GETTING DOWN TO BUSINESS

READY OR NOT, TECHNOLOGY IS ALTERING YOUR JOB AND INDUSTRY

If you’ve written or examined any job postings lately, you may have noticed something unusual. These jobs didn’t exist just a few years ago. “Chief Information Officer,” “Search Engine Optimization Specialist,” “Mobile App Developer” or even “Social Media Strategist.” Before you panic, remember that you can get your skills in shape by thinking strategically about your talents and experience and keeping pace with new technology. The process can be immediate or gradual. If your education is fresh and your skills are current, consider adopting daily activities that will keep you up-to-date. At the very least, most job coaches say, you should get comfortable with Dropbox, Google Docs, Google Analytics, Facebook, Twitter, LinkedIn and Pinterest. Three Augustana College alumni offer several tips for brushing up and then keeping up with technology. Marcia Entwistle, Chair of Augustana’s Business and Computer Science Departments, Stefan Hartwig, Partner at Electric Pulp (which he co-founded in 1996 while a student at Augie), and Steve Tims, Manager of Technical Services at Raven Industries, weigh in with some advice.

Steve Tims:  
- **Listen to podcasts** while you’re in the car. Steve listen to TNT (Tech News Today), which discusses top stories in technology, updated Monday through Friday and TWI (This Week in Tech), which includes a weekly recap of the top stories in technology.  
- **Catch up on business news** by visiting websites for Fast Company, Harvard Business Review and 30 Second MBA. Steve also follows tech feeds through CNET, TechCrunch, Engadget, GigaOM, The Verge and All Things D.  
- **Read 10 Things You Need to Know This Morning** on businessinsider.com and Daily Digest from techrepublic.com.

Marcia Entwistle:  
- **Be fearless.** Your most important technical skill is curiosity. You don’t have to be an expert; you just need to be willing to explore and dive in. Be confident in your ability to learn something new.  
- **Give open source software a try.** You can use it, customize it, or develop something brand new with it — and it won’t cost you a dime in licensing fees. Working with open-source software merely requires a commitment to experimentation and tinkering. Get in there and get busy.  
- **Turn the tables.** Ask your young employees which tech breakthroughs they’re most excited about. Then let them teach you. It empowers them and provides you with a new skill at the same time.

Stefan Hartwig:  
- **Get connected.** Twitter does double duty as a social connector and a method of reaching like-minded individuals in your industry. It can help keep you up to date with the constant state of change in today’s work environment.  
- **Get savvy.** Increasing adoption rates for online services like Dropbox and Google Docs are leading the way to increased mobility, correctness and efficiency. If you aren’t using them already, familiarizing yourself with cloud-based tools will keep you a step ahead.  
- **Get remote.** Consider working remotely. While it has its own set of challenges, remote work opens up a new level of opportunity. Not every job can be done from a distance, but more and more possibilities are opening up every day, thanks to new tools and technology.

---

TECHNOLOGY EASES AND PROTECTS MEDICAL RECORDKEEPING

Paul Schroeder graduated from Augustana in 2005 with a degree in Computer Information Systems. He now enjoys a role as a Network Analyst in the Information Technology department for Avera Health in Sioux Falls, SD. TheOLUTION meansbusiness. D EPARTMENT N EWSLETTER. SP RING 2013.

A patient’s chart (a word that will eventually become more and more prevalent) is now also available on workstations both on the patient floor, in the provider’s office and conveniently accessible from phones, tablets, laptops and home PCs as well. No longer does the medical staff need to hunt down the physical chart before recording patient care notes and results or wait until the provider currently using it is done. Physicians, Nurse Practitioners and Physician Assistants who have a role in the care of a patient are able to review and add at any time of day or night and make better, more informed assessments while on-call or when consulted. With this ease of access come a number of regulations and privacy concerns. The Health Insurance Portability and Accountability Act (HIPPA) and the Health Information Technology for Economic and Clinical Health act (HITECH) both have guidelines for the use and protection of each electronic record. The desired effect of both of these is not just the adoption of an EMR but its “Meaningful Use” - defined as using it to improve health care among other provisions, which provide safety and security to patients and their families. Only those directly involved in the care of a patient may view that patient’s record and access to patient records depends greatly on the role assigned by the Information Technology department. Access from outside the hospital setting on the aforementioned phones, laptop or tablet is also heavily regulated to certain users and roles. In addition, no information is ever stored on the device itself: a provider interacts with it remotely, never downloading or resubmitting changes.

