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## 5 Ways to Stand Out as a Project Manager in Today's Economy

With current economic conditions, it's more important than ever to stand out as a project manager.

**Erika Flora**, our October 11 dinner meeting guest speaker, will discuss five simple and effective ways to stand out from the crowd, including building a safety net and establishing recognition as an expert in your field. She will also reveal lots of practical tips that can be put to immediate use to weather any economic storm.

Erika Flora, PMP, is a co-founder and principal of Beyond20, a nationwide training, consulting, and assessment firm.

You won't want to miss this timely and insightful presentation.

October 11 Dinner Meeting  
[CLICK HERE TO REGISTER](#)



# President's Message



## Moving Forward and Providing Value

The two benefits that members rank most highly in all of our chapter surveys are networking and PDUs. These benefits were translated into board objectives for 2011. So, in September, we held the annual chapter conference. Final counts aren't yet available; however, we estimate that between 140 and 160 people attended the event and earned up to four PDUs.

Our outstanding keynote speaker, Matt Brauning, presented his vision of the personnel issues affecting our profession. We enlisted Frank Parth, a member of

the PMI® Global Board of Directors, who presented an overview of project management in our ever increasingly complex business environment.

Other speakers earned additional PDUs presenting their topics. Still more volunteers earned PDUs by contributing time and effort to the conference. Attendees enjoyed multiple networking opportunities between the sessions and during the buffet dinner.

We also launched our Fall PMP® Prep Workshop in September. While smaller in size than anticipated, we still feel that we provide an outstanding value, in both cost and preparation for the PMP exam.

On the same Saturday, we also held our monthly advanced topic seminar, where chapter members and other professionals volunteer to serve as presenters. Attendance is holding steady at this event, and our members can earn four PDUs cheaply and at a single event each month.

In terms of outreach and social networking, we launched our Facebook site. Attendees at the annual chapter conference were encouraged to post comments on the site. In addition, I see new threads and discussions coming from our LinkedIn site each

week, encouraging communication between our members.

At the end of the month, we will launch our web-based learning site, offering PDUs without having to physically attend a chapter event. This new feature promises PDUs at a low cost. Close on the heels of this endeavor is a podcast based PDU event, again offering our members the chance to earn PDUs at their leisure.

Finally, nominations are open for people desiring to sit on the PMI-OC Board of Governors. Board members lead the chapter on its evolution as a viable partner with businesses and project managers in Orange County. If you're looking for expanded internal and external networking opportunities, a position on the board or on one of our many committees offers tremendous potential.

If you have ideas for other ways we can support your needs, please let us know. We are open to exploring new ideas, growing the chapter, and meeting the members' needs.

**Stephen June, PMP**  
2011 President

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## 2012 Board of Governors Election

Your chapter is starting the election process for the **2012 PMI-OC Board of Governors**. We are calling for nominations, will be vetting the candidates, and will conduct the election late in October.

At least three positions will be open on the board, and we are targeting six candidates to be on the ballot. This will follow the precedent established last year; we want you to have a choice, rather than just endorsing the candidates presented.

Our goal is to have governors with a good understanding of how our chapter runs, not just what we do, but the knowledge of why we do it. A governor must know that their key role is to protect the financial health of the organization through prudent selection of activities and budgeting.

The chapter's programs are created to continuously provide member value while addressing the chapter's revenue and expenses. The governors make strategic decisions throughout the year to ensure that this happens.

We are looking for candidates who are interested in serving the chapter in strategic roles, managing their directors, and giving them the guidance to make tactical decisions.

Governors are the strategic heartbeat of the organization. They set the direction and lead their staffs to implement the strategic decisions.

What does an ideal candidate look like? The person has an excellent idea of how the organization runs, gained by past volunteer work in the chapter or a similar organization. This helps when global decisions are being made by governors who can call on their past decision making experience.

A governor must be an excellent communicator, able to express ideas both verbally and in writing. A governor must be a collaborative and work well with others.

A governor must make tough decisions, which may or may not be popular, and support them to the membership.

