NICs NETWORK INFORMATION CONNECTION

AN ESSENTIAL SUPPORT RESOURCE FROM THE INSTITUTE FOR NETWORK PROFESSIONALS

Foundational Principles *(part 2)*
for the 7 Habits for Highly Effective People

by **Darryl** Alder, *Certified 7 Habits Faciliatator*

Principles

Principles are natural laws or fundamental truths that exist whether we know about them or not. These include things like courage, compassion, contribution, responsibility, justice and other character traits. In our quest for effectiveness, each of us must discover and apply correct principles or ultimately fail.

In that quest, sometimes we confuse values with principles. Values are self-chosen beliefs or ideals and may not be principle-based. To illustrate, consider this example:
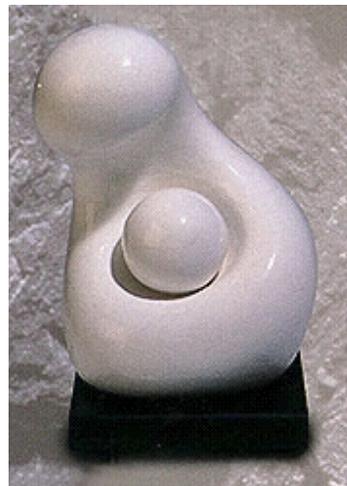
While some people like tomatoes red, firm and meaty, others want them juicy, plump and tangy. Whichever way you like your tomatoes, there are set principles and processes for getting what you want. You will need seeds for the kind of tomatoes you want, but you will also need soil, water, sunlight and possibly fertilizer. The soil, water, sun and nutrients represent processes that when followed lead to the intended product.

The correct seeds, however will make all the difference in what you get. Principles are the seeds of good character. You will need to choose yours well, but to find true principles, you must first identify paradigms (*pronounced para-dimes*) you have placed in the way of truth.

Paradigms

A paradigm is the way any of us see or perceive our surrounding world. To better understand how paradigms get in our way, consider this story:

> A tiny but dignified old lady was among a group looking at an art exhibition in a newly opened gallery. Suddenly one contemporary sculpture caught her eye. "What on earth," she inquired of the artist standing nearby, "is that?" He smiled condescendingly. "That, my dear lady, is supposed to be a mother and her child." "Well, then," snapped the little old lady, "why isn't it?"

So what "why-isn't-its" form your paradigms? What patterns of living have you seen modeled and come to value or accept?

Since paradigms are individual and emerge life's perceptions, no two people share a complete paradigm. Each of us has a kind of "belief window" that we place between us and any view of life. Sadly these beliefs are not always accurate or true. Our belief window colors whatever we see.

To shift bad paradigms and move toward correct principles, we will need to identify what belief windows block the processes of that principle. When you gain an insight or greater understanding your viewpoint changes; the result is a paradigm shift. Effective individuals create opportunities for paradigm shifts. In addition, they try to understand others' paradigms by opening their mind's free expression.

Processes

A process is a series of actions, changes, or functions that bring about the result desired. Our thoughts and behaviors affect the results we achieve and are integral parts of an process. Once we know the process that leads to the desired principle, we can affect the change we want.

In each of the habits, we will identify the principle behind it, possible paradigms needing change and processes to make them happen. It may take a paradigm shift before you can use correct principles and processes.

Paradigms from the Social Mirror

When others look at us through their belief window and express their opinions about us,

their actions and words become a kind of "social mirror" in which we see our reflection. However, this mirror is twice clouded, in that all impressions pass through their belief window on to ours. Since the information we get is based on others' values, it can be quite inaccurate. Worse-we may amplify it with our beliefs. In that sense, what we see as our potential is almost always a more correct picture of our abilities and character than what we see in the social mirror.

We experience a self-fulfilling prophecy when our belief about ourselves influences our character, behavior and performance. Our paradigms and perceptions of people influence the way we treat them; the way we treat others influences their behavior. What we believe about others and ourselves influences self-perception, behavior, and performance. Our belief about ourselves can limit, discourage and constrain; or it can confirm and encourage.

Two Sides of Effectiveness

Many people see effectiveness as a function of the amount you can get done or how fast you can do it. However true effectiveness results from balancing both:

1. The production (P) of desired results
2. And the production capability (PC) or the capability of assets to continue to produce the results.

These two elements must be balanced to sustain effectiveness. Maintaining preserving, and enhancing the assets that enable us to produce the desired results (working on production capability) is the essence of true effectiveness.

This is well illustrated in Aseop's fable, "The Goose and the Golden Eggs":

"A cottager and his wife had a hen that laid a golden egg every day. They supposed that the hen must contain a great lump of gold in its inside, and in order to get the gold they killed it. Having done so, they found to their surprise that the hen differed in no respect from their other hens. The foolish pair, thus hoping to become rich all at once, deprived themselves of the gain of which they were assured day by day."

The moral of this old fable has a modern ring to it. Like the foolish farmer, we often emphasize short-term results (golden eggs) at the expense of long-term prosperity (the goose). Indeed, it seems that we are often more concerned with doing things right (efficiency) than with doing the right things (effectiveness). In his attempt to be efficient, the farmer became grossly

ineffective; he destroyed his capability for getting desired results. We do the same thing with work and in private lives too.

The most important resource available to any organization or person is the relationships among people, including internal and external stakeholders.

The Emotional Bank Account

Making a balance between human P/PC relationships can be shown as a sort of emotional bank account. This powerful metaphor relates the amount of trust that has been built up in a relationship. In this example every interaction with another human being may be classified as a deposit or withdrawal. You make deposits in another persons account through trust, kindness, keeping promises, honoring expectations, proving loyalty and making apologies. In other words, you put something into a relationship and work to build and repair it.

