



Milestones

Project Management Institute, Orange County Chapter, Inc.

MAY 2011

May 10 Dinner Meeting Presentation

BUSINESS VS.

TECHNOLOGY



Our Guest Speaker
PAUL GLEN

is an award winning author and columnist, management consultant, professional speaker, and self-proclaimed “geek.”

Paul is the author of two books: “Leading Geeks” and “Healing Client Relationships.” “Leading Geeks” has won several international awards, and Paul has appeared on numerous media outlets, including CNN and Fox.

Business groups and technical groups are famous for tense relationships, and project managers frequently find themselves in mediating roles.

More than 30 years of attempts to improve relations between the two groups have met with only limited success. As technology has become more integrated into every aspect of organizational life, the situation has not improved.

This presentation will explore why it is so difficult and what you can do about it.

Click here to register.

2011-2012 Board of Governors

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PRESIDENT'S COLUMN Strategic Plan Approved: WHAT'S NEXT?

The PMI-OC Board of Governors recently approved a strategic plan for the chapter. The plan is designed as a revolving three year plan, meaning that as we complete one year of the plan, an additional year is added.

The plan takes into account various environmental factors that affect the chapter. Some of these factors are chapter membership growth, current member satisfaction levels, the percent of PMPs in the chapter, member demographics, and the general business climate. The purpose of this plan is to provide a road map for future chapter initiatives, each designed to increase member value, after these environmental factors are evaluated.

The resulting series of initiatives will be executed to address specific member needs. For example, the highly successful PMP® workshop will continue, since demand for this product remains strong. There is an initiative that seeks to improve the workshop presentation.

The chapter members are increasingly turning to social media, such as Facebook, to communicate and to obtain information. There is an initiative to launch a PMI-OC Facebook page. Chapter members have requested that project management fundamentals be provided as a training session. There is an initiative to provide such training. Networking opportunities have been repeatedly mentioned in chapter surveys as a critical need of the membership. There is an initiative to provide additional networking events. The monthly chapter meeting needs to be updated, re-energized, and made more meaningful to the attendees. An initiative to make such improvements is currently underway.

In short, we hear you. The board is undertaking initiatives that will make membership in the chapter more relevant, more valuable and more interesting. The board also recognizes that visibility and accountability of these initiatives is essential. Therefore, as part of the initiative process, a scorecard is being developed that will be published on a regular basis to keep the members informed about our progress. As the initiatives are announced, and if you feel that further work is needed, talk to the board; we will listen. Better still, become a volunteer on one of the committees that is driving the initiatives and help us bring improved value to the chapter.

Stephen June, PMP
2011-2012 President

Volunteer Opportunities

Internal Marketing

URGENT!

Milestones Photographers

Need experienced and creative photographers for monthly dinner meetings, ATS, and other events. Selected photos will be published in *Milestones* and possibly other media.

Milestones Contributors

Research and write reviews of attended chapter events: dinner meetings, ATS, etc. Requires clear, concise writing style for 250 to 400 word submissions for publication in *Milestones*.

Programs

Dinner Meeting Chair

Coordinates and plans dinner meeting events, works with chapter registration, oversees printing of name labels, provides dinner head counts to hotel, as well as managing all aspects of the meetings. Requires vendor relation and event coordination experience.

Dinner Meeting Coordinator

Transport, set up, and troubleshoot audio-visual equipment. Prior A/V equipment experience is desired, but not necessary.

Dinner Meeting Coordinator

Print and deliver name badges for dinner meetings. Computerized label printing skills are desired.

Finance

Events Registration

Attend monthly chapter dinner meetings and assist with attendee check-ins. Duties may include money handling, head count tracking, and follow-up reporting.

External Marketing

Advertising and Sponsorship

Need chair and volunteers to help define, obtain, and manage sponsorship options, such as *Milestones* and web advertising and corporate sponsorships.

