



Pittsburgh Chapter of the PMI

www.PittsburghPMI.org

March 2007

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Monthly Chapter Meeting Schedule

Date: March 8, 2007

Agenda:

- 5:00 Healthcare LIG
- 6:00 Dinner
- 7:00 Chapter Meeting and Presentation

Location:

**Engineering Society of Western Pennsylvania (ESWP)
337 4th Avenue
Pittsburgh, PA 15222**

To make meal selection and reservations, please call 412-261-4300 before noon on Wednesday, March 7, 2007. Without reservations, your meal will be the Chef's choice. Dinner cost is \$25.

March Healthcare LIG

Title: Real World Development of the Work Breakdown Structure

Speaker: Roundtable Discussion

March Chapter Meeting

Title: Project Portfolio Management – Lessons Learned and Best Practices

Speaker: Locust PM

IT LIG Meeting is March 26 at the Pittsburgh Technology Council

Speaker: Audrey Murrell, PhD
Associate Professor Business Administration & Psychology
Katz School of Business

Speaker Bio – Audrey Murrell, PhD

Audrey J. Murrell received her B.S. from Howard University, magna cum laud in 1983. She received a M.S. in 1985 and a Ph.D. in 1987 from the University of Delaware. Her field of study while at Delaware was psychology, specifically social psychology. She held an academic position in the psychology department at the University of Pittsburgh before joining the faculty of the Katz School of Business in 1989. She is an Associate Professor Business Administration and holds secondary appointments in the Graduate School of Public and International Affairs, the Women Studies Department and is the Research Director for the David Berg Center for Ethics and Leadership.

She instructs courses in Organizational Behavior, Men and Women at Work, Careers in Organizations, Business Communication and Workforce Diversity. Professor Murrell has conducted research on the positive versus negative effects of career mobility and transition with a special emphasis placed on factors that can impact the careers of women in management including mentoring, breaking the “glass ceiling”, affirmative action and workplace discrimination. This work has been published widely in management and psychology journals as well as book chapters and special issues.

SPECIAL ANNOUNCEMENTS

ADVANCED PROJECT MANAGEMENT TRAINING SERIES

The Pittsburgh Chapter is offering a series of bi-monthly project management classes. This series of five workshops is designed to be interactive, focus on specific issues faced by attendees, and provide advanced, exceptional knowledge for project managers.

Future workshops are:

Team Building – March 21, 2007: What is the difference between a group and a team and why does that matter? In this 3-hour workshop you will challenge your assumptions about the formation and operation of teams so that you can be more effective in your role as a project leader. Topics will include the characteristics of effective teams and what to do with teams that have become dysfunctional. (3PDUs)

Strategic Alignment – May 16, 2007

Today's business climate is changing continuously. Projects need to adapt to the changing business climate and project needs. It is essential for project managers to think and act strategically. In this 3-hour workshop we'll discuss how projects can help a business achieve their strategic goals and the project manager's role in managing a strategic project. Topics will include corporate strategy and gap analysis and the project manager's role in executing strategic projects. (3PDUs)

The instructors for these workshops are Vicky Haney of VBH Consulting, Inc. and Donna Brighton of the Brighton Leadership Group.

Vicky Haney has managed projects in Information Technology (IT) in the areas of manufacturing, banking, insurance, communications and law enforcement. She has been a developer, analyst, business architect, and project manager for over 20 years. Her experience, combined with extensive knowledge of PMI's project management standards, gives Vicky the unique ability to combine the reality of the business world with practical application of the theory. Vicky uses this approach in her project management training to help participants apply their new-found knowledge to their own projects.

Donna Brighton is senior program manager, change management leader and certified project manager with proven results leading projects in the, manufacturing, financial, insurance, biotech, publishing, healthcare and pharmaceutical industries. As a practitioner she has demonstrated capabilities in facilitating strategic planning sessions, conducting business process reengineering initiatives and enterprise change management to drive overall corporate profitability and growth.

These five workshops are an easy and inexpensive way to maintain certification. Discounts are available for those registering early or for more than one workshop. Preference will be given to those who register for multiple classes. Please contact VP_Education@PittsburghPMI.org with any questions.

SPECIAL ANNOUNCEMENTS

Don't Forget!!

Engineers' Society of Western Pennsylvania Technical Society Mixer

The Engineers' Society of Western Pennsylvania (ESWP) will host a Technical Society Mixer on **Wednesday, March 7, from 5:30 – 8:30 PM** at the Pittsburgh Engineers Building.

