

acuta

2010

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The *ACUTA Journal*
of Information Communications Technology in Higher Education

Media Kit

MISSION STATEMENT

The quarterly *ACUTA Journal* supports the goal of providing the core membership with educational and developmental opportunities. Through original articles and case studies submitted by members and non-traditional sources such as faculty and other researchers, the *Journal* provides information on current and emerging issues of importance to the members as they pursue the mission of their institutions.

Strategic and management issues addressed in the *Journal* are targeted to meet the needs of operational staff and upper management. Technical, operational, and regulatory content is at the core of this publication.

The ACUTA Journal of Information Communications Technology in Higher Education

Published Quarterly by
THE ASSOCIATION FOR INFORMATION COMMUNICATIONS
TECHNOLOGY PROFESSIONALS IN HIGHER EDUCATION

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EDITORIAL FOCUS

The ACUTA Journal focuses on the identified interest areas of the core membership, recognizing that the *Journal's* audience spans the range from administration to management to technical staff. Technical and managerial, strategic and tactical approaches to the traditional voice, data, and video applications within the higher education environment are addressed. In addition, content covers emerging and converging technologies that facilitate access to information critical to the classroom as well as the administrative

FORMAT

The ACUTA Journal is a 40-page quarterly publication. A maximum of thirty percent of the *Journal* is available to advertisers. While we accept both color and black-and-white advertisements for the interior pages, ads placed on all covers *must* be full color.

It is our intent to present useful, timely information for the information communications technology (ICT) professional in a visually appealing publication of high production and content quality. Most issues contain four to six feature articles and two or three case studies. The *Journal* is designed to be archived indefinitely as a reference for the college ICT department as well as others.

Electronic Edition

Each issue of the *Journal* is made available as a PDF document in the members-only section of the ACUTA website as soon as the next issue is mailed.

offices on today's campus. Policy, legal, and regulatory impacts on the applications of these technologies are also of interest to the membership and to the broader academic community.

Each issue is built around a theme, frequently reflecting the topic of a recent ACUTA event. Presenters at conferences and seminars are encouraged to contribute articles when appropriate. A mix of authors has been cultivated, with some articles written by authors who are recruited for their expertise in a particular field and other articles and case studies drawn from submissions by ACUTA members and others.

In addition to feature articles, each issue also includes:

- President's message
- Executive Director's column
- Interviews

ADVERTORIAL

The advertorial, a 4-page insert bound in at the center of the *Journal*, is a significant advertising opportunity. Companies are invited to write educational copy describing an installation or introducing a new technology. On the middle four pages of the *Journal*, we place the story plus their advertisement. On request, we will handle the production to make the copy look like the rest of the editorial content, and clearly mark it "Advertising." *More information on page 10.*

READER PROFILE

The Association for Information Communications Technology Professionals in Higher Education (ACUTA) is an international nonprofit educational association of more than 2,200 information communications technology professionals, representing close to 800 colleges and universities and the technology providers who serve the educational market.

University members are our target audience. They include CIOs; telecommunications and information technology directors, managers, and staff members; and other administrators who supervise the information communications technology functions. The majority of ACUTA members are responsible for data and video networks as well as traditional voice telephony. Newer technologies, such as wireless, unified communications, and IP communications, present opportunity as well as challenge. As universities increasingly rely on communications technology to meet today's challenges, ACUTA has emerged as a partner in success in an environment of exponential change. The *Journal* represents one of the tools ACUTA uses to provide quality information to our members.

Institutional membership is available to any accredited college or university. Associate membership is also available to individuals who are involved in information communications technology services at other institutions, such as government agencies, primary or secondary schools, hospitals, and similar organizations. ACUTA is also proud of the corporate affiliate program which encourages vendors to develop sound business relationships with the schools they service and provides opportunities for industry and education to work together.



OUR MISSION

ACUTA's core purpose is to support higher education information communications technology professionals in contributing to the achievement of the strategic mission of their institutions.

Here's What Our Members Say

ACUTA Member Needs Assessments indicate that the ACUTA Journal is well read by a majority of members.

