



# ACORNUCOPIA

## AN ABUNDANCE OF IDEAS

### CEO Corner

#### Inside this issue:

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It is not always easy to select a topic in which I am interested; that I believe may also be of interest to our readers. As I was struggling with the topic for this edition of Acornucopia, two unrelated events inspired this musing. The first event was an article which appeared in the New York Times Business Section on Wednesday, April 27, 2005 reporting on a recently released Hewlett-Packard survey of small businesses. Since Acorn Technology Corporation is solely involved in information technology, I was most interested in the responses relating to technology. Below are some of the more interesting results.

The second event was an interview on the local NPR station with Jane Roberts, a co-founder of 34 Million Friends [<http://www.34millionfriends.org>]. Jane is a retired school teacher living in Redlands, California. She was disturbed by the refusal of the US Federal Government to make a \$34,000,000 contribution to the United Nations in support of women's issues. 34 Million Friends is an to

attempt to convince 34 million United States citizens to contribute \$1.00 each to make up for our government's failure. The politics of the situation are not what make this event interesting to me. What is of interest is that Jane, with apparently very little past experience, has created a creditable business with a very high dependence on the Internet. By her own words, she could not have created 34 Million Friends without the Internet.

These two events are in a very small way affirmation of what many have previously espoused: Technology is dramatically changing the way in which we live and do business. It is here to stay. If one wants to survive, be competitive and prosper in business one must embrace technology, because the competition will. And finally, technology is permitting people who would otherwise not be a competitive threat to compete at any level. 63% of the respondents to Q720 believe that technology allows them to compete with larger companies and 58% believe technology gives them an edge over their competitors.

### Hewlett-Packard Survey

Q500: Three biggest challenges: Operations=80%; Customer Service=44%; Employee Relations=43%; Technology=24%.

Q502: Where will you invest next year: Operations=94%; Customer Service=87%; Technology=68%; Employee Relations=63%.

Q508: During next 2-3 years what is greatest impact: Economy=84%; Taxes=76%; Health Insurance=69%; Government Regulations=67%; Interest Rates=62%; Technology=60%.

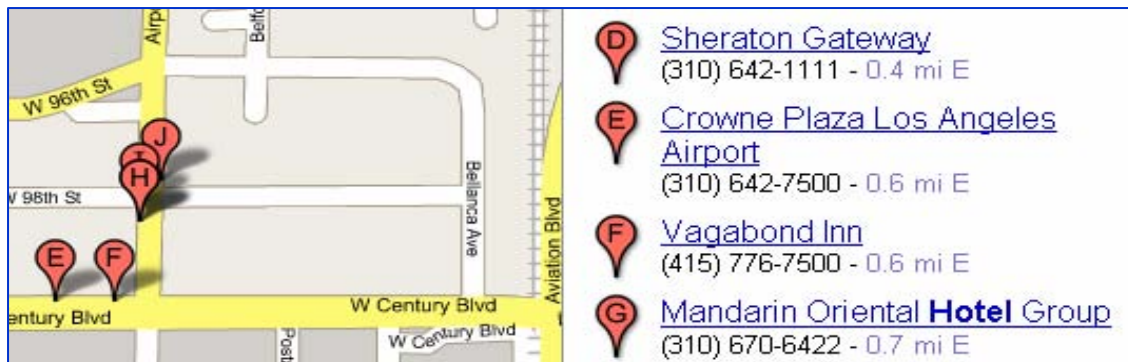
Q525: During next 2-3 years where will you invest: Technology=81%; Marketing=75%; Sales=68%; Recruitment=32%.

Q530: 49% intend to increase spending on technology over the next 2-3 years by 20% or more.

