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eNEWS

From the President

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Dolphin or Dinosaur?

Is your institution or corporation a dolphin or a dinosaur? The English psychologist Mark Brown developed the following questionnaire to help you determine the right answer. Score your organization from 0 - 6 along the distance between the two extremes:

1. Those around me 'yes, but' new ideas to death ....Those around me encourage new ideas.

2. We are geared to providing what we want to provide ....We provide what the customer wants.

3. My organization is focused on solving problems ....My organization is focused on opportunities

4. Many of our people are mentally retired .... Our people are highly motivated

5. The match between individual values and those of the organization is poor ....The match between them is good

6. People feel disempowered .... Individuals show high levels of initiative

7. People's minds are fairly set ....People are very good at thinking fresh

A score of 21 marks the dividing line between dolphins and dinosaurs. Brown points out that you can be a dinosaur in a dolphin organization, or a dolphin living within a dinosaur and that the latter situation is most uncomfortable.

Nothing less than an all-dolphin score of 42 can be praised. The ideals all embody 'natural' and rewarding ways of behaving, while the zero scores result from unnatural, cramped conduct. The ideals, too, all involve courage, the willingness to take chances. Their opposites all embody self-defeating attempts to play safe.

Brown's advice to the dolphins: emphasize opportunities, not problems. Solving problems creates opportunities—provided that the problems are actually solved.

Advice from Edward de Bono and Robert Heller (business motivational writers and speakers) from which this article is extracted:

In This Issue

(www.thinkingmanagers.com/management/risks/php)

1. Don't focus on the short term
2. Don't have multi-level approvals
3. Don't cut discretionary time to useless amounts
4. Don't expect big wins every time
5. Don't operate rigid planning systems
6. Don't allow turf battles over who does what
7. Don't become fearful of making mistakes
8. Don't oppose individual initiative
9. Don't allow authoritarian traditions to rule

Long after the dinosaurs no longer roamed the single continent, 6th century B.C. Chinese philosopher, Lao-tze, wrote: "A leader is best when people barely know he exists. Not so good when people obey and acclaim him. Worse when they despise him. But of a good leader who talks little, when his work is done and his aim fulfilled, they will say, 'We did it ourselves.'"

I agree with de Bono and Heller's observations: "Without that brave philosophy—helping people to do it themselves—the dolphins will never take over. With that help, organizations can swim anywhere, and as fast as they want, even into the uncharted waters of the future: for that's where courage meets its hardest test."

So ... is your institution or corporation a dinosaur or a dolphin?

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Board Report
November

Riny Ledgerwood
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ACUTA Secretary/Treasurer
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The Board of Directors met by conference call on November 5. The Board reviewed and approved the following:

- September financial statements
- Membership Recruitment Report
- The appointments of Chad Schumacher of PosTrack Technologies and Debbie Zioilkowski of SS8 for two-year terms to the Vendor Liaison Committee
- Door prize and raffle contest changes based on the feedback from the exhibitor and attendee surveys regarding their experience in the exhibit hall
- The creation of a "Vendor Deals" webpage for corporate affiliate members to list special deals, discounts, grants, etc. for ACUTA members
- The changes of the Policy and Procedure Manual to keep it current for ACUTA operations

The Board reviewed ACUTA finances, which are secure and sound despite the current economic turmoil. It is important for members to know that ACUTA membership can be of even more value during this time. ACUTA events benefit both institutional and corporate members by providing a cost-effective and time-saving forum for interaction among technology providers and their current and potential customers. Other benefits include access to the listserv, legislative and regulatory alerts, the Journal, eNews, and other sources of information. ACUTA is exploring potential collaboration with BICSI in the near future.

