


2-2010

ACUTA eNews February 2010, Vol 39, No. 2

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"ACUTA eNews February 2010, Vol 39, No. 2" (2010). *ACUTA Newsletters*. 60.
<http://digitalcommons.unl.edu/acutanews/60>

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From the President



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Survey on Social Networking Will Provide Useful Information

I was sitting in the opening session of the Winter Seminar listening to Brian Voss of LSU and Charlie McMahon of Tulane talk about the changing landscape of IT in higher education. To demonstrate some of the technology that is available for innovative new uses, they invited Derek Toten to talk about new technologies that are becoming available to us through emerging Web 2.0 applications. His demonstration was really eye opening. It occurred to me that there had to be others in our association that were using these tools in innovative ways.

After following up on this thought with others from ACUTA, I found out that I was not the only one who had pondered this question. Later this month, ACUTA will be conducting a survey on this very timely subject. Our goal is to find out what types of social networking programs are being used—and for what purposes—not just by central ICT staff but also by other campus departments. We plan to delve into what business problems campus units are trying to solve via social networking, and what campus units hope to achieve through the use of social networking. We will also seek information on policies regarding appropriate use of social networking programs by campus units, and the extent to which ICT departments coordinate or support the use of social networking.

In addition to institutional uses, our survey will include questions on ACUTA members' personal and professional uses of social networking tools, how often they are used, and how we are accessing them—from the desktop, laptop, and mobile devices.

This will be the first survey that ACUTA has conducted on this important topic, and I hope you will contribute to the body of knowledge that we are beginning to develop. The results will be shared in sessions at the ACUTA Strategic Leadership Forum and Annual Conference this April in San Antonio.

Please watch your e-mail this month for a link to this important survey. I invite you to educate us.

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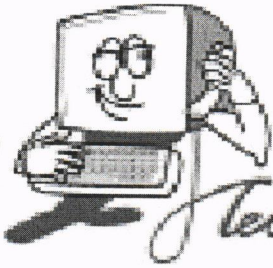
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Kevin Tanzillo
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MANET: Not the Art, but the Science

I admit that I lack the sophisticate's eye for art. In my occasional visits to art museums, I marvel at what the little information plate on the wall next to a particular painting or sculpture will tell me. What I see as just a painting of haystacks in the field, for example, turns out to be packed with deep meaning. Or so they tell me.

When it comes to Impressionist art, I am proud to say I can actually recognize it as such without having to read the info plate ... but really telling the difference between the works of Edouard Manet and Claude Monet is not in my skill set, as they say. The similarity of the names doesn't help much either. Yet when I saw the term "MANET" in a technology framework, it was clearly something with a cool acronym that needed looking into.

By the way, thanks go out to Mike Bowman of Murray State University for a good chunk of the information here.

MANET is Mobile Ad hoc NETWORKing, describing a wireless network that transmits from computer to computer, not from a common base station or access point. Let's say you and your portable computer are within range of the access point, but I'm not. Normally, you could work and I couldn't. But if I and my computer are at least within range of you and yours, with MANET I could connect to you and in turn connect to the access point.

This kind of "mesh" network can definitely expand the range of a wireless network. And the idea is that the computers would self-organize into the desired network. So instead of dedicated, fixed-location intermediate networking devices (such as routers, switches, and access points) to support mobile network users, the portable devices would serve as their own relays and intermediate devices for extending the network.

In the design, each MANET device can move independently in any direction, and as needed will modify its links to the other devices on an ongoing basis. Each device has to be able to forward traffic unrelated to its own use, serving in essence as a router. The challenge is to make sure each device is capable of maintaining the routing information.

MANET's background is, at least in part, in the military. There, the ability to give soldiers communications devices that organize themselves into an on-the-fly network with greater range has obvious benefits. What surprised me is that in researching this topic I found materials going back more than 10 years talking about MANET and its potential. It would have been quite futuristic then, and is still futuristic to some extent, since MANETs don't appear to have gone commercial yet. But with the proliferation of wireless devices today and the desire for constant connectivity, it would seem the time is getting right for it.

Mike Bowman suggested campus uses in open common areas of campuses and dorms, with student devices self-organizing to extend the university wireless network to wherever they may be working, socializing, or otherwise sharing information. As he added, if you add in context-aware applications, the networked devices could even let each participant know their proximity to each other, always an important consideration for social-minded students.

As always, if there are specific topics you would like to see covered in this space, please let me know via e-mail at kevin@duxpr.com.