- 74% consider themselves regular readers. After they have read an issue, they typically circulate it among others on their campus.
- 11% of respondents say they read the *Journal* cover to cover.
- 69% report that they always read articles of interest to them and skim the rest of the publication.
- 93% of members rate the *Journal* as an effective benefit of membership.
- 50% of respondents report that they "almost always" or "sometimes" read the advertisements in the *Journal*.
- 98% of members find the articles "very interesting" or "somewhat interesting."



A GLOBAL NETWORK OF COMMUNICATIONS PROFESSIONALS

As the global infrastructure becomes a reality, colleges have expanded higher education beyond the walls of the traditional campus. ACUTA positions its members at the forefront of this technological revolution. ACUTA recognizes that, in order to meet the evolving needs of the university, global alliances among educational institutions, business, government, research organizations, and industry are essential. ACUTA members work cooperatively with their university colleagues throughout the world to achieve common goals.

ACUTA Members Include...

- Schools from all 50 states in the United States plus the Virgin Islands
- 47 of the 50 largest institutions of higher education in the United States
- 15 schools in Canada
- 1 school in New Zealand

In addition:

- At 63 percent of ACUTA member schools, the information communications technology budget exceeds \$1,250,000. At 45 percent, the budget exceeds \$2,000,000.
- Seventy-two percent of our members are responsible for institutional telephone services. More than 71 percent have functional responsibilities that cover not just voice but data and video services as well.
- Increasingly, ACUTA members report that information communications technology plays a strategic role in the long-range plan for their campus.

SPRING 2010

Mail Date: March 15

Mobile Integration

The generation that cut its teeth on electronic devices was destined to change the way we work, and clearly that time has come. We've abandoned our more-than-a-century-old attachment to landline phones in favor of go-anywhere cell phones. The monitor and keyboard that take up most of our desktop are yesterday's technology, and devices such as PDAs and wireless laptops are the new norm.

The challenge now for the ICT professional is to make everything work seamlessly and consistently using any device from any location. That's mobile integration.

Many applications are being developed and introduced every week. How do we support the abundance of applications when we have so many different devices with different operating systems and different memory capabilities—without burdening IT? What are some examples of effective strategies for mobile integration, addressing such issues as revenue streams, event notification, presence, e-learning, and more?

What are the best practices when we must enable multi-device support while we deliver on the promise of mobile productivity? How do we bring individual personal mobile devices and applications together so we can work together or work alone? How do we best integrate mobile devices users into the campus environment—not just students but faculty and staff as part of a community?

The spring issue of the *Journal* will examine the impact of mobile integration on the campus today and what the implications are for tomorrow.

SUMMER 2010

Mail Date: June 15

Network Management & Security

Gone 'phishing'! Computer hackers go looking for the "big one" daily—not just when the game warden is present.

With the convergence of technologies, security is no longer just a data issue. SIP trunks, soft phones, dual mode cell phones, and VoIP all use the data network. With additional advanced applications comes the need for robust network management tools to keep track of the myriad devices that integrate everything and make IT management look so easy to outsiders.

What type of security measures are being used on your campus and who is responsible for them? Do you have a formal security strategy—a dedicated network security role or team? What are they charged with doing? Are they part of the network team or do they report separately? Where are the biggest risks to your network? How do you prevent unlicensed access to your private pond? What new tools are helping to make your campus more secure?

At what point is your university in developing and growing an information technology security program? Is your university prepared to effectively mitigate security risks and remediate actual incidents? Do you have a comprehensive program that includes protection for your network, servers, applications, and users?

These questions and other security issues will be discussed in the summer 2010 issue of the *ACUTA Journal*.

FALL 2010

Mail Date: September 15

Great Expectations: Applications in Demand by Tomorrow's Students

Unified communications, social networking, video conferencing, telepresence, virtual reality, e-learning, and Kindle technology—today, more and more applications are being pushed to mobile devices. These applications are required to be better, faster, stronger than predecessors.

Administration and the campus community also demand tighter security and stricter identity management. There is a requirement for better resources to manage an ever-evolving and increasingly complex infrastructure—and all this has to be coupled with cost consciousness and an emphasis on green initiatives.

