



Summer/Fall 1998

# WATSLine

J. Warren McClure School of Communication Systems Management Alumni Newsletter

## From the Director...

As I am writing this column, we are beginning to welcome back students and members of the OU community, and getting ready for a new academic year. Let me use the balance of this column to expand on these themes. At CSM we are welcoming two new faces. **Dr. Martha Garcia-Murillo** joins us after having completed her Ph.D. in Political Economy and Public Policy at the University of Southern California. She will teach both undergraduate and graduate level courses on information management, regulation, and policy. Her arrival expands our expertise into areas that we have not covered before, and we are very excited to have her join CSM.

We are also very fortunate to have **John Hoag** join us for the year as a Visiting Instructor. John is completing his Ph.D. in the engineering department at OSU. He has been involved in telecommunications for many years as a consultant, and is working on research relating to broadband networks. He has also been involved with the National Regulatory Research Institute at OSU for some time. John will teach mainly data communications. I am especially grateful to John for agreeing to take this appointment even though it requires a daily commute from Columbus to Athens and back!

Let me continue with a brief update on the continuing saga of our Masters degree program. We have prepared the final document and have finally

*(Continued on Page 6)*

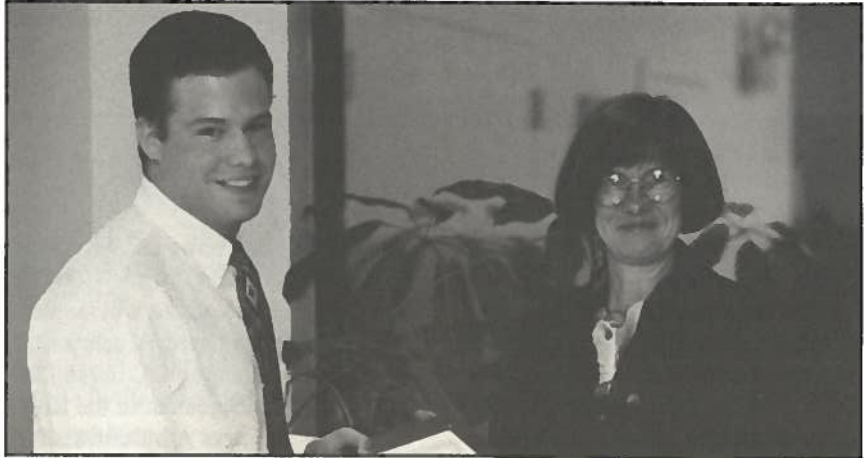


photo: Rick Fatica

*Ron Minto, Outstanding Graduating Senior for 1997-98, receives a certificate and a \$500 McClure Senior Achievement Award from Dean Kathy Krendl during the school's annual Awards Banquet.*

## Communication Week '98

Communication Week '98, sponsored by GTE, was a great opportunity to hear telecommunication professionals speak on the topic of Communications and Democracy. Steven Schoonover of Cellxion gave a talk on making money in telecommunications and James Love of the Consumer Project on Technology, spoke on the implications for business and democracy of Microsoft, antitrust, and the internet.

Advisory Board members **Harry Williams, John Lusa, Jason Comstock '89, Randy Risch '93, Tom Lonsbury, and Dick Bradner** held afternoon break-out sessions on various topics of interest to students, followed by an interviewing skills roundtable with **Dick Bradner, Tom Lonsbury, Rachel McKeel, Bob Olds, and Ron**

**Ott.** The alumni panel, which consisted of **April Blum '95, Doug Bowie '94, Mike Farley '97, and Randy Risch '93** had lots of practical advice for current students on starting and building a career in telecommunications.

It was good having alumni **Patty Wetzel '97, Andy Mendelson '94, Jeff Zaleski '92, Kenneth Joseph '85, Darrin Resnick '87, and Glenn Ruff '88** return for the day.

Thanks to faculty advisor **Trevor Roycroft, Mary Reimer '98**, chair, and the other members of the Communication Week Student Committee for their hard work and dedication in planning the day's events. //

## Faculty Activities

In addition to teaching, advising, and serving on committees, the faculty also find time to be productive in various other ways.

