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ACUTA NEWS

*Association of College & University Telecommunication Administrators*

THE VOICE OF TELECOMMUNICATIONS IN HIGHER EDUCATION

VOLUME 17, NUMBER 4 APRIL, MAY, 1988 RUTH A. MICHALECKI, EDITOR

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## President's Message

**— Kia Malott, Southern Illinois University**

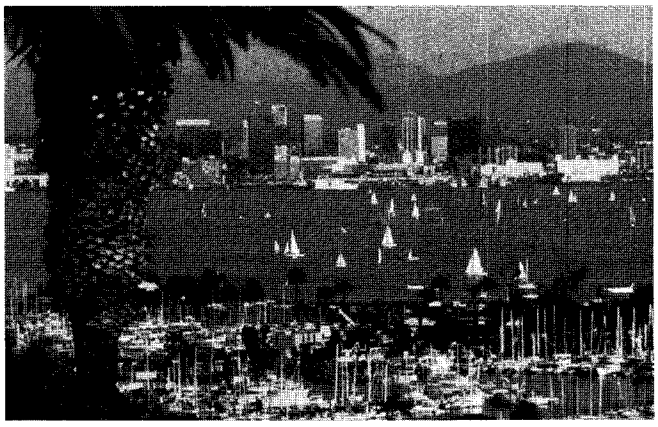
It is hard to believe that my year as President of ACUTA is about to end. The past eleven months have been exciting, pleasurable and most of all rewarding.

It has been a busy eleven months. The three seminars were well attended as well as a number of ACUTA workshops throughout the Eight Regions. A lot of work and effort went into making all of these events successful and I want to extend my personal thanks to those involved for making it all possible.

I especially want to thank the ACUTA Board of Directors for their support and assistance in making my year of President a memorable experience. It is a pleasure to work with individuals with the dedication toward a goal as these members of the Board have demonstrated. It sure made my job easier.

In ACUTA News, Mike Grunder of Yale University has been appointed to fill the vacancy left by Del Combs' resignation of Vice President. ACUTA also has a new Region Four Director. Replacing Dewey Allaire is Ken Leverington of the University of Arkansas, Fayetteville. The Board welcomes Ken to his new duties.

The San Diego Conference is just a few weeks away. I hope everyone has their hotel and conference registration taken care of and is looking forward to an exciting and informative week of activities.



**san diego** **17TH ANNUAL ACUTA CONFERENCE**

**July 17-21, 1988**

## PARTY LINE

**— Ruth Michalecki, University of Nebraska**

My last Party Line covering Alternate Operator Services must have really hit home. I have heard from dozens of our members relating their experiences, and for the most part, **bad.** It is a wide-spread problem and one that certainly needs cleaning up.

The concept of competitive operator services is a good one---the opportunity for universities, hotels, and pay phone operators to share in the revenue from operator assisted long distance calls placed from their premises is only logical. In addition, this new business has many exciting possibilities, especially if you think about adding enhanced services such as voice messaging, airline/hotel reservations, appointment scheduling, etc. One thing for sure, it has caused AT&T to rethink its position on paying commissions on operator-assisted traffic. AT&T has proposed a new tariff called Hospitality Network Services (HNS), which, if approved by the FCC, will allow AT&T to pay commissions on operator-assisted calls to the hotel industry and pay-phone owners.

Entry in the AOS business is expensive, but even a small share of what is estimated to be between a $4 billion and $8 billion per year industry makes it very attractive! Payphones account for almost half of all 0+/0- call volume and it has been estimated that in 1988 over 4 billion operator assisted calls will be placed. About 1/3 of the total revenue from those calls will be operator handled surcharges, with the remaining coming from transmission charges. No wonder so many providers are entering this market. If they are permitted to do so, I believe the RBOCs will enter this business and provide competition with a capital C to the rest of the field.

In my last Party Line column, I mentioned the serious problem AOS providers had in verification of Calling Cards. Some of the less-sophisticated AOS providers handle this problem in a unique manner. They validate the card by dialing it through AT&Ts network while placing a second call on their own network. If the number validates via AT&T, they terminate that call and let the second one go through on their own network. Pretty sneaky huh? Then other AOS providers serving hotels will allow the first call to validate and be completed via AT&T and then handle the remaining calls made with that card number for the remainder of the guest's stay. Others build data bases of valid numbers frequently used on

**PARTY LINE, Continued:**

their systems and use aging formulas to purge the data base. There appears to be some attempt to solve this validation problem through paid subscription to validation/verification data bases belonging to the RBOCs, such as US West's Service Link.

