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THE WHISTLE

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THE GEORGIA INSTITUTE OF TECHNOLOGY

Economic development through e-commerce

Michael Hagearty
 Institute Communications
 and Public Affairs

If you're a small business and you're not plugged into (electronic commerce), you're going to get left behind."

In light of the recent Internet boom, this quote is hardly news. But to Robert Fulton, director of the Georgia Tech Electronic Commerce Resource Center (ECRC), it's a message that bears repeating in an economy where knowledge is a commodity in itself.

"Seventy-five percent of the work on a major project is done by small suppliers," he said. While the early days of information technology focused on improving communication between large corporations, the ECRC addresses the need to improve the supply chain by providing education and consulting services to smaller, technologically undeveloped businesses.

Georgia Tech was one of several centers established in 1994 as part of a contract with the Defense Logistics Agency within the U.S. Department of Defense (DoD). For the past seven years, the ECRC was charged with promoting the adoption of e-commerce technologies by DoD vendors through classroom training. Now that the contract has expired, Tech's ECRC has broadened its focus, explained Art Brown, marketing director for the center.

"Most small businesses really don't understand how they can use the Internet or e-commerce as a tool to grow their business," he said. "From marketing to procurement to human resources, we're providing training in these 'e-tools' for better business planning."

In August, the U.S. Department of Commerce gave the ECRC a \$100,000 grant for the development of a pilot program that will develop the e-business capabilities of vendors in Georgia.

Additionally, the ECRC acts as a technical assistance provider for the state's Mentor-Protégé program, which helps vendors understand how the state conducts business electronically.

Though much of the ECRC's work is external, Fulton sees a symbiotic relationship that also benefits the Institute.

"ECRC's work dovetails extremely well with Tech's research component in that you're out working with the industrial sector at the same time you're pulling out ideas for research. It's technology transfer, both ways."

Fulton pointed out that the work draws academic interest as well.

"I have about eight graduate students who are doing their theses based upon these thought processes — dealing with how you link together a small company and a big company in real time to produce a product of better quality, faster."

Last chance!



CHARITABLE CAMPAIGN

Time is running out for turning in pledge cards for the 2001 statewide Charitable Campaign. This year's goal is \$310,000, which would be an Institute record. Each department has a representative who can provide employees with more information about charities and donation methods.

Light at the end of the tunnel?

Sewer line construction
 nears completion

Michael Hagearty
 Institute Communications
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The city of Atlanta's contractor is close to completing the sewer work on campus. One of the last activities, before restoration, is the construction of the transition structure near the south end of Brittain Drive. The transition structure ties the new box culvert sewer line at the mouth of Brittain Drive to the completed tunnel under Bobby Dodd Way and Techwood Drive.

Last November, crews began the process of moving south along Brittain Drive, installing the shoring, followed by the trenching necessary to permit the construction of a new sewer line. The phase initiated at the intersection of Fourth and Fowler streets. The Office of Facilities Design and Construction, while not directly involved, is overseeing the project in terms of

campus impact.

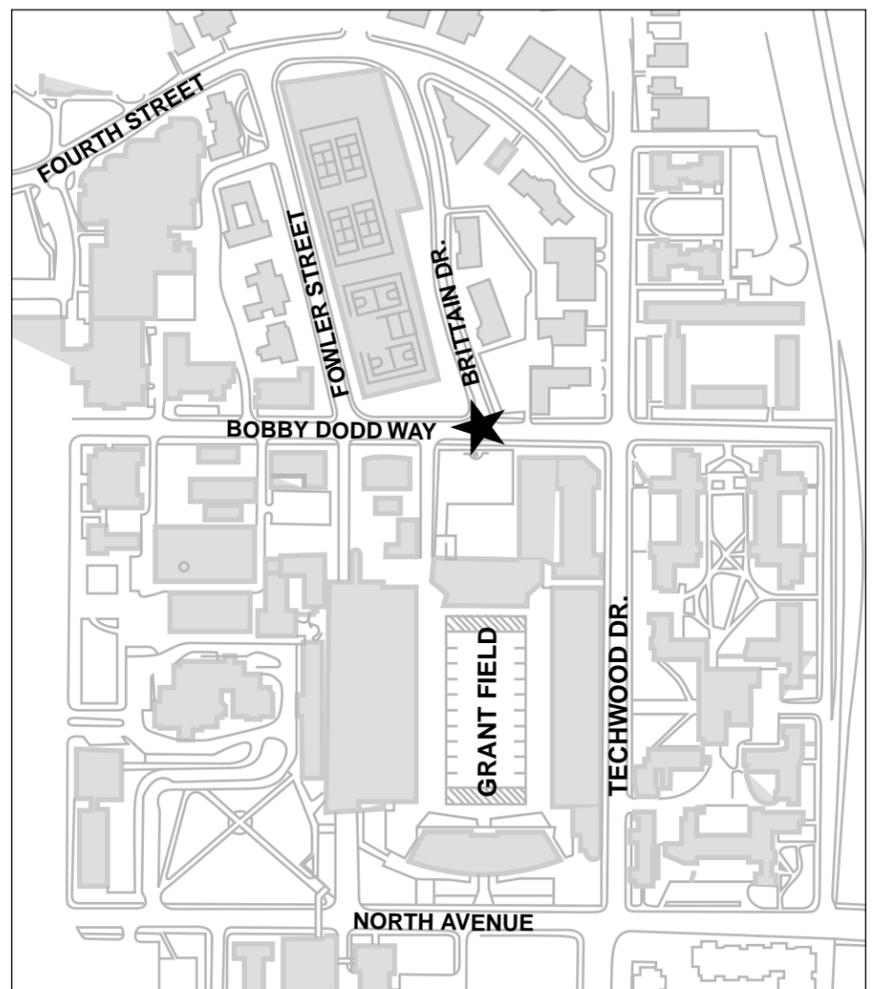
According to Fred Dolder, a senior project manager in Facilities, the end is in sight.

