

## Leadership Message

I first started attending Toronto SPIN events in 1999. At that time, I was a member of the SEPG at DuPont Canada. A contractor who had come aboard to help manage our Y2K programme introduced our team to the Toronto SPIN.



It was, to me, a fascinating look at Toronto's Software Process Improvement community. Since then, I've attended as many of the SPIN events as I've been able to (even after leaving DuPont Canada to move to the Software Process Improvement team at TELUS). I eventually decided to get more involved and contribute some of my time as a member of Toronto SPIN's steering committee.

Now, you'll notice that in the above paragraph, I used the words "started attending Toronto SPIN events", as opposed to "became a member of Toronto SPIN". I chose that wording deliberately, because I feel it reflects one of the biggest challenges that Toronto SPIN has faced over the time that I've been associated with the group.

It's a challenge that I, as Membership Sub-Committee Lead for this group, have struggled with in particular. That challenge is based on the following question: What, exactly, does it mean to be a "member" of SPIN? The funny thing is that right now, many members of Toronto SPIN might be forgiven for not realizing that they are, in fact, members of the group. Truth be told, being a member of SPIN is a somewhat nebulous state to be in.

Currently, our association has no membership fees, no membership cards, no message boards, no clubhouse, no uniforms, no secret handshakes... We have few of the defining attributes that members of an organization usually identify as being part of being a "member" of something. Instead, our operating model is that anybody who has ever signed up to attend an event - even just one - is considered to be a "member". It doesn't matter if the person has attended every single

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Please submit any feedback on this newsletter as well as articles and digital photographs for consideration in future issues to [communications@torontospin.com](mailto:communications@torontospin.com).

event for the past five years, or has only attended a single event several years ago; all are members.

When you think about the concept of "membership", I'm sure you'll agree that this is probably a counterintuitive way for us to be operating. The word "member" generally implies a level of belonging and cooperation, something a bit beyond just having attended an event. In particular, the "N" in "SPIN" stands for "Network", but can we honestly say that simply by attending some events, that we are indeed a "Network"?

To address these thoughts, Toronto SPIN is now looking at some changes to the way we think of "membership", and I can tell you that I'm looking forward to those next step in our evolution. You can read more about this on page six of this newsletter. When we all start to think of the SPIN not just as a group that holds great events, but rather as a resource that we can go to and use whenever we find ourselves needing assistance, support, collaboration, or feedback in the area of Software Process Improvement, that's when we'll know that we have accomplished our goal of becoming members of a real Network.

And then we'll be able to start working on that secret handshake...

*Andrew Gurudata*

*TSPIN Membership Sub-Committee Lead*

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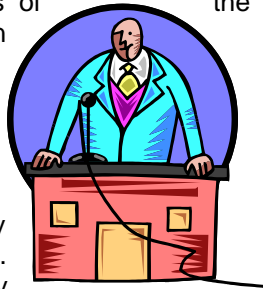
## Recent TSPIN Activities

In this section, we will provide a glimpse of some key recent Toronto SPIN events and activities. Remember that final speaker presentations are available on our website for your reference at <http://www.torontospin.com/torontospin/events.shtml>.

### September 2008 Event

The topic for our first event after the summer was "Estimating". The event was held in the IBM auditorium at 3600 Steeles Avenue East in Markham, Ontario and attracted 23 attendees.

Our first speaker, Emmanuel Gonnet was from GEM-UP consulting, which specializes in Unified Process methodologies. Emmanuel introduced the main estimation methodologies. He also explained the modern (Rational) Unified Process methodology, which enables consistent estimation at all stages of the projects. Two of the attendees won prizes for accurately estimating the number of pages in the presentation.



Carolyn Swadron, Senior Manager, Quality Assurance for CIBC's Internet Channel Delivery Group was our second speaker. She explained how having a history of accurate estimates and actual results is excellent ammunition for justifying your needs and pushing back on unrealistic requests. It also provides insight into prime areas for process improvement.

Both presentations generated many questions, creating a lively interchange of opinions and ideas.

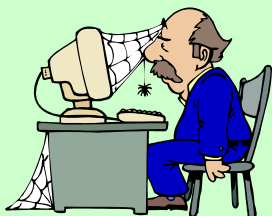
A few nice door prizes, donated by the speakers, were given at the end of the event. Many thanks to our speakers, attendees and volunteer team for a successful event!

