



INSIDE THIS ISSUE:

<i>President's Message</i>	2
<i>How is your stock doing?</i>	3
<i>India and Outsourcing</i>	3

SIPA is an all volunteer run, non-profit association for Professionals in Silicon Valley and around the San Francisco Bay area.

Our Mission is:

To Provide Technology Professionals with a platform for Personal & Professional Growth.

Leadership Committee:

President	- Avinash Vaidya
Vice President	- Bobby Sharma
Director Membership	- Senthil Velmurugan
Director Marketing	- Venkata Duvvuri
Director Sponsorship	- Suresh Rajsekaran
Director Alliance	- Sanjay Wadge
Director PR	- Sachit Kamat
Director Website	- Koti / Rajiv Gadkari
Director Events	- Sukir Sukumaran

Advisory Board:

Dhimant Bhayani	- Managing Partner, INC3 Ventures
Rafiq Dossani	- Sr. Scholar, Stanford University
Raj Judge	- Partner, Wilson Sonsini
Anita Manwani	- Director, Callibrated Group
Ashwin Rangan	- CIO, Walmart.com
Venk Shukla	- CEO, Nusym Technology
Sunil Tomar	- CEO, Brillus

To learn more about the SIPA go to

<http://www.sipa.org>

[Or email to contact@Sipa.org](mailto:Or_email_to_contact@Sipa.org)

MARCH EVENT RECAP: PERSONAL BRANDING

By Sachit Kamat

Over 90 people attended the Personal Branding event jointly organized by SIPA and Agilent's INET. The success of this event has led the executive team to plan future events on Wednesday evenings. Personal Branding is a topic that reflects the shift in SIPA's direction towards serving the needs of it's membership. This event is the first in a series of events meant to help professionals grow and move up in their organization.

There was lots of information in store for the members who attended this event. Mr Mukundan from Agilent presented his ideas on how to grow by aligning yourself with the organization's goals.

Next, Rajesh Setty guided the audience through an exercise involving marketing yourself to a stranger. He also encouraged the audience to make a promise to themselves and expounded his theory of Return On Investment through Interaction (ROI).

Finally, it was the turn of Dr Kaipa. He goaded the audience to think about their core in-competencies. He asked the members of the audience to introspect their weaknesses and then understand the reasons why they had failed and how they could learn from those failures.

All in all, it was an excellent event and I thank to all the members who showed up and made it a success.

MARK YOUR CALENDARS UPCOMING EVENT (APRIL)

- **Event: Service Oriented Architecture (SOA)**
- **Venue: HP, Oakroom Auditorium, 19447 Pruneridge Ave, Cupertino, CA**
- **Date: April 12, 2006 (WEDNESDAY)**
- **Time: 6pm to 8.45pm**
- **Price: Free for Members, \$10 for non-members. Walk-ins add \$5.**
- **Registration: <http://www.sipa.org>**

PRESIDENT'S MESSAGE

By Avinash Vaidya

It's been a great start for 2006. I personally thank you for believing in SIPA for the last 18 years. There are about 200 professional organizations in the valley and on an average have 25 events each day. SIPA unknowingly was going after the same market focused on "Entrepreneurship".

We had asked for your feedback late 2005. I want to appreciate your time and effort. With your feedback we have been working behind the scenes to re-organize and re-energize SIPA. I would like to thank the dedicated volunteers at SIPA for their efforts in this re-org and all our members for their continued support.

We believe that in an average 20% professionals are focused on "Entrepreneurship", but the remaining 80% are interested in "personal & professional development" and worried about how to go from a "Software Engineer" to a IT Director position. So as a part of re-org we want to focus on this 80% market and help them with their personal development and professional growth.

RE-ORG SUMMARY:

NEW FOCUS: SIPA's focus going forward is going to be "Personal and Professional Development". We will still do Technology events and develop Programs & Events specific to our focus.

NEW WEBSITE: We are working on a new website which will be easy to navigate and provide more information on personal & professional development.

Benefits of SIPA Membership

- Up to 10 Free Monthly Events
- Discounted Annual & Social Events.
- Dinner Meetings with Industry Experts.
- 30 seconds of fame at monthly events.
- Snacks

ACCESS:

- SIPA LinkedIn Group
- Free Access to Link Silicon Valley
- Newsletter

DISCOUNTS:

- Discount to TiECon /Software Conference

NEW ADVISORY COMMITTEE: We have worked to come up with a stellar Advisory board, which has graciously agreed to help us take SIPA to the next level. I personally appreciate their help and support in this new endeavor.

EVENTS: To make SIPA membership more useful and attractive to the members we will do the following:

1. *Monthly Events* - 6 Technology & 3 Soft skill events a year. All the events will be 2nd Wednesday at 6pm PST.
2. *Dinner Events* - 6 to 10 in a year (New program to have select members (approx 12) meet with "Industry Experts" for 1-2 hours session over dinner.
3. *Additional Programs* - We will have additional programs & events, which will be announced as we finalize them soon.

VOLUNTEERS: As a grass-roots organizations we welcome all the help from volunteers who would be interested in helping build a better SIPA for all of us. Please send an email to contact@sipa.org if you are interested in volunteering.

I would like to encourage you all to think about ways that we can enhance SIPA activities and let us know how the organization can better serve you individually.

If you are not a member yet, I personally request you to be a part of this organization and also let your friends/colleagues know about it.

As a single individual we have nothing of the power, we have as a collective. Lets build a great organization together!

Thank you once again for you're continued support and I look forward to seeing you at SIPA events.

