the
.com generation

BY MITOS VILLASEÑOR
AND CRISTINA FORD

If Dr. Jaime Laico were around today and had to deal with HMOs, he might instead have turned into a computer techie like these new generation Laicos. He would have been encouraged knowing that he could surf the Internet using the search engine, Lycos (pronounced like Laicos).
**   In light of the computer revolution and the impending millennium calling attention to this field, *Laico Lines* decided to see who of the family members are "wired" and what these experts do.**

CARLO SANTAYANA:

I got tired of marketing and concentrated on more technical stuff. This means I find myself either designing, analyzing, or programming various computer systems. Currently, I am updating a system that keeps track of the consultants and the projects to which they have been assigned. The computer industry is roughly broken into three areas: hardware, software, and consulting (because Fortune 500 companies don't do their accounting with Quicken or other consumer software products). I am connected with a consulting company, and am working on the software that runs the business of selling our consulting services to companies that need their systems to be customized to their needs.

JOEDIE VILLANUEVA:

After graduating from Ateneo de Manila and majoring in Management Information Systems, I work for Computer Associates and have been sent to several training courses in Singapore. Last month, I was in Long Island, NY, for a week's training on, among other things, the toll-free numbers system. In Manila, I then train the other employees on the latest systems.

REY DAVID:

With a BS degree in Computer Science from De La Salle University, Rey began his high-tech career in 1987. Versed in 14 different computer languages and a host of hardware platforms and operating systems, he now works for a recently-made-public company called ProBusiness in Silicon Valley. As a software engineer, Rey is developing the company's next generation suite of products. *Editor's note: At least HE knows how to use the right justify.*

SALMAN ULLAH:

I work in a group of 15 people that is responsible for all of Microsoft's investments and acquisitions. In addition, we analyze industry competitors and help the businesses in Microsft figure out how to enter new markets. My typical day involves sending about three dozen emails, reading about 100 emails, making a dozen phone calls and generally talking up a storm. In terms of how much money we can invest-- let's just say that it is a large and growing number, comparable to the GDP (Gross Domestic Product) of a not insignificant country.
   Microsoft is a small software company (hence the name) located near Seattle (cheaper real estate) that specializes in creating software for PCs and other computing devices.

LIA JUAREZ SILVA:

Account Executive, Compucom

I started in the computer industry about 6 years ago working as a purchasing agent for a minority owned company called Computer Biz. At that time 486 systems with 500-MB hard drives could function as a full workgroup server. Eventually I wanted to try a new challenge, and of course increase my earnings. I knew sales was the way to go. My first break came as an inside sales support rep assisting two sales-men with major accounts. However, as time went by, I noticed I was getting all the "grunt" work. While I was a major player in closing the deals, these guys were making all the money , and I was getting small change. This led me to ask my manager to give me a shot in field sales with a national company called Inacom Information Systems located in Silicon Valley.

Currently I am with Compucom Systems Inc in San Francisco, under their division called the California State Computer Store. We are a state contractor and deal with the public sector, mainly state and local government and K-12. Compucom is a technology resource provider. We select, install, and manage distributed technology for various organizations, from Fortune 1000 and 500 companies to government. Our core business revolves around procurement management, configuration, desk side support, LAN/WAN designs/implementation, and asset management. My primary responsibility is to farm out government accounts who would like to engage with Compucom. I also am responsible for maintaining these relationships and ensuring that they will continue their business.

However, with the onset and fast pace of e-commerce (Internet business), industries like ours may lose our place in the whole channel. Who knows? Maybe my future will be just a virtual image over the Web.
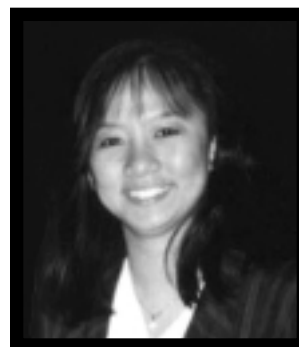
ALEX SILVA:

Alex has been in the electronic industry since 1990 when he started work as a purchasing manager for a minority owned computer reseller company in Silicon Valley. After about 4 years in the computer business, he decided to move on to sales. However, he wanted an industry different from Lia's to avoid any conflicts of interest. This is how he started working for Skytel in 1994. Skytel is currently a division of MCI Worldcom engaged in the business of wireless communication and messaging.

