

# THE NAVIGATOR



The Unmistakable Sign of Spring!  
Swan Boats in Boston's Public Garden

APRIL 2011

*Photo: Tom Brosnahan*

The Swan Boats are as much a part of Boston as the bean and the cod. They are the harbinger of Spring to native Bostonians. Famed in the stories *Make Way For Ducklings* and *The Trumpet of the Swan*, the Swan Boats are the only boats of their kind in the world! To the delight of the young and old each April for over 120 years, the Swan Boats have appeared in the Public Garden Lagoon with preeny grace.

This Boston tradition dates back to the 1870's when Robert Paget, whose descendants continue to operate the business, was granted a boat for hire license by the City of Boston. In 1877, he capitalized on the bicycle principle and with the help of others, developed a catamaran which housed a paddle wheel arrangement that was foot-propelled. To cover the captain, Robert suggested a swan! The idea came to him from his familiarity with the opera *Lohengrin*. The opera is based on a medieval German story in which Lohengrin, a knight of the Grail crosses a river in a boat drawn by a swan to defend the innocence of his heroine, Princess Elsa.

Robert Paget lived only one year after the first Swan Boats were launched. He died in 1878 at the age of 42 and his wife Julia, a young widow with four children, assumed full management of the new enterprise. Initially, the fleet was comprised of single-seaters that could carry eight. The present boats are replicas of the originals, but have five or six benches, carrying up to 20 passengers. In 1914, Julia's youngest son, John carried on the tradition for the Paget family. With increasing popularity of the Swan Boats, John started work on larger vessels with five benches on each boat.

*Continued inside...*



## **Healthcare IT and TCM – Update** **Dan Webster, Sr. VP, Healthcare Practice**

TCM has placed IT professionals in healthcare-related roles for many years, from hospitals and insurance companies to pharmaceutical and life science organizations, both in the government and commercial spaces.

Lately the marketplace for such roles has increased dramatically as the US makes its long-awaited transition to electronic health records. Healthcare has lagged in using tools that have become widely available in other areas such as banking and hospitality. Your physician's office is probably transitioning from paper to electronic records as we speak. Your local hospital is probably wondering what to do with many servers containing patient data that are probably not well connected, if at all. Simply put, this is going to be a tough transition with stringent requirements - requiring IT personnel with specialized skills.

### **What We are Doing**

TCM is now supplying consultants directly to hospitals as well as to those businesses who provide healthcare IT project services to hospitals and physicians. We are actively placing consultants specializing in one or more of the principal software packages currently being installed such as Meditech (with the most installations), Cerner, and Epic (the fastest growing). We have clients involved in making medical devices, from startups making infusion pumps to the largest manufacturer of patient monitors. We are also working with a company who is designing the next generation of clinical IT systems. In the government space, we have teamed or are teaming with businesses who stand a good chance to win prime contracts shortly, for large programs such as CIO-SP3 which is a government-wide contract administered by the National Institute of Health.

### **How We are Becoming Known**

We attended the Health Information and Management Systems Society (HIMSS) annual meeting recently and at the end of April we will be attending the American Telemedicine Association (ATA) annual meeting. These meetings are giving us the opportunity to talk one on one with key personnel instrumental in making decisions about how they are going to tackle this transition and how TCM can help.

In July we will be traveling to The Medicare Management Information Systems (MMIS) conference and will be meeting those who are running various state Medicare programs, many of whom TCM is currently working with. In addition, in order to spread the word of TCM's services, our new focus on IT Healthcare and our ability to help our Clients through this transition, we have also been releasing targeted press releases. To date, two have been published. They can be viewed on our website at: <http://www.tcml.com/about/news/>

### **Summary**

As a consultant, if you have healthcare IT skills, particularly if you have obtained certifications in one of the major packages, you can expect the next few years to be busy ones.

There is also a high demand for people trained in non-clinical tools and software packages with those having Java experience and database experience especially in demand. As in the non-healthcare markets, many new applications are looking to the "cloud" so we should expect consultants with those skills to be in the highest demand. It's an exciting time in Healthcare IT!

## **Just another candidate or future Superstar?**



### **For The Interviewer:**


The candidate "really wants to work for your company" but can't articulate why. It's inexcusable for a candidate to show up without knowing something about your company. Ideally, he/she should be able to identify the major players in your industry and what sets you apart from them. And a good answer to, "Why do you want to work here?" will focus on those differences. If the candidate hasn't bothered to research your company or is incapable of conveying that research, as in, "Well, you're doing really cool work, and I saw that all your developers get really big monitors," or something equally superficial, they don't really want to work for you. They want to work because they have bills to pay. He/she might be able to learn the ropes and perform well, but she'll never be a superstar.

### **For The Consultant/Candidate:**

Demonstrate a beyond-the-basics knowledge of your employer. Develop a broad understanding of the prospective employer by looking beyond its website and other standard marketing materials for information. Conduct an online search for articles and other public mentions of the firm. Industry publications, professional associations and your networking contacts may also be able to provide details about its culture, history, competitors and any recent challenges or controversies.

Your research will enable you to ask more insightful questions. And if your interviewer can tell you've acquired more than a superficial knowledge of the company, he or she will be more likely to respond with candor and depth. Being prepared and conveying that you care about the position you are interviewing for could land you the opportunity of a lifetime.

*Source: Monster/Career Builder*

 (Continued from cover) The current fleet consists of six boats, the oldest of which was built by John in 1918. John and his wife Ella raised six children, all of whom spent many summers working on the boats. Along with his father and mother, John loved nature and wildlife. To him, the Public Garden was a very special spot.

