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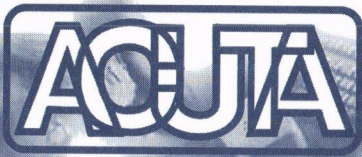
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The Association for Telecommunications Professionals in Higher Education

NEWS

Addressing
Voice, Data, and Video
Communications Needs
for Higher Education

April, 2001

International Rates Increasing

Long Distance Carriers to Charge Higher Rates for International Calls Terminating on Wireless Devices

Randy Hayes, Univ. of Northern Iowa
*Chair, ACUTA Legislative/Regulatory Affairs
Committee*

With the advent of a variety of new and often lower-cost wireless technologies, instant personal worldwide communications is just a dialtone away. However, the ACUTA Legislative/Regulatory Affairs Committee believes it should inform the membership of a situation that can result in higher international charges for calls to cellphones and other wireless devices.

Recently, for some of their long distance calling plans, a number of U.S. long distance providers have implemented per-minute surcharges for international calls placed to wireless telephones and devices. In essence, three issues in the international telecommunications community have contributed to this situation: (1) high, non-cost-oriented interconnection rates for fixed-to-wireless call termination; (2) calling-party-pays (CPP); and (3) the growth of "technology-

certain telephone number ranges for wireless and other services.

Interconnection Rates

In a complicated myriad of interconnection charges for both their domestic and international fixed-to-wireless traffic, foreign telecom providers are assessing termination fees that are often exorbitant and have no bearing on the actual cost of terminating fixed-to-wireless calls. Some foreign carriers are even resorting to regulatory arbitrage in the form of "tromboning" to either maximize their revenues or minimize their costs in terminating these types of calls (they send domestic fixed-to-wireless calls through an international gateway to another country, then back to their country to be assessed a different termination fee).

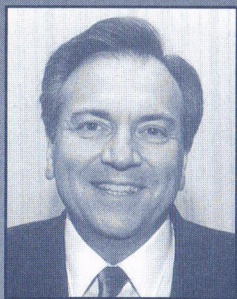
This trickery has caused some in the industry to support raising international interconnection and settlement fees to

World Trade Organization (WTO) agreements to lower these fees have had a direct result in lowering international rates to that which we enjoy today.

CPP/Technology-Specific Digit Codes

Calling-party-pays is a wireless service in which the calling party pays a surcharge-enriched fee for a telephone call so the called wireless party does not pay for receiving the call. With the increasing number of countries utilizing CPP as the methodology for wireless services, U.S. long distance providers were faced with the dilemma of paying the significant additional cost of CPP interconnect fees with no practical way to pass them on to the calling party.

However, many countries have added prefix digit codes to their telephone numbering formats to identify certain number ranges with specific tech-



From the President

Anthony R. Tanzi, RCDD
Brown University

Anthony R. Tanzi

Advice that stands the test of time is hard to come by. When we encounter such advice, we do ourselves a favor by applying it to our own lives in whatever way is appropriate. I'd like to pass along some excellent advice that I first encountered a few years ago and saw again in the January 2001 issue of *Association Management* magazine.

In a book entitled *The Leadership Challenge* (second edition, 1995, Jossey-Bass), Barry Posner and Jim Kouzes identify five practices and ten commitments that comprise effective leadership. Ongoing research has validated their findings, and I think you will agree that this is, in a nutshell, what leadership is all about.

1. Challenge the Process: Successful leaders and teams, they say, make a commitment to (1) *search for opportunities* and (2) *experiment and take risks*. They do not wait for opportunity to happen. Whether they are leading a staff or an association, they are always seeking to make connections from what others

are doing, translating those connections into potential opportunities. They also recognize that occasional failure is inevitable, but it can provide us with some valuable lessons.

2. Inspire a Shared Vision: Leaders and teams inspire a shared vision by first (1) *envisioning the future* and by then (2) *enlisting the support of others*. Traditional leadership conferences emphasize the need to "sell" your vision as a leader. Kouzes and Posner suggest rather that you provide ample information to those whom you would lead, allowing it to be their vision as well. If it is their vision, their support will come quite naturally.

