

CONNECTIONS

The Newsletter of Electronic Engineering

• www.connectingyou.com

• Spring 2009

Building Tomorrow's Communication System, Today

The two-way communications technology at Great Ape Trust is more advanced than most law enforcement departments in the country, according to Mike German, public safety director for the Trust. He has worked for and with myriad local, state and federal law enforcement agencies, and is now responsible for all aspects of safety and security at the 230-acre world-class research center dedicated to studying the intelligence of and advancing conservation of great apes.



The Trust worked with Electronic Engineering to integrate three different systems and technologies, utilizing Motorola radios and equipment, to allow safety officers to communicate across the campus and across the state as if they were in the same room.

"We push the envelope with our communication needs," German says. "Electronic Engineering knows us and anticipates our needs so well, that when they learn about new technology or develop a new configuration, Kevin (Bailey) or Tony (Hartsook) will call, asking 'will this help you?'"

Radio traffic inside the ape building can be intense, so normal radio communications would be highly disruptive. The integrated system allows the safety officers to break down conversations – including nonverbal communication – to small groups or individuals on the campus or on assignment anywhere in the state. A fourth, soon-to-be-installed system will extend that capability around the world.

"We're very careful not to disturb the science or research that's going on here," German says. "The slightest radio noise, for example, could distract the orangutans or bonobos and ruin days or weeks of research. If they hear a sound, they want to know what's going on."

German says Electronic Engineering came to the rescue when floodwaters from the Des Moines River hit the southeast Des Moines campus. Staff sometimes forgot they were wearing radios when they jumped out of a boat, for example, and other equipment was damaged or not available because of power outages.

"The system integration and conversion had only been in use for a week when the flood hit, and little issues became instantly heightened," German said. "I called Kevin, and he and Tony were here within an hour."

Kevin and Tony replaced soaked equipment, reprogrammed new radios and replaced batteries for several weeks. "Every time



Mike German, Great Ape Trust public safety director

I called, they were there," German adds.

"Electronic Engineering has a very good grasp of how the Trust works, and they consider our long-term needs when they consider new technologies or respond to our requests," German says. "Because we need an expandable solution, they're building today's systems with our needs five years from now in mind."

If you're interested in visiting or learning more about Great Ape Trust, go to www.GreatApeTrust.org.

2

Don't Delay –
Sign Up Today!
You Could Save
a Life

3

Limit Your
Cellular
"Roaming
Fees,"
Reprogram
Your Phone
Regularly

4

Employee
Profile

Product Spotlight

Touch Screen SmartPhones

Touch screen navigation makes staying connected to the people and information in your life easier than ever. If you haven't seen the latest in touch screen phones, stop in today for your personalized demo.



A Letter From The President



From my comments in the last newsletter, the economy continues to dominate much of our conversation. Maybe NCAA basketball's March Madness, or the beginning of America's pastime – professional baseball, can surpass the economy for top billing in all the news.

As each of us likes to guess, "What is the bottom? How far can it fall? When will we begin seeing the rise? I have always liked the prognostication process, OK – "the guessing game." I enjoy the presidential elections, not always for who wins and

loses, but how close I can guess the actual results. I have been lucky (hopefully more skillful) at successfully predicting the presidential nominees nine months prior to the conventions, and have always predicted the presidential winner, since 1976 – and with pretty good results on the split of votes cast.

So what about this economy? I might have missed this one – but maybe not by too much. For the last year, as we spun downward, I had always said that the Dow Jones average would drop below 8,000, but I felt that 7,000 was the floor, and it would not cross below 7,000. That was the emotional floor. As it continued downward, I was still confident, that 7,000 was the floor, unfortunately – as March opened it continued to plummet below 7,000 getting down to nearly 6,600. As I write this only 10 days later, it has climbed back up to and above level 7,000.

