Petus

Quarterly Bulletin For the Institution of Analysts & Programmers

Issue 19 September 1996

The IAP Conference 1996

Preparations are well in hand for the IAP event of the year: the one thing missing is YOU!

This year's Conference will be held in Crewe, Cheshire on 26th October 1996. The cost will be just £60+VAT for a whole day of entertaining talks, a full lunch with wine and refreshments during the morning and afternoon.

Computing can be a lonely business, so come out from behind those terminals and join your fellows for an excellent day out.

The venue is the Crewe Arms Hotel, which sits just across the road from the railway station and within 4 miles of the M6. The food's good, and you can spend the night there -

call them on 01270 213204 to make a booking. If you want to-stay elsewhere, call me on 01270 500565 -I know the area and will help you find a suitable place.

The speakers include:-

Callum McCormick, who is a leading member of the contract side of the recruitment agency CSS-Trident. He will tell you all about contracting, its pleasures and pitfalls; and how a good

agency can help you make the most of this way of earning your

Richard Newton, a Fellow of the Institution, who has devised a disk-based system of skills testing for programming... in these days when everybody wants to test everything this should be useful for proving just how clever we are.

John Flanagan, the Managing Director of AXA Animation Software. He'll be telling us about the wonders of computer-based animation, and how computers are

Continued on Page 4

Specialist Workshops and **Training**

We are looking into the possible demand among members of the Institution for specialist workshops and for training programmes covering particular business matters.

If you feel that the provision of specialist workshops in your field would assist you in your work, please send us details of the topics or areas which you would find useful if covered by an IAP work-

We already provide legal advice to members, and a Hot Line with help and advice on commercial problems, with access to a panel of senior members as advisors on technical problems.

If you feel that there is a need for training programmes in particular areas of business activity, please write to us with details of what you believe is required.

We'd also like to hear from you if you have expertise you'd like to share, either by leading a workshop, contributing to a training programme, or joining the informal advisory panel.

Inside this issue

Editorial	2
Director General	3
Conference '96	4
Insurance	5
Accounts	6
Training	7
New Fellows, Books	8

Hmmm... what shall I say? Let's see, what facets of IT have been in the news lately?

The old 'demon' of control over the Internet has been floating around recently. People worried about such nasties as pornography and paedophilia want to make sure that they don't pollute the information superhighway; but there's no way of doing that easily.

Some people install gatekeeper software on their computers, which prevents viewing of material which they don't want to see (or want to keep other users, such as young children, from seeing); others expect the information providers – the people who run the various systems we log into when 'netrunning' – to do the job for us by filtering the information which is made available to their users.

Some governments – notably Germany – have claimed that it's the information providers' job to ensure that what we can access through them is legitimate... but is it? It's illegal to make an obscene phone call – but it's the *caller* who is charged with the offence, not the telephone company (BT, Mercury or whoever) over whose wires he makes his call. It's illegal to send obscene material through the post, but the Royal Mail won't end up in court, the person who sent it will.

And where do you draw the line? Some of the filtering software goes by keywords... and will eliminate, say, a newsgroup discussing breast cancer just as quickly as one inhabited by people... ahem, fascinated by the female form.

A college friend of mine did research on a plant called oilseed rape (it's that bright yellow thing you see in the fields about now), but he might find it difficult to get past a program set to prohibit material about a quite different sort of rape which many people might find

offensive if openly discussed, certainly where children might come across it... and yet what about those seeking support after they've been attacked or threatened?

Other software, particularly that aimed at age-based censorship (which considers certain material as 'adult', so is aimed to keep it away from youngsters but let older people make up their own minds), relies on header codes on a world wide web page 'rating' that page much as we see film and videos rated. But who is to apply the rating?

If you set up a page, we assume you find that material acceptable, or you wouldn't use it. Other people's perception may be totally different... for example, why do the TV companies bleep out the 'f-word' yet leave some quite hair-curling blasphemies clear for all to hear and perhaps be offended by.

