



WSTPA News

"Driving a Technology Future for the West Sound"

Spring 2006

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President's Corner: In Search of Pearls



From time to time, I receive articles and correspondence around the world from both current and potential leaders who seek input regarding the best and most piercing words of wisdom regarding the importance of leadership. Once in a while, we find a true gem, a pearl which crystallises what we're doing, and why. I consider the below article, "The Three Principles of Leadership", by Brendon Burchard (author of The Student

• Changing of the Guard: Besselievre Retires from WSTPA

As we move steadily onward into a new year, many changes face us in our ongoing effort to create a strategic and regionally proactive forum for all things impacting technology.



Michael Besselievre, our most recent Vice President, announced his retirement from WSTPA this past January. Michael was one of the original founders of the association, and on the very first board of directors. I had the pleasure of watching him in action, and seeing his contributions steadily increase in scope and reach while he transitioned from his position as Sr. Vice President/CIO of Pacific Northwest Bank, to the same position in the local area at Kitsap Bank. His humour, loyalty, wisdom, and generosity will be missed, and we wish him well as he pursues other interests which had begun to consume more and more of his time.

On behalf of the Board of Directors and everyone else at WSTPA throughout the years, I extend a hearty thanks to you, Michael, and best wishes in your future endeavours.

*Doña L. Keating,
President and Chairman of the Board*

• Upcoming WSTPA Events

- **April 20** : Linux Servers in the Workplace - A quick overview of distributions, server roles, server/backup, co-existing with Windows, desktop pros & cons, and Windows Apps on Linux Desktops (wine/VMWare). Presenter: Ron Tidd. Please RSVP at info@wstpa.org.
- **April 28**: Washington Technology Summit - sponsored by Washington Technology Center, Microsoft Conference Center, Redmond, WA- WSTPA is a sponsor and exhibitor - come visit us! More details and registration at www.watechcenter.org.
- **May 18**: An Apple a Day Keeps the Trojans Away: Mac in the Business Environment - Mac OS X Server; File and Print services; Open Directory; Workgroup Management; Security; Native protocols; Print Server; Domain Services; Mail Server; Web Hosting; Quicktime Streaming; Netboot/Network Install; Mac OS X Clients; Client Features; and iLife. Presenter: Daniel Lee, Director of Information Technology, Kitsap Sun. Please RSVP at info@wstpa.org.

Leadership Guide) to be such an example.

The Three Principles of Leadership:

How to be an effective leader
by *Brendon Burchard, author of The Student Leadership Guide*

According to the prominent public figure and leadership theorist John Gardner, "We give every appearance of sleepwalking through a dangerous passage of history." Sleepwalking is a frightening metaphor in the wake of complex times surrounded by technological innovation, societal shifting, terrorism, political instability, and globalization. In shaping our responses to these times, we, as students, have two choices: we can remain passive, disconnected bystanders, or we can walk the paths of leadership by engaging the issues of the day and seeking important changes. Insightfully, another public figure of the past by the name of Abigail Adams foretold us, "Great necessities will call forth great leaders." The call for leadership is loud and clear.

But what is leadership? It's been asked many times before, and answered just as many. The problem is that despite all the fancy definitions of leadership, we often lose touch with the principles behind the definitions. In science, principles are "elements that compose a substance, especially ones that gives some special quality or effect." In leadership, there are essential elements that make it unique from other terms and practices. Understanding these principles is imperative to answering the call of leadership.

Principle 1: Leadership is a Collective, not Singular, Activity

In *Leadership Without Easy Answers*, Ronald Heifetz noted, "The myth of leadership is the myth of the lone warrior: the solitary individual whose heroism and brilliance enable him to lead the way." Unfortunately, this myth has pierced the American consciousness. We look to the lone warrior and cast our fate unto his hands. We shed our responsibilities and fail to be accountable because "the leader will take care of us." This lone warrior, this commander of our fate, becomes our projection of hope and accountability. And, if the commander should lose the battle, we cast our stones at him, all the while forgetting we did not step onto the battlefield ourselves.

Slowly, trustingly, society is moving away from this myth of one heroic leader who is in charge of our fate. We are learning that we must be involved

Partner and Sponsor events

- **Upcoming TrustCC Seminar: 03/21/06** Increase your awareness of current IT security trends, dangers, and regulatory concerns. Sign up to attend a no-cost IT Security Seminar at <http://www.trustcc.com/resources/seminars>

- **June 21-22:** Seattle ITEC - 15th Annual event, taking place at the Washington State Convention & Trade Center. WSTPA is a sponsor and exhibitor - come visit us. Mention that you are a member of WSTPA and get \$200 off your 10x10 Premium or Complete Booth Package. Contact ITEC at 503-596-3600 or email SeattleITEC@CentricEvents.com for more information. PLUS - All WSTPA members receive a FREE conference pass (valued at \$200) to attend ITEC. Watch your email, or check www.wstpa.org for more details in the coming weeks.

