

# CONNECTIONS

The Newsletter of Electronic Engineering

Winter 2008

## NEW connectingyou.com Web Site Goes LIVE

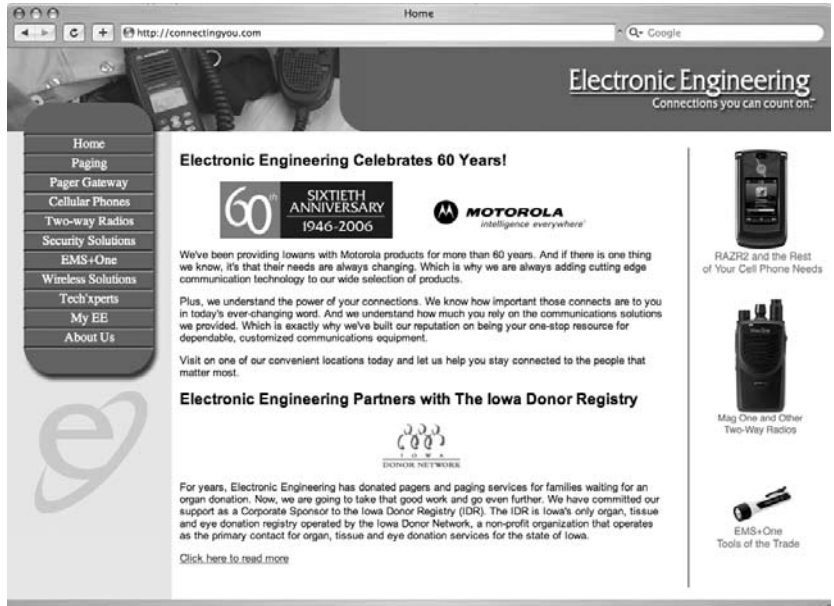
The new, jam-packed Electronic Engineering Web site is loaded with Motorola products, tech tips, cellular and two-way coverage maps, security solutions, and product user manuals. Plus, you'll find our online cellular accessories catalog with hundreds of accessories from Motorola, Nextel, Audiovox, LG, BlackBerry, Sanyo, Panasonic, Kyocera, Sony Ericsson, Nokia and Samsung.

Since we launched our first Web site, Web technology and functionality have grown and become a huge part of our day-to-day life – just like wireless communication. In fact, we have hundreds of customers visiting our site multiple times a day simply to send text messages.

We understand that in today's world two of the most precious assets are time and being able to stay in touch no matter where life takes you. That is why the focus of our new Web site is to provide you with key information about all of the wireless capabilities available through Electronic Engineering.

"Like many of you, we've come to expect even more from the Web sites we visit. This is why we've built a new site that has new content, product specials and industry-specific news every month," says Mark Clark, president of Electronic Engineering. "Plus, we'll be adding an online bill payment option in the future to increase functionality."

As you know, the foundation of our success is based on our desire to provide customers with options and ideas to make their lives better and easier. That way you're able to focus on what you're good at and what is important to you, knowing we'll keep you connected, 24/7.



Log on to: [www.connectingyou.com](http://www.connectingyou.com)

We think you'll find our new site demonstrates that level of commitment and will become the place to go to uncover the wireless solutions that are right for you and your business.

### Product Spotlight

#### Bluetooth® Jawbone Headset

Jawbone headsets combine revolutionary Noise Shield technology with the latest acoustics innovations to virtually eliminate all background noise from your calls. Plus, it seamlessly adjusts the speaker volume so you can hear your caller's voice no matter what.

#### Features:

- Identifies your speech
- Eliminates noise
- Enhances incoming audio



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## A Letter From The President



As 2007 draws to a close, it is generally a time to look back, as well as to look forward to the New Year and what it holds in store for everyone.

It seems more and more wireless opportunities confront the public today. What has been a great benefit to many, causes utter confusion to others. There is Wi-Fi, Wi-Max, Wireless Broadband, wi-gaming, Nintendo's Wii, wireless emailing, surfing, texting, wireless IM'ing, and, of course, the iPhone. Is it better? Are we better? Has this freed us from our homes and offices, only to be chained to our wireless devices?

The answer is probably somewhere in between. Even though I am a gadget guy, I have resisted the temptation to put my entire life, schedule and contact information on a PDA that I carry with me at all times. While I do not doubt that it could increase my efficiency and organization, I struggle with the concept of sitting at my desk or home, carrying on conversations, while within an arms reach of a traditional land-line phone. I also worry about losing the PDA and my "life" so to speak, with all my contact information, appointments, etc.

I also like making calls when it is convenient for me, rather than answering calls whenever someone calls me. If I "cut the cord" – I will then need to provide that phone number that instantly accesses me, and I'm not sure I want to be that accessible! Sometimes I feel like that old dodger, who just cannot understand why anyone needs more than three TV channels!

If the offerings, names, and features were boggling this year, it will continue to ramp up next year with even more things to choose and try. None will necessarily be bad, but each person will need to develop their specific personal desires, which will help

choose which feature set has value for them. It could be the latest and greatest state-of-the-art PDA, or just a traditional phone in the desk, "corded" or not, but always "charged" and never misplaced.

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 brighter 2008. Have a great year, and we'll talk to you next quarter.

