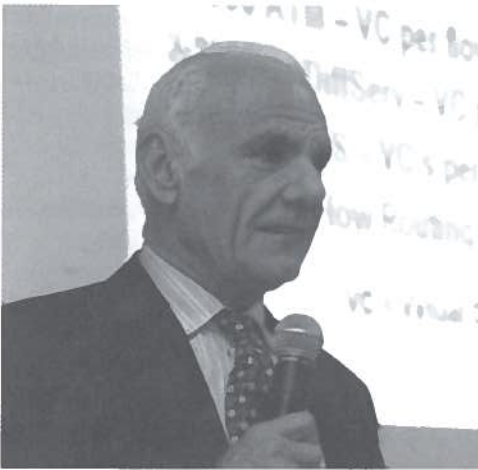


# The WATSLine

J. Warren McClure School of Communication Systems Management  
College of Communication - Ohio University

## Communication Week 2004

**Dr. Lawrence Roberts**, known as the “Father of the ARPANET,” gave the keynote speech titled “The Past and Future of the Internet” for the McClure School’s Communication Day during Communication Week 2004. Dr. Roberts is currently Founder, Vice Chairman and CTO of Caspian Networks. Dr. Lawrence Roberts led the team that designed and developed ARPANET, the world’s first major computer packet network.



*Dr. Lawrence Roberts, “Father of the ARPANET,” speaks to a crowded Baker Center Ballroom during Communication Week 2004.*

School Director **Andy Snow** presented Dr. Roberts with a **Stronger Award** for Innovation in Communication for his pioneering work on computer communications.

The day began with the Alumni Panel consisting of **Dr. Stephen Bruning ‘87**, Professor at Capital University; **Tim Conti ‘94**, Director of Channel Development at WAN Technologies; **Kelley Dunne ‘87**, Executive VP of Operations at Verizon; and **Neil Okonak ‘02**, Analyst at Accenture.

A Broadband Panel included speakers **Kelley Dunne ‘87**, **Albert Diehl**, VP of the Multi-Dwelling

Unit/Multitenant Unit Business Unit at Telkonet; and **Ted Stine**, VP of Road Runner Business Class Services at Time Warner Cable. **Michael Jenkins**, Advisory Board Member and Sales VP for Global Markets at AT&T, spoke on “Global Trends in Telecommunications” during the last panel of the day.

According to **Herb Thompson**, faculty chair of the Communication Week committee, “Our students and faculty had the opportunity to hear from industry experts the exciting new developments in telecommunications, particularly in the areas of new internet technologies, Voice over IP, Broadband over Power Lines and Wireless Communications. I would like to thank student chairperson **Rachel Rondy** and the other hardworking members of the the Student Communications Week Committee for a great job in putting together a wonderful and informative program.”

The day concluded with an Awards Banquet at the Ohio University Inn which recognized students with a gpa of 3.3 or higher, scholarship recipients, and students who participated in the internship program. **Rachel Rondy** was presented the Outstanding Graduating Senior Award.

If you would like to volunteer for the alumni panel for Communication Week Day 2005, let us know.

## Director’s Corner

The McClure School has had an incredibly busy and productive year. Through some very hard work, the faculty completed the first year of our new masters program while preserving the excellence of our undergraduate curriculum. The new Master of Communication Technology and Policy attracted students with technology, managerial and public policy backgrounds. Our first masters graduate, **Ms. Shweta Agarwal** has been accepted into a very competitive Ph.D. program in telecommunications networking at the University of Pittsburgh, while **Ms. Jing Liu** will be attending Ohio State University as a part of their Ph.D. program in public policy in fall 2004. This coming fall the program will have over 30 graduate students on the rolls.

Student **Rachel Rondy** was selected as outstanding graduating senior by the faculty and will be attending law school specializing in regulatory law pertaining to voice and data communications. At Communications Week, the McClure School’s feature speaker was **Dr. Larry Roberts**, the person most responsible for the development of the Internet and recognized internationally as the “Father of the ARPANET.”

