

# CONNECTIONS

The Newsletter of Electronic Engineering

www.connectingyou.com

Spring 2008

## Meet a Communications Hero: R.I.C.K. to the Rescue

R.I.C.K.'s a hard worker. R.I.C.K. works 24/7. R.I.C.K. doesn't take lunch breaks. R.I.C.K. lives in the trunk of many public safety vehicles...

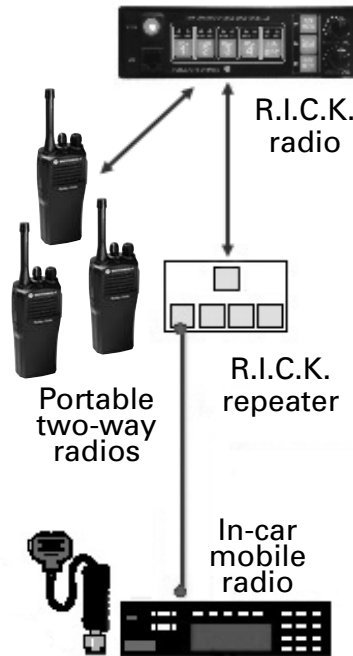
### He's R.I.C.K. to the Rescue!

R.I.C.K. stands for "Repeater Interface Communications Kit" and Electronic Engineering builds, services and installs this product often for First Responders that utilize multiple two-way radios, such as police, fire and EMS personnel. EE uses various components to create a vehicular repeater so that when police officers or fire fighters step out of their vehicles with portable radios on the R.I.C.K. channel, that traffic is re-transmitted back to dispatch via the high-power radio in the vehicle. R.I.C.K allows a vehicle to become a portable command center.

In the portable configuration, the R.I.C.K. repeater is mounted in an enclosure that allows the user to move it between vehicles or base locations. This handy feature allows the portable radio to be heard from a distance equal to a much higher powered mobile radio without being tied to a particular vehicle. In the portable version the R.I.C.K. can be powered by AC or DC depending on your need. Using a magnetic mount antenna and taking only minutes to setup, the flexibility of this configuration is well suited to many applications and budgets.

A R.I.C.K. repeater is available in both same band and cross band configurations as well as 800Mhz. This allows the product to be used with different radio frequencies. Not every radio is compatible, so contact Electronic Engineering to see if your radio model will work.

The R.I.C.K. repeater is a single channel system that offers great value to the user. The user can set the main radio in the vehicle to any channel



and activate the R.I.C.K. to connect multiple portables set on the repeater frequency through the system to that channel. For most applications this allows a cost effective way to expand the reach of the portables or increase the effectiveness of building penetration back to the dispatcher or base radio.

**R.I.C.K. allows communications where it was once not available, improving response time and ultimately, saving lives in the process.**

Electronic Engineering has been building these repeaters for several years now with great results and satisfaction from it's customers. If you would like to explore the possibilities, benefits and value that this system

could offer you, contact your Electronic Engineering sales representative and ask for more details.

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## Product Spotlight

### Parrot 3200 LS Bluetooth Car Kit

Introducing the first Bluetooth hands free car kit with noise canceling technology. When calls are made and calls are answered the Parrot integrates and mutes your car stereo system. You never have to touch your cellular phone! And with a color LCD screen, you can even view pictures of incoming callers.

#### Features:

- Compatible with all Bluetooth phones and all cellular carriers
- Store and access your contacts
- Noise canceling technology
- Voice recognition
- Speakerphone
- One touch redial
- Auto answer



## A Letter From The President



Spring is here, we are all looking forward to forgetting this cold, snowy winter, and enjoying the sounds and smells of the season. The presidential nominations are still in full motion – who would have thought that would be the case after the onslaught of advertising, candidates and the Iowa Caucuses in early January.

One of the unfortunate things we are still looking forward to is the continued new record setting prices of gasoline this year. Analysts say that it will hit \$4 per gallon by summer, and is already 30% (70¢) higher than last year at this same time. Everyone will be looking for ways to do things more efficiently – at least with less gasoline.

While I try not to toot our horn in my column, communication is one of the keys to combat and reduce consumption of gasoline.

We communicate with co-workers to eliminate meetings, with vendors to eliminate duplicate trips to deliver/pickup a product, with each other to save time and to instantly be able to ask a question and get a response, that way we can continue working on the project.

For over 60 years we have been supplying companies with products and services that save time, save labor, save trips, and yes – save gasoline usage. Our products have significantly changed over the years, but the premise on all of our products has been the same, make our clients more efficient.

There are many different products, from simple two-way radios, cellular phones, to wireless data, GPS location and tracking, and mobile e-mail. Solutions can vary for each customer. If our products are not the answer, we will tell you and help you find what you need.

If you are thinking (and worried) about these record gasoline prices and their impact on your bottom line – if you have not talked to us lately about what are some of the tools to save time, trips, and travel – give us a call. You might be really surprised how a communications tool that costs \$2 per day, which saves one gallon of gas (\$4) – has a return on investment (ROI) of four hours, not days, months or a year! There are ways to combat these high prices, and we want you to keep more money in your pocket every day.

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

Mark Clark

## Help Us Serve You Better!

How you feel about the products and services we provide is important to us. In an effort to enhance those services, we've created a brief survey that will only take two minutes. Your answers will be collected and reviewed by a third-party marketing firm to ensure that your feedback remains confidential.

### Win an 8GB iPod/iPod/PDA.

As a thank you, four lucky participants will win an iPod for completing the survey.

Take the survey at:

[www.surveymonkey.com/connectingyou](http://www.surveymonkey.com/connectingyou)

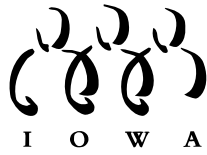
The deadline to respond to the survey and be entered to win an iPod is April 14, 2008.

