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MESSAGE from the President

2014 PMI Region 4 Meeting

At last count, the PMI organization includes 280 local chapters grouped into 18 regions, 450k+ members, and 655k+ certificate holders. The PMI organization connects 51 million professionals to the Project Management profession.

The PMI Rochester Chapter is a member of Region 4 which includes chapters from Michigan, Ohio, New York, Pennsylvania and New Jersey. Each year, one chapter within our region hosts a regional leaders conference. This year, the Region 4 conference was hosted by the PMI New York City Chapter and was held in beautiful downtown New York City.



Brian Gregory, PMP
President, PMI Rochester
president@pmirochester.org

The theme of this year's Region 4 Conference was "Leading the Way on Broadway". Representing the PMI Rochester Chapter was myself and Dina Maxwell, VP of the Ithaca Branch. The event included the opportunity to network with chapter and regional leaders, and focused on topics meant to inspire growth in membership value and sharing good practices among our members.

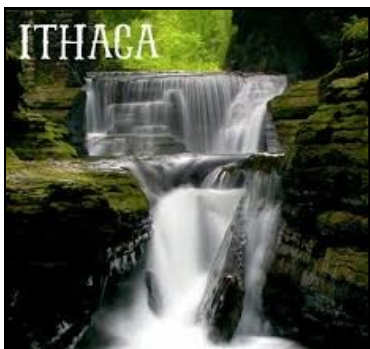
Key topics discussed at this three day event include:

- 2014 PMI Strategic Initiatives and Priorities
- Attracting the Younger Generation
- Outreach and Professional Development
- PMIEF (Project Management Institute Educational Foundation)
- Chapter Reporting System

An additional highlight of the Region 4 conference included the opportunity to re-engage the Birds of a Feather (BoF) communities. The BoF is a concept that was put into action by our neighboring chapter in Buffalo that brings Region 4 leaders together in the areas of Membership, Finance, Programs and Presidents ... to name a few. This year's Region 4 Conference provided a platform for the BoF teams to review the progress from the past year and to set a path going forward.

The focus of your Chapter Leadership is to serve the membership of this great chapter by providing opportunities for growth and professional development. Knowledge sharing and direct interfacing with PMI leadership will assist all of us in defining strategies to continue our chapter's exciting growth going forward.

News from Ithaca



It's officially fall, but summer has been holding on down here in Ithaca. We had our first monthly meeting with our own Director of Membership, Dan Kopcow, P.E., PMP, presenting on Design Projects and Earned Value Management. We had a lively discussion and lots of food!

Ithaca is doing well, with recent membership at 54, and a new Director of Programs, C. Kelly White. She has secured multiple verbal commitments for future meetings which include panel discussions about the Ithaca Commons redesign and implementing a PMO. She has also discussed holding a new medical lab tour with discussion of Lean Project Management. Last, but certainly not least, we are also planning a joint meeting with ASQ Corning-Elmira Chapter (a professional engineering organization) in Corning. **Special thanks** to member, Alisa Brown, for her great work in spreading the news about PMI Ithaca to encourage attendance in the area.

FEATURE: To the Future ... And Beyond!

by **Brian Gregory, PMP, President PMI Chapter**

I recently enjoyed the book by Marshall Goldsmith titled. "*What Got You Here Won't Get You There*". And while the book focuses on individuals growing as leaders, I believe the theme of the book is very applicable to the PMI Rochester Chapter.

In 2010, our PMI Rochester Board created a strategic business plan which defined growth initiatives through 2013. The primary focus of this plan was membership levels, membership value and outreach.

To address our chapter's vision and mission going into the future, our 2014-2015 PMI Rochester Board took on the task to assess the maturity level of our chapter, and use this assessment to update the strategic business plan for the PMI Rochester Chapter.

The team used a process developed by Mr. Tony Appleby (past president of the PMI San Francisco Chapter and current Region 7 Mentor) and has been acknowledged by PMI. The PMI Rochester Board took this process and tailored it to the needs of our chapter (with Mr. Appleby's permission). After weeks of planning, the PMI Rochester Board met for a full day workshop on October 3, 2014 to perform the chapter maturity assessment.