Respectfully submitted,

Riny Ledgerwood, Director

Communications and Computing Services

San Diego State University
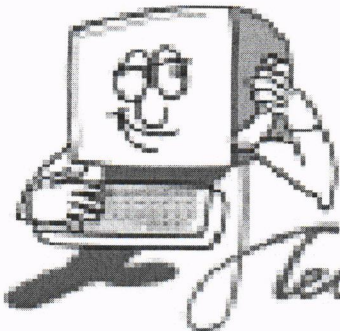
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If You're Not on the List, You Don't Get into the Club

Before we get into our main topic, we just want to comment on a recent study of spam by researchers from two U.S. universities. Regular readers of this column know we despise spam, just as we despise all forms of Internet-delivered nastiness. So we were interested when these researchers studied why, and how often, spam works. Like us, you no doubt wonder who could possibly read and respond to this stuff.

Turns out—based on their study, which involved the temporary takeover of some existing spamming systems—that the response rate for spam is about one in 12.5 million messages. Over 26 days the researchers sent out about 350 million spam messages, and ended up with 28 suckers who would have bought what they were selling, had they really been selling something.

The bad news is that even with such a microscopic response rate, spammers can still make a fair amount of money (we refuse to refer to it as "earning a living") just based on the sheer volume of garbage they peddle.

Now, on to the main topic, the protection of the network. Given the battle that everyone wages to keep bad stuff out of the network, a new approach sounded interesting: focus only on letting the good stuff in. Bottom line is that only approved applications get through the castle gates, with everything else falling harmlessly into the moat.

It's called application whitelisting, and its advocates make a good case for this approach, as opposed to blacklisting, in which all energy is devoted to identifying, rejecting, and cleaning up network threats. Blacklisting is the traditional approach, with firewalls and anti-threat solutions that determine what is bad and keep it from entering and harming the network.

But, the whitelisters say, blacklisting has shortcomings. The biggest, they say, is that it is a reactive strategy. It requires that a solution recognize a threat. Thus solution vendors have to identify new threats daily and immediately update their software to combat them. But in the time lag between the first strike and the software update, networks are vulnerable. Also, the list of threats continues to expand almost exponentially, requiring significant processing power at the endpoints to stay vigilant against everything the bad guys throw at the network.

Whitelisting, on the other hand, is targeted at controlling what you know, the authorized applications. You maintain a very short list of approved programs, and you identify and validate the authorized program as it loads, checking its file digest, file location, and file size. Any program other than the approved ones is not allowed to load or execute. A threat may mimic an approved program, but because its core properties will be slightly different from the legitimate program, it goes nowhere. Same goes for malicious attempts to establish rootkits to control remote systems and injections of bad code via buffer overflows.

Whitelisting, its supporters say, can even protect unpatched vulnerabilities in application software from exploitation, which relieves the IT department of the intense pressure of immediately implementing patches.

There are a number of application whitelisting vendors out there, whom you can find easily with a bit of online searching. Caution: Not all whitelisting approaches are created equal, so be a smart shopper.

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.

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Important Information...Useful Resources...The Best in Professional Networking:
Invite a Colleague to join ACUTA today!

D C Update

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USF Reform Is Off the Agenda

In last month's report the major issue was the attempt by the FCC to implement comprehensive Universal Service Fund (USF) reform. The concern for ACUTA members was a push to implement a numbers-based contribution methodology which would have resulted in a large increase in costs. On November 3, the day before the FCC's November 5 meeting, the USF reform item was pulled from the agenda by Chairman Kevin Martin. There was some hope on the part of the other commissioners that comments could be gathered and that the item could be addressed by December 18; however, many are predicting that the item will be left to be addressed in the future.

Mergers

In the November meeting the FCC approved the merger of Verizon and Alltel with a last-minute provision to protect existing roaming agreements for regional carriers for 4 years and to keep in place Alltel's GSM network. The merger of Sprint's WiMAX network with Clearwire Corp was also approved and was immediately challenged by iPCS which resells Sprint PCS services in Illinois.

