dinner Event at Living  
Computer Museum

### THURSDAY, SEPTEMBER 14

7:00 a.m. – 8:00 a.m. Optional Activities (Choose 1 of 2)

1. Yoga led by Cheryl Odee Helm

2. Self Defense led by Richard Hathaway and Melissa Swartz

9:00 a.m. – 9:45 a.m. Dr. Joseph Williams, Industry  
Analyst & UC Strategist

9:45 a.m. – 10:25 a.m. VAC Sessions (2)

10:25 a.m. – 10:45 a.m. Break/Transition

10:45 a.m. – 11:45 a.m. VAC Sessions (3)

11:45 a.m. – 12:30 p.m. Breakout Session 3 – 2  
(Concurrent Sessions)

Molly Zraik - Carrier Services  
Benchmarking and Negotiations

Phillip Edholm - Video Rooms-  
The new battlefield

12:30 a.m. – 1:30 p.m. Lunch

OUR INDUSTRY IS ON THE MOVE!



ENTERING  
Seattle

SCTC ANNUAL CONFERENCE SEATTLE, WA • SEPTEMBER 11-14, 2017 WASHINGTON ATHLETIC CLUB

## THURSDAY, SEPTEMBER 14

- 1:30 p.m. – 2:15 p.m. Sara Uzel , The evolution of the Voice RFP in a UC world
- 2:15 p.m. – 3:00 p.m. Melissa Swartz - Interactive Vertical Market Segments using technology to solve business problems
- 3:00 p.m. – 3:15 p.m. Break/Transition
- 3:15 p.m. – 4:00 p.m. General Session
- 4:00 p.m. – 5:00 p.m. Locknote Speaker - Beth Schultz, Editor No Jitter
- 6:00 p.m. – 6:30 p.m. Networking Time
- 6:30 p.m. – 9:00 p.m. Annual Cocktail Party & Dinner

## Thursday, September 14 Activities Overview

7:00 a.m. – 8:00 a.m. Optional Activities (Choose 1 of 2)

1. Yoga led by Cheryl Odee Helm
2. Self Defense led by Richard Hathaway and Melissa Swartz

**2017 Annual Cocktail Reception & Dinner – 6:00 p.m.**  
*This is included in your ticket price for Thursday.*

## 2017 ANNUAL CONFERENCE ACTIVITIES!

### Monday, September 11 Activities Overview

Golf Outing – Time and Location TBD  
Optional Afternoon Activities beginning at 1:00 p.m

1. Excursion to Space Needle & Chihuly Garden and Glass, \$34
2. Excursion to Pike Place Market, Free of Charge

### Tuesday, September 12 Activities Overview

**VAC Dinner – 6:30 p.m.**  
*This is included in the attendee ticket price for Tuesday.*

### Wednesday, September 13 Activities Overview

7:00 a.m. – 8:00 a.m. Optional Activities (Choose 1 of 2)

1. Tai Chi led by Richard Hathaway
2. Fitness Class led by Melissa Swartz

**Dinner Event at the Living Computer Museum – 6:00 p.m.**  
*This is included in your attendee ticket price for Wednesday. A la carte tickets may be purchased for \$175 by visiting [www.sctcconsultants.org](http://www.sctcconsultants.org)*

### 2017 Annual Conference Keynote Speaker

Francis McInerney  
Managing Director of  
North River Ventures, LLC  
“Cloud Inflation and You”



### 2017 Annual Conference Locknote Speaker

Beth Schultz  
Editor of No Jitter,  
Program Coordinator of  
Enterprise Connect



**To Reserve Your Room Today!**  
Call - (206) 622 – 7900  
Email - [innreservations@wac.net](mailto:innreservations@wac.net)  
**NO ONLINE RESERVATIONS**

# SCTC at UCExpo London

**UC EXPO**<sup>®</sup>  
CONNECTING BUSINESS  
17-18 May 2017, ExCeL London

SCTC continues to build upon its relationship with ImagoTechMedia – the organizers of the Expo series of Enterprise IT events. We will have a major presence at the UCExpo event in London on 17th / 18th May 2017. UCExpo is moving from its traditional home at Kensington Olympia to the Excel Exhibition Centre at Docklands to accommodate the expanding event.

UCExpo is a great opportunity for SCTC to meet and network with potential consultant members, European based VAC and future clients / customers. Dave Mailer, Sara Uzel, John Purnell, Gill Rowbotham will be representing the SCTC. Dave, Sara and John will be speaking on a range of topics

including the real cost of UC, the role of telephony in UC strategies and UC in the transportation sector. In addition, we have been invited to chair two discussion panels and to announce the organizer's evening VIP event. We will also have a booth which will be a great opportunity to meet other attendees and follow-up conversations.

