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eNews

In this issue...

- 1 Meeting Member Needs with Excellence
- 2 Remembering Luther Robb
- 2 New Phone System for ACUTA Office
- 3 Info Links
- 3 Look, Everybody: Lori's Back!
- 4 What's on Your Desk Today?
- 5 Why Fax over IP Fails
- 6 Networks and a Single Point of Failure
- 7 Turning Big Data into Big Ideas
- 7 Thanks to Journal Advertisers for 2012
- 8 Board Report
- 8 Bring 8 Winter Seminar Sessions to Your Desktop or Tablet
- 8 Thanks to Winter 2013 Seminar Exhibitors and Sponsors
- 9 Welcome New Members
- 9 Check It Out

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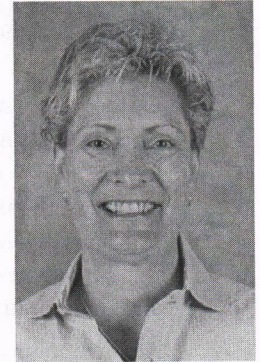
profitt@acuta.org

Meeting Member Needs with Excellence

The theme for my year as President of ACUTA has been *meeting member needs with excellence*. To achieve this goal we needed to develop a new strategic plan and implement appropriate aspects of an existing marketing plan. During my term as President, I have used my *eNews* columns to keep the ACUTA members updated on the strategic planning process. Now, I will update you on our accomplishments and progress with the existing marketing plan.

Marketing Initiatives:

1. Re-brand ACUTA.
 - Logo: We are working with Dixon Design to create a fresh new ACUTA logo.
2. Direct Mailing: Develop a strong brand image.
 - We are working toward a more tailored and consistent design.
3. Advertising: Create a more dedicated advertising plan with higher levels of visibility.
 - ACUTA had a presence at the EDUCAUSE Annual Conference and the PCIA Wireless Infrastructure Show in 2012.
 - We started using QR codes for smartphone advertising
 - We began using a conference app at the 2012 Annual Conference.
 - We increased our social media presence and improved the ACUTA Facebook page.
4. Webinars: Increase the value proposition of ACUTA membership.
 - This year we offered 5 free webinars covering emergency communications, leveraging technology for human development, as well as results of the Environmental Scanning and ResNet surveys.
 - Offered two fee-based webinars covering the topics "Creating a Project Management Office" and "Universal Service and Royalty Payments."
5. Public Relations: Increase awareness of ACUTA and promote its purpose and mission.
 - ACUTA conducted the Environmental Scanning survey and provided the results to our members both as a breakout session at the Annual Conference and as a free webinar as mentioned above.
 - We conducted the second ResNet survey of a five-year study and trend analysis. Results will be available soon.



Jennifer Van Horn
Indiana University
ACUTA President
2012-13



Implementing a comprehensive marketing plan is a work in progress, but we have certainly made a lot of progress this year. These positive changes will continue to make ACUTA the go-to organization for communications and collaboration technology leaders in higher education. I welcome your input and comments on our current marketing initiatives.



President Dave O'Neill (on the right) presented the Bill D. Morris Award to Luther Robb at the 25th Annual Conference in 1996.

Remembering Luther Robb

ACUTA says goodbye to Luther Robb, a key figure in ACUTA history, who passed away early in January at his home in New Mexico. In 1970, Luther Robb and five other telecom administrators met at Michigan State University to begin organizing a national association that would provide education and other resources for telecom managers in higher ed. Luther, who was employed at Penn State, became ACUTA's first president in 1971.

As ACUTA celebrated our 25th anniversary in 1996, Luther remarked, "On many campuses 25 years ago, telecommunications was regarded as a kind of collateral assignment. Technology has brought tremendous opportunities for individuals, but ACUTA has provided a framework for the development of the position as a profession and created respect among high level administrators for the role that the telecommunications administrator plays in higher education today."

Former ACUTA President Mal Reader, who knew Luther from ACUTA's early days, said at his passing, "I last saw him at the 25th Annual ACUTA Conference in Chicago where he was presented with the prestigious Bill Morris Award for vision, dedication, and leadership. The award was truly appropriate because that's the kind of guy he always was to me and I'm sure to all of the other early members. It was Lu who recognized the potential of an international association of telecommunications professionals in higher education and led the way to making it a reality. It is testimony to his foresight and dedication, and to the tone of friendly knowledge transfer that he set from the very beginning, that the association is as strong as it is today over 40 years later. [He was] a good friend and an inspiration to us all."