Post-Election Changes

The other big item was, obviously, the election. The change to a Democratic president will mean that a new FCC will have a Democratic majority. As mentioned last month, Commissioner Tate's term will expire when the current Congress adjourns, and that will begin the transition as the FCC will then lose its Republication majority. Commissioner Martin is expected to resign on or shortly after the Feburary 17 DTV transition and, given the pressing economic crisis, it may be some time before the Obama administration appoints replacements. However, there is talk about broadband deployment being part of an economic stimulus package, and it may fall to the FCC to lead this effort. That would raise the need to have a new FCC in place.

It is perhaps dangerous to speculate what changes a new FCC would bring; however, there are some signs. In last month's meeting the Democratic commissioners expressed concerns about the Verizon/Alltel merger. With a Democratic majority it may be that any new proposed mergers will have a much harder time gaining approval. As mentioned above, there may be a larger push for broadband deployment and, hopefully, with a realistic expectation for bandwidth versus the disappointing benchmark of 256K. Network Neutrality is also expected to be received more favorably.

> 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 ACUTA's government relations counsel. Access this newsletter at http://www.acuta.org/relation/DownloadFile.cfm?docNum=309

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In Memory

Bob Devenish, ACUTA President 1974-75, passed away on November 19.

Bob was one of the four people who first conceived of ACUTA over at the Kellogg Center at Michigan State University. Several people were attending a meeting there, not related to telephones, and they decided they needed a peer group of people who worked in campus telephones (in the early '70s that's all we did). The others were Luther Robb, Jerry Johnson, and Dorothy Heinecke.

Bob kept himself busy after he retired in 1985 by traveling with his wife, vigorous exercise, and doing volunteer work for several charitable organizations. He also enjoyed his family, most of whom live in the Madison area.

Thanks to Mike Toner for sharing this information.

Info Links

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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.

- White House -- President's Identity Theft Task Force Report:
  www.ftc.gov/os/2008/10/081021taskforcereport.pdf
- Pew Internet – Networked Families Using Internet & Cellphone:
  www.pewinternet.org/pdfs/PIP_Networked_Family.pdf
- Osterman Research – Mobile Messaging Market Trends Exec:
  extranet.neverfailgroup.com/download/OR%20Executive%20Summary%20-%20Mobile%20Messaging%20Market%20Trends%202008-2011%20v2.pdf
- NASCIO – Top Ten List of State CIO Priorities for 2009:
  www.nascio.org/publications/documents/NASCIO-CIOPriorities2008-2009.pdf
- VITA – IT Accessibility Toolkit:
  www.vita.virginia.gov/library/default.aspx?id=665
- VITA – Information Security Toolkit:
  www.vita.virginia.gov/security/default.aspx?id=5146
- AOTMP – Benchmarking Value of TEM Over Time:
  www.aotmp.com/research/REP1008.aspx
- OECD – Latest Broadband Rankings/Statistics (6/08):
  www.oecd.org/document/54/0,3343,en_2649_34225_38690102_1_1_1_1,00.html
- NARUC – Winter/Summer 2008 USF/ICC/POLR Presentations:
  www.naruc.org/committees.cfm?c=53
- SS8 – IP Intercept Analysis:
  www.ss8.com/power-to-see/
- SS8 – Lines of Communication:
  hwww.ss8.com/downloads/Intersec_New_Lines_of_Communications.pdf
- Camiant – Mobile Broadband in North America And Europe:
  www.camiant.com/sol6_mbu_regform.php
- NENA – Latest Tech Req. Doc. For Model E911 MLTS Legis:
  www.nena.org/media/File/20081025_06-750V2MLTSModelLegislation_DRAFTPUBLICREVIEW.pdf
- NENA – Supporting Technical Document for Above:
  http://www.nena.org/media/File/20081025_TID06-502V1IndstryCmnMechanisms_E911ClrLocnDiscovery_FINAL.pdf
- J.D. Power – Internet Satisfaction Survey:
  http://www.jdpower.com/corporate/news/releases/pdf/2008236.pdf
- NACOL – Keeping Pace with K-12 Online Learning:
  Full Report: http://www.kpk12.com/downloads/KeepingPace_2008.pdf
  Exec Summary: http://www.kpk12.com/downloads/KeepingPace_2008-execsummary.pdf
- NACOL – K-12 Online Learning Report-Canada:
  http://www.nacol.org/docs/NACOL_CanadaStudy-lr.pdf
- Point Topic - Global Broadband Pricing:
  http://point-topic.com/content/dslanalysis/BBATariffq308.htm
- NASCIO – Green IT....CIO Perspectives (Video):
  http://www.nascio.org/committees/green/ciosSpeakOut.cfm
- Secure Computing – Cyber Security Survey Findings (register):
  http://www.securecomputing.com/webform.cfm?id=369&ref=cybersecurity
- Bit 9 – Creating a Reliable Security Policy (eBook):
  http://www.bit9.com/landing/maximum-lp.php
- Federal Reserve – Final Rule on Internet Gambling:
  www.ustreas.gov/press/releases/reports/unlawfuinternetgambling11.12.08.pdf
- USDOJ – Voice, Video & Broadband....Changing Landscape:
  www.usdoj.gov/atr/public/reports/239284.pdf
- Pew Internet – When Technology Fails (Interesting!):
  www.pewinternet.org./pdfs/PIP_Tech_Failure.pdf
- ITU – Next-Gen Networks and Energy Efficiency:
  www.itu.int/dms_pub/itu-t/oth/23/01/T23010000070001PDFE.pdf