**Dr. Phyllis Bernt** became Chair of the Faculty Senate. In addition to still teaching in the graduate and undergraduate programs, she will continue work on her National Science Foundation grant where her team is

*Continued on Page 7*



*J. Warren McClure, 1919-2004.*

## In Memoriam

**J. Warren McClure, BSCO '40, DMC '75**, for whom the J. Warren McClure School of Communication Systems Management is named, passed away Wednesday, April 7, 2004, at the age of 84.

McClure, who lived in Burlington, Vt. with his wife **Lois**, was a well-known philanthropist and gave generously to many causes. He was a former newspaper editor and Gannett executive.

Ohio University was one of the first universities in the country to offer a four-year degree in voice/data telecommunications. McClure, for whom the school was named in 1988, was instrumental in its success. "Communication Systems Management is a vital and exciting field for business and government that was pioneered by Ohio University," said McClure. "I look around Ohio University and I can see people being turned out here who are going to be very, very successful."

McClure's support includes a Visiting Professor Program, major contributions to the School's endowment and an endowed professorship which will enhance the School's ability to cover all areas of communication management. - *Erin Roberts, External Relations, College of Communication.*

## Faculty/Staff Activities

**Phyllis Bernt** presented two papers out of the NSF grant: "The Visual Representation of Women and Minorities in Career Information Materials Involving Information Technology and Science Careers," *American Educational Research Association Conference*, San Diego, April 2004 (with Beatrice Boateng, Joseph Bernt and Sandra Turner); and

"Gender Differences in the Media Use of Middle School Students," *Association of Educators in Journalism and Mass Communication Conference*, Toronto, August 2004 (with Joseph Bernt and Sandra Turner). She was also elected Faculty Senate Chair for 2004-05.

**Trevor Roycroft** had an article, "Empirical Analysis of Entry in the Local Exchange Market: the Case of Pacific Bell" accepted for publication in the *Journal of Contemporary Economic Policy*.

**Andy Snow** earned the Best Paper Award for "Project Management for Telecommunications & Networking — A Methodology of our Own," presented at the *3rd Annual Telecommunications Information Technology Conference* in April.

He also published a journal article "Assessing pain below a regulatory outage reporting threshold," in the August issue of *Telecommunications Policy*, Vol. 28/7-8 pp. 523-536. He was a Special Guest Speaker at "Telecommunications Network Reliability and Outage Reporting Workshop" at George Mason University's School of Public Policy in July. He was also appointed to the Advisory Board of Telecontinuity, Inc., a startup firm specializing in providing emergency communications during telecommunications disasters (see telecontinuity.com). Lastly, in April, he was elected Vice Chair of a new organization, the International Telecommunications Educational and Research Association (see www.itera.org).

## Master's Program

Be sure to refer anyone looking for a Master's program to the McClure School for a professional degree that can be completed in one calendar year on a residential campus. Additional information is available at [www.mcclureschool.info/graduate](http://www.mcclureschool.info/graduate).

## Advisory Board-Sponsored Charity Golf Tournament

More than 70 golfers had a great time August 20 on the Athens County Club links this year raising funds for a scholarship to benefit a Communication Systems Management student during the 3rd Annual McClure School Advisory Board Scholarship Golf Tournament. Over \$30,000 has been raised so far for the scholarship fund.

Advisory Board member **Mike Jenkins** announced during the Awards and Recognition Ceremony following the tournament that the scholarship and the tournament will be named the **J. Warren McClure School Advisory Board Thomas Lonsbury Scholarship and Golf Tournament** in honor of Advisory Board member **Tom Lonsbury**, organizer and chair of the tournament.

"The board approached me about changing the name of the scholarship to honor Tom," School Director **Andy Snow** said. "As Tom's efforts have raised over \$30,000 for the scholarship in just over three years, I readily agreed. Tom has been on the McClure Advisory Board for over 12 years. He has given selflessly of his time and applied his leadership and considerable energy to support the McClure School in a variety of ways. We could not have a better friend, and I can think of no better way to honor Tom as he retires from the telecommunications and networking field."

Tom retired from ACS, Inc. this year after almost 45 years in the telecommunications profession, but he assures us that he will stay active on the board, and, of course, continue to devote time to the golf tournament.

