PRESIDENT'S MESSAGE

When ACUTA was established, four objectives were set forth. These were:

----to improve professional competence.
----to provide a clearing house for telecommunications information.
----to assist members in solving telecommunications problems.
----to raise the roll of telecommunications administrators to a professional status.

Conferences and workshops, and the newsletters are the means through which these objectives can be met.

As I have talked to members some interesting ideas have come up and some interesting concerns. Many of these ideas and concerns are discussed at conferences and workshops, either as a part of the program or informally in a social setting. For various reasons, less than all of the ACUTA members are able to attend many given conferences and workshops, but that need not limit their exchange of information. The ACUTA NEWS is a forum through which ideas can be presented or problems addressed.

The size of your school or the depth of your experience is not important. Your willingness to share ideas is!

If an innovative idea has worked for you, tell us about it. Write an article describing how and why you put your idea into action and how it is working out. (A fringe benefit to you is that writing such an article is an excellent method for brushing up on communicative skills).

If you have a problem that defies solution, describe it and submit it to the newsletter. Quite probably someone reading the ACUTA NEWS has had a similar problem and would be willing to describe a course of action. If you wish to submit a question anonymously, please do so.

It's your opportunity to improve your own professionalism!

...Don Latuk, President

PARTY LINE

The very first conference I attended was at Charlotte, North Carolina in 1976. Since I felt I had graduated from "gang showers", I elected to stay at a motel in Charlotte instead of staying at the residence halls. Needless to say, most of the ACUTA members were at the residence hall, and the motel was rather lonely. The very first person I met at that conference was Jack Meagher and his wife Carol, from Syracuse University. Jack was really super, he made me feel welcome and treated me like a very special friend. I was sorry to hear of his illness and especially sorry to learn of his death August 20, 1978. A fruit basket was sent to his family on behalf of the officers and members of ACUTA and we are reproducing the lovely thank you card received from Carol.

May God bless.....

If you haven't had a chance to read the last two issues of Business Communications Review, you have missed some excellent articles on management. In the July/August issue, Harry Newton tells us how to achieve power and how to make our top management sit up and take notice. He advises among other things, that we not spend our time reacting to disasters or requests for yet more changes from prima donna managers. A couple other points: "Don't focus on communications as an expense (negative), instead think of it as a profit-making potential", and he advises that "you never negotiate with a vendor without a loaded gun at his head".... Try to get a copy and read the entire article. In the September/October issue, there is a very good article on Time Management. Boy, do I need to find time to implement that idea!
DATA BITS
Wm. T. Miller, Southern Miss

The very much discussed merging the telephony and data processing was clearly evident in the exhibit area of the ACUTA '78 Annual Conference, held in beautiful Snowbird, Utah. Booths displaying computerized switching systems and least cost routing devices flanked booths showing new and improved versions of our traditional terminals, modems, and multiplexers. The D.P. explosion is upon us, and it's getting harder to keep up every day; particularly for those of us whose basic understanding of data communications was suspect long before the fuse was lit. If you missed the ACUTA exhibit area at the conference, you just fell another step behind...

Many thanks to John Slesman of Case Western University for his comments on our first "dumb" question: Do you need modems to transmit data over a digital switch?" According to John, the answer is 'maybe' or 'probably'. While his final answer isn't much more definitive than the one given in the original "Data Bits" article on the subject, John does throw a new perspective on the discussion. His letter reads in part:

"Why do you have to play games of analog to internal digit to telco digital to whatever? That answer is simple: IBM and AT&T. Most computer peripherals are IBM compatible, since IBM has the traditional market dominance in the computer industry. And, incidentally at one time, IBM wouldn't sell equipment and forbad its customers to interconnect other manufacturer's equipment. Then after some lawsuits and government reaction, they started to have protective devices, and then...)"

Most telephone equipment was, historically, sold to Western Electric or independent telcos (yes, people, look carefully, WECo does not manufacture everything, there's a resale and profit margin in there) and was therefore Bell compatible. The telephone and computer systems were incompatible, therefore necessitating modems.

