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January 2007

Vol. 36, No.1

eNEWS

Supporting higher education communications technology professionals in contributing to the achievement of the strategic mission of their institutions

From ACUTA Headquarters

Jeri Semer, CAE
ACUTA Executive Director
jsemer@acuta.org

One of the exciting things about beginning a new year is the opportunity to take a fresh look at your organization's strategic plan, to ascertain whether it remains relevant, timely, and truly strategic. It can be difficult to find the time to perform this critical review on an annual basis, but the effort will help the organization to stay focused on the future as well as day-to-day operations.

The ACUTA Board of Directors and Committee Chairs recently devoted a significant portion of their Fall meeting to reviewing the ACUTA strategic plan with several goals: to review the high priority action items to determine whether their relevance and priority had changed, to review all action items in the Plan to determine whether they remained appropriate and strategic, to identify those strategic action items that had been completed or incorporated into regular operations, and to develop new action items based on emerging issues and needs.

Each of the committees and professional staff had been asked to examine those action items in the Strategic Plan that pertained to their activities, report on their implementation status, and submit any recommended changes. In addition, the Board of Directors reviewed every goal, objective and action item in the Plan according to the criteria previously described.

Through this process, we were pleased to identify a high percentage of action items that were created during our last major strategic planning process in 2004-05 that have been accomplished. In addition, many ongoing action items have been incorporated into ACUTA's regular operations. The final result is a Strategic Plan document that is shorter and tightly focused on those action items that remain to be accomplished. A copy of the new document is available at <http://www.acuta.org/?688>.

In early 2007, ACUTA members will receive a "report card" from your President, outlining the accomplishment of our strategic goals and action items. In addition, the remaining action items have been incorporated into the annual work plans of the committees and

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of the January eNews

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the professional staff, and each committee is devoting time to working on their assigned action items in addition to their regular responsibilities.

In our environment of rapid technological and (somewhat less rapid) institutional change, a thorough annual review of the strategic plan is important to ensure its continued relevance. This will complement the more comprehensive strategic planning process that takes place every few years. In this way, we hope to keep ACUTA's goals and objectives focused on our envisioned future, "To become the preeminent authority on communications technology in higher education."

Centrex Conversion to a PBX

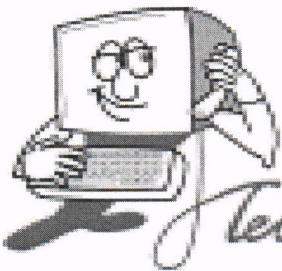
Ron Walczak RCDD, CWNA/CWSP
Walczak Technology Consultants
ron@walczakconsultants.com

We've assisted quite a few colleges and universities in converting from Centrex to a PBX. The most recent is Franciscan U of Steubenville. At FUS, the savings paid for the PBX, a new voice manager and part of an extensive data network upgrade.

If you are facing this on your campus, here are some important considerations:

1. Who owns the outside plant? What about the conduit space?
 2. What is the status of your inside plant? Is it old telco wiring or newer cable terminated in the same room as the data electronics?
 3. VoIP vs TDM vs. Hybrid (I suspect you will go Hybrid)
 4. If you bring the system in house, you have to distribute it to your campus. If you don't have copper, you will be looking at fiber remotes (or VoIP over your data network). When distributing TDM (like analog to students), many clients create clusters of buildings (spoke and wheel) where fiber serves the hub and copper serves local buildings.
 5. Telecom closets will need attention and may become Telecom "rooms," especially if you bring in active electronics.
 6. VoIP? Telecom rooms need even more attention: power, UPS, environmental, etc.
 7. Redundancy and backup - you are used to Telephone Company reliability
 - a. What is your plan for providing uninterrupted dial tone? Do you have enough money budgeted?
 - b. In the VoIP world, redundant processors often require redundant licenses! (\$\$\$)
 8. Hybrid VoIP with analog for students? Gateways to analog require space, just like a PBX shelf serving ports.
 9. Management and administration: Do you contract out or hire? If you go VoIP, the new hire must understand both data networking and voice.
 10. Conversion of Telco:
 - a. Retaining DID and Converting lines- time consuming process at cutover
 - b. Catching all the special circuits you didn't know you had!
 - c. New DID numbers? PBXs tend to draw out the need for more telephone numbers since you don't have a recurring monthly cost. Are there consecutive ranges available?

