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# MEMPHIS CHAPTER



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## Society for Information Management

[info@simmemphis.org](mailto:info@simmemphis.org)  
[SIM Memphis Website](#)

### Summary

SIM is an association of senior IT executives, prominent academicians, selected consultants, and other IT thought leaders built on the foundation of local chapters, who come together to share and enhance their rich intellectual capital for the benefit of its members and their organizations.

Inspired by IT leaders for IT leaders, SIM's resources and programs enable CIOs to further develop the leadership capabilities of themselves and the key and emerging leaders in their organization. With its cross-industry representation, SIM provides the collective voice to advocate policy and legislation on behalf of the IT profession.

**The Memphis Chapter** strives to bring all the above benefits close to home. Our membership is comprised of the most experienced IT leaders in the Memphis community.

Through our monthly presentations by fellow top practitioners, industry leaders, and recognized experts in information technology, we offer our members an opportunity to establish peer contacts with whom critical managerial, technical issues, and common concerns can be discussed. The result is access to both local and international perspectives, continuing professional development and an elite network of peer resources.





## SIM Vision

To be recognized as the community that is most preferred by IT leaders for delivering vital knowledge that creates business value and enables personal development.

SIM Members strongly believe in and champion:

- The alignment of IT and business as a valued partnership
- The creation and sharing of best practices
- The effective, efficient, and innovative business use of information technology to continuously bring to market valuable products and services
- IT management and leadership skills development that enable our members' growth at each stage of their careers
- The replenishment and education of future IT leaders, including a strong role in influencing university curricula and continuing education
- Working with the IT industry to shape its direction
- Policies and legislation that stimulate innovation, economic development, healthy competition, and IT job creation
- Serving our communities and the industry through giving and outreach

Recognizing the multi-disciplinary environment of the IT industry, SIM collects the intellectual capital of international IT leaders to meet the needs of its diverse membership through:

## Targeted Programs

SIM offers focused programs for specific segments and levels of IT professionals to help them broaden their networks and expand their skill sets. Unique programs such as the [Advanced Practices Council® \(APC\)](#) and [Regional Leadership Forum \(RLF\)](#) are just two examples of SIM's peer-to-peer programming.

## SIM Online Resources

SIM's Web site, [www.simnet.org](http://www.simnet.org) offers immediate, real-time access to expert and peer-generated intellectual capital. The SIM site provides members an online repository of white papers and cutting-edge research papers, including working group deliverables, past conference presentations video interviews with SIM thought leaders, a member directory, and much more to bring best practices of other IT leaders straight to your desktop.

## Publications

SIM News, a compilation of association news, articles of interest, interviews, and industry insights and MIS Quarterly Executive (MISQE), a quarterly online publication dedicated to publishing high quality articles, case studies and research reports.

## Communities of Interest

SIM Members seeking the opportunity to share information with their peers turn to SIM's Communities of Interest, which are developed based on current interests and concerns. These Communities, including the **Enterprise Architecture, IT Procurement, SIM Women, IT Workforce, and Influence Academic Agenda Working Groups**, provide individuals the chance to create practical deliverables, such as best practices and methodologies, that are important in enhancing the field of IT.

## Face-to-Face Meetings & Networking

SIMposium, Advanced Practices Council (APC) meetings, Regional Leadership Forums (RLF), chapter meetings, CIO roundtables, and Social Networking groups bring you face-to-face with other key industry executives to share knowledge and network about topics pertinent to IT leaders.

## Contact SIM at:

Memphis Chapter: [info@simmemphis.org](mailto:info@simmemphis.org)  
SIM International: [sim@simnet.org](mailto:sim@simnet.org)

Website: [SIM Memphis](http://SIM Memphis)  
Website: [SIM International](http://SIM International)

# Chapter Overview

## Memphis SIM Chapter

Our chapter offers IT executives the unique experience of networking with peers in their own region – through local meetings, forums, and special events – to discuss the latest trends, best practices, and hot topics in the IT industry. As a member of the chapter, you have access to both corporate and academic resources. Members receive a simnet.org log-in from SIM International and access to the Memphis members-only network via our **LinkedIn Group, “SIM – Memphis Chapter”**. Information on the chapter may also found at the [Memphis section](#) of [simnet.org](#).