"The work is sequential, but there's about 100 feet of excavation, form work, reinforcement, concrete and backfilling left to do," he said. He added that partial restoration — sidewalks, storm drains, manholes — is complete, but that full restoration could not begin until the transition structure had been finished.

Once completed, on-campus construction will cease for this project, though tunneling work will continue off-campus at the intersection of North Avenue and Techwood Drive south to Merritts Drive for several more months. The entire project, said Dolder, is projected for an early spring completion.

Starting this week, the contractor will be encroaching into the westbound lane of Bobby Dodd Way between the alley entrance and west curb of Brittain Drive (see map).

Sewer continued, page 2



QUOTE UNQUOTE

"I doubt we'll have a draft, but the thought of it makes me very nervous, particularly because I just see so many parallels between our involvement in Vietnam and involvement in Afghanistan."

—Thomas Boston, professor in the School of Economics and Vietnam veteran, on the possibility of a reinstatement of a military draft.

(Cox News Service)

"I really wanted to prove to everybody you can't tell people they suck after one game. I've been doing well here for three years."

—Joe Burns, junior tailback and the seventh back in Tech history to rush for 2,000 yards, on rebounding from a poor performance against the University of Maryland.

(Macon Telegraph)

First aid: protective gel gives wounded a second skin

Larry Bowie
Institute Communications
and Public Affairs

Researchers at Georgia Tech are developing a gel to treat combat soldiers in the field suffering from infected wounds, such as burns or abrasions. The new technology addresses the critical needs of soldiers fighting in isolated areas without the availability of nearby medical equipment.

The gel is a liquid emulsion that, when applied to the wound, acts as a second skin, forming a protective layer that is permeable to air and water, but guards against microorganisms. The emulsion contains control-released antimicrobial agents to treat the wound.

Either sprayed or rolled on, the emulsion layer is translucent, so the wound can be monitored or examined during the healing process without having to remove the emulsion. The layer can be removed safely with alcohol.



Joseph Schork holds a bottle containing an emulsion currently being tested for military use. The substance is a gel that acts as a second skin that guards against microorganisms when applied to burns or abrasions.

Photo by Stanley Leary

and Joseph Schork.

It is now being tested under the guidance of Gooch at the U.S. Army Institute of Surgical Research at Fort Sam Houston in San Antonio.

"It is imperative that the most advanced, life-saving innovations accompany the troops," Gooch said. "We must recognize the unique needs of our armed forces for as many advances as possible in the area of trauma medicine and treatment delivery."

The gel still is in the clinical-trials phase, but the recent attacks and deployment of the U.S. military have changed the researchers' original timetable

for completion, Gooch said. He expects that human clinical trials could begin within two months. He expects FDA approval could come within a year or less, meaning biocompatible skin barriers could be used by the nation's military at that time.

In addition, the layer is durable; the wound could endure rain, mud and other elements for up to two weeks. Civilian disaster victims or burn victims also could benefit from this technology.

The gel — called biocompatible skin barriers — was developed in the School of Chemical Engineering under the leadership of chemical engineering professors Jan Gooch

Computing's new continuing education courses to focus on information security

Elizabeth Campell
Institute Communications
and Public Affairs

The accidental exposure of 40,000 HOPE scholars' personal information on the Internet and the events of September 11 underscore the growing security concerns of personal and business information.

To address these issues, the College of Computing Continuing Education Program introduces a new course entitled "Blueprint for Information Security" on November 14 at the Computer Training Facility at Colony Square. This one-day program is designed for managers at all levels who are charged with protecting digital data resources and want to learn more about their responsibilities and options. The class also will be useful to those who seek a

foundation for further study on the details of building and implementing an information risk management environment.

"This course material is as timely as today's headlines," said Tom Pilsch, the College's assistant dean for Continuing Education. "We built the course especially for technical and non-technical leaders at all levels who finally have heard the wake-up call and are looking for a 'how-to' roadmap."

This course goes beyond traditional information security courses that focus on technologies such as firewalls and encryption to secure data. "Blueprint for Information Security" will touch on security technology but will concentrate on risk management and policy issues to assist managers in creating a data protection plan consistent with the needs of their organization.