Mark Clark

### EE/Davenport Provides John Deere Classic Radios

Electronic Engineering in Davenport will provide radio communications for the John Deere Classic Golf Tournament for the next three years. "When we compared equipment, installation and service, plus EE's history with the tournament, the decision was easy," says Sally Welvaert, Director of Operations & Sales.

Electronic Engineering provided Motorola two-way radios and pagers to the PGA tour event for the past 11 years.

The 2008 John Deere Classic is scheduled for July 10-13 at the TPC Deere Run in Silvis, Ill.

## 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

## Peace of Mind. Never Lose Your (Cellular) Contacts Again!

Let's say you're in Las Vegas and you happen to drop your cell phone in the swimming pool. You can replace the phone, no problem...but what about your contact list?

Nearly every major cellular service provider has a software application that protects the valuable contact information stored in your phone, allowing you to easily transfer those contacts to a new phone. All backup functions occur wirelessly and automatically, so you never need to plug your phone into your computer.

U.S. Cellular software is called "*My Contacts Backup*." For Verizon Wireless customers, it's "*Backup Assistant*." And for Sprint, it's "*Wireless Backup*."

### Here's how it works:

1. Go to your cellular service provider's Web site (ex. [www.verizonwireless.com](http://www.verizonwireless.com)) and make sure your phone is capable of downloading the software.
2. Download and run the backup software on your phone.



3. Choose a user name and PIN code for logging into the backup software on the Web.
4. Log in to view and manage your saved contacts.

Automatic mobile backup can cost a couple dollars a month, be packaged with other features, or is provided FREE, depending on your carrier. Questions? Contact the Electronic Engineering office nearest you.

## EE Provides Warehouse for U.S. Marine Corps Toys for Tots

This year, Electronic Engineering donated more than 10,000 square feet of warehouse space and parking in downtown Des Moines to assist the Marines with their annual Toys for Tots program.

Last year 82,000 toys were donated to the local Toys for Tots program.

The toys are sorted by age and gender groups and redistributed to 195 organizations in Central Iowa. Since 1947 the Marine Corps Reserve has

collected new toys to give to needy children around the holidays.

Electronic Engineering is proud to participate in this program and help the Marine Corps Reserves put smiles on the faces of children during the holiday season.



# Electronic Engineering Employee Profile



**Name:** Bess Eilertson

**EE location:** Mason City

**Job title:** Office Manager

**Job history:** I received my A.A. from NIACC, then spent five years as a church secretary before trying to be a stay at home mom. After about 6 months, I realized that my babysitter REALLY deserved the money she was getting and I went back to work. In 1997 I began working for Electronic Engineering.

**My first "real" job:** When I was 14, I learned how to strip the wax off school floors, — first by hand, then by machine. I think I made \$3/hour and worked 40 hours. I was so excited! I purchased my own school clothes that Fall.

**Recent accomplishments:** My kids – I am so proud of them. They all are honor roll students and work hard for their grades, as well as their athletics.

**The toughest part of my job:** Training new people. Our industry is complicated enough but when you add our company's system software into the mix, it definitely changes the way training is done.

**Someone I admire:** My mom. She was the most giving and loving person I have ever known.

**About my family:** My husband, Rob, and I live in Northwood, IA, and have three beautiful daughters. Kayla is a junior and keeps us busy with volleyball, cheerleading and golf. Courtney is in eighth grade and is in volleyball, basketball, track and softball.

And Kristen is in fourth grade and is in volleyball, basketball, soccer and softball.

**Something else I'd like to accomplish:** I would love to go back to school and get my four-year degree.

**Something about me not everyone knows:** I am a volunteer coach for fourth–eighth grade volleyball.

**Outside interests:** I love to camp. My husband and I have been camping since the first summer we met and have taken our kids camping since they were a couple of months old. I also love Nascar and attending sporting events.

**Favorite vacation spot:** Colorado Springs, CO

**If I had a different job:** Teaching high school.

**Words you live by:** Do unto others as you would have them do unto you.

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## Can You Guess the Year?

- McDonald's introduces the McNugget
- The Washington Redskins defeat the Miami Dolphins in the Super Bowl
- M\*A\*S\*H airs its series finale after 11 seasons

Think you know the year? E-mail your answer to [contest@connectingyou.com](mailto:contest@connectingyou.com). Every correct entry received by Jan. 31 will be placed in a drawing for a chance to win a \$100 gift certificate from Electronic Engineering.

## Electronic Engineering Features Payment Plus+

Electronic Engineering is now offering Payment Plus+. A fast, easy way to automatically pay your monthly bill through your checking account or by credit card.

EE Account No. \_\_\_\_\_ Date \_\_\_\_\_  
(NOT VALID unless customer no. is specified)

Signature \_\_\_\_\_  
(Signature is required for credit card AND bank draft payments.)

Daytime Phone \_\_\_\_\_

12/07

Check one:

- Monthly charge to my checking account. (Enclose copy of voided check)
- Monthly charge to my credit/debit card.

Please check:

- MasterCard       DISCOVER
- Visa                 American Express

Credit/Debit Card No.

\_\_\_\_\_

Exp. Date \_\_\_\_\_

Cardholder's Name \_\_\_\_\_  
(PLEASE PRINT)

Please mail to:  
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1100 Keo Way  
Des Moines, IA 50309

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