WSTPA Event Details ...

Member Spotlight: Paladin Data Systems and Olympic College

Olympic College Breaks Ground on \$22 Million Science-Technology Building

Construction is set to begin on a new \$22 million Science-Technology building. It will be part of a massive \$75 million overhaul of the Bremerton campus that also will include a \$43 million Humanities and Student Service building as well as a 466-car parking garage.

The completion date for the Science-Technology building, originally set for January 2007, has been pushed to the end of March 2007. The Humanities and Student Service building is scheduled to be completed by September 2009.

Full article at [The Kitsap Sun](#)

Paladin to Offer "Go Live" with Visual Studio Team System Class

PALADIN DATA SYSTEMS is preparing to sponsor a "Go Live" with Team System class offered by Notion Solutions. It is currently investing the level of community interest to determine if there would be a sufficient number of students to offer the course. Class will take place in early to mid April and will be held in its office in Poulsbo, Washington (Pacific Northwest - Seattle area).

Team Suite Course Outline

- Team System Overview
- Team Foundation Server Architecture and Deployment
- Team Projects and Processes
- Project Management and work items
- Source Control
- Design and modeling tools
- Writing quality code
- Build process
- Manual testing
- Advanced build topics
- Web tests
- Load tests

in defining the vision, we must help plan the strategy, we must fight the fight, we must win our victories with our own efforts. Because we are all in this together. In his landmark book Leadership, James MacGregor Burns said, "Leaders and followers are engaged in a common enterprise; they are dependent on each other, their fortunes rise and fall together."

This means we...have to become proactive and accountable. It means we have to use the term "collaborators" because our efforts are collective. It means we have to understand everything we do, or do not do, impacts everyone else. It means we can no longer look to singular commanders, but rather to communities of shared responsibility and accountability. Communities that we have shaped, encouraged, and emboldened with common values, principles, and purposes.

Principle 2: Leadership is not Management

...we often believe leadership is the same as management. Many of the "leaders" in our lives were those who employed or managed us. We have been taught for years that leadership is just good management. In fact, if you get 10 people in a room and ask who their leaders are, eight of them will mention a manager at work.

Leadership, though, must be separated from management. This distinction is not simply word play, it's a vital differentiation in philosophy, objectives, means, and values. Understanding will be key to your success as a leader. Let me give you a better picture of this principle by looking at three areas: status quo, authority, and people.

Status Quo

Leaders seek to change and improve the status quo through envisioning the future. Leaders look at the long-term possibilities and objectives seeking to adapt and innovate. They are not known for doing things the "same old way." Instead of "doing things right," they "do the right things." They are focused on making significant changes and are often innovative in the way they implement those changes. Leaders operate in "tomorrow" and in the renewal of ideas, values, and organizations. They are visionary change agents.

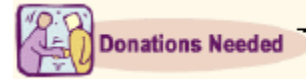
Managers seek to maintain standards. They operate in "today" by seeking to make it "work right." They work with the day-to-day operations and distributions of resources hoping to become efficient and better control

- Code profiling
- Advanced source code
- Modifying work item definitions
- Modifying process templates
- Reporting

If you are interested in attending please [email Paladin](#) today.

• **WSTPA Seeks Donated Office Space**

WSTPA is looking for approximately 300-500 square feet of donated office space in Kitsap County to better coordinate its efforts. If you know of anyone who may be interesting in supporting our mission with a donation of a small office space, please [email us](#) or call 206.338.6554. Rental fee up to \$200 per month considered. Space-sharing arrangement with phones and office furniture/equipment would be okay.



Projector and Screen Rental Available to Members

WSTPA is now making available to members a Dell 2200MP projector and BOXLIGHT 60" portable screen. Rental fees are: Projector - \$100 per day, and screen - \$25 per day. A deposit is required for equipment protection, as well as a signed rental agreement. [Contact us](#) for details.

• **Tech Tips: 5 Ways to Block Spam**

Spam is one of those things that nobody wants, but probably has plenty of. If there happens to be anyone out there unfamiliar with spam, we are not talking about the luncheon meat, but the unsolicited, junk e-mail that clogs our inboxes. And in case you are curious, according to some sources, the junk mail version of spam earned its name from a Monty Python skit regarding the luncheon meat of the same name. Care to sing along?