Another of the earliest ACUTA members, Tony Tanzi from Wentworth Institute of Technology, had this to say: "Like many people, I was saddened to hear of Luther's passing. He was not only a colleague, he was a friend. It seems like only yesterday that we sat and spoke of what the future held for us in telecommunications, then in networking, and what and how that would impact us at ACUTA."

Tanzi added, "From the late 70s when we met, through his retirement in the early-mid 90s (and beyond), Luther was to me, and a legion of others, a source of credible, consistent, helpful information; he was a major contributor to our profession, a leader and visionary, and his leadership, teamwork management, and interpersonal and professional skills will be missed by us all. He was a good man."

Primary Members: Don't forget to vote for the 2013-14 ACUTA Board of Directors by February 22!

Contact Joanie Profitt, 859/721-1658 or jprofitt@acuta.org for more information.



New Phone System for ACUTA Office

At the end of January, the ACUTA office completed its VoIP phone and Internet connection upgrade. The upgrade consisted of eliminating the existing T1 connection to the Internet and replacing it with a 5x5Mbps wireless Ethernet broadband solution from QX.NET, a local Lexington-based ISP. With the new Internet connection in place, ACUTA moved forward with the installation of a hosted VoIP solution that included 11 Polycom SoundPoint IP450 phones. Not only is our Internet connection speed considerably faster, but the new IP phones provide a better level of voice quality and features.

ACUTA will also benefit from a monthly cost savings of almost 50% over what was being paid for the average cost of traditional long distance, local service, and T1 connectivity combined.

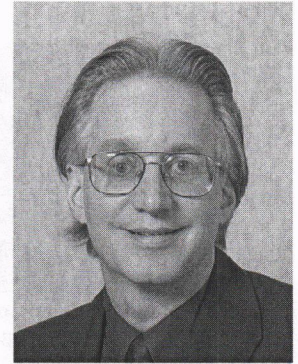
With our new system, each staff member has a direct line to his or her desk. The main number stays the same, and calls can be forwarded, but you may now reach each individual directly. (See staff directory on page 9.)

The photo at left shows ACUTA CEO Corinne Hoch standing by the wireless antenna on our roof.

Info Links

Frequently, vendors, associations, governmental bodies, and others provide white papers and other informational documents which are announced through a variety of media sources. While some admittedly have a certain slant or opinion, others are quite objective; however, they often contain valuable information. Below are links to selected documents.

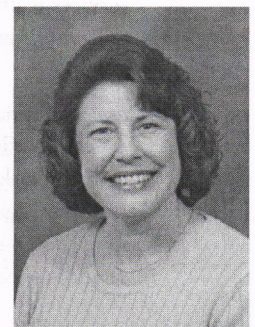
- FCC – Impact of June 2012 Dericho on Comm Networks:
http://transition.fcc.gov/Daily_Releases/Daily_Business/2013/db0110/DOC-318331A1.pdf
- Lookout – Mobile Mindset Study:
https://www.lookout.com/_downloads/lookout-mobile-mindset-2012.pdf
- Univ. of Essex – Mobiles & Face-to-Face Conversation Quality:
<http://spr.sagepub.com/content/early/2012/07/17/0265407512453827>
- Redskye911 – E911 Online Risk Assessment Tool:
<http://www.redskye911.com/e911-risk-assessment>
- Kaspersky – “Red October” Diplomatic Cyber Attack:
Part 1: http://www.securelist.com/en/analysis/204792262/Red_October_Diplomatic_Cyber_Attacks_Investigation
Part 2: https://www.securelist.com/en/blog/208194091/Red_October_part_two_the_modules
- Brookings Inst – Smart Policy—Innovation-Based Economy:
www.brookings.edu/~media/Research/Files/Papers/2013/1/15%20technology%20innovation%20policy/15%20technology%20innovation%20policy.pdf
- NTIA – BTOP Fact Sheet Update:
<http://www.ntia.doc.gov/other-publication/2013/btop-fact-sheet>
- CSIS – Shylock Trojan Sinks Teeth into Skype – Beware!:
<http://www.csis.dk/en/csis/blog/3811/>
- FCC – Recent FCC Actions to Advance Health Technology:
http://transition.fcc.gov/Daily_Releases/Daily_Business/2013/db0131/DOC-318687A1.pdf
- Humboldt U. (Berlin) – Facebook Envy-Life Satisfaction Issues?:
http://warhol.wiwi.hu-berlin.de/~hkrasnova/Ongoing_Research_files/WI%202013%20Final%20Submission%20Krasnova.pdf
- Talk-to – Hold vs. Text Infographic:
<http://blog.talkto.com/post/41221909391/on-hold-survey>
- Brocade – Evolution of the CIO Infographic:
<http://newsroom.brocade.com/20200543500/media/PDF/2633-BRO---CIO-EMEA-ENGLISH-v4.pdf>
- J.D. Power – 2012 U.S. Vehicle Navigation System Study:
<http://autos.jdpower.com/content/study-auto/l3KYlac/2012-u-s-navigation-usage-and-satisfaction-study-results.htm>
- Freescale – Small Cells Call for Scalable Architecture:
http://cache.freescale.com/files/rf_if/doc/white_paper/SMCELLRFPW.pdf?fasp=1
- Freescale – Next-Gen Wireless Bandwidth/Capacity:
http://cache.freescale.com/files/32bit/doc/white_paper/QORIQQONVERGEWP.pdf?fasp=1



