

NEWS FROM THE PRESIDENT. . .

WHAT A CONFERENCE IN PORTLAND! We had one of the best annual meetings in Portland, Maine, owing to the tireless and unselfish work by Linda and Bob McMahon, Linda and Jim Breece, Dee Jones, Jerry Wall, and the super members of the planning committee. I truly appreciate the many directors who generously brought one or more staff members to Portland. These directors are unsung heroes.

Several members told me that the location was important for spouses, but the program was the key for the attendance of directors/staff members. The Portland program was based almost entirely on the results of the 1997 membership survey. All session topics are selected based on suggestions made in the survey. I want to remind you of the importance of returning the membership questionnaire when requested by Tom Witt during the coming summer.

Charles Krider of Kansas chairs the Spring Conference 1999 Planning Committee. Charles is assisted by Jerry Conover, Janet Fitch, Jerry Wall and Dee Jones. Please communicate with Charles for all program matters of the Spring Conference 1999.

Keith Schwer of the University of Nevada-Las Vegas chairs the Fall Conference 1999 Planning Committee with Janet Fitch as cochair representing the editors. The committee will be assisted by Ashvin Vibhakar and Neva Wayman of the University of Arkansas-Little Rock, Jerry Wall, Dee Jones and other members to be selected by Keith and Janet. Please communicate with Keith and Janet for all program matters of the Fall Conference 1999.

I appointed two ad hoc committees at the Executive Committee meeting in Portland. Our longtime friend, Thayne Robson, will chair the ad hoc Advisory Committee to the President. Roy Pearson, John Knapp, Richard Wobbekind, and Ashvin Vibhakar will assist him. I asked Carlene Hill to chair the ad hoc Strategic Planning Committee, assisted by Keith Schwer, Janet Fitch, Tom Witt, Jerry Wall, Charles Krider, and Ashvin Vibhakar. Please let Carlene know all your suggestions no matter how trivial they may seem to you. We need your ideas to develop good strategic plans that will carry us into the next millennium. I also nominated Sylvia Cook to replace Tom Witt who moved to VP. Sylvia will represent the increasing number of bureau staff who are neither directors, nor editors.

We are ready to continue our forward march that we firmly established in Portland. Please remember that between antagonists there can be no winner unless there is also a loser. When there is a community of interest, everybody wins.



Semoon Chang
1998-99 AUBER President

It has been rumored that many directors of business research centers are totally derelict in assuring that their centers are adequately prepared for the clock striking midnight on December 31, 1999. Few have stored water, stockpiled food or ammunition, developed alternate sources of heat or energy, or even formed high level study groups to consider this expected crisis. Even more tragic, doomsday prophets have not focussed on the impact of the simultaneous shut down of hundreds of business research centers upon the functioning of governmental and private infrastructures—an impact at least a million times greater than the worst microcomputer crash ever experienced. Just imagine the dismay on the faces of customers when centers fail to provide the number of persons who have not been ‘born again’ in census tract 14.92, or the number of Girl Scouts who didn’t sell their quota of cookies in that tiny burough in upstate Minnesota, or the number of persons who have been married at least 3 times to persons of the opposite sex. Furthermore, think of the opportunity cost associated with the money lost when directors fail to serve as economic experts for the lawsuits that will surely ensue from this greatest litigation opportunity of all times—the Y2K debacle.

After exhaustive research, consultation with numerous soothsayers, traveling to the Oracle at Delphi—at university expense of course—and hours of gazing into a fractured, often cloudy crystal ball—it should be cleaned and polished more often—the following scenarios emerge. For 10-20 percent of research centers, it will be a **NON-SCENARIO**. Since computers have been regarded as only a nuisance rather than a resource by directors of these centers and computer products as witchcraft, this non-event will simply prove what these directors have always known—a stubby pencil and slide rule are better. These centers will revert to type and go back to furnishing all prognostications on yellow legal paper, preferably without lines.

