



MnIPS NEWSLETTER

A Publication of the Minnesota Information Professional Society - Vol. 1, No. 5, February, 2000

NEWSLETTER INFORMATION

The MnIPS Newsletter is published nine times a year (September-June) by Minnesota Information Professional Society. We welcome materials submitted to our calendar or articles on computing topics. Submit materials by disc or e-mail to:

Earl C. Joseph

365 Summit Ave.

St. Paul, MN 55102-2120

Tel 651-290-2846

e-mail: ejoseph@waldenu.edu

NOTE:

MEETING INFORMATION

The meeting place:

Holiday Inn - Bloomington

35W and 94th

(1201 W 94th St.)

Phone: 884-8211

Meeting Times:

5:00 P.M. Social & Registration

5:45 P.M. Dinner

6:45 P.M. Meeting and Program

8:00 P.M. Adjourn

For reservations call:

Dennis Cummings by Feb. 11th

and
Choose

Baked Cod or Chicken Kiev

Tel. (651) 707-0523 (H) or

(651) 205-2632 (W) or

E-mail:

Dennis.Cummings1@usbank.com

\$20 for members

\$25 for non-members

Dinner Meeting NOTICE **Tuesday February 15, 2000**

Meeting of

**Minnesota Information Professional
Society (Formerly ACM-ASM)**

Speakers Topic: **"Making eCommerce
More Than A Web Page"**

Speaker: **David A. Hough, PE, C.P.E.**
Precision Systems Concepts, Inc.

SPEAKER INFORMATION

David A. Hough is the Director of Supply Chain Management for Precision Systems Concepts (PSC) of Chicago, IL, where he is responsible for the strategic planning, implementation and execution of business technology and electronic-based business systems for small and medium client companies.

Mr. Hough has eCommerce experience dating back to 1983 beginning with McDonnell Douglas' EDI*Net where, as the business manager, he created and executed many of the EDI and eCommerce strategic and tactical marketing programs used today. Mr. Hough also worked for Sears Roebuck & Company where he guided the sales and marketing of Sears Communications Company (SCC), for IBM as spokesman and strategist and SSA as the manager of their EDI and eCommerce products line.

Mr. Hough has been an active member of ASC X12 since 1985, the Pan American EDIFACT Board (1994-97), and the Data Interchange Standards Association (DISA) Board of Directors (1996-98). He is currently involved with the Supply Chain Council and in the development of tightly integrated Internet and extranet technologies and products for Supply Chain Management. Mr. Hough is a retired U.S. Coast Guard Officer, registered civil engineer, and certified plant engineer. Precision Systems Concepts, Inc. (www.psctou.com) concentrates on providing its clients with business value through the effective application of current and emerging e-business technologies including Business Intelligence, Integrated Business Systems, Supply Chain Management, EDI. PSC is

headquartered in Schaumburg, IL, with offices in Cincinnati, OH, Minneapolis, MN, and Milwaukee, WI.

TOPIC INFORMATION

Topic: **Making eCommerce
More Than A Web Page**

With the need to move more and more data between more and more trading partners in an increasing variety of formats, companies can no longer look at eCommerce and the Internet as just EDI and e-mail messages, translation and flat file mapping, and business-to-business communications. They must shift the emphasis from form and format to business content and intent as the link their applications with those of their customers and suppliers to form a totally integrated supply chain.

This session describes global developments taking place in eCommerce (including EDI) and the Internet as it defines the difference between integration and interfacing, the Internet and intranets, catalogs and databases, technology for technology sake, and real business value. It explores what it takes to make that next step and survive in the sometimes-confusing world of web sites and system integration.

The presentation focuses on how to use eCommerce effectively to extend your current business processes to better serve your existing customers or to reach new markets, what to look for, what to be aware of, and how to enable the fastest possible time-to-benefit implementation.

President's Letter

Greetings.

January's dinner meeting was great success thanks to Kurt Linberg's presentation on "Job Satisfaction of Software Developers" and the nice turnout. Looking to this coming month it sounds like we have another hot topic and outstanding speaker lined up.