I am certain we will have many headaches ahead while this new competitive service goes through start-up and growth pains. We will all need to be cautious and investigate all the issues before entering into contractural agreements with these companies. Insist on your local telco providing you with a bill on mag tape or whatever media you are dealing with now for your local bills before you accept any of their AOS charges. Remember, the local telco is **NOT** providing free billing services to the AOS vendors, so why should it cost you extra money or effort to recoup your charges. And remember, you are not obligated to pay these charges if you have not agreed to such an arrangement. One PSC said the local telco could not disconnect services for non-payment of non-telco provided services. If you have any doubt concerning the legality of this, please contact your local Public Service Commission and ask for a ruling.

It will be a shame if the desire to make a "fast buck" kills this new niche market. The AOS companies need to re-evaluate their markets and look at how they can overcome the negative publicity created by excessive charges, contract violations, long connect times, poor quality transmission and mishandling of emergency calls from payphones. We, the silent partner of the AOS vendors, need to be concerned about what our students pay for long distance calls from our campus and what our university visitors have to pay for and put up with when they use the payphones on our campus. After all, if we don't worry about our service quality and reputation, who will?

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I was in Washington, DC a few weeks ago attending the first national meeting of **NET '88**. This meeting was concerned about the development of a national high capacity, high speed digital data network. There is no doubt that a need for such a network exists today and will be critical in the near future. How to fund it and to manage it are the questions in search of answers. While there I saw Pat Todus and Alex Lapson from Northwestern University. Pat had just recently assumed her new role as President of Northwestern University's Telecommunications Systems (NTS). She looked great, so apparently the new position suits her very well. I spent some time with Doug VanHouweling from the University of Michigan-Ann Arbor. He was appointed Director of the management team for the NSF backbone network. Partners include MCI, IBM, and the University of Michigan with the MERIT system. Doug will be the keynote speaker at the ACUTA Annual Conference in San Diego and I know you will enjoy his talk.

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We are anxiously awaiting the arrival of our new voice messaging system. We have "partnered" with The Lincoln Telephone Company in the purchase of the OCTEL MAXUM system. It will be installed June 27th, complete with SMDI to the Northern Telecom DMS-100 Meridian CENTREX. Because it will have so many more features than our present system (which really only answers calls, that is when it is working), it is hard to think of it as replacing the old system. Actually voice mail is only a small part of a technology called voice processing. The applications for voice processing are growing by leaps and bounds. We have thought of so many potential applications, we wonder how we can possible implement all of them.

OCTEL is going to work with us on a specific application we have in mind, and if it works out, I'll be letting you know. In the meantime, we are planning to use voice processing in the following areas (just to mention a few): the food stores ordering system; "share-a-ride" program for students; for specific information concerning tests, study projects, etc.; voice inquiry to employment opportunities; ticket ordering; theatre productions; and so many more along the same line. Of course, it will also provide call coverage. Our only limitation is our imagination and each successful application brings an awareness of others.

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In this issue of ACUTA News is a call for nominations to the ACUTA Board of Directors. This **IS YOUR ASSOCIATION.** Get involved in the direction of it! It is important for you to be involved if you want to keep it an association of users committed to sharing information with one another. We can get in a rut by being passive and letting others decide what is best for our association, and then wonder what happened when the association becomes something less than what we expected or wanted. ACUTA has experienced some dramatic growth over the past few years and with strong leadership on the board, has changed from being a small user group to one with a strong voice and a great deal of respect in the industry. The Board of Directors made a wise decision this year to hire an administrative director to handle the endless day-to-day operations of the association; something that was simply getting to big for the volunteer board to handle efficiently. Now we need to bring new faces and new ideas to the board. Get your nominations in---it is a definite commitment of time and work, so be certain your university agrees to your participation.

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What a busy summer we have in store. We are in the process of wiring the Fraternities and Sororities so we can provide telephone service (both voice & data) to the Greek Houses this fall. Students will be provided local service on the university's telephone system automatically and they will have the option of contracting with us for long distance service on our network. In addition, they will be able to subscribe to our Voice Messaging Service and to non-standard voice features they might find attractive.

