

our Pacific Northwest neighbor, Microsoft, has taken advantage of the way your appliance works in order to serve up information, news, and data. Microsoft recently demonstrated its desire to be part of the "screen experience" by paying \$425 million for WebTV and \$1 billion for a stake in cable operator Comcast.

Your future Internet experience—whether at home or at your place of business—will not be rooted in the appliance, but in the value it adds to your work or social life. Business-to-business on-line commerce is already beginning, and structures are now being built to handle grocery shopping, educational material, and banking for consumers. The growth in e-mail tells me that people want to communicate with each other, but it also offers a way to transform learning and education.

Applications will continue to drive the digital marketplace, with technical solutions always playing catch-up to the needs and desires of the consumer. Continuing price pressure and the persistent need to lower costs—whether through falling chip prices or sinking telephone charges—will also spur the digital conversion.

But this urge to go digital isn't without its pitfalls. Intense efforts and great spending by some of the best and brightest companies has yet to secure a business model where the consumer will pay enough money to make sophisticated, costly technology a worthwhile business investment. Interactive television trials are now showing the promise they once had, though other kinds of digital interactive technology is securing a market. Digital editing and digital transmission of images and sound are no longer revolutionary.

The fact that it is my own inclination to actually go to the movies with my wife, rather than rent a video as our children do, underscores the point that all consumers—and all businesses—don't embrace change at the same speed. The "rush" to replace the analog technology of vacuum tubes with the high-speed elegance of chips and computers has taken time, and that will continue.

My perspective is perhaps a little different than most, because I've been able to see how technology has become more and more a consumer product. Turning out oscilloscopes for the U.S. Navy—our old business—isn't exactly the kind of thing that gets you headlines, unless there is a war on. But the initial concept of testing and measuring the quality and consistency of technology is at the root of this digital revolution—and that just happens to be our business.

THE DIGITAL WATCH

When you see a digital television picture you'll know it. The clarity and quality is downright amazing, and some digital broadcasting currently being received by digital set-top boxes looks almost 3D. Even with current standard televisions, signals transmitted digitally via a satellite make Thursday night's *Seinfeld* episode shine even brighter.

The big question has never been, "Gee, is this neat stuff?" The real question that keeps companies like Intel, Sony, and TimeWarner up at night is: "How much will consumers pay for this technology?"

Several events have coincided to make this a particularly exciting shift for the industry. Not only are huge sums of money being spent on a variety of new delivery systems, but government deregulation also throws these new technologies into the push-and-pull of the marketplace.

When telephone deregulation started back in the mid-1980s, the personal computer was outside the reach—and want—of most people. Technology issues revolved around speed,

size, and standards. By embracing open standards of technology—a concept similar to that of everyone agreeing on grades of gasoline—the PC business boomed; even the Goliath IBM learned a lesson trying to hang onto standards, while companies like Dell Computer, Compaq, and Microsoft gave new meaning to the mixing of technology and growth.

In terms of going digital, Murdoch's Fox television network is the most aggressive entertainment company. They are using the digital shift to bring costs down as well as to build a satellite distribution network that stretches around the globe. I get a first-hand look at what these companies want to do because they've got to know what the technology can do before they deploy it. Whether transmitting stock prices or television programs, you have to use technology to deliver it to the customer.

Right now, other broadcasters (CBS, NBC, and ABC) are steering a conservative course. There's some good reason for this. They have all been through the cable wars and were told that their traditional dominance would be washed away like Gilligan and his friends. With a massive capital spending campaign to finance this government-mandated switch-over from analog to digital transmission, no one wants a false start.

The market players know that digital will be the de facto standard in the next century. Digital technology will allow companies to provide more information to consumers as well as create challenges relating to costs and development. The digital world will blur the lines between data and video on a computer screen and the entertainment and news we have grown accustomed to on our television sets.

SWITCHING CHANNELS

One clear benefit of the digital world will be greater choice. Individuals will be able to personalize the kinds of information they receive as well as the medium they want to use. Hand-held digital telephones with news, messages, Internet connections, as well as the more mundane tasks of scheduling, telephoning, and electronic files will be packed into small cost-effective devices.

Companies such as Motorola, Ericson, and Sony will lead the consumer charge in this area, but an entire behind-the-scenes technology deployment will have taken place—unseen by the average customer. Digital standards provide the framework for all the information traveling the airwaves. As broadcasting, production, and distribution players battle for consumers, they will all be using digital tools for combat. Traditional broadcasting will be using two-way technology to connect with viewers; production companies will have new video and audio capabilities to engage the audience; and distribution will follow the customer from room to room and from city to city.

Imagine video technology at a reasonable price, bundled, as part of a wider array of technology information choices. One channel might be news; another might be a conversation with co-workers or family members. Digital technology literally unleashes whole new combinations of images and sounds that can go anywhere and be transported for a fraction of their traditional cost. While the corporate landscape will be dominated by some of the same players competing today, it is fair to say that everyone is watchful of new entries. As digital technology becomes more and more pervasive, it also will present new opportunities for startup and new ventures.