Cast Your Vote for ACUTA Board

If you are the primary ACUTA member for your institution, you should have received an e-mail ballot for the election of ACUTA's 2010-11 Board of Directors or you will be receiving a ballot in the mail soon. Please be sure to follow the directions on the ballot so that your vote will count. We have some excellent candidates for the various offices, and they will be encouraged by a high voter response to know that members are interested and supportive.

Joe Harrington, Boston College, is the candidate for President-Elect. Richard Besch, Texas A&M University, Corpus Christi; Matt Fuoco, University of Kansas Medical Center; Walt Magnussen, Texas A&M University, College Station; and Mark Reynolds, University of New Mexico, are the candidates for Director-at-Large. You will cast votes for two directors-at-large.

Ballots must be completed by February 19—either submitted online or postmarked. If you have any questions, contact Michele West at mwest@acuta.org or 859/278-3338 x222.



D C Update

Dave Ostrom

Washington State University (retired)
ACUTA Legislative &
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Early Termination Fees

In a letter sent January 26 from the FCC's Joel Gurin, Chief of the Consumer and Governmental Affairs Bureau, the major wireless carriers have been asked to document their practices for Early Termination Fees (ETFs). The letter was sent at the request of the FCC's Consumer Task Force, which was recently launched to focus on consumer issues. The ETF inquiry was undertaken as part of an effort to "investigate options for improving consumer information and transparency about communications services and fees." We will see if this effort has any tangible results.

Robocalls

The FCC has issued a Notice of Proposed Rule Making (NPRM) to revise the Commission's rules on robocalls to better match the more restrictive rules of the Federal Trade Commission (FTC). Robocalls are prerecorded telemarketing calls. While most companies fall under the jurisdiction of the FTC, some (such as airlines and banks) must only follow FCC rules as it applies to telemarketing. The new rules would require that calls be placed only to consumers who clearly have an established business relationship with the company, and they would require that the prerecorded message include an automated opt-out feature to avoid future calls. It will be at least 3 months before comments and reply comments are received, so it will be well into the spring before action will be taken on this issue.

Operating in the 700MHz Frequency

As expected, the FCC has adopted an order to prohibit the distribution and sale of devices that operate in the 700 MHz frequency so that the 700 MHz band may be used for public safety and to support next-generation wireless devices. Manufacturers have already stopped making devices that use the frequency, so there should be very little impact from this order. Existing devices—which are mostly wireless microphones—may continue to operate until June 12, 2010. The FCC is offering a website (<http://www.fcc.gov/cgb/wirelessmicrophones/>) so that owners of the devices in question may check to see if it is possible to upgrade the device to a newer frequency, and if so, where to send it for the work.

Note: Watch your e-mail for an announcement of an ACUTA webinar on the impact of these rules on campuses.

Emergency Alert System

The FCC has also begun an effort to review the national Emergency Alert System (EAS) and to initiate a testing process. The system's primary role is to distribute warnings from the President of the United States to the public during emergencies; however, it has never been used for this purpose. The system relies on a hierarchical message distribution system and has many single points of failure. FEMA mistakenly released a national alert in 2007, but it failed due to broadcaster confusion and equipment failure. Although many of the end points are tested regularly, there is currently no

wholesale process for a complete system test. As usual, it will take 3 months for comments and reply comments before any action is taken on this issue.

Verizon/Frontier Merger

In regional news, it appears that most of the state utility commissions have now approved the merger of Verizon's wireline business with Frontier Communications, making it highly likely that the merger will go through.

Most of the affected states have made deals to ensure access to broadband services for the majority of the Verizon customers as a part of their acceptance of the merger. Other requirements include guarantees for quality of service and rate stabilization. There still remain strong concerns that Frontier may face the same challenges as did Fairpoint Communications which filed for bankruptcy 6 months after acquiring Verizon assets in New England.

For More In-Depth Coverage of Legislative & Regulatory Issues: ACUTA members may read about the latest developments in telecommunications- and Internet-related issues in the most recent Legislative and Regulatory Update, an electronic newsletter prepared monthly by Dow Lohnes. Access this newsletter at <http://www.acuta.org/relation/DownloadFile.cfm?docNum=309>

Overheard on the Listserv:

Handling Large Volumes of Incoming Calls

If you are not a regular participant in the ACUTA listserv, you may not know that Faye Snowden, Telecom Manager at the University of the Pacific (fsnowden@pacific.edu), posted the following inquiry recently:

The university is exploring an option to have enough trunking available to handle about 1,000 or more incoming calls during a crisis. I'm curious to know if any other university has thought about how to handle large incoming call volumes due to either a notification system calling on-campus extensions, or families trying to reach staff, faculty, or students in a crisis situation.