[Complete Survey at: [http://www.hp.com/hpinfo/newsroom/press\\_kits/2005/sbizweek/index.html](http://www.hp.com/hpinfo/newsroom/press_kits/2005/sbizweek/index.html)]

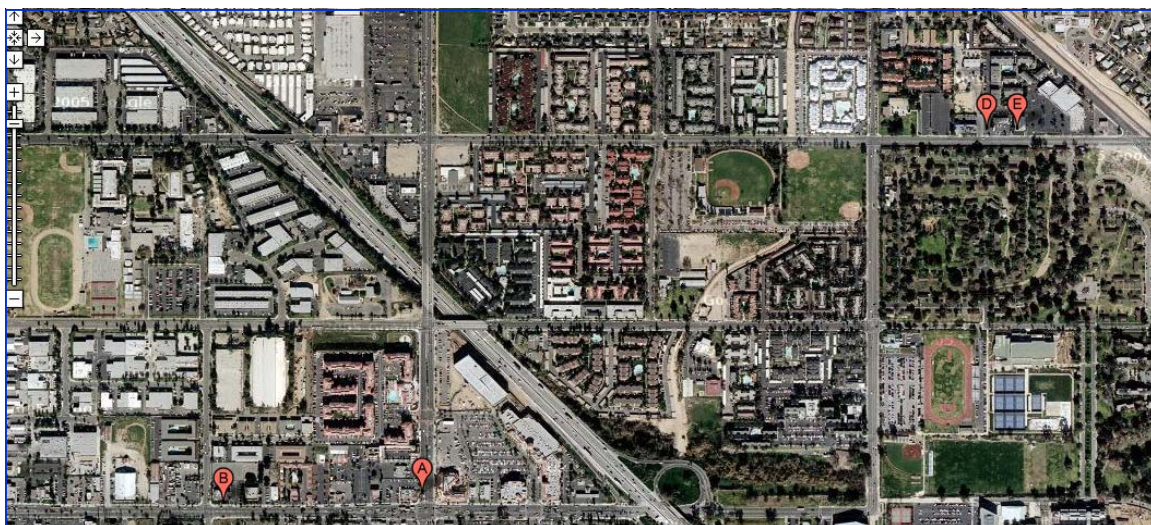
# Go-Go-Google-Gadgets

Want directions? Looking for pizza? Need a hotel? Have no fear, Google Maps is here. Yes, the wizards at Google labs have done it again, this time with the most superior web-based map software available today. What makes Google Maps different from other map services such as mapquest.com™ and Yahoo! Maps™ is that it provides an entire new array of services. For example, instead of blindly searching through the phonebook for a hotel near LAX, you can enter “hotels near LAX.” The results are astounding; a map will come up with multiple hotel locations shown on the screen along with their contact information (See picture). Excited yet? Well this is just the beginning.



Go Go Gadget Satellite. Google Maps also allows users to enter many other extremely useful queries such as searching for pizza locations around your area or getting directions to a client’s office. The features that we found the most interesting are the satellite aerial snapshot view and the ability to click and drag the map. You can toggle between a map view and a satellite view so not only are you searching for a location; you get an aerial snapshot of the area as well. This combined with the click-and-drag functionality makes the package complete. You can now easily find a location and see where it is in relation to other landmarks that you are familiar with. Hey, I can see my house from here!

To experience Google Maps visit <http://maps.google.com>.



## Cable Subscribers Saved by the Bell

The Bell telephone companies, which includes SBC and Verizon Wireless, are currently in the works to develop a new product line that will bring television programming to their phone and Internet customers through the use of Internet Protocol Television (IPTV) over broadband data networks. SBC alone will be upgrading its fiber optic network over the next several years to accommodate IPTV technology which requires new fiber line installation to handle speed requirements that the video transmissions need to function properly. SBC is planning on spending 4 billion dollars over the next three years to install the fiber lines to reach neighborhoods where half of its 36 million customers reside, roughly spending over 200 dollars per household. By 2009, seven million subscribers are expected to get TV programs from a phone company and cable subscribers are expected to fall to 64 million, down 6

million subscribers from the market's current condition. By increasing broadband access speeds and improving digital video compression, SBC will be able to deliver high-quality video services over a telephone line to a television. A small decoder box can connect a television to a telephone or network point, rather than an aerial socket, cable or satellite feed, and the pictures should be just as good as what we know now. With revenues for fixed-line phone services threatened by mobile operators on the one hand and the prospect of free or low-cost calls over the Internet on the other, traditional telephone companies are trying to sustain their diminishing call revenues with new services and one main objective for SBC is to eventually develop a 'triple-play' of voice, video and data services on a single bill.

