

Bosses now monitoring your instant messages



PC
MIKE
WENDLAND

We all know that more and more companies have been monitoring their workers' e-mail usage and Web surfing. But now there's snooping software that allows employers to eavesdrop on workers who use instant messaging programs to keep in touch with friends and associates while logged on to the company network. The software is appropriately called Little Brother 4.0 (www.littlebrother.com), and it's an Internet access filtering program that lets network administrators keep track of who is using instant messaging on company time and to fine-tune individual access to Internet features.

Used in conjunction with another program called Investigator (www.winwhatwhere.com/invest.htm), bosses now have the capability of getting a report on literally every keystroke on

employee types whether logged on to the Internet or not.

Addictive cybersex

Maybe one reason bosses are monitoring computer users is that their employees are cybersex addicts.

Cybersex is changing the definition of sexual compulsion "like crack cocaine changed the field of substance abuse," says a group of psychologists.

Meeting in Atlanta last week-end, the National Council on Sexual Addiction and Compulsivity discussed a new study that shows 15 percent of Internet users visit online sex chat rooms or pornographic sites. Almost 9 percent of people who use the Internet for sex spend more than 11 hours a week surfing for erotic content.

The numbers were nearly equal for men and women, countering the widely accepted view that an overwhelming majority of cybersex participants are men.

The study said that the growing numbers of online sex addicts are hooked on a new form of "hypersexuality" — a compulsive need for cybersex — and that is destroying marriages and

relationships across the country. The shrinks concluded that cybersex addiction needs to be treated seriously and requires the same type of therapy as eating or personality disorders.

Junk e-mail increases

If you've had it with Spam, you haven't seen anything yet. A new study by Jupiter Communications says commercial e-mail will increase dramatically over the next several years until, by 2005, the average Internet user will be getting 1,600 a year, compared to 40 today. That's a 40-fold increase and that's the estimated average.

Many will get much more. And that's on top of the average 4,000 personal and non-marketing e-mails the average Internet user will get, up from 1,750 last year. The danger, concedes the Jupiter marketing company, is that the sheer volume of e-mail received will strain consumers' attention span and make them less likely to respond to commercial e-mail. But online mailers are forging ahead anyway because e-mail is cheaper and faster and often more effective than direct snail-mail delivery.

ered by the U.S. Postal Service.

All this is being vigorously fought by a volunteer anti-spam group called CAUCE, for Coalition Against Unsolicited Commercial E-Mail (www.cauce.org). They're pushing for legislative controls on junk e-mail before it ruins the Internet.

Congress gets involved

Congress will hold hearings later this month on the growing mess involving online users who swap their favorite MP3 music files online through various Internet trading sites like Napster (www.napster.com).

The House Committee on Small Business says the hearing will examine the recording industry's claim that online music swapping is piracy and threatens to destroy the industry. The swirling controversy is bringing a blizzard of lawsuits filed by record labels and artists. But Napster fans say the horse is out of the barn and isn't going back.

New music compression technology and the instant distribution abilities of the Internet have made middlemen obsolete, and like it or not, they say, the music

industry with its outrageous pricing is going to have to change.

The recording industry is fighting back. Besides more lawsuits, it's spending a lot of money winning, dining and lobbying lawmakers to strengthen copyright laws.

On the Net

Check out the provocative 360-degree movie (www.atomfilms.com) that debuted on the Net this week. You control the camera as the movie plays. It works like your head. Swivel around to see the action from all sides. Amazing.

Follow all the excitement of the Big Game Lotto jackpot on the multi-state drawing's official Web site (www.theofficialbiggame.com). You can read what past winners have done with their prizes and how their lives have changed.

Have you seen Lucianne? Ever wondered where Matt Drudge, Rush Limbaugh and others get their hot gossip and inside stories? Check out Lucianne.com (www.lucianne.com), a Web site that runs with any story — the more sensational the better —

long before traditional media gets on board.

PC Mike seminar

Mark down Saturday, June 3, from 9:30 a.m. to noon for the next PC Mike Internet 101 seminar. Sponsored by TalkRadio 1270, WXYT, the free seminar will teach you what you need to know to use the Internet successfully. It will take place at The Community House of Birmingham, 380 S. Bates, in Birmingham. The seminar is totally free but you need to get a reservation. Call (248) 455-7343.

Till next week everybody ...

73. Mike Wendland covers the Internet for NBC-TV Newschannel stations across the country. He is the author of a series of Internet books. You can reach him through his Web site at www.pcmike.com and hear him Monday through Friday at 6:26 p.m. on NewsRadio 950, WWJ, and on Saturdays and Sundays 4-6 p.m. on TalkRadio 1270, WXYT.

BUSINESS CALENDAR

Items from the Observerland area for the Business Calendar can be sent to: Observer Newsper, 36251 Schoolcraft Road, Livonia, MI 48150 attention: Business Calendar.

TUES, MAY 16

BUSINESS SEMINAR
The Ann Arbor IT Zone will present "The Art of the Deal," a finance and business planning program with speaker Chris Rizik of Avalon Investments, 5 p.m. at the IT Zone Launch Pad, 30 E. Liberty in downtown Ann Arbor. Members, free; public, \$25; students, \$5. Call (734) 623-8288 or visit www.annarboritzone.org.