To facilitate the assessment the PMI Rochester Board considered the following functions of the chapter.

Communications	Organization & Governance
Membership	Professional Development
Finance	Volunteers
Outreach	



PMI Rochester Board October 3 Workshop, Photograph Courtesy of Lori Gacioch

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Within each topic were a series of direct questions (with specific criteria) and these questions were assessed against a sliding maturity scale. The sliding scale went from 1 to 5, with 5 being most mature. Specifically,

1. Identified
2. Baselined
3. Defined
4. Managed
5. Optimized

Once the assessment for each question was completed an overall maturity score for the topic was calculated, and this score was which rolled up into an overall chapter maturity assessment.

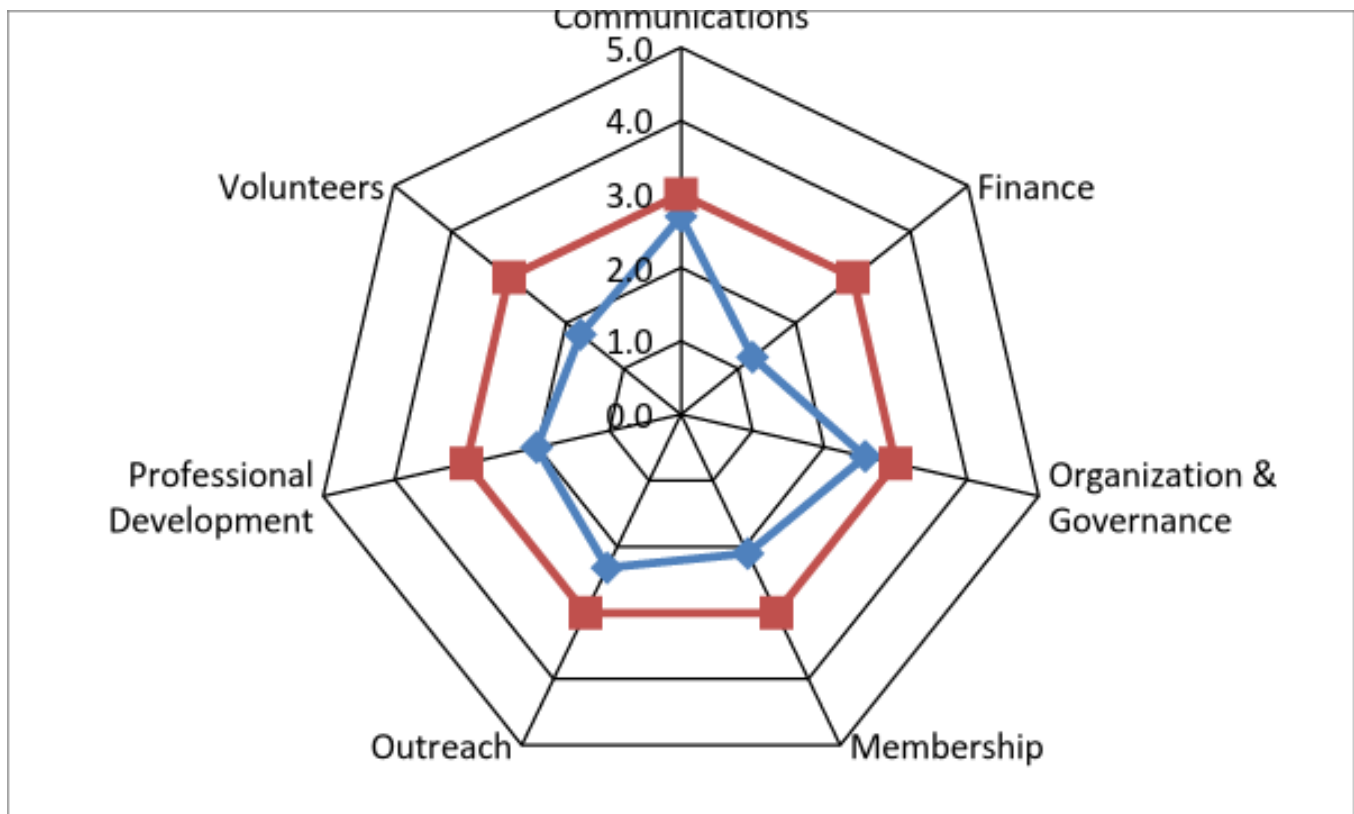
After reviewing the Maturity Assessment for the PMI Rochester Chapter, the following results were provided.

