



Table Talk

Consultants Roundtable Monthly Newsletter - James Perkins, Editor

MEETINGS: 7 AND 21 MARCH

7 MARCH

This meeting will be a continuation of the first meeting in February. The topic of that meeting was "Marketing Techniques." Many of the members provided their method of finding clients. Differences in the various ways brought much discussion from those gathered. There was such interest and enthusiasm shown that continuing the format in March was prompted. Therefore, the same format - that of each member telling his/her way of seeking clients - will be followed.

21 MARCH

The Chamber of Commerce' Director of Public Policy Affairs, Terry Miller, will be our speaker. Terry has had a number of years' experience of personally observing the Indiana Legislature. The short session this year will be adjourned before Terry's talk. We should hear the implications of legislation passed in this session. It was a lively session, with politics sadly in the forefront.

LAST MONTH

The first meeting was discussion, as noted above. The enthusiasm engendered by the marketing techniques discussion, it will be continued this month. A summary will be provided in the next issue.

The second meeting of the month featured Bill Mitchell. He can be classified as an "entrepreneur extraordinaire." He has owned and sold more businesses, mostly retail-type, than most. In fact it could be said that his business is one of buying and selling businesses, although he maintains a couple of basic businesses. He reviewed his various ventures, some gone, some currently going. Several things he said during the review are worthy of note, viz:

"Success is a journey, not a destination."

"Hot businesses breed competition."

He closed his fascinating talk with 12 guidelines for entrepreneurs, but also applicable to consultancies.. These might be paraphrased by Table Talk. However, better yet, Chairman Bill Brennen is seeking a copy of them from Bill Mitchell. Bill Brennen will then reproduce them and distribute to the membership, probably by e-mail.

THOUGHT FOR THIS MONTH

We can be knowledgeable with other men's knowledge; but we cannot be wise with other men's wisdom.

- Michel de Montaigne (1533-1592)