ACUTA Guide to Products and Services:
Keep It Handy, Use It Often

The availability of the 2008/09 ACUTA Membership Directory was announced last month. The Guide to Products and Services, the "yellow-pages" section of the Directory, is also available on our website as a separate pdf document at http://www.acuta.org/?2287 (not password-protected). Save this pdf to your desktop and use it throughout the year to easily find ACUTA corporate affiliates who provide products and services to the higher-ed market. Send a copy to others on your campus, such as procurement and business officers, who will also find these listings helpful.

There are 55 product and service categories represented in this year's Guide, ranging from Emergency/Event Notification to IP Telephony, Telecommunications to VoIP. A complete list of all 55 categories is listed below. To access the Guide, go to http://www.acuta.org/?2287. From here you can save to your desktop, save to a CD, or forward to a colleague. This pdf will also be available on our website throughout the member year for your convenience.

Only ACUTA corporate members have the option of buying ad space in the Guide to Products and Services. Their support allows us to offer many complimentary membership benefits, including the production of the online Directory. We hope you will use this Guide to locate those corporate affiliates that are strong supporters of ACUTA and include them in your RFIs and RFPs throughout the year.

If you have any questions about the Guide to Products and Services or the Membership Directory, please contact Amy Burton, Manager, Membership Marketing and Corporate Relations, at 859/278-3338 x240 or aburton@acuta.org.

List of Products and Services in the Guide

Anti-Spam
Audio Conference
Bandwidth Management
Cable Management
Cable & Network Mapping
Call Handling Solutions
Campus Technology: Consulting Service
Communication Services
Communications: Notification Services
Computer Telephone Integration (CTI)
Conference Bridges
Consultants
Directory Assistance Alternative
Distributed Antenna Systems Networks
Distributor
Email & Messaging
Emergency Communications/Telephones
Emergency/Event Notification
Enhanced 911
Enterprise Network Solutions
Fax/Fax over IP
Internet Access/Service
IP Telephony
LAN Products
Mass Notification
Network Management
Network Management & Security
Network Security

Outside Plant Equipment
PBX
PC-Based Attendant Consoles
Power over Ethernet
Speech Recognition Systems
Telecommunications
Telecommunications: Cables
Telecommunications: Call Centers
Telecommunications: Consulting Services
Telecommunications: Maintenance & Service
Telecommunications: VoIP
Telecommunications: VoIP over WiFi and Cellular
Telecommunications Equipment
Telecommunications: Equipment & Applications
Telecommunications Equipment: Refurbished
Telemanagement
Telephone Parts
Telephone Equipment & Apparatus
Telephone Equipment & Applications
Test & Measurement Equipment
Unified Messaging
Voice, Data, and Video
Voicemail
VoIP
VoIP Hosted Services
Wireless
Wireless: In-Building