**Phyllis Bernt** just completed a report for the National Regulatory Research Institute titled "The Changing Obligation to Serve in Local Exchange Markets." The report is coming out in paper format, as NRRI publication number 97-26, but it is also available through the NRRI web site at <http://www.nrri.ohio-state.edu/>.

**Hans Kruse** taught a one-day seminar on April 16, titled "Operating TCP/IP Over Satellite Channels" at a workshop sponsored by Scientific Atlanta Corporation in Melbourne, FL. He also gave the keynote speech at Moorehouse College in Atlanta on April 22, titled "Challenges in Telecommunications Education."

**Trevor Roycroft** presented a paper titled "Do We Have the Bugs Out of Telephone Deregulation?" at the 43rd Annual Broadcast Education Association Convention in Las Vegas on April 4. July 1, he gave a presentation at the Western Economic Association International Meeting in South Lake Tahoe on "A Dynamic Model of Incumbent LEC Response to Entry Under the Terms of the Telecom Act of 1996." Additionally, he has had two papers accepted for publication: "A Dynamic Model of Incumbent LEC Response to Entry Under the Terms of the Telecommunications Act of 1996" will appear in the *Journal of Regulatory Economics*; Volume 14,

November 1998; and "Is it Time for a Second Divestiture?" was published in the June 15 issue, Volume 136, No. 12, of *Public Utilities Fortnightly*.

**Varadharajan Sridhar** (co-authored with June Park of the University of Iowa) published a paper "Probabilistic Model and Optimal Reorganization of B+ Tree with Physical Clustering" in *IEEE Transactions on Knowledge and Data Engineering*, Volume: 9, Number:5, 826-832. //

## Dr. Sridhar Leaving

As some of you know, **Dr. Sridhar** will not be returning for the 1998-99 school year. Instead, he will be starting a new position with the American University in Washington DC in the Department of Management in the Kogod College of Business Administration.

If you would like to keep in touch with Sridhar, his new address is:

Management Department  
Kogod College of Business  
American University  
4400 Mass. Avenue, N.W.  
Washington, DC 20016-8044  
tel. 202/885-1985  
[sridhar@american.edu](mailto:sridhar@american.edu) //

## Welcome!

We're happy to have two new faculty this fall.

**Martha Garcia-Murillo** received her Ph.D. in Political Economy and Public Policy from the University of Southern California in 1998. While at USC, she worked as a researcher at the Center for Telecommunications Management in Los Angeles. At CTM, she participated in various projects, including the development of a framework for benchmarking performance for international telecommunications companies, evaluation of new applications for telecommunications technology, and elaboration of supporting materials for executive training.

Last year, she was a visiting scholar at the University of Minnesota's Carlson School of Management, where she taught international management in the BA and MBA programs.

Her research interests include electronic commerce, the application of telecommunications technology in corporations, and competitive issues in the telecommunications industry.

**John Hoag** is currently completing his Ph.D. in Industrial and Systems Engineering at The Ohio State University. His research interests include service quality in broadband telecommunications. While at OSU, he provided assistance to the State of Ohio's Thomas Edison Centers for Technology Extension, implementing network and information services. He returned to school for Ph.D. studies after over a decade of consulting in the industry. //

## Utrecht Exchange Program

We also want to welcome three students from the Hogeschool van Utrecht in the Netherlands, who are taking classes this fall quarter as part of the exchange program between the School for Communication System and COMT. Three COMT students are in Utrecht. //



photo: Rick Fatica

*Phyllis Bernt is recognized for her years of service as the school's director with flowers and a plaque during the Awards Banquet. From left, Tony Mele, Varadharajan Sridhar, Kathy Krendl, Phil Campbell, Phyllis Bernt, Hans Kruse, and Trevor Roycroft. (At last a group photo!)*

*Alumni panel members. From left: April Blum '95, CompuServe Network Services, Doug Bowie'94, Ohio University, and Mike Farley '97, Ernst & Young (below).*