I'd really be interested in your thoughts, especially if you have implemented or rejected such a solution and why.

Larry Farmer, Network Infrastructure Team Leader at Lehigh University (lrf206@lehigh.edu), responded with a detailed account of how Lehigh addressed this issue:

First, you need to define the scope of the crisis. If it is confined to your campus, traffic volumes on the rest of the PSTN will probably be near normal, so increased trunking could help. If the crisis is more regional, increased trunking may be of little use.

Here are a couple of things that I've done to help prepare. I arranged, through a conferencing service, an 800 number (hosted out of our region) with an announcement mailbox. In the event of an emergency, the 800 number can be published and traffic diverted off-campus and out of region. Obviously, that only allows very general information to be distributed, but hopefully, it offloads some traffic. I was able to negotiate this as a usage-based service, so the recurring cost was quite small.

I also set up a trunk with a separate pool of DIDs. These numbers were set up as second lines to key personnel. This allows critical calls to get through to decision makers. The trunk was set up as an overflow for outgoing calls, so it always had some traffic. I also routed 411 calls to it, because that carrier did not allow the calls (which cut down on unrecoverable call charges).

Finally, you need to start training your users and their families. In the event of a crisis, incoming calls will be "gapped" by the carrier. Outgoing calls are given priority. Encourage your users to reach out to their families to let them know they are okay and to contact other family members.

Also, encourage your users to share this plan with their families. IM is an even better means of communication. It is low bandwidth, near real time, and can tolerate delays/jitter. Encourage your users to lean toward IM as the preferred means of communication.

Hopefully, you can use some of these ideas to help manage traffic flows in a crisis. Most of these techniques are relatively low cost and should help, but they do require pre-planning.

The ACUTA listserv is a valuable resource, and everyone is encouraged to participate. If you don't have a password, contact Aaron Fuehrer at afuehrer@acuta.org.

Washington Update Newsletter for ACUTA Members

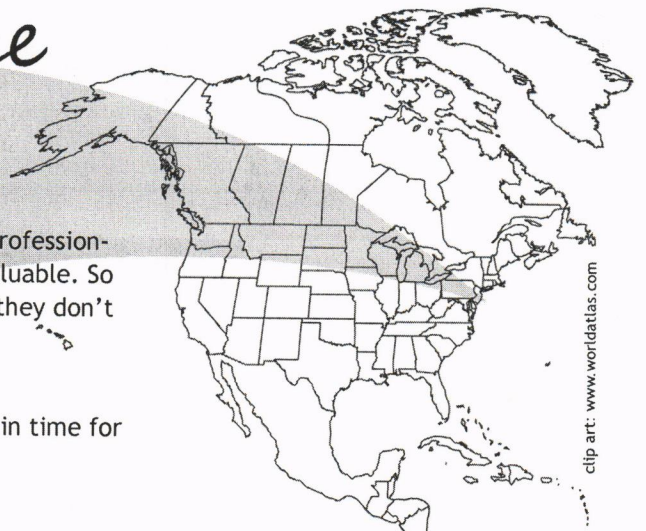
In our continuing efforts to keep ACUTA members informed of the latest developments in response to the current economic situation, we are providing a link to the newsletter, *Washington Update* from Dow Lohnes, ACUTA's legal counsel.

Information specific to ICT issues may be found in the "Broadband, Broadcast and Intellectual Property Issues" section. General information on higher education issues is in the section on "Higher Education." Colleges and universities that are affiliated with health care institutions may also be interested in the information under "Health Care."

The newsletter is updated approximately four times per month and posted on the ACUTA website at <http://www.acuta.org/dynamic/legreg/legreg.cfm> under "Broadband Stimulus Package," so check this link often. Previous copies are also posted for your reference.

Feel free to share this link with others at your institution or company.

Your State/Province Could Be #1!



It's pretty obvious to all of us that being a part of the ACUTA network of professionals is one of the most valuable benefits of membership—if not the *most* valuable. So why isn't every college and university a member? Surely it's just because they don't know about us!

We're on a campaign to fix that right now.

We'd like to have at least one new member from each state and province in time for the Annual Conference April 18-21 in San Antonio, Texas.