The second group, some 20-30 percent of all centers, will experience a **BROWNOUT**. These centers will lose forecasting ability and accuracy. Forecasts that historically have stretched out for years will be reduced to months. Confidence intervals will increase from $\pm 3\frac{1}{2}$ percent to ± 10 percent. Telephone interviewers will be asked to talk half as fast and record all responses using block letters on onionskin paper with multiple carbon paper sets. And the greatest loss of all, directors will not be able to contact those sources from whom they regularly appropriate information and call it their own—the Bureau of Census, Economic Analysis and Labor Statistics. There will be hours of horrendous loud wailing, great gnashing of teeth, and rending of clothes, but months later, these centers will be back on line to carry faint rays of hope to the other half of all centers falling into the last two categories.

The third group, some 30 – 40 percent of all centers, will suffer total **BLACKOUTS** with all functions ceasing for months to decades. Directors will fall into deep psychotic depression and kneel in corners, drooling and muttering aphorisms about standard abnormal deviates; editors will stand for hours at manual pencil sharpeners gnawing blue pencils to mere nubs; and analysts will engage in circular logic moaning ‘ceteris paribus—we shouldn’t be here’. Life, as these centers have known it, will cease to exist for eons. To resolve the problem, these centers will go where no center has gone before—to work!

For the remainder of centers, **MELTDOWN** will occur. Deans will blame the entire Y2K problem on centers and their directors stating they should have been able to forecast the Y2K impact. Since these directors didn’t, they must bear the consequences with center budgets and absorb all losses for the entire college. Deans, you understand, are never responsible for these types of things. Directors will be reduced to walking the streets hoping to find someone who will let them consult for food; editors will be forced to write rather than cut other persons’ work to pieces, and analysts will be confronted with reality for the first time. Armageddon will have arrived.

And which scenario will you fall in? Have you considered the impact of Y2K on your center?

Jerry L. Wall, Northeast Louisiana University



Winning a publication award from **AUBER** is a great boost for any college. When my *Journal of Small Business Management* won two years ago, I used it to great advantage with my dean and our co-publishers, the International Council for Small Business. **AUBER** has given awards for continuing and single issue publications for a long as anyone can remember. While it is a thrill to win, most of us are dissatisfied with the process.

Today the range of publications we do vary greatly, and I believe it is time to create new categories. As a judge, it was difficult for me to rank newsletters against academic journals. Other judges have had the same problem—we are often comparing apples and oranges. I also think the multi-media work we are doing today should be encouraged and rewarded. There is a special editorial skill to developing a good web site and CD ROM. We want to recognize excellence in these areas.

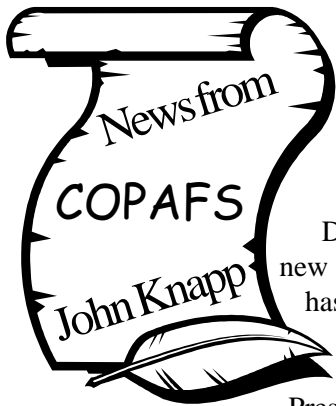
By expanding the categories, we will also encourage more units to submit. I know I felt discouraged when I did not win year after year. While there were some nice pieces submitted for my review this year, I noted there were very few entries. From my discussion with other editors at the recent conference, I believe nearly everyone shares my views. The issue is what categories to create and how should they be judged.

I believe publications should be grouped by purpose rather than frequency of publication. Possible categories could include: academic journals, promotional materials, statistical abstracts, research reports, newsletters, and web sites. CD ROMs should be recognized separately but I am not sure enough of us are doing them yet.

Forms for judging should sent and returned via e-mail. The chair of the awards committee could then cut and paste the judges’ comments for those submitting to read. Even when we “lose,” we still like to know what our peers thought of our work. Finally, the easiest thing we could do is have a display table at our annual conference of all submissions. Then we could “judge” the entries for ourselves. I also believe winners should be notified in advance so someone from the school will be there.

I am not sure how to change this process but as a member of the board this year, I will see what I can do. Send your ideas to me at lreinke@wvu.edu.

Lynn Price Reinke, West Virginia University



**DR. KENNETH PREWITT
CONFIRMED AS
DIRECTOR OF THE
CENSUS BUREAU**

Dr. Kenneth Prewitt is the new Census Bureau director. He has served as President of the Social Science Research Council, Senior Vice President of the Rockefeller Foundation, and Director of the National Opinion Research Center at the University of Chicago.