He started as an inside sales rep for a few years and worked his way up to a Major Account Executive, building relationships with regional and national accounts, such as Network Associates, Exodus Communications, and others. Alex enjoys his work and has consistently been a top performer for his organization. He envisions himself moving into a new role as a technical sales consultant back in the computer industry where he started. He is currently working towards his MCSE (Microsoft Certified Systems Engineer), and hopes to gain a fresh insight from this career to work into the future of high technology.

CARLO DAMOCLES:

Carlo Damocles has been a geek ever since he was hacking away on his Apple IIe in high school. Although he has a degree in finance, he made a career change in October of 1994 when he took a systems consulting position at Hewitt Associates. He spent 6 months at Hewitt Associates, 1 year at Ace Hardware Corp as a programmer/analyst, 1 year at EDS as a systems engineer, and finally has been with Logan/Britton since August 1997 as a principal consultant working on large data warehousing projects. Currently, Carlo is in the process of forming his own consulting firm, and is also working on an e-commerce project with a bunch of his friends.

TERESA DAMOCLES:

My IT career began in late 1996 after completing a post-graduate computer program from DePaul University. I was hired by EDS as a Business Associate. After further technical training in their program, I became an Information Associate working on the Continental Airlines Y2K renovation project for their Financials section. My responsi- bilities included upgrading their GEAC accounts payable system, as well as renovating several in-house AP programs. My next and most recent project was a JD Edwards Upgrade project for Chemcentral, a chemical distribution company based in Chicago. In this project, my role was of a Business Analyst, working on the functional side instead of the technical side. I developed several of their procedural manuals for the new system, and then worked with production support for the client as the new system was rolled out to all of their branches across the USA.

I'm now on family leave until January, when I return to work for EDS, but more as a Business Analyst working on several projects performing assessments and auditing functions.

RICK ELIZAGA:

I design and build websites. I'm also the office CD-J, spinning discs and MP3s to enter- tain the office while we work.

WHERE: San Francisco's SoMa , A.KA. "The Multimedia Gulch"
SOFTWARE: Photoshop, BBEdit, Imageready, Dreamweaver
HARDWARE: Macintosh G3, Iomega Zip drive
WORK IN PROGRESS: www.a-space.com, THE Asian American portal site, due sometime next year.
FOR FUN: Quake3Arena networked games
MY FUTURE PERSONAL URL: www.muscatgummy.com
PORTFOLIO: www.yaolan.com
                        www.pbs.org/pov/tvraceinitiative/rabbitinthemoon/
                        www.quietlytorn.com
                        www.latinolink.com

Aside from these computer experts there are those whose professions are computer dependent, like **Mike Ford** in his translation business, and **JJ Flores** for music engi- neering.

Dan Elizaga uses his computers for dictation, keeping track of accounts and financial assets, and for medical reference. Serving as his own consultant, he is one of only 16% of all doctors with computerized patient records. As a cruise-ship doctor, he maintains state-of-the-art laptops and totes a whole reference library in six CD-ROMs. While on a cruise, he also speed-reads a year and a half's worth of medical journal abstracts, down- loaded off the Internet.

Andrew Elizaga's anesthesiology web site, *Illustrated Notes in Regional Anesthesia*, was recognized in a review published in the journal *Anesthesiology* last December. Equipped with only an old hand-me-down Macintosh from his brother Rick, he has managed to author a web site that has captured the attention of physicians and patients all over the world. His site can be found at:
http://faculty.washington.edu/aelizaga/regional/welcome.html.

Popoy Laico is currently updating his computer knowledge by taking more courses at UC Berkeley.

Then there are computer addicts like **Randy Villaseñor** who uses it to play golf, and **Jeff Villaseñor** who burns CDs in his computer. Of course, *Laico Lines* is a computer production from the emails to "send in articles by the deadline" by Mitos, the articles and photos sent in mostly by email, the editing by **Cris Ford** and the layout by **Andrew Elizaga**.