3. Enable Others to Act: As leaders we must commit to (1) *fostering collaboration* and (2) *strengthening others* in order to enable them to act. Sometimes we must look farther than our internal resources in order to achieve grand visions. Global thinking, the result of today's communications technology, is so pervasive that it is changing the way

we look at many activities we engage in, including the way we lead our organizations. Partnerships and collaborations are more common now than ever. We must look for ways to work with others, and we must continually strengthen the skills of those we lead in order to enable them to be effective participants in our vision.

4. Model the Way: Effective leaders and teams (1) *set an example* and (2) *establish small wins*. Our actions always speak louder than our words, so it is essential that as leaders we practice what we preach. If we fail to model the behavior we want to see in others, we compromise our integrity—and without integrity we should not expect to be effective.

Establishing small wins means recognizing milestones as we strive for a goal. Achieving a vision, in some cases, may take years. If we do not

continued on page 3

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**30th Annual
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Lake Buena Vista, FL
Disney's Contemporary Resort

Fall Seminars
October 21–24, 2001
Albuquerque, NM
Hyatt Regency

Winter Seminars
January 13–16, 2002
Ft. Lauderdale, FL
Wyndham Resort and Spa

Spring Seminars
April 28–May 1, 2002
Philadelphia, PA
Wyndham Franklin Plaza Hotel

ACUTA members may read about the latest developments in telecommunications- and Internet-related issues in the most recent **Legislative and Regulatory Update**, an electronic newsletter pre-

Guide to Developing Online Student Services

Do you have a need to develop effective online approaches to providing student support services? That's exactly what the "Guide to Developing Online Student Services" is designed to do. And it's available online at no charge!

Designed specifically for higher education, the Guide is the final product of a three-year project of the Western Cooperative of Educational Telecommunications, a program at WICHE, the Western Interstate Commission for Higher Education.

Based on reviews of hundreds of institutional Web sites undertaken for a WCET project on student services for distance learners, the Guide provides:

- General tips for designing effective online student services
- Brief discussions on a range of student support services, especially the needs of online and distant learners
- Guidelines for basic good practice in delivering these services via the Internet

- Examples of some institutions that use the Internet to offer students a variety of opportunities for self-help and customized services in addition to providing information and electronic forms online

The Guide will remain on the Western Cooperative for Educational Telecommunications' Web page until September, 2001. View the Guide at <http://www.wiche.edu/Telecom/resources/publications/guide/guide.htm>.

ACUTA LEGISLATIVE & REGULATORY AFFAIRS COMMITTEE

Whitney L. Johnson

D C Update

FCC Commissioners

It now looks like President Bush will have to recommend replacements for four of the FCC Commissioners. As noted last month Commissioner Furchtgott-Roth will not seek renomination and the former Chairman Kennard has resigned and left the Commission.

Commissioner Ness is serving only until she is replaced or the end of this congressional session. According to *The Telecom Manager's Voice Report* (VR 2/26/01) she will not seek reappointment for a second term on the Commission.

changed. They do not all agree as to what specific parts should be changed or just what the change should be.

The most biting criticisms come from the real estate industry. A group representing this industry has filed a case before the U. S. Court of Appeals in Washington, asking the Court to reverse the FCC order. They contend that the FCC had exceeded its authority. These concerns relate to the use of Over-the-Air Reception Devices (OTARD) and include satellite TV service antenna and the like. The issues involving OTARD could possibly be a problem if students

may now be looking at other options. Applicants have requested discounts totaling \$5.79 billion for the fourth year of the program—more than twice the \$2.25 billion the FCC has authorized in past years. (TR 3/12)

Split the LEC in Two?

Would you believe that the Bells should be split into two separate units to do business? The units that are being considered are wholesale and retail. According to *Telecommunications Reports* (3/12), "the Association for Local Telecommunications Services (ALTS) was making inroads on one of that

pared monthly by Wiley, Rein & Fielding. Members may also access archived copies of back issues of this document at www.acuta.org/legislation/index.cfm.