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Look, Everybody: Lori's Back!

The ACUTA office is extremely pleased to welcome back Lori Dodson, who is once again answering the main phone line when you call ACUTA. We were sad to say goodbye to Lori back in 2009 when her husband took a job in Singapore. (We tried to talk her into staying here and waiting for him to come home, but she turned us down.) Now they are back, and Lori is once again a very pleasant voice to hear when you call—and an extremely competent and just downright wonderful coworker for the ACUTA staff!





Mona Brennan-Coles
Telecommunications Business
Solutions Manager
Info Technology Services
Western University

What's on Your Desk Today?

As I write this, it is a cold (-8C/18F), snowy day and my desk is covered. I have just completed my column for our quarterly newsletter, In Touch.

In 2012, Western changed from Contract A/Contract B RFPs to negotiated RFPs. The increased flexibility of negotiated RFPs is offset by longer, more complicated negotiation periods.

- **PSTN services:** While we continue to provide PSTN services via PRIs, we are planning to do a SIP pilot in the next year or so. This has added a layer of complexity to our contract negotiations because of CRTC 911 regulations, the need to understand inbound and outbound capacity because of the ability to "burst" to accommodate increased usage and carrier specific conditions such as not allowing autodialers.

- **HOSTED Fax Services:** As we retire our Nortel SL-100, we had three choices for fax services – move all existing fax machines to analog gateways on our call manager, install an enterprise fax server, or

contract for hosted fax services. We chose hosted fax services because faxing is declining, hosted fax services are significantly cheaper for almost all end users, ITS saves money because of decreased hardware and software costs, and hosted services frees up people to work on other projects. We are currently working with the selected vendor.

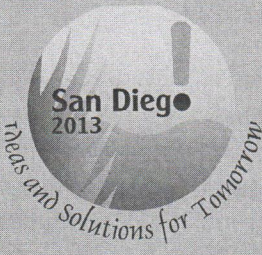
In 2012, we signed a contract with Bell to be our preferred provider for cellular services and to lead a project to improve cellular capacity and coverage on campus over the first three years of the contract. We are in the final stages of setting up processes for both corporate and individual faculty and staff to take advantage of the significant savings for devices and monthly costs.

Over the last several years, Western has concentrated student activities in the center of campus and consolidated administrative departments on the periphery, so we focused on improving cellular service in the center. Bell has completed a survey of the campus after these improvements, and we are now planning for year-two improvements.

Since 1999, we have used our SL-100 to provide voice services to our residences. Until April 30, 2011, we provided full voice services. Since May 1, 2011, we have provided intercom-only services, which allows calling among the residences as well as 911 calling to our Campus Police department. Since we will be retiring our SL-100 on April 30, 2015, we are now looking for a residence intercom solution – for two new residences opening in September 2013.

Now that we have completed the majority of our conversion to VoIP, it is time to begin offering new services, e.g., soft phones, self serve, etc. To be able to do this, we have to synchronize our corporate directory with our voice servers. We accomplished this for our "voice-mail" system when we upgraded from Cisco's Unity to Unity Connection last fall. Now we have to do the same for our call manager. I am leading a project to determine data flows, ensure data integrity, and change our processes accordingly. Our goal is to put an infrastructure in place that will allow our client services teams to offer new services with minimal technical support effort.

I was fortunate enough to attend ACUTA's Winter Seminar in Tampa. The networking and learning opportunity was great—I am still following up with people I met as well as vendors with solutions.



