

There's more to millennium bug than Y2K fears

PC TALK
 Everyone knows about Y2K computer bug. Big trouble is predicted. Whose systems come year 2000 could shut down because some computer systems misinterpret the date as 1900.

Yada yada yada. I know. Y2K is indeed a huge problem. I won't argue about that.

But lost in all the cyberpace scare talk over Y2K are a growing number of Web sites devoted to other, more positive aspects of the coming new millennium.

Believe it or not, some people are actually excited about the calendar change and foresee good things. Just ask Larry Smith and James Incabucci, Birmingham entrepreneurs who have developed and trademarked not only their logo as "The Official Symbol of the New Millennium," but their World Wide Web site as "The Official Web Site of the New Millennium," too.

Their Web site (www.m321.com) is called M321 (third millennium, 21st century, get it?) and is one of the slickest and most provocative sites I've seen in a long time.

And it isn't devoted to gloom and doom scenarios over Y2K.

"This is a monumental development in human history," says Smith. "There are huge cultural and societal implications with this new millennium. We think it's a time to reflect on where the global community came from, where we are and where the new millennium will take us."

Smith and Incabucci have partnered with a half dozen other people and hope to bring about an excitement and optimism about the new millennium, using their M321 Web site to chronicle the changes and challenges the world faces as it transitions from the 1900's to the 2000's.

On the Web site are profiles and future-looking interviews of some of the



MIKE WENDLAND

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There are all sorts of ways computers can save us time and energy and thanks to the Internet, it's getting even easier to be more efficient. Best of all, says Mike Wendland, a lot of these efficiency savers are free. Here are four free downloads that provide us for FREE: NewsChannel's High Tech TV report:

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PCMike: You can check out Wendland's Web site at www.pcmike.com.

world's most interesting people, online surveys about what the third millennium is expected to bring and lots of thoughtful and interesting ideas and projects related to the new century and new millennium.

"Remember when our nation celebrated the bicentennial in 1976?" asks Incabucci, who runs an advertising agency. "We think as the world approaches Year 2000, there will be that same level of excitement and interest."

They're also hoping to make some bucks, too, selling clothing with their cool-looking M321 logo and also licensing their logo for other products. They will donate a portion of their sales to children's charities.

Smith and Incabucci's M321 site is not alone. Here are some of the other sites that have cropped up online devoted to the cultural implications

and positive possibilities of the next millennium:

- **The Billionium** (<http://www.billionium.com>) - Yes, that's the word this site is trying to get us to use, the self-proclaimed "Official World Wide Web site of the Billionium," not to be confused with the above M321 site, the "Official Site of the New Millennium." Wow... this can be confusing. The "Billionium" site offers a chat-room and countdown page.

- **Everything 2000** (<http://www.everything2000.com/>) - This is a newsy site, filled with stories about everything from celebrations to TV schedules on how the new millennium will be covered Jan. 31, 1999.

- **Millennium Institute** (<http://www.ige.org/millennium/>) - This is a real touchy-feeling site devoted to discussions of world peace and environmental protection in the new millennium.

- **Millennium Adventure** (www.millenniumfirst.com) - Looking for a great online adventure tied to the Millennium? This site follows a group of youthful travelers from the North Pole to the South Pole and all stops in between in the month leading up to the great event.

- **The Official U.S. site** (www.nist.gov/y2k/) - From the National Institute of Standards and Technology, the site offers all sorts of geeky Millennium-related programs related to the Y2K computer glitch.

- **Center for Millennial Studies** (www.mille.org) - Articles, papers, links, journals and discussions about the social and global implications of the new century. My favorite part of this site is its excellent report on what it was like when year 999 turned to year 1000.

- **The White House Millennium Council** (<http://www.whitehouse.gov/Initiatives/Millennium/>) - Besides lots of societal discussions about the turn of the century and millennium, this official site also contains reports from Millennium Evenings at the White House. "These are a series of lectures and cultural showcases hosted by the President and First Lady that highlight 'the creativity and inventiveness of the American people through our ideas, art and scientific discoveries'."

- **Worldwide Observances for Year 2000** (http://www.tour-eiffel.fr/teiffel/an2000_uk/) - Now here is a site that knows a good excuse for a party. Links to how the millennium change will be celebrated and observed around the world, plus surveys and predictions.