**FEDERAL STATISTICAL AGENCIES RECEIVE
FY 1999 BUDGETS**

The major increase for the Census Bureau went to funding the activities needed to conduct the 2000 Decennial Census. For a table with the dollar amounts see COPAFS' page at <http://members.aol.com/copafs/98table.htm> The major decennial activities in 1999 will include hiring and training of personnel, completing the majority of the work on the Master Address File, printing of the questionnaires and the ongoing development of systems including data capture and data dissemination. The new name for the data access and dissemination system is the American Factfinder.

The Bureau of Labor Statistics will begin development of a new survey on job openings and turnover, and speed up the processes for updating the Consumer Price Index market basket.

**REVISION OF METROPOLITAN AND
NONMETROPOLITAN AREAS**

Before the end of 1998, OMB will release a Federal Register Notice, which will present four approaches to defining metropolitan and nonmetropolitan areas. The purpose of the release is to receive comments from the public on the suitability of the current standards; principles that should govern any proposed revisions to the standards; reactions to the four suggested approaches; what types of geography and criteria should be used for defining areas; and proposals for other ways in which to define metropolitan and nonmetropolitan areas. On January 21 and 22 COPAFS will host a seminar to review and discuss the proposed alternative approaches and provide an open forum for expressing views directly to the Office of Management and Budget. See the COPAFS home page for more information: <http://members.aol.com/copafs/>

**STATISTICAL AGENCY CONSOLIDATION BILL
COMES CLOSER TO PASSAGE**

The bill (S.1404) to establish a Federal Commission on Statistical Policy to study the reorganization of the federal statistical system and at the same time provide safeguards for confidentiality in data sharing moved closer to becoming a reality this year. Similar bills have moved through the committees of Congress and almost reached the floor of the House of Representatives. The Commission would study and made recommendations on whether the Bureau of Labor Statistics, the Bureau of the Census and the Bureau of Economic Analysis be consolidated and transferred to a "Federal Statistical Service." Another recommendation would deal with the issue of whether the decennial census should be part of this consolidation. The second part of the Bill established "Statistical Data Centers" that would have been authorized, within strict confidentiality guidelines, to share statistical information for statistical purposes only. At the last moment, the AFL-CIO sent a letter to House voicing its concern about what they perceived as a potential loss of "political independence" of the Bureau of Labor Statistics if it were no longer placed in the Department of Labor. We expect this Bill to be resurrected next year, and the concerns of the AFL-CIO addressed.

As an aside, a number of the federal statistical agencies have received budget allocations enabling them to revise their statistical series to conform to the new North American Industry Classification System (NAICS). Because of data sharing problems, both the Bureau of the Census and the Bureau of Labor Statistics maintain two establishment lists. Over the next few years both agencies will expend funds to update their lists to account for the new NAICS classifications. This is an obvious area where data sharing eliminates this duplication of effort and at the same time saves tax dollars.

**BEA RELEASES: NATIONAL INCOME AND
PRODUCT ACCOUNT DATA**

The Bureau of Economic Analysis has released a two-volume publication of the national income and product accounts (NIPA's) for 1929-1994. These data reflect results of the 10th comprehensive revision of the NIPA's. These volumes also provide an overview of BEA's methodologies, statistical conventions, definitions and classifications, and principal source data used to prepare the estimates of gross domestic product. For more information contact BEA at 202-606-9700.

**BUREAU OF TRANSPORTATION STATISTICS RELEASES:
TRANSPORTATION STATISTICS ANNUAL REPORT 1998**

This fifth Transportation Statistics Annual Report assesses the nation's transportation system and the state of transportation statistics. The first four chapters examine the state of the transportation system, its economic impacts, and unintended consequences for safety, energy, and the environment. The fifth chapter summarized the quality of information underlying this assessment. Chapter six focuses on long-distance passenger travel and is based upon the 1995 American Travel Survey (ATS). ATS data, where possible, are compared to data from the 1977 National Travel Survey (NTS). The NTS was the most recent long-distance national travel survey conducted prior to the 1995 ATS. The final chapter (7), using information from the 1993 Commodity Flow Survey and other data sources, examines non-local freight shipments of over 100 miles. To obtain copies of this report contact BTS Customer Service at 202-366-DATA, or E-mail BTS at: orders@bts.gov.

