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## FCC Stays 12.5 KHz Decision

The Federal Communications Commission recently agreed to stay any further action on the pending rule change requiring paging operators, among others, to reduce their occupied bandwidth from 25/30 KHz to 12.5 KHz. The impact of this change would bring about the replacement of most pagers operating on frequencies below 800 MHz — causing great economic hardship to the paging community.

Although this is not a final action, it does demonstrate how the FCC will listen to its constituents who are most affected by their rulings. Ken Hardman, our man in DC, will continue to monitor this situation and will update us via the AAPC website as needed.

## IWCE Paging Zone Coming Soon!

The annual International Wireless Communications Expo will be held this year from March 24 to 26 at the Las Vegas Convention Center. This will mark the second edition of the wildly successful "Paging Zone" sponsored by AAPC. This is a special area established on the floor of the expo and devoted to our industry. Last year the zone was a sell-out with more than 20 paging-oriented vendors from technology to licensing to cases; they were all in one area and easy to see.

AAPC is an enthusiastic sponsor of this concept and hopes it will encourage members and non-members alike to get to know and support the key players in the paging vendor community. Also on this year's activities at IWCE is a panel discussion about the role paging plays in homeland security. Jim McLaughlin is heading up the panel formation and is enthusiastically looking forward to being a part of the big show.

## PWG Meets to Ratify Upgraded ReFLEX Protocol

A meeting of the Protocol Working Group of the PTC is scheduled for Ft. Lauderdale, FL, on Tuesday, February 3, 2004 to ratify the recent changes and improvements made to the ReFLEX paging protocol ver. 2.7.3 and UAR (Universal Addressing and Routing protocol) ver. 3.0. For details about the meeting or the subject matter, please contact the chairman of the PWG, Gagan Puranik of SkyTel. His e-mail is: [gagan.puranik@mci.com](mailto:gagan.puranik@mci.com)

## Vendor News

You may have seen the recent announcements about some significant changes in the ownership and structure of a couple of key vendors to our industry. But in case you missed them, here are the highlights.

In early November, **TGA Technologies, Inc.**, announced that it was dividing its operation into two sectors: one-way paging products and two-way paging products. The one-way items, principally the PRISM and SNAP paging terminals and interface units, will now be produced and

supported by Paging Systems International (PSI), headed by Jim Nelson, former VP of Sales at TGA. The balance of TGA's business units, including the SPARKGAP ReFLEX Network Controller, and various products for law enforcement use, will continue under the TGA banner with the company headed by Barry Kanne. As a part of this change in structure, Bob Webb, long-time figure in the paging terminal portion of our industry, will retire from active duty at TGA but maintain a supporting role for both PSI and TGA.

Just before the end of the year, **Vytek** announced California Amplifier of Camarillo, CA, was acquiring it. Vytek is made up of several divisions; the one most familiar to the paging industry is the former Sonik, Inc., group in San Diego that produces paging transmitters for one-way and two-way systems and receivers for ReFLEX systems. Vytek also has other divisions that develop software and hardware that support wireless information access, according to a press release from the new parent company.

## PTC to Develop a National Paging Carrier Directory

In response to numerous requests, the Paging Technical Committee (PTC) has undertaken the development of a National Directory Of Paging Carriers. The committee believes that this effort will benefit carriers, vendors and the entire paging industry by:

- Encouraging inter-carrier channel sharing agreements to expand coverage and services,
- Identifying facilities and systems which may be for sale,

- Improving vendor awareness of carrier requirements,
- Encouraging the sharing of system maintenance experiences and know-how,
- Improving public recognition of industry capabilities,
- Reducing industry fragmentation,
- Increasing industry visibility to legislative and regulatory bodies.

Only non-competitive information will

be requested and tabulated.

As of this writing, the database is being designed and volunteers are being rounded up and trained in order to effectively find carriers and obtain the needed information.

The 1 Way Subcommittee hopes to have this project officially launched by the March 2004 PTC meeting in Las Vegas.

### Brad Dye's Weekly E-Newsletter Available to AAPC Members

A new issue of Brad Dye's Paging and Wireless Data Newsletter is posted on his web site each week. Notification goes out by e-mail to subscribers on most Fridays around Noon Eastern (US) time. The notification message has a link to the actual newsletter on the Internet so it won't fill up your incoming e-mail account. There is no charge for subscription and there are no membership restrictions. Readers are a very select group of wireless industry professionals, and include the senior managers of many of the world's major paging and wireless data companies.

### PERCOMM Pager Accepted for Carrier Use

The PERCOMM e80(tm) ReFLEX(tm) two-way messaging device has been accepted by Arch Wireless, Inc. and SkyTel for use on their national networks. Certification by the other ReFLEX network operators is expected shortly.

This marks the first of several new paging devices to come to the ReFLEX market in 2004. We can expect some synergy to bring messaging and PDA functionality into a common platform by year-end.

## Guaranteed 2004 Investment Winner: Your Association Dues

In 1986, a finance professor taught me an important lesson that I have applied to my work with associations. I, along with most of my classmates, squirmed in our seats counting the moments until the end of a three-hour lecture on present and future value calculations—hard stuff, at least it was for me. We groaned when he went over his allotted time for the course. How could he do that? Then came “the lesson.” Stopping the FV/PV lecture, he said “I’ll bet the education field is the only one where the customer wants to pay full price to a vendor and receive less ‘product’ than the vendor is willing to give.” Good food for thought, professor. We left. The professor’s idea applies well to the association world. Many members of associations pay their dues and then neglect to collect the full — or greater — value by failing to lead or participate in the many opportunities the association offers for little or no cost.