*Alumni panel member Randy Risch '93, Ameritech, and student moderator Yolanda Dickerson (above).*

photos: Rick Fatica

**More Photos From Communication Week**



*Communication Week 98 Committee Members . From left : Ron Minto '98, Trevor Roycroft, Dave Redman '98, Mary Reimer '98, Lara Zonner '98, Jennifer Wuslich '98, Yolanda Dickerson, and Leah Beltz (front row). Frank Quintana, Dan Miller '98, Ryan Kirwin, Damon Dormody '98, and Scott Tettau (second row). Not pictured: Brian Seitz and Shaun Chambers '98.*

## Regional Focus--Where are the Alumni

Want to know which of your fellow alumni ended up in Cincinnati? The featured city for this issue of the WATSLine is Cincinnati, Ohio. Listed below are the alumni in the school's

**Tricia Anderson '96**  
Procter & Gamble  
Anderson.TL.2@pg.com

**Vince Broerman '92**  
MCI Telecommunications

**Jeffrey Brubaker '86**  
CBIS

**Yaulonda Carter-Harris '92**  
Fifth Third Bank

**Todd Dungan '91**  
Inter-Tel Technologies, Inc.  
todd\_dungan@inter-tel.com

**Andrea Dunlop '94**  
Anixter  
andrea.dunlop@anixter.com

**Robert Etherington '90**  
Century Banks

**Brian Hammermeister '90**  
Anixter  
brian.hammer@anixter.com

**Kimberly Hobbs-Dungan '91**  
Great American Life Insurance

**Leslie Holtshouse '93**  
MCI Telecommunications  
leslie.holtshouse@mcimail.com

**Paul Kellogg '89**  
Ronald Bradley & Associates

database who have a business address in the Cincinnati area.

If this information needs to be updated, let us know by returning the information form on page 7.

**Brad Kitchen '91**  
Fifth Third Bank

**Patrick Laughman '93**  
Voice-Tel

**Scott Limanowski '94**  
Banc One

**Joseph McCullough '91**  
MCI Telecommunications

**Josy Noice-Neudecker '90**  
Fifth Third Bank

**Kevin O'Brien '90**  
Cisco Systems  
keobrien@cisco.com

**David Palopoli '86**  
Gateway Communications

**LeDante Pryor '92**  
Lazarus Department Stores

**Michael Reese '92**  
Cleveland Plastic Fixtures

**Sonja Sieber-White '92**  
Student Loan Funding Corporation

**Julie Trent '94**  
Cincinnati Bell Long Distance

**Richard Vanden Eynden '87**  
WLWT-TV

## Crosstalk

Hey Margo, What's new with you?  
Are you still with Merck? - **Catie Kane-Thompson**

Hello John Petz, send me an e-mail,  
and has anyone heard from Becky  
Roebuck? - **David Robinson**

Congrats to **Emily Thompson** on her  
new job. Good luck in Dallas! -  
**Karlynn Stanley**

Congratulations to **Brad Kitchen** on  
his recent engagement and I look  
forward to the wedding this fall. -  
**Stephen Green**

**Elaine Spurlock**...Congratulations!  
You must have gotten married! **Mike Tibbs**...where are you now? Are you  
still in Florida? - **Lori Poston**

**Brad Ater**, when are you going to tie  
the knot! - **Rick Raybould**

Just wanted to say hi - haven't  
corresponded in a while. - **Lynnette Baughman**

## New Lab Equipment

The latest addition to the school's lab is a VTEL video conferencing unit. Not only will students gain valuable experience working with the video conferencing equipment, but guest speakers from off campus can now address a class using the most up to date technology.

**Martha Garcia-Murillo** has already scheduled an industry professional from WorldCom to speak on new technology issues to the COMT 214 class she is teaching this quarter. //

# Homecoming is October 16-18!

There is Only One  
**Ohio**  
HOMECOMING  
October 1998

## Moves, Adds, and Changes

Thanks to everyone who returned a response form from the winter WATSLine. Here's what you had to say:

**Linda Lewis '88** recently moved back to Ohio from California. She is now working for Qwest, formerly LCI International, as the Manager of Consumer Product Development. Qwest has 2 positions available: a senior product development specialist and a product development specialist. If you are interested, contact Linda at 800/860-0088 x 5886 or at-

lewislj@lci.com.