Whether it is video browsers that let computer users watch full motion, digital video with sound, digital signals sent via satellites, or new digital transmission towers,

the consumer will be clamoring for the best technology at the best price. The challenge for the consumer electronics industry is to deliver it.

LETTER CARRIERS AGAIN SPONSOR FOOD DRIVE FOR NATION'S NEEDY

HON. GERALD D. KLECZKA

OF WISCONSIN

IN THE HOUSE OF REPRESENTATIVES

Thursday, April 23, 1998

Mr. KLECZKA. Mr. Speaker, again this year, as they have for countless years in the past, letter carriers from around the country will collect nonperishable food items placed near their customer's mail boxes on Saturday, May 9. The food will then be given to local food pantries for distribution to those in need. Letter carriers in my hometown, Milwaukee, collected the largest amount of food nationwide in their efforts of May, 1997.

The National Association of Letter Carriers, in conjunction with the United States Postal Service and the United Way, will kick off this year's food drive in Milwaukee with a press conference on Thursday, May 7th, to raise community awareness of this very worthwhile project.

I rise today, Mr. Speaker, to ask my colleagues to enthusiastically support the letter carriers' food drives in their hometowns and districts, and to remind my fellow residents of Milwaukee and Waukesha Counties to consider buying a few extra canned goods and nonperishables while doing the weekly grocery shopping the week before the 7th. Together, we can ensure that this year's food drive is as successful as those which came before.

With a little help from all of us, our local food pantries will be stocked full and maybe even over-flowing, for this summer, a time when pantries are often put to the test.

CONGRATULATIONS TO GIRL SCOUT COUNCIL HONOREES

HON. ROBERT MENENDEZ

OF NEW JERSEY

IN THE HOUSE OF REPRESENTATIVES

Thursday, April 23, 1998

Mr. MENENDEZ. Mr. Speaker, it is with great enthusiasm that I congratulate Janet Haynes, Gail Thompson and the Matsushita Electric Corporation of America for their selection as honorees at this year's Women of Distinction Luncheon, sponsored by the Girl Scout Council of Greater Essex and Hudson Counties. This year's luncheon will take place on April 23 at the Holiday Inn/North in Newark, NJ.

Janet Haynes, who will receive the Girl Scout World of People award, is a native of Jersey City. She serves as country clerk for the County of Hudson. Through her election to this post, she became the highest ranking African-American official in the history of Hudson County and the only African-American to serve as county clerk in the state of New Jersey.

A former girl scout, Haynes is actively involved in volunteer work. She has served as the chairperson and vice-chairperson of the board of directors of the Hudson County

Health Systems Agency and is also chairperson of the United Way of Hudson County.

Gail Thompson, who will receive the Girl Scout World of Today and Tomorrow award, is a registered architect who currently serves as vice-president of design and construction, for the New Jersey Performing Arts Center, Newark, N.J. Thompson, who holds a degree in architecture from the Pratt Institute, Brooklyn, NY and a master's degree in real estate and finance from Rutgers University, Newark, has also served as assistant vice-president of facilities planning and development at the American Stock Exchange.

In addition, Thompson is very involved with volunteer work. A commercial pilot and flight instructor, Thompson has been actively involved in exposing minority youth to aviation. She is the founder of a summer aviation camp for high school students.

The Corporate Award is being given to Matsushita Electric Corporation of America, located in Secaucus, N.J. Matsushita has consistently made generous contributions to the Girl Scouts, and their employees have been active volunteers in many Girl Scout programs.

I would like to congratulate all three of the recipients for their work with the Girl Scouts and wish them continued success in all of their endeavors.

CONGRATULATIONS TO PRACA FOR 45 YEARS OF LEADERSHIP IN THE PUERTO RICAN COMMUNITY

HON. NYDIA M. VELÁZQUEZ

OF NEW YORK

IN THE HOUSE OF REPRESENTATIVES

Thursday, April 23, 1998

Ms. VELÁZQUEZ. Mr. Speaker, I rise today to pay tribute to the Puerto Rican Association for Community Affairs (PRACA) and congratulate this worthy organization on the occasion of the First Annual PRACA Awards. I ask my colleagues to join me in congratulating PRACA as they celebrate their forty-fifth year of leadership in New York City's Puerto Rican and Latino community on May 1st, 1998.

PRACA was founded in 1953 during the height of the Puerto Rican migration to New York City. At that time there were few organizations that helped newly-arrived Puerto Rican families adjust to the city's fast lifestyle, while helping them maintain their culture, values and traditions. PRACA was in the forefront of a movement, creating social service programs dedicated to the enrichment of the Puerto Rican community. In the years that followed, PRACA continued this work and extended the same services to other newly-arrived Latino families.

Today, PRACA's programs range from children and families services to adoption, education and housing programs. Over the years, they have been consistent in their mission while continuing to meet the diverse needs of the Puerto Rican and Latino community. PRACA has assisted families in understanding their new culture as well as preserving their history, language and cultural heritage. PRACA has helped reduce barriers, promote advancement and improved the lives of thousands of families in New York.

