2005

ACORNUCOPIA
AN ABUNDANCE OF IDEAS

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 important 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 <u>or</u> 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 huge enterprise it is little wonder that most 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 Empire. 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 development of an infrastructure and services needed to support the technology necessitated by this change. 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 capabilities. We also need a serious attempt to assess the health of the current technology base and how it supports and detracts from the Inland Region's future. The effort certainly needs governmental support, however, I think given the strong base of private and public institutions in the region, that the leadership needs to emerge from these institutions. We will be dependent on the use of technology, but left to business alone we will not achieve that need.

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 (RFID) 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.
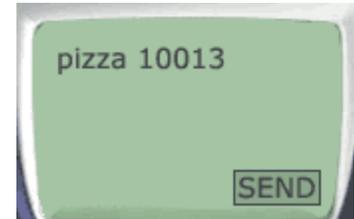
Source: New York Times

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.

How do you use it?

- 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 "1of3", "2of3", 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 sample queries and other information, visit http://www.google.com/sms

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's features are 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 fancy images or flashy banners. But the lack of pictures and fancy imagery on the website made for a boring site.

Organization

There were few flaws with organization. Their impeccable attention to detail for every listed region of the world helps internet users find what they need when they need to. But the lack of pictures and fancy imagery on the 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" if his family ever 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 and occasionally did some free lance technical stuff 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 here at Acorn Technology only days after he voluntarily decided to leave 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 any computer problems they might need.
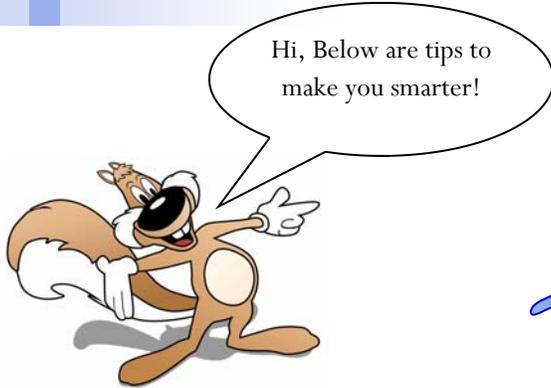
New Tech Products

Are you tired of opening obscene messages in your inbox? Are you being hounded by an annoying relative who keeps sending huge attachments? Try Spam Catcher, an excellent product from Allume Systems. The software brings up a friendly dialog that allows users to easily understand the program.

Outlook users can finally rejoice! Spam Catcher Outlook is a breeze to install and takes a little time to get it running. For a quick test, just click on the software icon, and choose the "Scan Folder" option. Then, point it to any folder that you know contains junk email and start the scan. The mail identified as junk is put into the "Spam Catcher" folder in Outlook. No more entering all those email addresses to block a sender, but if you are the kind who likes more control over what is blocked and what is not, do not despair. You can block senders individually if necessary. If you use any other email software besides Outlook, e.g. Outlook Express, then Spam Catcher Universal is what you need.

For less than $40 this program is a steal for all the spam haters. It's almost like having a cyber-dog guarding your email.

The new Spam Catcher from Allume Systems

Hi, Below are tips to make you smarter!

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? 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 Dela Cruz and Vivian Wang continued their internships working with our CEO, Donald Dye, on collections. Alex Farias also stayed with Acorn, and is now in charge of the company newsletter and assists Christine and Vivian with collections. 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 move left 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 of their professional career.