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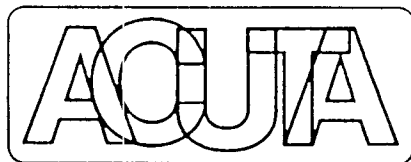
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NEWS

Association of College & University Telecommunications Administrators, Inc.

THE VOICE OF TELECOMMUNICATIONS IN HIGHER EDUCATION

SPECIAL 18TH ANNUAL CONFERENCE EDITION

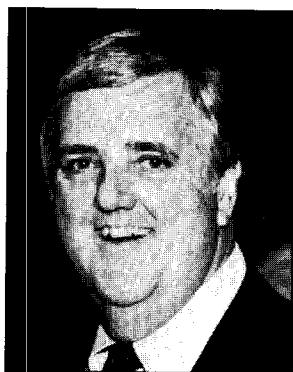
JULY, 1989

ACUTA, Inc. Lexington Financial Center, Suite 1810, Lexington, KY 40507

Telephone (606) 252-2882

PRESIDENT'S MESSAGE

Bill D. Morris
ACUTA
President
1988 - 1989



Last July when I became President of ACUTA I set seven goals:

1. Plan more ways to serve our members
2. Stimulate more member participation
3. Increase college and university membership
4. Promote long-range planning
5. Promote wider cooperative effort with other college and university associations
6. Establish better organization communication
7. Oversee the establishment of a very functional administrative office.

I didn't complete every goal but I did make progress.

1. ACUTA offered eleven (11) educational sessions this year.

2. At the regional meetings and through the newsletter I tried to get more members involved. Not many of you did. I hope this was because you were satisfied with what was happening, not because you felt that your ideas would not be heard. The Board relies on your comments to plan future events. Please give them your help.

3. Institutional membership has increased. The agenda portion of the conference brochure and an application for membership with a cover letter from Pat Paul, Program Chair, has been sent to all nonmember institutions.

4. Last spring, visits were made to select the site for the 1992 conference. The Board has had in-depth discussions on programs for the next year. Each board member set annual goals and worked to meet them.

5. ACUTA representatives have made presentations to the Physical Plant Directors of Canada, the Association of College and University Personnel Directors and the National Association of Educational Buyers.

I've attended two meetings of the Presidents and Administrative Directors of these various associations and the National Association of Auxiliary Services annual conference to share ideas, site information, and other items of common interest.

6. I believe that the officers have become much more active in the day-to-day business of the association. This can only make the association stronger.

7. You can be proud of your administrative office. It is an excellent building, nicely furnished and well-equipped with efficient computer systems. Our staff members are all professionals, each with a specific strength and individual personality. All are team members with an attitude and desire to keep ACUTA at the top of college and university associations.

It has been a year of fond remembrances. I have worked with members of several other institutional associations. You ACUTA people, individually and as a group, are exceptional. You work hard, play hard and are always willing to share and to help.

Thank you for giving me this opportunity.

IMPORTANT NOTICE

Voting members of ACUTA are asked to review the Association articles of incorporation and bylaws prior to the annual conference July 23-27 (a copy was included in a recent newsletter). If you have questions or suggestions regarding the bylaws, please contact Dr. Kia Malott at Southern Illinois University at Carbondale.

Telephone: (618) 453-2484
BITNET: GE0238@SIUCVMB
FAX: 618-453-3000

This will allow your questions to be answered and your suggestions to be reviewed in depth before the business meeting.

ACUTA WELCOMES TWO NEW STAFF MEMBERS TO SERVE YOU!

Lisa McLemore, Staff Assistant

When you call ACUTA now, you're likely to be greeted by the cheerful voice of Lisa McLemore, ACUTA's new staff assistant. Lisa's many administrative duties range from answering your telephone calls to processing your conference and seminar registrations. She will answer your requests for general ACUTA information, including questions regarding membership, upcoming events, and registration fees.

A Louisville, Kentucky native, Lisa is a graduate of Lexington's Transylvania University, where she majored in English with minors in Political Science and Women's Studies. She is no stranger to national conferences and associations; formerly she coordinated special events for the Kentucky Commission on Women, including a conference of the National Association of Commissions for Women. She also wrote "The Missing Link," a working paper on significant Kentucky women.

She went on to work for The Council of State Governments Center for Agriculture and Rural Development, where she assisted with a national conference, co-edited the conference proceedings and researched and wrote a technical assistance bulletin on state agriculture marketing programs. Lisa's most recent position was that of Assistant Director of the Kentucky Agriculture

Development Foundation, where she performed organizational and editorial duties, coordinated board meetings and represented the foundation at conferences and workshops. Her last project involved editing *Plowshares to Profits: The Report of the Commission on the Future of Agriculture in Kentucky* under the direction of Kentucky Lt. Governor Brereton Jones. As part of this project, Lisa traveled with the Lt. Governor to eight county courthouses throughout Kentucky, gathering public input and support for the report. The publication has garnered wide media attention for its innovative recommendations.