Soon, the word “chart” will simply reference something a physician is viewing on his or her smart phone, iPad or laptop instead of the bulky, always-in-use physical binder, now relegated only to overly dramatic medical TV shows.
THE SLOWLY VANISHING SERVER ROOM

Deane Barker
graduated from Augustana in 1997 with a degree in Business Administration and plans to go to law school. Happily, the Internet intervened and Deane now finds himself as the Director of Business Development for Blend Interactive in Sioux Falls.

In IT, you hear the word “infrastructure” a lot. This is all the backroom hardware that lets people get work done: the servers, the networks, the storage drives, all the...well, infrastructure. These are the things that sit in some foreboding datacenter or server room at your office. You can usually recognize them by the key card locks and massive air conditioners.

It used to be that a company had to install all this stuff to have a functioning office. I did exactly this for a while, in fact. I’d come to your office and install an email server, and a file server, and a print server, and hook all the desktop workstations up, etc. It was all infrastructure, and it was a barrier to entry – a bar you had to get over to have a functioning office.

More and more, all that stuff is disappearing, replaced in many cases by nothing but an Internet connection. Here’s another word you hear a lot: “the cloud.” It’s a bit of a silly word, but it refers to systems which provide you functionality via the Internet. You never have to buy or install anything; you just rent them for a monthly fee.

These systems are systematically dismantling infrastructure and the traditional server room.

Instead of an email server, companies are using Gmail. Or they’re using Outlook hooked up to a remote Exchange server. In the end, Outlook doesn’t know where its mothership is – it could be in the next room, or around the world.

For file servers, companies are using Dropbox. Or Google Drive. Or Skydrive. Or any number of different systems.

For other computing needs, companies are renting processing power from large cloud-based computing grids: Amazon’s Elastic Compute Cloud (EC2) is enormously popular, as are systems like Rackspace Grid. These can be configured in such a way that your workstation has no idea if they’re in the next room or on the next continent.

Printing is a little different; since you have to have the physical piece of paper in the end, but printer utilization goes down every year. Paper is falling out of vogue, and business is edging closer and closer to the paperless nirvana that was always promised.

Printer sales – both commercial and home – decline every year.

The infrastructure of small- to medium-sized companies is slowly vanishing. They’ve decided that maintaining all that hardware is not the business they’re really in. They’re entrusting it to someone else and concentrating on the business that actually makes them money.

Larger companies are slowly following suit. There will be some companies that never succumb, of course, but many large organizations like Genentech, Virgin America, Orbitz, and dozens of universities and municipal governments have started dismantling their infrastructure as well.

Which leads us back to the server room, or what’s left of it. At my company, we have a small closet which used to house a full rack of hardware. Now it has just a handful of items: a server to run the phone system (though that could go, too) and some hardware to enable and secure our connection to the Internet.

Everything else has floated off to The Cloud, leaving little other than a few dust bunnies in their wake.

We have gone into a very new sphere where building a virtual network is socially acceptable. It’s interesting to watch how we “cultivate” the hundreds of contacts we tend to accumulate through sites such as LinkedIn, but I know having those networks and contacts provides me great intelligence about future careers, business impacts in the industry, and it’s also fun to just see how my network is growing and connections are developing in their own careers.