Here's how you can help make it happen:

1. Get in touch with your competitive spirit and commit to making your state/province the one with the highest percentage of member schools. (We suggest aiming for 100%!)
2. Contact your state/province coordinator (listed below) to find out which schools in your area are not members. (If your state/province isn't on this list, send Amy Burton an e-mail at aburton@acuta.org.)
3. Volunteer to contact the IT/Telecom/Communications manager or director on those campuses to invite them to become ACUTA members.
4. Celebrate with us in San Antonio when dozens—or maybe hundreds!—of new members become part of the great ACUTA network!

Alabama	Robert Cloud	University of Alabama at Birmingham	recloud@uab.edu
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West Virginia	Timothy Williams	West Virginia University	Timothy.Williams@mail.wvu.edu

A Rank Amateur's Guide to Twitter

Editor's note: The following article appeared in an online newsletter I receive that is directed to writers. Although some of the writer-specific content is probably of minimal interest to information communications technology professionals, I think the "Twitter 101" aspect of this article gives it value for ACUTA members who have not yet begun to tweet. Thanks to the author, whose information appears at the end of the article, for permission to share it in our eNews.

I love Twitter. Not that I spend a lot of time on it—I don't. But I find it's a great way to connect with a wide range of people really quickly.

I'm constantly telling clients that they should be on Twitter too, and I get a lot of, ummm, push-back from them. "It's too trendy and stupid," they say. Or, "it'll waste too much time."

So, for clients, friends, and subscribers, here are the whys and hows of Twitter. If you're already tweeting (yes, that's a verb) then pass this guide along to your friends who think Twitter is only for twits.

1. Isn't Twitter just another fad that's going to go away, soon?

Sorry, nope. It's not yet as popular as Facebook or YouTube, but it has millions of users around the world. Many can help answer questions you have or provide useful information you wouldn't have thought to ask about. Twitter is one of the ways I learned about the Pomodoro and I've found friends I'd lost contact with. Think of Twitter as a business party filled with interesting people.

2. Don't people just talk about arriving at an airport or what they ate for lunch?

Yes, some people do that and it's tiresome. But guess what? No one forces you to follow them. If someone starts posting about what they eat—unless of course they're Ruth Reichel or Martha Stewart, both of whom have Twitter accounts—I unfollow immediately. Just as bad books don't make all books bad, some inept tweeters shouldn't blacken Twitter.

3. How can I say (or read) anything interesting in a mere 140 characters?

This is what makes Twitter great training for writers: It forces you to be concise. But there's also a back door. You can give links to blogs or websites. For example, each week, I post a link to my full newsletter article. When I post using Tweetdeck (more below), it automatically shortens the URL so it takes as few of my 140 characters as possible.

4. Doesn't this activity take up way too many hours of your precious time?

When I started learning the conventions of Twitter it took me awhile. Now, I probably spend 10 minutes on it two or three times a day. When I'm commuting (once a week for a client) I fend off boredom by using Twitter on my iPhone.

5. How do I get started on Twitter?

Go to the Twitter website and open your account by clicking on the Sign Up Now box. Be sure to give yourself a short name because when other people refer to you they won't use too many of their characters. (Mine, @pubcoach, is tied to the name of my website.) Fill in your bio—don't skimp here. And upload a good close-up picture of yourself. Don't "protect" your updates. This tends to indicate a paranoia that's out of place in the free-for-all of Twitter.

6. How do I find good people to follow on Twitter?

Twitter gives you a couple of ways. At the top of your Twitter account page click on "Find People" to get the "find on twitter" and "find on other networks" tabs.

Once you've found some people to follow, you'll want another piece of software that makes reading and managing your twitter account easier. I use and like Tweetdeck. It's 100% free (just click the download button.) Anyone you "follow" will then have all their posts streaming into your account.

Some Twitterers follow thousands (reading is fast), but I try to follow no more than about 100 people (whenever I add, I also delete). Here are seven recommendations:

- Pubcoach: Please follow me!
- Jianghomeshi: One of the best interviewers in North America and a great Tweeter.
- Mystorywriter: Good links to writing tips.
- WritersRelief: As above.
- Terrysmall: Interesting stuff on brain activity.
- Tferriss: Author of the 4-Hour Workweek and cool poster.
- HalfPintIngalls: Someone pretending to be Laura Ingles Wilder. Funny!