There's a danger in any censorship, however benign and well-meaning – it always relies on the opinion of the person doing the censoring. Even more dangerous, it opens the door to abuse of the process. Most of us can agree on some things that none of us like... but should we prohibit neo-nazi discussion just because we don't share that opinion? Next thing you know, someone will say you can't discuss Conservative party views because it doesn't fit in with the ruling Labour party line...

Like the TV, the Internet has that wonderful facility – personal control. If I don't like a TV show, I can switch channels or turn off and read a book. If I find something I don't like on the Internet, I don't have to download it, or participate in that newsgroup. It's all down to personal responsibility... I am responsible both for what I post to the Internet and what I pull off it.

What do you think? Should the Internet be subject to control at all,

and if so, whose? Do you think that it is even possible to exercise control? Write in and share your views with the readership of *IAPetus*.

Megan C. Robertson

PS. Many thanks to all who have offered congratulations on impending family matters – all is going well so far. By the next issue of *IAPetus* I ought to have had the baby – NEXT year's Conference we'll have to have a crèche!!!

'Junk' Mail

The Institution is becoming more widely known, and one consequence of this is that we are increasingly pressed to release our membership list to outside organisations for commercial mailing or promotional purposes.

Because there has been some concern expressed about this, it is worth restating the Institution's policy regarding mailings.

- 1. The Institution *never* releases its list of members to outsiders.
- 2. We will only circulate material for outside organisations if:
 - the material is sent to us for labelling and mailing by Institution staff.
 - it is likely to interest IAP members.
 - it does not conflict with the interests of the Institution.
 - they pay us a royalty of 30p per name.

IAP members are highearning individuals, and often in the position to influence the spending patterns of large organisations. As such you are highly valued by the mailing houses, who will pay 30p just for the privilege of being allowed to write to you!

Initially this 30p goes into the IAP coffers, but since the IAP is non profit-making and all the money we collect is spent on services to members, in the end it comes back as a reduction in your subscription. All you have to do to earn this reduction is walk from the doormat to the waste paper basket!

COMPUTER PERSONNEL REQUIRED FOR MALAYSIA AND THE MIDDLE EAST.

Anlysts/Programmers/Network Specialists UNIX – AIX – Oracle experience.

Call Stuart Wood, Recruitment International on 01423 530533 or fax 01423 530558.

The Director General writes...

One thinks of the IT business as a young person's game. You start programming while still in your high chair, and if you haven't got your own multi-million pound software house by the time you are 18 you have failed and are headed for the scrapheap of early retirement.

This is the popular image spread by the media and, dare I say it, in the new IAP brochure!

While this picture may be fine for popular consumption, and certainly we do have members who are working hard to fit into it, it is not the whole truth. More perhaps than in many other professions, IT is a field where truly able people can go on working forever. You need brains to be a programmer or a systems analyst, and that is just the price of entry to the profession.

To succeed needs dedicated study, hard work and a determination not to miss the successive tides of advancing technology. There is

never going to be a glut of people with these attributes.

Getting started in the profession is not easy. Young people leaving college may have red-hot up to date technical know-how and may be cheap to hire, but they have no experience. Employers are frightened of taking on an unknown quantity, and I spend a lot of time on the telephone telling people how to overcome the problem. Fortunately there is now a book encapsulating most of this information, which can be purchased from the Institution.

Older people can all too easily find their knowledge and hard-won skills are becoming outdated. Large companies with big investments in IT tend to stick to the old tried-and-true systems for as long as they can. These old systems provide a nice lot of steady jobs – for a time. Then suddenly everything is swept away and you need new skills if you want to go on working.

But older people have something young people cannot mimic – experience. This is a hugely valuable asset, but I find members all too ready to write off their hard-won experience in the industry. They forget that potential employers want people who understand the business.