ACUTA Web Seminar

Wireless Andrew 2.0: Carnegie Mellon's Extensive 802.11n Wireless Coverage

DATE: Tuesday, December 9, 2008 - 1:30 - 3:00 p.m. EST

TOPIC: Wireless Andrew 2.0: Carnegie Mellon's Extensive 802.11n Wireless Coverage

SPONSOR: Aruba Networks

ACUTA is very pleased to offer this web seminar on a very timely topic. Attendees at ACUTA's recent Fall Seminar held in Boston were very complimentary of a presentation by Dan McCarriar of Carnegie Mellon University. They said his session was outstanding and that he provided a depth that was especially useful. ACUTA asked Dan to update his presentation and to make it available via web seminar.

PRESENTER: Dan McCarriar is Director of Network and Production Services at Carnegie Mellon University. Prior to joining Carnegie Mellon in 2006, he served in a number of leadership roles, including Director of Network Services at Duke University. His focus of late has been building audiovisual, networking, and communications infrastructure to support Carnegie Mellon's mission at the main Pittsburgh, PA campus and at remote campuses throughout the world. Dan received his undergraduate degree in computer science, with a minor in music, from Carnegie Mellon. He also holds an MBA from Duke University's Fuqua School of Business.

TOPIC: Carnegie Mellon University in Pittsburgh was an early adopter of wireless, beginning in 1994 as part of an NSF-funded research project. The presenter will bring you up-to-date with their current wireless support of over 8,100 devices. He'll discuss the evolving wireless standards and CMU's thinking about the future of wireless, the opportunities and challenges it offers. Participants will have an opportunity to ask questions via phone and live chat.

WHAT YOU NEED TO PARTICIPATE:

- Phone line (for the audio portion of the seminar)
- Computer with Windows ME/XP/NT/2000/Vista or Mac OS 10.3x or later
- Web browsers for Windows: Internet Explorer 6 or 7, Firefox 2, Mozilla 1.7 or higher, Netscape 8.1 or higher; Vista supports IE7 and Firefox 2 only; Windows Live Toolbar must be disabled before starting in Vista. JavaScript, ActiveX and cookies enabled in the browser.
- Web browsers for Mac: Safari 1.3 (OS 10.3), Safari 2.0 (OS 10.4), Safari 3.0 (OS 10.4 or

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EarthBottle, Brought to You by Clemson Research

Environmentally friendly bottles made almost entirely from plants may soon appear on store shelves. Clemson University employees Danny Roberts, researcher and assistant vice president of Public Service and Agriculture, and David Gangemi, director of the Institute for Nutraceutical Research, are largely responsible for the natural polymer-fiber bottles that are recyclable, biodegradable, petroleum-free and stronger, lighter than glass and more durable than most other bottles.

The materials have the potential to replace plastic for automotive parts, agricultural and industrial fabrics, and biomedical parts, among other applications.

Earth Renewable Technologies, LLC was born in 2004 from a research cooperative between Clemson University's Public Service and Agriculture Department, Clemson's Institute for Nutraceutical Research, and Gaia Herbs, Inc., to develop an all-natural, renewable packaging solution for the natural products industry.

For more information visit: http://www.earthbottle.com.

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ACUTA '09

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www.acuta.org

Check It Out:
Press Releases...
Job Postings...
RFIs/RFPs

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

- Multicom Adds Security Cameras and Accessories to Line of In-Stock Products
- Fujitsu Metro/Regional ROADM Platform Creates Expressway to the SC08 Conference
- Virginia Colleges Implement e2Campus Emergency Notification System Before State Mandated Deadline of January 1, 2009
- Please welcome Scott McKechnie to CRI
- Industry Leaders Collaborate on 40 Gbps Live Network Trial
- Avaya Enhances Unified Communications with New Speech to Text Solution for Voice Messages
- Mohawk Announces the addition of Warren Associates to their Sales Force

JOB POSTINGS

- Communication Systems Specialist (M50781), Univ. of New Mexico, Albuquerque
- Customer Service Center Manager – Req. #: 12921, UCLA Communications Technology Services, Los Angeles, CA.