SoTeC Conference Coordinator

Liaison between PMI-OC and the 2011 Southland Technology Conference. The coordinator will participate in the SoTeC planning committee, including speakers, topics, and event assistance.

Marketing Coordinator

Liaison between the PMI-OC internal marketing group and external advertisers and sponsors to manage submitted marketing collateral.

Advertising and Sponsorship Business Development

Assist with expansion and outreach to corporations and educational institutions for advertising and sponsorship and develop new business strategies.

Career Opportunity Coordinator

Attend monthly dinner meetings and connect attendees with active recruiters. May include inviting potential employers to post jobs on the chapter website.

Administration

Business Process Analyst 1

Document and publish chapter operations manual to support the organization structure.

Business Process Analyst 2

Define, document, and publish job roles and organization chart.

Knowledge Management Analyst

Define repository structure, storage format, naming conventions, version control, change management, and approval process.

Strategic Programs Director

Support new initiatives in the programs area.

Speaker Coordinator for ATS

Find speakers for the four hour ATS, held on the first Saturday of each month. Obtain commitment form, bio, and photo.

[Click here](#) for more information and [detailed descriptions](#) of these positions.

New Members

Muhammad
Ahmed

Chris Akers

Stephen Alford

Dana Anderson

Julia Atmaja

Sandra Axelsen

Nathandra
Boudoi

Gene Bram

Adrian Bryant

Cheryl Campbell

Rajasekhar
Chevvuri

Glenda Collins

John

D'Alessandro

Roderick Davis

Angelina DeLuca

Robert Dodson

Tanya Elcock

Mark Flynn

Donna Fost

Robert Fries

Donald Garcia

Mostafa Ghanem

Henry Gourdine

Stephen Hanzo

Jeffrey Hooper

Jennifer Hughes

Donald Humbert

Shane Jacobson

Zetulio Jimenez

Kenneth Kerth

Amarender
Kethireddy

Keane Kimball

Michael
Kootsouradis

Scott Lips

Emilio Lopez

Melissa Luna

Laura

Montgomery

Michelle Moreno

Michael Muraco

Frederick Paragas

Forrest Parson

Alan Porter

Heather Read

Gordon Robinson

Danielle
Rodrigues

Jie Rong

Melody Santos

Bruce Scott

Glenice
Seaborne

Brent

Seddelmeyer

Norma Silva

Byron Skow

Carlton Smith

Richard Smith

Alicia Smith

Gregg Tempson

Connie Truong

Darius Vasefi

Fred Wehmuller

Sonja Wood

Shuang Yin

New PMPs

Denise Adams

Bruce Afkami

Leiana Brito

Araceli Diaz

John Gori

Renee Harris

John Holthaus

Semsettin Kilic

Cuong Nguyen

Oscar Peralta

Carlton Smith

Our April 12 dinner meeting program was **BEST PRACTICES: THE NISSAN REBRANDING PROJECT**. Matthew Cryer, Senior Vice President of Turner & Townsend, the global consultancy firm responsible for the project, made the presentation.



Below:
Matthew Cryer



Matthew Cryer is a seasoned program manager who led a very professional and informative presentation.