In the coming months there will be a lot of activity going on in our organization. First, we will be starting the process of identifying

officer candidates for a 1-year term starting in July. Please contact Jeff Langfeldt at JLangfeldt@nwtrvl.com, or by phone at 612-921-3704, if you are interested in running for office. We will be presenting the slate of candidates at the March dinner meeting with a vote scheduled for April.

Next, we will be planning the annual education seminars that are held in conjunction with Strictly Business during their show on June 7 & 8. Our first step is identifying a topic and organizing the several volunteers needed to pull-off the event. Please contact me by February 29th at joe.perzel@mwcia.org, or by phone at 612-897-6420, if you have a topic to suggest or are interested in helping with this year's event.

Also, starting in February, we will be picking a theme and the related meeting topics for the coming September-May dinner meeting season. We would like to hear your ideas on topics and speaker. Please contact Carol Pedersen at carol.pedersen@mwcia.org, or by phone at 612-897-6437, if you have a suggestion.

Last, but not least, we will be organizing the Summer Golf Outing which is again will be held at Greenhaven Golf course. This year the event is scheduled on Monday, June 19. Look for more information on how to register for or sponsor the event in the April newsletter.

While all of this is "normal" activity is going on, the Board is going through a series of strategic planning sessions designed to help focus the association on how we can provide value to our membership. These planning sessions are open to the public and I invite you to join us. Anyone interested in participating in the process should contact me at the information listed above.

See you at this month's meeting. The next planning session is before the next Dinner meeting on Tuesday, February 15 from 2:00-5:00 Sincerely, Joe Perzel, President

YEAR 2000 & BEYOND COMPUTERS

by Earl C. Joseph, MnlPS Editor

From the beginnings of commercial computers, since 1951, forecasts for the coming generations of computers were constantly forecasted well in advance of their introduction. Forecasts of second-generation computers in the 1950s, while using first generation computers, saw more memory and faster computers.

Third-generation computer forecasts envision faster computers, more applications, systems software (now operating systems), and disk storage (more memory).

Fourth-generation computers forecasts foretold the split between mainframes PCs, faster computers and more memory.

Fifth-generation computer forecasts consisted of AI and still faster computers with more memory. Gigahertz and faster computers are on their way, but we're still waiting for more intelligent systems.

YEAR 2000 MnlPS MEETINGS

by Carol Pederson

Below is the program for 1999-2000 dinner meetings. The schedule is complete with confirmed speakers. We still have the opportunity to pursue other organizations for joint meetings. So, if anyone has suggestions, please let me know.

Date, Title & Speaker

- Feb 15 Strategy how to formulate a sensible approach and maximize your return on investment when taking your company into E-Business, Michael Tapper of PSCDM
- Mar 21 Planning Technology for Small Companies, Anita Cassidy
- Apr 18 Communication and Technology, Paul Kiley
- May 16 joint meeting with AIT, Realizing the Benefits of Information Technology, John Thorp.

YEAR 2000 AITP MEETINGS

- **February 3, 2000 Monthly Meeting.** Speaker: Michael McNamara, Topic: Team Duluth
- **March 2, 2000 Monthly Meeting.** Speaker: Michael Norton Topic: Recent Developments in Secure Electronic Transactions
- **April 6, 2000 Monthly Meeting.** Speaker: Rachel Hollstadt (moderator), Topic: IT Managers Panel on "How to Have a Successful Project"
- **May 16, 2000 Joint Meeting with MnlPS.** Speaker: John Thorp, Topic: Realizing the Benefits of Information Technology.

MEETING NOTICE

Twin Cities Data Warehouse Users Group

February 24, 2000 - Full day seminar on Business Continuance & Federated Database Restart Issues. Represented technologies include, IBM, Microsoft, Informix, Oracle, and EMC. Contacts: Ron Hauptert Phone: (612) 783-1686 or Bob Burkhart E-mail: Bob@presponse.com

BATTELLE FORECASTS STRATEGIC TECHNOLOGIES FOR 2020

Technology experts at Battelle think they have 2020 vision. They don't mean perfect eyesight today. They're talking about the ability to see the world of 2020. A team of top scientists and engineers at Battelle, a world renowned technology organization based in Columbus, Ohio, has compiled a list of the 10 most strategic technological trends that will shape business and our world over the next 20 years. And what do the Battelle experts see?