Withdrawals are the opposite. Behaviors and actions such as demonstrating unkindness, breaking promises, violating expectations, showing duplicity and being too proud to admit mistakes and apologize take away from a relationship. Withdrawals lessen trust in relationships.
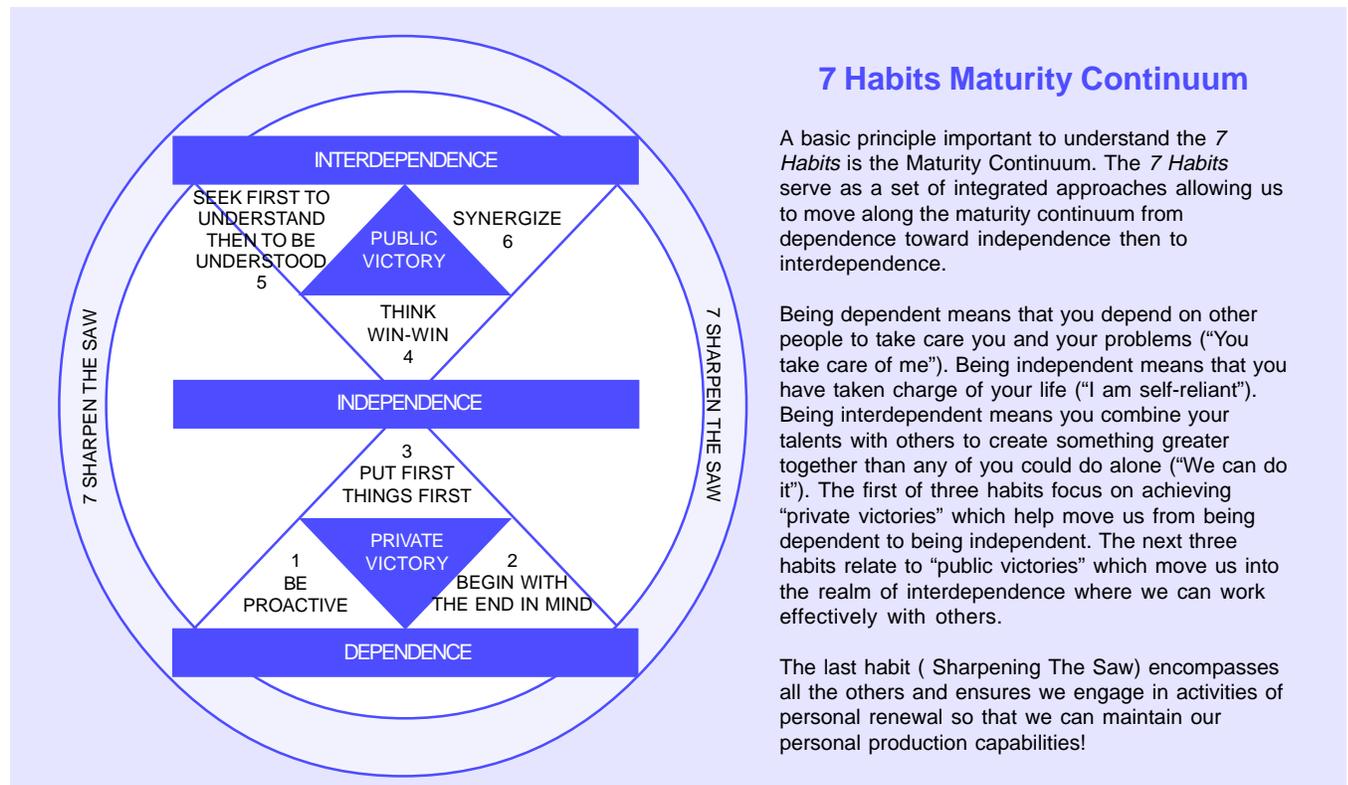
In every relationship, the only deposits and withdrawals you can control are your own. To build trust, you must choose to treat every problem and every interaction with another person as an opportunity to make a deposit in that person's "Emotional Bank Account." By making deposits in relationships, you build your own and others' security. You encourage integrity, creativity, self-discipline and appreciation.

Summary

Our lives can be compared to workstations and networks. What people see first is personality, but this is not really the power behind a network. Power comes from infrastructure, with all its servers, software, cabling, routers and hubs that comprise the elegant magic of our profession. But unless we do all the right things, follow protocols and use correct processes we will not get sound results. The 7 Habits are time tested principles that build character and give us good results in life. Use these habits and become more effective.

If your company is interested in 7 Habit Training through the Institute for Network Professionals, please contact Darryl Alder at darryl@inpnet.org or call 1.801.223.9444.

7 Habits Maturity Continuum

A basic principle important to understand the *7 Habits* is the Maturity Continuum. The *7 Habits* serve as a set of integrated approaches allowing us to move along the maturity continuum from dependence toward independence then to interdependence.

Being dependent means that you depend on other people to take care you and your problems ("You take care of me"). Being independent means that you have taken charge of your life ("I am self-reliant"). Being interdependent means you combine your talents with others to create something greater together than any of you could do alone ("We can do it"). The first of three habits focus on achieving "private victories" which help move us from being dependent to being independent. The next three habits relate to "public victories" which move us into the realm of interdependence where we can work effectively with others.

The last habit (Sharpening The Saw) encompasses all the others and ensures we engage in activities of personal renewal so that we can maintain our personal production capabilities!

How to Prepare Copy for a News Release

by **Darryl** Alder

Identify ⇨
Sender

Who to ⇨
Contact for
Further Info

Subject ⇨
Of News
Release

Leave ⇨
1 in. Space for
Editor to Write
Headline

Double ⇨
Space Your
Copy

End Page ⇨
With a
Paragraph

Repeat ⇨
Subject
Of News
Release

Use 1.5 in. ⇨
Margin on each
side

Indicate ⇨
End of News
Release with
###

Date of ⇨
News Release

⇦ Use 1.5 in.
Margin on
each side

⇦ Time the
release date to
coincide with
the event, but
get it to media
in advance.

⇦ Make the
Headline
compelling so
they will want
to run the
release.

⇦ Get to the
5 Ws in this
paragraph

⇦ Use
MORE for
Additional
Page

⇦ Page No.

