PRESIDENT'S MESSAGE

I am pleased to announce that we have received an offer from the University of Maryland to host an upcoming annual conference. Located on the outskirts of Washington, D.C., College Park is an excellent location and the facilities at U of M's Centre for Adult Education, as previously reported following the recent Region I & II Winter Workshop, are first class, yet inexpensive. Prospective host Peter Wrike will make his pitch at the Atlanta Conference in August, along with Virginia Penikis of Berkeley, California. The way I see things shaping up right now we could be in San Francisco in 1981, College Park in 1982 and possibly Banff, Alberta in 1983.

The Atlanta Conference seems to be shaping up extremely well and I will be visiting host Connie Gentry within the next few weeks to see things for myself. The in-depth educational sessions that Connie has lined up for us are listed in the centerfold section....

The theme of the Conference, if you haven't already guessed, will be "The Changing Role of the Telecommunications Manager". Mark the dates on your calendars now, August 6th thru 10th, 1979. You really shouldn't miss it.

News in Brief:

Membership chairman Mike Grunder is presently working on a membership drive which will hopefully bring our total numbers over the 300 mark.

Region I Director Mort Berlan will not be able to soldier on after August as he is tied up with things other than telecommunications at M.I.T. these days.

Dale Pollett will be stepping down from the Public Relations post after two years' service in August. And, as if this is not enough, Executive Vice-President Jack Brown has tendered his resignation effective June 79. There's nothing sinister here -- Jack simply feels that with his job commitments at Temple he would not be able to afford the Presidency of ACUTA the time and energy it demands. Although he could stay on as Executive Vice-President up until August 1980, he feels that to step down now would be in the best interests of the Association.

I'm extremely sorry to lose Jack from the executive, and I know that he would have made an excellent president, but I respect his decision which was not an easy one to make - thankful that he will at least remain in the Association ready and willing to tackle anything we ask of him.

PARTY LINE

Here in Nebraska, we are well acquainted with the normal uses of solar energy, but in the April 16th issue of Telephony, there is an unusual and unique application of solar power covered in the article "The World at Their Fingertips" by Kermit Wiggins. Apparently telephone service for long distance calls is now provided the residents of Bear and Cuprum, Idaho through a solar-powered RF repeater. In the past, residents had to drive to the nearest town, about 55 minute drive, to place their long distance calls. Now they can dial their calls from their own homes. This was made possible through a solar-powered repeater, which is the heart of a microwave/multiplex system, engineered by GTE Lenkurt. A GTE Lenkurt 70PF120Hz microwave radio beams a 12 channel signal seven miles to Smith Mountain, location of the 700FL solar-powered RF repeater. It was especially designed for use in remote locations. It filters and amplifies the 2 GHz microwave signal passing through it, but does not shift in frequency or otherwise change it. Solar power was of utmost importance since Bear and Smith mountains have no commercial power.

Both Bear and Cuprum are served by the local Bear-Cuprum Co-op Telephone Company, providing local service within and between both towns. Local service was via antiquated 14 party line magneto phone system. This service is still available, although most residents opted for the new dial instruments. Repeater was selected as the most economical and practical solution. Our hats off to the Cambridge Telephone Company of Idaho....

Same issue of Telephony told about the plans of Johns-Manville to build a $2 million satellite earth station at it's Denver, Colorado headquarters. It will be used to provide communications to both business and government users. It will be the first earth station in the Rocky Mountain Region and Johns-Manville will be the first non-broadcast company to operate it's own earth station....

Still many problems ahead for Electronic Mail programs. FCC rejected WesternUnion tariff for services based on still pending issue before undereway (CC Docket 79-6) and that WU economic support data was inadequate. In its filing, WU promises two-day delivery of ECMO for high volume users. To complicate matters, the US Post Office is demanding postage stamps on hands-delivered hard copies of electronically originated messages....
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several hundred in operation

PACX (Private Automatic Computer eXchange) is a sophisticated high speed data switching and port contention system designed to optimise the allocation and use of your resources.

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President's Message, continued:

I am awaiting our Parliamentarian's advice on the correct way to deal with this situation, but obviously we are now faced with an opportunity to inject some new blood into the ACUTA Board of Directors. I have long felt that there are many of you who would welcome such an opportunity and I trust that you will now let me know (a) if there is any position that you personally would like to fill, and (b) if you wish to recommend anyone else for any particular position. Once the constitutionality considerations have been clarified, the Council of Past Presidents will officially call for nominations; in the meantime I would appreciate any suggestions or recommendations that you may have in regard to these upcoming vacancies.