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 - "Future Technologies," Don McMillan, PhD
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Why Fax over IP Fails

William A. Flanagan, *Flanagan Consulting*

Published by *Webtorials*, January 2, 2013

Unified communications (UC) often falls short of complete unification when the customer keeps a plain old telephone service (POTS) line for each facsimile machine. Makes sense because fax over IP isn't as reliable as over the public switched telephone network (PSTN). Fax almost always works on the legacy PSTN because the modems in fax machines were optimized by design for an analog channel. If the path includes an IP segment, many things can go wrong. Here's why.

The procedures (defined in ITU T.30) compensated for well-known impairments in voice lines: noise, dropouts, fading. Error checking and forward error correction covered short spikes of errors. Retransmission and dropping down to a lower modem speed overcame persistent noise and distortion.

How to Minimize IP Impairments

IP packets create an environment far different from that of the original fax machines. The most sensitive impairment for IP is packet loss, something the modems can't overcome very well. Depending on the method chosen for a fax call, a packet loss ratio of more than 1% could cause the call to drop. Fortunately, that quality is within reach if the design for an IP network addresses packet loss aggressively.

Current best practices to minimize loss aim at avoiding congestion:

- Ensure adequate bandwidth on all link segments that will carry voice or fax.
- Prioritize fax and voice with class-of-service configurations in LAN switches.
- Obtain priority service classes from WAN carriers with service level agreements.
- Select queuing algorithms that always put voice and fax first.

How much bandwidth a fax connection requires depends on how it is formatted on the IP network.

How to Avoid Synchronization Problems

The second change from analog or TDM transmission to packet transmission is the loss of synchronization. Modems play a sound continuously, so the receiver knows how fast the sender transmits. Packets interrupt the bit stream, losing continuity. The receiver can base its timing on a local free-running clock which differs slightly from the sender's clock rate. If the fax is long enough, the receive buffer underflows or overflows, breaking the connection.

To handle faxes with a modest number of pages you can set a largish and fixed-size jitter buffer at the receiving end to absorb differences in clock frequencies between send and receive gateways. Dynamic management of the jitter buffer by varying the clock rate avoids this problem.

The International Interconnection Forum for Services Over IP (i3 FORUM, www.i3forum.org) has researched fax over IP for several years. Its latest report on the topic (Technical Specification for Voice over IPX Service, Release 3.0, May 2012, <http://i3forum.org/wp-content/uploads/2012/05/i3F-Technical-VoIPX-Release-3-FINAL-2012-5-3.pdf>) spells out the bandwidth requirements for various codecs, packet accumulation times, and transmission methods. The report also offers guidelines for maximum latency and other parameters.

i3Forum identified another cause for the failure of T.38 fax calls in the way fax gateways process certain session initiation protocol (SIP) messages. Specifically, a T.38 gateway at the receiving fax machine will send a REINVITE to the sending end when it realizes the call is for fax. The REINVITE requests a change from the voice codec—usually pulse-code modulation (PCM)—to T.38. If the sending gateway hears the answer tone from the called fax machine (on the initial PCM voice connection) before the REINVITE arrives, it will drop the PCM connection and attempt to set up a new IP connection for fax. This move drops the voice call which looks like a call failure to fax machines so they hang up.

One of the participants in the I3F testing has applied for a patent on one solution. Commetrex Corporation's solution allows the sending fax gateway to refuse the REINVITE if it arrives after the answer tone. The call stays with the PCM/G.711 codec and uses "fax pass-through" for the entire transmission.

As solutions work their way into fax/SIP protocol stacks in the not-distant future, we should see much more reliable fax over IP.

*T.38 is covered in Mr. Flanagan's latest book, *VoIP and Unified Communications* (Wiley, 2012).*

Read More

Webtorials' TechNotes is a regular contributor to the *ACUTA eNews*. Topics they cover, such as security and Wi-Fi, will be of interest to ACUTA members. You are invited to browse the TechNotes archive and subscribe to receive TechNotes directly via email by clicking here.

www.webtorials.com/content/acuta.html

Networks and a Single Point of Failure

Frank Bisbee, Editor, "HOTS - Heard on the Street" monthly column, www.wireville.com

Integrated Systems can expand capabilities and often reduce the overall cost of a project. There have been many volumes written on this subject in recent times.

Whether you call it "Converged Technologies" or "Integrated Systems Design" or any one of a myriad of similar descriptors, they all have a common concern: *a single point of failure*. As networked technologies proliferate in the workplace or even at home, we rarely sense our dependence on the network itself.