Our thanks to the following sponsors for their support:

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*Golf tournament participants (from left) Barry Spurlock '03, Luke Lehman '02, Brady Hoerig '03, and Pete Costanzo, all from Progressive Insurance, pose for a photo.*



## Morehouse College

**Dr. Hans Kruse** obtained a NASA grant in conjunction with Morehouse College. One of the objectives of the grant is to help grow programs at historically black colleges and universities that prepare students for careers in space communications to fill labor shortages expected by 2008.

Morehouse College has chosen the voice and data networking undergraduate program at the McClure School as a model for their own emerging telecommunications program.

Ohio University and Morehouse College have also entered into an agreement to pursue creation of a dual degree program. In this program, after three years Morehouse students would attend Ohio University for two years and obtain a degree from each institution. **Professor Phil Campbell** will be a visiting professor at Morehouse College in Fall 2004.

## Equipment Donations

Keeping labs up to date with the most current equipment is an ongoing challenge. If you can provide any contacts or referrals for equipment donations such as VoIP, test equipment, oscilloscopes and multimeters, let us know. Also, when contacted by OU for cash donations, remember that if you decide to give, you may designate the gift for our School by asking that the donation go to "CSM" in the College of Communication.

## Short Courses for Alums

Are you, or your company, interested in attending short courses for alumni taught by McClure School faculty such as a two-day project management course for telecommunications and network professionals? If so, contact Andy Snow at [asnow@ohio.edu](mailto:asnow@ohio.edu).

## We Appreciate....

All the alumni who continue to support the McClure School by speaking to a class (**Glenn Ruff '88, Sandy Davis '90, Joe Watson '92**), stopping by to visit while in Athens (**Andrea Dunlop O'Neill '94, Sean O'Neill '94**, and their 2 young children; **Travis Kahrig '99; Ryan Kirwin '99** and his wife Jessica; **Jeff Dunno '03**), sponsoring internships within their company (**Mike Herrmann '93, Dave Heimbach '99,**

**Kelley Dunne '87, Brad Rhodes '00, Matt Christian '99, David Tischer '00, Maria Howard '85**), participating in Communication Week (**Stephen Bruning '87, Tim Conti '94, P. Kelley Dunne '87, Neil Okonak '02**), posting positions on the alumni list serve (**Jed Bistline '02, Kevin McCormick '02, Sarah Ashton '03, Jim Jolley '99, Brad Chilton '91, P. Kelley Dunne '87, Derek Fink '95, Bob May '95, Andrea Pappada '96, John Farwell '92, Jennifer Borzelleri '95, Mike Herrmann '93, Barry Preece '02, Mike Johnson '99, Jonathan Waag '03, Todd Clay '91, Chad Pfeffer '04, Andrew Tyre '00, Tom Fisher '98**), or supporting the golf tournament (**Neil Okonak '02, Joe Watson '92, Bryan Ireton '90, Maria Giustino-Lepore '90, Sandy Davis '90, Rob Kallstron '04, Randy Risch '93, Damon Dormody '98, Barry Spurlock '03, Dave Dickson '89, Tom Fisher '98, Brady Hoerig '03, Paul Hudec '99, Ron Minto '98, Luke Lehman '02, Leah Beltz Patten '00, Matt Raider '03**).

Phil Campbell was happy to run into **Emily '02** and **Amy Frisch '95** while they were visiting Athens.

We especially appreciate two new board members: **Maria Giustino-Lepore '90** and **Ron Minto '98**.

The faculty and staff appreciate the ongoing interest in and commitment to the McClure School.

## Crosstalk

Kevin Schoolcraft - Where are you? Email me.

- **Judi Scarmuzzi '90**

Any alums from '97 living in the Bay area? If so, give me a shout!!!

- **Amos Gregory '97**

To CJ - "I am a strong believer in luck and I find the harder I work the more I have of it." Benjamin Franklin (1706-1790)

- **Jed Bistline '02**

I am looking for a job in the IT world again!!!!

- **Mark Manbevers '00**

I hope the students know to remain flexible in their work life - it has kept me employed in this rocky economy.