**OMB RELEASES: STATISTICAL PROGRAMS OF THE
UNITED STATES GOVERNMENT,
FISCAL YEAR 1999**

The Statistical Policy Office of the Office of Management and Budget has released the FY 1999 Statistical Program "Blue Book." This publication outlines the funding proposed for federal statistical activities in the president's budget. The budget requested an estimated \$3.9 billion for statistical work. To obtain a copy of Statistical Programs of the United States Government FY 1999 contact OMB at 202-395-3093.

**THE COUNCIL OF ECONOMIC ADVISORS RELEASES:
CHANGING AMERICA, INDICATORS OF SOCIAL
AND ECONOMIC WELL-BEING BY
RACE AND HISPANIC ORIGIN**

This chart book is intended to document current differences in well-being by race and Hispanic origin and to describe how such differences have evolved over the past several decades. The charts included show key indicators of well-being in seven broad categories: population, education, labor markets, economic status, health, crime and criminal justice, and housing and neighborhoods. The data on which charts are based, and a copy of Changing America can be found online at <http://www.whitehouse.gov>.

**FEDERAL INTERAGENCY FORUM RELEASES:
AMERICA'S CHILDREN: KEY NATIONAL
INDICATORS OF WELL BEING**

The Federal Interagency Forum on Child and Family Statistics has released its second annual report presenting an overview of the well-being of America's children. The report presents 23 key indicators, updates the information from the 1997 report and incorporates several improvements. The indicators are grouped by economic security, health, behavior and social environment, education, and two special features: blood lead levels and child care. Single copies of the report are available through the National Maternal Child Health Clearinghouse, tel: 703-356-1964

**BUREAU OF LABOR STATISTICS RELEASES DATA
ON VIETNAM-ERA VETERANS**

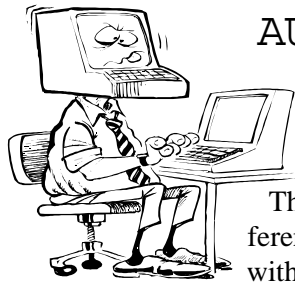
The Bureau of Labor Statistics has reported that veterans of the Vietnam era who actually served in southeast Asia had higher unemployment rates than veterans of that era who served outside the Vietnam war theater or their non-veteran peers. In September of 1997, there were about 2 million male and about 36,000 females Vietnam-theater veterans. For copies of the report or further information contact BLS at 202-606-6378.

**CENSUS BUREAU RELEASES: STATE AND
METROPOLITAN AREAS DATA BOOK**

The Census Bureau has released its 1997-98 edition of its State and Metropolitan Areas Data Book, which allows users to see how states and metro areas compare in subjects ranging from banking and births to wages and welfare. For states, 56 tables are presented covering demographic and economic topics including crime personal income, poverty, unemployment, educational attainment, death rate, traffic fatalities, banking industries, building permits, and many more. For metropolitan areas, over 150 items of information for 315 metropolitan areas are presented. Also included are three metro county tables for the 315 metro areas and their 844 component counties, as well as a central city table featuring 1996 and 1990 population figures for the 538 central cities within these metro areas. For further information about this publication, contact Glenn King at the Census Bureau, tel: 301-457-1171.

John Knapp, University of Virginia

**NOTE: THE CENSUS BUREAU HAS A SPECIAL WEB SITE FOR INFORMATION ON THE RESOURCES, LINKS TO STAKEHOLDERS, AND MORE AT:
<http://www.census2000.org/>**



AUBER TECH TIPS

Why do editors scream, when they are adding “art work” to a publication?

There are over a hundred different formats, many incompatible with common graphics packages, and the conversion of one format to another often destroys the original quality. Simplification of this mess is useful.

There are two forms of “art work”—raster and vector. For the moment, let’s forget about metafiles (e.g., CMG) for transfer and storage, page description language (PDL) for graphic page layouts, multi-dimensional object formats for object manipulation, and virtual reality modeling language (VRML) for virtual worlds.

Raster images are a sequence of definitions of color and intensity. Each definition describes a single pixel. In an inch of an image there are thousands of pixels. The more pixels in the original copy of an image 1) the larger the file needed to store the image, 2) the more difficult the file is to transmit and store, 3) the slower the computer will work on the file, 4) the less granular the image, and 5) the “cleaner” alterations to the image will be, especially altering the final size of the image. Raster images are manipulated by software such as Adobe Photoshop. New software products may offer image morphing, planar sprites, lumigraphs, light fields, tools to layer the depth of an image.