A favorite question I like to ask board members is this: “If you could be convinced to pay 10 times your current dues to this association, what would it do to your (your company’s) participation?” The response is always the same. That member would become much more invested in the association because he would need to make sure his company saw a good return on its investment. If that is the case at 10 times the dues, then why not get an even quicker return by ‘investing’ now at a lower price? Here are five proven ways to get more out of your membership:

### 1. Serve on a committee or board

Participating in the work of a committee or board will help you (or your staff members) develop leadership skills that will serve well in your work. You will be networking and ‘in the know’ regarding the industry. You will become appreciated as a leader. That can set you up for future growth in the association-or other leadership opportunities.

### 2. Sponsor or host something

Associations are usually looking for sponsors of meetings, events and publications to help keep costs low for members. Kicking in a few dollars to sponsor a breakfast will get recognition for your company and a lot of appreciation. Host a

tour of your company and have a roundtable discussion about issues you and others face. They’ll appreciate it and you and your staff will enjoy showing off what you do.

### 3. Attend events

Association-sponsored events are usually one of the best deals going in networking, another way to become visible in the industry.

### 4. Get your staff involved

Would you like to magnify the value of your membership? Get more of your staff members involved. The value of your membership is limited if other staff don’t hear about training events or participate in leadership opportunities. When you get staff involved, they grow in their careers and they learn about their (your) industry. Importantly, attendance at association events can be an affordable ‘perk’ to give your staff that will leave them recharged when they return to work.

### 5. Share an idea

Afraid your competitor will learn what you are doing and use it to capture the market? After 18 years in the field, I’ve never heard of it happening. In my opinion, many industries are more prone to be put out of business when their work is outsourced to another country or by a competitor who isn’t yet in the business than by a current competitor down the street. Share what you know, learn from them and get better together! Share the ideas by writing newsletter articles, teaching a course or participating in roundtables.

Many of us saw portfolios shrink beginning with the market crash in 2000. Through that time, associations have continued to provide one of the best returns on investment. Like the stock market, a member can’t just invest her money in an association and hope for great returns. The good news is that unlike the market, investing in your association pays dividends — no matter what the state of the economy — as long as you decide to take an interest. Pay closer attention in 2004 to the strength of your association commitment and I’m sure you’ll see the rewards. Share your stories with me at [davide@ewald.com](mailto:davide@ewald.com).

## Vic Jensen Retires from Motorola

One of the persons most responsible for the progress of paging at Motorola in recent years, Vic Jensen, retired at the end of December. Vic wore many “hats” during his tenure at Motorola, most recently being responsible for licensing of the proprietary paging formats that support our industry.

Over the years, Vic served as the primary interface between Motorola and the paging industry. His efforts to take industry ideas back to Motorola and get them added to their protocols make him the “go-to guy” when issues about signaling formats were discussed. He led the roll-out of FLEX and ReFLEX, following on the earlier development of GOLAY paging format as industry standards. We will miss Vic’s contributions to our industry, but hope to see him at meetings held near his home in South Florida.

Thanks, Vic, for the many things you did to strengthen our industry!

**AAPC:**

**Member-driven to  
lead the way to the  
future of paging**

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## One-Way Subcommittee Investigates Encrypted POCSAG Pagers

The One-way subcommittee of the Paging Technical Committee (PTC), headed by Alan Carle of Northeast Paging, is currently evaluating a pair of VHF pagers manufactured by Swiss-phone that feature digital encryption. Alan and his team are conducting field trials on the pagers using the Northeast Paging network. The concept of encryption is becoming more important in several traditional paging markets such as health care. New privacy reg-

ulations included in the Healthcare Insurance Portability and Accountability Act (HIPAA) will lead to the inclusion of encryption to protect private patient information as it is sent to pagers carried by medical personnel.

We anticipate a full report from Alan at the upcoming PTC meeting in Las Vegas in conjunction with the IWCE meeting.

## AAPC Website Features Message Area

Just a reminder that the AAPC website features a message area that is open to all members. It is still in the formative stage, but you are invited to logon and try it out. Your comments would be appreciated.

Eventually, this messaging system will have separate threads for discussions of technical topics, items for sale, personnel postings, etc. Our plan is to restrict the posting of items for sale to AAPC members but allow public access to read the ads and respond.

You can find the new messaging area on our website: [www.pagingcarriers.org](http://www.pagingcarriers.org). Click the button marked "Classifieds." You will have to fill in a form to "Join" the first time. A password will be sent to you by e-mail and you have the ability to change it to your favorite password. From then, you just logon using your user name and password.

We will look for your comments in the discussion section of the message board.

## AAPC's Mission Statement

- Identifying issues of common concern to its members
- Providing an effective forum for the discussion and progression of issues relating to the industry
- Monitoring and addressing regulatory and legal matters as a unified organization
- Providing research into and development of our industry and its current and prospective markets
- Providing education and resources to address the challenges and trends affecting our operating environments
- Encouraging and maintaining high standards of ethics and services
- Championing the industry and representing paging carriers with a positive voice

## AAPC Board of Directors

Al Luttamus – carrier  
Alan Hills – vendor  
Barry Kanne – vendor  
Bruce Deer – carrier  
David Ewald – executive director  
Gary Brake – carrier  
Jim McLochlin – representing SCA

Kenneth Hardman – counsel  
Louis Parchman – carrier  
Steve Suker – carrier  
Tim Jones – representing Southernnet  
Ted McNaught – carrier/president  
Ted Gaetjen – representing TAPS