⇦ Proof copy
and proof it
again!

Name of Company

Address

City, State   FOR IMMEDIATE
                                               RELEASE

Contact: *(Full Name, Title)*

   (Office and home phone and e-mail)

         BRIEF TITLE TO INDICATE SUBJECT OF RELEASE
                        IN ALL CAPS

- Get to key points and answer who, what, why, where and when.

- 12 point font. Type double-spaced using plain 8 ½ x 11-inch white paper.

- Communicate at least three benefits of your subject matter.

- End each page with a complete paragraph. No widowed or orphaned words.

- If you need more than one page, type "MORE" at the bottom of the page.

                           -MORE-

   BRIEF TITLE TO INDICATE SUBJECT OF RELEASE   Page -2-

- Do not use acronyms or hyphenate words at the end of a line.

- Indent paragraphs.

- Put the same title and the page number on each additional page. Use a quote from an officer or expert about the significance of the issue or event. Finish up the release and mark the end.

                        # # #

(Date)

MEMO TO EDITORS AND NEWS DIRECTORS

   Add invitation to attend the event, extra facts, etc., in the form of a note to the editor.

10 Commandments for Instructors
Eye on Instruction

by **Susan**Boyd

Follow the cardinal rules and your classes will run smoothly.

In my 22 years in computer training, I've learned that fundamentals really do matter. By following certain universal rules before, during and after every class, I believe that I can make the most of every class, for every student. Here's my version of the 10 Commandments as they apply to trainers.

1. Thou shalt thoroughly prepare

This is the cardinal rule of training that you must never violate. Prior to class, make sure you know the course material, software, stumbling blocks, and the sequence of the exercises and topics. Identify where you use analogies and activities. Review past evaluations of the course for ideas on how to enhance the learning. Talk to other trainers and gather alternate ways of presenting the topics. Know what material is mandatory and what is optional based on the time constraints and class needs.

2. Thou shalt check logistics

Logistics cause most training nightmares. Check that the training room has the right supplies, course materials, software, hardware configuration, password log-ons, and room set-up. Confirm policies for late arrivals, emergencies, arrangements for breaks and lunches, and access to the room before and after hours. Arrive early to check out the room and computers, set up the audio-visual equipment, and put out supplies. To be safe, bring an unbound copy of the training manual and the data diskette master. You can duplicate those if you can't find the training materials.

I once taught a night class at a client's site on a rainy night, and the roof started leaking onto the computers. The next week, I taught the course again — this time, the electricity went off for an hour for scheduled maintenance that no one thought to tell us about. Now, when I'm asked to teach at night, I make sure I have emergency contact numbers, and that security and maintenance know we have a class.

3. Thou shalt take responsibility

This means reporting and solving problems as they arise. Keep the class informed of your progress. For example, if the network goes down, use that time to discuss the trainees' job needs and use of the material.

If you are facing challenges, be responsive to the individual's issues and concerns. Be patient and supportive. Meet with difficult or challenged trainees one-on-one to identify problems and discuss potential solutions. If you are faced with a hostile student, try to defuse the hostility by meeting during a break to discuss the issue.

4. Thou shalt involve the learners

Encourage everyone in the class to be an active participant and to take responsibility for learning. Use partner and team activities for review and concept application. Encourage the class to use resources such as reference cards, on-line help, training manuals, and software manuals in class as part of the exercises. Give minimal instruction and ask more questions so that the trainees rely on themselves, rather than you, to interpret menus and screens.

5. Thou shalt emphasize comprehension

Covering all the topics in the training manual is not as critical as making sure the trainees can use the most important commands and functions. If we rush to cover all the topics in the book, at the expense of learning, than we are nothing more than "textbooks wired for sound." If you don't have enough time, cut down on the number of topics, but don't cut out practice time for independent exercises or you defeat the point of the learning process.

6. Thou shalt apply material to the trainee's job

Software functions taught outside of a job context are meaningless to most students. Yet

the trainer may not understand all the job areas in sufficient detail to make the necessary links. Ask managers and trainees how they plan to use or adapt the subject matter.

7. Thou shalt honor the time schedule

Time is money in a training class. If you start the class late, you waste the learners' time and set a precedent that schedules are not important. Use a timer to signal the end of breaks, and close the door when class is about to reconvene. Even if only a few people have returned to the room, start the class by going over the course introduction and housekeeping information. When people walk in late, they receive a clear signal that class goes on even if they are not there to participate. They'll be more likely to return on time after the next break.

I like to divide trainees into teams of three or four, and arbitrarily pick team leaders. The team leader receives a small prize if everyone from the team is back on time. I've found that people are less likely to ignore a peer, and feel more responsibility to the team not to be late.

8. Thou shalt solicit feedback

Don't wait for the end-of-class evaluation. Ask trainees at the start of class to set a learning goal and check periodically throughout class to see whether they've met it.

Mingle with them during breaks to get informal feedback on the pace and their comfort level with the material. Several times throughout the class, ask the students to list on an index card the top three skills they've learned and the top three areas they need more practice with. Another technique: Give the class a form to fill out indicating what the trainer should start doing, continue doing, or stop doing.

9. Thou shalt view training as a process

Don't let the training process end after class. Follow up through email, surveys, and phone calls to judge the effectiveness of the training. Find out which areas of training mattered most and which are really not important back on the job. Determine whether the trainees are applying the new skills on the job, and if not, what is hindering them. Track help desk calls. Use what you discover in future classes.

10. Thou shalt have fun

Learning should be fun for you and the learners. Look for ways to energize your teaching style by adopting new analogies, ice-breakers, explanations, and team activities. Be a learner yourself. Attend conferences and local training meetings. Read books and publications on creative ways to present and review information. Personalize the class by getting to know the students and their job needs and challenges. And enjoy yourself!

Susan Boyd is a computer training consultant in Jenkintown, PA.