RFIs/RFPs
No new RFIs/RFPs have been posted since the November eNews.

The ACUTA Staff wishes you and yours
Happy Holidays and all things good for the New Year!

Peace Joy

Success Prosperity Happiness

Jeri, Aaron, Amy, Donna, Joanie, Lisa, Lori, Michele, Pat and Tom

Welcome New Members

Institutional Members

Barry University, Miami Shores, FL. T3
Yvette Brown, Interim CTO (305/899-3600) .... ybrown@mail.barry.edu

Clarke College, Dubuque, IA. T1
Karen Gerhard, Dir. of IT (563/588-6444) .... karen.gerhard@clarke.edu

Delta College, University Center, MI. T3
Barry Baker, Exec. Dir. of Comm. Technology (989/686-9346) .... bgbaker@delta.edu

Lake Region State College, Devils Lake, ND. T1
Toofawn Simhai, CIO (701/662-1511) .... toofawn.simhai@lrsc.edu

Midland College, Midland, TX. T2
Dennis Sever, VP of Info Tech & Facilities................................ dsever@midland.edu

Molloy College, Rockville Centre, NY. T2
Robert Paterson, VP, IT, Planning & Research (516/678-5000)........rpaterson@molloy.edu

Savannah College of Art & Design, Savannah, GA. T3
Bradford Grant, Dir. Network Svcs. & Adv. Tech. (912/525-4030) .... bgrant@scad.edu

Spelman College, Atlanta, GA. T1
Delores Barton, VP, CIO of Media Info & Tech. (404/270-5376).......dbarton@spelman.edu

The University of Texas, Tyler, TX. T3
Tim Crouch, Assoc. Dir. of Networks & Oper. (903/566-7476) .... tcrouch@uttyler.edu

Corporate Affiliate Members

GOLD MEMBER

Carousel Industries, Exeter, RI .... www.carouselindustries.com
Colleen Finnegan Gross, National Acct. Mgr. (866/495-5573)
Carousel Industries is the premiere technology solutions provider; designing, implementing and maintaining powerful converged communication networks. Utilizing a single source approach, Carousel offers VoIP, data infrastructure, power & cooling, unified communications IVR, wireless, security, disaster recovery, ongoing maintenance, repair, and managed services.

COPPER MEMBERS

CSI Digital, Portland, OR .... www.csidigital.net
Lloyd de Bruin, Sales & Mkt. Specialist (503/715-2525)
CSI Digital markets wholesale digital products and services that simplify a providers' delivery of video, voice and data services. CSI Digital's IPTV package allows service providers a quick, simple and cost effective method of delivering digital video products.

Dial Me In Alert Notification, Mentor, OH .... www.dialmein.com
Rex Malson, President (440/918-9200)
DMI for the past few years has conducted the research, initiated the design, and put into development a genuine Hosted and On Premise Instant Voice Emergency Alert and Mass Notifications Solution for the public and private sectors.

Optelian, Marietta, GA .... www.optelian.com
Emily Gibson, Marketing Coordinator (877/225-9428)
Optelian provides premium-quality optical transport systems for telecom, multi-service operator (MSO), utility, and enterprise customers worldwide. Our customer support at all stages— engineering, installation, and in-service—is unmatched in the industry.

Syn-Apps LLC, Mesa, AZ .... www.syn-apps.com
Ian Pitts, President (480/355-6829)
Syn-Apps develops custom IP telephony applications which empower users of both Cisco IP telephony solutions and legacy overhead paging systems with increased productivity. Syn-Apps is a Cisco Certified Technology Developer Partner and a Microsoft Gold Certified Partner.