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ACORNUCOPIA

AN ABUNDANCE OF IDEAS

Inside this issue:

CEO Corner

According to Merriam-Webster Dictionary the word "technology" is derived from the Greek word *technologia* which refers to the systematic treatment of an art. The part of the word's derivation that I want to focus on is the "systematic treatment of." In my experience the term technology rarely involves the systematic treatment of art or science. Often it is used to describe a "one off" solution that goes undocumented and cannot be replicated. Add to this phenomenon the almost constant effort to expand, or create technology to meet the competitive needs of a IT industry, it is little wonder that many business people question the value of technology in business. Yet these same business people are seeking the "systematic treatment" of every business process. This brings me to the Inland Region. The region's economy has been based on agriculture. That is changing. It seems to be moving rapidly toward becoming a logistical center for the delivery of goods and services throughout Southern California and the rest of the world. There are several challenges. The one challenge that does not appear to be getting sufficient focus is the systematic development of the infrastructure and services needed to support the technology necessitated by this change. Coupled with the fact that the Inland Region is already behind in its application of technology the rapid growth in logistics will only further strain the existing infrastructure. What is needed is a serious attempt to assess the health of the current technology base and how the existing infrastructure supports or detracts from the Inland Region's future. This effort needs governmental support, however, I think given the strong base of private and public educational institutions in the region, the leadership for this effort needs to emerge from these institutions. Until and unless there is a systematic treatment of the technology needs of the inland empire, we will not see the benefits of true technology.

RFID and Technology

A year and a half ago, Wal-Mart served notice that it expected its top 100 suppliers to be shipping goods to it with new radio tagging technology by Jan.1, 2005. The tags, which are typically about the size of a credit card and contain an antenna and microchip encased in plastic, receive query signals from scanning devices called readers. Using the energy captured from those signals, they broadcast a snippet of code identifying the goods to which they are attached. Wal-Mart's goal was to save billions of dollars from their supply chain by using the tags to keep shelves filled with what consumers were buying, cut back on shipments of other goods, and combat theft. Although progress has been slow, it is inevitable that RFID (Radio Frequency Identification), will be main-stream in the coming years. Radio tagging has been spreading through the economy for decades in applications like automated toll collection, cards, controlling access to buildings, and tracking tags for animals. Wal-Mart, other retailers, and many manufacturers, are excited about the technology because the tags can store more information than bar codes, and a large number of items can be scanned at one time. In addition to its top 100 suppliers, Wal-Mart is working with 38 others that have volunteered to be in the first wave of vendors complying with its mandate. Wal-Mart and others say that, in 2005, not only will tagging be expanded, but there will also be a sharp increase in the testing of software and business strategies that use that data captured from the tags.

Source: New York Times 2004

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Useful Technology: Google SMS

What is Google SMS?

Google SMS (Short Message Service) enables you to easily get precise answers to specialized queries from your mobile phone or device. Send your query as a text message and get phone book listings, dictionary definitions, product prices and more. Just text. No links. No web pages. Simply the answers you're looking to find.

- Enter your query as a text message. (i.e. “price dvd player” or “define prosimian”)
- Send the message to the US shortcode 46645 (GOOGL on most phones).
- Receive a text message (or messages) with your results, usually within a minute. Results may be labeled as “1 of 3”, “2 of 3”, etc.

Why should I use Google SMS?

- Get local business listings when you're on the road and want to find a place to eat
- Compare online product prices with ones you find in retail stores.
- For more information visit, www.google.com/sms

Source: www.Google.com

Craig’s List

Craig Newmark is the founder of Craigslist.org. It is an enormous internet bulletin board where people can buy and sell their stuff, trade ideas, look for dates, seek home repair advice, or even just chat. One reason the audience is so large is that all of the services are free and internet users can search for any interests or needs they may have within a specific city or region of the world. Our rating of Craigslist.com are featured to the right.

Craig Newmark

Download time

With any connection, download time for links or pictures on the Craigslist website is fast and easy due to their lack of images or flashy banners.

Organization

There were few flaws with organization. Their impeccable attention to detail for most regions of the world helps internet users find what they need when they have to. But the lack of pictures and fancy imagery on their website could lead to possible boredom for potential users.

Effectiveness

Craigslist is an amazing internet search engine that helped us find pretty much anything. The only pitfall to Craigslist is that expansion of the site has yet to be been seen in many other countries.