## Programs

Unless otherwise notified, our program meetings are held at the Crescent Club on the first Thursday of each month. Each meeting begins with networking and cash bar at 5:30 pm followed by a seated dinner at 6:00 pm. The monthly program and discussion begin over dessert; the meeting adjourns at 8:00pm. A sample of meeting topics is found in the Programs & Outreach section. Cost for the monthly program is provided for in the Chapter dues.

## Communications

We use e-mail almost exclusively to communicate with our members so be on the look-out for meeting notices and other announcements in your inbox. If any of your contact information changes, please e-mail our Membership Chair at **the SIM email address:** [info@simmemphis.org](mailto:info@simmemphis.org). This will ensure that you continue to receive communications.

## Events

Once a year, the Memphis Chapter produces the Strategy Series for Executives. The event is sponsored by leading technology vendors and attendance is by invitation to the leaders of our business and IT community. Proceeds from the event are applied, in major part, toward community outreach programs aligned with the Memphis Chapter’s mission of furthering technology professions in the Memphis community. Information and presentations from past events are available to members in the [Memphis section](#) of [simnet.org](#).

The chapter also holds an annual holiday party in lieu of the December program. Members and a guest are invited to network while enjoying a festive evening of heavy hors d’oeuvres and adult beverages.

## Committees

As with any volunteer organization, we are only as strong as our member involvement. There are several standing committees; we encourage you to actively participate in the organization. Committees are great opportunities for you to get to know fellow members while serving our community. Details of the committees are found [here](#).

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## Programs



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# Programs

## About Our Programs

Each year, SIM Memphis selects headwind and tailwind topics that IT executives face on a short and long term basis.

The annual SIM International trends survey, similar surveys from Gartner, Forrester, CIO Magazine, Forbes and others, as well as most major conference agendas, focuses squarely on providing each chapter with information that is used to steer the yearly meeting topics.

Whether this is Mobile, Cloud, Social, IT consumerization, or topics like Big Data, the programs are designed to provide you with relevant information to be more strategic in your leadership and decision making.

Our programs committee works diligently to plan sessions that will provide a return on your time invested.

## Strategy Series for Executives

In addition to the monthly programs, each year since 1988 we have held a half or full day event designed exclusively for CEOs, CFOs, COOs, CIOs and other key leaders from the Memphis Mid-South area. The event format combines keynotes, panels, and participant dialog with the opportunity to network with business counterparts. The event brings national and international thought leaders to Memphis to explore ideas and opportunities with respect to the top business and IT issues of the day. Past speakers have included Rob Carter, Warren McFarland, Joel Barker, Michael Hammer, Jim Wetherbee, Jerry Luftman, and a long list of local and national business and IT executives.

Proceeds from the Strategy Series enable us to fund our many Outreach Programs which are aimed at furthering the pursuit of Science, Technology, Engineering, and Math (STEM) careers in the youth of the community.

## Program Examples

### Bricks without Straw

As we face a financial crisis unlike any we have faced before in our professional lives, we are increasingly called upon to moderate costs while delivering strategic value capable of keeping our organizations ahead of their competitors.

### Negotiation Best Practices

Once again, you find yourself at the bargaining table with a supplier who negotiates thousands of their own deals every year and you are now forced to relearn all your mistakes from the last time you did this -- three years ago.

### Organizational Communication

Generally speaking, most employers do a poor job of communicating with their employees, and IT managers are often among the worst communicators. The traditional dispassionate broadcast of important changes in strategies, policies and programs more often than not fails to properly manage expectations, and often results in confusion, resentment, or outright anger among workers.

### The Economic Outlook

As we continue to face an uncertain economic future we look to a respected Economist to give us his best educated guess at what the year ahead will bring.

### Cutting Edge Legal Issues Impacting IT

Data is the business of IT organizations – we capture it, store it, analyze it, slice and dice it, archive and retrieve it. Data is also what can get our companies and organizations into trouble.

### Immigration Law and IT – What you don't know CAN hurt you

One of the nation's best known immigration practices provides their perspective on Immigration Law and IT: H1-Bs, I-9 audits and other immigration issues including a recent focus on the IT community by US Customs and Immigration and legislation currently being worked on in Congress.



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## Community Outreach



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# Community Outreach

## *Future Potential for IT / STEM (Science Technology Engineering)*

Inspired by a passion for Information Technology (IT), the Society for Information Management (SIM) Memphis Chapter strives to promote the IT profession through various outreach initiatives which provide educational opportunities for young people. The Chapter pursues outreach programs which involve not only financial support, but also encourage partnerships with strong local institutions and significant SIM member engagement.

