



Table Talk

Consultants Roundtable Monthly Newsletter - James Perkins, Editor

MEETING 12 DECEMBER 2005

(Note: This is the only meeting this month. The next meeting is Jan.9..

12 DECEMBER MEETING

The program will feature Dr. David Hagen speaking on the topic of energy technologies and the world's declining energy resources.

Dr. Hagen, an energy consultant with Across Tech in Goshen and a member of Consultants Roundtable, has written a best-selling review of methanol as a potential future fuel. He holds ten patents on clean, efficient combustion and power. His presentation will cover the global demand for limited energy resources, and explain why a planned strategy is needed to survive the predicted "Peak Oil" roller coaster.

NOTE to: Consultants Roundtable (CR) members: You will be treated to breakfast at this meeting, a CR membership perk annually at the December meeting. As always, guests are welcome and encouraged to attend the meeting; but, for them breakfast as usual is "Dutch Treat." Guests planning to attend are requested to notify CR's treasurer at 574-272-4962.

LAST MONTH'S MEETINGS

Barkley P. Garrett, Director of the North Central Region of the Indiana Economic Development Corporation (IEDC), spoke about the new arrangement for economic development in the State of Indiana. The IDEC is an independent not-for-profit corporation replacing the Department of Commerce DC). "Not-for-profit" seems paradoxical to the editor because economic development ostensibly is for profit. Under the new set-up all business development including the SBDC falls under IDEC as do motor sports, insurance, and the 21st Century Fund. All other former DC activities fall under the Lt. Governor. There is much to be done to raise the ranking of Indiana in business development, and this new set-up is to streamline that activity.

At the second meeting, Alan H. Ritter of the Chicago Chapter of the Institute of Management Consultants was the speaker. In his topic, "Marketing Consulting Services," he gave five points:

- 1) The key is relationships.
- 2) Selling existing clients is easier than developing new ones.
- 3) Keep networking narrow.
- 4) Seek referrals.
- 5) Do a few things well, not too many.

He emphasized building relationships as foremost. Following up with former clients is essential, and may yield referrals. The bottom line is that achieving credibility as a consultant is a long term proposition, requiring constant attention and nurturing.