The university residence halls have been on our telephone system for about 14 years and we have been providing long distance service to residence hall students since January, 1983. This fall will bring station-discrete authorization codes to the students for the first time. We have been using ANI (Automatic Number Identification) instead of using a travel-

**PARTY LINE, Continued:**

ling authorization code, and we really haven't experienced any real major problems with ANI. After all the telcos have used this method of billing for years. I know that many of our fellow ACUTA members use travelling auth codes and have experienced very few problems, while others have had an incredible amount of fraud.

We have decided to implement the station-discrete auth code so we can provide each student with an individual bill. The only problem we have experienced is restricting toll access to a student telephone where one student pays their share of the bill and the roommate doesn't. We hope the implementation of station-discrete auth codes will eliminate this problem.

With the lack of control over students coming and going in the Fraternities and Sororities, we felt the station-discrete authorization codes would allow us to provide long distance service to these students without creating too many problems for our billing staff. We have provided telephone services to four Greek Houses (the houses are owned by the university and leased to the fraternities/sororities), over the past ten years or so, and it is difficult to keep track of the room assignments. In the residence halls, the students move about a lot, but the housing office attempts to keep some kind of room assignment records.

We had a meeting with the fraternities/sororities' advisors earlier this year and extended the opportunity for their houses to participate in our telephone service. They were elated and we had 100% agreement among the houses. Now, I only hope we can get the houses wired and ready to go before Rush Week starts this fall.

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In addition to wiring the fraternities and sororities, we are right in the middle of re-wiring most of the administrative/academic buildings on campus. We had determined earlier on that we would wire for voice/data services to all terminal locations when we converted to the Northern Telecom DMS-100 Meridian CENTREX Service. As with a lot of universities, most of our buildings were wired decades ago, and then as new offices were added, or moved, or converted to classrooms, the wiring was spliced, added to, lost its' twist, etc., not too satisfactory for today's digital requirements. Because we are a CENTREX customer, we really never were concerned with jack numbers/locations. We are now! Our new inside wiring scheme includes numbering frames, jacks, etc. Our Telecom Management System keeps track of this vital information; certainly something not possible to keep track of with the old wiring scheme. All-in-all, one busy and big project; especially with our small staff.

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Want to hear a horror story? At a regional meeting of the National Association of State Telecommunications Directors, (NASTD for short), one of the states reported they had purchased a well-known Telecommunications Facilities Management System for $350,000.00. The system does not perform as they had anticipated---in fact, they had to change most of the way they did business to adapt to the software package. Their monthly costs for running their software on the state's IBM mainframe has increased over 10 fold, and at the time of the meeting, (in May this year), they still haven't produced a satisfactory bill. They are really getting concerned because their fiscal year ends June 30th and by statute, they cannot bill for services rendered in a different fiscal year. In addition, many other states reported being stung on systems. Most of the gripes stemmed from a lack of flexibility in the system, being sold features that are futures, feeling that both consultants and customer references were being influenced by some sort of financial gain, and a lack of vendor interest or concern for specific applications important to the user. Too bad they didn't attend one of the special seminars conducted by John Powers and Geoffrey Tritsch for ACUTA on Telecommunications Facilities Management Systems. It could have saved them barrels of money and frustration!

And one other item of interest from the NASTD meeting---one of the states represented is considering suing a major telecom vendor for being non-compliant to the state's RFP for a switching system connecting multiple state offices and one university. According to this state's telecom director, the vendor has used incompetent local labor, is months behind schedule, has experienced multiple equipment delivery delays and equipment failures. He summed up their perception of the telecommunications project as **ONE BIG MESS!**

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Is Facsimile growing as fast on your campus as it is here? Our FAX business is getting tough to keep up with. So far, faculty, staff and students wishing to send or receive a fax message, usually do so through our office. More and more of our departments are wanting to install a FAX for their own use, but it is hard to justify in most cases.

We have purchased FAX machines and we are installing them in various locations across the campus. Some of the locatiuons include the University Bookstore, Quicky Copy Centers, Conference Center and Hotel, Student Unions and some of the very large office buildings.

Departments will use their pre-assigned account codes to send and pay for a FAX message. As you know, the account code will override the restricted class of service on the telephone line connected to the FAX. We will include any charges on their regular monthly telecom bill. Incoming messages will be provided at no direct charge. Students will be able to send messages on the machines located in the Quick Copy Centers, Union and Bookstore, where a cashier can take their money to pay for the service. By putting satellite machines across the campus, in areas where clerical help is usually in attendance, individuals can be called when they receive incoming messages.