They see a world of microscopic, cancer-eating machines, cloned human organs, designer foods, and computers everywhere—maybe even embedded in your clothes and under your skin.

"The 20th century was the time of big technologies, mass production, mass wars, and mass politics," says Stephen Millett, thought leader and manager of Battelle's technology forecasts. "But in the years ahead, new technologies will become much more personalized, and they will closely affect almost every aspect of our lives." Millett adds, "We see advances in information and biological technologies bringing us into a more intimate relationship with nature and with each other. From cloned human organs, to personalized public transportation, to computers and sensors embedded in our bodies, we will become intertwined with technology."

The 2020 technology forecast follows a series of 10-year forecasts Battelle initiated in 1995. "Those lists are turning out to be quite prophetic, and maybe even a little tame," says Will Kopp, a futurist with Corporate Communications, of the forecasts that predicted technologies such as multi-fuel automobiles and flat-screen, high-definition television.

"With the dawning of a new millennium, it's valuable to look ahead a little further and identify powerful technology trends."

Battelle's list of the top 10 strategic technologies for 2020:

1. Genetic-based Medical and Health Care. Over the next 20 years, we will witness

an explosion of medical technology originating from genetic research, giving us the ability to detect and correct many genetic-based diseases before they arise—possibly even in the womb.

A wide range of new pharmaceuticals that originated from genetic research will come onto the market in the next 20 years, leading to treatments, cures, and preventive measures for a host of ailments. They may range from treatments for life-threatening diseases to psychological disorders to cosmetic problems.

Most incredible, some of these treatments will be personalized to meet the unique needs of an individual's genetic makeup.

"Your doctor might have a record of your genetic makeup," says Eric Majewski of Medical Products, "and he or she might be able to prescribe medications, diets, or other treatments to fit your own particular needs. It will really be the ultimate in individualized care."

Battelle forecasters say genetic research also will lead to cloned human organs within 20 years. These organs will be grown and used in transplants.

2. High-power energy packages. Developments such as highly advanced batteries, inexpensive fuel cells, and micro-generators of electricity will make many of our electronic products and appliances highly mobile. Decentralized power sources will be extensive, affordable, and environmentally clean.

These new, high-power, distributed energy systems will provide backup if not primary energy sources for appliances, homes, and vehicles. In the transition to fuel cells, we will see further improvements in batteries—perhaps linked with solar power—and small generators fueled by natural gas.

3. GrinTech (Green Integrated Technology). Global crowding, fears of global climate change, and mountains of garbage will thrust environmental concerns to the forefront of consumers and industry around the world. Technology will provide the answers, with new systems that eliminate rather than reduce waste.

"The integration of a variety of technologies is the key here," says Gerry Stokes, Associate Director of the Pacific Northwest National Laboratory. "We'll be using advanced sensors, new materials, computer systems, energy systems, and manufacturing technologies to eliminate waste and make our products completely recyclable." GrinTech will be especially important in agriculture,

mining, manufacturing, and transportation systems.

4. Omnipresent Computing. Computers will be everywhere. We will be in constant contact with very miniature, wireless, highly mobile, powerful, and highly personalized computing with network access. Such computers may first appear on the market as watches or jewelry with the power of a computer and cellular phone. Later, we will have computers embedded in our clothing and possibly implanted under our skin.

5. Nanomachines. Microscopic machines, measured in atoms rather than millimeters, will revolutionize several industries and may perform a wide range of jobs for us—from heating our homes to curing cancer.

Battelle researchers see the medical industry as the most important area for nanomachine technology by 2020. "We may be able to develop nanomachines that will go into your body and find and destroy individual cancer cells while not harming healthy cells," says Battelle Senior Research Scientist Kevin Priddy. Nanomachines also could be used to deliver drugs to highly localized places in the body, to clean arteries, and to repair the heart, brain, and other organs without surgery.

