

MnIPS NEWSLETTER

A Publication of the Minnesota Information Professional Society (Formerly ACM & ASM) - Vol. 1, No. 10, October, 2000

NEWSLETTER INFORMATION

The MnIPS Newsletter is published nine times a year (September-June) by Minnesota Information Professional Society. We welcome materials submitted to our calendar or articles on computing topics. Submit materials by disc or e-mail to:

Earl C. Joseph
365 Summit Ave.
St. Paul, MN 55102-2120
Tel 651-290-2846
e-mail: ejoseph@waldenu.edu

NOTE:

MEETING INFORMATION

The meeting place:
Holiday Inn - Bloomington
35W and 94th
(1201 W 94th St.)
Phone: 884-8211

Meeting Times:

5:00 P.M. Social & Registration
5:45 P.M. Dinner
6:45 P.M. Meeting and Program
8:00 P.M. Adjourn

For reservations call:
Dennis Cummings by Oct. 13th
And Choose

London Broil --or-- Salmon

Tel. (651) 707-0523 (H) or
(651) 205-2632 (W)
or

E-mail:
Dennis.Cummings1@usbank.com

\$20 for members
\$25 for non-members

Dinner Meeting NOTICE Tuesday October 17, 2000

Meeting of

**Minnesota Information
Professional Society**

PRESIDENT'S NIGHT

&

Presentation Topic:
**"LEVERAGING DATA FOR
REAL TIME APPLICATION
AND ENTERPRISE
INTELLIGENCE"**

Speaker: Lee Gerdes

SPEAKER Profile

Lee Gerdes has spent 20 years in the field of application software and data base marketing – working as a systems analyst, solution architect, project leader, statistical analyst, and consultant. Lee is currently Senior Director, and Business Strategist for Net Perceptions. Lee directs the SWAT teams for Net Perceptions to investigate new applications and new vertical markets for NETP Technical Solutions.

Lee has Masters or equivalent degrees in Math, Physics, Psychology, and Theology.

TOPIC INFORMATION

The technology of Net Perceptions will be discussed to determine how it meets the requirements of leveraging data in order to both satisfy the real time requirements of presentation to the individual customer, as well as creating intelligence for the enterprise to run more efficiently and profitably.

A brief demonstration of the technology and a discussion of the need within the business community will be discussed in order to provide an insight to the most recent application technology which global business is demanding. Ethical considerations pertaining to individual privacy will also be discussed.

PRESIDENT'S LETTER

Welcome to the new 2000-2001 year of MnIPS meetings at the Holiday Inn! I am the new MnIPS president as of the September 19 meeting. Many of you probably already know me, as the Arrangements (i.e., dinner reservations) Chair from 1997 to 2000 at the Bloomington's Holiday Inn as well as 1995-1997 at Bloomington's Sheraton Inn. In addition, the MnIPS membership elected Kurt Linberg as Vice President, Gerry Lindner as Treasurer and Bob Burkhart as Secretary. Gerry and Bob definitely bring longtime MnIPS, ASM-ACM experience to the board and Kurt is an energetic newcomer (and past speaker) who has already contributed the past year on the (monthly dinner) Program Committee. I look forward to working with the MnIPS board and members in 2000-2001.

I want to thank MnIPS' Immediate Past President Joe Perzel for his service these

past 2 years, including the difficult task of merging the Twin Cities' chapters of ACM and his own ASM. I also would like to especially thank ASM's Past President Dave Farmer for an excellent job of writing the bylaws of the new organization during that same time. Finally, I wish to thank ACM's Past President Joe Reilly for coordinating his group's role in the MnIPS merger process.

A Past Presidents' night will be scheduled for former ASM or ACM presidents at the October 17 meeting. The past presidents will be our honored guests at the regular dinner meeting and will be publicly recognized for their service to ASM or ACM. If you know the telephone number, address or e-mail address of a past ASM or ACM president, please contact Jim Sundlin (office phone 651-634-1433 or cell phone 651-592-6181).

Our November meeting will be held on the 4th Tuesday (November 28) rather than the 3rd Tuesday (November 21). We are trying this option now to see if our meeting can better serve our attendees' Thanksgiving holiday weekend schedules. If you have a preference (the Tuesday before or the Tuesday after Thanksgiving) for November meetings in 2001 and beyond, please let me know.

MnIPS is a volunteer organization and we always welcome any help in our regular, ongoing committees or at a specific event, such as registering people at monthly dinner meetings or at the Golf Outing in June. We also welcome ideas from you that can improve our organization. If you can assist us this year in any capacity, please let me or any board member (that are listed on the back page) know.

Our October speaker is Lee Gerdes of Net Perceptions who will be speaking on Recommendation

Engines. Kudos to Earl Joseph for his presentation on "Cyber-Education Futures" at our September meeting. For a summary of Earl's talk, please read the regular meeting review column in this newsletter.

I hope to see all of you at the October 17 meeting!

--Dennis Cummings, President

URL-Joseph Virtually Predicts A New Educational System

(September MnIPS meeting review, by Dennis Cummings)

Mr. Earl Joseph was the featured presenter at the Minnesota Information Professional Society's monthly dinner meeting held on September 19, 2000 at the Bloomington Holiday Inn. Mr. Joseph is an IT professor at Walden University, founder of the Minnesota Futurists and THE FINE, non-censuring, EDITOR of the MnIPS monthly newsletter (did the rest of my story get in?). His "Visualizing Future Education" presentation offered a preview of new teaching techniques that we, our children and/or grandchildren might experience somewhere in the next 50 years.