"Recent national events have motivated us to accelerate this program," noted Pilsch. "The interest and need definitely are there."

"Blueprint for Information Security" is the lead course for a new certificate in Managing Information Security beginning in January 2002. This series of short courses will fill in the details on policy, planning and implementation for building a comprehensive information risk management program. The full certificate also will cover the common body-of-knowledge elements for the Certified Information Systems Security Professional (CISSP) certification.

For more information...

Information and online registration
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Sewer, continued from page 1

A temporary fence will be installed at the south end of Brittain Drive and occupy a portion of the westbound lane. Workers will direct traffic around this area while dump trucks are being loaded. Warning signs will be placed on and around the fence after work hours.

The fence will be removed to

permit unobstructed football game pedestrian and vehicle traffic, but restored and extended to encompass the sidewalk between the alley, Brittain Drive and a portion of the westbound lane of Bobby Dodd Way for the purpose of installing the new curb/drop inlets. This work — and inconvenience — is projected for completion during the third week of November.

Though the project has continued longer than originally planned, Dolder said, "They've done a good job of performing in a professional manner and have been responsive to our needs."

The full restoration of Brittain Drive is expected to begin in the December timeframe and will be accomplished from north to south. A completion date for restoration is projected for January 2002.

Talking shop with the head of Big Orange



Photo by Gary Meek

He's been on the job less than 12 months, but Robert Nardelli, CEO of The Home Depot, above, relishes the corporate culture of his new company.

Nardelli came to campus October 19 as the third speaker of DuPree College of Management's annual Brooks Pearson Distinguished Lecture Series, established to give students, faculty and Atlanta executives exposure to recognized innovative and entrepreneurial business leaders and distinguished academics.

Home Depot co-founder Arthur Blank selected Nardelli to succeed him in December. Nardelli proudly shared the company's core value of giving back to the community as evidenced by the rapid response of company associates to recent national tragedies including September 11, Oklahoma City, Hurricane Andrew and others. Nardelli, speaking in the First Center, also told the audience of students, alumni, faculty and staff about the need for businesses to be flexible and to manage change in the current changing economic landscape and how Home Depot is growing and adjusting to changing markets.

IN BRIEF:

Comparison shopping

The University System of Georgia Health Insurance Open Enrollment web page is now accessible. The new section is the first item reflected on the health insurance page and includes resource links — such as claim forms or a provider directory — for members of the PPO plan or indemnity plan, and links to the two HMO providers: BlueChoice and Kaiser Permanente. The web page also publishes a series of communications about health plans available to University System employees, and a comparison booklet. The address is www.usg.edu/admin/humres/benefits/health/.

Oral History project seeks subjects

A Tech professor is looking for women to participate in an oral history project on the use of tranquilizers in the United States in the 1950s, 1960s and 1970s. Women who used tranquilizers during this era who would be willing to share their experiences should contact Andrea Tone by e-mail at andrea.tone@hts.gatech.edu. The interview would be approximately an hour in length.

New leadership at CPBIS

Patrick McCarthy has been appointed associate director of research for the Center for Paper Business and Industry Studies (CPBIS). He will provide a vital link between the CPBIS and the School of Economics, which he chairs. McCarthy came to Tech from Purdue University, where he held a joint faculty appointment in economics and civil engineering. As associate director of research, he assumes the responsibilities of Steven Vallas. Vallas will, however, remain with CPBIS in a supporting role as senior research associate, in addition to being one of the principal investigators on an active CPBIS research project.

Management program wins kudos

Georgia Tech was recognized last week when ComputerWorld listed the DuPree College of Management among the top "techno-MBA" programs in the country. In their methodology, the magazine asked campus recruiters nationwide to nominate the best techno-MBA programs, based on their experience hiring graduates from those programs, then asked college and university MBA programs to nominate the best techno-MBA programs nationally, other than their own programs, based on the quality of the curricula in those programs. Those nominations eventually produced a list of the 25 top programs. The full story is at www.computerworld.com/.

Holidaycare

City Link is accepting applications for its winter break camp, the weeks of December 24-28 (excluding Dec. 25) and December 31-January 4 (excluding Jan. 1). Parents are not obligated to pay for the full session and may send their children on a more limited basis according to need. The camp is designed for children ages 5-12 and involves field trips and other activities. For an application or additional information, call Rachel Rodemoyer, Office of Human Resources, at 894-3344.

Homecoming 2001



Pride and pain

Patriotism was a common theme among the various homecoming displays across campus as greek organizations competed against one another in everything from Tech trivia to the Ugly Man on Campus. Below, the Mini 500 is one of the hallowed traditions of homecoming week, as students motored around a race course, changing tires, scraping knees raw and otherwise mangling perfectly good tricycles.



Photos by Stanley Leary

Hardly a 'reck'

After taking first place at the international Formula SAE competition this summer, GT Motorsports were awarded a spot in the Ramblin' Reck parade, featuring "vehicles" generally powered through freshman abuse.