

MOTOROLA AUSTIN ALUMNI CLUB

LONE STAR NEWS

November 2021 Issue, Volume 26 Number 4

NOTICE – The November 9, 2021, meeting is to be a ZOOM (video conference) meeting.

The following meeting is Tuesday, February 8, 2022

Speaker: Tom Starnes, former Motorola Engineer (among other things)

A year after graduating from UT as an electrical engineer, Tom’s career got its bearings when he joined Motorola as a marketing engineer in the (then) young microcomponents operation in Austin. There was much to learn about the 6800 family, and many people from whom to learn. Soon he was focused on the high-end 68000 microprocessor. He honed many skills making and giving presentations, writing articles, visiting customers, and bringing feedback to the chip architects. He also learned a great deal about business. He spent two years working in Europe. His last two years at Motorola were in digital signal processor (DSP) marketing.

After 17 years, Tom joined the market research firm Dataquest (which was soon bought by Gartner) where he was an industry analyst covering Embedded Processors (MPUs, MCUs, and DSPs). This broadened his view well beyond Motorola, giving him insight into all of the companies building processor chips, their products, applications, and strategies. He went to even more trade shows, mostly semiconductor vendor visits, building a trust with hundreds of personal contacts, and writing numerous reports analyzing and enumerating the industry. He came across many ex-Motorolans in other companies, held discussions with CEOs and executives, and advised hundreds of marketers, PR people, and news people. This includes former arch-rival Intel.

Twelve years later, Tom (who had stayed in Austin, a pioneer in the working-remote/work-from-home trend) left Gartner and continued as an industry analyst, incorporating ghost-writing and high-tech consulting into the role and starting his own company, Strategy Sanity.

Throughout Tom’s career, relationships with people have been paramount. They often dribbled into his personal life. A company is made up of people and is a reflection of the energy, ideas, and personalities of those people.

Topic: Motorola – Career, People, Memories - (Names may be changed to protect the innocent.)

- The Lone Star News is a publication of the Motorola Austin Alumni Club. Motorola is not affiliated with the club and neither endorses, nor is responsible for, any of the content in this newsletter.

2022 Dates to Remember

General Membership Meetings (10 A.M., the 2nd Tuesday of the 2nd month of the quarter)

February 8 May 10 August 9 November 8

Board Meetings (10 A.M., the 2nd Tuesday of 1st month of the quarter)

January 11 April 12 July 12 October 11

Annual Picnic: Will advise when we can hold one again.

Christmas Party: **Wednesday**, December 15, 2021, at Maggiano’s again/still

Newsletter Article Deadlines: January 28 April 29 July 29 October 28

Submit articles to any Board member – see Newsletter for addresses

GENERAL MEETING, August 10, 2021

Attendees: The ZOOM general meeting was called to order at 10:05AM by Sandra Lawell with +/-25 members and guests in attendance.

Welcome: President Sandra Lawell welcomed everyone in attendance and then our guest speaker was introduced by Norman Herr.

Guest Speaker: Clay Cowan is an estate planning, probate and federal tax law/ planning attorney, as well as a CPA. These skills combined are important since many of the decisions we make have tax implications.

Earlier Norman Herr provided verbiage to differentiate between a financial planner and an estate planner which is included here: The key distinction is that estate planning is typically directed by an estate planning attorney rather than a financial planner. Estate planning also includes elements beyond financial assets, including who can make health care decisions on your behalf, open your mail, care for your pets, etc.

Mr. Cowan's presentation included some of the following: Wills, Beneficiary Designations, Revocable Living Trust, Durable & Medical Power of Attorney and Directive of Physician. The presentation was followed by Q&A. For more information, a video is available, and additionally Mr. Cowan provided his power point presentation.

Treasurer Report: Cal Gooden displayed the treasurer's report: Income: \$315 collected in Dues since May (65 members have paid dues); \$605 in scholarship donations and \$0.19 in Interest. The club balance is \$10,780.83. No expenses were incurred. The Scholarship funds show a balance of \$2640.52 (\$2500 budget). The MAAC scholarship amount is reflected/deposited in the savings account.

If you have not paid your dues and/or would like to contribute to the scholarship fund(s), please send your payments to Cal Gooden.

Scholarship Report : Jim Binneboese

MAAC scholarships recognize Motorola's contribution to the high-tech community and Gary Daniels' passion for leadership. Two funds are available: UT Gary Daniels' & General Scholarship Fund.

Jim sent a letter to the IRS in June to ask that MAAC be approved to allow a disinterested/independent board of directors to review scholarship applicants; we are awaiting response, which generally takes 4-6 weeks (per IRS website). No response as of 10-Aug-2021.