Details of the event can be found on the UCExpo website at <http://www.ucexpo.co.uk/>

If any other members are intending to be at UCExpo, or if you'd like us to look up any of your contacts that will be there then let Dave, Sara, John or Gill know.

## Help us grow and earn some \$\$

The SCTC has an incentive plan for existing members to provide leads for prospective new members. Here are the highlights:

- Every new member lead introduced that is accepted will result in a \$200 credit toward either membership dues or SCTC conference fees
- All that is required is to add the lead to the web page lead form (1-2 minutes) and be willing to make a follow up phone call, if requested
- Applies to new members from new firms only (additional members from a consulting firm that already has members are not eligible)
- Applies to consultants, VAC members and analysts
- Maximum credit per year = \$1,200 (6 recruits)
- Unused credits will roll to following year. Leads can be input right from the web site under "Recruitment"

## Enterprise Connect

Once again for the members of the SCTC VAC - Enterprise Connect has proven to be one of the best events in the US to see and meet with many SCTC consultants. The Enterprise Connect presentations are insightful from the consultant and vendor perspective. And it also has become a forum for vendor announcements – and this year was no exception.

Because the key consultants are in attendance - many of the VAC have focused on having specific events showcase their latest announcements. Good luck to all the consultants that juggle the schedule of activities. Your dance card is full! You can be scheduled from 7 am to 10 pm each day. At the same time, the members of the VAC have found this time to be extremely valuable to inform the consultants.

At Enterprise Connect, the best joint effort with the SCTC Consultants and VAC is the visibility of the SCTC booth and the BINGO card. The SCTC booth had good traffic for promoting the organization and fostering new membership. This distribution of the BINGO card allowed the consultants to promote and drive traffic to the VAC that supports the Consultants– which is a GREAT value for the VAC. The prize giveaway from the returned BINGO cards continues to promote the organization and drive growth.

Additionally, while at the event – the VAC took this opportunity to have a Board meeting. We also had our SCTC Consultant representative attend. It was a good time to meet face to face. The major discussion focused on VAC board assignments and upcoming conference information.

Overall, Enterprise Connect was a great event for SCTC members – both VAC and the Consultants.

## What's Up with Net Neutrality and Why am I Hearing About It Again?

It's all about perspective. Whatever the issue is, it's always about perspective. So when I was trolling for an interesting take on the current FCC's consideration of invalidating the principles of Net Neutrality, I thought I'd go looking for a unique perspective. And I found it! The headline "Net Neutrality Under Siege by FCC Boss, Could Impact Online Gaming" (<https://www.casino.org/news/net-neutrality-under-siege-by-fcc-boss-impact-online-gaming>) published in Casino.org surely caught my attention.

As a quick review, the Net Neutrality rules, which have been the subject of a great deal of attention and debate, essentially prevent the biggest players in the industry (including, but not limited to AT&T, Verizon and Comcast) from limiting access to content — either financially through paid prioritization (as an example, content offered by the provider itself (read: AT&T, Comcast or Verizon) or technically (by simply denying access to some legal sites). In its current form, Net Neutrality prohibits the prioritization of data, websites and consumer activity including, not surprisingly, online gaming and gambling. And this is precisely what the casino guys are upset about.

Regardless of you feel about online gaming, the point that the casino.org people make is a valid one. If Chairman Pai and his Republican colleague Commissioner Mike O'Rielly get their way, the biggest providers of internet access will be able to discriminate (they'll call the action something much less provocative) between the products they offer and those that their competitors offer. Instead of you being able to decide which content is "right" for you, they'll make that decision for you by charging different rates for different content and services or potentially (key word here is "potentially") denying access to some legal content at all.

Despite the pleas of the biggest providers to the contrary, the big losers will be consumers whose choices for content will either be limited or outright restricted. Who wins then? The shareholders of the biggest providers. Everyone else loses. Period.

Another part of the proposal to roll back the Net Neutrality rules involves the reclassification of broadband service from a Title II telecommunications service, where it is treated like a utility to a Title I or "information" service, thus no longer considered a necessity but a nice and useful commodity. How it would be regulated—and by whom

(FCC v. FTC) would also be different. In the Chairman's recent comments, he suggested that the change would move privacy and data security issues from the purview of the FCC back to the Federal Trade Commission. This move means lots of billable hours for DC lawyers, and not much that benefits anyone else, with some possible and small exceptions.