Quick Tips
1. Use Google. I use Google every day. There are lots of tools available through Google, particularly for entrepreneurs and small business owners.
2. Participate in technology where you are comfortable. It’s inevitable. Nowadays, some restaurants are putting menus on iPads versus printing copies. We have to learn and get more comfortable.
3. Create a basic LinkedIn profile. With the job market as volatile as we have seen recently, it’s important to keep a professional network. Maintaining a profile with LinkedIn is easy and it serves as a quick way for you to search for prospective employers as well as to introduce you and your skill set in a “virtual resume.”

“From a forecasting perspective, Pinterest has been an excellent way to keep tabs on our designs, which of our styles are getting re-pinned the most and which designs are becoming obsolete.”

FLORIST “PINS” BUSINESS FORECASTING ON TECHNOLOGICAL AIDS

Jackie Just
owner of Just Bloomed, an upscale wedding design company based in Minneapolis, MN.

When we started Just Bloomed almost 10 years ago, we were armed with magazine clippings and 3x5 glossy photos of previous work to show a client the direction we were suggesting for their wedding floral and overall design. While this was challenging at times, in particular in the early stages when work was slim, we were always up for the challenge. We often developed presentation boards filled with suggested linen swatches and clip-outs of centerpieces from magazines.

Enter Pinterest. It is not only one of the fastest growing websites, but a major player in the world of current brides. They’ve all heard of it and chances are, they likely have a “wedding” board with ideas already pinned to it before they even meet with our company. This new wave of wedding inspiration has been mostly positive. We get a snapshot into their style immediately and have found the development process much less time consuming in today’s age. Little time is wasted developing the design plan as we already have a step up, seeing what inspires them on their own Pinterest boards.

We do on occasion get a bride with the trigger-finger, pinning everything wedding with no rhyme or reason but we will gladly help them navigate through it all and get them in a direction that best reflects the couple and what they are trying to accomplish on their big day. And even in this instance we’d rather have something to start with than nothing at all. Pinterest has recently developed secret boards so we often use these to keep the clients’ design under wraps from their family and friends. The client is still able to add images and it’s become a great way to keep communication going with the client through the whole wedding design process.

From a forecasting perspective, Pinterest has been an excellent way to keep tabs on our designs, which of our styles are getting re-pinned the most and which designs are becoming obsolete. We use old school tactics in this process like keeping up on which colors Pantone is forecasting for the upcoming year and which colors we are seeing in clothing and textiles for the following season, but truth be told, much of where we find our inspiration and current trends are from the time spent monitoring and using Pinterest. To say it has changed the way we do business would be an understatement.

BUILD TECHNOLOGY
SKILLS EVERY SINGLE DAY

Savannah Curtin
graduated from Augustana College in 2003, receiving a BA in Business and a minor in Psychology. In addition, she received her Masters of Business Administration at the University of Sioux Falls. Savannah leads the Investigations Operations team for Target Corporation in Minneapolis, MN.

Technology has become part of the fabric of my day. I have an iPhone to check on work-related items and it allows me to stay connected to my business and clients immediately. Having a simple mobile device also allows me to be accessible remotely. Many of the teams that I support are located all over the United States. It has definitely improved my ability to communicate with my team and offer, me the user, the flexibility to get in touch with my clients from anywhere without being tied to my office phone. Social Media has also changed the landscape for broader business. For me personally, I use sites like Twitter to stay connected mostly to news and current events. I understand changes that could impact me personally and professionally move quickly. I enjoy having the instant feeds coming right Continued on Page 7
I was ready to take on the world of advertising. On my first day of work I put on my best suit, slipped on my loafers, and walked through the doors of Lawrence & Schiller ready to set the world on fire. That morning, I didn’t check Facebook, nothing was trending on Twitter and the phone was not telling me that I had a LinkedIn request. That’s because these platforms didn’t exist. Yet today, a short nine years later, these social communities have billions of users and are as much a part of everyday life as Augie students “borrowing” drinking glasses from the commons. It is often said that the only constant is change, and this constant technology change has us, as advertisers, working in a more agile environment to break through the fragmented media clutter to reach the right audience at the right time, and in the right place.