Regards

Avinash Vaidya

Avinash@sipa.org

President, SIPA

<http://www.sipa.org>

HOW IS YOUR STOCK DOING?

BY RAJESH SETTY

Some of us in the technology world are interested in NASDAQ listed stocks. We might be following some of them. What is the easiest way to find out how a particular stock is doing? Quick answer will be "Stock Price." But we know that it is not an accurate representation as the current stock price may be influenced by a lot of factors – including hype. We might get better insight on a stock by looking at its stock chart over a period of time (and may be in comparison to average of best performing stocks such as NAS-

DAQ100 or S&P500)

Now, what has this got to do with you and your life? I say everything. Whether you want it or not, in this global marketplace, you are like a stock and your stock has a price. It is important for you to track how your Personal Stock is doing in the global marketplace. Just like the performance of a stock is influenced by a lot of factors, your personal stock is influenced by a number of factors that includes your attitude, knowledge, network, accomplishments, integrity and most

important – your personal brand!

You won't invest our assets (money) in an under-performing stock. In the same fashion, powerful people won't invest their assets (time) in an under-performing Personal Stock. If you believe in the fact that you need help from other people to get ahead in your life, improve your Personal Stock performance over a long period of time and make it easy for powerful people to invest their assets (time) in you.



About the author:

Rajesh Setty is an Entrepreneur, Author, Student and a Teacher.

He currently serves as the chairman of CIGNEX Technologies, Inc, which he co-founded in late 2000. Setty's latest book 'Beyond Code' (Foreword by Tom Peters) was published late 2005. Setty speaks and writes frequently on topics that include Entrepreneurship, Leadership and Open Source. Rajesh maintains a blog called Life Beyond Code.

OUTSOURCING AND INDIA BY SACHIT KAMAT

I met up with Vish Mishra of Clearstone Venture Partners at Software Development West 2006 at the Santa Clara Convention Center. He was giving a talk about Outsourcing: Pros and Cons.

The audience consisted of software engineers, managers and business leaders. As Mr. Mishra talked India up and stated his views on how everything would be outsourced in the future, there was a visible uneasiness in the room. The audience consisted of people who could be severely affected by outsourcing. Many of them lashed out – they grilled Mr. Mishra on all the cons of outsourcing. Through all of this, Mr. Mishra remained calm.

After his talk, I had a few words with him about the business environment in India. Mr. Mishra has very strong views on the India-China economic race. He says that he would pick India as the winner not because he is

Indian, but because he sees that China's growth will slow as it's population ages. This is an adage that has been stated before: China will get old before it grows rich.

When asked which of the Indian cities he would pick to do business in, he put Hyderabad at the top of his list. Based on his experience, Bangalore was too competitive and overloaded in terms of it's infrastructure to be considered.

One of Mr. Mishra's interesting views was related to the value system of Indian employees in general. He mentioned that decisions are made by the family and not by the individual. He hypothesized that this could explain the high labor turnover rates experienced by high-tech firms based in India. He explained that families put pressure on their members to take the highest paying and most prestigious jobs in order to be one up on their competi-

tors. This makes them switch jobs frequently.

As a Venture Capitalist, Mr. Mishra has to make business decisions about investing into business plans put forward by entrepreneurs. To show the degree to which outsourcing has become ubiquitous with all new business ventures, he stated that his firm and other firms like his would not touch a business plan if it didn't include some amount of outsourcing.

If Mr. Mishra's views are representative of VCs in general, India will continue to grow and more and more American jobs will be outsourced. While this may close avenues for some engineering jobs, it will open others related to project management. Corporations will need effective project managers to deal with engineers in India. In my opinion, resourceful Indian Engineers will continue to thrive in America because of their willingness to adapt. Let's applaud India as it takes it's place in the world.

SIPA CATALYSTS

Catalysts are former presidents and key members.

- Pran Kurup
- Rajesh Srivastava
- Raman Dakshinamurthy
- Mahesh Nagarajaih
- Punita Pandey
- Rajesh Setty
- Sridhar Krishnan
- S. Mukundan

Want to Fast-Track your Career?

Get involved!

One of the best ways to get your next great job offer or put your career on the fast track is to increase your visibility, reputation and professional network by volunteering.

SIPA is looking for a few key volunteers to assist in coordinating and marketing events. If you are a self starter and want to help us put on the best professional events in Silicon Valley contact us and find out how you can get involved.

Email: contact@sipa.org

Benefits of Volunteering:

- Great way to make friends, meet people.
- Learn leadership & people management skills.
- Exercise your strategic & tactical expertise.
- Improve public speaking skills.
- Come with creative ideas & take SIPA to the next level.
- Develop relationships with Industry Experts.
- Free Annual, & Social Event.
- Organize & Attend Dinner Meetings.
- Meet the Advisors – Quarterly.
- Introduce speakers at monthly event.

Do you want to be featured in the newsletter?

Send us information specific to personal and professional development.

Your profile could be featured in SIPA's newsletter. We could also use your suggestions to organize future events.

Email: sachit@sipa.org



Grow your Network!

Join LinkedIn groups for SIPA

Network with other members through the SIPA Group

- Continue one on one networking between monthly events
- Accelerate your career through referrals from SIPA Group members
- Let other SIPA Group members know what you have to offer to them and their contacts

To register* for this service go to:

www.sipa.org & click on the LinkedIn Logo

**Access to special SIPA Group features on LinkedIn is FREE and limited to SIPA members.*

If you are having any troubles registering, email SIPA at contact@sipa.org for support.

Visit our website:

<http://www.sipa.org>