**John Farwell '92**, Manager of Data Design Engineering for Ameritech in northern Ohio and Michigan, and his wife, Karen, are looking to buy a house in Westlake,

Ohio. **Leslie Crete '88** is working as a Senior Telecommunications Analyst for WANG.

**Lynnette Baughman '91** has a new position as a Data Engineer with ALLTEL. She recently graduated with a masters of information and comm sciences degree from Ball State University, and is expecting a baby in August. **Leslie Hillier '97**, National Account Executive with MCI, is working as a sales representative for Progressive Insurance. **Tracy Sheme '92**, Sr. Consultant, Telecommunications Svcs Group, DAOU Systems, bought her dream car, a Red Jeep Cherokee.

**Ted Hoesman '89**, is working as the Director, Telecommunications and Network Specialists, for Management Recruiters International. **Jennifer Borzelleri '95** recently started a new position as a trainer for Hill Associates. She trains sales people and engineers on LANs and Fast Packet, such as Frame Relay and ATM. **Venessa Rahe '94**, is working as a Technician Specialist with MCI.

**Rick Raybould '95**, T-Comm Consultant with Aetna U.S. Health Care, was

promoted to the Midwest Region. He serves as project lead for new voice platforms within this region. He is also planning on getting married in June, 1998. **Erin Gemmell '92**, Nortel, had a baby boy in August, 1997. **Abbie Davison '95** is working as an Account Manager with Qwest. **Lori Poston '88** is a Corporate Services Manager with Orlando Magic. **Stephen Green '92** is working for Resort Data Processing.

**Kevin Hogan '89**, Manager, Network Services, COMTECH Group, had his

first child, Katerine Rose, August 1997.

**Karlyne Stanley '93**, Technology Consultant for NCR, finished her MBA in May 1997 and recently got

engaged. **Joe Salisbury '96** is working as a Systems Programmer with Sprint.

**David Griech '97** is working as an Ordering and Provisioning Engineer with Nextlink Ohio. **Bruce Crowe '91** is working as a Network Analyst with CompuServe Network Services/WorldCom. **Andrea Schroer '92** was promoted to Sr. Manager of Integrations with Qwest and moved back to Dallas in December. **Karen Green-Greer '90**, is a Project Manager-Corporate Advertising, with National City Corporation. **Kimberly Green-Kantra '92** started a new position with Rockwell Automation/Allen-Bradley as a Senior Marketing Coordinator in the Technical Writing/Marketing Communications Department.

**Steve Kantra '92** is working in sales for Gateway Megatech. They bought their first home in Euclid (their dog, Madison, loves the yard). **Ken Greer '89** is working for National City as a Project Analyst. **Chad Pfaff '96** is working at The Limited as a Communications Analyst. **Michael Stephens '93** was recently promoted to Sr. Manager Product Development at

Qwest.

**Jason Hall '95**, Communications Analyst with The Longaberger Company, is finally getting to do ATM in the "big basket" and bought a new house. **Todd Bahner '86**, left MCI for a position with ADC Kentrox as a National Account Manager. He's also been busy doing home remodeling. **Amanda Geary '97** is working as a Sr. Telecom Analyst with Nationwide Insurance Enterprise. **Jeff Dean '89** is working as a Senior Manager-Prepaid Phone Card with Ameritech. **Paul Cook '91**, US Air Force Pilot, had his first child, Lindsey Katherine, December 26. He's almost finished with a Master of Aeronautical Science degree and will be moving to Dover, Delaware soon. (Thanks for the pictures, Paul).

**Peter Dawson '97** is working for WorldCom International. **Derek Montgomery '93** left NCR for Analytical Systems Engineering Corporation, where he works as a Systems Software Specialist. **David Robinson '94** just started working for GTE in the CLEC arena doing competitive intelligence.

**Catie Kane-Thompson '91**, Account Service Administrator with Ameritech Information Systems, has been working on healthcare accounts. Her team exceeded its objective for 1997 and went on a sales trip to Palm Springs, CA, in March. She has two children: Ryan, 4; and Riley, almost 2.