When asked why she chose to join the ACUTA staff, Lisa expressed her desire to be an integral part of a professional team. "I'm very much looking forward to traveling and meeting the board and members of ACUTA," she noted.

Whether answering a complex question or clearing a jammed copying machine, Lisa handles her duties with good humor and professionalism. When she's not in the office helping ACUTA members obtain information, Lisa enjoys fishing in Kentucky's beautiful waterways and spending time with her ten-year old "little sister" in the Big Sisters of Lexington program.

Nanci Unger, Publications Editor

The woman peering intently into her computer screen at ACUTA's administrative office is Nanci Unger, newly hired publications editor. Nanci's career in publications and public relations spans sixteen years and ranges from marketing scholarly books to editing computer manuals and technical newsletters. She'll be serving ACUTA members by writing, editing, designing and producing the monthly newsletter, conference and seminar materials, brochures and other publications.

Originally from Ohio, Nanci is a University of Kentucky graduate who majored in Journalism. Her early jobs were in the private sector, as advertising manager for a Lexington department store and as assistant to the Vice President of Marketing for another retailer. She then returned to her alma mater, marketing books for the University Press of Kentucky, a scholarly book publisher. From there she was promoted to Senior Editor at the University of Kentucky Computing Center, where she wrote and edited technical publications for five years.

In 1983 she moved into her most recent position, that of Director of Public Relations and Marketing for the University of Kentucky College of Fine Arts. In that capacity she produced brochures and printed programs, developed marketing campaigns, and promoted cultural

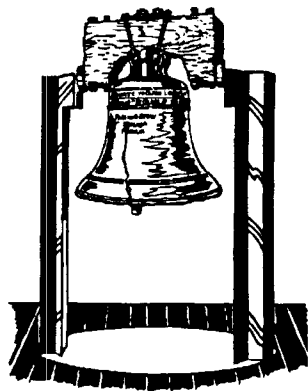
events. The job gave her the chance to work with many internationally-known performers, including jazz star Ella Fitzgerald; Nanci says Ella sang "My Old Kentucky Home" as she walked through the Lexington airport! Nanci also worked with state media on a regular basis, conducted media workshops for nonprofit organizations, and wrote and announced a daily arts calendar on Lexington's public radio station, WBKY-FM.

Nanci has been active in fundraising as well, coordinating the annual Gala Benefit Performance for the College of Fine Arts and publicizing the 1988 University of Kentucky United Way Campaign.

Her work in computing and the fine arts introduced her to the Apple desktop publishing system, which she now uses daily in her work for ACUTA. "Two things drew me to ACUTA," she says. "The prospect of using the Macintosh computer system and the chance to work in the fast-growing field of telecommunications." Nanci welcomes suggestions and information from ACUTA members, particularly newsletter articles and suggestions regarding topics for articles.

When she's not at the terminal, you'll find Nanci at her Lexington home where she enjoys reading non-fiction, watching cable TV, and gardening.

Don't Miss ACUTA's 18th Annual Conference and Exhibit Show July 23-27 in Philadelphia



Historic Philadelphia is the site of ACUTA's 18th Annual Conference and Exhibit Show July 23-27. This will be ACUTA's largest educational conference yet, with ACUTA members from more than 500 institutions gathering for presentations, exhibits and fun at the Adam's Mark Hotel. The theme is "Planning for the 1990s" with keynote speaker Robert E. Stoffels, editor of **Telephone Engineer and Management**. An active participant in the telephone industry for more than 30 years, Mr. Stoffels is a designer, manager, teacher, editor, and author of two books, *The Simple Truth about Semiconductor Electronics* and *Management in Action*.

The many outstanding speakers will provide new insights and fresh information in our fast-changing field. For example, ICA's legal counsel, Brian Moir, will give us an inside look at the current state of regulation; Phillip Beidelman, President of Western Communications Consulting, will present a technology update; and Dr. Michael T. Hills of HTL Telemanagement Inc. will discuss long distance issues and alternatives.

"Projecting the Right Image" will be discussed by Dr. Charles Dygert, of Dr. Charles Dygert and Associates, Inc. Widely recognized as one of today's most high-powered and experienced motivational speakers, Dr. Dygert will discuss self-image and leadership impact. This is a "must" session for ACUTA members who wish to take inventory of their leadership qualities and who want to project a professional image in the most effective manner.

"Telecom Facilities Planning," "Hospital Communication Issues," "System Conversion Ramifications" and "Stress-Free Management of Change" will also be among the more than forty sessions offered. In addition, Ruth Michalecki will conduct a three-part workshop titled "Understanding Telecommunications."

Other highlights include regional meetings, a Philadelphia Block Party at the Franklin Institute, our largest-ever exhibit show and the popular Hospitality Suite. The annual ACUTA banquet will feature a "Prom Night" theme, with music by the Larry Elgart Orchestra.