2014 Chapter Maturity Assessment	
Rochester PMI Chapter	Score
Communications	2.7
Finance	1.3
Organization & Governance	2.6
Membership	2.1
Outreach	2.3
Professional Development	2.0
Volunteers	1.8
Chapter Maturity Rating	2.1

The score of 2.1 is neither good nor bad. Rather it is a base-line against which we can plan for growth within our chapter.

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Graphically the data is represented as follows.



The blue (inner) line defines the maturity as it was assessed using the Maturity Assessment Process and the red (outer) line sets the goal for maturity. In other words, it is the Chapter Leadership's desire to develop a strategic plan that will focus on bringing our chapter maturity to a target of Level 3 in the short term ... and then move beyond this level in the longer term.

How will progress be tracked? The PMI Rochester Board has made a commitment to perform a Chapter Maturity Assessment every year. In some years (as in last summer) we may join with neighboring chapters to assess and compare results. And in other years we will focus on an internal Chapter Maturity Assessment. Whichever strategy is employed the commitment to you, the membership, is to assess maturity and review our progress against the strategic plan each year.

The PMI Rochester Strategic Plan will be updated before the end of 2014 and will take effect in January, 2015. Strategies and initiatives will be communicated to the Chapter Membership on a regular basis and your feedback and input will be greatly appreciated. Both the Chapter Maturity Assessment and Strategic Plan will be made available to all chapter members.

Again ... what got us here won't get us there. And it's your Board's commitment to use our collective experiences to drive growth into the future!

SEPTEMBER Chapter Meeting Highlights

by Larry Heininger, PE, PMP

The September 2014 meeting was held at the Burgundy Basin Party House. Our speaker was Ellen Brenner Co-Founder of Fleet Feet sports. Ellen is a Long Island native who came to Rochester after college to work for EDS.

In 2004, she and her husband founded Fleet Feet Sports. The original business was located on Monroe Avenue in Brighton. Ellen discussed the start-up and growing pains. They had originally wanted to open a second store on the west side in 2008, but plans were put on hold until 2011 due to the economic downturn and ensuing recession.

Not willing to let the economy put a damper on their goals, Fleet Feet focused their efforts on sponsoring many athletic events that helped new and existing customers enjoy healthy diversions from the negative effects of the recession. In February 2014, Fleet Feet moved from their original, but cramped, Brighton location to a brand new 9000 square foot space at the Culver Road Amory.

During the presentation, Ellen discussed how the customer is in the center of each of their three business units—Retail Shoes & Clothing, Training, and Race Management. Fleet Feet currently manages over 100 races, and recently took ownership of the Rochester Marathon which was held on September 21st.



Ellen Brenner, Co-Founder of Fleet Feet Sports Photograph Courtesy of Michael Ponomarev

UPCOMING PMI ROC Chapter Meetings

October 28, 2014

Location

Valicia's Ristorante
2155 Long Pond Road

5:30-6:00 Check-in & Networking

6:00-6:40 Dinner

6:40-6:45 Announcements

6:45-7:45 Program

7:45-7:55 Wrap-up

Cost

Members \$18,
Non-Members \$25

Register: <http://pmirochester.org/meetinginfo.php?id=256&ts=1412030089>

Dealing with Difficult People During Difficult Times (Don't Let the Smile Fool You)

Speaker-Frank Disano, Senior Performance Consultant,
Dale Carnegie of Rochester

This interactive presentation focuses in on personality types. Folks will walk away with a mechanism to identify various personality types that they encounter. It provides insights into the strengths and weakness of those personality styles and how to effectively work with them.