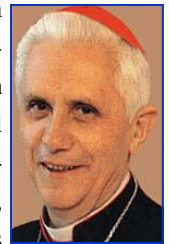
Sources: **New York Times April 4, 2005**  
**Lovelacemedia 2005**

## PopeBenedictXVI.com Sells for \$150,000

When Pope John Paul II (right) fell ill in early February, thousands of entrepreneurs raced to get the rights of the domain name that would match the next pope that seemed to be nearing his arrival. The problem was anticipating which Cardinal would be the one to fill the papacies vacancy. After the passing of John Paul II in early April, an Ontario, California man known only as Phil M., appeared to have won the registration race for the domain name of the papal vacancy after he correctly



anticipated Cardinal Joseph Ratzinger's choice of Pope Benedict XVI as his taken name. [www.PopeBenedictXVI.com](http://www.PopeBenedictXVI.com) was the domain name that Phil M. had purchased for his employer and of which went up for sale on Ebay.com. Bidding ended on Tuesday, April 26th, with a whopping bid of \$150,000. Unfortunately for Phil and other entrepreneurs, Pope Benedict already has an e-mail address and a website: [benedictxvi@vatican.va](mailto:benedictxvi@vatican.va) and [www.vatican.va](http://www.vatican.va), but Phil shouldn't lose any sleep over it.



Source: **BBC News 2005**

## Computer technology works...Trust me!

-By Tamera Baxter of **Shawn Washington Accountancy Corporation**



The old adage "Time Waits for No Man" is more relevant today than it has ever been. Regardless of your occupation, computer technology is a vital organ in our professional lives. Our accounting firm is in the midst of a very busy tax season and the last thing we need to worry about is if/when our computer system will crash. Quite frankly, it would absolutely paralyze our entire operation. We recently

relocated our offices to downtown Riverside and the move was relatively seamless. However, without the expertise of the technical support team at Acorn Technology, perhaps the experience would have turned out much differently. We, as well as probably 95 percent of the business population, rely on computers in our daily operations. Our business clients cover several industries...governmental, healthcare, not-for-profits,

and construction, and their data is sensitive material, as they rely on accurate and uncompromised information.

Three extremely valuable components were integrated into our computer system that allows for the protection of our data and provides an ease in data access: remote data backup storage, security breach notification, and a VPN (virtual private network).

Do you remember the process of backing up data onto floppy disks, tape drives or zip drives? Wasn't that a nightmare? When our staff conducts field audits, data can be transmitted and disseminated in real-time via VPN (Virtual Private Network). We no longer have to send email back and forth, nor worry about whether the files are too large as an attachment. How many times have you experienced sending email with an attachment that bounced because the file was too large? VPN's were installed on our laptops so we now have full function of, and access to, data as though we were sitting at our desktops in the office. For those like

myself, who awaken at 2:30 a.m. with epiphanies, they can now logon to the server and take advantage of these subconscious brainstorm. Since our data is backed up remotely on a nightly basis, we are no longer at the mercy of zip drives!

We recently experienced a blackout in our building and our computers were safe and sound. I'm sure you've seen those "Your computer was shut down improperly..." and, in years past, this may have resulted in you having major problems with your hard drives, like a crash or some other loss of data. Again, our computers are literally our right hands in business and, although we had a blackout, we were safe. Acorn received immediate notice that our system went down and they took action to ensure that our data was preserved. Technology can be frightening; however, if you embrace it....it can be your very best friend. For our accounting firm, we continuously seek out technology that will allow us to work more quickly and more efficiently, and our client's see the value we bring them because of it.

## Earl's Tech Tips



**Firefox**  
rediscover the web



I like to stay active, that's why I use Firefox to do all my winter shopping.