In closing, I ask you to join me in saluting PRACA for their vision, their leadership and

their perseverance these past 45 years. Congratulations!

TRIBUTE TO GORDON BINDER

HON. BRAD SHERMAN

OF CALIFORNIA

IN THE HOUSE OF REPRESENTATIVES

Thursday, April 23, 1998

Mr. SHERMAN. Mr. Speaker, I rise today to pay tribute to Gordon Binder for his leadership of Amgen Corporation and his continued commitment to bringing science and technology into the community.

Calvin Coolidge once said, "Education is the result of contact. A great people is produced by contact with great minds." As CEO of one of America's leading genetic engineering firms, Gordon Binder and his corporation have dedicated themselves to fulfilling President Coolidge's call to educate the community. Gordon has not only continued to expand Amgen's research and development capabilities, but he has also initiated a number of innovative community outreach programs, bringing science to the community.

Some of these programs include the Amgen Staff Community Involvement Program (SCIP), in which the services of Amgen's talented staff are made available to non-profit organizations or to needy individuals for community improvement projects. In another program developed under Gordon's leadership, Amgen presents five \$10,000 Amgen Awards for Teacher Excellence each year. Amgen also provides evening science lectures for local high school students and administers a Mobile Laboratory Program that teaches students to perform real-life gene cloning experiments right in their own classrooms.

In addition to his work at Amgen, Gordon also serves on the Board of Directors of the Pharmaceutical Research and Manufacturers Association, Pepperdine University, and Cal Tech. He also is Chairman of the Biotechnology Industry Organization and Past President of the American Cancer Society Foundation.

Mr. Speaker, distinguished colleagues, please join me in paying tribute to Gordon Binder for his visionary leadership of Amgen Corporation and his efforts, in our community and across the country, to make innovations in science and technology available to thousands of high school students.

HAPPY 115TH ANNIVERSARY, SECOND BAPTIST CHURCH

HON. JAMES A. BARCIA

OF MICHIGAN

IN THE HOUSE OF REPRESENTATIVES

Thursday, April 23, 1998

Mr. BARCIA. Mr. Speaker, the ability to endure provides a sense of power to any entity, and it instills confidence in those who belong to an organization. Nothing is more reassuring than the endurance of religious faith as evidenced by the long history of one's church. The congregation of Second Baptist Church in Bay City Michigan, is proud of its Church, which will be celebrating its 115th anniversary this weekend.

The history of Second Baptist Church is an inspirational story of accomplishment. For the

first twenty-five years after its organization in 1883, Second Baptist depended upon its faithful worshipers for sustenance, until a major building project was completed in 1907 under the pastorate of Rev. Henry Brown. This site saw the growth of the church over its first ninety-six years, until the cornerstone for the current church at Youngs Ditch and Scheurmann Roads was laid by then-pastor Rev. Marvin A. Jennings, Sr.

The mortgage on this property was paid in full last year, culminating the project that was started by Reverend W.L. Daniel, who was the pastor in 1964.

Pastor Seth Doyle has led the church since May 11, 1986. He has overseen the establishment of a day care center, a ministry mission to Zimbabwe, and the on-going spiritual growth of the Bay City community. Pastor Doyle wants Second Baptist Church to be a vital, vibrant beacon in the community, which it has been, and most assuredly will continue to be.

Mr. Speaker, I urge you and all of our colleagues to join me in wishing Pastor Doyle and the entire congregation of Second Baptist Church a most joyous and blessed 115th anniversary. We join them in their prayer to continue to look to God for strength, guidance, and direction.

CUDAHY HIGH SCHOOL BAND, STILL MARCHING STRONG AFTER 75 YEARS

HON. GERALD D. KLECZKA

OF WISCONSIN

IN THE HOUSE OF REPRESENTATIVES

Thursday, April 23, 1998

Mr. KLECZKA. Mr. Speaker, I rise today in tribute to the past and present members of the Cudahy, Wisconsin High School Band who will mark the band's 75th anniversary with a series of events and concerts the weekend of May 16 and 17, 1998.

One of the four oldest bands in the greater Milwaukee area, the Cudahy High School's 75th Anniversary Gala will truly be a special event. Former conductors, alumni, distinguished guests and dignitaries will be on hand for the festivities and, in some cases, will even join the current musicians!

All of the members of the Cudahy High School Bands, which now include the Wind Ensemble, Symphonic Band, Concert Band, Marching Band, Jazz Ensemble, and Pep Band, are to be commended for their many accomplishments over the years. The Marching Band has been named the State Champion in its class in 1989, 1990, 1996 and 1997. The band has qualified many members for the State Honors Band, State Honors Orchestra and State Honors Jazz Ensemble since beginning Honors participation in 1977. Members of the band have an outstanding solo and ensemble record at both State and District level competitions.

With all of this in mind, Mr. Speaker, I truly look forward to joining the Cudahy High School Bands at their 75th Anniversary Gala in May. I know that all Cudahy's residents will mark that weekend to say a heartfelt "thank you" to the band members and directors for all of their entertainment in parades, concerts and athletic events over the years.