Increasingly, our lives are greatly affected by the access to unified information system networks. These information highways provide a wide range of services that may include but are not limited to the following:

- Voice telecommunication (wired and wireless)
- Data-access and storage (local or remote)
- Internet access
- Video CATV
- Security: access control, intrusion detection, alarm
- Life and fire safety systems: fire, smoke, gas, alarm notification, etc.
- Utilities monitoring: HVAC, lighting, water
- Automatic or timed services (activate or terminate)

As a modern society, we have developed an expectation and even a dependence on our networks. The astute infrastructure industry expert insiders frequently remind us that there are numerous products selected, bought, and installed that are questionable in quality and performance over time. These errors in design implementation create the "weak link" in our network.

The training, experience, and commitment to quality of the design and implementation team grows in importance with every passing day. Consumers must maximize their purchasing decisions by becoming closely involved with the contractors and the products selected. Without this commitment to quality in the products and the installation, words like seamless, integrated, unified, or converged will mean disaster on many levels. Service should not be synonymous with restoring a completely failed network.

If you ask any of the Hurricane Sandy victims how important the unified information network is, the response will be unanimous: PRIORITY #1. Take the network away, and we almost instantly cast back in time to the 1800s. Losing the network might even cut off the power if it is controlled by a network-dependent system. Food, shelter, power, lights, water, and the network are the modern world necessities.

We need to examine our expectations of and dependence on the systems that serve us.

Alan Shepard was an American naval aviator, test pilot, flag officer, businessman, and NASA astronaut, who in 1961 became the second person, and the first American, to travel into space. According to Gene Krantz in his book *Failure Is Not An Option*, "When reporters asked Shepard what he thought about as he sat atop the Redstone rocket, waiting for liftoff, he had replied, 'The fact that every part of this ship was built by the low bidder.'"

You need to ask yourself if your network was built by the lowest bidder with the cheapest products available. If the answer is "I don't think so," then you are already in trouble.

We are not advocating a return to redundant networks at all. We are reminding consumers, designers, and installation implementers that the level of importance of quality and interoperability increases dramatically as we integrate systems on the network.

Put simply, "If it don't work, it don't count for nothin'." Using a top-rated integrated-systems contractor who gets his products from a proven dependable source is the first big step to assuring success of your project over time. NECA, NAED, CABA, BICSI, and the FOA are some great sources of information to get the right contractors and most dependable products.

- NECA - National Electrical Contractors Association: www.necanet.org
- NAED - National Association of Electrical Distributors: www.naed.org
- CABA - Continental Automated Building Association: www.caba.org
- BICSI - Building Industry Info Tech Association: www.bicsi.org
- FOA - The Fiber Optic Association: www.theFOA.org

Don't forget those valuable industry publications:

- Electrical Contractor Magazine
- tED - the Electrical Distributor Magazine
- BICSINEWS (members only in print)
- CNS - Cabling Networking Systems Magazine
- CI&M - Cabling Installation & Maintenance Magazine
- Wireville.com - HOTS - Heard On the Street monthly e-zine
- LIGHTWAVE e-zine

Remember the message over the airplane's intercom, "We are pleased to inform you that this is our first flight using a 100% automated flight control system. There is no crew up front. It's been thoroughly tested and nothing can go wrong... go wrong... go wrong... go wrong..."

Turning Big Data into Big Ideas

Dr. Tracey Wilen-Daugenti, Vice President and Managing Director, Apollo Research Institute

Are you ready for “Big Data”? You’re probably adding to it every day, via online purchases or the apps and GPS on your smartphone. Gathering customer and market data has grown cheaper and swifter, but has also opened the information floodgates, threatening to drown companies with information before they can extract value from it.

When it comes time to turn Big Data into big plans, companies will seek people skilled in data-intensive work: crafting presentations and predictions from raw data. It’s one of seven forecasts made in *The Future of Work*, a report by Institute for the Future for Apollo Research about the forces reshaping the employment landscape.

As data-intensive work becomes part of more jobs, workers will become programmers, even if not in the traditional sense. They’ll understand how metadata—identifiers applied to electronic files, such as Twitter hashtags, blog post categories, or keywords on a Flickr photo—will help them sort and index information. They’ll learn to navigate the murky waters of privacy as more precise analytical tools reveal users’ accidental or deliberate TMI moments. And they’ll use customizable smartphone apps to spot patterns that let them respond from any location to problems before they anger customers or harm their organization.