Discover why 46 million users have made the switch to Firefox web browsing from other well known web browsers like Internet Explorer and MSN Explorer. Firefox has tons of cool features that allow you to surf the web in a more pleasant way, yet still allowing the older features of your other web browsers to which you've grown accustomed, to remain intact. For example, Firefox will import your favorites and settings from your old browser and will also still have the functions you're familiar with such as bookmarks, history, full screen and text zooming to make pages with small text easier to read. The backbone to Firefox is its tabbed browsing feature that allows you to view more than one web page in a single window. Open links in the background so that they're ready for viewing when you're ready to read them. No more third party popup blockers, Firefox has its own built in popup blocker that stops annoying popup ads right in their tracks. Google search is also built right into the toolbar and there are plenty

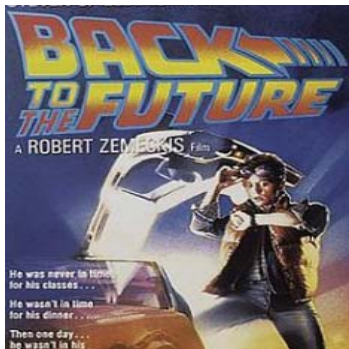
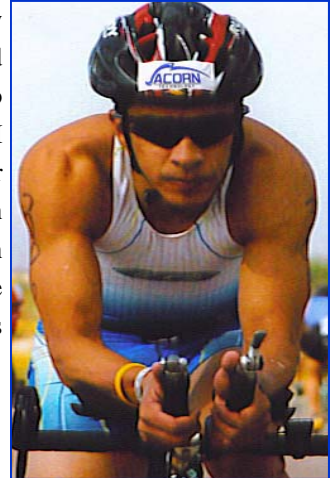
of other search tools including **Smart Keywords** (type in "dict <word>" in the location bar and find definitions) and a new **Find Bar** that will find text that you wish to search for while you continue typing without having to cover anything up. Downloading Firefox is very simple and can be completed in a matter of seconds over a fast connection or in a matter of minutes with a slower connection. Go to [www.getfirefox.com](http://www.getfirefox.com)> click on "getfirefox.com" > click "free download" in the upper right hand corner > save it to your computer > after loading is complete, open the file > click next > click "I accept" and then click next > choose the standard download option > click next > click finish > choose whether you want to import your settings from internet explorer or not > click next > and then click finish. Now go experience what baseball fanatics are calling, "web browsing on steroids."

**Source: Mozilla.org and GetFirefox.com**

## Life as an Intern: Alex Farias

Alex has been an intern at Acorn Technology for the last two quarters of his attendance at UC Riverside. Alex will be graduating from UC Riverside this spring and has also been recently hired at the Capital Group, a financial investment firm whose clients span all over the globe. Recently Alex competed in the Ironman Arizona, a 140.6 mile triathlon that entailed a 2.4 mile swim, 112 mile bike and 26.2 mile run in the desert heat of Arizona. Alex finished a whopping 6<sup>th</sup> place in his age group and 233<sup>rd</sup> place amongst all the participants, many of whom train everyday of the year and also have sponsorship. Alex not only is a full-time student at UC Riverside, he has also been an intern at Acorn Technology for almost a year and to compensate for this hectic schedule, Alex has gotten up at 5 am in the morning five days a week. His training consisted of 4-6 hours of bicycling in the morning accompanied by 10 miles of running and then a night cap of 2.5 to

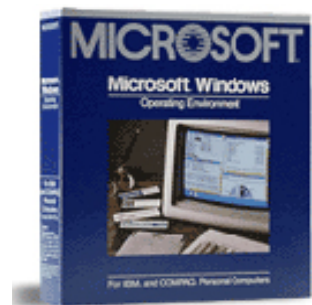
3 miles of swimming. When asked about his training process in correlation with his internship at Acorn Technology, Alex said that “the Acorn staff was extremely understanding about my schedule and really allowed me to do what I needed to do (as far as training) which I know ended up being a major factor in my 6<sup>th</sup> place finish in my age group in the Ironman Arizona Triathlon.” We’re going to miss Alex and his “go the extra mile” attitude.



## Back To The Future; 1985 Rekindled

The year was 1985 and Marty McFly (played by Michael J. Fox), with the help of an eccentric scientist named Doc (played by Christopher Lloyd), ventured into the unknown in a DeLorean automobile powered by a Flux Capacitor that enabled Marty to go back into time. We will now use similar (and more practical) technology (the Internet) to go back to the year 1985 to revisit the world of technology twenty years ago to see how far we’ve come.

