

The Nashville Chapter  
of  
The Association of Information  
Technology Professionals

November 2010  
Chapter Newsletter

## Microsoft Collaboration

Our November program is about the Microsoft world in which many of us are deeply involved. Our speaker is Mark Lamberth who is a Senior Account Manager with Core BTS, Inc. of Franklin, TN. Mark is also a Microsoft Virtual employee.

Mark will discuss the various possible areas of collaboration with Microsoft, present Microsoft products, and new products coming in the future from Microsoft. He will discuss how to choose the right solution to your business problem and how the Microsoft products could be integrated to solve the problem.

Mark has over 30 years experience in Sales and Customer Service, including selling IT consulting. Mark says he is a very technical oriented sales person and can answer most questions in the IT area. Mark has been with Core BTS, Inc. for about four years as Senior Account Manager. His primary job is to develop new business opportunities in the IT consulting industry. He has been very successful in adding new accounts and revenues.

Core BTS, Inc. provides business technology solutions to a wide variety of industries, helping companies achieve their goals, streamline operations, reduce costs, and enhance their bottom lines. Core, BTS, Inc. has been in business since 1994 and is in ten markets with combined revenues in excess of \$180 million. Core BTS, Inc. is the result of mergers or acquisitions of a number of other companies. Core BTS, Inc. is listed at number 242 on the VARBusiness 500 list of largest technology consultants and resellers.

Prior to Core BTS, Inc., Mark worked for New Horizons Computer Learning Center, Inc. here in Nashville. He managed the Sales function and increased sales by 40% while reducing sales staff size by 15%. Mark was with New Horizons for three years until the Company was sold.

Previously Mark worked for Athena Computer Learning Center for six years and was one of the start-up employees. He helped grow the Company to four Corporate locations and three Satellite locations. Mark managed 52 employees at the peak of the Company's history. The Athena Computer Learning Center was sold in 2003.



Mark also has nine years experience working for the RR Donnelley Printing Company in Gallatin, TN. Mark worked in several areas, including Production Control, Accounting, and Customer Service.

Mark has a BBA degree in Business Management from TSU and an AA degree from Volunteer State Community College.

Mark is married and lives in the Hendersonville area. They have one daughter who is in college. Mark says his only hobby is fly-fishing. He is a certified guide, instructor and trainer for fly fishing and is an employee of Orvis, the world's oldest fly-fishing company. Come to our AITP meeting and learn about Microsoft collaboration and ask Mark where the best places to fish are in Tennessee.

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Region 7:	<a href="http://members.tripod.com/aitpreion7">http://members.tripod.com/aitpreion7</a>

AITP  
P. O. Box 22038  
Nashville TN 37202

## Dinner Reservation and Cancellation Policy

AITP members will be notified by electronic mail one week prior to the Chapter meeting. Reservations can be made by responding to the electronic notice or by calling **Mary Simpson at 615/367-8083 fax: 615/367-7775** Dinner reservations can be canceled up to 24-hours prior to the meeting without cost.

**Since the Chapter pays for reserved meals, No Shows will be billed at the reservation price of \$20.00 for Members, and \$30.00 for Guests.**

Members are responsible for their guests' reservations. *If you are a member and have not been receiving this notification, please contact Mary Simpson at:*

**615/367-8083 fax: 615/367-7775**  
[msimpson@genesco.com](mailto:msimpson@genesco.com).

### November Chapter Meeting

**Holiday Inn Vanderbilt**  
**2613 West End Ave.**  
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Contact Mike Eischen for more information! 367-7068

## President's Message



By the time you read this message the mid-term elections should have reached the pinnacle of frenzied media coverage promoting and criticizing political positions on all sides. The right to vote is quite often taken for granted by citizens of any nation and the USA is no exception. Many people will not bother to vote either out of apathy or just because they are confused by the media coverage and candidates themselves. Many lives have been lost to create and defend our nation and not voting disrespects the sacrifices others have made before us.

I think about my own journey to become a citizen of the US. The process took just over 10 years and required a lot of professional help, money and perseverance to achieve. Clearly I value the right to vote based upon the efforts I had to make to gain the right in the first place. In fact Citizenship affords little more other than the right to vote versus remaining in the US as a legal alien. The right to vote is something we should all treasure and I encourage all AITP membership to 'go to the polls'.



At the same time as the nation goes to vote for candidates who will, God willing, further our nation and freedoms we at AITP are also looking to nominate candidates to positions on our chapter's board. Various positions are currently open such as Publicity Director, Website Coordinator and 'at large' board members. We have started to contact AITP membership who we feel may want to help fulfill these needs, if you have a desire to take on a leadership position at AITP Nashville please let me know, many hands make light work!!