Recently I was asked to write an article for *Pathfinder* magazine, a journal aimed at helping people leaving the armed services to establish new careers in civilian life.

In fact the IAP has a number of members who joined us in such circumstances. Some of them have made the transition with great success. The technical knowledge and the general know-how required for military purposes do have applications in civilian life. Sensible people are needed everywhere.

Mike Ryan Director General

Institution Advertising

As a member of the Institution and a regular reader of *Computing*, I have for some time been concerned about the image that the IAP is giving of itself through advertising in that journal.

There are two problems in my opinion, one that 3,000 members is hardly something to boast of so close to a whole page devoted to the BCS (membership 35,000). The second is more fundamental – do people join an organisation that almost has to beg to get people to get them to join it? Perhaps advertising our activities e.g. conferences, meetings etc. and inviting submissions of papers for future conferences would be a better approach.

John Dingle

The Director General replies:-

The IAP is not in direct competion with the BCS. We are a more specialised organisation, therefore we draw our numbers from a much smaller pool and it is very unlikely that we shall ever grow to the size of the BCS.

If everybody who owned a PC

was qualified to join the IAP, then I agree 3,000 members would be a pretty poor showing. But in fact it is only possible to join if you possess specialised skills which are beyond the reach of all but the most intelligent and dedicated people. In these circumstances 3,000 members is not too bad, and we mention the point in our advertising because it shows the IAP is a well-established professional body, and not a bornyesterday mickey-mouse outfit.

Groucho Marx once said 'I wouldn't want to belong to any club that would have me as a member'. Presumably he would think that a club which advertised for members was even worse. But unlike the BCS, the IAP is international: our 3,000 members are thinly spread throughout the world: on average they are one hundred miles apart! So it is no good relying on word of mouth alone: most people would never get to hear of the Institution's existence.

Yet I am under pressure from the membership to raise the public profile of the Institution, and the only way I can do this is through the press.

I agree with you that it would be

much better if members could be persuaded to generate enough newsworthy activity to merit editorial coverage, but failing that we really have no option but to continue buying advertising space.

And the Editor says: at the last Council meeting, some ideas relating to the next Conference were discussed, including making it a bigger and more public event. But it is all down to YOU – the members of the IAP. What do you think? Write to IAPetus or to the Institution Office and let us hear your views... even better, offer your services!

IAPetus is the Quarterly Bulletin of the Institution of Analysts and Programmers. The Editor is Megan C. Robertson. All views expressed herein are those of the authors, and do not necessarily reflect the Institution's or IAPetus' opinions or position. All material is © Copyright The Institution of Analysts and Programmers 1996. Produced by Breeze Ltd, Tel: 0161-796 3600.

Correspondence about *IAPetus*, contributions etc. should be sent to the Editor at 12 Bude Close, Crewe, Cheshire CW1 3XG (Tel: 01270 500565, email: mcrobertson@cix.compulink.co.uk).

Correspondence about the Institution should be sent to Charles House, 36 Culmington Road, London W13 9NH. Tel: 0181- 567 2118, Fax: 0181-567 4379, e-mail: dg@iap.org.uk.

Conference 1996 – Continued from Page 1

having an impact on the film industry. Who knows, he may even tell 'how it is done'!

Michael Cox,

who works for the Civil Aviation Authority, and has devised a really good

computer-based database design system. Wish it had been around when I was writing databases for a living!

Catherine Bond, a solicitor and director of Bond Solon, who are a training organisation specialising in teaching expert witnesses to make the most of their professional expertise in a court of law. This presentation should be great fun, as it will include a demonstration of cross-examination... could *you* deal effectively with a hostile barrister in unfamiliar surroundings governed by strange codes of practice?

There will also be the regular **Members' Forum**, where you have the opportunity to air any ideas, opinions and suggestions that you might have about the IAP and the profession as a whole.

Not to mention the chance of meeting and talking to as many Council members as we can round up, the Institution staff and fellow members.