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Telecommunications Reports (TR 2/29/01) refers to a report in the *Albuquerque Tribune* saying that Commissioner Tristani is planning to leave the Commission by the end of this year as she is considering running for public office in 2002—perhaps even for Governor in her home state of New Mexico. Tristani's term on the Commission does not expire until 2003, so she could remain on the Commission for two more years.

Although several names have shown up in the media as possible candidates, there appears to be no big rush at the White House or in Congress to begin the appointment process.

CLEC Growth

The Association for Local Telecommunications Services has issued a report entitled *The State of Local Competition* indicating that the rate of growth in the CLEC industry has been much slower than in the past. CLECs now serve only about 8 percent of the total LEC market indicating that competition is not developing as was expected when the Telecom Act was passed in 1996. This report is available at: www.alts.org/Filings/022001AnnualReport.pdf. (TR 2/26)

Building Access

The FCC rules covering building access that were adopted last fall have made many players in the telecom industry very unhappy. The FCC continues to be hit from all sides with requests that they reconsider the plan. ACUTA members were fairly happy with the rules as they applied to campus buildings, but the ILECs, CLECs, and wireless carriers all want parts of the rules reconsidered and

in the campus dorms decide that they want their own satellite TV antenna on the roof of the building. (TR 2/19, 3/12)

Mobile Phones

Qwest and Kyocera have recalled about 11,000 trimode QCP-3035 model mobile phones which could exceed RF exposure limits when operating in analog mode. Qwest has been selling the phones since December 2000. If any of these units are on your campus, contact Qwest to get them exchanged. (TR 3/12)

Westchester County, N. Y., legislators voted 16 to 0 in favor of a measure that would impose fines of up to \$150 on drivers who drive while using their phones without hands-free devices. The measure is expected to be signed by the County Executive and take effect 45 days later. Many state legislatures also are considering imposing similar curbs. (TR 3/5)

Universal Service Fund

A bill called the Universal Service Support Act, S 500, was introduced March 8 by Senator Burns from Montana to remove the caps on the overall size of the USF. The National Telephone Cooperative Association applauded the move, saying small independent telecommunications carriers lost out on \$130 million last year. If these caps are removed, what will it cost ACUTA member institutions?

President Bush may be changing his plans for the e-rate program. He was considering funding the program through "block-granting" the telecom discounts for schools and libraries. He

organization's top telecom policy objectives for the 107th Congress: splitting the Bell companies into separate wholesale and retail units."

A bill has been before the Maryland legislature that would have split Verizon Maryland. HB 957 was withdrawn from consideration by the legislature on March 2. "Structural separation is a risky, unnecessary experiment being pushed by AT&T that is not in the public interest," Verizon Maryland President William R. Roberts said. Verizon was very happy that the bill did not move forward. (TR 3/5)

In 1999 the Pennsylvania PUC ordered a structural separation of Verizon's operations. More than a year of litigation and settlement negotiations failed to derail that decision. In February a PUC Administrative law judge made a proposal for carrying out the separation, and it may be decided within a couple months which way the PUC will go. (TR 2/19, VR 3/12)

Detariffing International Services

Jeff Linder, Attorney-at-Law
Wiley, Rein and Fielding

As expected, on March 16 the FCC ordered carriers to detariff their international services. Detariffing will become mandatory nine months after the effective date of the FCC's order. In the interim, carriers are free to withdraw their international tariffs, and the Commission said it expected most carriers would do so by the July 31 deadline for detariffing mass market domestic services. Carriers may not file new international tariffs (including contract tariffs) after the effective date of the order, approximately the end of April (30 days after publication in the *Federal Register*).

FCC

With respect to existing contract tariffs, the order means that at some point in the next nine months the IXC's will withdraw their customer-specific tariffs.

After that point, international services will be governed by the service agreement and, if referenced in the service agreement, the carrier's price/service guide. However, the

carriers no longer will be able to claim that the "filed rate doctrine" permits them to make unilateral changes in rates, terms, or conditions where such changes would be inconsistent with the service agreement.

Reach Jeff at jlinder@wrf.com.

VIPs Visit Carnegie-Mellon

Mary L. Pretz-Lawson
Carnegie Mellon Univ.