In closing I would like to pass on a thought from our first President, Lou Robb. ACUTA was conceived at a gathering of college and university telecommunications administrators at a Workshop at Michigan State University in December, 1971. The wheels were duly put in motion to invite Charter Memberships and our first annual conference was held in July, 1972 in Chicago. The ACUTA year August 1981-82 will therefore be our TENTH ANNIVERSARY YEAR. It's time right now to start thinking about how we will celebrate it, so please let me have your ideas.

See you in Atlanta.

....Mal Reader

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BITS & PIECES

Past President Doug Brumme11 came to our aid with the identity of our photos in the March issue of ACUTA News. The top photo was:

R. Eugene Kilburn, Marsha Carlyle (both were employees of Rochester Telephone Corp at the time of the photo); next to Marsha was an ACUTA member employed by Southern Bell. Doug went on to identify the bottom photo as that of a Stromberg Carlson representative and Tom Miller, past president of ACUTA. I would have never recognized Tom. The photos were taken at the conference in Rochester, N.Y., 1973. Thanks Doug for your help.....

The photos were also identified by Bill Hitchins, from the University of Toledo. Bill answered some other questions we had asked:

1. In reply to Elwvyn Hull's inquiry regarding directory listings—the University of Toledo receives only one free (main) listing and all other offices/department listings cost $1.20 per each. Bill says they have Centrex (CU).

2. Don Latuk is in Niagara Falls, N.Y. working for Occidental Petroleum.

3. Russ Montgomery is a Telecommunications Consultant in Florida.

4. Gerald (Jerry) Johnson, our second ACUTA President, is still at the University of Chicago as Manager of Telephone Services and Facilities Department.

Our thanks also to Bill Hitchins for some of the photos in this issue. Bill says he will see us in Atlanta and I'm looking forward to it.....

And from Memphis State University in Tennessee, our good friend D. B. Van Valkenburgh tells us about a problem he could have had, but that the Bell system recognized it and helped in avoiding it. Apparently they were granted a tariff increase affecting the dormitory service, but because of potential budget problems due to poor timing, Bell (South Central) stated the application of any increase in Dormitory Centrex Rates will become effective on the following July 1. Van says he felt this was a case where Bell saw a problem and made an effort to solve it. Van has been working on getting dormitory service established as a separate class of service. It is tied to residential service now, however, no listing is placed in the local directory and no students telephone number can be obtained from directory assistance. Due to these facts, Van has tried to get a lower rate for dorm service. Bell apparently (at least the top management) agreed it should be different, and are now trying to arrive at a rate. Keep us informed. Van said he would see us in Atlanta and your editor is going to buy him a drink for all the kind words about the newsletter.....

From Steve Harward, Telephone Systems Engineer at the University of North Carolina at Chapel Hill comes a reprint of an interesting article by Paul L. Kegel, president of Marshalltown Community College, Marshalltown, Iowa concerning using the telephone for Job Interviewing. He said that after all the prelims are through and you are ready to interview, Why Not Use The Telephone. You avoid judging applicants by the
way they dress, gesture, look, etc. It saves time, energy and money. Each applicant can be treated equally. Dr. Kegel advises the interview be arranged in advance. The hiring committee should agree on what information they are after and each member be given a checklist to assure all questions are asked and answered. It is another unique method of using the telephone and the article bears reading in full. Perhaps, if we can get permission, we will reprint the article in full in a future issue of ACUTA.... Thanks Steve.....

Leonard Hildebrandt from the University of Wisconsin-Milwaukee tells us that they are given five free directory assistance calls per line per month and after that information calls are charged for at the rate of 10 cents for the sixth thru the tenth call and 20 cents for all calls over ten. Same is true for all Centrex users, including dorm service.....

James R. Poling was named Director-associate development programs and college relations of GTE Service Corp., succeeding Thomas W. Green, who was recently named staff assistant to the Chairman of GTE. Mr. Poling previously was Director-domestic compensation in the Human Resources Department of GTESc.....

We received some very interesting information from George Gillespie of Cornell University. George sent us a copy of correspondence he received concerning network arrangements for non-profit organizations. It is from the "Fund For New Communications Networks, Inc." TCN (Telecommunications Cooperative Network) will operate as an unregulated, nonprofit "sharing" entity composed of nonprofit organizations of all kinds. By combining their requirements, TCN will be able to achieve volume discounts and economies of scale for its members on services and facilities provided by the common carriers which hitherto had only been available to large volume commercial users. TCN's purpose then is to aggregate a market and, with relatively small capital expenditures, to develop a communications network serving the educational and public service community." The letter goes on to say they have had successful discussions with MCI Communications, Southern Pacific Comm., ITT, AT&T, RCA Americom and Western Union. If any of you would like additional information, contact: Robert Loeb, Fund for New Communications Networks, Inc. 55 W. 44th Street., New York, NY 10036 212-730-5172.