Menu

Garlic Bread
Chicken Marsala
Cheese Ravioli
Sausage Pizzaiola
Vegetable Aglio-Olio
Tossed Salad with House Italian
Italian Bread & Butter
Coffee/Tea and Cookie Platters from Gruttadauria's Bakery

December 9, 2014

Location

Memorial Art Gallery

Voice of the Customer

Speaker-Terry Callanan
Chief Quality Officer, Carestream Health

NEWS You Can Use

By France MacDonald, MS, PMP

PMI Rochester Chapter, VP of Governance

In our previous newsletters, we discussed:

- 1) How a PMP can determine if something maybe unethical by using the 5 Steps in the PMI Ethical Decision-Making Framework (EDMF) the PMI GOC created for guidance.
- 2) The purpose and background of the PMI EDMF, and how to use it.

If you remember in the last newsletter, it stated that use of the PMI EDMF is not mandatory, but rather a guide for critical thinking while using the ethical decision-making process. In addition, we covered the 5 Steps in the PMI Ethical Decision-Making Framework and provided guiding questions, tools & techniques, and a decision diamond to help guide a PMP through each assessment step.

But is that all there is at our disposal? Do we stand alone with our own perspectives when trying to make these decisions?

The answer is No.

PMI has many Community of Practices including one focused on Ethics called the PMI Ethics in Project Management Community of Practice.

The PMI Ethics in Project Management Community of Practice is a dynamic and collaborative environment that contains blogs, featured events, and recent community activities which examines such topics as:

- 1) Role of ethics in project management
- 2) Established processes, tools and methodologies for ethics in project management
- 3) Relationship of ethics in project management to other industries, interests or knowledge areas
- 4) International perspectives on ethics in project management

Remember, you are not alone! There is a whole community to rely on. Below is the link to PMI's Ethical Ethics in Project Management Community of Practice for future reference:

<http://ethics.vc.pmi.org/Public/Home.aspx>

Hopefully this is news you can use!

COMMUNICATIONS Corner

by Michelle Venezia, PMP

Fall is officially upon us, and PMI Rochester's 2014-2015 season is well underway. You'll notice some new features in this issue of "Hard News From the ROC" thanks to our new Director of Publications, Savita Love. I'm very excited to have Savita on board and look forward to seeing our newsletter grow!

We have officially kicked off our new Mentoring Program, having made connections for our inaugural group of mentor and mentee pairs. Thank you to Divya Khanna for getting this program underway. We wish her well as she relocates this month, and welcome Mitesh Parikh as her replacement in our Director, Networking role. Mitesh will be continuing to expand our mentoring program, and is working on plans for additional networking opportunities for our members.

Another new program that was recently launched is our formal Advertising & Sponsorship programs. More details can be found on our website. We're pleased to have put together a wide range of opportunities that provide value to sponsors and advertisers while allowing us to continue to grow services and programs for our members. If your organization is interested in working with us please reach out to Michelle Montana at advertising@pmirochester.org.

Finally, we are currently recruiting for volunteers to be part of our new Community Outreach team. This is an opportunity to earn PDU's while inspiring young children to learn about project management and apply principles to real-life scenarios. To join this exciting team, please contact me or Porchia Stewart at volunteers@pmirochester.org.

If you have ideas or feedback for our chapter, please reach out to me at communications@pmirochester.org. I'm looking forward to seeing many of you at our chapter events this year.

Social Media Links:

- LinkedIn – <http://www.linkedin.com/groups/PMI-Rochester-NY-Chapter-113742>
- Facebook- <https://www.facebook.com/pmirochesterchapter>
- Twitter - https://twitter.com/%21/PMI_Rochester

*"If you just communicate you can get by.
But if you skillfully communicate, you can work miracles."*

~Jim Rohn

NEW PMI ROC Chapter Members

A warm Welcome to the following new Chapter Members!

June 2014

Mary Kay Austin	Merrick Distant	Adewale Olisa
Doris Baranello	Nancy Hibschi	Debbie Redman
Julie Cavallaro	Thomas Kempie	Amit Ravi Shetty
Julia Cline	Lori Lewandowski	Brenda Torrence
Jennifer Colosi	Savita Love	
Shaival Desai	Chris Mech	

July 2014

August 2014

Cathy DiNoto	Chandler Holeman	Lora Thody
Yvonne A Dube	Ryan Mills	Rene Wimer
Matthew Joseph Flagg		

Aaron Burger	Jonathan Ellis	Valerie Mebert
Julia Cote	Alexandra Hartmann	Jose Antonio Neu
Sharon Crowle	Barry Kachmaryk	Robert A Roushey
Joseph Distefano	Mitchell McClelland	Debra Wagner
Les J Eccleston	Kevin McDougal	

NEW PMI ROC Credential Holders

Congratulations to the following members who have recently received a PMI credential!

