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Predicting It Trends: How’d I Do?

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Predicting IT Trends: How’d I do?

In January of 2007, I wrote an article about upcoming IT trends. Let’s look back and see how I did before I write my 2010 predictions.

Prediction 1 — We tend to overestimate the amount of change that will come in the next 10 years, while underestimating the amount of change that will come in the next 12 months. Information Technology (IT) is no exception to this rule.

In 1996, very few could have imagined the impact the Internet would have on business today. In 2004, Bill Gates told us we would have the problem of email overload solved in the next year.

According to the Fortune Magazine article: “The most common prediction is that we will see — or rather, we won’t see — computers everywhere, painted onto walls, in chairs, in your body, communicating with one another constantly and requiring no more power than that which they can glean from radio frequencies in the air.

“The cell phone is becoming more like a PC, while the PC is becoming more like a cell phone. In short, the next great trend is not three to five years. As a college professor, I get to see a new set of freshmen every year. This year, nearly 100 percent of the incoming freshmen (born in 1991) will have a cell phone. More than 50 percent of those cell phones are used for Internet access.

They view videos, listen to music and purchase goods and services on their cell phones. Virgin Mobile Cell enables its customers — mostly young people — to opt in to watch commercials in exchange for free minutes.

“We’ve been shocked at how many signed up,” Dan Schulman, CEO of Virgin, said. “For them it’s just entertainment.”

Is your Web site ready to go mobile and be viewed on cell phones? Does your IT staff have the employees to rise up to the challenge?

How did I do?

Even Georgia Southern University has a mobile version of our Web pages in 2010. Do you? This prediction was good.

Looking to the future — Sony has already patented a game system that beams data directly into the brain without implants,” reported Chris Taylor in Business 2.0 Magazine in 2006.

How long will it be before your company will have to deal with that IT trend?

I’ll have my predictions for 2010 in my next article, but two out of three for 2007 is not too bad. Tell me what you think.

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Kevin Lee Elder

Consumer Credit Counseling Service outgoing board chairwoman honored

Sandra McCord Best recently was honored for her leadership and guidance of the Consumer Credit Counseling Service of the Savannah Area.

On Jan. 27, Judson Hendry, the incoming board chairman and vice president of operations at Hospice Savannah, presented Best with a plaque honoring her service as board chair and her commitment to community needs.

Best, director of human resources at Savannah State University, served as chair from 2008 to 2009. Under her direction and that of Consumer Credit Counseling Service president John Will’s, the counseling service provided important services, such as foreclosure prevention counseling and financial education, to the community.

Consumer Credit Counseling Service of the Savannah Area is an accredited nonprofit budget, credit and housing counseling agency and a member of the National Foundation for Credit Counseling.

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