**Kristin Bowers, '95**, who works as a Network Consultant at NCR for **Susan Carr '87**, is engaged to UD grad Andrew Lowery. **Dave Guerini '91**, Sr. Network Analyst-Data Processing Officer at National City, is busy with network conversions related to the recent purchase of First of America Bank. He also just bought a new home in Sagamore Hills. **Jason Brecht '97** has a new position within IBM as a Research Associate in Denver, CO.

That's it for the summer/fall WATSLine. If you'd like to be in the winter issue, fill out and return the information form on page 7. //

## From the Director...

-continued from page 1-

received the required financial review of the program. The document now goes to the Ohio Board of Regents for final approval. If everything goes well, we should be able to start the program in the fall of 1999. In the coming year we will also actively look for external support for the program so we can insure adequate funding when we start up.

Let me close by asking for your assistance in addressing a paradox that has become quite troubling to me.

We all recognize that professionals in our field are in high demand. Yet, both our experience at CSM and surveys done in high schools confirm that college freshmen are staying away from "high tech" fields, including computer science and communications.

Many students seem to be unaware of the range of career options available in our profession. That awareness comes only after a student has come in contact with our school in some way, often by taking the general education class we teach for the university. But, as many of you know, joining CSM as a late transfer can limit your options of electives to take, or your internship opportunities.

I will therefore make a special effort this year to go into high schools and promote the range of options available to graduates with communications degrees. I would like to ask you to check with your company to determine if your employer has a formal relationship with a local school. I would be more than happy to provide CSM-specific materials, or join a company representative during a presentation or event at a school.

I believe that our profession offers great opportunities, and I also believe that our profession deserves the best and brightest students and graduates.

It looks like we need to become active in recruiting if we want to insure a steady supply of skilled "technology workers". Please contact me if you would like to help. - **Hans Kruse** //

## Congratulations!

Congratulations to the following recent graduates who found employment:

**Matt Wingham and Bob Campbell**, Ernst and Young. **Tom Fisher, Ron DeMuth, and Ron Minto**, Andersen Consulting. **Jennifer Wuslich, John Langland, Keith McVay, Matt Rigney, Shaun Chambers, Christine Brown, Mary Reimer, Dave Redman, and Jeff Herron**, MCI WorldCom. **Jeff Hildebrand**, NextLink. **Josh Gilliland**, Ameritech.

**Trevis Lipsey, Scott Buecker, Monica West, and Jon Green**, LCI/Qwest. **Seth Jenkins and Sara Thomas**, JC Penneys. **Mike Martin, Booz, Allen and Hamilton. John Grove and Mike Everett**, Progressive Insurance. **Megan McCormick**, Proctor and Gamble. **Eric Chorey**, AEP. **Shannon Boone**, Cellular One. **Mike Snider**, GTE. //

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todd\_bahner@kentrox.com

**Todd W. Bahner** National Account Manager

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The Network Access Company



### Linda J. B. Lewis

Manager of Consumer Product Development  
Product Development & Implementation

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### MCI Telecommunications Corporation

**Leslie A. Hillier**  
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Corporate National Accounts

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216 606 7071  
FAX 216 606 7051  
1 800 289 1624  
Pager 1 800 PAGEMCI PIN: 1799662  
EMAIL: leslie.hillier@mci.com

# Information Form

Name \_\_\_\_\_ Grad Date \_\_\_\_\_

Address \_\_\_\_\_ Telephone # \_\_\_\_\_

\_\_\_\_\_

Company \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_ Telephone # \_\_\_\_\_

\_\_\_\_\_ FAX # \_\_\_\_\_

\_\_\_\_\_

Do you want to be in the e-mail directory?     yes     no

If yes, what is your e-mail address? \_\_\_\_\_

Would you be willing to:     be listed on the school's web site as a resource for students?

speak at a SICM meeting?

What's new on the home front?

What's new on the job?

Any messages for "Crosstalk"?

Help us keep track of you! Fill out this form and return to:

J. Warren McClure School of  
Communication Systems Management  
Ohio University  
9 S. College Street, Room 197  
Athens, OH 45701  
740.593.4889 (FAX)  
bmoran1@ohiou.edu  
www.csm.ohiou.edu

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