Some of the first several lead news stories have actually been positive, of late. Maybe this 7,000 level is truly the floor, and while there will be some hiccups and corrections – I seriously think we might be at the beginning of the long climb back. It will not be accomplished by foolish or wasteful spending by consumers, who most have learned a new way and probably a better way of life. I am not sure that all the government programs were needed, but some action was needed, someone had to take a chance. As we progress back to health, let's do it with our great American ingenuity, rather than government handouts and programs. Let each of us be diligent and ethical, and if we see

unethical conduct or unfettered greed, be wary, or we might find ourselves back in this situation sooner than the 90 years that have passed since the 1920's.

Let each of us talk about the two or three good things that happened to us each day, rather than the two or three dismal things that happened, and see if we cannot guarantee that 7,000 was truly the floor, and now is the beginning of the positive road ahead.

Thanks for your business, and we'll talk to you next quarter.

Mark Clark

Don't Delay – Sign Up Today! You Could Save a Life

Saving and transforming lives nationwide through organ and tissue donation, transplantation and education is the mission of the Iowa Donor Registry. Electronic Engineering is proud to begin another year as the corporate sponsor for the Iowa Donor Network, providing free pagers to all patients waiting for transplants, making monetary contributions and promoting the donor registry at every EE office.

Help us support the Iowa Donor Network – register today to be an organ donor. Stop by any one of our locations for a form, click the link on our Web site or go to the Iowa Donor Registry Web site at www.iowadonorregistry.org.

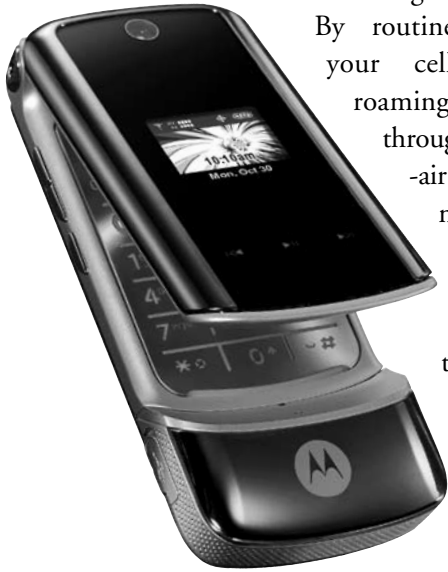
Electronic Engineering Locations

Des Moines (515) 283-1100	1100 Keo Way (800) 343-3998	Mason City (641) 423-6818	608 S. Delaware (800) 343-2688
Ames (515) 232-5385	2220 E. Lincoln Way (800) 343-7718	Mt. Pleasant (319) 385-7650	126 N. Main Street (800) 458-2355
Cedar Rapids (319) 364-1900	1900 6th Street S.W. (800) 762-0795	Omaha (402) 346-5123	13704 P Street (800) 315-3579
Davenport (563) 322-0981	5107 B Tremont Ave. (800) 322-0981	Sioux City (712) 258-5234	500 W. 20th Street (800) 243-3756
Fort Dodge (515) 576-2411	2411 5th Avenue S. (800) 343-3405	Waterloo (319) 235-5556	750 Ansborough (800) 365-9702
Marshalltown (641) 752-0778	913 Iowa Avenue E. (800) 345-2540		

Limit Your Cellular “Roaming Fees,” Reprogram Your Phone Regularly

Every month new cellular towers are added, and roaming agreements between the various cellular carriers change.

By routinely updating your cellular phone roaming preferences through an over-the-air programming method, you can minimize the chance that you will incur incorrect roaming fees. Then



you'll also be able to take advantage of your cellular provider's new features.

In most cases, this step will take less than one minute. Just follow these easy steps – but make sure that you are in your home digital area:

- Power on your phone
- Dial *228 <send>
- Follow the instructions; remain on the phone while it is being programmed.
- Press <end> when the recording says the programming is complete.

This process works with most cellular networks, including Verizon and U.S. Cellular. It is recommended that you do this updating at least every two months.

