

## Message from the President

*Message from Beth English,  
President SCTC*

2016 has been a turning point for the SCTC. Through J.R.'s leadership, Cathy's tireless efforts, a dedicated Board of Consultant and VAC Directors, and numerous volunteers, the SCTC is poised to be a leader in technology consulting for many years. The annual conference in Kansas City last month was well attended, receiving positive feedback about both the content and venue. Our keynote speaker presented an engaging session about how organizations can facilitate change, while the lock note gave us a glimpse of what the future might look like.

Continuing with the theme of change, we will be transitioning headquarters from Cathy in California to Capitol Hill Management in New York over the next two months. In addition to our primary interface, Meagan, Capitol Hill has a variety of skilled resources available to assist us in different areas. The Board is excited about opportunities to serve our members in new ways and looking forward to implementing strategic initiatives. While we will be primarily focused on "keeping the wheels on" during the change to Capitol Hill through the end of 2016, we have some great ideas in the works for early 2017...stay tuned for details.

I'm grateful to our founders who came together with an idea for ethical consulting, establishing deep roots that are still in place 40 years later; and honored to be part of an excellent leadership team that is committed to ensuring the SCTC has wings for the future.

If you would like to be part of a great team making a difference in the future of the SCTC, consider volunteering. Any board member will be happy to hear your ideas and help you find a place to plug in!

*Beth K English*



## Upcoming Events

### SCTC 2017 Calendar of Events

**Mobile World Congress – Barcelona, SP**  
February 27 – March 2, 2017

**Enterprise Connect – Orlando, FL**  
March 27 – 29, 2017

**UC Expo – London, UK**  
May 17 – 18, 2017

**SCTC Annual Conference – Seattle, WA**  
September 11 – 14, 2017

**IP Expo – London, UK**  
October 4 – 5, 2017

## Sneak Peak

Message from CHMS

The Secret VAC Code

Tribute to Cathy

Legal Update

## SCTC Contact Info

Society of Communications Technology  
Consultants International

230 Washington Ave. Ext. Suite 101

Albany, NY 12203

Phone: 800-782-7670

Fax: 800-859-3205

Website: <http://www.sctcconsultants.org>



## Vendor Spotlight



Todd Harpel has 28 years of experience in communications infrastructure design and specification. He holds a M.S. in Telecommunications from the University of Colorado, and has designed and implemented communications infrastructure for a variety of clients nationwide. During his career he has managed marketing, product management, technical support and training staffs for several structured cabling industry manufacturers. Todd is the Director of Strategic Alliances and Technical Services for Berk-Tek LLC, a Nexans company, a leading manufacturer communications cable products.

With a full line of copper and fiber optic products, Berk-Tek provides a diverse portfolio of premium products for the premises cabling market. Cables are manufactured for use inside and outside buildings to meet a variety of customer needs and a broad range of flammability requirements, including plenum, riser, & Low-Smoke, Zero-Halogen ratings. These cables are designed to meet the latest requirements for safety, performance and end user applications and are compliant to various UL, TIA & IEEE standard & requirements. In addition many Berk-Tek products are designed to exceed the performance requirements of the applicable standards, in many cases representing best in class performance in the industry. As an expert in network cabling infrastructure technology and system design Todd offers the SCTC community a resource for information on the latest standards and technology developments affecting the deployment of the physical infrastructure needed to support any type of communication system.

Todd hopes to connect with the SCTC community to collaborate on project opportunities and provide technical information on network cabling infrastructure for their organizations and clients. Todd and his wife Ellen live in Lititz, PA with his two sons Ian and Reid, and enjoys skiing and working on antique muscle cars.

## 2017 BOARD OF DIRECTORS

Elizabeth English, *President*

Molly Zraik, *Executive Vice President*

Thomas Brannen,  
*Senior Vice President*

Sara Uzel, *Vice President*

Chuck Vondra, *Vice President*

Dennis Goodhart, *Director*

Dave Mailer, *Director*

Denise Munro, *Director*

Garrett Myers, *Director*

Scott Murphy, *Director*

Art Yonomoto, *Director*

## MESSAGE FROM CHMS



*SCTC Members,*

First and foremost I would like to introduce myself. My name is Meagan Bowker and I am an Association Manager with Capitol Hill Management Services. CHMS is an Association Management firm that specializes in partnering with organizations like SCTC to help them grow and prosper.