We will be learning much of the same education that we have today, but served up in new, exciting ways. The education can be delivered in "real-time of need", such as what we now see with cars providing maps on screens as we drive or those \$1 virtual skiing or golf video games at the arcade. Then there is on-line, interactive learning that we have now by solving the local newspaper crossword puzzle on the Internet. The Holodeck schools provides a "learn by experience" environment (can you

say "shop class"?) which features real-time body language translations and safe learning. Walden University and other schools have successful "distance learning" programs which (loyal WU employee) Mr. Joseph feels will continue to be popular avenues to get degrees. It's a good bet that education will eventually be student-centered with "virtual schools" and "avatar teachers". Avatars are computer-generated characters such as Max Headroom of the old Coca-Cola commercials. The avatar would probably be a famous person in history such as George Washington or Albert Einstein.

What are today's "brick & mortar" schools being used for now? Are they really giving kids a fine education or are they just providing adult supervision, keeping juveniles off the street and/or opportunities for social interaction? Mr. Joseph asks "Can the Web-centric schools be designed to deliver cognitive and social skills better than "brick & mortar" schools?" Yes, the Holodeck School and others can. "Multimedia interactive schools" can provide interactive education by using real-life experiences (such as the aforementioned skiing video game) and discoursing/questioning avatars disguised as famous people (e.g., Abe Lincoln). "Ed-Computing" research will provide us with invisible teacher (such as MS-Word's "as you type" spell-checker), smart schools, visual recognition (are we going to bar code branded?), augmented reality, finger

tracking (how about them cookies?) and perceptual intelligence. Mr. Joseph also predicts that we will have portable & wearable classrooms and offices. Students will have more access expertise and real-time information than experts do today. Then how do we revise the 21ST century curriculum to meet these needs?

Mr. Joseph reported that “evidence suggests that the Web alone may allow 21st Century advances to outstrip all of the 20th Century’s science and technology advances”, but will the educational system keep pace? They certainly can by using voice/images to data conversions (and vice versa), video streaming, digital imaging, information architectures, photo-realistic avatars and talking (will they understand my *my #*&%\$*@#% SLANG?*) directly with databases. Mr. Joseph says that other educational opportunities can be employed in conjunction with the Web. Examples of these are connected groups (students, teachers, parents and classes), wireless schools, real-time expertise (Hey Culligan.com Man!), Just-In-Time expertise (as used by parents when calling the local Poison Control Center) and virtual life in 3-D classrooms (where spheres look like balls, not circles).

Mr. Joseph also foresees even more Web Futures. There will be learning amplifiers (doing by example), virtual labs, increased virtual education, instantaneous access to almost any person/idea/institution in the world, and finally ubiquitous, wearable and invisibly networked schools. Mr. Joseph envisions 21ST Century libraries to include knowledge warehousing, electronic books, author/actor avatar discussions, information mining (do we need a hard hat?), E-consulting, mentoring

and instantaneous expertise on most any subject. Lastly, Mr. Joseph predicts even more educational-computer research such as context-aware educational computing, software agents, interactive educational cinemas (even like the “Rocky Horror Picture Show” interactive audience?), future educational sit-coms, digital circuses, thinking amplifiers and artificial life educational futures. The idea here is to make learning more enjoyable and meaningful for the student, which in turn keeps them excited about school and work later on in life, something that MECC (Minnesota Educational Computing Consortium) used in their popular “Oregon Trail” software program as early as the mid-1970’s. If you wish to learn more about “Educational Futures”, please contact Earl Joseph at ejoseph@waldenu.edu.

COMPUTERS WITH GESTURAL PERCEPTION

Reported by Earl C. Joseph

According to IBM researchers, without emotion, there can be little cognitive thinking. That’s the theory at least behind IBM research into gestural recognition by computers. IBM is developing a computer that can interpret human facial expressions, recognize voices, and acknowledge various types of gestures.

The innovative aspect of a gestural perception system is that the computer will be able to respond to its user in real time triggered by gestures. IBM recently used Pong, a robot that looks like a disembodied head, to demonstrate the results of the research. The software behind Pong uses a camera to capture the facial ex-

pressions and movements of a user, process that information, and provide instant feedback.

Why would you want a computer to do this? Computers will shortly leave the confines of the desktop and go pervasive as a handheld or wearable device. You’ll want your computer device to turn itself on when you look at it, for example. Today, there’s no notion of a conversational interface to computers or a concept of addressing a computer based on subtle actions such as facial gestures. That’s how people interact, and that’s how we’re going to interact with computers in the near future.

FUTURE MEETINGS

Nov. 28, 2000: Justifying Your Business Intelligence Investment by Tony Clacko from Born Info Sys.

Jan. 16, 2001: Nano-Technology by Richard Voyles from U of M.

Feb 20, 2001: Whole System Framework Decisions in a Teamwork Environment by Dennis Cheesbrow from Teamworks Intl.

Mar. 20, 2001: E Commerce - Click and Mortar by David Bahn from U of M.

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MnIPS Newsletter

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ADDRESS SERVICE REQUESTED

DINNER MEETING

Tuesday, October 17, 2000
5:00 PM - 8:00 PM

TOPIC:

**“LEVERAGING DATA FOR REAL
TIME APPLICATION AND
ENTERPRISE INTELLIGENCE”**

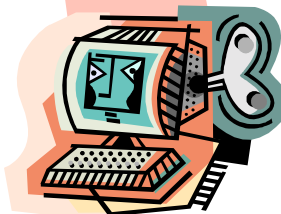
&

President's Night

NOTE: MEETING LOCATION

Holiday Inn Bloomington
35W & 94th (1201 W 94th St.)

**“... AND IN A
BLINK OF AN
EYE, MY
COMPUTER
WILL DO MY
BIDDING!”**



by Earl C. Joseph