While we don't believe this will end up being the profit-making opportunity of the decade, we do feel it is a positive reinforcement for our department's commitment to being a service function. By providing this service to the university community, we believe it will improve our image and provide a needed service at the same time.

## The 10 Commandments of Telecommunications

A recent article in **COMMUNICATIONS CONSULTANT** by Michael Finneran made several points I feel worthy of sharing with you. All too often, we get so busy with our jobs, we tend to forget the overall objective. Mike called his article "The Ten Commandments of Telecommunications".

The First Commandment: Remember, This is a Business. Mike said the most serious mistake telecom people lose sight of is what we are supposed to be doing. The organizational role of telecommunications is to provide the required communications services in the most cost effective way. Certainly there is a seductive quality about the technology, but we can't let our fascination with the technical challenge of making something work distract from the purpose of the endeavor. Technology is the means, not the end. Without the telecom manager's leadership and direction, there is no hope technical concerns will be addressed in a way to insure the company's goals are given precedence over some technical pipe dream.

Second Commandment: Talk to the User (The User is Not The Enemy). The role of telecommunications is service. The goal is satisfying the user's requirement for service. A big part of that service is helping the user understand the available options as well as the ramifications of each possible choice. This is true even when telecom analysts complain that users can't do their jobs for them. "They don't know whether they want a CDQ4W or a QP74D," the analysts lament.

Despite that, consultants are obliged to serve the user. We must illuminate the critical trade-offs in a clear and understandable way that helps a user make a more informed decision. Supporting our clients is one of the most important functions in any complex service, and ongoing interaction with the user is critical in any good system design effort.

Third Commandment: Understand Your Client's Business: While the design of a communications system might be the most important thing consultants have to worry about, it is probably a rather small part of what makes the client's company run. Our communications system must "fit in" with how and why the company does business. Good design does not exist in a vacuum. A design must look at how the system fits in the environment and how the user will employ it.

A good technical decision is not always a good management decision. For example, a company whose basic managerial structure calls for major business groups to operate as independent profit centers will probably not be interested in a massive plan to consolidate its communications systems into a massive shared network. Our organizational standing can only be enhanced if we understand where we fit in and can demonstrate how our technology reinforces the goals of the organization.

Fourth Commandment: Use the Vendors' Knowledge (The Vendor is Not the Enemy). Vendors are usually a fine source of ideas and a consultant's only source for solutions. Certainly consultants often have difficulty dealing with vendors; the majority of salespeople simple do not know their product lines.

Consultants can invest time in helping to develop excellent internal support capabilities for a vendor's product, but is that money really well spent? In some cases consultants may have to take that step to insure reliable service on critical network components, but part of the price we pay for a piece of equipment is for the support the vendor is supposed to supply. The brain power is certainly available from within the vendor organization. The issue is that we have to insure that we receive our fair share. You simply can't let vendors get away with promises that aren't backed up by commitment. If the vendor promises full service, define what services are to be provided and make them part of the contract with penalties for non-performance. Ambiquity always favors the vendor.

Fifth Commandment: Training is Not a Discretionary Cost. No one can do a professional job with amateurs. If you were having a house built, would you rather use carpenters or well-intentioned high schoolers? While everyone would have the same answer, the industry still does not invest in developing telecom professionals. (By the way, this holds true for vendors as well as buyers.)

A well designed training program recognizes that training is a job that is never finished; there is always something new to learn, especially when attempting to teach a totally alien technology to employees. Everyone recognizes the importance of training, but still whenever there is a budget crunch, training is usually the first to be cut. From a management standpoint, it would be infinitely wiser to cut people and invest in those who remain. A platoon of competent professionals will always be more productive than an army of incompetents. If people are not interested in taking the training to keep up to date with the

**COMMANDMENTS, Continued:**

industry, they're probably not worth keeping around.

Sixth Commandment: Develop In-house People with a Mix of Business and Technical Skills. Good telecommunications professionals require a mix of technical and business skills; proficiency in one area without the other is no proficiency at all. The mix of technical vs. business acumen will change from job to job, normally moving more in the business direction as one climbs the organizational ladder. Technical skills are a requirement because we work in a technical business. However, the technology will rarely reveal the best decision to make. That's because network decisions are not made by a strict set of formulas neatly compiled and executed. One solution is usually not far and away the best in all areas, and after all the analysis is complete, consultants are left with chosing among a set of imperfect solutions. Technology alone cannot make that final decision.