- **Lisa Grubish '94**

## Undergraduate Program

Can you visit high schools in your area to put out the word about Communication Systems Management as a combined technology/business degree? If interested, please contact Andy Snow at [asnow@ohio.edu](mailto:asnow@ohio.edu)

## Moves, Adds and Changes

**Mike Persina '92**, Systems Manager with Hewlett-Packard, implemented an enterprise-wide, PKI-based, single-sign on solution for Proctor & Gamble. **Adam Tiffany '03**, Network Support and Development at Kroger, says things are going great for him. He really likes the people he works with and has learned a lot. **Jamie Flayler Rohrer '02** is a Call Center Scriptor for Influent Inc.

**Debbie Cohodas Seres '93**, Network Performance Analyst with Microsoft, worked for MCI for 9 years in engineering, technical consulting and technical sales. She is currently at Microsoft in WAN Engineering where she analyzes PING, SNMP, and Cisco Netflow, Microsoft's backbone, as well as provides feedback to produce teams on how their applications affect network performance.

**Tim Conti '94** graduated in May 2003 with a Master's Degree in Business Administration from OU. He was recently promoted to Director of Channel Development for WAN Technologies. **Lisa Grubish '94** works with 3Delta Systems, Inc. as a Client Account Manager. **Kevin McCormick '02** said that Insight will be hiring Inside Sales Executives every quarter this year at the corporate head quarters in Tempe, AZ. For information about this position, as well as other openings that would be of interest to CSM grads, go to [www.insight.com](http://www.insight.com). Contact Kevin at [kmccormi@insight.com](mailto:kmccormi@insight.com) for help getting a phone interview at the Tempe location.

**Ron Minto '98**, who recently joined the School's Advisory Board, is now a Systems Engineer with Cisco. **Stephanie Runner Wallace '01** is a Transport Capacity Manager with SBC. **Chad Hanson '03** found employment with Safelite Glass Corporation as a Telecommunication Analyst. **Judi French Scarmuzzi '90** is the Manager of

Software Engineering in the Strategic Technology Services division of National City Bank. She loves managing a team that engineers such things as WindowsXP, Group Policies, Citrix, Directory Services and software distribution. She had a baby girl in August 2002, and took a trip to Spain this past spring. **Brian Taylor '96** started at Deloitte in January. **James Aftosmis '95** is a Manager with MCI. **Jed Bistline '02** rejoined SBC as an Account Manager (he had an internship with SBC) to continue his career in telecommunications sales. He just returned from a trip visiting friends in Eastern Europe.

**Ron DeMuth '98**, Senior Consultant, Global Communications & Media Operations with Siebel Systems, is responsible for evaluating order fulfillment/management strategies for global telecommunications customers. Recent engagements include Czech Telecom, Terra lycos (Spain) and Manitoba Telecom Services (Canada). **Rick Steele '99** is a Senior Project Analyst with Qwest. **Jonathan Waag '03** is a Network Infrastructure Sales Engineer with Network Access Corporation. **Rob Kallstrom '04** is working at Easton Telecom as a Complex Service Specialist.

**Sarah Melvin '04** is an Analyst with the Cincinnati Financial Corporation. **Christine Brown '98** is an Information Management Specialist with the US Department of State. **John Tompkins '03** is a Telecom Operations Specialist with Progressive Insurance. **Todd Stults '02** works at SBC Midwest as a Digital Transport Engineer. **Brad Rhodes '00** is a Senior Sales Engineer at Acceris Communications. **David Miller '97** is a Sr. Network Design Engineer at Time Warner Telecom. **Amos Gregory '97**, Technical Marketing Engineer with Airespace, left Cisco to work at a start-up 802.11 wireless switch company that is competing directly against Aruba

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"Things are going great for me. I got a great networking job with Kroger at their general office. I couldn't have imagined I would end up at a job this great so quickly."

-Adam Tiffany '03

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## Moves, Adds and Changes - from Page 5

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"I can say I am definitely still using my Communication Systems Management major."