This event is aimed at assembling members of Western Pennsylvania's technical community to celebrate the engineering, construction, design and architecture professions. Cost to attend is free if you are an ESWP member, or a member of an ESWP-affiliated Technical Society. Enjoy complimentary hor d'Oeuvres and soft drinks available throughout the event. We will also feature a cash bar.

To make your reservation, please contact David Teorsky of the ESWP by telephone at 412-216-0710, extension 10. You can also e-mail by eswp@eswp.com. You can learn more about the event at the ESWP website, www.eswp.com.

The Engineers' Society of Western Pennsylvania (ESWP) is a member-based, non-profit organization whose primary purpose is to provide educational opportunities for, and to promote the profession of engineering. The ESWP has affiliated memberships with over 35 of Pittsburgh's Technical Society chapters.

Join Us For a Multi-Topic Seminar!

DESIGN A LIFE THAT WORKS, ATTAINING PROJECT SUCCESS, and THE FUTURE OF MANAGEMENT

The Pittsburgh Chapter is pleased to announce that Tom Mattus and Mike Tate are coming to the PMI Pittsburgh Chapter. They will be presenting a seminar on Thursday, April 12, 2007. The topics are "Design a Life that Works", "Attaining Project Success", and "Future of Management - How Projects are Evolving into Programs". In this 6 hour session, managers and leaders from all walks of life will learn where the future of project management is going and what role effective leadership will play. You will walk away with strategies on how to deal with ineffective managers and how you can increase your leadership skills in your organization. See the flyer in this newsletter for additional information.

Tom is a trainer, lecturer, and co-founder of "Successful Strategies International, Inc.", which is a training, leadership, and mentoring organization specializing in project management and leadership development. In addition, Tom has been the keynote speaker at several Project Management Institute conferences worldwide and has been published in several project management publications.

Mike is managing partner of Vantage Associates, Inc., a management consulting firm. He is a professional facilitator and executive coach with expertise in strategic planning, succession design, and leadership development. Mike is also the author of "Design a Life that Works". Mike's book will be provided to all attendees.

The seminar will be held at the Regional Learning Alliance in Cranberry Township. The cost for registrations received after March 3, 2007, is \$300 for PMI members and \$350 for non-members.

For those who are PMP-certified, this seminar will provide 6 PDUs toward re-certification.

To register for the seminar see the insert in this newsletter or go to the Pittsburgh Chapter website at www.pittsburghpmi.org. All registrations, with payment in full, must be received by April 7, 2007. Contact VP_Education@PittsburghPMI.org with any questions.

SPECIAL ANNOUNCEMENTS

Pittsburgh SPIN Meeting

*This meeting is open to the community**



Software and Systems Process
Improvement Network

Date: March 14th 6:30-8:30

6:30 - 7:00 Meet & Greet
7:00 – 8:00 Presentation

Location: Software Engineering Institute Jordan Auditorium

Featured Speaker: **Grace Lewis** (SEI)

Presentation: **Service-Oriented Architecture (SOA)**

Service-Oriented Architecture (SOA) has been touted as a solution to meet the challenge of rapid change in today's commercial, government, and military software environments. This SPIN session will focus on introducing

- * **SOA basic concepts**
- * **common misconceptions about SOA**
- * **fundamentals for successfully implementing SOA-based systems**
- * **potential issues in leveraging legacy investments as services**
- * **a technique for analyzing the potential of reusing legacy assets as services**
- * **SEI work in the area of SOA**

*Please RSVP to Shane McGraw at spin@sei.cmu.edu or 412-268-2358

SPECIAL ANNOUNCEMENTS

TRAINING OPPORTUNITY IN MICHIGAN – BUILDING STRONG FOUNDATIONS

In the interest of sharing current events and supporting each other in the advancement of the Project Management Profession in our region, the PMI - Western Michigan Chapter is hosting a program on March 14, 2007 - **Building Strong Foundations**.

Meeting Location: Pinnacle Center, 3330 Highland Drive, Hudsonville, MI 49426

Meeting Time: 8:30 a.m. to 4:30 p.m.

PDU Credit: 6.5 Professional Development Units

Reservations: Online reservations accepted at www.wmpmi.org. Registrations will be accepted up to two days prior to the event.