Business skills are required to set priorities and select not the "perfect" solution, but the "least imperfect" one. An understanding of technology allows us to understand more clearly the ramifications of those decisions and so to make them more wisely.

Also, our understanding of the technology lets us translate the technical issues into business terms (i.e., costs and benefits), enabling us to communicate to others in terms that can be understood. Allowing someone who does not have a firm grasp of the technology to make the final decision is a mistake of the highest order.

Seventh Commandment: Management Issues are Always More Important than Technical Issues. Our technology focus has not disappeared in the new world of telecommunications; rather it has grown up. Telecom now extends beyond any one person's abilities, and so we must learn to develop and manage people. Though telecom people have to be directed to make the right decisions, they must also be encouraged to think for themselves. They must be given the tools and training to do their jobs in a professional manner, and their achievements must be recognized.

People are a company's most valuable and productive assets, but all too often telecommunications departments have fallen into confusion and politicking because the manager did not realize that priority one was to manage people---not telecommunications. Without that primary commitment, all other goals are doomed to fail.

Eighth Commandment: Make Every Contact with the User a Public Relations Opportunity. The telecommunications department is engaged in an internal marketing task within the organization and every contact between the telecom department and a user leaves an impression, good or bad. What the user sees is tightly coupled with what he or she thinks. If the monthly billing statements are as incomprehensible as the Dead Sea scrolls, it screams out about how little telecom cares about communicating. If the help desk's phone goes through 15 ring cycles every time a user calls and then the call is forwarded to a clerk who can't answer a straight-forward question, it says something damning about the department's level of professionalism. If a trainer tries to tell someone that the switch-hook flash is a reasonable user interface for accessing PBX features, he risks being run out of town on a rail.

Good design always involves seeing how something works first hand. Try it yourself---if it does not make sense to you, how much sense can it make to a user who has even less technical understanding?

Ninth Commandment: Spend Time on Strategy. No more than any football team would dream of entering the Super Bowl without a game plan, consultants should also plan accordingly. The "ice pick" intensitiy that characterizes much of what we do is neither emotionally healthy nor does it lead to good long-term decisions. It is important to step back sometimes from the daily tasks and look at the big picture.

Challenge some of the basic assumptions you have made to see if they still hold true. Look for outside evidence that either supports or challenges your basic premise. Our basic strategy will be to utilize the services available for ISDN because it will be the cheapest way to provide integrated voice services. But if the phone handset costs $1,000, is it really a cost-effective solution? Beyond that, what do we expect that phone to cost three to five years hence?

Look at major technological changes and delve into the technical and economic assumptions that support them. More and more the consultant is involved in a thinking business, and unless the thinking becomes more clearly focused, engulfing chaos may be the result.

Tenth Commandment: Remember to Have a Good Time. Those of us in the telecommunications field have the opportunity to work in one of the most interesting and challenging endeavors of our time. Our service-oriented economy is searching for new ways to change the way we live, and telecommunicatons holds vast potential.

Telecom holds the key to increasing the power of computer systems a thousand-fold by allowing them to interact directly as well as share storage and processing tasks through networks. ISDN can provide the technology to change the fundamental economics of providing telecommunications services. Telecommunications is the railroad of the post-Industrial Age and the computer is the steam engine. Consultants have the opportunity to work on that railroad.

Of course it's hard to remember "All work and no play..." when your client's entire digital backbone network has gone south, your billing correction says your company owes an additional $6 million, and a CEO is livid because the new phones clash with his hand-woven oriental rug.

Consulting does require a thick skin and a high tolerance for ambiguity, but look, you could be in the steel business.

Michael F. Finneran is the president of dBrn Associates Inc., a consulting firm based in Hewlett Neck, NY. He is a frequent contributor to Business Communications Review and has conducted successful seminars for ACUTA.

ACUTA thanks Mike and Communications Consultant Magazine for reprinting of this article.

Artwork illustration is by Mark Sparacio.

## SQUEEZING PHONE LINES FOR ALL THEY'RE WORTH

——William J. Hampton, Ann Arbor

**Symplex' data compressors are getting a hot reception**

Got more data to send than your phone lines can handle? The easy answer is to switch to higher-capacity lines, especially since prices for such services are falling. After all, the alternative--investing in exotic hardware and software to shrink data before you send it--seems risky.