Successful candidates will understand these complexities and will accept the challenge of a two year term, committing to the high standard of excellence PMI-OC has attained.



**Sylvan Finestone, PMP**  
Past President

### 2011 Board of Governors

- Stephen June, PMP**  
President
- Alvin Joseph, PMP**  
Vice President of Operations
- Nora Goto, PMP**  
Vice President of Communications
- Robbin MacKenzie-Thomas**  
Vice President of Administration
- Richard Nalle, PMP**  
Vice President of Strategic Planning
- Gregory Scott, PMP**  
Vice President of Finance
- Sylvan Finestone, PMP**  
Past President

### Call for Nominations

The nominating committee is seeking leaders for the **2012 PMI-OC Board of Governors**. The ideal candidates will be strategic thinkers who want to use their leadership talents and skills to make a difference in PMI-OC.

We are looking for leaders who can bring their developed abilities to a board that can offer them personal and professional growth, which will help them achieve leadership positions in their personal careers.

Go to [nominations@pmi-oc.org](mailto:nominations@pmi-oc.org) for more information. We look forward to hearing from you.

## New Members

Richard Alexander  
Chris Barbera  
Sharon Benkovic  
Victor Bonacci  
Asad Bux  
Nathan Bystedt  
Daniel Cooper  
Jude Cruz  
Richard Darby  
Willy Davidson  
Nicole Desproges  
Alesha Douglas  
Wayne Francis  
Maureen George  
Khalil Hamideh  
Christine Herbert  
Gary Humphreys  
Zalmie Hussein  
Muhammad Jadoon  
Shelly Kang  
Phan Ly  
Winnie MacGregor  
Theresa Mackey  
Latish Mallam  
Rachel Medrano  
Kamran Moallempour  
Keith Montgomery  
Ed Morris  
Jayson Murray  
Paul Nassar  
David Parkin  
Christopher Paulk  
Robert Purviance  
Stanley Reese  
Steven Robertson  
Fallon Roxas  
Alessandra Sahonero  
Devender Sandhu  
Uttama Sharma  
Prem Singh  
Matt Tabatabai  
Rehan Tahir  
Tom Wien  
Kristin Wilcox  
Vanessa Yieh

## New PMPs

Sandra Axelsen  
John Baker  
Marc Bedard  
Timothy Brooks  
Anh Cam  
Ted Collins  
Lou Dantonio  
Ryan Eng  
David Ferguson  
Cindy Fernwalt  
Mary Funez  
Maureen George  
Paul Gomes  
Philip Grossman  
Cozette Hanich  
Michael Happ  
Yvonne Huynh  
Shane Jacobson  
Keane Kimball  
Geoff Liakos  
Phan Ly  
Latish Mallam  
Cheryl Moinzadeh  
Laura Montgomery  
Jayant Narang  
Jina Patel  
Kashif Peter  
Karen Quigley  
Anne Tomasyan  
Larry Rose  
Alessandra Sahonero  
Julie Sandercock  
Jonathan Savas  
Matthew Sedares  
Ajith Sreedharan  
Jeffrey Thomas  
Sheryl Turney  
Lon Verstuyft  
Robyn Wilcox  
Brian Workman

### Social Media

#### Content Distributor

Create content and distribute to Facebook, Twitter, and LinkedIn.

#### Engagement Manager

Create a community environment on Facebook, Twitter, and LinkedIn.

### Information Technology

#### Website Event Editor

Set up events on the website following a predefined schedule.

### Membership

**Deputy to Membership Director**  
Support membership director.

**Volunteer Coordinator 2**  
Shared position. Solicit volunteers and coordinate volunteer activities.

### Communications

#### E-Blast Manager

Manage content and layout with Constant Contact.