Cancellation Policy: To cancel your registration, please contact directoradministration@wmpmi.org through February 28th for a refund minus a cancellation fee of \$50. No refunds will be offered after February 28, 2007.

Fees: \$235 WMPMI Members, \$285 Non-members, \$50 cancellation fee, No walk-ins. **Credit cards accepted w/nominal processing fees.**

Career Connections Update

Recently, the Career Connection section of the PMI Pittsburgh Chapter website has been experiencing a rash of malicious automated job and resume postings. To help prevent this from occurring in the future, the Chapter has instituted changes to the posting process that require the person posting a job or resume to type in a unique series of letters and numbers displayed in a "CAPTCHA" box.

To ensure that only valid resumes are posted, we have deleted all existing resumes. If you wish to post your resume, you will need to go to the Job Posting page of the Career Connections section and resubmit your information.

If you experience any difficulties with using this new process, please contact either the Webmaster (webmaster@pittsburghpmi.org) or the Vice President of Communications (vp_communications@pittsburghpmi.org).

Want to add articles or important information to the Newsletter?

The Chapter encourages its members to submit articles, tips, humor, or other important information.

Submission Deadlines:

Apr. Newsletter	Mar. 16
May Newsletter	Apr. 16
June Newsletter	May 16

Submit by e-mail to: newsletter@pittsburghpmi.org

Practical PM Tips to Give You a Competitive Edge Fast –

Touchdown! What do the Superbowl and Project Management Have in Common?

By Michelle LaBrosse, PMP, Chief Cheetah, Cheetah Learning, Inc.

For more information, visit www.cheetahpm.com.

Are you ready for some football? It's that time of year again when millions of Americans gather 'round their flat screen TVs to worship at the altar of the football gods, those heavily padded giants that we cheer for as we load up on carbs of all sorts, and maybe even rate the SuperBowl ads.

SuperBowl Sunday is not just an American tradition that prompts people to paint their faces and yell at the top of their lungs, it is an industry with goals, obstacles and a keen focus on ROI. Sound familiar?

The SuperBowl has a lot more in common with Project Management than you might think. Let's take a look:

The Team

First, you have the teams. A myriad of personalities from different schools and backgrounds that may have different individual agendas, but they have to come together and focus on one big goal: getting to the SuperBowl.

At work, we also have to get our teams to work toward our shared goal and get on the same page with our project agreement. Our SuperBowl is our stretch goal – the ultimate goal, the big ring that we're reaching for in our company or in our lives.

The Play

When a team executes a play beautifully, it can cast a spell on an entire crowd. But, that perfect moment of magic has been planned all year. The team is working from a shared master plan.

Behind great success at work and at play, there is always a plan, and it can't be a secret plan. It's a project agreement that everyone is on board with and understands the vision and the tactics to get there.

ROI

In football, the coaches and teams are constantly being evaluated to see how much money they are bringing to the bottom-line. Their contracts are regularly scrutinized against the statistics of each game. When they get to the SuperBowl, all eyes are on them – from the fans to the owners, the question of value and return on investment is always looming.

In our organizations and in our lives, we are also looking at ROI. What is our value to our team? When you load in your salary and benefits, what are you contributing to the bottom-line? Project Management can help you to answer that question and show your value to the organization.

Penalty

In football, a team loses yardage for a penalty. In our lives, we lose yardage when we haven't planned properly or realigned our goals based on change. Project Management teaches us to create standards that build a cohesive culture. When we define our standards of quality and excellence, we help prevent the penalties because we're all moving in sync toward a common set of goals.

Fumble

When there's a fumble on the field, there's often a breakdown in communication. Just like real-life. We fumble when we haven't taken the time to schedule regular communication with our team.

Drive

On the football field, a drive is the series of plays that takes a team down the field, closer to a touchdown. In

the office, a drive happens when we're all following the same simple, proven approach to managing projects.

Touchdown

The moment of success! The ball crosses that line and the crowd goes crazy. After all of that work, the plays, and blood, sweat and tears, there is a touchdown. In Project Management, this is the moment when we reach our goal. When we're rushed, we often don't take the time to celebrate our goal or to analyze and capture best practices. Here, we can learn a lot from our football brethren. They pull out the champagne immediately and let the party begin, but they also spend a lot of time analyzing their win – what they did right and wrong, and what they can learn from it for next season.

The Roar of the Crowd

There's a reason that football is a marketing bonanza. It's fueled with emotion and glory, the triumph of victory and the agony of defeat. It has all the elements of human tragedy and comedy in one grand event, but why do we know that? Because that's what the NFL and the marketers have been telling us since the first football game.