Maybe so. But don't tell that to Symplex Communications Corp. In four years the tiny Ann Arbor (Mich.) company has tripled sales of its data-compression devices, to $8.7 million. This year it expects to increase sales by 60% and double earnings. Not bad for a company that spent less than $10,000 to develop its first product six years ago. Nowadays it charges that much for just one pair of its Datamizers.

What makes Symplex such a success story is the Datamizer's ability to read computer data and find patterns that can be represented by shorter codes. That can compress messages to half their original size. They can be compressed another 50% by multiplexing--splitting coded data into multiple channels that are then transmitted over one phone line. Symplex' proprietary software has three ways to code data, and it shifts automatically among them during transmission to get the tightest possible compression. The key is the speed at which it can code and decode data: only three-hundredths of a second.

Symplex has installed more than 3,500 Datamizer sets for such customers as Citicorp, General Motors, Litton, and Merrill Lynch. Its pitch: Cut the cost of using leased data communications lines by as much as $40,000 a year with just one pair of compressors. The 200 Datamizer sets used by Metropolitan Life Insurance Co. are saving more than $2 million a year, reports Darlane Hoffman, manager of data communications. "The economics of it couldn't be ignored," she says.

**CHARGING IT.** That's music to the ears of George M. Brostoff, the 30-year-old chairman of Symplex. When he and partners Jeffrey Jacobowitz, 30, and Cyrus Azar, 29, launched the company, they kept it afloat for six months by pooling their cash and charging marketing expenses on Brostoff's American Express card. Ironically, the company's first sale was to American Express Co., and Brostoff wound up using the payment to settle his AmEx bill. Symplex has since picked up private investors, but its partners retain a controlling interest. The company has considered a public stock offer, but with net income running at about 25% of sales, Brostoff says, "we don't need the cash."

Brostoff thinks his company is tapping what could become a $200 million market. But he concedes that he's waging an uphill battle. He still spends a lot of time teaching customers exactly what his equipment does--and why it works so well. "We didn't develop compression technology, but we found a way to make it work," he says. "We're creating a market."

Competitors don't think so. "The market is moving away from them," contends David P. Helfrich, director of network marketing at Codex Corp., a division of Motorola Inc. Codex pioneered the data-compression market back in 1976 with a line of multiplexers--which let 100 or more computers or terminals funnel data over a single phone line. Helfrich concedes that Symplex offers tighter data compression. But he claims his company's equipment works better in the high-speed networks that are becoming increasingly popular.

**SHORTHAND.** Still, there's plenty of demand for Symplex' more cost-effective system. Its Datamizers gather data from as many as four sources and strip out hidden symbols used to package data into blocks of characters. Them they look for ways to shorten the computer codes that stand for letters and numbers. Finally, they look for repetitive strings of data that can be reduced to shorthand and signal the receiving unit so it can unscramble the data. "I don't know exactly what they do," says Paul A. Watson, network manager for National Bank of Commerce Computer Services Corp. in Lincoln, Nebraska. "But whatever they do, it sure does work"

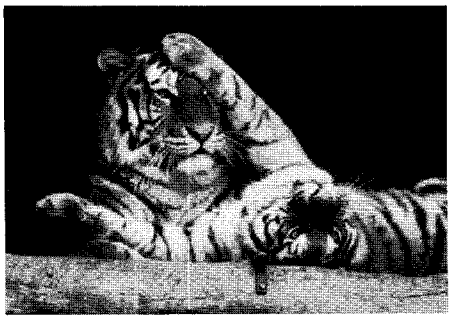
Ironically, the bank's subsidiary, which handles data processing for more than 200 banks, bought the Symplex system as much for multiplexing as for data compression. The subsidiary faced the prospect of a quadrupling in the cost of 12 data lines when American Telephone & Telegraph Co. dropped a special rate package. Now the subsidiary uses 16 Datamizers to move data over fewer phone lines, saving $54,000 per month.

For Booth Newspapers Inc., the lure was the ability of Symplex machines to diagnose their own problems and automatically make corrections. Based just two miles from Symplex headquarters, Booth was moving data among its seven Michigan papers and two offices with an antiquated system that made it almost impossible to tell whether transmission problams were the fault of the equipment or the leased lines. "The troubleshooting time was incredible," recalls systems analyst James C. Shaeffer. He says Booth cut downtime by 95% with Symplex equipment.

The sales to Booth, Metropolitan Life, and National Bank of Commerce prove that Symplex can go head to head with the Motorolas of the world--and win. The company's challenge now is getting that message across to other would-be customers.