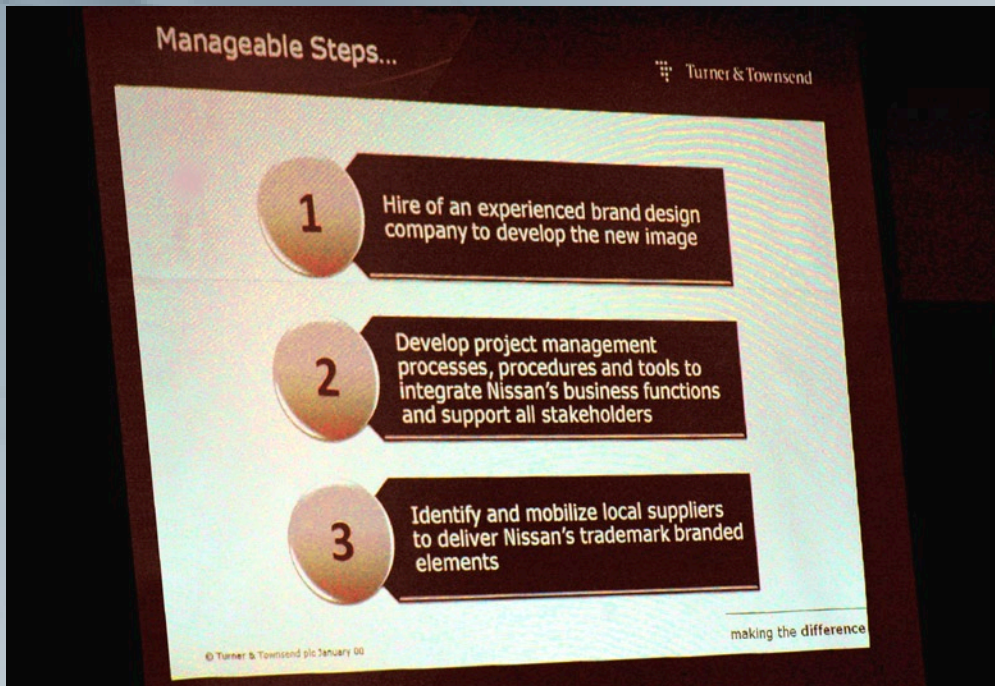
PMI-OC President Stephen June warmed up the crowd by introducing Matthew with his best Michael Buffer imitation, *“Let’s get ready to rumble!”*

It wasn’t difficult to become awed by a heavyweight contender such as the Nissan rebranding project. Approximately ten years in the making, the project scope included 575 facilities, involved 49 million square feet of remodeling, covered

Above:
Our guests from
Turner & Townsend:
Left to right:
Matthew Cryer
Senior VP
Emma Belcher
Senior Consultant
Greg Spittle
Associate Director

locations in all 50 states; and invested over \$1.1 billion in facility improvements. The return on investment? About 30 percent sales increase

for branded facilities over non-branded facilities. a 20 percent lifetime project savings, and a 20 percent reduction in project delivery.



the dealer location or the extent of the remodeling. Again, turning to the *PMBOK Guide*®, they spent considerable time during the planning phase to develop these steps:

1. Hire an experienced architect and design firm,
2. Develop realistic project processes, and
3. Mobilize local suppliers for material procurements.

The main point here was “think big picture.”

If our speaker had to summarize his keys to success, they probably would be “humility and simplicity.” From Matthew’s experiences, he knows it’s easy for the details to overwhelm the project team, so “don’t get lost in the trees, and don’t be afraid to learn from anyone. A good idea is a good idea, no matter where it comes from.”

Excellent advice for all of us.

Andy DaSilva, PMP

And the best part is another assignment from Nissan involving the rebranding of the Infiniti. Not bad results for the **PMI® Distinguished Project Award** recipient.

So where did it all begin? That’s where Turner & Townsend and the *PMBOK Guide*® came in. The first step was to develop objectives that everyone could buy into, especially the sponsor.

During the initiating phase, the project team developed these objectives:

- Deliver a consistent retail image,

- Implement a cost effective procurement,
- Improve continuously, and
- Manage proactively.

To strike these points home, Matthew showed us a picture of a giant, inflatable gorilla sitting on top of a Nissan dealership. Although gorillas help attract attention, does Nissan want to rely on gimmicks to remain profitable? Absolutely not.

The next process involved planning manageable steps so that they could use the same project template anywhere, regardless of



April

DINNER MEETING



Top left:
New PMPs
Sara Davies
Brent Seddelmeyer



Dave Cornelius, Director of External Collaboration, and Nick Chavis, Deputy Director



Bruce Yamada, PMP and Dan Tran, PMP

Top right:
Business owner Pat Johnson greets **business majors from CSULB** interested in project management.