Get your booking into the Institution Office *NOW*, and we look forward to seeing you then.

If you have any special requirements – such as any special dietary requests or facilities if your mobility is impaired – do let us know and we'll do our best to make provision for your needs. Call me if you have any questions.

The Conference will be followed by the IAP's Annual General Meeting, giving you the opportunity to have your say in the running of the Institution. Formal notice of this

"you have the opportunity to air any ideas, opinions and suggestions"

was given in the last issue of *IAPetus* – remember that if you want to propose a motion for consideration it must be sent, in writing, to the Director General by 14 October 1996

The IAP Council will be meeting the following day, so if there's anything you want to say to them or bring to their attention, corner a Council Member during the

day. We don't bite!
I look forward to meeting as many of you as possible on 26
October – you'll know which one I am, the 'bump' will give it away!

Megan C. Robertson

Companion: A Change in Status

For some time the Council has been concerned that the meaning of the grade of Companion is unclear unless one really knows the Institution's grading structure.

To give some indication of the problem, the Institution of Mathematics and its Applications' grade of Companion is basically for non-qualified 'friends', while the BCS is introducing it as a grade of membership for those who have a professional qualification in another field.

The Council also feels that the appropriate senior professional grade in the IAP should be that of Fellow, to align us more closely with other professional bodies, and also with a view to our meeting the Privy Council's criteria for granting Chartered status.

The Council felt that if the title of Companion is to remain, it should be as an honour rather than a grade of membership. In future, therefore, the title will be available, by special resolution of the Council, to recognise outstanding service to the Institution or to the industry, rendered by members, regardless of grade, and by non-members. It has been agreed that this honour should be bestowed without question on all existing Companions.

In future members of the Institution, of any grade, who are awarded the additional honour of a Companionship, will be entitled to add the suffix (Cmpn) after their existing designatory letters. Those who are currently Companions will automatically become Fellows, and so entitled to use the letters FIAP(Cmpn). Non-members so honoured will be entitled to use the letters CmpnIAP.

We would emphasise that the purpose of this change is to further enhance the standing of the Institution and its members. It is expected that the award of a Companionship by the Council will continue to be a rare privilege, granted to very few people, and then only in the most exceptional circumstances. The Council hopes very much that it will meet with your approval.

Following acceptance of this proposal at the meeting of the Council held on 22 June, it was resolved that the Companionship should be bestowed on two people. The President, Jim Bates. was recognised for his contribution to the life of the Institution itself, but more importantly for the outstanding reputation he has acquired on his world-wide mission to combat computer crime: work which adds daily to the prestige of the Institution and of all its members.

Megan Robertson, the Editor of *IAPetus* and also now a member of the Council, was likewise recognised for her faithful and uncomplaining input (unpaid and usually unsung!) over a number of years. Without her cheerful quarterly effort the IAP would indeed be a silent place, and in her present condition having a little (Cmpn) added on seems particularly appropriate!

Insurance Update

We are glad to see that a number of members are taking up the Institution's offer of PI insurance at sensible rates.

While there is no compulsion for people in our profession to carry PI as yet, and the Institution has no plans to make it a condition of membership, we do believe that PI is part of the armoury of a well-equipped professional, and we strongly recommend members in business to consider its advantages.

Compensation

Most people would agree, I hope, that if you bodge a job and your client suffers a dreadful loss as a result, he should get compensation.

Equally, at some time most of us have worked for clients whose business is on such a vastly greater scale than our own, that his losses could be far in excess of any personal compensation we could provide.

In such circumstances the fact that you carry PI can give your client considerable comfort, and make him more confident in hiring you.

Election of Officers

Following his re-election to the Council at the beginning of June, Jim Bates has agreed to continue as the Institution's President for a further term.

This offer was gratefully accepted at the meeting of the Council held on June 22nd. Likewise, Alex Robertson, also being one of the original Council Members obliged to resign and stand for re-election this year, has agreed to continue in his role as Vice President.