Joanne Aquilino	Lori Englund	Christy Schafer
Gordon Barron	Nathalie Gollier	Bohdan Sulyma
Jean Bengsch	Paul Hartney	
Eugene DiNieri	Robert Johnson	

ANNOUNCEMENTS

MEMBER Renewal Reward

When you renew your membership with the Rochester Chapter, you are automatically entered into a drawing for a prize! Two winners are drawn annually. One lucky winner is picked from those that renew their Chapter membership from January through June, and the second is drawn from those renewing from July through December.

Two lucky members were recently drawn to win an iPad Mini! Patricia Malloy was the first winner and given her iPad Mini earlier this year, and Scott Costain was given an iPad mini at our Professional Development Day in May.

Don't forget to renew your Chapter membership! Your name may be pulled as our next winner! *All you need to do is Renew!*

VOLUNTEER Opportunities

It is through the dedication of our volunteers that a 700+ organization can remain strong!

Share your passion with others by considering serving one of these open volunteer positions today.

- **Director of Programs:** The primary responsibility of the Director of Programs is to obtain speakers for Rochester chapter meetings. The DoP will work with the Executive VP to solicit speakers. Speaker topics should be varied across disciplines and interests. He/she will communicate with the speakers regarding location, directions, and ensure the speaker has a pleasant experience. The Director of Programs is also responsible for: booking the room/meeting location, ordering food/working with the on-site caterer, setting up the room with banner and table cloth and projector, if applicable. Individual must have the ability to work efficiently under time-driven deadlines. Event planning experience would be helpful. The expected effort will require a time commitment of 5-10 hours per month (depending on if there is a meeting).
- **Community Outreach Team Members:** A Community Outreach team is forming in anticipation of new outreach programs that will be rolled out towards the end of this year. We anticipate we will be working with a local organization to create an interactive program to inspire young children to learn about project management and apply principles to real-life scenarios. If this interests you, please contact us and we will include you in planning sessions to begin in November.
- **Advertising & Sponsorship Team Members:** Volunteers are needed to work directly with vendors and corporations to promote our new advertising & sponsorship program. You will be responsible for identifying and recruiting potential advertisers & sponsors, and to manage the details of each business transaction. The expected time commitment is approximately 5 hours per month.

Bloggers or Newsletter Contributors: The Communications team is always looking for interesting blogs, articles, or newsletter features from our members. If you are interested in contributing to our chapter publication content by writing about something that you are passionate about, please contact us.

***Pre-Requisite:** It is required that you are a PMI member in good standing on the national and local level in order to be considered for an open volunteer position.*

For more information contact Porchia Stewart, Director of Volunteers, at volunteers@pmirochester.org.

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ANNOUNCEMENTS

PMI Rochester Mentoring Program

PMI Rochester is excited to announce our formal Mentoring Program!

The PMI Rochester Chapter Mentoring Program provides mentoring opportunities for members of the Rochester chapter of PMI. This program is directed toward improving individual project management professionalism in alignment with the PMI Rochester Chapter goals.

Mentoring provides a great way to give back to the project management profession. It gives participants the opportunity to grow their network while at the same time earning PDUs!

The Chapter Mentoring Program Team will facilitate team pairing after receiving applications from mentors and protégé. The mentoring relationship will be conducted between the mentor/protege pairs and their meeting frequency and schedule will be agreed upon at the beginning of the program. The partners will then conduct their meetings, give one another feedback and rate the overall program. The time commitment will be up to the mentoring pair.

Register

Interested? email networking@pmirochester.org.