*Ruben Montero*

*TSPIN September 2008 Event Manager*

### Toronto 'SPINner' Online

Did you know that this newsletter and past issues of this monthly newsletter are available online at <http://www.torontospin.com/torontospin/press.shtml>?



*Victoria Johnston*

*TSPIN Communication Sub-Committee Lead*

### TSPIN Social Networking

To create a virtual environment where TSPIN members can contact and communicate with each other, we've set up an official TSPIN group on a major networking site, LinkedIn.

Please note that only active TSPIN members will be approved and your email address must match the email address on your TSPIN member record. You can join by visiting <http://www.linkedin.com/e/vgh/889527/>

We hope to see you there!

*Victoria Johnston*

*TSPIN Communication Sub-Committee Lead*

### TSPIN - Call for Presentation Abstracts

As we start up a new fiscal year, Toronto SPIN would like to extend an invitation to submit presentations for one of the TSPIN 2009 Events. We will use submissions to develop the program for events in the coming year.

We encourage presentations that identify "how-to" techniques, processes, practices and methodologies, as these are the key topics of interest that appeal to our attendees. Particular interest has been shown in:

- Measuring software quality
- Measuring software processes
- Measuring benefits of process improvement
- Life-cycle models and tailoring
- Estimating
- Testing
- Team dynamics
- Process change management
- Return on investment
- Managing technological change



Submissions should include a presentation abstract and a speaker biography. The abstract should be no longer than 250 words and the biography a maximum of 100 words.

While submissions can be sent at any time, submissions sent prior to December 31, 2008 will be greatly appreciated, so we can plan events for the coming year.

Please send submissions, including abstract and biography to [programs@torontospin.com](mailto:programs@torontospin.com).

*Erika Vintan*

*TSPIN Program Sub-Committee Backup*

## Upcoming Activities

In this section, we will highlight a bit about upcoming events. Stay tuned, as more information about these



events and activities becomes available. Please register, if you plan on attending an event, as we use registration information as a basis for refreshment orders.

### *TSPIN Networking Event*

Our first ever networking event is almost here – we are very excited to be hosting this type of event.

The TSPIN volunteer team does most of the volunteer work remotely via teleconference calls, so we



are very delighted to finally have a chance to spend an evening together in person. We're also looking forward to mingling with our sponsors, past speakers and past volunteers in a social environment where we aren't pressed for time.

If you haven't registered, please do – we will be using this information to place food orders. If, for some reason, you are not able to register, you will continue to be able to register at the door as always.

To check out the event details and register, please go to <http://www.torontospin.com/torontospin/events.shtml>.

*Jenna Munro*  
*TSPIN Networking Event Manager*

### *November 2008 Event*

We continue to receive feedback from our event attendees indicating a high degree of interest in measurement-related topics. We are actively planning our November 2008 event on the topic of 'Software Measurements: Reports and Modeling' which will be held on Thursday, November 6<sup>th</sup> at 3600 Steeles Avenue East from 5:30 pm to 8:30 pm. The poster will be published very soon to initiate registration.

Please stay tuned for more news about this event.

*Ruben Montero*  
*TSPIN Program Sub-Committee Lead*

## Sponsorship Update

Our newly improved sponsorship program continues to attract attention in the community. We're delighted to introduce our newest sponsor.

If you are interested in becoming a sponsor, please send an email to [sponsorship@torontospin.com](mailto:sponsorship@torontospin.com).

### *Welcome to our Newest TSPIN Sponsor*

We are pleased to announce that our latest Bronze sponsor is [Resultel Technologies](http://www.resultel.com).