### **Encouraging the Pursuit of Technology-Related Degrees and Careers**

#### **Teen Tech Camp**

Since 2005, SIM Memphis has partnered with the Memphis Public Library to produce a week-long summer technology camp for 12-15 year olds. Students interested in attending the camp submit an application along with a recommendation from a teacher. Because of SIM funding, selected attendees pay nothing to attend. During the camp, students do hands-on computer programming to create a video game or music video. They are given freedom to express their own artistic creativity in designing and programming their individual projects which incorporate photos, video, and music. Additionally, SIM provides speakers during the week to demonstrate a new or interesting technology. The camp provides an opportunity for these young teenagers to gain valuable insight into careers in technology in a fun and engaging way. It generates excitement about future possibilities, and has inspired some to consider IT as a career path.



#### **Technology Career Day**

Each year SIM Memphis produces *Technology Career Day* at the University of Memphis. The 2-3 hour event consists of speaker presentations and panel discussions which explore a wide range of IT jobs, hiring and career trends, and tips from employers and recruiters. Speakers are IT executives in a variety of organizations and industries. SIM members are on hand to meet with students and answer questions. *IT Career Day* was started in 2008.



#### **IT Women -- Role Models for Girls' Schools**

In 1985 37% of computing degrees were awarded to women; in 2009 that number was 18%. Women hold 56% of professional jobs in the US, but only 25% of IT jobs. Because girls at all-girl schools have, on average, higher math and science test scores than girls at co-ed schools, SIM Memphis has chosen to take IT women to three local girls' high schools to encourage more young women to pursue technology-related degrees and careers by raising their awareness and understanding of the industry. We believe it will be a Win-Win for both the IT industry and the young women.

#### **Scholarships**

SIM Memphis has funded endowments in Management Information and Computer Science at the collegiate level.

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**SIM Memphis Chapter Gary Lasko Memorial Endowed Scholarship Fund** Awards to a full-time student majoring in MIS and seeking an undergraduate degree from Fogelman College of Business and Economics at The University of Memphis.

LeMoyne-Owen  
COLLEGE

**SIM James Robinson Memorial Endowed Scholarship Fund** Awards to a full-time student majoring in Computer Science or a closely related area at LeMoyne-Owen College.



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## Membership



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# Membership

## Membership Qualifications

To qualify for SIM International membership, you must belong to one of these four leadership categories (Please note: SIM Chapters may have additional membership requirements. For more information, visit [chapters.simnet.org](http://chapters.simnet.org)).

### Practitioner

A senior-level IT professional at either a public or private sector organization who meets the following criteria:

- Head of a corporate or divisional information technology organization
- Member of a technology management staff supporting corporate/divisional heads with key IT management roles, as certified by the head of the organization

### Academician

A full-time university or college faculty member, making a significant contribution to the information technology field.

### Consultant

Leader at the partner/principal level, in a **non-sales role**, who influences the technology of his/her own company or his/her clients' companies and who directly contributes to the information technology profession.

### Thought Leader

A non-IT executive such as a leader from another profession who has a major role in matters impacting the strategic direction of his or her organization and its utilization of information technology.

## Dues Categories

Qualified IT professionals can join either as individuals or through one of SIM's group memberships:

- **Corporate Individual/Enterprise:** Individual memberships are available for qualified persons. Enterprise packages offer individual memberships, program participation, and/or event registrations for qualified employees from the same company.
- **Not for profit/Academic/Government:** Individual memberships are available for qualified persons. Packages offer individual memberships, event registrations, and/or *MIS Quarterly* subscriptions for academicians within the same academic unit (department, college, etc.)
- **Retired**

## Memphis Membership Representative Companies

[ACH Food Companies](#)

[Allenberg Cotton Company](#)

[ALSAC/St. Jude Children's Research Hospital](#)

[Amador of America](#)

[AOC, LLC](#)

[AT&T](#)

[AutoZone](#)

[Bryce Corporation](#)

[Buckman International](#)

[Campbell Clinic](#)

[Carson Greil Group](#)

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[CIO Services Group](#)

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[University of Memphis](#)

[University of Tennessee Health Science Center](#)

[WM Barr](#)

[Wunderlich Securities](#)

## How to Apply

eMail [info@simmemphis.org](mailto:info@simmemphis.org) Attn: Membership.



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