Regrettably our Treasurer, Nick Swain, asked to be relieved of his responsibilities. The demands of his business have made it impossible for him to give the IAP as much time as he would have liked. He felt he might do better to concentrate what time he did have on developing the Institute's branch activities. Nick's responsibilities as Treasurer have been taken over by Mark Brett.

After all – if the insurance company trusts you, you can't be a complete charlatan!

Our brokers have drawn attention to some recent real-life cases and the allegations sound all too believable:

- 'There were substantial deficiencies in the design of a software package resulting in the system failing to meet the client's requirements'. A common enough problem, you might think, but this time it cost £820,000.
- 'A mistake in the program caused the client's mailshots to be sent to the wrong addresses' – £250,000.
- 'A bingo game designed by the insured produced too many winners' – £160,000.

Fortunately in all these cases it was the insurance company that paid.

Defending yourself

Sometimes, of course, claims are made that are not justified. But it can be an impossibly expensive business defending yourself against, say, a major clearing bank, if they really decide to have a go at you. They can bankrupt you before you ever get as far as arguing the true merits of the situation in court.

But the Institution's PI scheme covers the cost of defending any allegation, even a groundless one. Clients will think twice before they tangle with you.

Application forms for PI are now available from the Institution office. For advice on premiums, indemnity

Private Medical Insurance

There was a very substantial response to our recent survey of members' interest in PMI.

As a result the scheme has been brought forward and is now fully operational.

Our brokers will be writing individually to all those of you who specifically asked for details. Anyone else who is interested should call the brokers now. The man to speak to is:

John Baxter Insurance Management Tel: 01392 57942.

limits and the various add-ons that can be attached to the basic policy, you should speak to our brokers, Insurance Management, on 01392 57942 (Mike Burdon).

Premiums depend on the turnover of the business and the level of cover required, the major factors determining risk. Members currently insured are paying an average of £680; the lowest individual premium so far being £325.

These are real-life figures for IAP members with actual businesses, not insurance company hype. It might take you a day or two to pay the premium: it could take a lifetime to pay the claim.

Neil Lewis Associates

Some of you may have been puzzled to find that, according to your bank statements, you have been paying money to an organisation called 'Neil Lewis Associates' or 'NLA'.

Have no fear – NLA are the Institution's agents, honest people who the banks trust to dip into your account without filching the lot and disappearing to South America. (This is what they think the IAP would do, given the opportunity!)

NLA replaced our old agents who threw in the towel at the end of August 1995. In the year that followed we had to get two thirds of the membership to sign new direct debit forms. This has caused grief and confusion all round, but was unavoidable. Hopefully, now that bad year is past, things should quickly get better. Thank you, everyone, for your patience.

(And if you don't pay your dues by Direct Debit, you are most welcome to call the Office who will forward the necessary forms to you. We'll even give you £5.00 off for doing so!)

The Institution of Analysts and Programmers (Limited by Guarantee)

Income and Expenditure Account for the year ended 31 May 1995

Income	
Subscriptions 135,524 112,984	
Other income <u>5,108</u> <u>3,914</u>	
140,632 116,89	8
Exceptional item: VAT	
recovered in respect of	
current and prior years	
net of associated costs 17,547	
Total income 158,179 116,89	8
Expenses	
Services to members &	
promotional activities 46,451 46,192	
Salaries & staff costs 39,138 33,397	
Office and overhead	
Expenses <u>19,528</u> <u>22,528</u>	
Total expenses <u>105,117</u> <u>102,11</u>	7
Surplus of income	
over expenditure <u>53,062</u> <u>14,78</u>	<u>1</u>

Accountants' report to the members of the Institution of Analysts and Programmers (Limited by Guarantee).