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-Regina Beer Menza '95

Networks and Cisco (and kicking their butts). He is starting to really understand the convergence of RF management, 802.11 security and mobility into a centralized platform. He says it is really nice to be out of the huge corporate environment and learn from the best (CTO Pat Calhoun). He is still single, working in San Jose and living in San Francisco. **Sara Young Steinbauer '94** quit her job at Project H.O.M.E. in April, traveled to Australia and will start a Master's program when she returns. Her husband has transferred to a position in Philadelphia, so they may finally be able to live together like other married couples.

**Kwong Chiu '95** is working for Asia Netcom in the Hong Kong sales team as a Sales Support Manager. His team won the regional network outsourcing contract from FedEx. **Regina Menza '95**, Sr. Product Manager with MCI, moved back to Ohio from Colorado Springs to be near family and work on grad degrees. She manages a team of product managers working on an IP collaboration tool called Net Conferencing. She recently brought her young daughter to OU for the weekend and bought her an OU T-shirt. **Megan Luskin '03** is an IT Agent Support person for Progressive Insurance. **Heath Weber '97**, is a Public Relations Manager with Anthem.

**Deb Miller '92** works for Cox Communications as an Engineer. **Greg Crout '00** is a Senior Auditor-IT Specialist with the H.J. Heinz Company. **Doug Staub '96** is a Sr. Unix/Storage Administrator with Arrow Electronics. **Brett Simonson '03** works for InterCall as a Virtual Meeting Consultant. **Jason Duff '00** is an Internet Security Engineer with MCI. **Sarah Ashton '03**, Systems Engineer, Network Engineering and Architecture with Lockheed Martin, relocated from DC to Philadelphia.

**David Troen-Krasnow '87**, Billing Supervisor with RNK Telecom, is a member of a band which is playing in the New England/Boston area. They have a CD available for \$7 via paypal - go to thehyphens@yahoo.com for details.

**Lt. Paul G. Vogel '96** with the Coast Guard Electronic Systems Support Unit in Cleveland reports that **Chad Hanson '03** was offered a Reserve Commission as an Ensign. The Direct Commission program he was admitted to is a highly competitive and coveted assession program, which speaks of the high quality of the Communication Systems Management program. **Steven McCullough '03** is a Telecom Operations Specialist with Progressive Insurance. **Kelly Knott Miller '99**, Switch Capacity Manager with SBC, had a baby girl named Anna in August 2003. **James Evans '87**, VP with Clayton IDS, launched MobilEMS, a new software product for specialized patient care reporting system for Fire/EMS departments. Over 25 departments in Ohio purchased the software the first year in 2003. **P. Kelley Dunne** is an Executive VP with Verizon Avenue.

**Chad Pfeffer '04** was promoted to Account Manager with Percipia. **Leslie Holtshouse Copp '93**, is the Conferencing Account Manager with MCI for Proctor & Gamble, the largest user of MCI Videoconferencing services in the world. She says that working across time zones is a challenge, but is also very rewarding. She had a baby girl in June 2002, who is already a great communicator and probably headed for a career in telecom like her mom. **Christie Koza '94**, Finance Manager with AT&T Wireless supporting the Central Region Field Ops team, left MCI and relocated from Dallas to Chicago. **Dave Cohagan '87** is a Corporate Manager of Voice Telecommunications with International Steel Group, the

second largest integrated steel company in the US and born from the ashes of LTV and Bethlehem Steel. He has his hands full with merging separate voice networks, platforms and contracts, as well as running the Corp Datacenter. He's been in Cleveland in the steel business since he graduated.

**Chad Osinski '03** is an Acquisition Client Executive with MCI. **Beth Sertell-Mills '99** is an International Network Engineer with MCI. **Matthew Raider '03** is an Analyst with Accenture. **Travis Hawkins '01**, is a Network Support Engineer for MCI dial access products, supporting customer LAN access solutions. He believes that MCI is positioned to come out of bankruptcy soon and become a positive force in the telecom industry. He is rooming with **Jed Bistline '02**. **Heath Weber '97** is a Public Relations Manager with Anthem. **Deb Miller '92** is now an Engineer with Cox Communications.