It was hard to miss the hooplah on campus for the campaign visit by Vice President Al Gore on Friday, October 27, 2000. The campaign team that accompanies the Vice President notified Computing Service Telecommunications of their communications requirements on Tuesday of that week. By the Friday event, Telecom had installed almost 100 telephone lines and sets to accommodate the campaign's needs. Besides the challenge of getting everything in and working in 4 days, Telecom had to convert the Giant Eagle lecture hall in the new Baker wing from a "data" classroom to a "voice" classroom.

The Gore event was unusual in that they had a huge traveling press corps. They needed to provide connectivity for 60 press people to file news reports during the Carnegie Mellon event. The university Special Events group selected the Baker Hall location and challenged Telecom to install 60 telephones in a room designed for a maximum of four phones.

Actually the location wasn't a bad choice. Baker Hall A51 is a 150-seat lecture hall with a data outlet at each seat. The Category 5E cabling system used for voice and data in the Baker Hall wing allows a lot of flexibility for what media is run over the wires. Telecom also had excellent AutoCAD drawings showing the location and outlet numbers of each port. With this information Telecom was able to designate which data outlets would be

Classes continued in this lecture hall until noon on Friday, the day of the event. Telecom did determine that none of the Friday classes needed to use the data ports. On Thursday afternoon Telecom connected the jumper cables from the telephone block to the datacomm rack, effectively making the outlets into voice connections rather than data connections. Between 12:30 p.m. and 1:00 p.m. on Friday, Telecom installed telephone sets into the designated ports in the lecture hall.

At 4:00 p.m., 60 press people poured into the room and commandeered the telephone lines. Most didn't even bother with the telephone set but immediately plugged in their laptop modems. There was a flurry of activity, telephone conversations, and tapping of laptop keys. When Gore began speaking, most of the room cleared out as the press went outside to the event. (Telecom also installed 22 telephone lines outside for use by the press.)

As soon as the Vice President finished talking, the press poured back into the Baker Hall room to file their reports. Many did so via laptop. Some conducted telephone interviews for radio and television. One guy with a balding head prepared for a live TV commentary by fluffing a power puff over himself.

After the press cleared out, Telecom gathered up all the phones from the room, converted the "voice" ports back into "data" ports in the closet, and disconnected dialtaps for all the event

LD Rate Increase

Continued from page 1

These digit codes have provided carriers worldwide a simple method for creating a billing format that identifies international wireless number ranges and the additional charges assessed in placing calls to wireless devices in these ranges.

Potential Effect/Examples

With the phenomenal growth in wireless services, the International Telecommuni-

of the effect of this pricing, we provide the following examples:

AT&T Fixed-to-Wireless International Call Per-Minute Surcharges

(For Many International Service Plans)

Australia	6¢	Denmark	20¢
Ireland	18¢	Austria	16¢
Finland	20¢	Israel	9¢
Belgium	20¢	France	28¢
Italy	18¢	Brazil	11¢
Germany	17¢	Japan	19¢
Chile	15¢	Hungary	7¢
Korea, Rep.	9¢		

communications Union (NCCU) predicts that wireless calling opportunities will account for 75 percent of all call attempts worldwide by 2003. While this growth continues, international regulatory bodies will work to provide solutions to the problems caused by the issues mentioned here. However, there is no guarantee these solutions will be found or implemented in the near future.

At a very practical level, international students calling their families, friends, and others in their home countries and faculty and staff calling colleagues in other countries will increasingly be terminating such calls to cell phones, often incurring the higher, surcharged rates.

While a number of smaller carriers have already introduced lists reflecting both fixed-to-fixed and fixed-to-wireless international call pricing, AT&T is the only carrier of the "big three" to have done so at this time. However, as we all know, history suggests that others are likely to follow suit. To give you an idea

President's Message

Continued from page 1

evaluate our progress and have small celebrations along the way, we get discouraged and success eludes us.

5. Encourage the Heart: Whether we admit it or not, we all benefit from hearing applause for a job well done. For this reason, we must (1) *recognize individual contributions* and (2) *celebrate group accomplishments* as we strive to realize our vision. Nothing breeds success like success. Too often we move too

Note: A simple "click-to-use" chart is available at <http://abelltolls.com/attmobile.htm> for a complete list of the AT&T surcharges.