Now, as independent switches were developed for EPABX's, different manufacturers used different internal rules, and was therefore Bell compatible. The telephone and computer systems were incompatible, therefore necessitating modems.

There are several different types of digital switching rules used by telcos, computer manufacturers, and interconnect telephone system manufacturers for their systems. Because two sets of rules determine most manufacturers make sure that their equipment will convert between these two sets of rules or at least will accept input and produce output according to one of these rules.

Modems - possibly several modems - are needed because the 'public demand' for arrangements that will convert from different sets of rules to one of the dominant sets is not very great considering the total size of the industry. It is possible in certain situations that either (1) custom modems could be built to provide more efficient interfaces within an EPABX system or (b) that modems might not be needed. Each situation would have to be examined individually (or at least on an equipment type basis) to determine if this is possible.'

Got an opinion? Data Bits needs your questions and comments. Address them to:

Data Bits Editor
Box 8405, Southern Station
Hattiesburg, MS 39401

NEWS FROM REGION 1:

DeWitt Ward, University of Delaware, reports that UD is close to receiving final approval to install a TDX least-cost-routing system. Also, UD is discussing problems with dorm billing with the Diamond State Telco. UD likes the STANS (student telephone authorization number system) setup but Diamond State Telco refuses to change their offering to a STANS system because of the operator intercept requirement. An educational marketing representative from Bell of Pennsylvania told DeWitt that there is a corporate review of the problem and that UD could expect an improved offering in 1979-80...

Pierre Malochee of the Catholic University of America in Washington, DC, is having problems. Six months ago they installed a TDX (that company gets around!) least-cost-routing system. Analysis to date shows that the system is NOT achieving the savings it promised. Pierre says it's hard to put a finger on any one factor that could be affecting their savings. If any bright and knowledgeable ACUTAN'S would care to give Pierre some help in the area of long distance management, he would be grateful. Write Pierre Malochee, Communications Administrator, The Catholic University of America, Washington, D.C., 20064....

All you Region 1 members get on it and let your fellow ACUTA members know what you're doing. Send items of interest, articles, clippings, etc., to Region 1 Director Mort Berlan, Superintendent for Administrative Services, MIT, 77 Mass Ave., Cambridge, Mass., 02139....
BITS & PIECES

In the July/August issue of Business Communications Review, Harry Newton shows how a five percent rate increase becomes 30 to 40 percent when you examine the filing under a microscope. He tells about Illinois Bell's request for a nine percent increase in revenues and how the cost of installing a new line and main station jumped from $39 to $114.50...

Now since you can use your own equipment without telephone company interface units, you can replace their interface units with your own, or you can go hard-wired provided your equipment has been certified or grandfathered (meaning at sometime, Tele hooked up your equipment directly). Mr. Newton says he heard rumors that Bell has a new USOC code on trunks going into customer-owned equipment. They already charge different trunk rates depending on what's attached, single line, key system, PBX, etc., and now they are trying to charge MCI more on Execunet business access lines than a normal business customer would pay, even though they both may use their phones the same.

For a "Toll-Free Digest", order from the Telecom Library for $1.95.... Their telephone number is 212-691-8216 and they have a free catalog of 68 publications which is yours by merely calling and asking for it....

It seems like Mr. Newton really caught my eye this time... He tells us that Bloomingdale's spends $6,000 a month to move phones around its main New York store. Installation, moves & changes are probably the fastest growing part of your telephone bill. Northern Telecom estimates 50 to 100 percent of all PBX stations are changed, moved, altered or affected in some way each year. As all of us in Universities and Colleges know, this is a major part of our business, nobody moves more than University folks..... Has anyone in ACUTA come up with a good idea in controlling these costs?

COMMUNICATION NEWS, October issue says that Telecommunications Management Corporation of Wellesley, Mass was awarded a contract for evaluation of the University of Virginia's telephone system. It includes upgrading the present 3,000 line Centrex to a 7,500 line digital stored program PBX and a reconfiguration of the present voice network. It will integrate administration, dorms, data, medical and educational facilities. Keep us informed Virginia University....

