

CONNECTIONS

The Newsletter of Electronic Engineering

Winter 2006

Electronic Engineering Links Emergency Alert System in Iowa

The following radio stations in Iowa received updated equipment.

**KMA/KKBZ – Shenandoah
KICD/KICD FM – Spencer
KMNS/KSEZ – Sioux City
KBUR/KGRS – Burlington
WOC/KUUL – Davenport
WHO/KLYF – Des Moines
WMT/WMT FM – Cedar Rapids
KDTH/KAFT – Dubuque
KCIM/KKRL – Carroll
KGLO/KIAI – Mason City
KWLO/KFMW – Waterloo
KWMT/KKEZ – Fort Dodge**

“This is a test...of the Emergency Alert System...this is only a test...”

You’ve grown up hearing these broadcast messages, but what does it really mean? And how has Electronic Engineering become involved in making sure you hear these alerts in case of a national emergency?

Since the 1950’s there has been an Emergency Alert System under one name or another to provide the President with a reliable means to address the American people during a national emergency. Today, the Federal Communications Commission (FCC) looks over and has helped design the current system in cooperation with the broadcast industry, emergency management, the National Weather Service and the Federal Emergency Management Administration.

It is also used today for broadcasting information like “Amber Alerts” about missing children.

Based on the original design of the EAS, by using a hierarchal distribution system, the President of the United States could be able to make a broadcast through the 34 radio stations designated by Federal Emergency Management Administration.

The problem in Iowa, as in many states since the system went into place in the 1950’s, was that the clarity of the message was being lost using the current analog radio frequency. Thus, making it difficult for radio stations to test the equipment weekly to meet government requirements.

Beginning in August 2005, significant updates were made to the Emergency Alert System (EAS) in Iowa thanks to a grant obtained by Randy Goddard, Chief Communications Engineer for Iowa Homeland Security/Emergency Management.

“When Randy Goddard and his team came to Electronic Engineering, they were looking for a wireless technology solution. They knew based on Electronic Engineering’s reputation of working with existing Emergency Management personnel throughout the state, that we’d work with them to find the appropriate technology,” said Roger Schlenker, Telecom Analyst for Electronic Engineering.

To enhance the system, Electronic Engineering along with Iowa’s Homeland Security department, utilized the State-owned fiber optic network – Iowa Communications Network (ICN) to help link the broadcast stations together. Motorola’s wireless Canopy technology was used to span the gap between nearby ICN sights and the radio stations.

The Canopy system, Motorola’s innovative wireless broadband solution, is a high-speed wireless connectivity



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Product Spotlight

Bluetooth® Accessories

Mobility just got better with Bluetooth® hands-free kits and headsets.

Bluetooth® Headsets in stock:

Motorola 805	Jabra BT250V
Motorola 820	Jabra BT500
Motorola 850 (pictured)	Scala 500



A Letter From The President



We are in business. We are in business to make money. Businesses are charged with being for-profit organizations. And if your organization is unsuccessful at making profit (money), the business does not stay around very long.

Acquire sales, pay for the components/goods, and after adding in operating expenses, the goal in business is to have "profit" left over. As simple as that is, sometimes it is not always fun to be in business to "only make a profit", and sometimes it does not keep those business juices flowing very well.

Occasionally you even have to sell products to a customer, not because they really need them, but rather simply because they want them.

An event recently happened that made it fun to be in business. While trying to convince a customer on how valuable (and necessary) it was to have an in-bus CCTV system to watch for problems, as a good will gesture, we installed a demonstration unit in one of the busses.

During the first 48 hours of the CCTV trial, an altercation ensued on the bus that had the demo system, and the entire event was recorded. While eyewitness accounts varied, since the actual event was completely caught on tape (with audio), the situation was completely and accurately resolved. It was a sales demonstration, which led to complete satisfaction and the total performance of the equipment desired by the customer.

It feels great when we are successful in fulfilling a customer's need, even if the mission of business is to create profit. We will always strive to fulfill your needs, and when needed your "wants", though as told above, for us solving those needs is often more rewarding.

On behalf of myself and everyone at Electronic

Engineering, I want to thank you for your support, loyalty, and business during the year. We have strived to make it a pleasure for you to do business with us, and will continue to strive to make ourselves worthy of your patronage in the future. I wish all a peaceful and prosperous holiday season, and the vision of a new brighter and greater 2006.

Have a great year, and we'll talk to you next quarter.

Mark Clark, President, Electronic Engineering Co.

Expansion into the Quad Cities

Electronic Engineering Co. announced that it has purchased the assets of ILLOWA Communications of Quad Cities, IA., effective November 23rd, 2005.

"The purchase of Illowa Communications fits well with the long term vision of Electronic Engineering – to be the premier provider of communication products in Iowa, from both an economic market and geographical model. It will provide great synergies in the Eastern Iowa radio sales and service arena," said company President, Mark Clark.

Electronic Engineering will retain the customer base, sales and service arms of Illowa Communications. It will be an additional office or branch of Electronic Engineering.