7. Any other good twitter tips?

- Use hashtags (# marks) in front of words to make them “searchable.” Some of the hashtags I use or follow are: #writing, #writingtip, #pubtip, #timemanagement. Then, if you’re using Tweetdeck, you can search for all tweets with these tags. (Best, you can see the tweets without “following” these people.)
- Post your photos on Twitter easily using yfrog.
- Read this entry on the *Huffington Post*: http://www.huffingtonpost.com/gretchen-rubin/balanced-life---10-reaso_b_370215.html
- Ask for a book on Twitter for Christmas. I highly recommend *The Twitter Book* by Tim O’Reilly and Sarah Milstein.

A former daily newspaper editor, Daphne Gray-Grant is a writing and editing coach and the author of the popular book 8½ Steps to Writing Faster, Better. She offers a brief and free weekly newsletter on her website. Subscribe by going to the Publication Coach: <http://www.publicationcoach.com/>

Thanks to Sponsors for 2009

At ACUTA conferences and seminars you will notice that many events and items are sponsored. This means that a vendor has contributed the funds that make that amenity or that event affordable for ACUTA. It enriches our events to have a special dinner and entertainment on Monday night, to have portfolios and pens, to enjoy coffee breaks and snacks, and much more.

The following companies have sponsored in the past year. Please thank them as you have occasion and include them in your RFPs.

All Four Events

Aastra
Compco, Inc.
PAETEC
Qwest Communications
Sprint
WTC Consulting, Inc.

Three Events

Apogee
Telecom Technology Resellers
Vantage Technology Consulting Group

One Event

3Com Corporation	Cisco Systems
AT&T	EMBARQ
Avaya, Inc.	HaiVision Network Video, Inc.
AVST	HP ProCurve Networking
Broadview Networks	Verizon Business
CEECO	

Multi-Event Discount: Attend More in 2010 and Save More!

All attendees from a college or university will be eligible for discounts based on how many events they attend in 2010. The discounts get better as the number of events you attend increases: 20% discount for the 2nd event, 30% discount for the 3rd event, and a whopping 50% discount on the 4th event!

If you attended the Winter Seminar in New Orleans, you are eligible for 20% off your registration for any other event in 2010. For example, ACUTA members could use it to save \$130 off the early registration fee for the 2010 Annual Conference. The second event registration makes you eligible for 30% off your third event, and if you can make it to all four of ACUTA’s face-to-face educational events in 2010, the fourth one will be half price.

More information can be found online at www.acuta.org/?2700. (Note: The multi-event discount is available only to paying institutional attendees. The discounts are only good for 2010 ACUTA events, are provided to individual attendees, and are non-transferrable within the institution.)

Annual Conference: Save \$50 when you register by March 5!

Bring Winter Seminar to Your Desktop

If you couldn't make it to New Orleans for the Winter Seminar, or if you were there but want to share it with colleagues who were not, "attend" the following sessions from your very own desktop.

1. Strategic Insights from Louisiana CIOs
2. Out with the Old, In with the New....Duke University's VoIP Conversion Project
3. What the Voice Professional Needs to Know About Installing and Supporting VoIP and UC
4. IP Convergence Case Study: The Evolution of a Framework at the University of St. Thomas
5. Building Control Systems - The Next Wave of Convergence
6. The Future of the Desktop Phone
7. Discover your Hidden Change Masters
8. Organizing for Service Delivery - Presenting a Vision and Refocusing Staff
9. Cloudy Weather Ahead: Managing Budget Reductions through Outsourced or Cloud-Sourced Services

For \$189 (member), or \$219 (nonmember), or \$99 (student) you can purchase a CD/DVD of the sessions in a high quality Windows Media video format that can play right on your laptop or desktop computer. Benefits include:

- Ten hours of high quality video and audio on a single CD/DVD disc
- Handouts included on same disc in Adobe Acrobat PDF format
- No Internet connection required for viewing video
- Portable and accessible for long-term viewing and review
- Can be copied to any portable device that accepts Windows Media video files

Order your copy today by going to the ACUTA eStore at <http://www.acuta.org/wintervideo>

Board Report January

George Denbow
Univ. of Texas, Austin
ACUTA Secretary/Treasurer
[george.denbow@mcombs.
utexas.edu](mailto:george.denbow@mcombs.utexas.edu)

The Board met on January 23, 2010, at the Sheraton New Orleans during the Winter Seminar. The Board reviewed and approved the following:

- November 2009 Financial Statements
- Monthly Committee Minutes and Reports
- January Membership Recruitment Update
- Committee Appointments: Mentoring/Career Development Subcommittee: Virginia Stewart, VP for Information and Instructional Technology at Albany State University
- Monthly Collaboration Report

Acting on a recommendation from the Young Professionals Subcommittee, the Board agreed that an effort should be made to have at least one young professional—someone with ten or fewer years of experience in higher ed ICT—on each committee and subcommittee.