As most of you know, Cathy Cimaglia will be retiring at the end of the year. After much deliberation, the SCTC Board of Directors decided the best opportunity for the organization moving forward was to begin partnering with an Association Management Company. Cathy has been very helpful with ensuring a smooth transition to CHMS.

I know some of you might be wondering, "What happens now?" Not to worry, everything is very simple and your regular routines will not be interrupted. If you need to contact the SCTC Headquarters you will do so just like you always have. The email address and toll free phone numbers will remain the same.

I had the chance to meet many of you at the SCTC Annual Conference in Kansas City this past month and we had a blast! I was reminded numerous times that "I have very large shoes to fill" when referring to transitioning into Cathy's role. I have complete confidence that we are going to be very successful together through this transition and for years to come. I thank you all for your welcoming nature.

If you have any questions or concerns about what is happening from here, please do not hesitate to reach out to me.

# Message from VAC Board of Directors



## Message from Dave Clardy, President SCTC VAC

As we turn into 2017, I'm very proud to serve as newly elected President of the VAC. My goal is to be in lock step with Beth English, SCTC President, in the coming year as we continue to make great headway in our goals of becoming an even more mature and global organization.



I want to thank Fran Blackburn for her support and leadership for more than 5 years as VAC President. Fran's steadfast stewardship, unflappable leadership, and extraordinary work ethic have been instrumental in successfully steering SCTC's transformation of one of the world's leading consultant associations for communications and IT consultants.

Thank you Fran for all of your support and leadership.

Please extend your support to SCTC VAC Directors for 2017 as they take on their new roles.

## The Secret VAC Code

There really is no secret to the ways to see the benefits of the SCTC VAC, but there are certainly ways that - as a new VAC member - you can break the code.

Here are some of the tips to effectively engage.

First of all -face to face interactions are the best way to connect and begin creating the relationships with the entire organization. This includes the Annual Conference and the Regional meetings, all great opportunities to meet and network with the entire organization. Spending time with the consultants should focus on getting to know their specific practice and experience. It is the best way to learn how you may work together in the future. At the same time, you need to be present at the event - attending the sessions and learning what is important and valuable to them and their clients. The last piece of networking involves meeting the other VAC members. Many of them have worked with consultants and this organization for many years, and are MORE than willing to share this information to new members. To connect with the VAC you can attend meetings and volunteer to participate on a committee. There is plenty of work to go around and the group is open to new ideas and involvement.

Back at your office, you can leverage the VAC membership by listening to what consultants need and providing that to them as seamlessly as possible. Provide a clear path for contact for any questions and requests. Be sure to respond to these requests on a timely basis. Consultants recommend more easily what they know - spend time educating them. You can provide exclusive learning paths, webinars or general educational material access. All of this will ensure that the membership in the SCTC VAC will more than pay for itself.

## VAC Board Members

Dave Clardy, *President*

Diane Smith & Dana Rhodes, *Secretary*

Fran Blackburn, *Past President*

Ian Mofford & Marki Callaway,  
*Directors International Global Expansion*

Christian Adler, *Director*

Marsha Bailey, *Director*

Nancy Gates, *Director*

Larry Kollie, *Director*

# Annual Conference Overview



The SCTC annual conference was held in Kansas City, Missouri in October. This is the 40th Anniversary of the SCTC and it was a conference dedicated to celebrations. The conference was well attended by both consultants and the VAC members. J.R. Simmons and Scott Murphy out did themselves this year in the planning and logistics of the event.

## Here are some of the Highlights!

Change is all around us and learning how to manage and adapt to change was the Topic of our **Key Note Speaker Peter de Jager**. One theme Peter focused on during his talk was change is everywhere but crafting and communicating major changes to employees, customers, and other stakeholders is critical to morale and overall productivity and continued customer loyalty. He specifically recommended crafting messaging to include how the changes directly impact stakeholders is better than general messaging of higher productivity and increased revenue/profit.

The Conference Gala was dedicated to Cathy as a way to share our deep appreciation of her 18 years of services to the SCTC. Martha Buyer led a tribute to Cathy to showcase notes of gratitude and well wishes from our members who Cathy has inspired over the years. Of course, the celebration would not be complete without a performance from The SIP Tones. They once again did a wonderful job.

As many of you are aware, the SCTC Board spent most of this past year evaluating and making decisions about how to best manage the upcoming changes for our post Cathy operations. Many of you were able to meet Meagan Bowker, our Association Manager from Capitol Hill Management Services as she was able to attend our conference.