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	1354 W. 4th Street (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		

Why Paging? – A Review

Why is One-way Paging the **BEST** technology to use when it is necessary to alert many people in a short time?

- Because of “**group call**” – a feature of Paging that allows us to alert almost an unlimited number of people with one-single-radio transmission (to a common capcode). For example, with Paging a message can be sent to a million people in the time it takes to make two or three telephone calls.
- Because of “**simulcasting**” a feature of Paging that allows the same radio message to be broadcast over multiple transmitters simultaneously – (simultaneous + broadcast = simulcast) meaning that a radio Paging signal generally has much better penetration into, under and around buildings and is less likely to be blocked by obstructions since it will be coming to the Pager from several different locations.
- Because of the fact that Paging systems **cost a fraction of other technologies** like cell phones.
- Because Paging transmitters can be individually controlled over **satellite links** and they do not need a physical land line running back to the control point (like the fiber-optic networks used in cellular telephone systems).
- Because Paging is a **mature technology**. It has been refined and perfected over many years and it works very well. It is here today and available to be used **RIGHT NOW**.

Reprinted from the *Brad Dye Newsletter*, Issue 180, 9/16/05, an industry publication.

There are over 300 Homeland Security pagers in Iowa using Electronic Engineering equipment and service.



Electronic Engineering Links Emergency Alert System in Iowa, cont.

platform that can be used to transmit data at speeds up to 20 Mbps, many times faster than DSL or cable modems. It seamlessly integrates with existing networks to expand and enhance communication.

“When we showed up at the radio stations to install the Canopy equipment, several radio station engineers said to us they’d been waiting six years for someone to come and update the EAS system,” Schlenker said. “That tells you how desperate they were to find a reliable source.”

The new EAS improvements use digital technology to distribute messages...greatly improving the efficiency of providing emergency information to Iowans.

“Not only does the improved system take advantage of the most advanced digital technology, it is much clearer and more reliable – no matter the weather conditions,” Schlenker said. “Plus, the system has the ability to retransmit messages back through the EAS system, which wasn’t possible previously.”

Give a Life-Size GiftSM

The Iowa Donor Registry (IDR) is Iowa’s only organ, tissue and eye donation registry operated by The Iowa Donor Network. Electronic Engineering President, Mark Clark, says Electronic Engineering can make a difference by offering pagers to families waiting for an organ donation and by helping IDR with awareness in the communities Electronic Engineering serves throughout the state.



DONOR NETWORK

Here’s how you can help:

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

Help save lives. Become an organ and tissue donor.

Electronic Engineering Employee Profile



Name: Carol Banger

EE Location: Des Moines

Job Title: Receptionist

Job History: I worked at Bankers Life in the early 60's. Then stayed home to raise our family until the late 80's. We then moved to Virginia and I worked for Advanced Technology. Once we moved back to Des Moines in the 90's, I started working for Electronic Engineering.

My "first" real job: I grew up on a farm.

Recent accomplishments: I received a blue ribbon in the fabric and threads division at the Iowa State Fair.

The toughest part of my job: There is no tough part. Every day is a little different, which I enjoy. I especially enjoy my co-workers and customers and have made many great friends.

Someone I admire: Rich, my husband of 43 years. We spent 30 years in the Navy and even though he had a very stressful job, he always made time for us and took care of us through many moves!

About my family: We have four grown children and nine grand children: Colleen, in Slidell, LA; Tom at Keesler A.F. Base, Biloxi, MS; Patrick in St. Louis, MO; and Kathy in Des Moines, IA. We are so proud of all of them and all of their accomplishments.

Something else I'd like to accomplish: Win a sweepstakes ribbon in the fabric and threads division at the Iowa State Fair!

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Something about me not everyone knows: I love to design and sew clothes for dolls...of which I have many.

Outside interests: Sewing, traveling and spending time with my family.

Favorite vacation spot: Hawaii.

If I had a different job: I would do PR work for the Iowa State Fair!

Words you live by: Live each day to the fullest and be thankful for what you have.

Can You Guess the Year?

- Nintendo 64 game system debuts in the U.S.
- Jerry Maguire hits the box office
- Princess Diana & Prince Charles are divorced

Think you know the year? Email your answer to contest@connectingyou.com. Every correct entry received by January 31st will be placed in a drawing for a chance to win a \$100 gift certificate from Electronic Engineering.

Last Quarter's Winner:
Cindy Rehan of Sioux City, Iowa

2006 Gifts Galore!

If the gifts you choose have to be something small and light, we suggest a new Motorola E815 or a Treo 650. Add a Bluetooth headset and you'll have the cutting edge features that will make it easy for anyone to stay connected.

At Electronic Engineering, we carry a wide variety of cellular phones and accessories including: hands-free kits, headsets, chargers, batteries, cases and pre-paid cellular packages.

Visit the Electronic Engineering office nearest you.

Products pictured available at Electronic Engineering locations featuring Verizon Wireless. Similar cellular phones available at other Electronic Engineering locations.



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