Left to right:
Tami Fournier
Ryan Pinto
Jay Lee

March Orientation Meeting Review

Our March 16 orientation meeting was held at Brandman University in Irvine. Again, the new location has proven to be a positive one. We will remain at Brandman through the year, with have future meetings scheduled in May, July, September. and November.

The meeting began by welcoming everyone and introducing board members Stephen June, President;; Nora Goto, VP of Communications; and newly appointed Robbin MacKenzie-Thomas, VP of Administration.

I announced that I am reluctantly turning over the membership director position to Jeff Cahill, a decision that required a great deal of thought.

At this point I introduced Glenn Worthington, Dean of the School of Business and Professional Studies at Brandman. Glenn described a program that allows a student to credit his/her PMP® credential toward a masters degree. I don't recall the exact number of units, but I remember it was significant. Please contact Ezra for more information, ehuang@brandman.edu

Continuing with the agenda, I explained that the vision of PMI-OC is to provide members quality professional career development and networking opportunities, which are two of the most valuable benefits we offer our members. I explained our Orange County chapter structure, the board of governors and their roles and responsibilities, and discussed the importance and great benefits of volunteering for the chapter. I also went into detail about the PMP® exam and the PMP prep workshops offered by the chapter.

The meeting concluded with an interactive discussion with Janice Preston, PMP, PMI-OC Fellow, about the art of networking and the techniques to get the most out of networking in social environments, such as our chapter dinner meetings held the second Tuesday of each month.

The next orientation event will be held on May 18. I hope to see all the new members attend, as well as those current members whom have not had a chance to participate. If you are not yet a member, but would like to attend to see what it's all about, you are always welcome to join us.

For more information and registration, see the column at the right.

Joe Paradiso, PMP

Next PMI-OC Orientation Meeting **May 18, 2011**

Welcome to the Project Management Institute- Orange County Chapter.

You have taken the first step toward managing your professional career network and developing relationships with local, knowledgeable project managers and like-minded professionals. You are invited to join the PMI-OC Orientation Meeting.

When:

Wednesday

May 18, 2011

6:00 p.m. to 8:30 p.m.

Registration will begin, and food will be served at 6:00 p.m.

Program starts at 6:30 p.m.

Where:

New Location

Brandman University

16355 Laguna Canyon Road
Irvine, CA 92618

Cost:

None. Parking is free.

Questions:

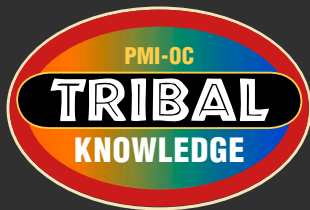
membership@pmi-oc.org

**[Click here for more
information and to register.](#)**

Scholarship Available

Each year, PMI-OC sponsors a \$3,000 scholarship in memory of **Charles Lopinsky, PMP, PMI Fellow**. This scholarship is awarded through the PMI® Educational Foundation and is open to students who are Orange County residents pursuing an undergraduate or advanced degree in project management.

[Click here for application.](#) Deadline is June 1, 2011.



This recurring Milestones column was created by and for all of our PMI-OC members and fellows.

If you would like to share an “aha” moment, a book review, or lessons learned for a future Tribal Knowledge column, or if you have questions or suggestions, please write to milestones@pmi-oc.org.

We look forward to hearing from you!

Top Ten FEATURES OF A GREAT PMP EXAM SIMULATOR

CONTINUED from April Milestones, which listed features one through five. Features six through ten are shown below.

6 **Is there a “mark for review” feature?** In the real exam, you’ll see this feature. It enables you to put a question aside and return to it at the end. Don’t let a difficult question take up all of your time. Skip it and complete as many questions as possible, then go back to the ones you have marked for review. A good PMP® exam simulator will let you do the same.