**Marketing Materials Brand Mgr.**  
Monitor and maintain the PMI® brand standards.

### Internal Marketing

**Milestones Photographers**  
Need experienced and creative photographers for PMI-OC events.

**Milestones Contributors**  
Write reviews of attended chapter events: dinner meetings, ATS, etc.

### Programs

**Dinner Meeting Chair**  
Plan/coordinate dinner meetings.

**Dinner Meeting Coordinator**  
Transport, set up, and troubleshoot audio-visual equipment.

**Dinner Meeting Coordinator**  
Print and deliver name badges for dinner meetings.

### Finance

**Accounts Payable Manager**  
Make sure invoices are paid and posted correctly

### External Collaboration

**Advertising and Sponsorship**  
Need chair and volunteers to manage sponsorship options.

**Marketing Coordinator**  
Liaison between internal marketing and external advertisers and sponsors.

**Advertising and Sponsorship Business Development**  
Contact corporations and educational institutions for advertising and sponsorship.

**Career Opportunity Coordinator**  
Attend monthly dinner meetings and connect attendees with active recruiters.

### Administration

**Business Process Analyst 1**  
Document and publish chapter operations manual.

**Business Process Analyst 2**  
Define, document, and publish job roles and organization chart.

**Knowledge Mgmt. Analyst**  
Define repository structure, storage format, naming conventions.

**Deputy Dir. of Administration**  
Manage operations, including repository, board meetings, etc.

**Strategic Programs Director**  
Support new initiatives in the programs area.

**Speaker Coordinator for ATS**  
Find speakers for the four hour monthly ATS

[Click here](#) for details.

# PMI-OC Project Management Conference 2011



On September 13, 2011, PMI-OC presented a unique conference where attendees learned concepts and techniques and discovered tools to improve their project management skills.

The following pages chronicle some of the highlights of this special event.

Sponsor Showcases  
Career Fair  
Networking



**Conference Sponsors**  
*left to right*

- Platinum Edge
- Platinum Resource Group
- ImageSource
- IIBA, Orange County Chapter
- Core Performance Concepts
- Outsource Technical
- NetServe Systems
- iSpace
- CSULB PM Certification Programs





**At the Conference**

*left to right*

Barry Whitesides networks with a fellow attendee

Carolyn Jurado and Sharon Sagisi compare notes with another attendee

Robbin MacKenzie-Thomas and Frank Reynolds at the PMI-OC membership table

PMI-OC's new social media program

Diana Wei, Nora Goto, and Alan Sung

Lori Shapiro and Dave Cornelius with two OC Project Masters table topics judges

Alvin Joseph with Li Shen Tan, Event Project Manager

Conference program

**Breakout Sessions**

During the sponsor showcases and career fair, the conference featured two sets of concurrent breakout sessions. Three speakers presented their programs at the same time, one for each of the conference tracks (1) Enhance Your Project Management Career, (2) New Trends in Project

Management, and (3) Leadership Skills for Project Success.

The first group of three speakers began their presentations at 3:30 p.m., and the second group began at 4:30 p.m.



**Melanie McCarthy**

Track 1  
**Landing Your Dream Job**  
Melanie discussed the five primary avenues to uncovering your ideal position, whether you want to move up the ranks, change companies, or change industries.



**Martin Wartenberg**

Track 2  
**Risk Management: Keeping Pace with Change**  
Marty has led many worldwide hardware and software installations and process development efforts and is chief inventor at Zero Boundary Corporation.



**Mike Sanders**

Track 3  
**Four Roads to Nirvana**  
Mike revealed the four roads to project management Nirvana, and armed managers with a wide variety of advanced management tools and insight to get there.



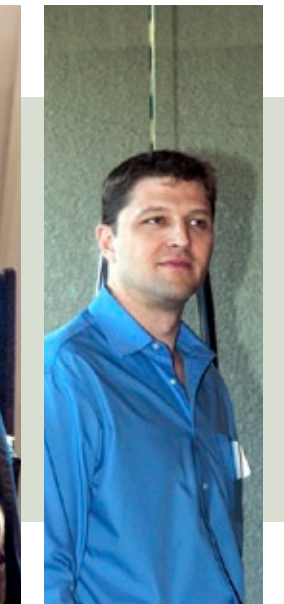
**Kristine Hayes Munson**

Track 1  
**Mentoring New PMs**  
Kristine explained ways to develop more effective mentoring relationships as both the mentor and the mentee, discussed past experiences, and provided tips.