These are just a few of the questions that need to be asked.



In a world where everything (voice, data, images, video, etc.) either is, or is becoming, bits and bytes, storage becomes a bigger challenge with each passing day. When you take all the things you *should* keep, then add in all the things that someone else (upper management, regulators, etc.) says you *must* keep, it amounts to a veritable mountain of data.

Deduplication Reduces Storage Needs

Kevin Tanzillo
Dux PR
kevin@duxpr.com

So the technology known as deduplication, designed to reduce storage needs, is a welcome arrival on the scene. It shouldn't be confused with compression, which we all are familiar with. Compression uses mathematical techniques to reduce the sizes of electronic files and is only useful to a point, since some types of files, those with little non-redundant data, are very resistant to shrinkage.

What deduplication does is find copies of the same file and essentially eliminate all but one, leaving a single intact copy in place, along with "markers" that represent the copies of the file. For instance, if everyone in a 10-person department saves a copy of the same 20 MB PowerPoint presentation, that would require 200 MB of storage. With deduplication, the system recognizes that it's the same file, and saves only one true copy.

Department members see an icon in their folders representing the presentation. If they open the file, the system grabs the single copy and opens it for them. To the individual user, the whole process is transparent. But for the network administrator in this example, the storage requirement is 10 percent of what it might have been. Multiply that across an organization of any size, and you can see the difference it makes.

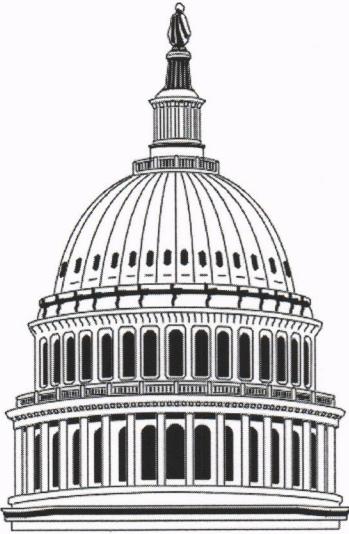
Microsoft has something similar in its Single Instance Storage (SIS) technology, but there is a difference between that and true deduplication. Using our 20 MB presentation, for instance, if a user opens it and changes one slide, SIS would save the original and the new file—let's call it Version 2—which would mean 40 MB of storage space needs. True deduplication would recognize the minor change and save only the changed slide in a separate location. Otherwise, the rest of the presentation would be kept intact, resulting in perhaps 21 MB of storage.

When the user opens his or her changed version, the deduplication system retrieves the changed slide, pairs it with the rest of the presentation, and presents it seamlessly to the user as Version 2. Pretty nifty stuff, eh?

The only downside to deduplication (also known as data reduction or commonality factoring) is that it requires greater amounts of server processing power to handle all the simultaneous file retrieving and rebuilding required in an organization of any size. That is something to keep in mind as you explore these systems. Also, the deduplication offerings from vendors vary in their abilities to segment changed portions of files, so do check that out carefully before investing.

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.

Help Us Grow the ACUTA Network...
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DC Update

Jeanne Jansenius
Sewanee, The University
of the South
jjansen@sewanee.edu

Net Neutrality Debate Continues

The best way to describe the Net Neutrality debate is that it is mired in the mud of a lame-duck congressional session. With the elections' impact creating a shift in several key areas when the Democratic majority takes over next year, the HR 5252 debate is expected to continue. According to *Information Week* (11/27/06), Sen. Daniel Inouye, D-Hawaii, is positioned to be the driver of telecom policy as chairman of the Senate Commerce Committee, and Rep. John Dingell, D-Michigan, is positioned to chair the U.S. House Energy and Commerce Committee, which has previously held hearings on the issue. This Net Neutrality debate should start heating back up as soon as the Senate reconvenes. Stay tuned on this one.