What should a telecommunications professional do? Determine if your long distance providers are planning to assess surcharges for international fixed-to-wireless calls. If contemplating new long distance providers, make sure the RFP covers this issue in the international section—it's too early to know whether this item can be negotiated out of vendor agreements.

If this issue affects your operation, check to see if your internal call accounting system or outsource provider can accommodate technology-specific international codes so they can be billed back appropriately to the campus community. You should also notify the campus community of the change in rates for international fixed-to-wireless calls. Be particularly aware of and sensitive to the effect the additional cost may have on the international community on your campus.

quickly from one project or one event to another, without taking time to recognize the efforts of those involved.

I highly recommend *The Leadership Challenge* to you. It has had a powerful effect on my own thinking regarding leadership.

As always, I welcome your comments at anthony_tanzi@brown.edu.

converted into telephone outlets for use by the press.

The telephone lines were ordered from Verizon and extended to the Baker Hall closet in the new wing. Jumper cables were installed, but not connected, between the telephone wall block to the datacomm rack to correspond to the designated data outlets in the room.

disconnected dialtone for all the event telephone lines. While it was an exciting event to work for and Telecom did a fine job meeting the campaign's communications needs, we were happy to see them go home and return to our most mundane daily assignments. And, of course, preparing our bill to the Gore campaign for our work!

Board Report

March

The ACUTA Board met via conference call on March 15.

Overview reports were given regarding Board member attendance at the Emergent Building Technologies Conference and the EDUCAUSE Institute.

Tim Williams, West Virginia University, was approved as a new member of the Legislative/Regulatory Affairs Committee. Board Advocate and Committee Chair reports and recommendations were reviewed.

ACUTA's current fiscal year budget report indicates that income and expenses are very comparable to last year, and the bottom line is approximately the same. The ACUTA budget is on track for this fiscal year.

Respectfully submitted,



David E. Lewis, University of Rochester
ACUTA Secretary/Treasurer



Jeri Semer, CAE
Executive Director



Make Plans Now!

July 29–August 2
Lake Buena Vista, FL
Disney's Contemporary
Resort

From ACUTA Headquarters

A Revolutionary Approach to Developing New Services

I recently had the opportunity to attend the Strategic Leadership Forum sponsored by the American Society of Association Executives (ASAE). This program was an intensive three-day program built around the theme of, "Inspiring Creative Leadership." I found the program stimulating and thought-provoking, and I wanted to share some of the exciting ideas that were presented with you.

Although the program's intended focus was on the leadership of associations, much of the material that was presented is directly applicable to ACUTA members in their leadership and implementation of technology teams and product development initiatives within your institutions.

ACUTA members have told us that, as telecommunications and networking professionals on campus, one of your most challenging issues is to align rapid changes and new developments in technology with the slower pace of institutional decision-making. In an environment that is built on slow and deliberate decision making, consensus building, and minimizing risk, it is difficult to communicate the revolutionary changes taking

for major investment to meet the demands of tomorrow's students and faculty.

One of the most memorable presenters at the Strategic Leadership Forum addressed exactly this issue—by presenting a compelling case that today's economy calls for new and revolutionary rules for developing new products and services. Guy Kawasaki is the CEO of garage.com, a Silicon Valley venture capital firm, and was formerly an Apple Fellow at Apple Computer, Inc. Among other accomplishments, he was one of the individuals responsible for the tremendous success of the Macintosh computer from its beginnings.

Here are Kawasaki's ten "Rules for Revolutionaries" in the development of new products and services. While some of these ideas are controversial and might not fly in your particular campus environment, others have some real value and are worth thinking about.

1. "Jump the curves." Don't think evolution (current products incrementally better, faster, or cheaper), think revolution. Try to think of a product ten times better, not 15 percent better.

2. Don't wait for a product to be perfect before you release it. If you wait for perfection, the window of opportunity will close. (This may be the toughest rule for those of us who are committed to maintaining a reputation for excellence, but standards of excellence are one thing, compulsive perfectionism quite another. Maybe there's a happy medium here!)