Vector graphics are a sequence of formulae. Each formula describes one geometric component—its size with respect to other objects and its position relative to the border. Regardless how large the art work is made, its clarity is exactly the same—the picture is calculated from the formulae given a new set of parameters. Whether the graphic is simple or complex, its file requires roughly the same space. What consumes space in a vector file are instructions regarding “effects.” Effects include color, shading, luminescence, gradations between geometric objects, and so forth. Vector graphics are manipulated by software such as Adobe Illustrator. New software products may offer reflectance

A FEW OF THE MOST COMMON FORMS OF ART WORK

EXTENSION	NAME	CREATOR	BEST PURPOSE
.bmp	Bit map photo	MicroSoft	Compressed images (R)
.eps	Encapsulated post script	Adobe	Drawings, color separations, graphics (V)
.gif	Graphical interchange format	CompuServe	Large areas containing same color, line/logo art (V)
.jpeg	Joint photographic experts group	Independent JPEG	Photographic images (R)
.pict	Packbits image compression type	Apple	Compressed images (R)
.tiff	Tagged image file format	Aldus	High resolution, files to be exchanged (R)

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and illuminance estimation, texture mapping or recovery, radiosity, and Monte Carlo ray tracing.

Photographically altered images may be visually equivalent to artistically rendered graphics. A raster image of an apple sitting on a table may not be distinguishable from a vector graphic of the same thing. However, a raster image may be “analyzed” to “find” and “enhance” hidden elements, and a vector graphic may be rotated in 3 dimensions to display internal spaces.

The most useful graphics book that I have seen is “Encyclopedia of Graphics File Formats,” by James D. Murray & William vanRyper, O’Reilly & Associates, Inc., 2nd edition, May 1996. See also the companion web site—<http://www.oreilly.com/centers/gff/gff-faq/index.htm>

Gin Hayden, University of Colorado

AUBER Spring Conference 1999 Registration Form

AUBER Spring Conference 1999

April 22 - 24, 1999

Wyndham Bristol Hotel

Washington, D.C.

Name: _____

University: _____

City: _____ State: _____ Zip Code: _____

Spouse Registration: NO YES* Name of Spouse: _____

*Spouses are invited to the Thursday and Friday evening receptions as guests of AUBER. Please add an additional \$30.00 to your registration fee for the Friday luncheon if your spouse will be joining you.

Registration Fees: AUBER Member \$135.00 (\$165.00 with spouse at Friday luncheon)
Non-AUBER Member \$150.00

_____ Payment enclosed \$ _____

_____ Check to follow \$ _____

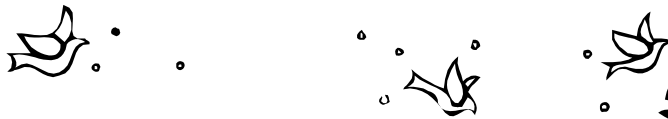
Refund Policy: Cancellations must be received by the Secretary-Treasurer's Office **no later than Friday, April 9th** in order to receive a refund of the conference registration fee. The conference registration includes all conference materials, receptions, lunch, and refreshment breaks. Please make check payable to **AUBER Spring Conference 1999**.

PLEASE NOTE:

The Wyndham Bristol Hotel will be accepting reservations for the AUBER Spring Conference 1999 at the rate of \$145.00 per night through **March 22, 1999**. The room block will be cancelled at that time. For reservations, call Wyndham Hotel Reservations toll-free **800-996-3426** or direct **202-955-6400**. Be sure to mention that you are attending the **AUBER Spring Conference** and ask for confirmation of the room rate.

In order to get an accurate count for food arrangements, please mail the registration form before Thursday, April 8, 1999, along with payment to:

AUBER Spring Conference 1999
c/o Dee Jones
AUBER Secretary-Treasurer's Office
Center for Business & Economic Research
Northeast Louisiana University
Monroe, LA 71209-0101



The
AUBER Business Office

would like to extend

you and yours a

very joyous

holiday season.

May 1999 be filled

with peace and prosperity.

And may all you do

be done with

a joyful heart

and peaceful spirit.

Happy Holidays!!!





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Monroe, LA 71209-8046



GREETINGS

SEASONS