Using Analogies to Speed Up Learning & Make it Stick!
by **Susan**Boyd, Susan Boyd Associates

Internet
- Hyperlink is like a card catalog where there's is an association between the card and the location of the book (hyperlink to the Internet).
- Hyperlink is like speed dial on your telephone.
- URL or email address - relate the different parts to the parts of addressing an envelope with your name, street, city, state and zip. Can also relate to a phone number, if you type any part of it wrong, you'll get a wrongnumber.
- Internet is arranged like a grocery store with everything in its place - in a specific aisle, in a specific section, on the shelf. Can also compare it with shopping in a mall, if you see something you want, use the Back button to go back and get that page.

10 Mbps Ethernet Standards

by **Keith**Parsons

This article is the second of a three part series covering wiring and Ethernet standards, and provides a quick overview of 10Mb Ethernet standards.

Ethernet Overview

The 10Mbps Ethernet local area network was co-developed by Digital Equipment Corporation (DEC), Intel and Xerox. In 1983, the IEEE committee adopted the original specification, creating the 802.3 standard. It is by far the most widely installed and supported network to date. In 1995 the 802.3 specification was expanded to include 100Mbps Ethernet networks.

The IEEE 802.3 standard defines how a device accesses the network and the speed at which the network operates. The accessing scheme dictated for both 10Mbps and 100Mbps is Carrier Sense Multiple Access with Collision Detection (CSMA/CD).

Carrier Sense (CS)

A device first listens for a clear channel before transmitting. If the channel is in use or a carrier is sensed, the device will delay its transmission.

Multiple Access (MA)

Many pieces of equipment can be interconnected in a single or common cable, and all have equal access to the cable, when the channel is clear.

Collision Detection (CD)

Since it is possible for more than one device to sense a clear channel and begin transmitting at the same time, data collisions will occur. When they do, the devices sense this collision and stop their transmissions. At this point, each device waits a random length of time and then attempts to retransmit.
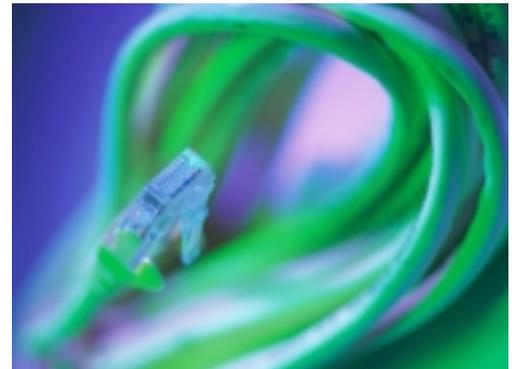
Thick Ethernet – 10 Base 5

· RG-8 type coaxial cable – 50 ohm impedance
· A standard thick Ethernet cable can be a maximum of 500 meters (1640 feet)
· Up to 100 transceivers can be attached to a 500-meter cable
· Transceivers must be spaced at least 2.5 meters (8.2 feet) apart. To ensure proper spacing, a standard thick Ethernet cable is pre-marked every 2.5 meters.
· An AUI transceiver cable is required for each transceiver on the network.
· A standard AUI transceiver drop cable can have a maximum length of 50 meters (165 feet)
· In a standard thick Ethernet network, you are limited to 101 segments, 1 backbone, and 100 branch segments.
· The maximum number of stations on a thick Ethernet network is 1024.
· Both ends of a standard Ethernet cable segment must be terminated with a 50 Ohm terminator.
· Repeaters are used to continue the signal from one segment to another. This allows the overall cable segment length to be increased. However, data should not pass through more than 2 repeaters before reaching its destination.
· Remember the 5 – 4 – 3 rule. Up to five segments, four repeaters, and only three segments populated.

Thin Ethernet – 10 Base 2

· RG-58 type coaxial cable – 50 ohm impedance
· A thin Ethernet cable segment should not exceed 185 meters (606 feet)
· External transceivers must be spaced at least .5 meters (1.6 feet) apart.
· When directly attaching to a station rather than a transceiver, it is imperative that the
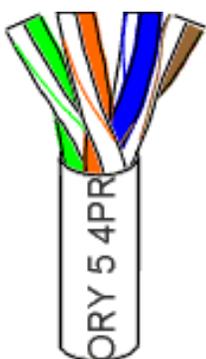
LAN Standard Reference

Category 5 100 MHz	ATM (155Mbps - future) TP-PMD CDDI
Category 4 20MHz	16 Mbps Token Ring
Category 3 16 MHz	100BASE-VG 10BASE-T 4 Mbps Token Ring ARCnet (2.5 Mbps)
Category 2	IBM Type Three Voice/PBX Alarm Wiring, etc.
Category 1	Not rated for any applications.

"T" connector be used at the workstation.
- Up to 30 devices can be attached directly to a 185-meter segment.
- When using multi-port repeaters, up to 29 devices can be attached to each port of the repeater.
- A local repeater may be attached to the thin Ethernet cable to extend the distance.
- Data may not pass through more than 2 repeaters before it reaches its destination
- Each thin Ethernet cable segment should have both ends terminated with a 50 ohm terminator, one of which should be grounded. Never configure the cable in a closed loop.
- Remember the 5 – 4 – 3 rule. Up to five segments, four repeaters, and only three segments populated.

Evolution of UTP

Date	Data Rate	Application
1975	4kHz	voice/PBX
1977	2.5 Mbps	ARCnet
1985	4 Mbps	Token Ring
1989	10 Mbps	10BASE-T
1991	16 Mbps	16 Mbps Token Ring
1992	20 Mbps	ARCnet +
1993	100 Mbps	TP - PMD
1995	155 Mbps	ATM
1998	1000 Mbps	Gigabit Ethernet (goal)

Twisted Pair Ethernet – 10 Base T
- 2 pairs of EIA/TIA Category 3 or higher unshielded twisted pair cable.
- 10 Base T cable drops can be a maximum of 100 Meters (330 feet)
- Since 10 Base T is wired as a star topology, an active concentrator or hub is required.
- You can connect your network device to the hub with a 10 Base T patch cable, or a transceiver with an RJ-45 jack.
- 10 Base T cable is wired to either 568-A or 568-B color-coded specs, but only pins 1&2 and 3&6 are used.
- As a general rule, never try to operate more than one station on any cable drop.