President-Elect's Report on progress of new subcommittees: Mr. Arthur suggested that, after their first year, subcommittees should not need the oversight of ex officio members including the President, Executive Director, and Board Liaison. The committee chairs would continue to serve on subcommittees that report to their committees. In addition, the President-elect should only sit in on subcommittees for the first year and that after that, information should move from the sub-committee chair to the committee chair for sharing with the Board.

Mr. Denbow reported on the November financial statements, which showed encouraging signs of economic recovery.

Ms. Semer updated the Board on the 2010 election timeline, the iMIS and GoLightly implementations and ACUTA staff personnel changes. Joanie Profitt will be assuming the responsibilities of Lori Dodson, who has relocated out of the country. She also informed the Board that ACUTA Ruth A. Michalecki Leadership Award winner Geoff Tritsch had donated his complimentary Strategic Leadership Forum registration and travel back to ACUTA, to be given to an institutional member.

Discussion of the Event Schedule Review Task Force: Ms. Semer recapped the task force discussions and suggested that the Board consider booking the 2011 summer and fall seminars and to simultaneously look at alternatives and/or additions to our current educational offerings. The President will coordinate a small group to research an agenda to bring to the Board to move forward with a strategic planning process for ACUTA's long term educational goals.

Info Links

Randy Hayes

Univ. of Northern Iowa
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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.

- Agyaporg/Ferreira -Spillover in Wiring Schools with Broadband:
<http://www.tprcweb.com/images/stories/papers/AgyapongFerreira-TPRC2009.pdf>
- Free Press -Making Nat'l Broadband Plan Work for America:
<http://fjallfoss.fcc.gov/ecfs/document/view?id=7020353258>
- Corning - Cable Systems Residential Bandwidth Modeling:
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ACUTA Connections

Have you checked out the "ACUTA Connections" blog at <http://www.acuta.org/?2672>? Members of the Board, committee chairs, past presidents, and other leading ICT professionals are sharing their knowledge and insights about many hot topics, including preparing for emergencies and disasters, managing a complex data center architecture, IPV6, unified communications, and much more. It's also a good place to learn about opportunities for leadership and involvement in ACUTA.

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Relational Technology Solutions (RTS) specializes in voice and data convergence. We have strategic relationships with the world's leading technology manufacturers and have attained Platinum, Gold or Premier Business Partner status with all the manufacturers we supply and support.

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The VIA Group is a services-led solutions provider of unified communications. VIA builds upon and integrates existing voice and data infrastructure investments—providing cost-effective solutions that integrate multi-vendor systems and disparate data.

Z-Band, Inc., Carlisle, PA www.z-band.com
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Z-band manufactures the industry-leading technology for distributing RF broadband television using CAT 5e/6 cabling with fiber or coax backbone. CATV technology compatible with today and ready for tomorrow.

Check It Out: Press Releases, Job Postings, RFIs/RFPs and Special Deals

The ACUTA website is a useful tool for communicating with other members, whether you've got some exciting news to share, a position to fill, or a project for which you need a vendor. Check the website for the latest postings frequently. Here are items that have been posted since our last eNews.

PRESS RELEASES

- Penn State Chooses PAETEC's PINNACLE Software to Streamline its Telecom and IT Operations
- Louisiana Optical Network Initiative Provides Connections for New Orleans Conference
- 911 ETC Relaunches Redconnect Solution
- AASTRA Helps Small and Medium Businesses Get Connected Over IP with New Unified Communications Bundle

JOB POSTINGS

Help your colleagues who are looking for work! Send job postings to <http://www.acuta.org/Dynamic/Jobs/> where it will list the jobs we have now and offer a link to post a job.

- Director of Networking & Telecommunications, SUNY Cortland, Cortland, NY.
- Analyst/Programmer, Michigan Technological University, Houghton, MI.
- Application Specialist, Telecommunications Management System, University of Iowa Hospitals & Clinics, Iowa City, IA.
- Technology Systems Coordinator, North Dakota State University, Fargo, ND.
- Senior System Administrator, University of Tenn Chattanooga, Chattanooga, TN.

RFIs/RFPs

No new RFIs/RFPs have been posted this month.

SPECIAL DEALS!

Watch the website for new Special Deals!