"MOUTH OF THE SOUTH"

Lots of interesting things are happening in North Carolina. For instance, the North Carolina General Assembly has recently passed an amendment allowing telephone utilities to "contract to motels, hotels, and hospitals to pay reasonable commissions in connection with the handling of intrastate toll calls charged to a guest or patient and collected by the hotel, motel or hospital." The key words in that statement are HOSPITAL and COMMISSION.

The University of North Carolina along with the N.C. Dept of Administration has contracted for the installation of a TELAID Model 2000D message detail recording system which will be used to acquire call detail for the purpose of billing University calls placed over the State's nationwide "DAIN" Network.

It is rumored that Vanderbilt University in Nashville, Tennessee is going to purchase Northern Telecom's SL-1 system. Mouth of the South's investigative reporter has not been able to verify the rumor, but we'll keep you posted.

Mouth of the South has come to the conclusion that ACUTA members, at least from Region 2, are a lazy lot of folks with nothing to do--. Why, you ask yourself, would MOTS make such a rude statement? Well, MOTS knows that if anything new or interesting were happening ACUTA members would be clamoring for space in the ACUTA NEWS so they could share it. TSK, TSK!

On the other hand, if MOTS and Editor Michalecki were to receive a spate of letters from interested, excited and concerned ACUTAN'S, the shock would probably do us in. We old folks have to be treated with care....

Comment from your editor to MOTS:
Watch out for how and about who, you use that word OLD.....

***************

Even former presidents "get no respect"... Don Latuk is really enjoying it this year, but I wonder if he thought about next year... Great sport --Doug!
Snowbird---Epiilog

I always feel like I've been through a time warp after an event like the Snowbird Conference. Being whisked away 3,000 miles in a matter of hours, living a completely different existence for five days and then being whisked back just as fast can do that. It takes some time to digest the whole thing.

A few immediate impressions of such an event may be worthwhile though. Granted, some will be proven invalid or inaccurate with time. Be that as it may—-

We're an organization that loves to pat itself on the back. This is good as long as the pats are well deserved, and Elwyn's pat is well deserved. St. Louis was a tough act to follow but Elwyn did a superb job. I don't think anyone could have done better. (Speaking of St. Louis, where's Hank and why wasn't he at Snowbird?) Connie Gentry has her work cut out for next year.

The sessions were well done and well scheduled. This was my third conference, plus I've been to several workshops. You do, after awhile, begin hearing the same things and you do cover some of the same ground.

This isn't bad though, for a couple of reasons. Everyone needs reminding and reinforcing every now and then. Plus, technology brings changes (sometimes very subtle) and usually repeat information is gotten from a new source with a fresh perspective.

These "get togethers" are important, too, because we all need to get out of our ivory towers once in awhile and see what's happening in the "real world", and it's good to keep up our contacts and see how others do the same things. In this business it's too easy to get bogged down in old habits and ideas. Along these lines, I think seeing Elwyn's operation was most interesting and helpful.

Aside from the hit my budget took for plane fare, (that's a personal problem) the conference location was fabulous. People couldn't believe the cheap hotel rate and wait'll they see the pictures of the scenery. Kind of makes our mountains seem more like hills.

I was disappointed that the Tabernacle Choir didn't do the selection I requested; I guess they didn't know "Mule Train". But the belly dancer at that Greek restaurant more than made up for it.

As for next year, Connie mentioned "electronic mail" and "word processing". I say three cheers for that. I could write a book on what I don't know about the two. I would also like to see some data seminars and something on digital switching. How about the rest of you? Now is the time to speak.

One last word---the thin air got a lot of bad press during the Snowbird conference. Being a big fan of clean air---be it fat or thin---, I would like to express my undying respect for the air at Snowbird, I've inhaled a lot worse! Good show Elwyn!
By the time you read this, God willing, I'll be highland flinging my way across Scotland. It couldn't happen to a nicer or more deserving person!

You will recall in the July issue of ACUTA News that I fairly well vented my wrath, frustration, and indignation against Southern Bell and their inept handling of our tie lines, well, the story continues. I finally became so upset that I called my super-duper account manager, (and fellow ACUTA member), Marjorie Crawford for the address and phone number of L. Edmond Rast, President of Southern Bell. I sat down and began typing but I was so angry at that point that I decided the mail was much too slow and a phone call was in order. I almost fell out of my chair when he answered the phone himself. For twenty minutes and with a supreme effort I managed to calmly explain my predicament and my total frustration for the past six months. Mr. Rast was extremely concerned and promised that he would personally check into the situation.