We have prepared accounts for the Institution of Analysts and Programmers (Limited by Guarantee) for the year ended 31 May 1996 from the books and records maintained by the Institution. The summary Income and Expenditure Account shown above having been compiled from the full accounts.*

Charles Stuart Chartered Accountants and Registered Auditors

^{*} Full accounts are available on request.

Computeach International Limited, an Accredited College of the Institution and one of the pioneers of the 'open learning' concept, is launching what they call a 'crusade'

to address the quality of vocational training in the UK and to provide a definitive formula for the delivery of training programmes.

This 'crusade' has been instigated by the organisation's Chairman and founder, George Parkinson, and was

initially intended to be a review of the company's operations only.

However the recent publication of the Beaumont Report and Sir Ron Dearing's continuing educational review has spurred Parkinson to take up the challenge of leading a national review of vocational training and qualifications.

Quality

"There is far too much emphasis on the quality rather than quality of vocational training" states Parkinson, "mainly due to a preoccupation

Going For a New Job?

Belonging to the IAP should improve your chances of landing that new job, and we should like to help you.

Phone us with details of any job application which you are making, and – without making any reference to your application – we will brief your potential employer on the IAP and the importance of IAP membership as an endorsement of members' qualifications and standing in the profession.

This is part of our drive to ensure that more and more employers and recruiters are aware of the IAP and the importance of the assurance which membership of the Institution offers to those seeking to recruit in the field.

Call Mike Ryan or Nicole Edwards on 0181 567 2118 or fax us on 0181 567 4379.

with massaging unemployment statistics. And as for vocational qualifications the whole field is overloaded and confusing.

"Despite the laboured attempts to

Improving the Quality of Training

establish NVQs, employers are not at all convinced; a sorry state of affairs when one considers the entire purpose of vocational training is to equip individuals with the requirements demanded by industry and commerce."

A recent report compiled for 'Industry in Education' and the Institute of Management adds weight to Parkinson's concern: "...inadequate training is costing the country £8 billion a year, and there are a million people in the 16–18 age group who have yet to find stable, full-time employment."

National programme

Parkinson believes that we cannot continue with a 'hit and miss' attitude towards training for work, and says "A well-organised, state-of-theart national programme of vocational training is essential if we are to change the destiny of our nation."

He is planning to enlist the support of a host of associations, companies and institutions that have worked alongside Computeach throughout its 32-year history such as the CSSA, ITITO, City and Guilds, IAP and IDPM, as well as those organisations that employ Computeach graduates.

Such an undertaking cannot possibly be successfully executed overnight, and so Parkinson's project has been given a time-frame of six months.

It will begin with research into the psychology and profile of Computeach's student body - both current and past - and will then move on to cover topics such as technological development, graduate recruitment, vocational training delivery, assessment and qualifications. A full report will then be published and made available for debate.

"The continuous analysis of both the demands of employers and the

aspirations of students has been a central factor in Computeach's training philosophy for over 30 years" explains Parkinson, "and will remain essential elements throughout the course of our crusade."

Blueprint

Parkinson hopes that his findings will not only act as an indication of how Computeach can improve its delivery of programmes, but as a blueprint for vocational training in general.

"Every organisation can learn something constructive from the long-term experience of others" he explains. "The crusade will help to provide an in-depth understanding of the underlying problems, human difficulties and attitudes that must be overcome in the pursuit of training excellence."

For more information about Computeach's 'Crusade for Better Quality Vocational Training' and to reserve a copy of the final report, please contact Karl Parkinson on 01384 495 521, or write to him at University House, PO Box 51, Dudley, West Midlands DY3 2AG. Email is admin@computeach.co.uk.

The Editor writes:

It's a sad comment on the standard of governance today that this kind of initiative has to be taken by a private company; but it is likely to provide a far better and more accurate picture of affairs than anything produced by political parties more interested in scoring points over each other than providing leadership for the country.

Good luck, Computeach!

"...inadequate training is costing the country £8 billion a year"

New Fellows

We are particularly pleased to welcome the following members who have been admitted as Fellows of the Institution since *IAPetus* was last published.