New Employee: John Vo

John Vo graduated from Riverside Community College in 2003 with an emphasis in Psychology and Sociology and plans to attend the University of California Riverside in the near future. Originally from the town of Denver, Colorado, John's involvement in technology started an early age while John was still attending high school. In his younger years John was also considered the "go to guy" for his family when they needed computer assistance. Within a few years, John knew his long time computer fascination would turn into a hobby and possibly something larger. By the time John was ready to graduate from high school he knew how to build and operate computers, but wanted to explore other areas of education not concerned with technology. He later obtained his associate degree concentrating in Psychology and Sociology, and later accepted a job at PE.net helping the internet service provider with technical support while occasionally doing some free lance technical work on the side. After five years John decided it was time to move on to bigger and better business opportunities. In 2005 he was hired at Acorn Technology only days after he left PE.net. John's laid back demeanor, his love of computers, and his extensive knowledge of understanding diagnostics and troubleshooting problems within a technical business environment will help Acorn Technology's customers solve most any computer problem they might have.

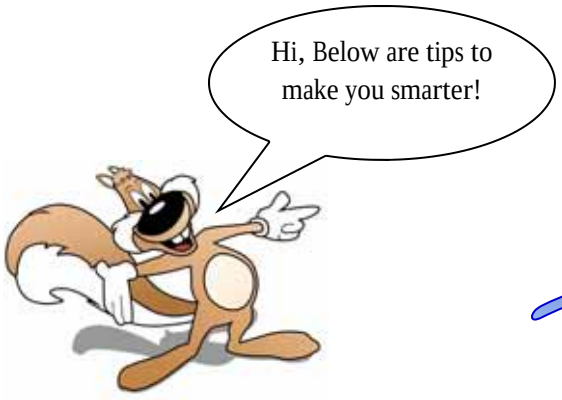
John Vo

Toxic Computer Screens

What is your monitor made up of? What is your computer made up of? While the majority of computer users simply look upon their machines as jumbles of plastics and metals, computers contain a number of toxic materials including Chromium, Zinc, and Tin. When a computer winds up in the landfill, however, there is a very good chance that these materials will leak into the soil and contaminate groundwater. While Europe has taken steps to produce accountability and protect people from the toxic waste computers create, the same cannot be said for North America. One agency that has attempted to block strong environmental measures for computer manufacturers is the American Electronics Association (AEA). The AEA claims that the bill created by the European Commission violate trade rules set out by the World Trade Organization. The question remains—should computer manufacturers be allowed to produce toxic products and then surrender responsibility of their disposal to local municipalities and taxpayers? Neither municipalities, nor the tax payers that pay for the disposal of these machines are part of the decision-making process that the manufacturer uses. Without this participation, how can taxpayers be expected to pay for the disposal of chemicals they most likely would have no wish to use in the first place?

While several of the larger computer manufacturers like HP and IBM have recycling programs for their machines, a vast number of North Americans do not purchase name brand machines, opting for less expensive machines built at a local shop. Many, I suspect, do not care what happens to the machine after the initial sale. So, the next time you boot up your machine for the last time, think about where it's going and how best to get rid of it.

Source: www.spark-online.com



Earl's Tech Tips

Computer Shutdown Process

- Configure your computer to shut down correctly by pressing only the power button using Windows XP. Simply navigate to your power settings by clicking the START button, then click SETTINGS, then CONTROL PANEL, then POWER OPTIONS. Select the ADVANCED tab, then in the lower portion of the screen you will see an option labeled "When I press the power button on my computer:" Click the drop down menu, little arrow to the right, and select the Shut down option. Now a simple push of the power button shuts your system down safely.

Scientific Calculator

- Did you know that the Microsoft Windows calculator has a scientific calculations mode? First click on the Start program, then click on Accessories and simply open an instance of the calculator program and click VIEW. You will notice the STANDARD, SCIENTIFIC options. With the scientific calculator you will be well on your way to manipulating those unruly exponents as well as making statistical calculations and much, much more.

Acorn Internship Program

The fall academic quarter proved to be another success for the Acorn Technology internship program. Five new interns from a variety of specialties came aboard and were joined with members of our previous internship program. Interns were given individual projects and worked directly with a supervisor within our organization. Additionally they were able to partake in our guest speaker program where professionals from an array of backgrounds were able to share their experiences and successes. This segment of the program is liked by all and provides a valuable component that is not taught in the traditional classroom environment. The group of new interns consisted of three Computer Information System majors, Anna Yu, Joey Chen and Michael Lee, who worked on software development projects under the guidance of Andrew Motel, our systems administrator.

Robert Digiacomo was brought in to conduct a marketing research survey to assess the technology needs of businesses within the Inland Empire. Eva Yang came on to work to assist our financial director, Kun Tao. Christine De la Cruz and Vivian Wang continued their internships working with our CEO, Donald Dye, in Acorn's Collection Department. Alex Farias also stayed with Acorn, and is now in charge of the company newsletter and assists Christine and Vivian with their projects. Camilo Sharpe, the former internship director, took the next step in his career by taking a position as a financial analyst for Northwestern Mutual. Camilo's was succeeded by Ryan Hoskin, as director of the internship program.

Other personnel changes included the departure of Tammy Tam, Elliot Fels, Daniel Sung, Jo Chi and Jessica Yang, each of whom went back to their studies or on to the next stage