Robert McDowell Cleared To Vote

According to CNET News, FCC General Counsel Samuel Feder ruled on 12/8/06 that McDowell has been cleared to vote on the deadlocked FCC merger decision. This may set the stage for the deal's approval by the beginning of the new year. It is expected that McDowell and his fellow Republican commissioners will vote to approve the acquisition. McDowell said he will not make any decision until he reviews Feder's opinion. "In the meantime, I strongly urge the participating parties and my four colleagues to resolve their differences in the same amicable and unified manner they did in the similar merger between SBC and AT&T just last year." (CNET News, 12/8/06)

New Mexico 505 Geographic Split

To avoid exhaustion of the numbering resources for the 505 area code, the New Mexico PRC has approved the new area code of 575. The 505 area code will include Albuquerque, Santa Fe, Gallup, Farmington, Las Vegas, Espanola, and most of the Navajo Nation. The 575 area code will include the southern and eastern portions of the state, which includes Las Cruces, Alamogordo, Roswell, Silver City, Deming, Clovis, Raton, and Taos. The new area code is expected to go into effect in early 2009.

AT&T and BellSouth May Be Stuck in FCC Deadlock

AT&T's proposed buyout of BellSouth was thrown into doubt when Robert McDowell, a member of the FCC and a former telecommunications industry lobbyist, said he is excluding himself from participation in the agency's deliberations on the deal, an Associated Press report said.

The AP report said McDowell's personal disqualification means that the nation's largest telecommunications merger is stuck at a presumed 2-2 deadlock.

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 Wiley Rein & Fielding. Access this newsletter at <http://www.acuta.org/relation/DownloadFile.cfm?docNum=309>

ACUTA Alert

On December 12, ACUTA's Legislative and Regulatory Affairs Committee issued an Alert regarding **Federal Rules Governing Destruction of Electronically Stored Information**.

ACUTA member institutions should be aware of new rules which may dramatically impact their obligations to preserve and produce electronically stored information ("ESI"). ESI includes virtually anything that can be stored in an electronic format such as e-mails, computer and network activity logs, cache and temporary Internet files, digital recordings, voice mails stored in an electronic format or accessible via a computer, spreadsheets, and telephone logs. (The rules do not contain a definitive list of what constitutes ESI.) Each institution should consult with

counsel to determine the policies and procedures that their institution needs to implement to comply with applicable law. This Alert provides only a broad overview of how the new rules may impact ACUTA members and what steps they should consider taking.

The full text of this alert is available at <http://www.acuta.org/index.cfm?1671>

Summary of Steps that Information Technology Managers Should Take:

- Ensure that your institution has a comprehensive data retention policy for ESI based on the revised federal rules.
- Identify routine document destruction activities that can be suspended if the need arises.
- Design a plan for suspending routine document destruction.
- Ensure that there is a mechanism for informing employees of litigation holds.
- Implement a program to educate campus employees about the institution's document retention policy and ensure strict compliance.
- Identify activities and programs that destroy or store ESI.
- Ensure that the institution's attorneys are fully aware of the campus's IT capabilities and the institution's ESI.
- Work closely with the institution's counsel to create a plan for storing ESI in a manner that will decrease the institution's retrieval expenses.
- Identify ESI that is not "reasonably accessible because of undue burden or cost."
- Ascertain the institution's capacity for preserving snapshots of data that automatically change.

Following is a link to the new rules as amended, including commentary:

http://www.uscourts.gov/rules/EDiscovery_w_Notes.pdf. If you have questions regarding legal interpretation, please consult with your institution's legal counsel.

FYI

Useful Information from the Campus

<http://www.studentmonitor.com>

Monthly Telecom Spending

Compared to last year, total monthly spending has increased by 13% and cellular represents 87% of total monthly telecom spending.

	Spring 2001	Spring 2002	Spring 2003	Spring 2004	Spring 2005	Spring 2006	Year Ago Change
Long Distance	\$21.32	\$10.75	\$ 5.17	\$ 5.85	\$ 4.13	\$ 6.20	50% \$ 2.07
Cell	20.08	30.29	38.24	43.60	54.78	69.02	26% 14.24
Local	14.68	12.60	9.67	9.11	11.33	4.15	-63% (7.18)
Total	\$56.88	\$53.64	\$53.08	\$58.56	\$70.24	\$79.37	13% \$ 9.13

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Long Distance Calling Methods

Students living on campus are more likely to use a cell phone, while students living off campus are more likely to dial direct.