### *Who is Resultel Technologies?*

Resultel Technologies was established in 1998 to provide classical management consulting services in organizational effectiveness. They recommended and implemented business, operational and financial strategies to some of the largest corporations in Canada, including:

- AT&T Canada
- Bank of Montreal
- CN Rail
- DuPont Canada
- Management Board of the Province of Ontario

In 2000, they added offshore outsourcing for software development to their portfolio of services, and in 2001, started providing assistance in preparing, filing and successfully claiming SR&ED refundable tax credits. Regardless of the nature of the assignment, their philosophy is to provide:

- **Building on efforts to date / internal skills:** deploy internal resources and existing infrastructure, without re-inventing the wheel
- **Self-sustaining change:** client personnel trained to maintain the new systems without external assistance
- **Tangible business results:** measured through increased revenues or reduced costs
- **Service beyond expectations:** clients receive exceptional value from the engagements

For more information, please contact: Raj Phalpher at (905) 829-0636 or [phalpher@resultel.com](mailto:phalpher@resultel.com).

*Renay Langdon*  
*TSPIN Sponsorship Sub-Committee Lead*

## Other Activities in the Area

In this section, we share information about other upcoming activities in the area that may be of interest to our members.

### Call for Papers: Software Engineering in Practice Track at ICSE 2009

Software Engineering in Practice is a track at the "International Conference on Software Engineering". This year's ICSE 2009 will be taking place from May 16-24, 2009 in Vancouver, Canada. The Call for Papers is now open.



The "Software Engineering in Practice" track at ICSE 2009 will be a two-day track oriented towards reports of applying software engineering in practice and experience related to application.

We are inviting for this track, experience reports from practitioners on new advances in software engineering methods, practices or tools. If your team or company has developed new insights, both positive or negative, into new tools methods or practices in software engineering, for example in agile methods, service oriented architecture, concurrency, value-based approaches, and if you think that the lessons you have learned from experience are valuable for the software engineering community, please consider contributing to this track.

A contribution should consist of a brief explanation of the method, practice, or tool in question, a description of the context and particulars in which you have experience, the results you've achieved, and the lessons you and your organization have learned relative to this method, practice or tool, its applicability, its effectiveness, or insights on how to further improve it.

The track will be a mix of peer-reviewed presentations and invited speakers. The submission deadline is October 10<sup>th</sup>. Submission. For more information on the submission process, please go to <http://www.cs.uoregon.edu/events/icse2009/calls/SEIP/>

If you have any specific questions, please send them via email to [icse\\_sweip@yahoo.de](mailto:icse_sweip@yahoo.de).

*Frances Paulisch  
ISCE 2009 Contact*

### CIPS IT Management SIG Meeting

The CIPS IT Management Special Interest Group (SIG) is having a meeting on Monday October 20, 2008 from 5:30 pm to 7:30 pm on ITIL Version 3 Lifecycle: Service Design

Elizabeth Barclay, a Senior IT Service Management Consultant and Instructor from Procept Canada, will be the guest speaker. In her presentation, Elizabeth will briefly cover the ITIL Version 3 Lifecycle and then focus on the Service Design Phase. There are seven

processes in this phase: Service Catalog and Service Level Management, and Availability, Capacity, Continuity, and Security Management. For each process Elizabeth will discuss the objectives, benefits, and at a high level, the activities undertaken. Finally, she will look at the inputs to Service Design and the outputs that can be expected from this phase.

This meeting will take place at the Metro Hall on the 3rd Floor at 55 John Street in downtown Toronto. If you are interested in attending, please register online at [www.itmanagementoctsession.eventbrite.com](http://www.itmanagementoctsession.eventbrite.com).

There is no charge for this event for CIPS members. For all other attendees, the charge is \$10.00. CIPS IT Management SIG meetings are held on every second Monday of each month. Please visit [www.cipstoronto.ca](http://www.cipstoronto.ca) for meeting schedules.

*Durray Masood  
Volunteer - IT Management SIG*

## What's Goin' On

Check out the following learning opportunities in the area:

- October 2, 2008 – Toronto SPIN Networking Event. Registration is now open (<http://www.torontospin.com/torontospin/events.shtml>).
- October 9, 2008 – SEI Webinar: Measurement and Analysis Infrastructure Diagnostic (MAID) (<http://www.sei.cmu.edu/collaborating/spins/webinars.html>)
- October 17, 2008 – Borland Canada – Agile Testing Event in Kitchener (<http://agiletesting-kitchener-emailinvite.eventbrite.com/?invite=ODA0NTEva2tsYXNzZW5AY2EuaWJtLmNvbS8x%0A>)
- October 20, 2008 - CIPS IT Management Special Interest Group (SIG) meeting ([www.itmanagementoctsession.eventbrite.com](http://www.itmanagementoctsession.eventbrite.com))
- October 20 – 24, 2008 – International Conference on Software Process Improvement ([www.icspi.com](http://www.icspi.com)). 25% discount for Toronto SPIN members (use promotional code "TORONTOSPIN" on registration).
- October 23, 2008 - SEI Webinar: CMMI for Services (CMMI-SVC) (<http://www.sei.cmu.edu/collaborating/spins/webinars.html>)
- November 4 – 5, 2008 – Great Lakes Software Excellence (GLSEC) Conference ([www.glsec.org/](http://www.glsec.org/)).
- March 23 – 26, 2009 – SEPG North America 2009 in San Jose, California ([www.sei.cmu.edu/sepg/na2009/program.html](http://www.sei.cmu.edu/sepg/na2009/program.html)).
- May 16 – 24, 2009 – International Conference on Software Engineering (ICSE) 2009 in Vancouver, Canada (<http://www.cs.uoregon.edu/events/icse2009>)

## News from SEI

We often get valuable information sent to us by Shane McGraw of SEI. Shane coordinates collaboration across all SPINs around the world.

### SEI Webinars & SPIN Wiki

Since July 2008, the SEI has been hosting a twice-monthly webinar series that will allow anyone, from any location, to log in and hear a presentation by an SEI staff member on existing research or technologies, as well as view accompanying slides.



For more information on these webinars go to <http://www.sei.cmu.edu/collaborating/spins/webinars.html>. Each presentation will be recorded and made available on the SPIN Wiki for playback at any time. You do not need to be a member of a SPIN to register for the Wiki, which can be accessed at <http://seispin.wikispaces.com>.

If you would like to register for a particular presentation or have any questions, please contact me at [spin@sei.cmu.edu](mailto:spin@sei.cmu.edu) or 412-268-2358.

Shane McGraw  
SEI SPIN Coordinator

### SEPG North America 2009 – Registration Open!!!

Join the next generation of performance improvement experts by registering today for SEPG North America 2009.

Registration is now open for SEPG North America 2009, the premier software process improvement conference for software and systems professionals. Register today at the early-bird rate and guarantee your spot at SEPG North America, to be held March 23-26, 2009 in San Jose, California.



You'll learn about process improvement through technical sessions focused on technologies like CMMI, People CMM, PSP, TSP, Agile, ISO, and Six Sigma; approaches to implementing high maturity; effective acquisition techniques; and many other processes for improvement. SEPG North America 2009 will help you get your organizations and teams to perform at a higher level through:

- World Renowned Keynotes
- Industry Expert Presenters
- Thought Provoking Sessions
- Hot Topic Panels
- High Caliber Exhibitors
- Networking Events
- Peer2Peer Sessions

View the list of program topics and learn how to book your hotel room at the SEPG North America 2009 website <http://www.sei.cmu.edu/sepna/2009/index.html>. Stay up-to-date on conference news and connect with other SEPG Conference Series attendees by joining our group on the professional networking site Linked In at <http://www.linkedin.com/groups?about=&gid=777077>.

Shane McGraw  
SEI SPIN Coordinator

### Extracting Real Value from Process Improvement

Despite the hopes of process improvement advocates, there is limited information in the literature as to the quantifiable benefits of process improvement. There is a need for a different approach to assessing process improvement costs and benefits in terms of quantitatively matching process capability/maturity to "faster, better, and cheaper" project performance.

#### A Value Approach

In response to the growing need to demonstrate quantitative value of improvement effort, in quality and dollars, this author has developed a joint model and productivity assessment methodology. The methodology generates specific recommendations that match an organization's business goals with specific process changes. The intent is to help organizations demonstrate value early in the process improvement cycle through many small changes rather than a "big bang."

This article was first published in the Cutter IT Journal and is available free at the DCG publications page: <http://www.davidconsultinggroup.com/publications/>

Tom Cagley,  
Vice President, Director Software Process Improvement,  
IT Process Improvement and Software Measurement Practices, CFPS

## Toronto SPIN Volunteer Team

Toronto SPIN would not exist without the support of dedicated volunteers. Many thanks to all our volunteers to contribute their time to making Toronto SPIN the success that it is today.