What applications will be in demand on the campus of tomorrow? Will these applications be driven by student desires to have the latest tools, faculty needs for better research and teaching resources, administration's need to find ways to operate more efficiently—or will it be all of the above?

In this issue of the *Journal*, we ask contributors to look at the future and provide a glimpse of what to expect. What will the next few years bring? No doubt, there will be many views and opinions. We will share many of these perspectives with our readers.

By their very nature, association publications are the ultimate special interest business medium. They can provide a way for advertisers to reach a very specific audience with very little waste. Generally, in the trade or profession they serve, association publications reach a much larger percentage of a specific category of people than do their for-profit counterparts. And associations have other assets that appeal to advertisers, including trade shows, websites, and direct mail lists.

James G. Elliott
"Attracting New Advertisers," *Association Publishing*, May/June 2000

WINTER 2010

Mail Date: December 15

Great Expectations: The Technology Behind the Applications

The convergence of technologies continues at a brisk pace. Every day, new applications give us ever more ways to interact, collaborate, and share information. Unified communication is changing the way we conduct our business, and laptops, netbooks, and e-books give us unprecedented portability. The social network, voice chat, and streaming media have all become a common part of our everyday experience, presumably without a thought to the infrastructure that makes it transparent and seamless. Today's users bring with them the expectation of always-there, always-on instant access.

It is a grand expectation, but the technology and infrastructure that enables it all is often unconsidered by the user. How will campus networks adapt to take on the ever-increasing load placed on them by the converged environment? What technologies come into play to support the needs for increased bandwidth, pervasive access, and enhanced reliability? How will the role of wireless networks change as more and more users take their work away from their desks, and what impact will new devices such as WiFi-enabled phones have?

How will we secure our networks to preserve transparency for our users while protecting their data? What role will cloud computing play, and what further demands will it place on the networks that support it? Will we need new tools to develop and support these new applications? What new technologies might we anticipate tomorrow?

Nobody can know today what demands future applications will bring, but in this issue of *Journal* we will explore some of the technologies that will support the application-enabled infrastructure of tomorrow.

ACUTA Offers the ADVERTORIAL

Promote Your Products & Services to Thousands of Technology Professionals!

ACUTA is pleased to offer another opportunity to reach out to the college and university market to let them know you want to help them do their job better, more efficiently, or more cost-effectively. It's the advertorial—an article you write and we insert into the center of the *Journal*.

It's printed in full color on the same paper as the rest of the *Journal*, and in appearance it can look like all the other articles. It's four pages long, and it may include display advertising if you choose. There is only one advertorial per issue of the *Journal*.

The advertorial is different in content because you can promote your product or your company without being restricted by the objectivity standards of the rest of the editorial content. We expect it to be informational and educational (if it isn't, no one will want to read it!), but you could use it to showcase a new product, describe a new technology, or present a case study featuring your products.

To make this feature even more attractive, we will arrange for you to order any quantity of stand-alone copies of your four-page article for you to distribute to your customers. (It prints on one 17" by 11" sheet and is folded once. Pricing will vary based on quantity.)

To reserve your space in an upcoming issue, complete the insertion order on page 11. For more information about the advertorial, contact *ACUTA Journal* editor Pat Scott at pscott@acuta.org or 859/278-3338 x221.

1Call, A Division of AMTELCO, has advertised in the *ACUTA Journal* for 12 years. ACUTA members are our audience, and we believe this is the most effective way to reach them.

Laura LaLuzerne
1Call, A Division of AMTELCO



RATE CARD 2010

(Each insertion billed separately)

Black & White	1X	2X	3X	4X
2-Page spread	\$2,000	\$1,960	\$1,925	\$1,890
Full page	\$1,310	\$1,290	\$1,265	\$1,240
2/3 page	\$1,020	\$1,000	\$980	\$950
1/2 page	\$755	\$745	\$735	\$725
1/3 page	\$620	\$605	\$590	\$575
1/4 page	\$460	\$445	\$430	\$420
1/6 page	\$315	\$305	\$290	\$275

Multi-insertion discount subject to adjustment if original insertion order is amended.