- Though possible, it is not recommended to pass both voice and data on any single cable drop.
- No flat satin telephone cable should be used anywhere in the network.
- Concentrators and hubs can be daisy chained together with UTP cabling, or connected with thick coax, thin coax, or fiber to backbone networks.

LAN Standard Reference

Network/Equipment	Standard
ARCnet,ARCnet+	ANSI/ATA LAN: Token bus 2.5 Mbps Standard 878.1-1992
10BASE - T	IEEE 8023i - 1990
Token Ring	IEEE 802.3i -1989 (revised standard including 16 Mbps UTP)
Fast Ethernet 100BASE - T	IEEE 802.3u
Cable Categories	TIA/EIA 568A
Connector Categories	TIA/EIA 568A

Fiber Optic Ethernet – 10 Base FL
- Optical Fiber
- A pair of fiber optic repeaters can be used to establish a fiber optic link for connecting a remote location to a local network.
- When using a pair of fiber optic repeaters, the fiber link between repeaters should not exceed 2 kilometers.
- A pair of fiber optic repeaters only counts as a singe repeater in the 5–4–3 rule.

Category 5e,6,7 and Up
Currently, these classifications are being drafted with in the U.S. and international cable standards. There is much activity around next generation cable systems. Cable technology continues to improvewith performance well beyond Category 5, and more recently, Category5e.

TIA had established a study group to define an enhanced performance cabling system. Eletrical transmission requirementswill be defined by TIA. Within the ISO, proposals are currently under study.

Limiting the Liabilities of the Year 2000

by **Reed**Booker

That ticking sound you hear is the countdown to the Millennium, when two-digit year fields will try to make sense of 00 and – to hear some tell it – all the computers in the world will go bananas. The Year 2000 problem has for several years been identified for its soaring business opportunities with commensurate down-in-flames risks of failure. Prudent technologists are pursuing the opportunities while preparing to manage the risks.

Year 2000 isn't just a computer problem, but a lurking crisis for a world that has come to rely on digital function. Date-dependent tasks include computer networks, all of telecommunications including the Internet, global positioning systems guiding aircraft and ships, money tools such as ATMs, stock market trading, mortgages, plus all manufacturing systems, distribution and accounting processes, and even your dated prescriptions, among a partial list of potential crashes.

Debate on Year 2000 debugging methods escalates with each technological brainstorm that produces tactics such as windowing, application triage and others, but those closest to the problem are in danger of missing its elemental threat. Many businesses have assumed the stance of the ostrich that hides from trouble by sticking its head in the sand. Bruce Webster of the Year 2000 Group in Washington, D.C. was quoted by *Computerworld*: "I don't think it's a technically overwhelming problem, but I think it's going to whack us on the head just because I know how poorly corporations deal with software development in general."

One Year 2000 expert has predicted that approximately half of all companies may not become Year 2000 compliant in time and will suffer the failure of their computer systems or start producing garbage on or after January 1, 2000. But enough companies *have* started to work on Year 2000 that the leading edge of estimates to correct it worldwide now reaches $600 billion. One insurance company expects to spend about $150 million to correct approximately 125 million lines of code. Most companies may expect to spend $1.00 or more per line of source code to correct the date field problem.

Paraphrasing a former U.S. Senator, "A few hundred billion here, a few hundred billion there, pretty soon you're talking about real money."

The implied benefit to computer professionals is that if someone is *spending* billions, someone else is *making* billions. But the money will be paid in very small increments, because Year 2000 is a very fragmented subindustry. Large corporations tend to hire many firms or consultants to deal with the myriad of digital tools found within any large organization. This is for two reasons: (1) It's such a big job that splitting it into increments can mean earlier completion, and (2) if mistakes are made, their effects will be limited.

We can't expect the lawyers to wait until the Millennium begins to sample its torts. In an earlier column I cited the case of a provider of software for a cash register system who was sued because the program crashed every time

a credit card with an expiration date of 2000 or beyond was scanned.

Whole new kinds of professional liability claims are likely to arise when Year 2000 really kicks into gear after that once-in-a-lifetime New Year's Eve on December 31, 1999. The Millennium Bug may escalate into the Millennium Virus as systems which are Year 2000 compliant receive contaminated programs or data from third party suppliers or other sources which are not. As damage mounts, recovery will be sought from the guilty and innocent alike.

That is why Year 2000 corrective plans should be formulated both by companies reorganizing their systems, and the consultants or firms who will assist them. A common element of the plan could be risk management. Insurance programs have been developed to protect Year 2000 compliant organizations from losses, and professional liability insurance is available to protect against losses due to the errors or omissions of consultant firms.

Certainly from this point on, contracts for any installation or maintenance of software should include assignments of responsibility to fix Year 2000 noncompliance problems. Usually, there is a difference between modifications to fix bugs for which the vendor pays, and customer-requested enhancements for which the end user pays. Problems such as Year 2000 are beyond the usual scope of a software deal, and liability is likely to be determined on the basis of contract language.

But however careful a vendor or consultant is on the structure of contracts, it would be prudent to consider insurance coverage to protect against claims of liability for damages caused by mistakes.

Professional liability claims are expected in the wake of failed Year 2000 software performance because so much will be riding on its successful operation. This is likely to apply especially to custom-designed software which is developed by specialized software firms or consultants.

Under the professional theory, "professionals" have historically been held to a higher standard of care than ordinary business operators. A vendor that presents itself as having special professional expertise usually remains vulnerable to a higher level of damage recovery.

Year 2000 systems repair and maintenance opportunities abound, but each has its potential for losses when something goes wrong, and, according to Murphy's Law, if something can go wrong, it will.

Now, you may resume listening to the clock tick. As of the first October, there will be 92 days to prepare for The Millennium.