The conference educational programs featured sessions related to practice management, UC, Mobility, cable infrastructure, AV and new technology alternatives such as PON in addition to the traditional tracks on audit and call centers. This is the first year in quite a while we have held dual tracks of programming for sessions. Martha Buyer delivered her annual Telecom law perspective and highlights to help us keep our clients up to day on positional legal or regularity changes.

Mark your calendars for the SCTC 2017 Conference which will be in Seattle Washington in September. We will see you all next year!

## A Tribute to Cathy Cimaglia

Cathy Cimaglia, Executive Director of the Society of Communications Technology Consultants, International is retiring after a wonderful 18 years with the organization. Cathy's retirement was celebrated at the SCTC 40th Anniversary Event at the annual conference in Kansas City in October. Many SCTC Members recalled great memories of working with Cathy during the evening. Cathy and her husband, Jim, a fixture at conferences, were showered with gifts and well wishes from every part of the organization.

Cathy has worked with 9 Society presidents and numerous board members, and volunteers. She has been the heart and soul of this organization. Maintaining the integrity and charter of the SCTC has always been her primary focus. She has wore all the "hats" including Administration, conference planning, finances, membership coordination just to name a few. She has watched and guided this organization through good times and not so good times. She has been a reliable, comforting voice at headquarters that so many will miss.

Cathy and Jim plan to cruise into retirement with their fifth wheel trailer exploring the U.S. We wish Cathy and Jim health and happiness as they enter the next phase of their lives! We LOVE AND APPRECIATE you Cathy Cimaglia!!

When Cathy announced her plans to retire, the SCTC Board of Directors went to work to find a suitable replacement. It soon became clear that no one person could fill her shoes. The Board has recently engaged Capital Hill Association Management to handle the Society operations.

Denise M. Munro

It was a pleasure to speak at the SCTC event in Kansas City this fall. Given some feedback that I've received, I'll use this space to recap three of the hot issues that I presented at that time. The topics that presented here are not exhaustive—there are many others that are not included. But this should provide an update on some of the hot issues for members who were unable to attend the conference.

## I. TCPA

The Telecommunications Consumer Protection Act was originally enacted in 1971 when, I suspect too many federal legislators had their dinners interrupted by telemarketers. The law has evolved over time to take into account a number of technological innovations, particularly with respect to mobile devices. The TCPA has clear (*well, sort of*) guidance particularly with respect to texting and calls made to mobile phones where it is assumed that the owner of the device pays to receive messages. Without going into the long and somewhat twisted history of TCPA, it's important to recognize a couple of relatively recent twists that affect those entities that make outbound calls—particularly those that are made by auto dialers or which do not involve human intervention. Read: robocalls.

Not so long ago, entities could once make such calls to consumers claiming that they had an “existing business relationship” with call recipients. This exception applied to numbers that were on the Federal Trade Commission's Do-Not-Call list that were either traditional landlines or mobile devices. However, for the past 2 years, such exceptions no longer exist.

The most recent batch of current regulatory guidance that is directly relevant to robocalls made to mobile devices. Calls made for 3 specific reasons, and with specific limitations, can now be made to mobile devices. The first reason is for emergency purposes, the second is with the prior consent of the called party (an individual's mere listing of a number as a contact number is not, in and of itself such permission), and the third is to collect debts either owed to or secured by the federal government (*Note: according to 2015 study by the Department of the Treasury, the government has \$1.3 TRILLION of non-tax receivables, of which \$162.1 billion is delinquent.*)

A note on calls made for emergency purposes. Calls made for emergency purposes must really be for emergency

medical or safety reasons. No other content is considered tolerable. For example, “there's a fire in West Andrews” (*my first dorm*) would be acceptable. “There's a fire in West Andrews and the medical clinic is giving flu shots this week” would be a violation. For more information on specifics related to the TCPA, please contact me.

## II. Kari's Law Update

Kari's Law, named after murder victim Kari Rene Hunt, passed the U.S. House of Representatives in May of 2016. The bill essentially forbids the blocking of calls made to 9-1-1, even when a 9, or some other digit, is required for a caller to reach an outside line. While the law awaits a Senate vote, it is currently existing state law in Maryland, Pennsylvania, Suffolk County, NY, Tennessee and Texas with other states currently contemplating their own versions. (*Be advised that state or regional Kari's Laws may vary slightly*). The text of the federal law reads as follows

(Sec. 2) This bill amends the Communications Act of 1934 to prohibit businesses from manufacturing or importing for use in the United States, or selling or leasing in the United States, a multi-line telephone system unless it is pre-configured to allow users to directly initiate a call to 9-1-1 (without dialing any additional digit, code, prefix, or post-fix, including any trunk-access code such as the digit “9”) from any station equipped with dialing facilities.