	Total %	On Campus %	Off Campus %	At Home %
Cell	69	73	71	53
Calling Card	10	10	9	10
Dial Direct	9	7	12	6
Pre-paid	4	5	3	2
Collect	4	5	3	5
Credit Card	1	2	1	1
Internet	1	1	1	2

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Setting Priorities Is an Important Part of Disaster Planning

Geoff Tritsch
Vantage Technology Consulting Group
geoffrey.tritsch@vantagecg.com

If you're pondering the "must haves" in the disaster recovery room, don't fail to address the heart of disaster planning: setting priorities.

In my experience, IT and Telecommunications have two very different roles in terms of disaster planning and response. The first role is ensuring the continued operations of the systems and services on which the day-to-day operations of the institution have come to rely. The second role is providing the means of communications in case of some institution-wide disaster. These are distinct, and only sometimes related, objectives.

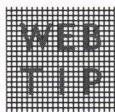
For example, a fire in your data center has very different response requirements than an earthquake which levels part of the campus. In the former case, getting your administrative and academic systems up might be a priority. In the latter case, getting your online classroom portal back up may be of significantly lower priority than having your URL pointed somewhere off-campus to be able to use your website as the basis for getting information to the outside world.

Part of what makes technology disaster planning so tough is that technology is an enabler. The technology itself has no value other than what it can allow others to do. Public safety has to be the foremost concern, followed closely by legal requirements, then business priorities. Remember that business priorities may change by season (think of the Admissions Office in the spring) and by time of day. Most of the decisions about priorities are not decisions that can be made by the technology departments. Disaster planning is a process that must involve the entire institution. Departments need to tell you what their priorities are and upper management must in turn prioritize those priorities.

Priorities need to be set for everything that is or might be in short supply: money, people, resources, services, space, bandwidth, etc. The prioritization process amounts to turning over all your rocks, and writing down what you found there. Inevitably there are going to be consequences:

- You are going to identify weak points where a simple loss could have disastrous consequences, e.g., data networks in a star topology, servers concentrated in a single location, all trunks in one cable. Either protecting those single points of failure or redesigning to create redundancy costs money without providing a concrete return on investment. So if you do nothing else, you must document those points so that you can address them later.
- The priorities are not going to sit well for those whose functions get assigned a lower priority. When the music stops, they may be without a chair. Better to fight those battles before disaster strikes.

And you may want to remember that the worst disaster is failing to plan at all!



Aaron Fuehrer
ACUTA Information Technology Manager
afuehrer@acuta.org

With the holidays behind us now, there may be positions opening within your department that you need to fill with qualified candidates. One of the best resources available on the ACUTA website is the listing of available positions at member institutions. Some of the current titles of positions posted include Senior Network Engineer, Systems Analyst, IT Security Analyst, and Project Manager.

As an ACUTA member, you can post a job opening by going to <http://www.acuta.org/dynamic/Jobs/jobpost.cfm>. Once your data is submitted, it will be reviewed for content and posted. The listing will remain active for at least 30 days and will automatically be removed as other positions are posted (or at your request). The most recent five job listings can always be found on the main Web page at <http://www.acuta.org> in the lower right corner. A complete listing of all current positions posted can be found at <http://www.acuta.org/dynamic/Jobs/Index.cfm>.

If you have any questions, please feel free to contact me at afuehrer@acuta.org.

Board Report December

Riny Ledgerwood
San Diego State Univ.
ACUTA Secretary/Treasurer
rledgerw@mail.sdsu.edu

The Board of Directors met by conference call on December 7 and approved the following:

- The appointments of Dennis Hess, Sinclair Community College and Pat Nelson, Cornell University to the Awards Committee.
- Complimentary Annual Conference registration for Program Committee members who agree to moderate or monitor at least eight hours of conference sessions.
- Marriott Denver on July 12-15 as the site for the Summer 2009 Seminars
- Revised Strategic Plan with operational and completed items removed

The Board also discussed the following:

- ACUTA's 2005/06 year-end statements
- ACUTA is seeking an individual from a member institution who has good technical knowledge of Ethernet to represent ACUTA with the Ethernet Alliance.
- ACUTA staff will respond to an RFP issued by AHECTA to provide management services.
- ACUTA is working to provide a secure website for its members to post RFIs and RFPs.

Respectfully submitted,
Riny Ledgerwood, Director
Communications and Computing Services
San Diego State University



Info Links

Randy Hayes
University of Northern Iowa
randal.hayes@uni.edu

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, both often contain valuable information. Below are links to selected documents.