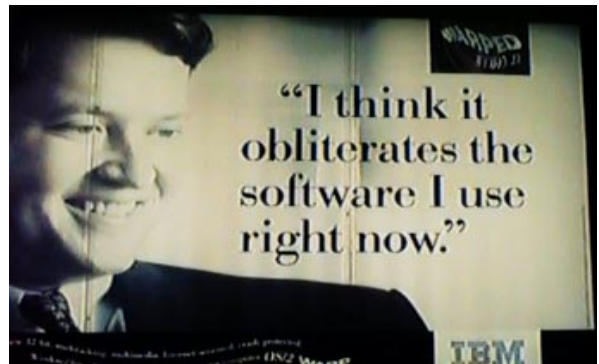
1.) Microsoft Windows 1.0 was introduced in November, 1985 and was initially sold for \$100.00. Microsoft first began development of the Interface Manager (subsequently renamed Microsoft Windows) in September 1981. Although the first prototypes used Multiplan and Word-like menus at the bottom of the screen, the interface was changed in 1982 to use pull-down menus and dialogs. The development was delayed several times, however, and the Windows 1.0 hit the store shelves in November 1985. The selection of applications were sparse and Windows sales were modest during its inception. The Windows 1.0 package included Calendar, Cardfile, Notepad, Terminal, Calculator, Clock, Control Panel, Editor, Print Spooler, Clipboard, Windows Write and Windows Paint. The advertising slogan for Windows 1.0 was “Windows will instantly deliver you a more productive present, and a leap into the future.”



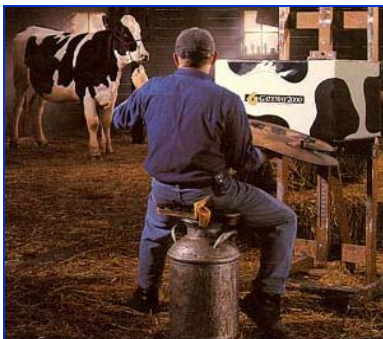
**“Windows will instantly deliver you a more productive present, and a leap into the future.”-Windows 1.0 advertising slogan**

## Back To The Future Continued...

2.) Microsoft and IBM began collaboration on the next-generation operating system(OS/2). OS/2 was originally a 16-bit Operating System that was designed to work with 286 processors and first introduced in 1987. OS/2 never became as popular as the other Microsoft Operating Systems, and software developers never created a substantial number of programs to run under OS/2. Although some computer experts say versions of OS/2 are superior to Windows, Windows and the number of products created for it still dominate the market today.



*-An IBM advertisement for the OS/2*

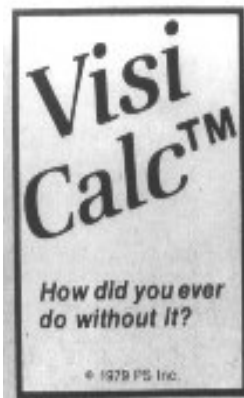


3.) The computer company Gateway 2000 was founded in Sioux City, Iowa.



4.) Microtek introduced the world's first 300-dpi black-and-white sheetfed scanner.

5.) Quantum Computer Services (an Internet bulletin-board) was founded, which later became AOL.

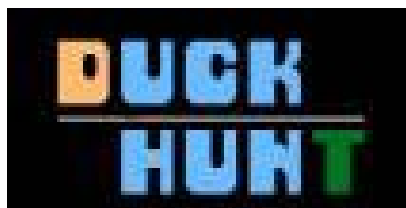


6.) Software Arts, which was well known for its VisiCalc program, sold its assets to Lotus in 1985. VisiCalc was developed by Dan Bricklin in 1978 in Apple Basic on an Apple computer. VisiCalc was the first spreadsheet type program ever to be developed, with the market currently dominated with Microsoft Excel .

7.) Intel introduced the 80386, a 16 MHz processor that incorporated 275,000 transistor and was capable of accessing up to four gigabytes of memory. The processor sold for \$299. Today's processors are more than 180 times faster.



8.) And in 1985, the Nintendo Entertainment System made its debut in the U.S market.