**Mike Graupner**

Track 2  
**Virtual and Global Communication**  
Mike helped us understand current communication models and how to use them. Communications barriers are more prevalent now than ever before.



**Keith Montgomery**

Track 3  
**Negotiating Your Way to Project Success**  
Keith showed us specific ways to approach different personalities in a negotiation. Over the last 15 years, Keith has amassed a deep level of understanding.

Click on the PowerPoint image at the right to download complete presentation.





**OC Project Masters  
Table Topics Competition**

*Above: Judges*

*Left to right*

First Place: Jene Ferrarer

Second Place: Annette Parsons

Third Place: Frank Reynolds

**Buffet Dinner** *at the left*

# Project Management as a Strategic Competency



*Two special addresses highlighted a very informative project management conference, which included six thought provoking presentations and a lively table topics speaking contest presented by the local Toastmasters club, the OC Project Masters.*

*This month there were two speakers. The first, Frank Parth from the PMI® Board of Directors, was followed by Matt Brauning, our keynote speaker. Matt is founder and CEO of Evolution Seminars.*

*Between the two addresses, our president, Stephen June, recognized the event project manager, Li Shen Tan, for her outstanding effort in bringing the conference to fruition.*



**Frank Parth**, PMP, PMI® Board member, PMI-OC Fellow, and a long time PMI-OC member, discussed the evolution of the project management discipline and the strategic benefits of sound project management practices.

Frank also reported on the status of the next PMBOK® update and coming improvements for the volunteering process, which is critical to the success of PMI.

The Project Management Institute has developed over the past 40 years, with nearly exponential membership growth in the last 20 years, reflecting the importance of standard and widely accepted management practices to modern organizations as they compete in today's markets.

The rapid ascent of information technology has proven to be a strategic enabler of project management, as well as an area of focus in itself. Information technology is also getting more emphasis in the PMBOK® and via the PMI Agile Certified Practitioner certification.

Project management is focused on effective execution of work. Having a strong project management competency provides benefits for the global economy in the huge amount of project work performed globally, for the organization with much needed skills to implement strategic change, and for the corporation to gain market share and improve financial results.

**Neil Lennertz, PMP**

# Keynote Address



## Matt Brauning

presented an introduction to the concept of Spiral Dynamics, which is based on the work of Don Beck, Clare Graves, and others.

Spiral Dynamics' first tier framework is based on six color-coded stages, or systems, of human behavior: beige for survival, purple for tribal, red for power gods, blue for authority, orange for achievement, and green for community.

In the second tier, is the seventh stage, called Flex Flow,



where the first tier systems are naturally flowing and adaptable to change.

People are not categorized solely as one particular color or exhibit the behavior of only one system. But when a person is focused on one stage, they may not see the benefits of the other stages.

Of the many potential problems on a project, people conflicts can be the most prevalent.

To overcome these, managers would benefit from being aware of differing dominant systems in their employees and approach them differently in order to achieve project goals.

**Neil Lennertz, PMP**

Conference photos by Steve Goto and Diana Wei

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### KEYNOTES for PROJECT MANAGERS



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**Dr. James T. Brown**, President  
SEBA Solutions Inc. & Registered  
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**Social Transformation of the 21st Century Workplace**  
**Jeff Schick**, Vice President  
IBM Software Group, Social  
Software, IBM

### BREAKOUT SESSIONS

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# Managing for **DOLLARS**

## STRATEGIES FOR MAXIMIZING VIRTUAL TEAM EFFECTIVENESS

On September 10, **Diane Altwies, PMP** was the speaker at our advanced topic seminar,

An author of books and material guiding budding and seasoned project managers through the PMP® and CAPM® examinations, Diane is an accomplished project manager and speaker. She has a strong background in finance, marketing, management information systems, and production, which she has used effectively to deliver projects in software development involving multi-disciplinary teams.