In the days of Mad Men, a well-placed TV ad reached the majority of the consuming public. Today, we develop a diverse media mix to reach specific target segments, with approximately 22% of all media placed in 2012 dedicated to a digital platform. The exciting opportunity that this new technology presents is to form engaging two-way communication, rather than one-way push messaging. This was never more apparent than during the Super Bowl this year. Moments after the second half began, while the lights were out and fans waited, progressive marketers seized the opportunity. One example, tweeted an image saying, “You can still dunk in the dark.” Within one hour the tweet was retweeted 16,000 times. The One example illustrates consumer power in the newfound marketing relationship. Oreo sent out a single tweet, that’s all that was within their control; consumers became their brand voice and media vehicle.

As marketers, we have the enjoyable task of trying to determine what the Facebook equivalent will be nine years from now, and develop strategies to harness that technology to provide meaningful brand connections.

Suzie O’Meara Hernes graduated in 1997. Since then she has earned an M.S. in Management with an emphasis in Leadership and an MBA with an emphasis in Project Management. She is the Senior Director, National Account Management, with LodgeNet Interactive Corp. in Sioux Falls, SD.

“Due to fiber-optic and digital technology, Midcontinent has been able to interconnect over 250 communities in South Dakota, North Dakota, and Minnesota and expand its offerings to include high-speed Internet and voice-over-Internet protocol (VoIP) phone service, as well as advanced video services.”

Patrick McAdaragh, President and Chief Executive Officer/Owner Midcontinent Communications

Midcontinent has been actively involved with all aspects of Midcontinent since 1981. He became President and CEO in 2007. During Mr. McAdaragh’s tenure, he has held a number of key positions with the company in Finance and Operations including Chief Operating Officer and Director of Treasury Operations. Mr. McAdaragh has been deeply involved in all of Midcontinent’s various holdings, including theaters, cable, radio, broadcast TV, satellite teleport and video rental businesses. Over the past decade, he has been instrumental in transforming over 240 standalone cable systems into an interconnected fiber optic network spanning more than 6,000 miles, passing nearly half a million homes, and serving approximately 275,000 homes and businesses. Mr. McAdaragh is a native of Sioux Falls, South Dakota, and received a BA in Accounting from Augustana College in Sioux Falls. He also serves on the board of directors for CableLabs, C-SPAN and the National Cable & Telecommunications Association, and on the Augustana College Board of Trustees.

“ONLY CONSTANT IN ADVERTISING IS CHANGE”

Nolongerareguestslookingtoexpectationthathigh-definition

High-speedInternetandvoice-over-Internetprotocol(VoIP)

alsohadatransformativeimpactonhow

importantbrandconnections.

howessentialtechnologyisinreaching

Thependulumhasswungthesoletocontroltheir

TVprogrammingisdelivered

High-speedInternetandvoice-over-Internetprotocol(VoIP)

Lookingfornewbusiness

Thependulumhasswungthesoletocontroltheir

Thependulumhasswungthesoletocontroltheir

Digitalplatformsarehereinmuchthesameway

FROM ACCOUNTING PAPER AND PENCILS TO IPAD AND VIDEO CONFERENCING

Augustana Means Business
space, a different way to interact—it’s not just the workplace that has changed, it’s the entire industry. The growth of digital advertising and particularly social media has created a feedback loop that didn’t exist before. With the increased use of channels such as Facebook and Twitter, brands are grappling to reach a far greater audience and under more pressure to impress.

One of the biggest challenges for advertising today is keeping up with this changing culture while continually introducing new and less conventional ways of advertising. It’s no longer possible to reach large segments of the public through a singular TV spot or print ad. Now days, viewers are scattered across scores of channels, not to mention the Internet. Therefore, we can’t target consumers through traditional methods anymore—it’s inefficient and counterproductive. We have to go to them with a carrot that cuts through the landfill of marketing clutter. And it needs to be done at break-neck speed.