This article was reprinted from BUSINESS WEEK/ April 18, 1988 issue.





## CALL FOR NOMINATIONS

Election of officers will take place at the Annual Conference in San Diego.

Article V in the Constitution explains both the election of new officers and the automatic progression of others.

*The Immediate Past Executive Vice President assumes the office of President and the immediate Vice President assumes the duties of the Executive Vice President for a term of one year. The offices of Vice President, Secretary, and Treasurer will be elected by ballot at the Annual Association Meeting and will hold office for one year. Both the Secretary and Treasurer may not be elected to more than two consecutive terms of office.

**Automatic**
Kia Malott, the incumbent President, will become immediate Past President, and his duties will include Chairman of the Past President Council, Chairman of the Nominating Committee and Chairman of the Constitution and By Laws Committee. At Board meetings he will act as Parliamentarian and have a tie breaking vote only.

Bill Morris, the incumbent Executive Vice President, will automatically become President, assuming all duties and responsibilities associated with chairing the ACUTA Board of Directors.

Mike Grunder, the incumbent Vice President will automatically assume the office of Executive Vice President.

**Subject to Ballot**
Vice President - To be elected from a slate of nominees assembled by the Nominating Committee and finalized with any nominations that may be received from the floor at the election meeting.

Treasurer - The incumbent Treasurer, Coley Burton, is fullfilling an appointed term and is eligible to run for his first full year.

Secretary - Paula Loendorf is completing her first year as Secretary and according to our Constitution can be elected to a second year in office.

Any member shall have the right to place in nomination any person providing that the person shall be agreeable to the nomination.

It will be necessary that each person being nominated has indicated a willingness to serve before that person's name will be placed in nomination.

Any person nominated will be contacted by the nominating committee chairman prior to the annual meeting in order to fully explain the duties and responsibilities of the office and the necessary support from the nominee's institution.

If anyone wishes to place a name in nomination please contact me by June 17th.

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## FROM REGION 2

**——Don Hoover, Villanova University**

On April 5th and 6th 1988, eighty telecommunications professionals met at Stouffer's Harborplace Hotel in Baltimore, MD. 47 of which were from 32 different colleges and universities in the region and the remaining 33 were from related industries.

During this meeting, which began at 1PM on the 5th and concluded shortly past noon on the 6th, there was a wide spectrum of topics presented. Two well received subjects were the voice messaging system at the University of Maryland related to us by Rudy Little, Director of Telecommunications, and the other, "Future ACUTA Activities" by our guest speaker, Del Combs.

The evening of the 5th, Bell Atlantic was kind enough to sponsor a reception for all in attendance. The feedback about that evening has been very positive, especially from the colleges and universities who are relatively new to ACUTA functions.

The choice of the hotel proved to be a good one. Open only a month, and in the immediate proximity of the Inner Harbor, this allowed the participants to explore the area that Tuesday evening, or perhaps linger a bit after the meeting on Wednesday for a peaceful stroll before returning home.

The second day concluded with a business meeting with the attending colleges and universities expressing a desire to meet again in another six months in Atlantic City, N. J. We hope that those of you from the region who were unable to meet with us in Baltimore will be able to take time six months from now to learn, listen and share your knowledge with us. This meeting will be held on a Thursday and Friday in case some of you care to investigate Atlantic City further, walk the boards, or (weather permitting) spend some of the weekend on the beach.

**17th Annual Conference**
**July 17 - July 21, 1988**
**San Diego, California**

**KEYNOTE ADDRESS:** "Managing Technology" - Dr. Douglas E. Van Houweling, Vice Provost Information Technology, University of Michigan

**FEATURE SESSIONS:**
- Managing Telecommunications as a Business
- Voice Processing
- Financial Planning
- Stress Management/Telecommunications
- Providing Campus Leadership
- ISDN: Concepts, Issues & Migration
- Microwave Technology & Applications
- Fiber Optics Technology
- Impact of Deregulation
- Long Distance Services
- T-Carrier Technology
- ACUTA Management Survey Results
- Hospital Telecommunications Issues
- High Performance Wiring & Cable

**EXTENDED FEATURE SESSIONS - FULL DAY SESSIONS**
**PLUS . . . .** Member Presentations
Vendor Exhibit Area
User Group Meetings
Regional Meetings

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# Keeping the Telephone Alive