## Electronic Engineering Locations

<b>Des Moines</b> (515) 283-1100	1100 Keo Way (800) 343-3998	<b>Marshalltown</b> (641) 752-0778	913 Iowa Avenue E. (800) 345-2540
<b>Ames</b> (515) 232-5385	2220 E. Lincoln Way (800) 343-7718	<b>Mason City</b> (641) 423-6818	608 S. Delaware (800) 343-2688
<b>Cedar Rapids</b> (319) 364-1900	1900 6th Street S.W. (800) 762-0795	<b>Mt. Pleasant</b> (319) 385-7650	126 N. Main Street (800) 458-2355
<b>Davenport</b> (563) 322-0981	1354 W. 4th Street (800) 322-0981	<b>Omaha</b> (402) 346-5123	13704 P Street (800) 315-3579
<b>Fort Dodge</b> (515) 576-2411	2411 5th Avenue S. (800) 343-3405	<b>Sioux City</b> (712) 258-5234	500 W. 20th Street (800) 243-3756
<b>Fremont</b> (402) 727-5115	339 N. Broad Street (800) 427-2185	<b>Waterloo</b> (319) 235-5556	750 Ansborough (800) 365-9702

## Give a Life-Size Gift<sup>SM</sup>

The Iowa Donor Registry (IDR) is Iowa's only organ and eye donation



registry operated by **DONOR NETWORK** the Iowa Donor Network. Electronic Engineering is proud to be the exclusive corporate sponsor of the Iowa Donor Network. EE President, Mark Clark, says we are committed to helping the IDR save lives by providing pagers to patients that are waiting for organ donations, at no cost to those families. We currently have more than 200 pagers in the hands of Iowans waiting for organ donations.

Here's how you can help:

- Call the Iowa Donor Registry toll free at (877) 366-6742.
- Register online at [www.IowaDonorNetwork.org](http://www.IowaDonorNetwork.org)
- Stop by any Electronic Engineering office for an Iowa Donor Network brochure.

Help save lives. Become an organ and tissue donor.

## Employees Walk for a Cure

On Saturday, March 1, several employees and their families from Electronic Engineering in Des Moines took part in the JDRF Walk to Cure Juvenile Diabetes.

It was a two-mile walk through the downtown Des Moines skywalk system. Through pledges and donations team "Connecting U" helped raise part of the one million dollars collected for the Juvenile Diabetes Research Foundation.



## EE and TLC's "Rides" Unite on New Memorial Car

The sacrifices that law enforcement officers and soldiers make on a daily basis will be remembered on a fancy, customized squad car that will be unveiled this spring in the Quad Cities. Electronic Engineering technicians from Davenport and Cedar Rapids are donating the installation of equipment from other sponsors like Federal Signal. The project also caught the eye of artist Yvonne Mecialis from the show "Rides" on the TLC network. She provided artwork and painted on the squad car, which will be used for military and law enforcement funerals, parades and car shows. The Crown Vic – with 18-inch chrome wheels and a custom interior – will be unveiled at the annual Quad Cities Law Enforcement Officers Memorial ceremony on May 3.



*Yvonne Mecialis, from the show "Rides" on TLC, paints the hood of a Crown Vic squad car that will be used in the Quad Cities.*

# Electronic Engineering Employee Profile



**Name:** Matt Hansen

**EE location:** Ames

**Job title:** Installation Technician

**Job history:** I was a “roadie” for Sure Sound & Light while going to school and for a few years after that. We did concerts at Hilton in Ames, and all over the Midwest for shows like Metallica, Kiss, Shania Twain and Aerosmith. Then I went

into auto parts sales until I was offered my job with Electronic Engineering.

**My first “real” job:** At 14 my pastor hired me to help put siding on houses and with odd jobs at the church.

**Recent accomplishments:** In January I was blessed with my second daughter.

**The toughest part of my job:** Keeping up with the changes to equipment and vehicles.

**Someone I admire:** My grandpa, whose idea of getting dressed up was clean overalls and a sport coat he bought in the ‘60s. He was a quiet man who taught me to slow down and cherish life.

**About my family:** My wife Ashley and I have two girls. Michelle was born in January and Amanda is 2. They are truly a blessing.

**Something else I’d like to accomplish:** I would like to finish our basement.

**Something about me not everyone knows:** My hair is dark blue.

**Outside interests:** Horseback riding, team penning, camping and drag racing.

**Favorite vacation spot:** Anywhere in the Northwestern U.S.

**If I had a different job:** I would love to work on a ranch out in Montana or Wyoming.

**Words you live by:** Enjoy each day you are given by sharing a laugh with family and friends, and giving a random smile or kind words to a stranger to brighten their day.

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## Can You Guess the Year?

- Paul McCartney announces that The Beatles have disbanded.
- American Motors Corporation introduces the Gremlin.
- The first Earth Day is celebrated in the U.S.

Think you know the year? E-mail your answer to [contest@connectingyou.com](mailto: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.

**Last quarter’s winner:**  
**Brian Malaise, Decorah, Iowa**

Brian correctly guessed the year 1983.

## Talk it up!

### Rent Two-Way Radios from Electronic Engineering.

Improve your event or project with daily, weekly or monthly two-way radio rentals.

You’ll have your own private channel, unlimited talk time and free group calls. And you’ll never drop a call. Ask about rental packages and the “hot accessory” temple transducers, the next generation of headsets.

Two-way radios are ideal for:

- Events
- Hotels
- Youth Sports
- Security
- Golf Courses
- Agriculture

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03/08



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