7 **Does it have a learning mode?** There’s more to PMP exam preparation than just taking practice exams. A PMP simulator will also help you learn. You can find hints for the questions, or you can see the answers. This is useful if you want to consolidate what you have learned so far.

8 **Does it explain why you got questions wrong?** You need to know why you gave the wrong answers! It’s very frustrating just to see “wrong” on the screen without knowing why. A good PMP exam simulator will explain the rationale and help you understand why you made a mistake.

9 **Is it based on the most recent PMBOK® Guide?** This is an obvious one; you need to choose a simulator that is based on the most recent *PMBOK® Guide*! If it isn’t, you can’t guarantee the relevance of the questions or the accuracy of the answers.

10 **Will it let you take the tests multiple times?** A great simulator won’t limit the amount of times you can take the tests. Repeating the test, especially if you got some of the answers wrong, is a good way to gain confidence and improve results. Look for a PMP exam simulator that allows you to retake the tests as many times as you like.

Last but not least, your PMP exam simulator will not only help you prepare for the exam, but it will also help you approach the exam environment with confidence. You’ll know what to expect, and prior knowledge will give you an edge on that all-important day.

About the Author

Cornelius Fichtner, PMP has helped over 13,000 students prepare for the PMP exam with his PM Prep Cast and PM Exam Simulator. Cornelius is a PMI-OC Fellow, and former PMI-OC board member.



Make It Count

The Value Driven Continuum/Contributor

OUR APRIL ADVANCED TOPIC SEMINAR

was presented by **Dave Cornelius**, PMI-OC Director of External Collaboration, to 32 attendees; all but one were PMPs.

Dave began with the different leadership styles including:

The Great Man. These autocratic leaders, born with natural leadership capabilities, are transactional and bureaucratic, inspire workers through wages, do not share visions, and use power and politics in the environment.

Transformational. These democratic leaders enable followers to rise to high performance levels and inspire a shared vision within their teams.

Charismatic and Visionary.

Servant Leaders. These leaders ensure that others' needs are served first, inspire others to lead in their own capacities, and become autonomous. They nourish, strengthen, and encourage their team members.

The Successful PM is an influential leader who

empowers the team with the right tools to measure and communicate the project's success, understands the promise, and has an elevator pitch for each project.

Dave went on to cover different tools that organizations can use to improve the value of their deliverables, final products, and processes.

Enterprise Lean Sigma (ELS) eliminates waste, removes process variations, increases capacity, and focuses on the customer.

Project Portfolio Management (PPM) determines and monitors how much money the enterprise should spend on technology-enabled business investments.

The Agile Manifesto was developed to complete and improve projects with shorter-term deliverables. SCRUM is an agile framework in which small teams engage in daily open collaboration covering what they performed the previous day and what they will do that day. SCRUM is a way to identify issues sooner through frequent user feedback.



Service Management (SM) mitigates risks caused by changes in the IT environment.

Dave ended the presentation with his seminar elevator pitch.

“This is a seminar for project, program, and portfolio managers and project participants who need to know the project’s promise and validate its delivery.

The seminar is an introduction to servant leadership, enterprise lean sigma, project portfolio management, agile, SCRUM, and IT service management.

These tools improve your ability to deliver business value faster and consistently and identify servant leadership and tools to deliver measurable success.”

Darius Vasefi

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University of California, Irvine is among the top 50 universities in the nation, and 12th among all public universities.



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—U.S. News & World Report

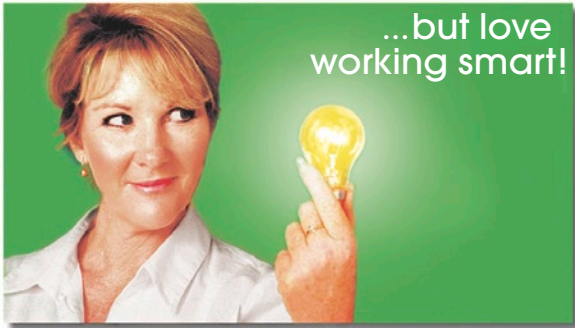


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ORANGE COUNTY CHAPTER

SPRING 2011 PMP EXAM PREP WORKSHOP

When: Six Saturdays from 8 a.m. to 5 p.m.