MAY 16-20

SCORE
The Service Corps of Retired Executives presents the following workshops: "Export," 8:45 a.m. to noon Tuesday, May 16, U.S. Export Assistance Center, 211 W. Fort Street, 22nd Floor,

Detroit; "Marketing Plan," 8:45 a.m. to noon Thursday, May 18, Executive Office Building of Oakland County, 1200 N. Telegraph, Pontiac; "Pre-Business," 8:30 a.m. to 1 p.m. Saturday, May 20, Central Michigan University, 2051 Rosa Parks, Detroit; and "Business Plan," 8:45 a.m. to noon Saturday, May 20, Bloomfield Township Library, 1099 Lone Pine, Bloomfield Hills. The cost for each workshop is \$40. To register, call SCORE at (313) 226-7947 10 a.m. to 5 p.m. weekdays.

WED, MAY 17

INTERNATIONAL BUSINESS
The International Business Forum will meet 11:45 a.m. to 1:30 p.m. at The Fairlane Club, 5000 Fairlane Woods Drive, Dearborn. Charles G. (Chip) McClue, president and CEO of Detroit Diesel Corporation, will be the main speaker. Cost: \$20, includes networking, lunch and presentation. Call Vanessa at (734) 479-2345.

WED, MAY 17 & 23

ESTATE PLANNING
Attorney Michel Nagy presents "Do I Need a Will? Should I Have a Trust?" 7-8:30 p.m. Wednesday, May 17 and 1-2 p.m. Tuesday, May 23 at the Livonia Carl Sandburg Library, 30100 Seven Mile Road. The seminar is free. To register, call (248) 353-1032.

TUES, MAY 30

BUSINESS SEMINAR
The Ann Arbor IT Zone will present "Cultural Shock: Strategic Organizational Change" a human resource management program with Dr. Frank Petrock of General Systems Consulting, 5 p.m. at the IT Zone Launch Pad, 30 E. Liberty in downtown Ann Arbor. Members, free; public, \$25; students, \$5. Call (734) 623-8288 or visit www.annarboritzone.org.

BUSINESS MARKETPLACE

Excellence award

Johnson Controls of Plymouth has received Ford Motor Co.'s 1999 World Excellence Award in the gold category for the automotive batteries it supplies. Johnson Controls was one of only 11 Ford suppliers around the world to receive the Award for 1999.

"The suppliers who have earned the World Excellence Award are members of an exclusive world-class club," said Carlos Mazzorin, Ford group vice president of global purchasing and South America. "This award honors the best and it gives Ford Motor Co. the opportunity to recognize its suppliers for their successful results in 1999."

Johnson Controls supplies 11 Ford plants in North and Central America, as well as plants in South America, India, South Africa, Germany

and Belgium.

Office to race track

Two of Plymouth-based Johnson Controls' "Peer Partners" have extended their relationship with the company from the office to the race track. Gentex Corp. and Microchip Technology Inc. have signed on as associate sponsors with Team HomeLink Racing for the 2000 BFGoodrich Tires Trans-Am Series. This is the second consecutive year that the two companies have been involved as associate sponsors.

"We are pleased that Gentex and Microchip Technology have once again signed on as associate sponsors with Team HomeLink Racing," said Michael Suman, group vice president of advanced sales, marketing and development. "These partners have been

important to our success with HomeLink and continue to play an important role as Paul Gentilizio begins his quest for a third consecutive championship."

Best batteries

Johnson Controls, Inc. of Plymouth has earned a service award from Interstate Battery System of America, Inc. (IBSA) for the high-quality automotive batteries the company supplies. Since the recognition program began in 1990, this is the eighth year that Johnson Controls has received the award.

"This award is a tribute to our employees' commitment to not only meeting our customers' expectations, but also exceeding them," said Ron Weller, vice president of operations for the Johnson Controls battery business.

Schoolcraft named small business satellite center

BUSINESS

Schoolcraft College has earned the designation Small Business Development Center Satellite Center from the Michigan SBDC Network. The College's Business Development Center provides entrepreneurial and export business assistance to small and medium-size businesses.

at Schoolcraft are:

- Government contracting assistance; customized training programs; apprentice training; organizational performance consulting.

The Michigan SBDC Network, a program of the U.S. Small Business Administration and Wayne State University, provides existing and emerging small business with counseling, training, research and advocacy

in all of Michigan's 83 counties. The organization seeks to improve profitability and reduce failures among small businesses, the most important job-creating sector of Michigan's economy.

Contact the Business Development Center at (734) 462-4438 or bdc@schoolcraft.cc.mi.us.

Schoolcraft College is located at 18600 Haggerty Road, between Six and Seven Mile roads, just west of I-275.

Dynamic.

Every Sunday and Thursday, we bring you the latest information on what's for sale and what's available in the job market.

Our classifieds are a dynamic source for whatever you need!

It's all about you!

Observer & Eccentric

HOMETOWN CLASSIFIEDS

Part of HomeTown Communications Network™

Oakland County — 248-644-1070
Wayne County — 734-591-0900
Rochester-Rochester Hills — 248-852-3222
Clarkston, Lake Orion, Oxford — 248-475-4596
Visit our website: www.observer-eccentric.com



The Annual Glen Eden

Memorial Day Observance

★ ★ ★ ★ ★

Sunday, May 21, 2000
3:00 pm

Please join us for an afternoon of remembrance, reflection, song and prayer - as we honor the lives of our loved ones who sacrificed so much for their country and its hallowed tradition of liberty.

35667 W. Eight Mile Rd.
(one mile west of Farmington Rd.)
Livonia, MI 48152

248-477-4460

www.glenedenmemorialpark.org

GLEN EDEN
MEMORIAL PARK

Owned and Operated
by a Community of
Lutheran Churches