- **Countdown 2000** (<http://www.countdown2000.com/>) - Where will the sun first rise on January 1, 2000?

Mike Wendland covers the Internet for NBC-TV NewsChannel stations across the country and can be seen locally on WDIV-TV4, Detroit. His "PC Talk" radio show airs Saturday and Sunday afternoons on WXYT-Radio AM1270. His latest book "The Complete No Geek Speak Guide to the Internet" is available in book stores or through his Web site at <http://www.pcmike.com>

Mittra

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does not have any predictive power, it cannot be ignored any more than you can ignore a child's fever just because it doesn't tell whether a serious illness is brewing.

In a sense, long-term investors shouldn't worry about short-term volatility. However, some forms of volatility represent a totally appropriate near-term telescoping of consensus judgments about long-term prospects.

More specifically, there are times when volatility can be more than just noise or dips, or a buying or selling opportunity.

Such short-term volatility may indeed carry a consensus message about improvements or deterioration in the long-term outlook.

In addition, sometimes volatility can itself be a problem - in cases where it triggers other unsettling market developments, for instance, and sets off a kind of chain reaction that overwhelms normal trading and sends ripples of instability out into the real financial world.

To recapitulate, volatility is a measure of risk and cannot summarily be dismissed.

However, if it is short term and relatively harmless, no action need be taken. On the other hand, if the degree of volatility is incompatible with the investor's objective realities of cash flow, net worth, need for liquidity, and time horizon, then it should be taken seriously and necessary adjustments should be made.

In any event, since it is not easy to make informed judgments about the type of volatility being observed, extreme care should be exercised in making investment decisions.

Milestones from B4

company. She previously worked with Broadway Enterprise in Saginaw.

Lisa Hatch of Warren has been promoted to vice president of the Troy Chamber of Commerce. She has been director of operations for the chamber for four years. She joined the chamber in 1990.

Stephen Landau has become a shareholder in the law firm of Jacob & Weingarten and will lead the firm's litigation practice. He will continue to practice in commercial, real estate, bankruptcy and employment litigation.

Ira Lourie of Farmington Hills has joined the medical staff of St. Mary Hospital in Livonia. She is a certified doctor of psychology. Her offices are located in Southfield.

Kristin Lozon of Royal Oak has been appointed research director of the Seniors Research Group at Market Strategies' Health Care Division in Southfield. She is responsible for new business development, research design, analysis and consulting for SRG.

John Lutzke has been promoted to the position of national sheet products for Cadillac Plastic, headquartered in Troy. He will direct the marketing and sales program for all of Cadillac's sheet product line.

Ken Miller of Lakeville has joined LaBrecque, Jackson, Prico & Roehl, LLC and Educational Technologies Inc. of Troy as a financial analyst. He will be responsible for conducting classes, financial planning and investment counseling. He previously worked for E.F. Hutton.

Julie Mills of Auburn Hills

has been promoted to assistant secretary executive at Eisbrenner Public Relations in Troy. She is responsible for much of the day-to-day account activity for several automotive and service clients.

John Pollowicz of Farmington has been named vice president and director of print production services at BBDO Detroit in Southfield. He will develop and maintain operational procedures within the department to obtain approval for broadcast advertising materials.

Timothy Smith of Grosse Pointe has joined Plante & Southfield as marketing director. He had been director of corporate communications and media relations for Village Green Companies. He will oversee all marketing, communications and public relations functions for Plante & Moran.


Susan Szymanski Tindal of Southfield has been appointed vice president of external relations at the Center for Creative Studies in Detroit. She will oversee the planning, organization, direction and evaluation of all advancement and fund-raising activities.

Kenneth Wineko of Rochester Hills has been named internet consultant at Globalink New Media which has offices in Detroit. He will be responsible for prospecting for and securing new clients and increasing revenue sources from existing clients.

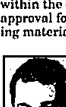
Robert Zirkin of West Bloomfield has joined Bi-County Community Osteopathic Hospital in Warren as a doctor in the department of pathology.



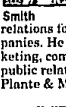
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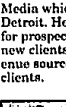
Smith



Tindal



Wineko



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