MIMS International, Ltd. is an insurance broker that has partnered with the Institute for Network Professionals to provide professional liability to our members. For more information call 1-800-899-1399, or e-mail your requests to mims@mimsintl.com.

Are You Ready for the Millenium?

Name	URL	Description
2K Times	http://www.2Ktimes.com/y2k.htm	Online Y2K newspaper
Blue Ocean Software	http://www.blueocean.com	Makers of "TrakIt!," an inventory & help desk pkg
California 2000	http://year2000.ca.gov	Extensive info. & standards
ComLinks	http://www.comlinks.com	Legal & political aspects of the Y2K problem
Computer Information Center	http://www.compinfo.co.uk/y2k/manufpos.htm	Manufacturer statements & gen. info. for the U.K.
General Services Administration	http://y2kpolicyworks.gov	Large database listing compliance results for a variety of products
IT 2000	http://it2000.com	Third-party software
IT-Map International	http://2000.it-map.com	Y2K tool vendors
JBA World Y2K Information	http://2000.jbaworld.com	Makers of IT-Map2000, inventory program for Y2K

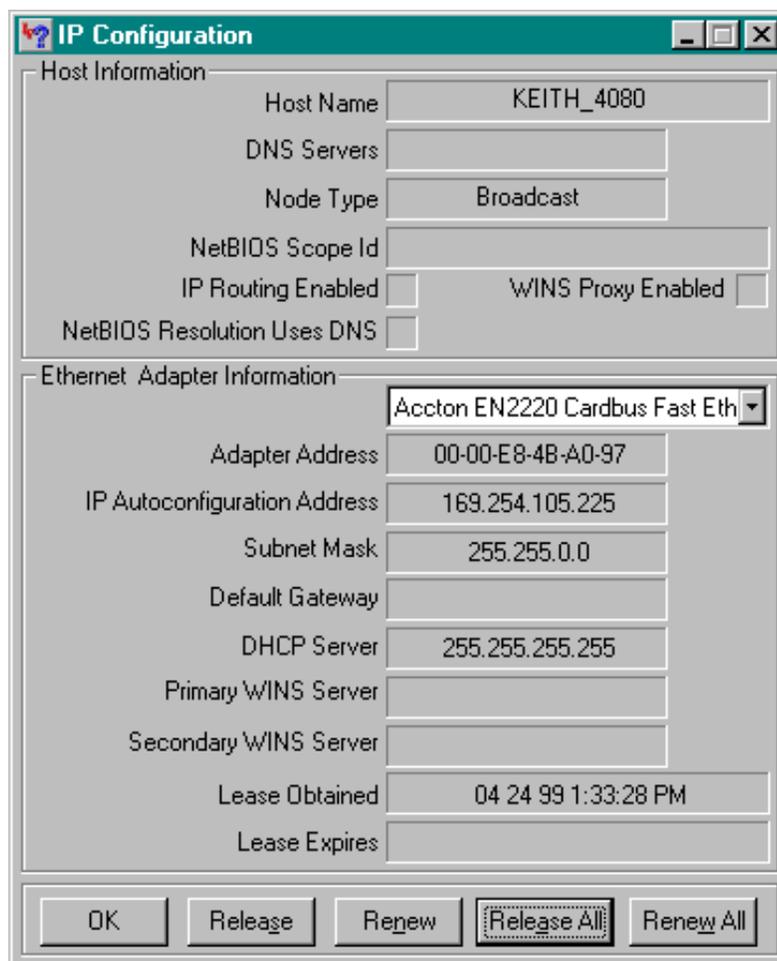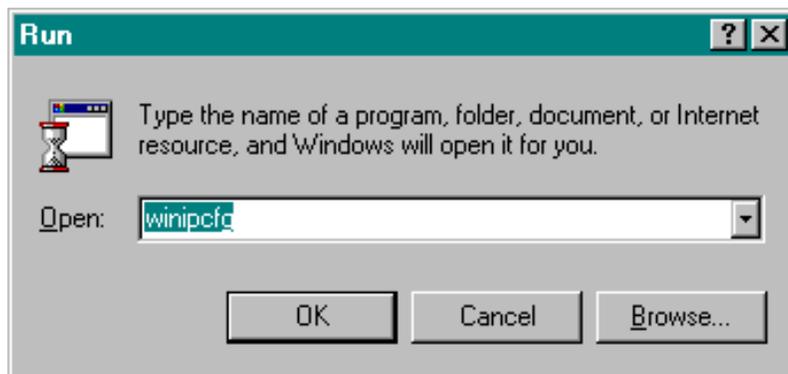# Remote Access after Physical Disconnection from a LAN

by **Keith**Parsons

We've come across a problem lately with our remote users. When connected to the local area network in the office all is fine, they can see the entire network, get their e-mail, and surf the net. But when they are at home or on the road they could see the entire Internet, all except our local subnet.

An addressing problem can occur when a computer that has been directly connected to a private TCP/IP network is physically disconnected and then attempts a dial-up connection. If the network card is still installed, TCP/IP may be configured so those computers that could be reached through the NIC still appear reachable through the NIC, even though the computer is attached to the net via dial-up connections. Even after a modem dial-up connection is established to the same network, TCP/IP will continue to send all traffic to that LAN via the NIC.

On suggested workaround is to remove the PCMCIA NICs from the laptops… What a hassle, and what if the NIC is misplaced in the mean time. Another option is to manually disable the NIC from the Control Panel, or to setup a different Hardware Profile without the NIC when on the road.

The workaround we have adopted works if the laptop originally booted from DHCP, is to run the *winipcfg* utility and select the Release All option. This clears the TCP/IP 'memory' and allows for access back to the LAN from across the net. A kludge, but it works!

Business Writing
Career Tips

by **Deni**Berger

If you're anything like me, you hate writing. If you were to ask me to sit down and write creatively, sure, I can do that with a moment's notice but if you want me to write a business document, forget it, that always takes hours. There are many resources out there that can help people like you and me. Of course, we can always go to the library and read but hopefully the research that I have done will help you with your tasks. Many people succeed in writing so we should too right? Well, I have found a few pointers that can be a reference to you and me as we write.