- Global Knowledge Project Management Template:
http://www.globalknowledge.com/training/form_gouser.asp?find=BTA_NOV06&pageid=29
- Call Center Mathematics (Traffic Engineering):
<http://www.math.vu.nl/~koole/ccmath/book.pdf>
- Planning in Customer Contact Centers:
<http://www.math.vu.nl/~koole/presentations/2006minneapolis/pres.pdf>
- xChange Magazine eBooks Series:
<http://www.xchangemag.com/ebooks/>
- Semi-Annual Report of Inspector General on the FCC:
http://www.neca.org/wawatch/wwpdf/120106_1.pdf
- ATIS Hurricane Checklist (and other documents):
<http://www.atis.org/nrsc/docs.asp>
- Dynamic Perspective on Gov't Broadband Initiatives:
<http://www.reason.org/ps349.pdf>
- Spinning Wheels: Analysis of iProvo Muni WiFi Project:
<http://www.reason.org/ps353.pdf>
- Spotlights on Speech Codes on Campuses (incl over telephone):
<http://www.thefire.org/pdfs/94d49ae8c709340dee59937d51ea02f.pdf?PHPSESSID=f9c6aaaf2e6f15bb792d8e60785cbf63b>
- GAO on FCC Need to Better Monitor Dedicated Access Services:
<http://www.gao.gov/new.items/d0780.pdf>
- Total Telecom Cost Mgmt: The Cost of Not Acting (Paetec Sponsor):
<http://www.aberdeen.com/summary/report/library.asp?cid=3611>

Thanks to Sponsors for 2006

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 4 Events ★★★★

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Video Furnace, Inc.

★★ 2 Events ★★

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Thanks also to Verizon Business for sponsoring the book, *Campus Communications Systems: Converging Technologies*, which ACUTA will publish soon, and to the following companies for sponsoring audio seminars: 1Call, A Division of AMTELCO; 3Com Corporation; and Siemens.

In addition, we would like to express our thanks to **NextG Networks** for sponsoring the *eNews* for 2006. They have been a pleasure to work with, and they have generously agreed to sponsor the *eNews* again for 2007.

We value all of our corporate affiliates and hope that you will let them know that you notice and appreciate their support of ACUTA.



A Moment in Time

The First Words Spoken on the Phone

When was the first time in history that the human voice was heard by wire? It was on March 10, 1876, when Dr. Alexander Graham Bell and his assistant, Thomas Watson, were experimenting with the telephone in a boarding house in Boston. Dr. Bell was in his room on the top floor and Watson in his room on the floor below. Wires ran between the two rooms, but the telephone apparatus, at that time absolutely unproved, was set up to transmit voice in only one direction. Dr. Bell spoke into the transmitter in his room, saying, "Mr. Watson, come here, I want you." Watson ran excitedly into Bell's room, exclaiming, "I heard you. I could hear what you said." And the two inventors realized for the first time that their dream of a telephone had come true.

Inspired by his scientific curiosity, Bell went on to create other new inventions, including the photophone in 1880. This first wireless telephone transmitted sound on a beam of light instead of electrical wires. It is the forefather of the cordless phone and 80% of today's telephone systems that use fiber optics.

*Taken in part from a story on the website of the Library of Congress:
http://www.americaslibrary.gov/cgi-bin/page.cgi/jb/recon/telephone_1*

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Welcome New Members

Institutional Member

Arkansas State University, State University, AR. T3

Dana Slatton, business Manager; 870/680-4235 dslatton@astate.edu



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January 21-24, 2007 • Austin, TX

- Best Practices for Communications Technology Professionals
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For details or to register, visit the website at www.acuta.org

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2006-2007

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Amy Burton, ACUTA Mgr., Corp. Rel. & Marketing

Committee Profile Vendor Liaison Committee

The Vendor Liaison Committee provides a forum for Corporate Affiliates to discuss topics of mutual concern and interest. The members of the committee explore areas to increase the effectiveness of exhibits and sponsorships at ACUTA events for the mutual interests of the institutional attendees as well as participating companies. They also bring to the Board issues, ideas, and information on behalf of all Corporate Affiliates.

The committee consists of both corporate as well as institutional members and has monthly conference calls to discuss current programs, future endeavors, and the ACUTA Strategic Plan.