From offers for prescription drugs, to mortgage refinancing, to sexually explicit content, spam can leave us having to sift through mounds of trash to find the few messages we actually care to read. Although eliminating all junk e-mail may be impossible, there are several steps that can be taken to all but eliminate spam from your inbox.

1. Protect Your E-mail Address

One of the best strategies for avoiding spam is to protect your personal e-mail address. Your best defense is for the spammers to not even know you exist, but this is a difficult task to accomplish.

Many spam mailing lists are created by harvesting e-mail addresses from websites where your information may be displayed. Newsgroups, bulletin boards, and chat rooms are just a few examples of places where spammers may run scripts to collect anything that resembles an e-mail address. Many sites, such as bulletin boards, have safeguards to protect their members, but it does nothing if these members post their personal information in one of their posts, their signature, or somewhere else that puts the information in plain sight. In addition, signing up with unknown sources for online contests, mailing lists, and similar occasions where you

systems, procedures, and policies. They look to tomorrow often only to make sure they are meeting pre-defined goals. They are controllers who implement ideas.

Authority

Leader's authority - if given to them by collaborators - stems from influence.

You influence others via your knowledge, skills, character, abilities, personality, and relationship with them. If others deem you worthy and credible, they will grant you authority and, hopefully, respect and collaboration.

Leaders' authority is maintained through transformational influence - the empowerment of collaborators.

Managers' authority, on the other hand, rests in contractual agreements and formal hierarchically arranged positions. Managers' authority is granted by their position and the power it ascribes them. Managers maintain authority through transactional influence - rewards and sanctions that result in compliance.

People

Leaders and managers are further differentiated by the way they work with their people. Leaders work with collaborators in pursuit of mutual purposes. They seek to help their people grow stronger through allowing flexibility, creativity, and innovation.

They inspire their people and raise them to "higher standards of motivation and morality," as James McGregor Burns put it. They coach, mentor, and counsel collaborators in hopes of serving them and a greater vision. They form close relationships with their collaborators and are caregivers. In other words, they earn their collaborators trust and commitment.

Managers work with subordinates in pursuit of top-down purposes. They seek to help their organization work in the present through controlling work efforts in standardized ways. They direct their people and occasionally raise them to higher performance against pre-set benchmarks. They mentor subordinates in hopes of managing their performance. They distance themselves from subordinates in order to not "cross the lines" of work and personal lives so they can be caretakers. Managers are assigned their subordinates.

With these broad generalizations and distinctions in mind, you must see that leadership is not one person directing others or doing something to others so they do what he wants them to do. That

need to provide an address as part of the registration process may also expose your address to spammers. Using your best judgment is your best defense. If you want to keep your mailbox clean, keep your address private, only giving it out to trusted parties.

2. Create a Spam E-Mail Account

Protecting your e-mail address is easier said than done, and if you find that it is impossible to keep your personal e-mail address completely private, a separate account may be the solution. Referred to by some as a "throw-away" account, this e-mail account doesn't have to cost you anything, as suitable e-mail accounts are available for free from places such as Hotmail and Yahoo.

This throw-away account is the best choice when you are unsure that your privacy will be protected. Use it when registering with newsgroups, bulletin boards, sweepstakes, or in any other situation where you're not quite sure your privacy will be protected. You have to use your better judgment, as signing up for something from a trustworthy source, like the Computer Geeks mailing list, is much different than many things we'll just leave to our imaginations.

Since you are not expecting any important mail at this account, if it becomes over run with spam, you do just as the name suggests and throw it away for a new one.

3. Message Rules in Outlook / Outlook Express

Most people use either Outlook or Outlook Express as their e-mail client, but all of these people may not be familiar with creating message rules in the "Tools" drop down menu. Rules allow you to manually filter the delivery of e-mail, and can be created to analyze the sender's name, subject line, and message body before processing. For example, a rule can be created so that any message with a particularly offensive word in the subject line is automatically moved to the Deleted Items folder, or even better, just deleted from the server before download.

Another option provided by Outlook and Outlook Express allows the user to add senders to their "Blocked Senders" list. No rule needs to be created, and in a few clicks, a sender of unsolicited e-mail can be added to your personal blocked senders list. Whenever mail arrives from this sender in the future, it will skip the inbox and go straight to the Deleted Items folder.

Windows XP with Service Pack 2 provides even greater security in a variety of areas, including Outlook and Outlook Express. Many spam e-mails have images in the body that are coded to identify receipt of the e-mail. If the individually coded image has been viewed, the spammer knows that you have seen the e-mail, thus confirming your address as valid. With SP2, images are blocked to prevent your computer from being identified, thus keeping the spammer from confirming they have a valid address to continue mailing.