The committee continues to seek contributions. Please send your contribution to Cal Gooden and write MAAC on the 'PAY to' line. In the notes, designate to which fund you would like your contribution assigned (General or Gary Daniels).

Picnic Status: Wayne Harned

The picnic is not scheduled, as the Austin park is not taking reservations; Wayne researched an alternative at Garey Park in Round Rock. An e-mail will be sent to members to determine if a picnic at this location would be attended. The tentative date is 12-Oct-2021.

Christmas Luncheon, Wed. Dec. 15th: Sandra has scheduled the luncheon; no down-payment was needed and cancellation, if needed, would not a problem.

Membership Report:

Please pay dues and send in your Bio, also referred to as 'Member Memoirs'. Please read those submitted by the members, and we are looking forward to hearing from you.

The Activity Center is not taking reservations for larger groups at this time.

Submitted by Pat Haner, secretary

THE EXECUTIVE BOARD MEETING, October 12, 2021

The ZOOM board meeting was called to order at 10:00AM by Sandra Lawell.

Action: Tom Starnes will provide an overview of his upcoming talk and a brief bio.

Action: Sandra (with Ray): Promote the Christmas luncheon at Maggiano's on Dec. 15th.

General Information: The November meeting will be a ZOOM meeting, as the senior center is not yet available for larger gatherings. Austin is at Stage 3, and the center indicated that when we are at Stage 2 they will consider meetings at the center.

Tom Starnes will be our guest speaker in November; he will talk about his career, people he met and interactions throughout his time at Motorola.

Treasurer Report: Cal Gooden distributed the report prior to the meeting. \$75 had been collected in dues.

Scholarship Report: Jim Binneboese

One applicant applied this summer for a scholarship but did not follow through with requirements/paperwork.

Picnic Status: Picnic had been cancelled; not enough interest.

Newsletter: Danna Redford: Deadline for inclusion is Oct. 30th.

Christmas Party: The Christmas lunch will definitely be held on Dec. 15th at Maggiano's. The board will provide details to the membership and encourage everyone to attend.

Attendees: Sandra Lawell, Wayne Harned, Jim Binneboese, Danna Redford, Obie Hasty, Norm Herr, Terry Lawell, Tom Starnes

Submitted by Pat Haner, secretary

In Memoriam

John Crownover

Motorola Austin Alumni Club 2020 Officers and Board Members

Elected Officers:

President Sandra Lawell, 7434 Fireoak Dr, 78759, (512) 663-1969
V-Pres Norman Herr
Secretary Pat Haner, P.O. Box 744, Smithville, 78957,
Treasurer Cal Gooden, 1101 Castle Ct, 78703, (512) 658-0032
Pres. Pro-tem Jim Binneboese, 209 Cherokee Rose Circle, Georgetown, 78626, (512) 251-8622

Our Website: <http://maacweb.org>

Our Email address: maacweb@yahoo.com

Board Members (Committee Chairs):

Newsletter Danna Redford, 3416 Hillview Road, 78703, (512) 371-7332
Membership and Welcome Open
Picnic Wayne Harned, 16227 Oxbow Trail, Buda, 78610, (512) 295-7041
Christmas luncheon Sherry Sullivan
Programs Terry Lawell, 7434 Fireoak Dr, 78759, (512) 663-1969
Communications/Membership/Webmaster

Scholarship Ray Voith, 7105 Shumard Cir, 78759, (512) 258-3230
Jim Binneboese, 209 Cherokee Rose Circle, Georgetown, 78626, (512) 251-8622
(Includes Mary Jane Harned and Bill Pfaff)

Return Requested
3416 Hillview Road
Austin, TX
78703

MOTOROLA AUSTIN ALUMNI CLUB
Application for membership

NAME: _____ YEARS OF SERVICE: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ E-MAIL: _____
(Please note if you do NOT have computer access or email)

SPOUSE'S NAME (If applicable): _____

HOW DID YOU HEAR ABOUT THE CLUB _____

MAKE CHECKS PAYABLE TO: MAAC

Rev: 11/21/17

MEMBERSHIP: **\$15.00 per year**, due by February's meeting or \$7.50 if joining after July (new members only)
LIFETIME MEMBERSHIP (eliminated, but with a reduced fee): **\$10.00 per year**, also due by February's meeting.

Don't forget that Spouses need to be members also. We need your other half as part of our club, so sign them up!

MAIL TO: Cal Gooden, 1101 Castle Ct, Austin, TX 78703