3. "Churn, baby, churn."

Revolution is a process, not an event. Continually update your product/service, fix problems, introduce version 1.1, 1.2, etc. Build an open architecture, flexible revolution.

4. "Break down barriers."

Ignorance, inertia, complexity, cost, etc. Let people "test drive" the new service—it will help defeat inertia.

5. "Make evangelists, not sales."

Spread the good news, communicate the grand vision. Sales will follow.

6. "Let 1,000 flowers bloom."

People you didn't expect will use your product in unexpected ways. For example, Apple never anticipated that the Mac would be embraced by graphic artists and create a whole new field called "desktop publishing"—but when it happened they made the

most of it. Find out who is using your service, and then give them more reasons to do so.

7. "Eat like a bird." Did you know that birds consume 15 times their weight in food each day? (I'm not sure if that's exactly correct, but go with the idea!) Consume tons of information, read new things, do your own market research. To jump the curves, don't just listen to your current customers! Then share the information.

8. "Think digital, but act analog." The purpose of a revolutionary product or service is to create a happy customer. (Think about how laptops are marketed—not sold on the basis of technical specifications, but on quality-of-life issues.)

9. "Never ask people to do something you wouldn't do."

Do you communicate your belief in the new product/service throughout every level of your organization? Do you believe in your product/service enough to make the commitment to use it yourself?

10. "Don't let the bozos grind you down." Listen to constructive input, but there are naysayers everywhere, and many of them are probably in senior management or on the Board.

Jeri Semer

Welcome New Members

Positions Available

For complete descriptions of these and other positions, we encourage you to access the ACUTA Web site at www.acuta.org. If you do not have Internet access, call Pat Scott, ACUTA Communications Manager, 859/278-3338 x21 for more details.

Institutional Members

- Asbury College, Wilmore, KY. Paul Dupree, 859/858-3511. T1 www.asbury.edu
- Eastern College, St. Davids, PA. Patti McHugh, 610/341-5812. T2 www.eastern.edu
- Kentucky State Univ., Frankfort, KY. Mike Rosenstein, 502/597-7000. T1 www.kysu.edu
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Manager Telecommunications, College of the Holy Cross, Worcester, MA.

Contact: Nancy Costello, Assistant Director of Human Resources/Employment, resumes@holycross.edu

Data Networking Positions, NTS/University of Kansas, Lawrence

Send resume and cover letter to Networking & Telecommunications Services, University of Kansas, 1736 Engel Rd, Lawrence, KS, 66045 or aermey@ku.edu (785-864-9310). For more information about the University of Kansas and Lawrence, please visit www.ku.edu. and www.lawrence.com.

Manager, Voice Services, Boston College, Chestnut Hill, MA.

Contact: Boston College Department of Human Resources More Hall 315, 140 Commonwealth Avenue, Chestnut Hill, Massachusetts 02467 Tel: (617) 552-3330, Fax: (617) 552-4674 Position # 5799a

Dir., Networking & Telecom Svcs Operations, Univ. of Maryland, College Park, Office of Info. Tech

Contact: NTS Director of Operations Search Committee, c/o Michelle Solter Evers, Office of Information Technology, Patuxent Building, University of Maryland, College Park, MD 20742-4911.

Successful, smart bozos who are benefiting from the status quo are among the most dangerous. Kawasaki offered the following quote as an example of "bozosity":

"This telephone has too many shortcomings to be seriously considered as a means of communication. This device is inherently of no value to us."

—Western Union, Internal memo, 1876

When questioned as to what he thought the next revolutions would be, and what new products and services would be jumping the curves, Kawasaki said he sees two areas:

- Wireless technologies
- An increasing number of devices will have an IP address and intelligence

I hope this has stimulated a few thoughts about developing new technology services. If you want more details, read Kawasaki's book, *Rules for Revolutionaries*, (information available at <http://www.garage.com/guy/reading.shtml>) or check the www.garage.com Web site under "speeches" at <http://www.garage.com/guy/speeches/index.shtml>, for the speech of the same title on video.