Source: Computerhope.com



## A Few Good Interns

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**“We live in a world with jobs and these jobs have to be done by interns, who’s gonna intern, YOU, you lieutenant Wienberg?” -Colonel Jessup (Played by Jack Nicholson)**

As the winter quarter drew to an end, we seemed to be left here at Acorn with a mixed sense of joy and sadness. On the down points, several interns finished up their individual projects, thus completing their tenure with us at Acorn Technology. On the jubilant side of this predicament, all of these interns have graduated or will be graduating in June and have already started or lined up full time positions with other companies among the competitive job market of Southern California.

**Michael Lee** is now working for Verizon Wireless where he is designing a connectivity program to help customers get the best connectivity they can possibly receive. Part of his job entails driving around to various locations in Southern California and making hundreds of phone calls to test connectivity, literally bringing the “can you hear me now?” advertising campaign to reality. We hear you Michael.

**Joey Chen** recently started working at Urban Science, a software development company. Joey is working closely with Toyota, one of Urban Science’s biggest clients. When recently contacted, we asked Joey about his experience at Acorn Technology and his outlook on technology in the working world and Joey said, “I love technology and the many uses that become of it’s advancements and to me the best part about my experience with Acorn Technology and technology in general is filling the gap between technology and people by helping them communicate more effectively”. The pleasure was all ours Joey.

**Alex Farias** also ventured off into the world and ended up getting hired at the Capital Group, a financial company that manages financial investments for shareholders and businesses across the globe. Thus far, Alex is in charge of

communicating with customers and maintaining their individual accounts by updating them and their current forecasts and answering any inquiries they might have. Not only has Alex received a new job, but he is also graduating at the end of this quarter from the University of California, Riverside. When asked about the learning experience Alex had at Acorn Technology, he said that “you learn to communicate more efficiently with co-workers and you learn that business has its ups and downs and there are problems but problems always have solutions”. You the man Alex, you the man.

As we see the departure of several interns, we also have the pleasure of welcoming on board several new interns. **Casey Chang**, a business administration major at UC Riverside, will be working under the guidance of Mickey McGuire on the sales side of Acorn Technology’s business operations. **Saro Karagueuzian**, also a business administration major at UC Riverside, will be working closely with Zack Ashliman on a facilities manual for our office here in Riverside. Our last new addition this quarter to the internship program, but certainly not the least, is **Song Lin**. Song is currently a third year PhD student majoring in computer science at UC Riverside. Song will be touching up and eventually implementing some of the programs that were written by past interns into Acorn’s daily business operations. Song is affectionately referred to around the office as “half man, half computer”.

In closing we would like to keep you up to date with our continuing interns. **Danielle Linson** will be graduating from UC Riverside with a B.S in Psychology. She has been working at Acorn for over a year and has been a manager at



*“Song is affectionately referred to around the office as half man, half computer.”*



*Technology has made Casey the happiest man on earth.*



*Saro cannot find the words to describe how happy he is to be at Acorn Technology.*

## A Few Good Interns Continued...

Wired Games, a PC Gaming and Internet Access Center, for almost four years. Danielle’s favorite break time snack at Acorn are corn nuts. **Christine Dela Cruz** recently graduated from UC Riverside as well, with a Bachelor of Science degree in Business Administration. She now holds a full-time position at Acorn and her favorite break time snack are raspberry creamsicles. **Bobby Digiacomio** also recently graduated from UCR with a B.S. in Business Administration. He is currently applying to the MBA program at UCR and is also working full-time at Acorn Technology. Bobby’s favorite break time snack is anything sitting around in the break room (mini chocolates, donuts, cereal, corn nuts, creamsicles (raspberry and orange), fudgesicles, leftover pizza, popcorn, oranges and ice cream cake. **Ryan Hoskin** has only a few more weeks of school until he graduates with an MBA from UCR. Ryan is currently a full-time MBA student, a teaching assistant and is heavily infiltrated in the everyday business operations at Acorn Technology. His favorite break time snack at Acorn is his Diet Coke.



*Ryan was a male model before joining the team here at Acorn Technology. .*



*Danielle & Christine working hard & striking a pose.*

## Acornucopia Technology Joke