Informatics provide a way for Big Data to make its big debut in slide decks, ads, and social media. For example, Visual.ly is a community of “marketing gurus, data nerds, and design junkies” where users convert drab numbers into attractive graphic narratives, then push them automatically to their social network audiences. It’s just one way in which creative media tools will permit data-intensive workers to merge the digital realm of Big Data with the real world, so we can take full advantage of the next Big Idea.

Thanks to Journal Advertisers for 2012

ACUTA thanks the following companies for advertising in our 2012 Journals. As you choose the companies with which you will do business, we hope you will remember these ACUTA supporters.

4
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Riny Ledgerwood
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rledgerw@mail.sdsu.edu

Board Report

The Officers met in Tampa on January 12, 2013, and discussed the following items:

- Reviewing the ACUTA event structure to make sure it is still meeting members' needs
- Working on a policy for Contract University Employees
- Reviewing the technology the ACUTA office uses to make sure it is still current and relevant
- Re-aligning ACUTA committee and subcommittee structures to simplify and increase efficiency
- Reviewing the nominations for several awards to be presented at the annual conference in San Diego
- Reviewing how the different ACUTA Committees can collaborate with each other
- Piloting ACUTA's reverse exhibit hall concept in Tampa where our corporate partners have the opportunity to discuss their products and services with campus influencers and/or decision makers

Respectfully Submitted,
Riny Ledgerwood

Bring 8 Winter Seminar Sessions to Your Desktop or Tablet

ACUTA now streams select sessions from its seminars and Annual Conference right to your iPad, Android tablet, or Windows & MAC computer. The session streaming also includes synced presenter slides that advance automatically with the presentation. You may navigate within the presentation to any slide or point in time of the video, as well as resize the viewing window to zoom the slide or video as needed.

Eight sessions from *Next-Generation Data Networks* and *ICT Disaster Preparedness: Plan, Prepare, Practice, and Protect* are available at the ACUTA Store. The following sessions were recorded and include presenter slides that are synched within the video player:

Track 1: Next-Generation Data Networks

- Next-Generation Residential Networks
- New Network Funding Model at University of Louisville
- PCI Compliance: Challenges to Network Design & Configuration
- Supporting the Mobile Worker thru Dual-Mode FMC

Track 2: ICT Disaster Preparedness: Plan, Prepare, Practice, Protect

- Emergency Preparedness & Response: The Federal Angle
- Lean, Agile, Adaptive Approach to Disaster Recovery Planning
- Designing Exercises for Disasters & Cyber Incidents
- Partnering for Preparedness

Purchase the video streaming through the ACUTA store for just \$149. Additional session details can be found here along with ordering details. Once your order is received, you will receive an e-mail with the video streaming links. Sessions may be played on the iPad, Android-based tablets, as well as traditional MAC and Windows PCs. Order today at the ACUTA Store (<http://www.acuta.org/ws13spurchase>).

Thanks to Winter 2013 Seminar Exhibitors and Sponsors

Thank you to the following companies that participated in the success of our Winter Seminar in Tampa. As you have opportunity, please remember these companies for RFIs/RFPs. They support ACUTA!

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Mapcom Systems
Microsemi
Morse Communications
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The ACUTA website lets you communicate with other members—share some exciting news, fill a position, or find just the right vendor. Check the website for the latest postings frequently. Here are items that have been posted since our last eNews.

PRESS RELEASES: www.acuta.org/wcm/acuta/pressroom/pr.pdf

Send press releases to Amy Burton (aburton@acuta.org)

- ShoreTel Positioned in the Leaders Quadrant of the Magic Quadrant for Unified Communications as a Service
- 911 Enable Announces Record-Breaking Attendance for its 2012 Fall Webinar Series
- ShoreTel's Cloud Division Earns Frost & Sullivan's Customer Value Enhancement Award for Hosted IP Telephony and UC Services
- Apogee Introduces ResCore, Essential Network Services for Less than the Price of a Latte
- ShoreTel Hosts Innovation Center at Annual Reseller Conference
- 911 Enable Announces E911 Emergency Support for Microsoft Lync 2013

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- ShoreTel Reports Financial Results for Second Quarter of Fiscal Year 2013
- 911 Enable Advances to Preferred Solution Developer Partner Status within the Cisco Developer Network
- Code Blue Corporation Releases Blue Alert First Responder, Expanding Incident Response Offerings for Campuses and Businesses
- ShoreTel Satisfies Tulip's Hunger for Better Customer Service
- ShoreTel Unified Communications is Music to the Ears for Roland
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