Guaranteed Preferred Placement: Add 10%

Spot color: Add \$200 per color per insertion
 4-color Process: Add \$500 per insertion to black-and-white rate shown above

Cover Position (Must be 4-color process)

Cover IV (Outside back cover)	\$2,750	\$2,640	\$2,520	\$2,400
Cover II (Inside front cover)	\$2,150	\$2,075	\$2,000	\$1,925
Cover III (Inside back cover)	\$2,150	\$2,075	\$2,000	\$1,925
Advertorial	\$2,700 (includes 4-color)			

Business Reply Card

- B/W, up to 4 1/4" x 6", stitched at ad page \$600
- Hand placement at ad page of advertiser-provided insert (up to 4 1/4" x 6"), clear polybag outerwrap \$1,200

RATE PROTECTION POLICY

Rates are reviewed annually and subject to change with the January issue. All contracts received prior to December 1 will be honored at the existing rate for the duration of the contract, not to exceed one year.

PAYMENT/ADVERTISING DISCOUNTS

All orders will be invoiced upon placement. Payment is expected within 30 days after publication/receipt of tear sheets. ACUTA allows a 15 percent commission to recognized, independent advertising agencies. Agency commission may be withdrawn on overdue invoices. Advertiser is ultimately responsible for payment in all cases. ACUTA also allows a 15 percent discount to ACUTA corporate affiliates. (*Note: Only one discount may be applied to any order.*)

CONDITIONS & GUIDELINES

1. Subject matter, form, size, wording, illustration and typography of the advertising shall be subject to approval of the publisher. Unless otherwise authorized in advance, no change shall be made without the consent of the advertiser, except for the correction of typographical errors. The advertiser may be billed for such corrections.
2. Publisher reserves the right to determine ad placement, edit copy, and refuse advertisements not in harmony with the mission of the publication or the Association.
3. ACUTA does not accept advertising that is deemed by the publisher not to be in the best interest of ACUTA as an association, including, but not limited to, advertising for non-ACUTA events, programs, and services.
4. Advertising space is determined by the publisher. The publisher shall have the right to omit any advertisement when the space allotted to advertising in the issue for which such advertising is ordered has been sold. Publisher also retains the right to limit the amount of space any advertiser may purchase in one issue.
5. Failure by the publisher to insert an ad in any particular issue or issues invalidates the order for insertion in the missed issue, but shall not constitute a breach of contract. The publisher shall not be liable for failure to insert any advertisement due to fire, unavoidable accidents, acts of God or any cause whatsoever.
6. All cancellations will incur an administration fee equal to 20% of the total ad fee. Cancellation of an advertisement by the advertiser within two weeks prior to the mechanical deadline will be upheld, but the penalty assessed will be increased to 50% of the total ad fee. All other cancellations will be assessed the full ad fee.
7. The publication of any advertisement by ACUTA is not an endorsement of the advertiser or of the products or services advertised.
8. Advertisers with an outstanding balance on any ACUTA invoice at the time of publication may be prohibited from advertising until all payments are current.

All ads submitted to *The ACUTA Journal* are subject to review by the publisher. Only publication of an advertisement shall constitute final acceptance of the advertiser's order. ACUTA reserves the right to reject ads deemed unsuitable for this publication. Appeals should be made in writing to the Executive Director, Jeri A. Semer, CAE.

MECHANICAL REQUIREMENTS

- **Format**
Materials for ads should be submitted on disk or CD or as a high-resolution PDF file, or may be attached to email to pscott@acuta.org. Either PC or Mac format is acceptable, as are most popular programs (i.e. PageMaker, InDesign, Quark Express, Illustrator, FreeHand).
Be sure to indicate which program was used to create the ad. **Include laser proofs or match print, file names, font names, and fonts on disk as well as any graphic files used in the ad.**

Note: Crop marks and registration marks are very important.

- Furnish a match print for color ads to ensure accuracy.
- Trim Size: 8 1/2" by 11"
- Minimum bleed: 1/8"
- Send materials to:
Pat Scott, ACUTA Communications Manager
152 W. Zandale Dr., Ste. 200
Lexington, KY 40503-2486
Phone: 859/278-3338 x221
pscott@acuta.org

BUSINESS REPLY CARDS

Business reply cards may be stitched or inserted by hand at the page on which your ad appears.

