

UAW among latest to offer site on the 'Net

The United Auto Workers now has a presence on the Internet. UAW President Stephen P. Yokich announced in his opening address to the UAW National Bargaining Convention that the UAW is launching two colorful new World Wide Web sites. They are UAW On-Line at <http://www.uaw.org>, and Breaktime at <http://www.uaw.org/breaktime>.

The sites will be used to communicate directly with the public about the UAW and the rights of workers, explained Yokich. "We intend to use every tool we can to open the doors and reach out to both members and to a whole new generation of people who may not know much about us. The Internet offers an exciting way for people to more actively pursue their interests, and we want to be there with them."

UAW On-Line is updated several times a week with information about the UAW, its programs, and key issues for workers. Included at the site is the UAW's award-winning Solidarity magazine and its ADAMO magazine. The site also features Action Alerts on pressing issues, a listing of consumer products UAW members make, statistics from the union's research department, and up-to-date worker-related news, including news releases.

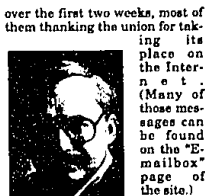
Six pages of links offer a Workers' Guide to the Internet, including a Trip to Washington, work-related sites, and articles on a "Hot Issue of the Week."

A Frequently Asked Questions (FAQ) section answers the question "Why UAW?" and shows how the union functions. An interactive map gives basic information on all UAW regions, from coast to coast.

The "Breaktime" site is designed to be an interesting, fun site for people to take a break after work. "It's a place where workers browsing the web can share and enjoy what they have in common," explains Yokich. "On this site they can also benefit from the UAW's expertise in fields like health and safety and legal rights."

Breaktime has interactive features like workplace "survival tips" contributed by browsers, and ideas and ratings for a humorous "Top Ten" list. This site also gives consumer and workplace news and answers questions on workplace law and health and safety. It has a family area the UAW intends to expand.

When the sites were beta-tested with UAW members through the Union's Solidarity magazine earlier this year, the response was overwhelming. The UAW sites received hundreds of E-mail messages from members



Emory Daniels
Providers

Boardwatch Magazine has released its new quarterly Directory of Internet Service Providers (ISPs).

The 180-page publication lists more than 1,600 Internet Service Providers across the United States, with detailed instructions on how to select and configure your personal computer to make the connection. This is the first comprehensive directory of Internet Service Providers ever published.

All entries are arranged by area code and telephone exchange to quickly locate ALL Internet Service Providers offering connections in any local dialing area — over 5,400 entries in all.

Each entry provides informa-

tion such as company name, contact including E-mail and World Wide Web address, and telephone, specific dial-up and leased line connections along with pricing for easy comparison shopping.

The spring issue is available at leading computer and book stores for \$6.95 or direct from the publisher at \$6.95 plus shipping and handling by calling 1 (800) 833-6038.

O&E Onliners can access the Boardwatch Directory of Internet Service Providers at <http://www.boardwatch.com>. The most popular feature of the Web site is the fully-interactive color area code map of the United

States representing home office locations of Internet Service Providers with links to every ISP in the country. Providers can also use the Website to update their listings.

Boardwatch Magazine is also hosting the Online Networking Exposition and Internet Service Provider Convention (ONE ISPCON) August 7-10, 1996 in San Francisco. ONE ISPCON is the largest convention of Internet Service Providers in the world. More than 100 educational sessions are planned.

Mark Corblitt, Chair of the Internet Task Force at the FCC will speak on the impact of the telecommunications Act of 1996

on Internet Service Providers. Information on the convention can be found at <http://www.ispcon.com>.

Boardwatch Magazine has been covering the Internet on a monthly basis since March 1987 and is considered the most authoritative publication available in the field of online services and the Internet.

Emory Daniels writes a weekly column on the Internet for the Observer & Eccentric Newspapers. Past columns are archived @ <http://oconline.com/~emoryd/arc> hive.html.

BUSINESS MILESTONES

Suzanne Pugh of Birmingham has joined Bloomfield Hills-based D'Arcy Masius Benton & Bowles/Bloomfield Hills as a media planner. She comes to the agency from Young & Rubicam, where she served as a planning service assistant.

Richard Haalinger of Birmingham was promoted to senior vice president at NBD Bank, Detroit.

Since January, he has served as group head of the bank's Western Wayne Commercial Banking Group. He joined NBD in 1979 as a management trainee.

Kristen Skytta of Sterling Heights was named account coordinator at Eisbrenner Public

Relations. She helps coordinate day-to-day activities for a variety of Troy firm's automotive and service clients.

Douglas Erikson of Grosse Ile was named vice president of sales, marketing and engineering. He comes to Findlay Industries from American Sunroof Corp., where he was vice president of technology and systems and general manager.

Sherrie Landis of Rochester Hills was named account executive at Eisbrenner Public Relations, Troy. She helps manage media and community relations, collateral production and communication activities for several clients.

Phyllis Aiuto Zimmerman

of Waterford was named a partner of the Bloomfield Hills law firm Beier Howlett, P.C. She had been the legal assistant in the family law practice section of the firm for 15 years before graduating from Wayne State Law School in 1991, at which time she became an associate attorney. She chairs the Oakland County Bar Association Circuit Court Committee and is a member of the Michigan Interprofessional Association On Marriage.

Cheryl Assonmacher of Royal Oak, Kerry Ann Doyle of Royal Oak and Amy Kahn of Birmingham were promoted to account executives at Southfield-based BBDO Detroit. All three will work in the Dodge Truck/Car Account group.

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