EVENT: CHANGE and RESISTANCE: Moving from Me to We

Friday, November 21, 2014

Location

Irondequoit Country Club 4045 East Avenue Rochester, NY 14618
Education Credits / PDUs available

8:15 AM Registration & Check-in

8:45 AM— 4:30 PM Change and Resistance: Moving from Me to We

4:30-6:00 Networking (Cash Bar)

Tuition Cost: \$295.00

*** Early Registration before October 25th: \$250.00**

MORE INFO: www.TheProjectSolvers.com

Don't miss this opportunity to explore a universal constant. Whether for yourself or to be more effective with others, join us to explore one of the biggest hurdles to individual, team and company success... *CHANGE!*

Session Topics:

Change: Resistance is Futile!

The ME and WE of Emotional Intelligence

Improvisation: A Perspective Shift in Management

In the Spotlight: Think on Your Feet

WE Need Your Inputs!

Did you know that writing articles for the newsletter is a great opportunity to earn PDUs? If you write an article or book review for our chapter newsletter, you can log one PDU for every hour you spend on the article. What a great way to collect PDUs, share your knowledge and experience with your peers, and see yourself published (which also makes great resume material)!

Premier project managers in the Greater Rochester area are invited to contribute their experience and expertise to the Messenger in devotion to the art and science of project management and continuing education.

Please email communications@pmirochester.org for more information on how to get published in the next edition of "Hard News From the ROC".

CLASSIFIEDS



[Agile Project Management Overview for Project Managers](#)

PMI Rochester is excited to partner with Breakthrough Solutions to provide this offer to access the "Agile Project Management Overview for Project Managers" at a discounted rate of only \$25. This course will help you unravel a lot of the confusion that exists; develop a totally new perspective to see both Agile and traditional project management in a new light as complementary to each other rather than competitive; and learn to develop an adaptive approach to project management to blend those principles and practices together in the right proportions to fit any situation. The instructor, Chuck Cobb, is an Adjunct Professor at Boston University where he will be teaching a new graduate-level course on Agile Project Management. [Click here](#) to get started now!

**HUNDREDS OF
ONLINE WEBINARS
TO CHOOSE FROM**

Up to **500**
PDUs per
year for
\$149



Through PMI Rochester's partnership with the ITMPI, chapter members can now gain unlimited access to the ITMPI's entire PDU library for only \$149 per year. That is a \$50 discount from the regular price. Moreover, a percentage of your sale is shared with the Rochester chapter, so your purchase supports our Rochester finances. Get started today at www.itmpi.org/pmirochester.

With your membership you will gain:

- - Access to 150 live, PDU approved educational webinars per year at www.itmpi.org/webinars
- - Access to a vast archive of 400+ PDU approved webinar recordings at www.itmpi.org/library
- - Anytime education from the world's leading network of IT and Project Management experts at www.itmpi.org/contributors

You can view the ITMPI's Summer/Fall 2014 catalog online at www.itmpi.org/catalog.

PMI Rochester and InfoSec Institute have formed a strategic partnership to offer InfoSec Institute's training to all PMI Rochester Members for greatly discounted prices to enhance their personal and professional growth. InfoSec Institute is a national provider of PMP and CAPM certification courses, as well as Information Technology and Information Security professional development courses. Visit PMI Rochester's [pricing page](#) for more information.



Advertise with us!

700+ Active Members in the Greater Rochester Area

1,000+ Contacts on Mailing Lists in the Greater Rochester Area.

Contact [Michelle Montana](#), Director of Advertising & Sponsorships for more information.

Board of Directors

Position	Name	Email Address
President	Brian Gregory, PMP	president@pmirochester.org
Executive VP	Larry Heininger, PE, PMP	executivevp@pmirochester.org
VP of Finance	Jason Becker, PMP	finance@pmirochester.org
VP of Membership	Joyce Ellis, PMP	membership@pmirochester.org
VP of Governance	France MacDonald, MS, PMP	governance@pmirochester.org
VP of Marketing & Communications	Michelle Venezia, PMP	communications@pmirochester.org
VP of Professional Development Day	Marilyn Bohrer, PMP	pddvp@pmirochester.org
VP & Secretary	Lori Gacioch, PMP	secretary@pmirochester.org
VP of the Ithaca Branch	Dina Maxwell, PMP	ithaca@pmirochester.org
Director of Publications	Savita Love, PMP ITIL MBA	publications@pmirochester.org



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communications@pmirochester.org.

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