6. Personalized Public Transportation. The continuing growth of cities will further stress our transportation infrastructure. Yet, Battelle researchers say an aging population with concerns about safety, convenience, and independence will help maintain a high demand for personal vehicles. The challenge is to integrate many individual cars within a coordinated and optimized public transportation network. "Realistically, public transportation systems like trains and subways are the most efficient way to move people around in a dense urban setting," says Millett. "But many of us don't want to give up our cars. So, technology will help us turn our cars into what will almost be personalized public transportation."

New information technology in your car will work with a central traffic control system to guide you through the quickest route to your destination. Traffic jams and road rage will decline substantially as people drive their cars to remote parking areas and take highly advanced—and comfortable—trains into central cities and between cities.

7. Designer Foods and Crops. Grocery store shelves will be filled with genetically engineered foods that are environmentally friendly and highly nutritious. Through genetic engineering, researchers will develop crops that resist diseases and pests, greatly reducing the need for pesticides and other

chemicals. Battelle predicts that most food sold in supermarkets will come from genetically engineered fruits, vegetables, and livestock. Nearly all cotton and wool for our clothing will be genetically engineered.

Even lawns could be genetically engineered to need less fertilizer and pesticide and—best yet—grow more slowly.

8. Intelligent Goods and Appliances. Advances in quantum computing will lead to smaller, more powerful computers and electronics that will add amazing intelligence to appliances and other products. These products will likely include telephones with extensive phone directories, intelligent food packaging that tells your oven how to cook the food inside, refrigerators that help make out your shopping list and tell you where to get the best price on the food you need, and maybe even a toaster that won't burn your toast.

9. Worldwide Inexpensive and Safe Water. Within the next 20 years, clean drinking water could become an expensive commodity around the world. However, before water shortages become critical, technology will answer the challenge, with advanced filtering, processing, and delivery of potable water. Desalination of water and water extraction from the air are two possibilities. "Our most important technological challenge of the next two decades may be developing new ways to make clean water plentiful and inexpensive around the world," Kopp says.

10. Super Senses. One of the hot technologies today is virtual reality. In 20 years, though, we will be marveling over "enhanced reality." Using sensors and electronic or genetic technology, we will be able to implant devices that will allow us to hear better than ever before or see farther or in the dark. Gerry Stokes says the technology will first be used to enhance hearing. "Baby boomers have lived in a very noisy world—with rock music, airplanes, construction equipment, lawn mowers, and other assaults to their hearing. And as they age, we'll see a rash of hearing problems," Stokes says. "We'll be able to repair that damage, but why stop there? Why not make their hearing better than it's ever been?"

Battelle, headquartered in Columbus, Ohio, focuses on technology development and commercialization and product development. With 7,500 employees at more than 60 locations, Battelle develops technologies and products for industry and government. Annual revenues are approximately \$1 billion. For more information on Battelle and its

technology forecasts, visit Battelle's web site
at www.battelle.org,

MnIPS Officers for 1999-2000

President

Joe Perzel [w] 612.897.6420

Vice President

Joe Reilly, Jr. [w] 612.513.5951

Treasurer

Gerry Lindner [w] 612.335-7676

Secretary

Mike Schroeder [w] 651.686.2259

Programs

Carol Pedersen [w] 612.897.6437

Arrangements

Dennis Cummings

[w] 651.205.2632

Newsletter Editor

Earl Joseph [w] 651.290.2846

Education

Haziel Matias [w] 612.627.2171

Summer Golf Outing

Jeff Hemauer [w] 651.766.1387

Audit & Bylaws

Dave Farmer [W] 651.602.1187

Marketing

Mike Reed [W] 612.417-3600

MnIPS Newsletter

P. O. Box 201243

Bloomington, MN 55420-1243

ADDRESS SERVICE REQUESTED

DINNER METTING

Tuesday, February 15, 2000

5:00 PM - 8:00 PM

TOPIC:

**"Making eCommerce More Than A
Web Page"**

NOTE: MEETING LOCATION

Holiday Inn Bloomington
35W & 94th (1201 W 94th St.)