- **Stitched:** Submit materials on disk or CD or as high-resolution PDF. Card will be tabbed for insertion and perforated for removal. Maximum size: 6" x 4 1/4".
- **Hand-placed:** Journal will be polybagged to secure hand-placed card. Maximum size: 6" x 4 1/4".

Deadlines for BRCs are the same as deadlines for ads (indicated above right). See rates on page 8.

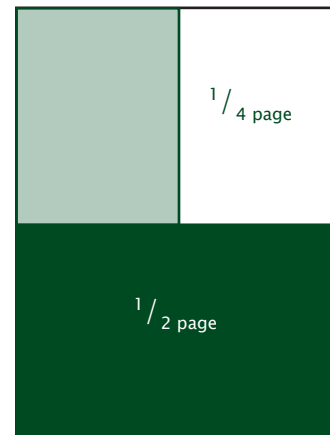
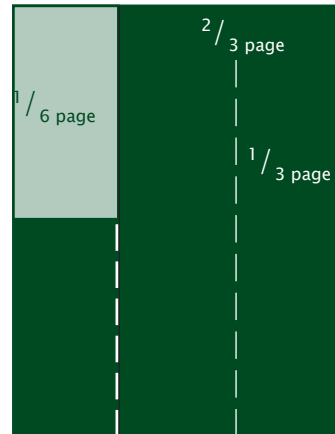
ADVERTISING SALES CONTACT

ACUTA • 152 W. Zandale Dr. • Lexington, KY 40503-2486
Amy Burton, Manager, Membership Marketing & Corporate Relations
Phone: 859/278-3338 ext. 240; Fax 859/278-3268
aburton@acuta.org
<http://www.acuta.org/ex-spon>

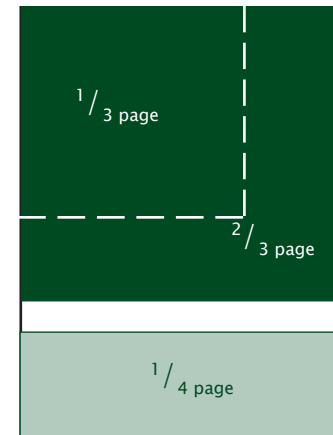
SIGNIFICANT DATES

Issue	Insertion Orders	Mechanicals	Mail Date
Spring:	January 1	January 15	March 15
Summer:	April 1	April 15	June 15
Fall:	July 1	July 15	September 15
Winter:	October 1	October 15	December 15

FRACTIONAL AD SIZES



Full page	8 1/2" x 11"
2/3 page H	8 1/2" x 7"
2/3 page V	5 1/2" x 11"
1/2 page H	8 1/2" x 5 1/2"
1/2 page V	4 1/4" x 11"
1/3 page H	3 1/2" x 8 1/2"
1/3 page V	5 1/4" x 5 1/4"
1/4 page H	8 1/2" x 2 5/8"
1/4 page V	4 1/4" x 5 1/2"
1/6 page V	2 5/8" x 5 1/2"



BENEFITS OF CORPORATE AFFILIATE MEMBERSHIP

As the **only** association specifically serving higher education information communications technology professionals, ACUTA offers excellent opportunities for suppliers to gain access to this enormous market:

- Access to the ACUTA Membership Directory (not available to nonmembers)
- Access to ACUTA listserv and the public conversations of ACUTA members
- Discounts on exhibit fees for all ACUTA events
- Discount on advertisements in ACUTA Journal
- Opportunity to advertise in ACUTA Membership Directory
- Complimentary subscriptions to all ACUTA publications
- Discounts on registration fees for all ACUTA events
- Cumulative membership points resulting in significant advantages in booth and sponsorship selection
- Opportunities to make corporate presentations at ACUTA events
- Opportunities to hold focus groups at ACUTA events
- Opportunities to post press releases on the ACUTA website Online Press Room
- Access to RFIs and RFPs on the online RFI/RFP Website
- Opportunities to submit announcements to the ACUTA Special Deals webpage
- Opportunities to submit listings to the FREE audio/web seminar webpage
- ACUTA corporate member logo available to promote your affiliation
- Significant discount on purchase price of member mailing lists
- Recognition among institutional members as a supporter of the Association
- Visibility on hundreds of campuses in the United States, Canada, Australia and New Zealand

ACUTA offers four levels of Corporate Affiliate Membership, based on the number of company representatives you would like to participate in events at member discounts and receive mailings. There is a level of membership to fit every company size and budget.