The next morning when I walked into my office the phone was ringing and it barely stopped all day; I was, after six long ulcer provoking months, finally seeing some action. Please don't misunderstand, I know Bell hadn't been twiddling their thumbs for six months and that they had, in fact, been working on our problem; but it took a personal phone call to the president of the company before I saw any results. I should never have had to make that phone call.

At any rate, our tie line and L.D. transmission has improved tremendously, we still have occasional failures and I'll be keeping a eagle eye on the system through Fall Quarter when the academic boards descend once more and start placing calls. If the tie lines hold up under that onslaught they can withstand anything! All of this doesn't mean that I have forgiven or forgotten. It does mean that my already jaded view of Mother Bell and her operations has become more cynical and much more jaded...

Potpourri continued:

Speaking of interconnect...if you have an interconnect system or are contemplating one, you may be interested in subscribing to Interconnection, for $85 per year (monthly), and/or Regulation News, $60 per year (monthly). Interconnection publishes "who's who" and what's happening in the telephone interconnect industry. "Regulation News is "a barometer of regulatory trends, political pressures and legal action." You may subscribe to both by writing: Interconnection Publications, Inc., Wynkoop Lane, P.O. Box 128, Rhinebeck, N.Y., 12572.

AT&T has gone to the FCC with a new tariff to provide for use of local telephone facilities by specialized common carriers offering the equivalent of Bell's long distance phone service. According to AT&T, the new tariff is necessary because existing tariffs don't provide for the connection of such services.

If you haven't heard, the Communications Act of 1934 is finally being reviewed. The first draft was recently unveiled in Washington, D.C. at a press conference. Some major provisions of the draft call for AT&T and GTE to unload their equipment manufacturing divisions, while permitting telephone companies to enter the computer services market through subsidiaries and allowing telcos to offer cable TV services.

Dimension 400 consoles can now be altered for use by the visually impaired. With modifications, the console lights are supplemented by tones which can be easily identified by handicapped users.

James E. Jewett is my kind of person... In an excellent article in the July issue of Communication News, Mr. Jewett says, in reference to the telecommunications manager protecting himself with top management, "...you must learn to 'successfully ponder'. Pondering stalls for time and reinforces the graveness of unknown implications...you may become good enough to simultaneously ponder with your hands, your feet, (with legs crossed or straight), with one hand, or two hands. You may even utilize sequential finger-tapping or one-finger tapping." My boss has elevated pondering to a fine art, I think. Leaning back in his chair, eyes closed, finger tips pressed together, a look of intense concentration on his face; actually I always thought he fell asleep during my long discourses on the telephone company, now I know he was merely pondering....

Our quote of the month comes from G. Lewie Keith, Emory's first telecommunications manager, who always said:

"If you can't convince 'em, confuse 'em!"

See you next month.....

* * * * * * * * * * * * * * * *

Comment from your editor: Connie, I also have some 'words of wisdom'.

"Old Deans never die, they just lose their faculties....."
Communications Systems for Extended Control

1 Portable Radio

Offers two-way voice communications from central control to custodial, maintenance and security personnel. Also offers person-to-person communications. Lightweight, rugged and easy to use, it assures full communications to isolated personnel.

2 Mobile Radio

Offers two-way voice communications from office to vehicle and from vehicle to vehicle. It may be used in schoolbuses, security cars, food preparation, maintenance, custodial, and yardcare trucks, vans, and tractors. It's also a must where key administrators must travel extensively, yet maintain management responsibility.

3 Radio Paging

Offers one-way communications to the person on the go. Alerting is selective so that each person hears only his own messages. He knows where he's needed and why. He can react instantly to changing conditions. Paging equipment can also be used to form weather alert warning systems.

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QUESTION:

How can 2-way radio answer some of the communication needs of Universities & Colleges?