During our December meeting we plan to collect food for the 2<sup>nd</sup> Harvest Food Bank. This was a very popular and successful event last year and Walker Morrow has agreed to help organize the delivery of food to the food bank in Nashville. We will provide more details in the next newsletter.

**I look forward to seeing you all at our November meeting.**

**In the meantime, VOTE!!**

**JP White**  
**President, AITP Nashville Chapter**  
<http://www.aitpnashville.org>

**WRITING E-MAIL**

In today's world many people use e-mail as their preferred method of communication. People may consider e-mail to be different from regular writing because of its informal nature; therefore, they feel they do not need to "write well" when they send a quick e-mail message. However, the impression of a poorly written e-mail can be as negative as a poorly written letter - only it arrives sooner.

The following points should be kept in mind when sending e-mail.

- Is my tone appropriate for my audience and occasion? Have I refrained from using sarcasm or irony? If I have used humor, can I be sure that it will be understood?
- Do I sound like the kind of person I want or need to be while at work?  
Am I signaling that I am competent and resourceful, helpful and accommodating?
- Is my content clear, concise, focused, and accurate? Am I short and to the point?
- Have I made any statements or errors that would embarrass me if copies of this message were distributed elsewhere?
- Does my subject line describe the content of my message?
- Be aware that an E-mail message could be interpreted as a legal written contract.
- If I need a response, have I established the kind of response I need and when I need it?
- Have I sent copies to everyone who should receive one? To anyone who need not?
- If forwarding a message, have I edited the message to clean out extraneous mailing information? Have I added my own message as to why forwarding, what action required, etc?
- Am I respecting the privacy of others or am I forwarding a personal message without permission?
- Remember – when you E-mail like you talk – the other person does not see your facial expressions or other body language, or hear your voice tones. You should be careful how you say things.

\* \* \* \* \*

The above "mini" article was submitted by AITP member Paul Saunders. If you have an article appropriate for the AITP Newsletter, please forward it to Robert Wright, Newsletter Editor.

# Calendar of Upcoming Events 2010

## AITP Calendar of Upcoming Events - 2010

Date	Event	Location	Information
November 2	Election Day	Your Precinct	Vote Your Choice
November 11	Chapter Meeting	Holiday Inn Vanderbilt	Microsoft Collaboration, Mark Lamberth, Senior Account Manager Core BTS, Inc.
November 25	Thanksgiving	Your Place	Give Thanks
December 9	Chapter Meeting	Holiday Inn Vanderbilt	Nashville Zoo Jim Bartoo, Director
December 25	Christmas	The World	Rejoice!

### SPEAKERS

We are always interested in good speakers to make presentations at our AITP Chapter Meetings. If you know someone who is interested in making a presentation on a topic, on their company, or company's products, please contact Paul Saunders at (615) 367-1717 or [Paul@SaundersSystems.com](mailto:Paul@SaundersSystems.com).



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## **AITP New Member**

**Mark Daugherty**  
**mwdarty@comcast.net**

**Welcome to our new member!**

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### **AITP Unemployed Discount on Membership Dues**

**By: Barbara Viola**

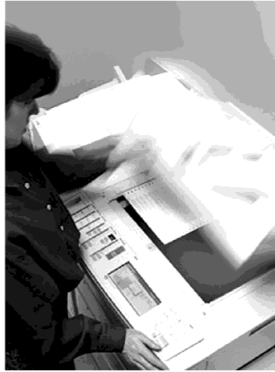
**Posted: 2010-06-15 21:35:59.0**

**In response to current economic conditions, AITP Membership Services is pleased to announce our latest Membership initiative. We are instituting limited-time membership pricing for unemployed persons.**

**Commencing June 1, 2010 through December 31, 2010 AITP will offer a reduction to those persons who are unemployed; national dues will be reduced from \$105 to \$35. This equates to savings of \$70 for a total cost of \$65. The Unemployed discount does not apply to Chapter dues. The unemployed member will be responsible for paying Chapter dues at the full price, as well as applicable Regional Dues. The Chapter will receive these dues as they do now, through the monthly chapter rebate process.**

**To enroll as an Unemployed Member, please either email [memberservices@aitp.org](mailto:memberservices@aitp.org) or call AITP Headquarters at 800-224-9371 to verify eligibility and receive instructions for enrolling.**

**Note: This Program is open to all new or renewing members, but no refunds will be granted for existing members. It is an independent program that is not to be combined with the Spring New Member Promotion or any other AITP special incentives.**



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## AITP Nashville is located on



You can find us in the Group Directory. If you have a question, please contact Walker Morrow at **[wmorrow@laserone.com](mailto:wmorrow@laserone.com)**

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