Telematics Tells You More About Your Fleet Than Ever Before

Managing your fleet of vehicles – whether it's two or 200 – is easier than ever with the next generation of global positioning system (GPS) tools. Electronic Engineering and Networkfleet™ now offer a system of hardware and software that helps you “see” your mobile assets by collecting data about idling time, diagnostic alerts, miles per gallon, distance between stops and routine maintenance. With the data, managers can minimize fuel usage, reduce idling time, determine route scheduling and eliminate unauthorized trips.

Networkfleet™ collects diagnostic data from the vehicle's on-board computer and location information from a GPS and delivers it wirelessly to your desktop via the Internet.

You'll be able to access real-time MPG reports that help you identify which vehicles are performing inefficiently, and you'll be e-mailed reports of a vehicle's diagnostic trouble code (DTC) to help your repair technicians begin working on the problem before the vehicle breaks down. The data also helps you route your vehicles more efficiently, conserving fuel



and making better use of your drivers' time.

The equipment is easily installed on most vehicles and operates at an economical price as low as \$2 per day, per vehicle.

With Networkfleet™, you'll also get secure online access to vehicle location information, the driving track record of a vehicle and driving directions.

Contact Electronic Engineering today for a personal demonstration on how you can save money each day.

Electronic Engineering Employee Profile



Name: Kevin Bailey

EE location: Des Moines

Job title: Sales

Job history: Restaurants and retail to get through college, photographer, stripper (in printing), stayed in printing from layout to sales for around 18 years, car sales, and Electronic Engineering for almost three years.

My first "real" job: Unless you count Showbiz Pizza the summer after high school, it would be owning and operating a photography studio in Des Moines right after college.

Recent accomplishments: I've been working on some extensive remodeling of our house, and it has been great to see some of the projects completed.

The toughest part of my job: Keeping above the doom and gloom portrayed in the media about the economy.

Someone I admire: Darrell Waltrip. Not because of his racing, but for his work off the track. Also my grandfather Willis Bailey. For the way he was, how he lived and what he taught me.

Something else I'd like to accomplish: I would like to do more mission/construction work at the Echo Ranch Bible Camp in Alaska. It's been a few years since I have been there and I really miss the work.

About my family: My wife, Deb, and I have been married for 27 years. She was my best friend in high school and we started dating on the night we graduated and married on the following Christmas Eve. We have three children: Jessica is 24 and an architectural drafter. Lyssa is

16 and very involved with playing her cello and being a lifeguard/swim instructor at the YMCA. Our son, Jordan, is 15, is learning to drive and enjoys fencing at Johnston High School.

Something about me not everyone knows: In the past I have planned and coordinated motorcycle rallies for thousands of attendees.

Outside interests: Motorcycling, fishing/boating, shooting sports and racing.

Favorite vacation spot: We have traveled a lot on motorcycles so I am not sure I could pick one favorite spot, but we do enjoy Lake of the Ozarks.

If I had a different job: Well, since sitting on the beach is not really a "job," I'm not sure, but I am pretty sure it would still be in sales. It seems like I have always been selling something since Boy Scout fundraisers.

4

Can You Guess the Year?

- Nelson Mandela is inaugurated as South Africa's first black president.
- NASA loses radio contact with the Magellan spacecraft.
- *Friends* premieres on NBC.

Do you know the year? E-mail your answer to contest@connectingyou.com. Every correct entry received by April 30 will be placed in a drawing for a chance to win a \$100 gift certificate from Electronic Engineering.



Save Money With Our Private Line of Two-Way Radio Batteries!

We know how much you depend on your two-way radios to stay in constant communication with your team. That is why we offer you a quality alternative to genuine OEM Motorola two-way radio batteries. Our private line will deliver the durability and workmanship you've come to expect from Motorola batteries, and it helps you save money.

Stop by and save some cash today, without sacrificing quality.

- Value priced as low as \$40!
- Rated 2nd behind genuine OEM Motorola batteries
- Six popular models available
- 12-month warranty

Electronic Engineering

Connections you can count on.™

www.connectingyou.com

03/09

Electronic Engineering. Home of The Beeper People, The Cellular Store and Two-Way Connect.