Thanks for the information George.....

In the April issue of Management World, I read about the banking industry study concerning the development of their own private inter-bank telephone network. This study is being done in cooperation with AT&T and will be completed this year. ABA says banks spent almost $1 billion on telephone expenses last year, almost $200 million of which was spent to call other banks. Certain conditions accompany the study, among them that ABA would reserve the right to choose suppliers other than AT&T. AT&T, for its part, reserves the right NOT to offer services to banks if the services are not compatible with the corporation's marketing thrust. ABA says their telephone bill has been increasing by 15% per year.....
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THE CHANGING ROLE OF THE TELECOMMUNICATIONS MANAGER

We are in the midst of a revolution in the field of Telecommunications. Technology has changed more in the past five years than in the preceding twenty and there is every sign that these changes will continue…and accelerate, in the coming years.

James Martin, in his book The Wired Society, has stated: "Whatever the limits to growth in other fields, there are no limits near in Telecommunications and Electronic Technology. There are no limits near in the consumption of information...communications media will be the cornerstone of the culture of our time."

As the field of telecommunications grows and changes, so must we. Our roles as telecommunications professionals must expand and evolve to meet the more sophisticated and increasing demands of our various colleges and universities.

This evolution….this revolution means that the way we think, the way we work, the way we live, will never be the same again.

This then, is the objective of the Eighth Annual ACUTA Conference.....to help you, the Telecommunications Manager, recognize, define, and meet the challenge ahead.

ELECTRONIC MAIL FROM THE USER'S PERSPECTIVE:

......J. R. "Dick" Cavanaugh, Director
Mailgram - Western Union

What Electronic Mail is, and isn't!
What form it takes, recent developments
in equipment and services, examples of
applications from first time users to
high volume users, what's in the
future....

DIGITAL COMMUNICATIONS IN HIGHER EDUCATION:

......Barry Harbaugh, Staff Manager
Education - Southern Bell

What you know about computers and
data processing would not fill a
thimble?? Or, perhaps your know-
ledge of the subject is immense????
Either way, there will be something
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a comprehensive overview covering the
historical growth, description of
design elements of current data comm-
unications and processing systems,
integration of voice and data and
current and future data/graphics
applications in higher education....

WORD PROCESSING:

......Gerald A. Baugh, Marketing Administrator
Lanier Business Products, Inc.

What is Word Processing, How does it
work?? What does word processing have
to do with telecommunications?? The
answers will be found here.....
UNDERSTANDING TARIFFS, REGULATORY TRENDS AND DEVELOPMENTS:

......Joseph T. Massey, President
JTM Associates

How to really read and understand tariffs, review of the history of regulation in telecommunications, problems with regulation and how they affect the telcos, users and regulators...

NETWORKING AND ENGINEERING:

......Saleem Tawil, Communications Engineer
The University of Texas at Austin

Everything you need to know about basic networks and switching, management of networks and network transmission systems......

VOICE AND DATA - BRINGING IT ALL TOGETHER:

......Deidre S. Searles, Marketing Communication Manager, Datapoint Corp.

What convergence means to the communications manager, technology, applications, strategy, the management revolution, controlling the technology, systems approach and total information management......

BASIC TELEPHONY FOR THE NOVICE MANAGER:

......Elwyn Hull, Manager-Telcommunications
The University of Utah

If telecommunications management is not your prime responsibility, or if you're brand new in the field, this session will give you a sound footing in the fundamentals......

"EIGHTH ANNUAL CONFERENCE -- ACUTA"

AUGUST 6 - 10, 1979
ATLANTA, GEORGIA
EMORY UNIVERSITY

MARK THESE VIP DATES:

MONDAY, AUGUST 6th:
1pm - 5pm registration
6pm - 8pm cocktail party

TUESDAY, AUGUST 7th:
9am - 10am keynote address

WEDNESDAY, AUGUST 8th:
7pm - cocktail party
8pm - ACUTA banquet

FOR ADDITIONAL INFORMATION,
PLEASE CONTACT:

CONNIE GENTRY
PHYSICAL PLANT DEPARTMENT
EMORY UNIVERSITY
ATLANTA, GEORGIA 30322
404-329-4320

"Our thanks to Ed Giles of Atlanta for the beautiful photos of Atlanta used on these pages!"
I don't understand it...its either feast or famine. Some months I have much work and some months its a struggle to put together two paragraphs. This column, fortunately for you, is of the former variety instead of the latter.