**Sangeeta Nagaraja '96** is working in Chicago as a Marketing Manager for the European, Middle Eastern, African and Asian markets for Motorola-PCS. **Mark Manbevers '00** is Owner/President of Y-City Thunderbirds. **Marvin Eppley '96** is a Network Engineer II with Bank One. **Tracy Sheme Skladanowski '92** is a Global Account Manager with Avaya. **Ambrosia Walker Logsdon '03**, Computer Science Instructor at Gallipolis Career Center, is starting a new business, WhatIf Media. **John Cooper '04** just graduated and is looking for employment. **Evan Ishida '01**, Performance Improvement Analyst with Nationwide Insurance, is developing training curriculums and online resources and doing other internal consulting projects.

**Damon Dormody '98**, Team Leader with Easton Telecom Services, bought a house and got married in July. **Greg Crout '00** is a Senior Auditor-IT Specialist with H.J. Heinz Co.

Send us your updated information. Click on "update your information" in

## Director's Corner - from Page 1

investigating what influences middle school minority and female students to eschew technology careers, and the role of media messages in those decisions. **Dr. Trevor Roycroft** returned from faculty leave where he made tremendous progress on his book about the policy aspects in the emergence of the Internet. Our office manger, **Ms. Barbara Moran** was honored by **Dean Kathy Krendl** as the College Employee of the Quarter.

Undergraduate students gained highly competitive summer internships with Progressive Insurance, JC Penney, PowerNet Global, Cincinnati Bell, Nationwide Insurance and Huntington Bancshares. Progressive Insurance, one of the best companies to work for in America, hired seven from the class of 2004. Other employers included such companies as Accenture, AT&T, AT&T Cellular, Kroger, Easton Telecom, Percipia, Cincinnati Financial Corporation, MCI and SafeLite Glass Corporation.

The McClure Advisory Board Golf tournament is in its third year. After the tournament in August 2004, more than \$30,000 will be in the endowment for McClure student scholarships. Such scholarships are very important, given the escalating tuition induced by Ohio budget cuts in higher education. Board member **Mr. Tom Lonsbury** has been indefatigable as the director of these golf tournaments. Student **Max Putas** was the first recipient of a scholarship from this endowment and attended the tournament with his parents.

The faculty, staff, and students are happy with the School's new location in Lindley Hall. Although the faculty is now in one location, our labs are still in two different buildings. The Lindley Hall location offers a student resource center, an attractive lobby to greet guests and students and a place for J. Warren McClure memorabilia, who passed away in April of 1994. McClure was a 1940 graduate of Ohio University who went on to be a noted newspaperman and philanthropist, and also one of the founders of USA Today. McClure became fascinated with the data communication network aspects of electronic distribution of newspapers and endowed the school in the early 1990s. Without his generosity, the School could not have been formed or prospered. The faculty and students are very grateful for his generosity and we work hard to preserve his legacy.

*Andy*

the alumni section of  
[www.mcclureschool.info](http://www.mcclureschool.info).

Want to keep in touch with other alums or let other alums know about a

position available with your company? Are you looking for a job? Instructions for how to subscribe to the alumni listserve are also in the alumni section.



## Job Placement

A McClure School education offers opportunity for those entering the networking, telecommunications or any other field, as evidenced by a sample of recent graduate job placements:

- **Chad Osinsky** - MCI
- **Matt Raider** - Accenture
- **Chad Hanson** - Safelite Glass Corp.
- **Katie Gabric** - Progressive
- **John Moore** - Progressive
- **Kim McDonald** - AT&T
- **Matthew Micciche** - Tech Systems
- **Wes Ramsey** - Progressive
- **Nathan Boston** - AT&T Cellular
- **Martin Clement** - Progressive
- **Steve McCullough** - Progressive
- **Chad Pfeffer** - Percipia
- **Shweta Agarwal (MCTP)** - Ohio University EE program
- **Joe Brackman** - Ohio University Athletic Dept.
- **TJ Strauchon** - Enterprise
- **David Post** - Grad School
- **Adam Tiffany** - Kroger
- **Sarah Melvin** - Cincinnati Financial Corp.
- **Rob Kallstrom** - Easton Telecom
- **Jing Liu (MCTP)** - Ohio State Ph.D. Program

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