



# Table Talk

Consultants Roundtable Monthly Newsletter - James Perkins, Editor

**MEETINGS: 14 AND 28 JULY 2003**

## **MEETING 14 JULY**

The Consultants Roundtable meeting on 14 July will feature a talk by member James G. Perkins. His subject will be, "A Way to Increase Consulting Assignments Locally." Mr. Perkins has been a consultant to small and emerging growth businesses in new and high technology for more than 30 years. His practice began in Ann Arbor, Michigan. Prior to that he was employed by the Bendix Corporation in the air-to-air missile business following which he was a cofounder of Veda Incorporated in Ann Arbor, an aerospace systems consulting firm. He holds a B.S. in Business from Indiana University, underpinned by 3 years of undergraduate engineering and service in the Navy as an airborne tactical radar officer.

## **MEETING 28 JULY**

No subject yet available for this monthly discussion meeting. Perhaps the discussion leader will precipitate a discussion about the need in this community for a visionary view of the future.

## **MEETINGS LAST MONTH**

The first meeting was a presentation by Estaban Calderon, E&C Marketing Agency, on marketing to the Hispanic community. Major markets are in California, Florida, and Chicago. In fact Hispanics nationwide have become the major minority. 60% were born outside the USA. In South Bend they comprise 15% of the population, the largest area being the West Side. Estaban pointed out that Hispanics pay cash, have good work habits, and 35% of them are under 35 years old.

The second meeting was a presentation by Gene Bohn on the use of the Internet and web sites. Gene is CR's web master, and his profession is E-Commerce Technology as an IBM associate.

## **NO MEETINGS IN AUGUST**

As is the practice of Consultants Roundtable there are no meetings in August. The next meeting of the group will be Monday, 8 September, at Honker's on Day Road in Mishawaka.