Businesses are prohibited from installing, managing, or operating multi-line telephone systems without such a direct 9-1-1 call configuration

Businesses installing, managing, or operating such systems for use in the United States must configure the systems to provide a notification to a central location at the facility where the system is installed, or to another person or organization regardless of location, if the system is able to be so configured without an improvement to the hardware or software.

## III. TDM Migration to IP

Over the summer, the FCC took major steps to lighten process as incumbent carriers continue their slow but steady migration away from TDM services. At the prompting of carrier advocate USTelecom (*in the form of a petition for a declaratory ruling*) the FCC agreed that the designation of incumbent local exchange carriers as dominant “when providing interstate mass market and

enterprise switched access services” be abandoned since, for all practical purposes in most parts of the country, such providers are no longer dominant. Bang.

Right off the bat, this takes a giant step forward in leveling the playing field between the embedded incumbents and other IP-based service providers who are offering similar services without some of the regulatory burdens imposed on the ILECs when they were, in fact dominant.

Secondly, the FCC created a new and simplified process for evaluating and approving requests from legacy voice providers to transition away from TDM (*time division multiplexing*) to IP-based services provided that such replacement services provide, according to the FCC, “adequate replacement for a legacy voice service.” This is particularly critical when considering issues related to not only 911 access and general interoperability, but to services offered in remote and rural areas, with particular attention to Tribal lands.

In practical terms, this action means that a provider can make a network transition from TDM to IP-based networks (*legally—obviously the technical elements including planning and construction usually take significantly more time than this*) in 30 days if the entity seeking such permission can pass a voluntary 3 point test. The word “voluntary” is critical. Carriers who cannot—or choose not—to meet the terms of the test can still go through the process “the old-fashioned way,” but the timing for approval will be considerably longer.

### **The three point test requires:**

1. Proof that network performance, reliability and coverage will be substantially unchanged;
2. Proof that access to 911, cyber security and access for people with disabilities meets current rules and standards; and
3. Proof that the IP-based network will provide compatibility with a defined list of legacy services that remain popular with consumers and small businesses, including home security systems, medical monitoring devices, credit card readers and fax machines. This requirement is scheduled to fade into the sunset with a sunset in 2025.

The potential for litigation over what the word “substantially” (*from Point 1*) is significant as IP providers struggle to work out some of the technological kinks that exist between legacy equipment and IP services (*consider, as an example, fax machines*). The same litigation opportunity exists when considering the definition of what defines “current rules and standards.” The issues associated with the third point are obvious, but not insurmountable. By recognizing the challenges posed by the transition, the FCC clearly recognized and acknowledged not only the technological challenges, but the need to educate consumers on what these modifications may mean to end-users, not necessarily those who are technologically sophisticated or supported.

## SCTC Education

Date		Webinar Title
12/20/16		Special Year-end VAC update session - featuring highlights from each company for 2016
1/17/17	ShoreTel	ShoreTel's Hottest New Announcements for 2017
2/21/17	AVST	University of Washington: UC Deployment Success Story
3/21/17	Eclipse	Meraki Access Points and Data Collection through Wi-Fi
4/18/17	NEC	Smart Enterprise
5/16/17	Fusion	Fusion, the One Source Cloud Game-Changer
6/20/17	Birch	Becoming the Trusted Advisor: How to Preserve a Happy Customer Base



## Join an SCTC Committee

Newsletter Committee  
Membership Committee  
Education Committee  
Marketing Committee  
Marketing Subcommittees

- Trade Shows
- Social Media
- Marketing communications
- Web Marketing
- Recruiting
- Speaker's Bureau

Infrastructure Committee  
Conference Committee – 2017  
Long Term Conference Planning Committee  
Regional Conference Planning Committee  
Global Strategy Committee

## Reminder about Listserv guidelines

One of the many wonderful benefits of Consultant Membership is the Consultant Listserv. It is a great place to share experiences, knowledge and networking among our members. Just as a reminder, here are the guidelines for use:

1. All information shared is to be held confidentially. Please do not repeat or republish any information for other purposes.
2. Please keep the communications business related.
3. If further discussion is needed beyond the listserv, please take it offline with individuals privately.

Did you know that you can receive a digest or find an archive of the listserv posts? Go to the Resource Tab on the website and select Listserv.