May 7 May 21 June 11

May 14 May 28 June 18

Where: Vanguard University

55 Fair Drive

Costa Mesa, CA 92626-6597

(714) 966-0397

Cost: **REGISTRATION HAS CLOSED,**
but walk-ins are still welcome.

At the door:

PMI-OC Members \$1,000

Non Members \$1,100

[Click here](#) for more information.

ADVANCED TOPIC SEMINARS



May 7, 2011

Setting Up a PMO in China in Three Months

Presented by
Tariq Shaikh, PMP

At our next ATS, learn about the challenges of successfully setting up program management processes in a different cultural environment.

Presentation topics will include (1) industry background, (2) why China, (3) the game plan, (4) challenges, (5) planning, (6) execution, (7) outcome and achievement, (8) lessons learned, and more.

Tariq Shaikh has been managing global projects and programs across diverse industries for over 30 years. His global Fortune 500 clients include ITT, Motorola, and Deacon Engineering.

NEW LOCATION:

VANGUARD UNIVERSITY,
55 Fair Drive, Costa Mesa 92626
Room: Smith 101

PDU: There are four PDUs for this event.

When: Saturday, May 7, 2011
8:00 a.m. to 12.00 p.m.

Cost: In advance: \$45 members,
\$50 non-members
At the door: \$60 for both members
and non-members

[Click here for more information and registration](#)



June 4, 2011

Negotiation Skills

Presented by
Keith Montgomery, PMP

By the end of this presentation on June 4, attendees will be able to leverage their natural negotiations skills in order to organically persuade themselves and their stakeholders of the value of their positions.

Presentation topics will include general negotiation, project negotiation, and identifying the stage of your current negotiations.

Keith Montgomery is vice president of business development at Discovix Inc. He has over 15 years of international business development and project management experience. Working for two Fortune 500 companies and several small businesses throughout his career, he has amassed a deep level of understanding and expertise in solving business problems with people, processes, and technology.

NEW LOCATION:

VANGUARD UNIVERSITY,
55 Fair Drive, Costa Mesa 92626
Room: Great Commission Hall
Health Building, Second Floor

PDU: There are four PDUs for this event.

When: Saturday, June 4, 2011
8:00 a.m. to 12.00 p.m.

Cost: In advance: \$45 members,
\$50 non-members
At the door: \$60 for both members
and non-members

COMING EVENTS

**PMI Orange County
MILESTONES**
May 2011, Volume 23, No. 5

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May 7 ATS

Tariq Shaikh:
Topic: Setting Up a PMO in China
See page 13.
Click here to register.

May 10 Dinner Meeting

Paul Glen:
Improving Relationships Between Business and Technology
See page 1.
Click here to register.

May 18 PMI-OC Orientation

See page 7.
Click here to register.

June 1 PMI-OC Scholarship

Application deadline.
See page 8.
Click here for application.

June 4 ATS

Keith Montgomery:
Topic: Negotiation Skills
See page 13.

June 14 Dinner Meeting

2011 PMI-OC
Project of the Year and
Chapter Annual Meeting

September 2011 6th Annual Career Fair

Watch for details.

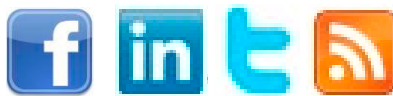
October 22-25, 2011 PMI Global Congress North America

Dallas/Fort Worth

October 28-29 2011 SoTeC Conference Long Beach Hilton

Save the date!

*Coming events may be
subject to change.*



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