Where to begin??? Southern Bell has filed a $52.6 million rate request in Georgia. According to them they actually need $110 million but, in an effort to follow presidential wage/price guidelines they're only asking for half. Isn't that the noble sacrifice you've ever witnessed? If the Public Service Commission grants them the full increase Emory's phone bill will rise by approximately $6,200 per month, not counting the increase in service ordering charges. This is a 9% increase in the Centrex line charge and 20% increase on key equipment for an overall yearly increase of 14%.

Here's what totally blows my mind; on the items of service and equipment affected by the proposed increase there is a percentage variance from 1% to 675%. We have 500 plus patient phones, each of which is equipped with a bell cut-off for which we pay 40¢ a month. Under the new tariff we would pay $1.25 per CPFXX per month or 24% per switch more or a total of $425 a month more just for CPFXX's. Those handy 11-12 button pads I use with my manual intercoms to save Emory a little money are going from 95¢ a month to $4.90 a month or 516% more. Six button sets are going up 23%. Ten button sets, call directors, dial select intercoms are not scheduled to increase. Is Southern Bell trying to tell me that it doesn't matter how hard I work to design a practical and economical key system, that I might as well use the fancier intercoms and key sets because there's no advantage in using the other stuff? No, the message that's coming across loud and clear is that Emory University needs to speed up it's investigations into an interconnect system.

An interesting sidelight pertaining to the rate increase: It had been my plan to attend the hearing to put my two dollars worth in (inflation is everywhere in Georgia). Emory was contacted by one of the larger banks in the area and asked if we would be interested in joining them and other large Centrex users in filing a letter of intervention with the PSC. "How thrilling," she cried, "there's a chance for us to let the Telco know that we are not going to sit here with our finders up our noses while they get more money and ruin our budgets!" Then, one by one the other large Centrex users began dropping out. One eager participant dropped when it discovered that the president of Southern Bell was on their Board of Directors, the rest (according to rumor) because the Telco sent a team of visitors to "explain" the situation. Finally, there was no one left but Emory and the bank. The "explaners" came to see us, too, but we decided to forge ahead with the letter of intervention. Then Emory's administration said that all of the rest of the other users had dropped by the wayside and began to get cold feet. From the Administration Bldg. came the word...Emory would not participate. Once again we managed to snatch defeat from the jaws of victory. ADVANCE TO THE REAR!!!!

Onward to the news of the world! Personnel Resources International, a New York based placement firm specializing in the Telecommunications industry has released the "Tenth Annual Telecommunications Salary Survey. According to this survey there is a shortage of trained and experienced Telecommunications personnel in many areas of the industry. Also, the report states that salaries paid in the industry increased at all levels and in all regions of the country. (They obviously didn't survey ACUTA members) The most acute personnel shortage is in the area of product design and development. If you'd like a free copy of this survey, write Personnel Resources, 342 Madison Ave., Suite 1234, N.Y., N.Y. 10017.

Northern Telecom's SL-1 can now handle voice and data transmission simultaneously at a cost of a new SL-1 telephone over the same wiring. To my knowledge (which admittedly is limited) this is the only system on the market that allows this...if I'm wrong I would appreciate being corrected. gently.

Illinois Bell is going to give Gasahol a try for six months in Peoria. For the un-enlightened, gasahol is blended from 90% unleaded gasoline and 10% alcohol, which is derived from corn. My only comment is that this seems like a terrible waste of good corn. On the other hand, it is my firm belief that Illinois Bell could run their entire fleet of vehicles on the grade A, top quality 200 proof squeezings that my late uncle W.B. used to distill in the hills of west Georgia...and forget about the unleaded gasoline part of the formula. That man, Uncle W.B., was an artist. Unfortunately, the battery in his hearing aid gave up and ghost while he was making a delivery and he and 100 gallons of his best stuff collided with Southern Railway old #8. Some of his friends got together to put up a commemorative plaque at it's still there to the best of my knowledge. Maybe instead of taking you to 6 Flags or Stone Mountain when you come down for the Conference, I'll plan an excursion to that Railway crossing. Let the church say AMEN!