### Our Current Volunteer Team

Toronto SPIN would not be operational without the support of dedicated volunteers. Many thanks to all our volunteers.

Name	Company
<b>TSPIN Steering Committee Members</b>	
Doris Concepcion	IBM Canada Ltd.
Andrew Gurudata	Telus Mobility
Sanford Hersh	Computer Elations Inc.
Rekha Kulshreshtha	IBM Canada Ltd.
Susan Muckle	Ontario Energy Board
Vivienne Suen	IBM Canada Ltd.
Winifred Menezes	Freya Consulting Ltd.
Erika Vintan	Bank of Montreal
Kirk Zapa	KayCee Inc.
<b>Volunteer Team Members</b>	
Emmanuel Gonnet	Gem Up Consulting
Mariam Hashmi	IBM Canada Ltd.
Victoria Johnston	IBM Canada Ltd.
Orhan Kalayci	Smart Systems for Health Agency
Renay Langdon	Smart Systems for Health Agency
Joyce MacDonald	Gregory Consulting Ltd.
Ruben Montero	IBM Canada Ltd.
Jenna Munro	IBM Canada Ltd.
Alan Osborne	Putting Edge Fun Centers
Sachin Quadros	IBM Canada Ltd.
Venkat Ramaseshan	IBM Canada Ltd.
Hamid Yazdanpanah	IBM Canada Ltd.
Juana Zegarra	CGI Inc.

We continue to look for enthusiastic and energetic individuals to join the volunteer team.

The majority of our volunteer work is done remotely from our normal work locations via teleconference calls.

Once you express interest in volunteering on the Toronto SPIN team, you will be invited to a 1-hour "Volunteer Orientation Session" via teleconference call. This orientation session will provide you with an overview of how Toronto SPIN is internally structured and the volunteer opportunities that are available. After that session, you can make your choice of whether and how you want to get involved.

If you are interested in volunteer opportunities with Toronto SPIN, please send an email to [volunteers@torontospin.com](mailto:volunteers@torontospin.com).

*Rekha Kulshreshtha*  
TSPIN Volunteer Sub-Committee Lead

## Call for Membership Team Members

Is Toronto SPIN truly a 'Network'?

That's the kind of question that Toronto SPIN is taking on today, and it's the reason that you'll be seeing several changes to our organization in the coming months.

During our survey last year, we received a lot of interesting ideas as to what some of you expect from a "Network" such as ours. We also looked at other SPIN groups around the world to see how they treat the concept of "membership", and what benefits some of those other networks offer their members.

Based on these inputs, we put together an overview of some of the changes we are considering, and that overview was presented at one of our recent events. The feedback on that overview was quite positive. Based on that, we're now starting to plan exactly how we can transition from our current operating model to one that better defines what it means to be a member - and what benefits members should expect from the network.

We have still not hammered out all of the details on our new "membership" model, but I can tell you that our goal next year or so will certainly be to really strengthen up that letter "N" in "SPIN", and try to help us become a stronger Network of software process improvement professionals.

But it's not going to be an easy transition. SPIN has been using its current model for many years, and the changes we are contemplating are going to require several good volunteers to help make them happen. And that of course is where you, our "members", can help lend a hand. If you would like to be a part of this transition, please contact the Membership Sub-committee at [membership@torontospin.com](mailto:membership@torontospin.com) and let us know.

*Andrew Gurudata*  
TSPIN Membership Sub-Committee Lead

## Call for Web Developers

Do you have 4 to 6 hours spare time per week? Do you have skills in HTML, PHP, MySQL, CSS, JavaScript, AJAX, XML and knowledge of FTP?

Toronto SPIN continues to look for individuals in the Toronto software community that are interested in volunteering their time and skills to help with maintenance and the development of new functionality for the Toronto SPIN website. We're looking for web developers interested in helping us continue to improve our website and support new programs.

If you have these skills and interested in this volunteer opportunity, please send an email to [volunteers@torontospin.com](mailto:volunteers@torontospin.com).

*Kirk Zapa*  
TSPIN Web Team Lead