Diane addressed one of the most important parts of project management: keeping the costs in control.

A key component of the project charter, the business document that drives the objectives of a project, is the need to reflect reality. Diane stressed the importance of having periodic conversations with stakeholders to help clarify objectives, especially in times of changing project scenarios.

Managing requirements is an important step of project control.



Photo by Stacey Hutzler

An organized approach in identifying and documenting requirements is needed.

Diane explained some simple approaches to managing requirements and presented a template to list them to help clarify requirements, prioritize, and finally know when you are done with the project.

Further, requirements need to be validated by various techniques such as testing, client reviews, and prototyping. It is important to recognize the importance of allocation of a budget for this validation.

Change is an inevitable reality, and steps need to be in place to control change. This change can be driven not only by new stakeholder requirements, but also by time.

Budgets to account for change in technology over time should be a part of risk management and need to be taken care of by a suitable contingency allowance.

The key is to define priorities when planning for contingencies.

Change control must be exercised at all levels during a project. This mechanism is an important tool to manage client

expectations and is one of the best tools at the disposal of the project manager.

An interesting facet of Diane's presentation was tracking changes that were rejected or those that were not being processed for various reasons. These exclusions have the potential of turning into positive change orders in the long run.

Diane identified a good project management trait, application of an interactive approach and use of good interviewing skills to facilitate conversation, preserve the focus of meetings, and aid the relationship building process. These skills also help in identifying stakeholder's hot buttons.

One of the key communication modes of a dispersed team, a common project model today, is teleconferencing. Such meetings have the advantage of reducing travel time and costs and promote multi-tasking.

Nevertheless, it is important to have the right participants on the call. Ground rules should be laid down, and summarizing the meeting at the end of the call will get the team on the same unambiguous page.

The presentation flowed well and Diane kept it under control. She started by setting expectations for the seminar. At appropriate times through the session, she reviewed the topic and objective of the presentation.

At frequent points during the session, she presented best practices in various activities, using PowerPoint handouts. Group exercises promoted sharing and interaction and evoked many questions which were answered by not only Diane, but also through dialogue within the group.

The lively presentation was supplemented by an equally spontaneous and participative audience. They were linked by common concerns: managing budgets, teams, and stakeholder expectations.

**Sandeep Dighe, PMP**



*Diane Altwies is Chief Executive Officer of Core Performance Concepts, Inc., a training and consulting firm.*



## The Agilista

**Donna A. Reed**

Your PMI Agile Community of Practice Rep

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Agile project management is a skill set that is rapidly growing and is in high demand among employers.

If you are looking for ways to handle projects with dynamic, changing scope, but with fixed dates and costs, then you will want to read a fantastic paper authored by one of our very own PMPs and president of the San Diego Chapter, John Stenbeck.

This powerful paper gives you a solid understanding of:

- The difference between Agile and traditional project management,
- Key variables for deciding if, and when, Agile/Scrum is right for you, your team, and your project,
- How to optimize individual and team roles, and
- The keys to successful Agile execution.
- Learn and apply the tools of Agile PM to actual projects, and then take the tools home with you!
- Identify the keys for successful Agile execution in your work environment, and
- Learn the critical skills for becoming the Agile leader that is right for you and your team.

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GINNA RAAHAUGE, Vice President of IT, Cisco Systems, Inc.

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Faith Gaudino, Sr. Vice President, Global Program Management Office  
Beth Wheat, Director, Global Program Management Office

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**Speakers & Panelists include**

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**Oct. Meeting Schedule**  
Monday, Oct. 10  
Monday, Oct. 24  
Monday, Oct. 31  
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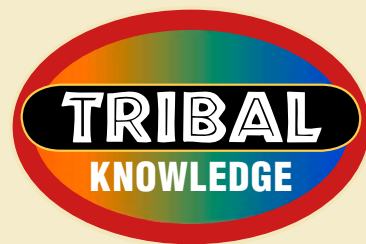


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This recurring Milestones column was created by and for all of our PMI-OC members and fellows.