4. Third Party Software

There are numerous applications available for purchase, or as free downloads, specifically intended to filter spam as it enters your inbox. These programs identify telltale signs of a spam message by analyzing hidden tags in the message, use of text and images in the message, and various other clues available that point to a message being unwanted.

A few examples of spam filtering software is available from these three companies; SPAMfighter, MailWasher, and Cloudmark. Each offers its own twist on the interface and manageability, but they all allow users to take control of the spam in their Outlook or Outlook Express mailboxes.

is management, headship, coercion, authority wielding. Leadership is based on influence and the pursuit of mutual purposes. This principle requires you to move away from the desire to direct, control, and manipulate towards influential acts of encouragement, empowerment, support, facilitation, and service.

Principle 3: Leadership is Rooted in Service

The Dalai Lama has said, "If you seek enlightenment for yourself simply to enhance yourself and your position, you miss the purpose; if you seek enlightenment for yourself to enable you to serve others, you are with purpose." More than any other leadership theorist, Robert Greenleaf helped us understand that leadership is all about service. Servant-leadership puts others first - collaborators, employees, customers, community - in hopes of promoting a sense of community and shared power in decision making. Greenleaf wrote:

It begins with the natural feeling that one wants to serve, to serve first. Then conscious choice brings one to aspire to lead. The difference manifests itself in the care taken by the servant - first to make sure that other people's highest priority needs are served. The best test is: Do those served grow as persons; do they, while being served, become healthier, wiser, freer, more autonomous, more likely themselves to become servants?

Read that last part again: Do those served grow, become healthier, wiser, freer, more autonomous, and more likely themselves to become servants? This is a reminder to us as leaders what our duties entail. We must ask, consistently "How can I serve you to make you stronger and more likely to be a servant?" This is the human side of service.

There is also a "vision side" of service. As leaders, we serve a higher purpose, a greater cause, a larger vision. Think of the great leaders of history and you immediately think of their service to a larger vision: George Washington and democracy; Martin Luther King, Jr. and civil rights; Mother Theresa and service to the world's needy; Carl Sagan and little kids running around everywhere excited about science.if we approach leadership from the aspect of serving others and a higher vision, we are with purpose.

These three principles lay the foundation for every good definition of leadership I have ever seen and lie in the belief systems of every leader I

The price tag on this type of software may involve a one time fee of \$30 or more, and some come with annual subscriptions costing up to \$40. If the free software doesn't cut it for your tastes, these pay versions generally include a free trial so that you can be sure the program is right for you before you spend any money. The logic and data behind the spam filtering is constantly evolving, so these packages need to be kept updated, much like a virus scanning application, and this is where subscription-based offerings come into play.

5. Server Based Solutions

Most major internet service providers (ISP) now offer a spam filter as part of the package offered to its subscribers. AOL and Earthlink are just two of the big names out there that include a spam filter in with other attractive features like virus protection and pop up blockers. These ISP provide filters which effectively manage spam at the server before delivery, but they are generally not overly customizable on the end user level, and they obviously only protect e-mail accounts provided by the ISP.

Protection similar to what an internet service provider offers can be implemented by just about anyone with their own domain name, and access to their server. Domain names and web hosting have become so cheap that it is not all that uncommon for people to have their own website, or at least a domain name for e-mail. SPAM Assassin is a no-cost, server based spam fighting solution that can be installed on a server, and has become a common feature included on many web hosting packages.

These solutions use various rules and logic to analyze messages, much like the third party software does, but it all happens at the server level. This keeps the message from having to be downloaded to be processed, thus saving time and precious bandwidth.

Final Words

Spam is a nuisance that impacts people on several levels. Even if the content is not inappropriate or offensive, it is a waste of time and money. Although some spam solutions claim to eliminate 100% of all unsolicited e-mail, my experience tells me that this just isn't realistic. That said, protecting your e-mail address and implementing the appropriate spam filtering solution should nearly eliminate spam from your life.

Tech Tips Article - <http://www.geeks.com/techtips/techtips.htm>

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have ever coached. We can use them in our everyday interactions with collaborators to reach higher levels of motivation, performance, and service. I urge you to consider them. I beg you to practice them. For in the end, these three principles can help us realize the worldwide benefits of leadership and service to our homes, workplaces, and greater communities as navigate this "dangerous passage of history."

Brendon Burchard is author of The Student Leadership Guide (www.TheStudentLeadershipGuide.com) and a popular speaker and coach on leadership, relationships, and personal development. He is also a human performance consultant whose clients have included JC Penney, eBay, Best Buy, and Nordstroms. Learn more at www.discoverthelight.com or email Brendon@discoverthelight.com.

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