Be Prepared

First of all, Prepare. With all of the Y2K hype, I'm sure that many of us know that preparation will eliminate fear come January 1,2000. Likewise, preparing ahead of time to write will eliminate the fear that we are not ready to take on the task of writing. I'm assuming we have all taken trips before, and we have probably forgotten something at home. So, what do we do to help remember everything we need? Well, we make a list. Believe it or not, writing is much the same way. Make a list of what you are trying to accomplish. This will help to stay on task and allow you to say all you want to say.

Ask yourself a few questions and be sure to write the answers down. What is it you are trying to say? Maybe you are writing a letter to your manager or maybe you are writing a memo for distribution throughout the company. Whichever your assignment, each has a different style and purpose. Know your focus. Equally or more important, know your deadline. If you are asked to write an article about something you don't know much about, you probably will be spending time researching so don't procrastinate. Know where to find your information and get to work.

Know your audience

Next, identify your audience. Know whom you are addressing and why. What do you want your audience to be touched by most? If you are writing for your boss, have you said what he/she wants you to say? Be sure to know clearly the purpose of your writing and whom you are writing to. You also need to know if your purpose will be clear to your reader. Remember, you are writing for them…not for yourself.

It's Time to Brainstorm

Now you are ready to brainstorm. I used to think brainstorming meant writing specifics. My worst writer's blocks came from when I did not brainstorm. Now, brainstorming is one of the easiest steps to writing. If you start thinking about something else while you are jotting down your ideas, write those thoughts too. You'll be amazed to see your thoughts one-minute might be of value to you when you are writing. I read an article that mentioned dividing your page into two parts. On one side of your paper, write relevant information, and on the other write all of your thoughts. (Guess what, it is finally ok to let your mind wander!) Just start writing. Don't worry about grammar, spelling, and punctuation. Try it. You'll see – this method helps to stay focused and have more insights in your writing.

Organizing Your Thoughts

After you have prepared and spent time brainstorming, you are ready to organize your thoughts. Try mapping your information. Put your relevant information together. If you are a visual person, draw pictures. Even if you are not an artist, anyone can draw a stick person. You're not being judged for these first steps; they're your notes to use. Arrange your groups logically. Once you have done this you will be prepared to write your first draft.

Your Rough Draft

Finally, the planning stages are over. You're prepared to write your rough draft. In your rough draft don't worry about punctuation or spelling; however, be clear and to the point. Avoid using passive voice. For example, "I am pleased by your cooperation" is passive voice. "Your cooperation pleases me" is active. When you make the actor the subject of the sentence, you speak in active voice.

Be sure to use plain English when you are writing. It is easy to get caught up in more experienced vocabulary and lose the significant effects of your document. Mark Twain said, "The difference between the right word and the almost right word is the difference between lightening and lightening bug." Of course, if you know your audience is well educated and will understand your vocabulary, you will be safe. However, this point brings us back to knowing your audience. Be careful, and choose your words wisely.

Varying sentence length is a must. Have you ever read a letter that was one sentence long but took three pages? If so, you know that you were travelling down a never-ending highway of blah, blah, blah. Vary your sentence length. Too many short sentences feel choppy. Too many long sentences feel lengthy. It is important to have a variety to ensure the flow of your work.

The Editing Process

When you are finished with your first (rough) draft, let it sit for a while. I find if I sit down and write, and write, and write, I have problems with the document later. Walk away from your work for a while and come back to it. Have your friends and family look over what you've just created. You'll find that more eyes are better than your eyes.

Another good tip I found is to read your document out loud. You'll see just how big of a wimp you are. Trust you me, you will quickly pick out your ever-so-present passive voice. You will also find it is easier to pick out mistakes.

Having the latest technology and word processors is great when you want to check spelling but beware…don't always trust the ability of a computer. Darryl Alder was working with a school district that continually spelled his name wrong. When researching why the problem persisted, the staff retyped his name in their word processes. "Darkly" Alder finally found out why his name had changed so frequently. The spell checker automatically corrected his name each time.

Now that you're done with spelling and grammatical errors, be sure to check for correctness and conciseness. Have you said all that you need to say? Look back at your initial steps. Be sure to go over your notes and double check EVERYTHING.
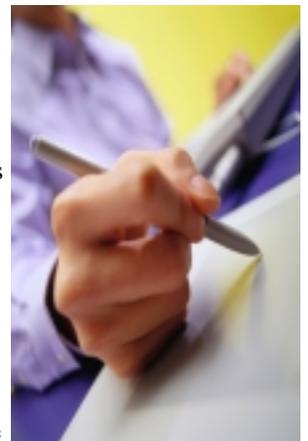
You're Almost There

Finally, you're almost there. After you have gone back over all of your steps, go back over your document one last time. If you see that you like what you have, go with it. If you find more problems, show your family or friends one more time and have them give more insight. Chances are you will not need to do this, especially if you have a deadline. However, always try to make time for other people's insights. Now you should be ready to turn in your work.

Conclusion

Well, are you ready to go out and volunteer to write all of the business documents for your company? Maybe not, but hopefully you have new insights on what to do when you are given the task to write. Just as a review, here is a list of things to do:

1. Prepare
2. Know Your Audience
3. **Brainstorm –** Very Important
4. Organize Your Thoughts
5. Start Your Rough Draft
6. Edit Your Rough Draft
7. Turn in your work.

Happy Writing!

The 10 Great Myths of Internet Marketing

by **Linda**Cox J.A.M.G.

For the purpose of illustration, let's use the superhighway analogy. Let's think of your business as a hotdog stand located on the superhighway along with millions of other shops, malls, cafes, stores, restaurants and, yes, hotdog stands.

GREAT MYTH 1:

Free Sells

So your hotdog stand offers something for free... what?

Napkins? Great. Wow. Excellent. But remember, sell the sizzle, not the steak! So what excites you most about the napkins?