ANSWER:

Your editor is going to answer this question because 2-way radio has taken care of many communication problems at the University of Nebraska. I am sure all of you can think of many other uses and we would ask you to share these with all of us.

1. Police is our first radio priority. Each officer carries a Motorola MX 5-watt portable equipped with their UHF frequency, a talk-a-round channel and the local police channels. In the police cruisers, we are using Motorola Mocom 70's with Micor Heads; all the necessary controls are in the head along with the multiple channels they use. The residence halls security guards carry 2-way radios with the police frequency and talk-a-round channels. They do not have the local police channels on their radios.

2. A second frequency serves our Physical Plant Operations, (maintenance, power-plant, custodial, grounds, auto pool, stores, residence halls maintenance and student union personnel). We use a mixture of portables, pagers and remote base units. What a super time saver radio has been to the daily operations of these departments. No one can imagine functioning very effectively without it.

3. Radio paging is on a third frequency; UHF. We currently have fifty pagers on this system (accessed by any Lincoln telephone), and carried by various staff.

4. We use five university cars, hire students to drive them, provide a dispatcher to take calls from the various departments for the service and provide a "taxi-cab service" for administrators, faculty and staff conducting university business. The service has been highly successful due in a large part to the radio. Maximum usage of the "cabs" has been obtained by equipping the driver with a 2-way radio so the dispatcher can reach them at all times.

In addition, we make some unusual uses of our radio system and it really gets the job done!

Big Red Football: We have a liaison team consisting of one person on each sideline and one in the Press Box. They all carry Motorola MX portables and are able to instantly report on injuries, penalties, relay information, etc. Of course, we still use multiple telephone communications, however, the radio usage has been most successful for stats, stadium announcer and the news media. We have, in the past, hosted NFL exhibition games and discovered that 2-way radio on the sidelines is required by the NFL. The 1st aid team and the mobile heart team in attendance at all home games, are also equipped with portable radios. The value of this has been proven over and over again.

Track & Field Events: They posed two major communication problems, (1) Getting the results from the field to the press box announcer and (2) the need to make a second call for a specific athlete to report for an event when they failed to show. We didn't want telephone lines strung all over the field and we worried about potential injury to athletes with phones mounted on pedestals on the field; 2-way radios worked perfectly! We put 4 or 5 people on the field and one in the press box. They handle all the communication needs and our very large track and field events run quickly and smoothly.

Television Remote Shows: The problem here was communications between the crew at the show site and the remote van. We were able to solve this by giving them 2-way radios and by using them in a limited space, they can use them when they are away from Lincoln by using the talk-a-round channel. Works great!

The radio system control console is located in the telephone operator's room. Through this very sophisticated, yet simple to operate, console, the operator can "patch" any or all of our systems together, or "patch" with any of our local emergency services. Currently, we are looking at radio to answer some specific security problems in buildings, with doors, etc. Our experiences, so far, have been very successful and I know it would be impossible to function efficiently without our radio systems.
Super Smart...Super Cheap

A Statistical Multiplexer for Only $1500

A four channel statistical multiplexer for only $1500, an eight channel unit for only $2500! Super prices with super performance—error-free data, double or better the throughput, down-line loading and built-in diagnostics.

Super smart Supermux 480's replace up to eight transmission lines with just one. Bandwidth is assigned dynamically without wasting any on idle terminals—double or better the throughput of dumb TDM's.

Transmission errors are eliminated too! Data is buffered, checked and, if necessary, retransmitted, all completely transparent to existing terminals and software. With Supermux, not a bit of data is lost, even with outages lasting ten seconds or more on a fully loaded 9600 bps line.

Microprocessor-controlled Supermux 480's mix dial-up and dedicated asynchronous inputs at speeds up to 9600 bps. Super features—built-in diagnostics, system status reporting, as well as reconfiguration of remote, unattended units—all standard.

Super Smart... Super Cheap... Supermux 480.

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800-257-8352  609-424-9400

In Europe: Infotron Systems Ltd.
Systems House, Poundbury Road
Dorchester, Dorset DT1 2PG England
Telephone: Dorchester (0305) 66016  Telex: 417276

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