The advertising industry is on a relentless journey to raise the bar and create ideas that essentially change the game. Technological innovation is at the core of this shift. The ideas and present them in nearly packaged commercials or radio spots. Today, life is more automated, greifying is instant and social media has permanently changed how consumers interact. It is an entirely different environment for business.

TODAY’S ADS AND AGENCIES ARE LIGHT YEARS FROM MAD MEN

Carrie Ammermann works as a Senior Art Director in San Francisco, CA. As a creative leader, she’s executed globally recognized ideas and campaigns for some of the world’s best-known brands, including Microsoft, Soléil Columbia Outdoorwear, Pringle and Target. Carrie’s work has been awarded in the U.S. and internationally by respected creative award competitions such as the One Show, The New York Art Directors Club, The Clios, The ANDY’s and Graphis magazine. Carrie graduated from Augustana in 2000 with a Bachelor’s degree in Fine Arts and is currently in Business Administration. She received her Masters at Virginia Common-wealth University in Richmond, VA in 2007. To learn more about Carrie’s work visit www.carrieammernmann.com.

Five decades ago, people who worked in the advertising industry wore sharp suits, drank martinis whenever they pleased and spent nine months creating commercials to convince us that smoking was good for our lifestyle, according to a New York Times article. Today, the dress code is less formal, the margins are reserved for happy hour and ad people spend a lot of time talking about Twitter. People still ask me if advertising is really like Mad Men, but in reality it’s not. Advertising is no longer an industry that gives creative types three or more months to develop ideas, create them and present them in nearly packaged commercials or radio spots. Today, life is more automated, greifying is instant and social media has permanently changed how consumers interact. It is an entirely different environment for business.

In essence, we are now able to offer unlimited photographic variety as our cameras take two images, nearly simultaneously, giving placement of the subject into any setting imaginable. Technology has had an impact at Lifetouch from the time of the wooden box camera in 1936. Today’s digital environments require a strategic balancing of investment. For Lifetouch, the recapitalization of an entire operation was not insignificant. “Steady as she goes” has been a well used mantra in my office. We continue giving our team new technologies and, at the same time, remain the trusted name in professional photography across North America.

Jenna (Chaplin) Aukerman graduated from Augustana in 2007, majoring in Business Administration. She is the co-owner of Coffee Roasterie & Espresso Bar in Sioux Falls, SD. Coffee Roasterie has been nationally rated by Coffee Review and has received 90-96 points on all 16 of their coffees reviewed since opening in 2009.

Café confessions of a Coffee Shop Owner: Throughout my coffee career, I have often found technology—to be frank—quite cumbersome. When I started in coffee in 2001, I believed I had sheltered myself in an industry as far as modern technology as possible. My life simply consisted of brewing coffee, talking to customers, then brewing more coffee, and I was happy to keep it that way. It was a time when Facebook didn’t exist, Twitter was still a sound, and 'foursquare' only brought to mind my playground glory days.

So, upon opening Coffee Roasterie in 2009, I thought I could keep these newfangled social media fads at bay. For hundreds of years, coffee roasters have represented a place of physical community, face-to-face relationships, and actual conversation. I thought no amount of hashtaggish or likes could change my mind. But change it did. As I saw the format of communication not only shift, but its influence grow, I began to see possibilities never before realized. Prior to the internet’s worldwide prevalence, various middleness had been the link between third-world farmer and first-world roaster. Both parties had been at the mercy of volatile market prices instead of a mutual investment.

Social Media & Sustainability in the Coffee Industry

“Prior to the internet’s worldwide prevalence, various middleness had been the link between third-world farmer and first-world roaster. Both parties had been at the mercy of volatile market prices instead of a mutual investment.”

To learn the department home page at: www.augie.edu/dept/bsad

Visit the department home page at: www.augie.edu/dept/bsad