If you would like to share an "aha" moment, a book review, or lessons learned for a future Tribal Knowledge column, or if you have questions or suggestions, please write to [milestones@pmi-oc.org](mailto:milestones@pmi-oc.org).

We look forward to hearing from you!

## Viewing Milestones

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### In the Future

*Milestones* app for iPads and iPhones

\*[www.pmi-oc.org/associations/8871/files/MS-current-sm.pdf](http://www.pmi-oc.org/associations/8871/files/MS-current-sm.pdf)

## November 5, 2011 Facing the Challenge



Presented by  
**Raphael Natale**

Stay motivated from within, and exceed your most optimistic expectations of personal productivity, regardless of external conditions.

Know the conditions that reactivate triggers. Are you taking appropriate actions or merely trying to maintain the status quo?

Raphael Natale is an award winning speaker and author of the inspirational book, "The Art of Balance," and founder of Authentic Technologies, a nationwide human resource development firm dedicated to accelerating the growth and productivity of individuals and organizations.

## December 3, 2011 Project Portfolio Management

### Easily Applied



Presented by  
**Joe Brannon, PMP**

Attendees will learn to determine organizational strategies, define and evaluate proposed projects and build a project roadmap to best achieve an organization's overall goals using project economic measures and strategic vision.

Joe Brannon is an international management consultant, entrepreneur, strategic thinker, and educator. He has 15 years of experience assisting corporations to realize positive results through project management and strategic throughput.

**Where:**  
Vanguard Univ.  
55 Fair Drive  
Costa Mesa 92626  
Four PDUs each

**When:**  
Saturday, Nov. 5, 2011  
8:00 a.m. to 12:00 p.m.  
Saturday, Dec. 3, 2011  
8:00 a.m. to 12:00 p.m.

**Cost:**  
In advance:  
\$45 members, \$50 non-members  
At the door: \$60 for both  
[Click here](#) for Nov.5 details and registration.

# Coming Events

## PMI Orange County MILESTONES

October 2011, Vol. 23, No. 10

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### Oct 10 OC Project Masters Mtg.

[See page 16.](#)

### Oct 11 Dinner Meeting

Erika Flora: "Five Ways to Stand Out as a Project Manager in Today's Economy"

[See page 1.](#)

[Click here to register.](#)

### Oct 19 Networking Event

Citrus Café, Tustin  
[Click here to register.](#)


### October 22-25, 2011 PMI Global Congress North America

Dallas/Fort Worth  
[Click here for information.](#)

### Oct 24 OC Project Masters Mtg.

[See page 16.](#)

### October 28-29

 **2011 SoTeC Conference**  
Long Beach Hilton

[See page 17.](#)

[Click here to register.](#)

### Oct 31 OC Project Masters Mtg.

Halloween Party  
[See page 16.](#)

### November 5 Advanced Topic

Raphael Natale  
"Facing the Challenge"  
At Vanguard University  
[See page 21.](#)  
[Click here to register.](#)

### Nov 7 OC Project Masters Mtg.

[See page 16.](#)

### Nov 8 Dinner Meeting

Tariq Shaikh: Setting Up a PMO in Three Months

### November 12 Joint Collaboration

"Successfully Managing People in Projects"

[Click here for flyer.](#)

[Click here to register.](#)

### Nov 14 OC Project Masters Mtg.

[See page 16.](#)

### Nov 16 Member Orientation

At Brandham University  
[Click here to register.](#)

### Nov 28 OC Project Masters Mtg.

[See page 16.](#)

### Dec 3 Advanced Topic

Joe Brannon  
"Project Portfolio Management Easily Applied"  
At Vanguard University  
[See page 21.](#)

### Dec 5 OC Project Masters Mtg.

[See page 16.](#)

### Dec 12 OC Project Masters Mtg.

[See page 16.](#)

### Dec 13 December Dinner Meeting

Holiday Networking and Fun Party  
Spark of Love Toy Drive

*Coming events may be subject to change.*



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