Are they printed with horoscopes? Are they recyclable? Extra absorbent? Two ply? Then say so!

But remember that your freebie is kinda lame and everybody kinda knows it and nobody is really forking over actual cash out of gratitude for free napkins.

MORAL: Free is highly over-rated.

GREAT MYTH 2:

All Traffic is Good Traffic

It would be more accurate to say that MOST traffic is POTENTIALLY good.

If you have a hotdog stand, virtually anyone can be converted to a customer, whether they came for your ridiculously excellent napkins, clean washrooms, or snappy banter.

But, if you sell '82 LeSabre windshield wiper screws, then you might want to be a little more targeted in your efforts.

MORAL: Focus. Focus. Focus.

GREAT MYTH 3:

All Businesses Should Be On the Net

The best advice I've ever given as an internet marketer was "Stay off the net."

Nobody listens, of course. They know that the internet is the fabled El Dorado where the rivers run gold and cash is common as dustbunnies. (Maybe the local bait shop owner just thought I wanted it all for myself.)

MORAL: Leap before you look, quoth the lemming.

GREAT MYTH 4:

Drive Your Hit Counters Insane!

Hit counters don't actually go insane... netrepreneurs do. If you want your hit counter to go insane, tell it about your childhood.

Any traffic generating trick that works will stop working next week when everyone is doing it and no one is falling for it.

MORAL: Tricks are for dogs.

GREAT MYTH 5:

The Great Marketing Secret!
Oxymoron.

In any type of marketing, if it's a secret, it's a failure... definitively.

MORAL: Stick to basics.

GREAT MYTH 6:

It's Come As You Are
It's okay to work in your underwear in your partially remodeled basement as long as everyone assumes you're wearing a suit in a high-rise on Success Avenue.

It's NOT okay to broadcast your slovenly habits to the world at large via ill-formatted email, poor spelling, sloppy grammar and inept punctuation.

If every second line of your email breaks after the first word, we're done.

You see, if I'm gonna buy a hotdog from you— a scary prospect at best—I wanna be pretty dang sure you're not a shortcut kinda guy, know what I mean?

MORAL: Don't slouch.

GREAT MYTH 7:

There's No Such Thing As Excess

There is.

Caps. Exclamation points. Red. Hyperbole. Blinking...(actually, ANY blinking is excessive).

MORAL: It's a hotdog, not the second coming. Settle down.

GREAT MYTH 8:

Banners Work

Banners should only be used   by big companies for branding and for hyperinflating IPO   prices, not by hotdog stands for traffic generation.

MORAL: Banners suck. Free banners suck for free.

GREAT MYTH 9:

Get Rich Quick

The internet is still real life. Cyber doesn't mean fantasy. WWW doesn't stand for Whatever We Want.

Set up an honest business, cook a decent hotdog, pay for advertising and don't quit your day job just yet.

MORAL: Get rich slowly.

GREAT MYTH 10:

Free Marketing

I saved this point for last to emphasize it.

Overfondness for free marketing methods is the number one killer of happy success stories on the net...

But wait!

You CAN send 100,000 spam-free emails a month with your own free-for-all links page, right?

And you CAN reach tens of thousands with multisubmitters and free classifieds, right?

And you CAN email millions by subscribing to hundreds of opt-in lists, right? And 94 million netizens WOULD swallow a little spam to get to one of your hotdogs, right?

Sure! And you CAN eat out of dumpsters, right?

Yes, but DO you?

MORAL: Uh... don't be an idiot?

Linda Cox (J.A.M.G.) was actually a real-world corporate marketer for many years before going on the net without a net. Now she's **J**ust **A**nother **M**arketing **G**uru. Write to her at: **Linda@LindaCox.com** Visit http://www.LindaCox.com/ for more articles and the obligatory free mag*ezine*.

Third Quarter (Q3) Technical Resource CD

Since we get annoyed when our deliveries arrive late, we thought a quick note explaining our delay might help you understand the problem.

Last week, our production house delivered us bad Q3 99 Network Professional Technical Resource CDs. We sent them right back with the promise of a high priority turnaround. We make the same promise to you for shipping: as soon as, we get the CDs, we will mail yours.

Until you get yours, perhaps this small menu will whet your appetite:

We've already updated our website to match the Q3 CD. You can check it out at:**www.inpnet.org**

If you have any questions e-mail us at **info@inpnet.org**

The Institute
About Us
- Mission Statement NEW
- Contact Information NEW

How to Join
- Membership Application

Institute Affiliates

NICs Journal NEW
- 1998 NICs Archives
- 1999 NICs Archives

About the CD

Benefits and Services NEW

Software & Updates
Licensed Software
Symantec
- pcAnywhere 9.0

Caldera *(partner pocket)*
- OpenLinux 2.2
- Special Offer on OpenLinux 2.3 *(includes StarOffice 5.1 [in six languages], Netscape Communicator 4.61, 4Front Open Sound System, Applixware 4.4.2, upgraded server software and more.)*

Trail Software
Veritas
- Backup Exec for NetWare, version 8
- Backup Exec Desktop 98, version 3

Symantec
- pcAnywhere 9.0
- Norton AntiVirus, version 5.0

Infoseek Ultraseek Server

Linkbot Pro 4.61

Microsoft Updates
- Windows NT Service Pack 5 + more
- Windows 95/98
- Microsoft Office

Novell Updates
- Minimum Patch List
- NetWare 5 patches + more

Driver Link Directory (1000+ entries)

Shareware Showcase

Web Browsers

Acrobat Reader

Vendor Partners

Techncial Education
VUE Testing

Test Preps
- Complete NICs MSCE prep reprints NEW
- Institute Test Tips NEW
- Test prep software and demos

Certification Directory with over 300 listings

Certified Network Professional (CNP)

Education Links
- Microsoft, Novell, Cisco and A+ Resources
- Y2K Resources
- Other Networking Resources
- Certification Self-study
- Certification Sample Tests
- 100+ Miscellaneous Education Links

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