



## NEWSLETTER INFORMATION

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## NOTICE NO DINNER MEETING

### GOLF OUTING & DINNER

June 18, 2001 at  
Greenhaven Golf Course

Contact Jeff Hemauer at  
612-375-7968 or by e-mail:  
[jhemauer@valspar.com](mailto:jhemauer@valspar.com)

For time, reservations, & directions

## President's Letter

Summer and the annual MnIPS Golf Outing (on June 18) is finally here! We had a great turnout at our May 15<sup>th</sup> joint meeting with AITP. Our next monthly dinner meeting will be Tuesday, September 18<sup>th</sup>, at the Bloomington Holiday Inn (I-35W and 94<sup>th</sup> Street) where Tim Stenerson from Harbinger-Partners will be speaking on e-Commerce Project Management.

MnIPS is a volunteer organization and we always welcome any help in our regular, ongoing committees or at a specific event, such as registering people at monthly dinner meetings or at the Golf Outing in June. A member that recently stepped forward to help is Krisan Partridge ([krisanp@pclink.com](mailto:krisanp@pclink.com)),

who is running our "Future of CRM" educational seminar on November 7. Thanks for your help, Kris! We have been blessed with 6 new members volunteering to help out in various leadership roles during the past 6 months.

At the September 18<sup>th</sup> meeting, we will elect a new slate of MnIPS officers for 2001-02 (namely President, V.P., Secretary and Treasurer). We are also looking for a regular attendee at our monthly dinner meetings to register people. The time commitment would be 5:00-6:00pm on the 3<sup>rd</sup> Tuesday from September to May, except for December. If you want to be an officer or if you can regularly help at the dinner meetings, please call me at 651-707-0523.

We also need volunteers at our annual Golf Outing on June 18<sup>th</sup> at Greenhaven Golf Course. The time commitment would be 11:30am-1:30pm and/or 6:30-9:00pm. If you can assist or you are interested in playing at the Golf Outing, please contact Jeff Hemauer at 612-375-7968 or by e-mail: [jhemauer@valspar.com](mailto:jhemauer@valspar.com). The cost to play is \$75 for members or \$95 for non-members (includes golf, dinner and prizes) and the dinner only cost is \$25. Company sponsorships of the MnIPS golf tournament are always welcome. Please call Jeff if you're interested.

We also welcome ideas from you that can improve our organization. If you can assist us this year in any capacity please let me or any board members (that are listed on the back page) know.

I look forward to seeing some of you at our annual Golf Outing on June 18. Thanks to our May 15<sup>th</sup> speaker, Richard Voyles, from the University of Minnesota, who talked about "Nano-Technology Robotics" (or better known as "Cool Robots and What They Do"). Thanks also to our April 17<sup>th</sup> presenter,

Steve Kloyda of Telemasters, who spoke on "Personal Development". For a summary of Steve's talk, please read the regular meeting review column in this newsletter.

I hope to see all of you either at the Golf Outing or the September 18<sup>th</sup> meeting!

--Dennis Cummings, MnIPS President

## ARE YOU USING YOUR GIFTS RELIGIOUSLY?

(April 2001 MnIPS meeting review, by Dennis Cummings)

Mr. Steve Kloyda was the featured presenter at the Minnesota Information Professional Society's monthly dinner meeting held on April 17, 2001. He began his sales career in 1980 as a stockbroker. In a highly competitive business where the telephone can often lead to frustration, he learned to develop the skills and disciplines needed to produce phenomenal results. In only eight months, he had opened 180 new accounts from cold calls, along with setting a company record of nine in one day!

In 1989, Mr. Kloyda joined a local sales training organization as Vice President of Sales. He began working one-on-one with his salespeople, listening to tape recorded telephone sales calls and providing positive feedback and specific strategies. Because of his hands-on approach, he recognized the need for a fresh approach to training. It was at that point that his love of sales and ability to teach others became the catalyst that created Telemasters, Inc.

The Telemasters System<sup>®</sup> refocuses the typical training approach from the masses to the individual. Whether in sales or customer service, this system will teach you the skills and strategies necessary to separate you from your competition. Mr. Kloyda's motivation, insights and down-to-earth strategies provide a powerful learning experience for all. His passion in life is to lead, teach and inspire others to apply timeless principles that produce life-changing results.

Wow, what an introduction! Former MnIPS president Joe Perzel was impressed by Mr. Kloyda's energetic personality at a local Chamber of Commerce meeting, but what topic would interest the "computer veterans" at our regular monthly dinner meeting? The key here was to focus in on "customer relationships". Specifically in this age of globalization, the list of competitors is constantly expanding and changing. One thing has not changed, though--customers still have a desire to do business with the best in the industry.

Whether you are the best or a contender, what new skills are you developing to prevent you from becoming obsolete? What new strategies have you implemented to take your results to the next level? During the presentation, we learned that the results that you are experiencing in your life now is a combination of how well you have applied what you have learned and that failure is nothing more than the accumulation of poor choices over a period of time. Mr. Kloyda's presentation inspires you to make better choices and develop a desire for continuous personal development.