The draft of the official plan was released on April 27th, in anticipation of a vote at the May FCC Commission meeting. While I'm sure that the Chairman's intentions are good and honorable, one of the elements of the draft that caught my attention is a claim that because paid prioritization had never occurred in the past, that making it impermissible was an overreach by the previous commission. I'm not sure who would believe that if the biggest providers couldn't secure additional revenue for a higher quality of service for those willing to pay for it they wouldn't try to do so.

The issue, and this is where the classification becomes so critical, is if internet access is really a utility, then discrimination in this way is not an acceptable alternative. Perhaps 20 years ago, internet access and services offered by ISPs had not reached the level of qualifying as a utility. But times have changed, and all sectors of the economy rely on internet access to do what they do. To remove the mechanism of Net Neutrality in the interest of unfettered operation creates new opportunities for redlining and creates the opportunity for a greater chasm between the "haves" and "have nots"

However, there is reason for cautious optimism. Chairman Pai has chosen, rather than simply making a declaratory ruling which would have changed the classification immediately, to issue a Notice of Proposed Rulemaking (NPRM), giving the public time to review and comment on the proposed rule rollback before any final determination is made. And if all else fails, since there remain two open offices in the FCC and a quorum is needed to conduct any official business, Democratic Commissioner Mignon Clyburn, a staunch supporter of Net Neutrality, has the option of sitting out the meeting, thus preventing a quorum. This is a step of last resort for sure, but it's certainly on the table if what the other two commissioners see as their mandate is simply unpalatable to the longest serving of the 3 in-office commissioners. Stay tuned.

## Financial Report

There are three key factors in the financial health of the organization: accurately predicting membership levels for consultants and VAC, managing to the operating budget set each year and running a successful conference.

For years we had the benefit of Cathy Cimaglia's stewardship, guidance and direction over all three areas. Fortunately, last year the Board took a strong initiative to dig into the books and be sure we went into the transition with good documentation of the budget, expenses and a clean chart of accounts. This has helped tremendously as we move through the transition with Cap Hill and begin to operate at our new normal. Four months through this year's budget and our finances are on track. Consultant membership is on target, VAC membership is a little lower than predicted, but recruitment is strong for both consultants and VAC and several new VAC members have been recently approved. Couple that with expenses staying in line and a little below budget to keep us operating in a good position. First Quarter financials have been posted to the website for membership review, please reach out to me if you have any questions - <https://sctc.memberclicks.net/financials>

Molly Zraik  
Executive Vice President & Treasurer

## Headquarters Update

As you all know, we have hit the ground running this year with multiple initiatives to further our goals and visions for the SCTC. Now that our membership renewals are completed I am pleased to report we have 136 Consultant Members, 12 Student Members, 21 Full VAC Members and 3 Regional VAC Members. This puts us in a solid position moving into the second quarter of the year. With our new recruiting efforts, presence at industry trade shows, and the new website we are expecting to see new members throughout the course of the year.

Just a reminder, if you have any questions about anything going on within the SCTC, your membership, upcoming events, etc. please don't hesitate to call or email me directly. I'm happy to answer any questions you may have and am always open for suggestions!

*Meagan Bowker*  
*Executive Director*

## Member Benefit Tip

Are you leveraging your SCTC membership status as a part of your proposal process? I use this benefit to set me apart from my non SCTC competitors. The SCTC offers this service through HQ to support you. I refer to it as the SCTC "comfort" letter. It is a standard letter on SCTC letterhead, which is addressed to your customer that describes the organization and your standing as a member. I typically include this letter and a copy of the Code of Ethics in our proposals. To ask for a letter you need to send Meagan an email with the following information.

**Your Company name • SCTC Members you want listed in the letter • Client Name & Address**

*She needs about 2-3 days to turn them around in PDF format to insert into your proposal.*

## We invite you to the new **SOCIETY OF COMMUNICATIONS TECHNOLOGY CONSULTANTS WEBSITE!**

This website will help with the work of keeping our membership connected. With social networking support, simple tools for staying in touch, space for sharing documents and photos and resources to support committees, we can use it to help market our association and highlight great work being done.

In addition, the new SCTC website is going to be the workhorse that will collect member dues and support event registration and payment.

This is Phase 1 of the new website rollout. For this phase we have focused our efforts on building the site basics, both in functionality and design. There are several improvements behind the scenes that will help with ongoing member management, member prospect tracking, online application processing, and more. We are also building up our online resources section with the revamped SCTC blog, video content, and more exciting pieces coming later this year.

Phase 2 will be introduced at the Annual Conference in September. Phase 2 will consist of more sophisticated search functions within our membership directory as well as other upgrades.

Our hope is that every member will take some time to refresh their member profiles, as we see this as being a huge opportunity to help drive business to your practice and gain even more value from your membership.