After 50 years of commanding the tiny fleet, John Paget died in 1969 and his son, Paul took over the helm. The tradition, which began over 120 years ago, has grown to become a symbol of Boston and the city's unique blend of history and beauty. Paul and his wife Marilyn maintain the charm and integrity of a vision that became a reality for a young boat builder and his wife many years ago.

The view while riding on the Swan Boats gives each passenger the opportunity to enjoy the natural splendor provided by the 24 acres of the Public Garden. This green and flowering emerald, in the middle of the bustling metropolis, provides a natural refuge for man and bird alike.

In describing the enchantment of old Boston, one local scribe wrote "The Swan Boats are cruising and the ducks are chasing peanuts. It will be just that way for a hundred springs from now, we hope. The New Boston is here and maybe some day there will be a new, New Boston, but good old Boston, like the Swan Boats, quietly glides on forever."  
*Source: <http://www.swanboats.com/history>*

**When you do the common things in life in an uncommon way, you will command the attention of the world. - George Washington Carver**



### **We Salute Roderick R. Byrd!**

Roderick is a Senior-Level Administrator and Program Management Specialist with more than 26 years of active duty in the United States Navy. He is currently working with one of TCM's biggest clients in Virginia as a Business Case Specialist.

Our Client was so impressed with Roderick's performance that they recognized him for outstanding performance during a major transition after only one month of being on the job!

***Congratulations and keep up the good work!***

## **TCM Helps Key Client Design and Implement Their Cloud and Data Center Virtualization Infrastructure**

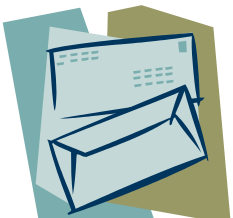
Since 2008, TCM has sourced and deployed dozens of IT Professionals for one of our key clients who over the last several months has been engaged in the design, development and implementation of their Cloud Computing and Data Center Virtualization environment.

Given an aggressive project schedule and hiring goals to ensure that their Cloud strategy would be executed successfully, our client turned to TCM to source and deliver a team of Enterprise Infrastructure Architects and Cloud Computing Specialists. In parallel, to assist with their data center virtualization and consolidation initiative, TCM also deployed several VMware/Virtualization Architects, as well as both Citrix and CCNA Engineers.

The majority of the IT professionals deployed have become permanent (FTE) employees of our client, with the balance engaged on a contract-to-hire model. The desire for FTE's made an already challenging situation even more demanding due to the client's stringent full-time hiring and onboarding processes, as well as the critical need to hit the ground running on day one as a fully productive member of the project team.

TCM wasted no time in engaging seamlessly with our client's core delivery team to ensure that the technical screening, interviewing, selection and onboarding processes needed to get these resources on the job were tailored and optimized for speed, quality and results. In less than one week from initial engagement, TCM's recruiting and delivery team began sourcing and deploying a cohesive team of senior IT professionals to the project.

As a result of a strong working relationship with our client and a mutual commitment to success, to date TCM has exceeded expectations in delivering significant value to these strategic IT initiatives. On a go-forward basis, we have been entrusted to be the primary source of new talent on both of these projects. We are confident that our business will continue to grow with them as they complete their Cloud and Data Center Virtualization infrastructure build out throughout the remainder of 2011.



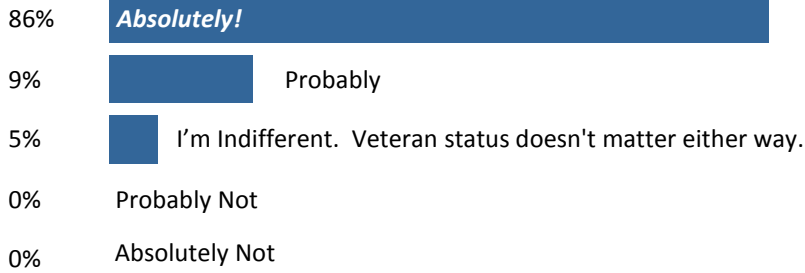
### **Strange Job Seeking Advice**

*Source: Monster.com*

"I think the worst advice I ever saw was in a LinkedIn group. Someone suggested that, in order to be able to get a chance to speak to someone at the recruiting company, you should [mail] a cover letter saying you have enclosed your CV -- but don't enclose the CV, and leave the envelope open so that it looks like it fell out in the post. The logic was that they'd then call you up to let you know, and you could have a dialogue. I personally would just think 'That person can't even seal an envelope, I wouldn't want to recruit them.'" -- *William, Director*



If you had a relatively easy and inexpensive way to find them, would you prefer to hire a veteran for a job opening at your veteran-owned business?



Source: Vetreprenuer Magazine



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### Don't forget about TCM's Referral Program!

#### Contract Employee or Subcontractor Referral:

A referral bonus of \$250 will be paid to the sponsor of a new TCM consultant (W2 or corp-to-corp) upon completion of the first 320 hours of work by the new consultant, and a second referral bonus of \$250 will be paid upon completion of 640 hours of work. This is now double what was offered previously!!

#### Direct Hire/Permanent Placement:

A referral bonus of \$750 will be paid to the sponsor of a full-time placement candidate.

Certain guidelines and restrictions apply. Please contact your Account Executive or Recruiter for complete details.

THE NAVIGATOR is published Quarterly by The Computer Merchant, Ltd.

Editor/Design & Layout: Carol Corsaro

The material in this publication is subject to change without notice and is informal in nature.



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