Mr. Kloyda opened his presentation by saying; "Do you see a person skilled in their work? They will stand before kings, not before obscure men". It reminded me of the Biblical character Joseph (of the "Technicolor Coat" show fame) who became one of ancient Egypt's leaders by correctly interpreting dreams. Ironically, Mr. Kloyda gave testament to this by quoting another Bible story of the 3 slaves who were each given a unique amount of money by their master before he left on an extended trip. The first slave took his \$5000, went out and doubled his income before the master returned. Likewise, the second slave took his \$2000 and doubled it in the same time period. The third slave buried the \$1000 so that the master would at least have his original amount back. The master praised the first and second slaves' entrepreneurship, while he scolded the third slave for not even getting interest by depositing it in a local bank. The moral here is "what are you going to do with the cards that you are dealt" in life or better stated "Will you use your talents that you have been given?"

Failure is the accumulation of poor choices over a period of time. The choices that you make today will have a positive or negative impact on your future. Time will tell if each decision was a good or poor

choice. Better choices will obviously lead to better results down the road, but why are bad decisions made to begin with? Bad choices have been made due to peer pressure, fear or what seemed to be an easy choice. Sometimes fear will change our bad choices to good ones. For example, if you drank too much at a bar and a cop was present, you would probably not drive home intoxicated. Mr. Kloyda revealed the bad choices that he made 20 years ago until a counselor turned his life around by focusing his talents' use in a positive way. He used that mentoring experience as a springboard to helping others and turning it into a profitable business.

What are the results that measure how well we have applied what we learned? Mr. Kloyda suggests that we should first "labor to learn". That is, we should gather total knowledge of our current jobs and try to optimize the tasks that enhance customer relationships and make it easier to work. He also suggested that we should then "learn to love labor"; we should be active and not passive in our business dealings. His first lemonade stand was initially a bust as he sat and waited for customers to come by and buy. Then he decided to make signs and yell "who wants lemonade" to passerby's, who subsequently bought the product. It reminded him of another Bible story where an unfruitful fig tree was to be trashed, until its gardener fertilized and watered it for one more year to make it more successful.

One of Mr. Kloyda's favorite books is "The Lexus and the Olive Tree" by Thomas L. Friedman. Friedman states that we must make a process/service better and cheaper or die in the business world, because our competitor will do it sooner or later. For example, the invention of the microchip has universally changed our mail process, education and even stock brokering. Are we becoming obsolete in today's world? We won't become obsolete if we focus on the customer relationship, which is formed by the happy marriage of knowledge, skill and end-results. Knowledge is defined as "what specialized know-how do you have?" Skill is defined as "What can you do that someone else can't?" Results are defined as "What specific outcomes do you provide (to the customer)?" If you have trouble with any of these 3 areas, you may endanger the close professional relationships that you enjoy with your customers. Ray Kroc saw

how the McDonald brothers successfully ran a single hamburger stand, bought them out and turned their idea into an international empire. It was Kroc's vision that made the brothers a household name.

What is our vision in the corporate world? Mr. Kloyda says "Write it down on paper so that you have a goal to run for. For the vision waits an appointed time; it speaks of an end and will not prove false. Though it may linger, wait for it; it will certainly come and not delay". In short, what would have to happen in the next 12 months for you to feel CONFIDENT about your progress (toward the goal)? Write those expected outcomes down and check your milestones along the way. If I want to perform better walkthroughs with my colleagues, am I following the correct path towards a successful end? To be certain, Mr. Kloyda suggests that we perform the "C.O.S." interview. Name the biggest "Concerns" to be eliminated, such as finding enough time to communicate. Then name the biggest "Opportunities" to be focused on and captured, such as teleconferencing. Finally, name the biggest "Skills" to be reinforced and maximized, such as preparing meeting documentation that optimizes everyone's time.

Mr. Kloyda summarized by asking us 3 questions. What was your "greatest insight" (during the presentation)? For some, it was "seek progress, not perfection". What was your "biggest change"? Some attendees felt that they needed more "customer relationship" education. What is your "first step" (hopefully after the presentation)? Some needed to identify their "industry's future" and how to prepare for it. He ended the seminar by suggesting that we somewhat focus on personal development everyday, where we occasionally run into new opportunities to practice our "customer relationships". Then we should strive for excellence in everything that we do. Finally, we should position ourselves to grow as high as we can. If our current position (or workplace) does not allow us to grow high, consider replanting yourself in a new environment. I will personally pass on fertilizing fig trees as a career change for now, but I catch his drift.

If you wish to learn more about Mr. Kloyda's experience or Telemasters Inc., please contact him at 763-417-9020 or by visiting the website [www.telemasters.net](http://www.telemasters.net).

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### Address Service Requested

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GOLF OUTING & DINNER  
June 18, 2001**

**NOTE: Meeting Location  
Greenhaven Golf Course**

**“YOU'RE A COMPUTER  
NERD IF YOU KNOW  
MORE URL'S THAN YOU  
KNOW PHONE  
NUMBERS!”**



by Earl C. Joseph