So, when your project is complete, who are you telling? How are you marketing your victory? While the roar of the crowd may not be at SuperBowl level, you'll be surprised how the volume increases when you market your success, achievements and ROI to your fans.

About the Know How Network

The Know How Network is a monthly column written by Michelle LaBrosse, the founder and Chief Cheetah of Cheetah Learning. Distributed to hundreds of newsletters and media outlets around the world, the Know How Network brings the promise, purpose and passion of Project Management to people everywhere.

About the Author



Michelle LaBrosse, PMP, is the founder of [Cheetah Learning](#), and [author](#) of *Cheetah Negotiation* and *Cheetah Project Management*. The Project Management Institute, www.pmi.org, recently selected Michelle as one of the 25 Most Influential Women in Project Management in the World, and only one of two women selected from the training and education industry. She was featured in the October 2006 issue of PM Network Magazine, and also graduated from the Harvard Business School's Owner President Managers (OPM) program in March 2006.

She created the origins of the Cheetah Project Management methodology as an Air Force Officer in the mid 80's. In 1995, she prototyped the concept of accelerating learning using "virtual classrooms," to accelerate the way people learned and applied core business skills. As a corporate research scientist in systems engineering and adult learning for a large multinational corporation, she later created and tested a one-day approach to teaching Project Management. This approach would later evolve to become Cheetah Project Management, a fast and effective way of launching projects.

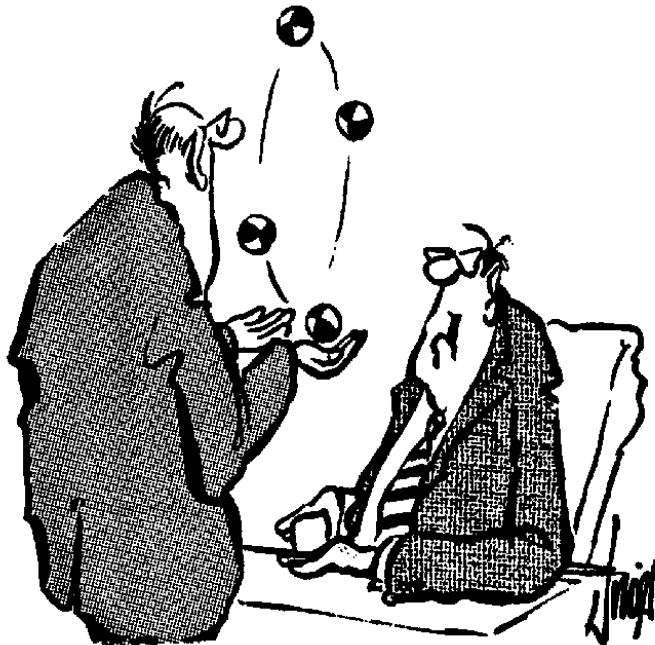
Today, she is the leader of the course development team at Cheetah and sets the strategic direction for the company. Using the Cheetah Project Management techniques, LaBrosse has grown the company from three employees in 2000 to more than 100 in 2006. Cheetah is now the global leader in Project Manager Professional Development.

Her articles have appeared in publications such as: *European CEO Magazine*, *Plant Engineering Magazine*,

Industrial Engineer Magazine, Control Engineering Magazine, Journal of the American Association for Medical Transcription JAAMT, NSSEA Essentials Magazine, ASTN Network Magazine, Radio Sales Today, Sprinkler Quarterly & Technology Magazine, The Federal Credit Union Magazine Online, Business Quarterly Online American Society of Landscape Architects, ACRP Wire Association of Clinical Research Professionals, American Council of Engineering Companies Association and more.

With a B.S. in Aerospace Engineering, and an M.S. in Mechanical Engineering, LaBrosse has done extensive postgraduate work with the Massachusetts Institute of Technology Center for Advanced Educational Studies and with the University of Washington Industrial Engineering Program in accelerating adult learning with respect to meeting core business objectives.

She lives in Nevada with her family and likes to rejuvenate in Alaska where you'll often find her kayaking, golfing or hiking.



"You seem to have the qualifications we are looking for in a project manager."

PM Spotlight

We need volunteers to be in the Spotlight...

If you would like to nominate yourself or another Project Manager, please contact the Newsletter's Editor at newsletter@pittsburghpmi.org.