David R. Breakwell Starting as trainee in 1971, David has spent his entire career at Vickers Shipbuilding and Engineering. A specialist in business systems, with a particular interest in Quality Assurance, he is currently the Senior Design Engineer with VSEL's Combat Systems Division, responsible for financial modelling, control and QA of the submarine production process.

Antony C. Free A lapsed member of the Institution who has recently rejoined. Early jobs in electronics and telecommunications with Plessey and AEI led to an interest in programmable controls. Moving to full time programming work in 1983 he has since held a series of management posts. Currently responsible for the BRAVO satellite channel teletext pages for the Swindon and Salisbury area.

David N. Hazelden Involved with IT since joining the Army

in 1982, most of his career has been spent in the Army's Computing Centre, where he has been responsible for developing Pay systems. Currently Site Systems Manager for the Budgetary and Financial system at SHAPE, providing support for 12 NATO countries.

Martin D. Hook In IT for over 17 years, joining ICL's international implementation team in 1986 as Database Administrator and later Project Manager. Moved to BACS as Senior Programmer in 1990 and has since played a key role in developing the automated systems which link banks to their customers. Currently on secondment to British Gas building systems to facilitate the introduction of competition to the supply of gas.

David L. Matthews BSc (Econ) (Hons) PGCE An all-round professional with 19 years in IT, specialising in IBM MVS and AS/400. With Westpac Banking Corporation for ten years from 1986: Chief Programmer for the last 5 years. Has recently moved to a major US band as a contract analyst/programmer.

Some Useful Books

Institution staff spend a lot of time doling out advice to people who want to establish careers in the IT industry.

We repeat the same information so often that we have often wished for a tape or CD we could just switch on and play directly down the telephone. However, help is to hand, as we have recently come across some very useful books which can do the job for us.

Finding a Job in Computers by Stephen Harding, is primarily aimed at young people. but anyone attempting to get their first job in IT will face pretty much the same problems, so the same advice applies.

Mr. Harding emphasises the importance of developing practical and market-oriented skills. He advises how and where these skills may be acquired, then goes into step-by-step detail of the systematic process of getting a job.

This book is probably not relevant to most members of the IAP – they are too successful already! But it would undoubtedly be useful to anyone just moving into the profession

Of more relevance to members is Harding's *How to Write and Sell Computer Software*. Most IAP members can manage the writing OK; it is the selling that is the tricky part!

This book gives step-by-step instructions on how to fill the yawning gap between that sudden flash of inspiration in the bathtub, and actually cashing the client's cheque at your bank.

Again, simple minded stuff, but it is hard to believe you could follow all instructions in this book and still fail to make a sale.

Other books in the series that might be of some interest to some people are *How to Market Yourself* which covers a lot of the same ground as the two titles above, and *How to Use the Internet*. If you know nothing at all about the Internet, this book explains the basics.

All four books are available now from the Institution office price £12.00 each inc. p&p. Cheque with order please or pay over the phone by credit card. Delivery within 21 days.

New Style Membership Certificates

Many of our older members have enquired whether it is possible to obtain modern membership certificates carrying the Institution's new Coat of Arms.

In the past we have resisted this because although new certificates can be backdated, there is no way we can reproduce the original signatures.

The Council has now decided these objections should be set aside, so that we can satisfy the many members who would like to display their certificates, but want one that is worth displaying.

Current membership certificates are printed on thick 'goatskin'

paper, with the Coat of Arms in colour at the top, and the red Seal of the Institution at the bottom. The rest of the wording, including the member's full name and IAP membership

number, is laserprinted in black. Exchange certificates are available

from the Institution now, price £5.00.

Just fold your old certificate up and send it hack to us with your

tificate up and send it back to us with your cheque.

We will send you your new certificate in due course (sometimes the signatures take a little time!).

We will also tell you how to get a special Institution frame.