For information and an application, visit our website at <http://www.acuta.org>.

LINK TO YOUR WEBSITE

Journal Online Offers
Extra Value for Your
Advertising Dollar

Your advertising dollars go even farther when you advertise in the *ACUTA Journal*. The *Journal* is posted on the ACUTA website for members only, on a one-issue delay schedule. Include your web address in your ad and your company name is there forever, linking potential customers to your most current information.

GOLD
SILVER
BRONZE
COPPER

The ACUTA Journal

of Information Communications Technology in Higher Education

Published by The Association for Information Communications Technology Professionals in Higher Education

ADVERTISING SALES CONTACT

ACUTA
Amy Burton
Manager, Membership Marketing & Corporate Relations
Phone: 859/278-3338 ext. 240; Fax 859/278-3268
aburton@acuta.org

2010 Issue Spring New Repeat from _____ Summer New Repeat from _____
 Fall New Repeat from _____ Winter New Repeat from _____

New materials must be submitted electronically. Send match print for color ads, laser for b/w.

Cover Inside front Inside back Outside back
 Ad dimensions Horizontal _____ Vertical _____ Bleed Yes No
 Full page 2/3 page 1/2 page 1/3 page 1/4 page 1/6 page

Advertorial
 Business reply card Stitched Hand-placed insert with polybag

Advertiser _____

Agency (if applicable) _____ Commissionable

Billing address _____

City _____ State _____ Zip _____

Contact name _____ Title _____

Telephone number _____ Fax _____ E-mail _____

Yes, I have read the conditions on page 8 and agree to the terms specified. _____
 Signature

Charge to: AmEx Visa Mastercard # _____

Name on card _____ Exp. Date _____

Authorized signature _____ Verification Code _____

Purchase order # _____ Date _____

Advertiser Index

ACUTA dedicates an entire page in each issue of the journal to an advertiser index, listing contact information for each company advertising in that issue. Please furnish appropriate information for that listing.

Company name _____

Contact _____

Address _____

City, State Zip _____

Phone _____ E-mail _____

Website URL _____

Special Instructions:

PLEASE COMPLETE THIS BOX

*Rate _____ x _____ inserts \$ _____

*Add 10% for preferred placement \$ _____

Spot color

_____ color(s) x _____ inserts x \$200 \$ _____

4-color (Not applicable to covers)

_____ inserts x \$500 \$ _____

BRC (stitched) \$600 x _____ inserts \$ _____

BRC (polybag) \$1200 x _____ inserts \$ _____

TOTAL ORDER \$ _____

*Applicable discounts will be applied by ACUTA

The Association for Information Communications
Technology Professionals in Higher Education

Amy Burton
Manager, Membership Marketing & Corporate Relations
152 West Zandale Dr., Suite 200
Lexington, Kentucky 40503-2486

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<http://www.acuta.org>

NONPROFIT ORG.
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ACUTA Winter Journal

Final Issue of 2009

Insertion Orders Due October 1
Materials Due October 15
Mail Date December 15
<http://www.acuta.org/ex-spon>

acuta

Thanks to Our Advertisers Fall 2008-Summer 2009

4 Issues

1Call, A Division of AMTELCO • AVST: Applied Voice & Speech Technologies • Dux Public Relations
Microsemi/PowerDsine • MiCTA • Nuance Communications • Professional Computing Resources, Inc.
Telecom Reseller • Telecom Technology Resellers LLC

3 Issues

Aastra

2 Issues

Corning Cable systems • Fujitsu Network Communications, Inc. • GaggleMail Email Archiving • Recovery Consulting, Inc.
TeleMatrix/Scitec • Trapeze Networks • WTC Consulting, Inc.

1 Issue

Carousel Industries • Logitech • Qwest • Mitel Networks • PAETEC • TECHtionary • VALCOM • Windstream Supply, Inc.