Event Schedule

Please contact Mike Rapach, VP of Programs, at Programs@PittsburghPMI.org if you have a topic you would like to see addressed in a future meeting, if you or someone you know would be interested in presenting, or if you have an advance question for any of our presenters.

Date	Program Type	Presenter	Title	Location
3/8/2007	Healthcare LIG	Roundtable Discussion	Real World Development of the Work Breakdown Structure	ESWP
3/8/2007	Chapter Meeting & Keynote Presentation	Locust PM	Project Portfolio Management – Lessons Learned and Best Practices	ESWP
3/21/2007	Advanced Project Management Series	Donna Brighton, PMP and Vicky Haney, PMP	Team Building	Urban Mountain Gathering Place
3/26/2007	IT LIG	Audrey Murrell, PhD Associate Professor Business Administration & Psychology, Katz School of Business	TBD	Pittsburgh Technology Council
4/12/2007	Financial Services LIG	Laura M. Goetsch	TBD	ESWP
4/12/2007	Chapter Meeting & Keynote Presentation	Tom Mattus	Why Leaders Fail	ESWP
5/10/2007	Healthcare LIG	TBD	TBD	ESWP
5/10/2007	Chapter Meeting & Keynote Presentation	Mark Mariso	Six Sigma	ESWP
5/16/2007	Advanced Project Management Series	Donna Brighton, PMP and Vicky Haney, PMP	Strategic Alignment of Projects	Urban Mountain Gathering Place
5/21/2007	IT LIG Presentation	Ravi Madhavan (Katz professor)	Project management opportunities in Mergers and Acquisitions	Pittsburgh Technology Council

New Chapter Members	Chapter Contacts
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As of **February 22, 2007**, the Chapter has **1067** members.

Please join us in welcoming the following new members to the chapter:

- Shawn C. Carver
- Michael R. Lewis
- Sivakumar Nagarajan
- Mohit K. Sharma
- John A. Zuemie, P.E.
- Jamie L. Bails
- Rakesh Aswal
- Patrick R. Conroy
- Craig C. Baker, Jr.
- Jennifer N. Kean
- Sara A. Alacce
- Ravikant Tripathi, PMP
- Ruth E. Wuenschel
- Joseph D. Petrochko, PMP
- Thomas Brandenburg, PMP
- Matthew E. Bagaley
- Kimberly Clements
- Kristin A. Stock
- William T. Casper
- Michael B. Botyrius
- Daniel N. Manius

President

Larry Mack, PMPPresident@PittsburghPMI.org

Ex-Officio President

Ed Rosenstein, PMP..... ExOfficio@PittsburghPMI.org

VP Treasurer

Ray Luncher, PMP VP_Treasurer@PittsburghPMI.org

VP Membership

Linda Schumacher, PMPVP_Membership@PittsburghPMI.org

VP Communications and Publicity

Melanie Connell, PMP VP_Communications@PittsburghPMI.org

VP Education & Certification

Shirley Waselko, PMP VP_Education@PittsburghPMI.org

VP Programs

Mike Rapach, PMP.....VP_Programs@PittsburghPMI.org

Executive Director

Dick Kimball.....ExecDirector@PittsburghPMI.org

IT LIG

Maureen James and Sandra Williams.....ITSIG@PittsburghPMI.org

Financial Services LIG

Kim Mangan..... financialsig@pmipittsburgh.org

Healthcare LIG

Matt Craig..... HealthcareLIG@pittsburghPMI.org

Webmaster

John Rose, PMP Webmaster@PittsburghPMI.org

Email Coordinator

Nancy Cole, PMP Email@PittsburghPMI.org

Newsletter Coordinator

Christine Morgan Korber, PMP.....Newsletter@PittsburghPMI.org

New Chapter PMPs	E-Mail Address
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As of **February 22, 2007**, the Chapter has **587** PMPs.

Please join us in congratulating the newest chapter PMPs!

- Robert J. Bopp, PMP
- Colleen M. Earley, PMP
- Thomas W. Harvey, PMP
- Donald J. Juiliano, PMP
- Christine S. Mayernik, PMP
- Andrew Potratz, PMP
- Roxane Y. Wherry, PMP

Just a reminder to keep your contact information up-to-date in the Members section of the national website, www.pmi.org.

Your monthly newsletter and all other Chapter communications will be sent to your primary e-mail address listed under your Contact Information.