Don't miss this chance to branch out professionally and socially! You may register or obtain information by contacting the ACUTA administrative office; telephone (606) 252-2882 or Fax (606) 252-5673.



Prom Night in Philly: What to Wear?

Frilly formal, saddle oxfords, or coat and tie? What you wear to ACUTA's Prom Night is entirely up to you — relive *your* prom night in the attire you wore then, or make this a modern prom by donning contemporary garb. There is no dress code for the event, but plans are for this to be a true Prom Night with decorations of the 1940s and '50s and music by the Larry Elgart Orchestra. Get into the prom spirit in the clothing of your choice, and remember the purpose of the evening: to have fun! If your spouse is coming with you to the conference, be sure to tell him or her about the prom theme, also.

The annual ACUTA banquet is always a hit — last year's San Diego conference featured a luau complete with grass skirts, and the Banff, Canada conference was highlighted by a medieval banquet with colorful costumes of the period. Prom Night promises to be equally exciting and special, so get out your dancing shoes and get ready for another memorable ACUTA evening.

Please Bring Your Pre-Conference Booklet to Philadelphia!

Please note that the pre-conference booklet you received in the mail will not be available in Philadelphia. A detailed agenda will be provided, but it will not contain a synopsis for each speaker and session. (Many speakers plan to provide handouts for their sessions, however.) Please bring your pre-conference booklet with you to Philadelphia.

Kellie Preston Promoted to Staff and Events Coordinator

Kellie Preston has been promoted to the position of Staff and Events Coordinator for ACUTA. Most ACUTA members know Kellie and are aware of her tireless efforts on behalf of the association. She held the title of Administrative Assistant for the past 18 months, and during that time she was instrumental in setting up the central ACUTA office in Lexington, Kentucky. No longer responsible for all aspects of administrative support, Kellie will now focus her considerable skills on coordinating corporate sponsorship, vendor participation, and exhibits at ACUTA events. Kellie is the person to contact if you need information on these items.

Kellie's career experience prepared her well for ACUTA. Formerly she was Assistant to the Facilities Manager at the University of Kentucky Medical Plaza, where she coordinated contractual services for the building, including telephone needs and communications requirements. Before that she worked in the University's Communications and Information Systems Division, in Communications Engineering, Installation, and Maintenance. Her many responsibilities ranged from handling inventory to responding to trouble calls, a duty that became increasingly important when the University purchased and implemented its PBX system.

The PBX project sparked Kellie's interest in telecommunications, and she found in ACUTA a place that combines the field of communications with the challenges of problem solving. "Much of my job satisfaction comes from problem solving and responding to the ever-changing needs of the association," Kellie notes. "It is especially rewarding to see your goals and efforts realized — whether at the end of the day or the end of a seminar."

Now that she is no longer the sole support staff member at the ACUTA administrative office, Kellie plans to devote some time to continuing her education in Business Management and Finance. Congratulations on a job well done, Kellie!

FALL SEMINAR REMINDER

"CABLE AND WIRING: TECHNOLOGIES AND TECHNIQUES"

October 1-4, 1989

Hilton International - Toronto, Canada

Early Registration Discount: \$50

Make your plans now - brochures and registration information will be mailed in late July.

For information, contact ACUTA.

TELEPHONE: 606/252-2882 FAX: 606/252-5673

Another First for ACUTA: Live Satellite Transmission Planned for Annual Conference

The Philadelphia conference will include another ACUTA first: a live satellite transmission by SkyCom, to complement the presentation on "Distance Learning" given by Dr. Ginny Pearson Elliott. SkyCom will demonstrate its Skyswitch™ satellite video conference capabilities through a live broadcast between the conference center and SkyCom headquarters in Fairfax, Virginia. The demonstration will show ACUTA conference attendees a means of overcoming the barriers inherent in providing distance education programs.

SkyCom designs, engineers, manufactures and installs satellite earth stations for voice, data and video transmission. The video port on the Skyswitch™ system allows for switched point-to-point or point-to-multipoint digital video transmission. SkyCom has installed 36 Skyswitch™ earth stations and more than 180 transportable systems.

Are you an ACUTA member? If not, the time to join is now!

Join ACUTA
and become part of a growing network
of more than 1,000 telecommunications
managers! With ACUTA membership, you will:

- Receive the monthly *ACUTA News* newsletter
- Receive a Membership Roster
- Receive advance information on ACUTA conferences, seminars, and special events
- Receive a discount on registration fees for ACUTA conferences and seminars, where you will enjoy diverse professional sessions and exciting social events
- Attend seminars featuring informative presentations on current issues
- Share information with telecommunications administrators like yourself

Institutional and industrial telecommunications administrators are welcome to join.

For a membership application, contact ACUTA at 606/252-2882 (phone) or 606/252-5673 (Fax).