**—— Tony Minichiello**

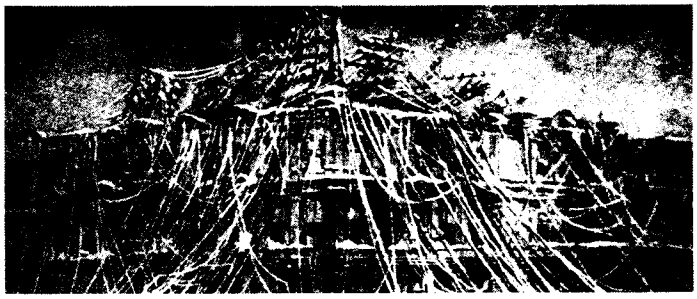
A sleet storm descends, carrying down trees and wires. A wind turns outlaw and blows down a pole line. Or some swollen river rampages through a circuit of destruction.

We have learned to depend on the telephone in fair weather or in foul, for the usual affairs of the day or for the dire emergency in the dead of night.

**Sleet storm damages open wire telephone wires and poles. Poles were usually broken at ground level, with wires stretched and sagging; both poles and wire usuallly had to be replaced complete. (1915-1920)**

A few drops of water in a cable, a faulty connection in the wire maze of a switchboard, a violent sleet, rain or wind storm, or the mere falling of a branch will often jeopardize the service.

The world hears little of the "spirit of service" until times of emergency and disaster--when a flood on the Mississippi or in New England, a storm in Florida or St. Louis commands the attention of the whole nation.



**Telephone central office with open wire plant terminated on roof following a sleet storm. (about 1895)**

"They were faced with an unparalled situation both inside and outside the flooded areas. There were no lines of communications until they could re-establish them. There was no form of transportation except what they could improvise. In order to restore the broken toll circuits, it appeared that in many instances the repairmen had to pack wire and other materials on their backs." This quote was in reference to a disasterous flood in 1927.

It is hard to imagine, in our present day, how much the communication industry has changed technically in the last 100 years. These years of transition did not change the attitude of those who provided personal communications, an attitude inexplicable to cynics, known as the spirit of service. This spirit was thoroughly real to those who experienced it. They met and overcame obstacles of which we of the present day have only a hazy conception.

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## " 9 1 1 - MIAMI UNIVERSITY "

911 Emergency Service is provided by the NEAX 2400 for Miami University. Miami utilizes two separate NEAX 2400 switches. One switch is located in Robertson Hall and one switch is located in Benton Hall. The switch in Robertson Hall serves approximately 60% of campus (the southern portion of campus) and the switch in Benton Hall serves approximately 40% of campus (the northern portion). Oxford College, a female residence hall, is located approximately one mile west of campus (on the other side of "downtown" Oxford) and is fed by a direct 200 pair cable from the Robertson Hall switch. Both switches are connected via fiber optic cable. The two switches utilize CCIS to communicate with each other, making the two switches appear to the station user as one system.

Present emergency service consists of two telephone numbers terminating in the Office of Public Safety. "2222" is dialed for police and fire emergency calls, as well as all public safety administrative calls. "4444" is dialed for medical emergency. "2222" terminates on an electronic telephone instrument (DTERM) at the dispatcher's desk and is the lead number in a three line hunt group. The DTERM provides a display of the calling number from an on campus phone or indicates that it is an incoming call from off-campus. "4444" rings on strategically placed bells and is answered via call pickup. The dispatcher's phone is programmed to do a one button pickup (speed dial to directed call pickup) of this line. The display provides call identification for this line as well. "4444" is not in a hunt group; as soon as the call is picked up, the line is then free for an additional incoming call. During testing, "911" is superimposed on "4444".

Since "91" is used as the access code for long distance calling, "911" Emergency Service presented a bit of a problem. To keep from changing the access code for long distance, "911" would have to be looked at as a trunk route. Directly connecting from a trunk route would not provide display information of the calling number to the dispatcher's DTERM. To overcome this, a route pattern was set up in each switch to see "911" as a trunk route. From the Benton Hall switch, the pattern deletes "911" and inserts "4444". The switch then recognizes this as a station call requiring a CCIS route to the Robertson switch. At this point, the call becomes a normal station call and carries display information. From the Robertson Hall switch, "911" is deleted, "4444" is inserted, and the call is directed to the Benton Hall Switch over a CCIS trunk route. Because it is routed to the CCIS trunk route, the call will retain the display information. Upon receipt at the Benton Hall switch, the switch sees the "4444" as the destination, drops the CCIS route connection, and handles the call as a station call to "4444".