Speaking of the Eighth Annual ACUTA Conference, which will be held August 6-10, 1979 at the Omni International Hotel, in Atlanta, Georgia...you should be getting your registration packages about the same time that you get this copy of the ACUTA News. There will be seminars on digital switching, word processing, electronic mail, networking, and engineering, and much more. The theme of the conference is The Changing Role of the Telecommunications Manager. As if that weren't enough to have you standing in line to register...add the fact that the Omni Hotel is giving ACUTA members a very special rate so that you will not have to hock the silverware in order to bring your wife and/or children because your institution only pays $12.95 per diem. The only other inducement they can offer is me...I'll be here to offer you the very best Scarlett O'Hara southern hospitality. Maybe I can get Norm Sefton to dress up like a Southern Planter to serve you your mint juleps and deliver another lesson in how to talk "southern" or "suhthum" depending on whether you're from north or south Georgia.

In order to prepare yourself for the best ACUTA conference in the organizations history, I suggest you purchase a copy of Glen Campbell's "Southern Nights", read Gone With The Wind at least once, and memorize the words to Dixie!

Think ATLANTA...see you next month!
Just heard some heavy groaning from across the way; this month's telephone bill has arrived. We're not usually into heavy groaning around here over telephone bills (although there is a strain produced trying to lift the thing up on to the desk). This bill is special though: It's the first one with the new 5.7% surcharge tack on. To be more specific, we're talking about an additional $2,600.00 per month on our telephone equipment bill.

It seems that C & P didn't think it would make its rate of return without this increase, which is subject to refund if they're proven wrong, but I'll believe that when the check arrives. Sometimes it appears that Ma Bell is trying to put herself out of the equipment business.

This rate hike comes almost on the heels of the recent withdrawal (by C & P) of their request for timed message rate service. If you recall, awhile back I mentioned this filing and the tremendous outcry against it. Protracted hearings on the case had been completed by the State Corporation Commission and a decision was imminent. At this point legislation was introduced in the General Assembly which, if passed, would have outlawed the concept altogether.

As Connie Gentry mentioned in her "Potpourri" column ("ACUTA News", January-February, 1979) message rate service (especially timed message rate service) is not yet a fact of life down here. Should be interesting to see what happens next.

On another topic—we here, like many of you, preach incessantly about the proper use of our CC&SA network (SCATS). "Don't make toll calls, it's much cheaper on SCATS—etc., etc." While reviewing the last couple of telephone bills I discovered an interesting turn of events that indicated perhaps my preaching has been a little too successful.

We recently made some changes to the SCATS detail that goes out to departments each month. One of the changes made it possible for us to count the number of calls to telco directory assistance made on the network. (We pay for in-state directory assistance, out-of-state assistance is, of course, still "free").

Come to find out, almost all of our directory assistance calls are being made on CC&SA network. This means we pay twice instead of once for in-state assistance and we pay for out-of-state assistance that should be free.

Back to the old drawing board on this one!

"MOUTH OF THE SOUTH"

Perhaps by the time you read this column you will have read about some newsworthy events that took place in late February and early March. The first item concerns the court hearings on the fundamental FCC rate making policy involving private lines and Telpak. The Jurist are debating FDC (Fully Distributed Costs) versus LRIC (Long Run Incremental Costs) as the basis for establishing rates consumers (that's us) pay. This whole subject stems from the question of how does a monopoly pricing a structure work in a competitive environment. We are now in a transitional stage of development. Keep your eyes and ears open as things are about to happen that will impact on all of us.

The second item of interest was the statement that existing WATS service rates will be in existence throughout 1979 and well into 1980 (barring any judicial intervention). Again this is a very fluid situation so don't sit back and take this word as "gospel". Things can change rapidly.

The last item of interest was a seemingly small event (remember carphone?) that took place in Schenectady, New York. A veteran radio common carrier has asked the Public Services and Utilities Committee for a franchise to establish a telephone system in a city that New York Telephone Company is now franchised. This is not a request to take over an existing franchised area but to have two separate telephone companies franchised in the same geographical area. (Seems like we are going back 100 years—Oh well). The RCC claims there is no law requiring exclusive franchises and besides, it will give the consumer "Freedom of Choice". It is all based on the existance of competition.

Other arguments put forth by the RCC are: More property taxes for the city; lower rates for consumer; more modern equipment; fewer service problems and touch tone service at no additional cost.

Perhaps our "Yankee" members can keep us posted on the outcome of this last item. Remember, "The best way to forget your problems is to help someone else solve theirs".

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TMC, Telecommunications Management Corporation, is an independent consulting firm specializing in Telecommunications Utilization and Management, and offering a full range of services including Equipment Analysis & Design, Computerized Network Analysis & Design, Preparation of Bid Specifications, Manufacturer/Vendor Interface, Department Organization & Efficiency, and Complete Implementation Services.

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