

it's about tym

a newsletter for tymshare employees

february 1976

# CELEBRATE TENTH ANNIVERSARY



A series of TYMcenTENnial celebrations, marking Tymshare's tenth anniversary as well as the nation's 200th, got under way last month, with four parties being held for employees and guests in W. Springfield, Mass.; Denver, Colo.; Madison, Wisc.; and Palo Alto, Calif., in mid-January.

Tables were covered with red, white, and blue tablecloths at the TYMcenTENnial for members of the Springfield data center. The banquet party, held at the Chez Josef (a restaurant selected by Gary Prophet, the Duncan Hines of W. Springfield), featured live music and prizes for answering bicentennial trivia questions.

Fran Byron, administrative assistant of the data center, did an outstanding job making party arrangements for the more than 60 persons who attended.

Tymshare's Denver data center



and Denver branch office joined forces in an elegant evening at Turn of the Century, a nightclub restaurant. Following a prime rib dinner at candlelit tables, the attendees moved to reserved seats in the club to watch a Las Vegas-type show.

Congratulations to Pettis Mon-

tague, Bob Albrecht, and Jean Martini for arranging a great party in Denver.

In Madison, Wisc., about 100 people from the Madison data center and Minneapolis and Chicago branch offices got together at Poole's Northgate for an enjoyable

(Continued on page 3)



# TYMNET Keeps On Growing— WESTAR Satellite Integrated

New TYMNET nodes have been installed in Honolulu, Edmonton (Alberta), and Mexico City during the last few weeks. In addition, TYMNET has recently been expanded 22,000 miles upward!

The upward expansion is through WESTAR, Western Union's communications satellite, which was connected to TYMNET in late November. Thus far, results have been consistently favorable: the satellite provides Tymshare with enhanced reliability as well as cost savings.

Information is beamed between earth stations in Valley Forge, Pa. and Point Reyes, Calif. via the WESTAR satellite.

According to Roger L'Hommedieu, manager of Telecommunications, the satellite link is currently used most often for East Coast time-sharing customers to access the California TYMCOM-370 system.

Roger said that the satellite handles about 5% of network traffic during peak hours.

Back down to earth, the recent installation of a TYMSAT in Honolulu makes TYMNET available to any time-sharing or network customer in that city. The Honolulu TYMSAT joins the rest of the network via undersea cable.

Through an agreement with Bell Telephone of Canada, local call access is now available to customers in Edmonton, as well as, via facilities of Canadian DataRoute, in Vancouver, Calgary, and Toronto.

The Mexico City TYMSAT, the only one of the three new earth installations which is not for public use, was bought by the Mexican government to enable scientific agencies to access scientific and technical data bases in the United States.

## First Tech Achievement Award to Caroline Rose



CAROLINE ROSE, Language Translation systems analyst, has received the first Tech Division Outstanding Achievement Award for Individuals.

Presented by Laszlo Rakoczi, vice president of Tech Division, the award was in recognition of Caroline's dedicated effort in compiling a high-quality reference manual

for MAGNUM.

At a time when the date for releasing MAGNUM to field test was drawing near, the need for a reference manual became critical. On the basis of her previous experience as a technical writer and knowledge of MAGNUM, Caroline volunteered to write the manual.

In three months, working many extra hours, including weekends, Caroline produced a preliminary manual used for early technical training of field personnel.

This early version has since been refined into a highly useful and accurate document, which was released to the field in December.

## MICROTUM Purchased By Zytron

The business and products associated with Tymshare's MICROTUM systems, designed for storage and retrieval of information contained in microfilm files, has been sold to Zytron Data Systems of Menlo Park, Calif.

In announcing the sale, Warren Prince, vice president and general manager of the Data Services Division, which has had development and marketing responsibility for the microfilm system product line, said that certain Tymshare employees associated with the business have accepted positions with Zytron. Zytron's primary business is the provision of microfilm systems and services.

Joining Zytron from Tymshare are Tony Altwies, Jim Barker, Bob Harte, Dave Marquardt, and Don Nicholson. Altwies has been the principal systems analyst supporting MICROTUM since 1973. Barker, who joined Tymshare in 1966, was manager of engineering and manufacturing in Data Services until 1975, when he became western sales manager for MICROTUM. Harte has been in charge of MICROTUM sales in the East since 1974.

Marquardt was a programmer in Data Services assigned to the microfilm systems product line before accepting the post with Zytron. Nicholson, a system engineer in manufacturing until now, was responsible for the design of the Kodak interface for MICROTUM systems.

Neil Sullivan, Data Services, who has worked with MICROTUM since the earliest days of marketing and product development, will be working closely with Zytron Data Systems for a period of three months to provide transitional technical support.

Jim Baker, manager of MICROTUM and Minisystems Marketing in Data Services, will be the primary liaison between Tymshare and Zytron to assure an orderly marketing and administrative transition.



(1) A TOAST TO CONTINUED SUCCESS—Springfield vice presidents Bob Coutter (standing) and Bob Henry. (2) KATHY HALLAM, design drafts-person, as Benjamin Franklin's kite. Kathy, with her husband Steve dressed as Ben, won the prize for best costume in Palo Alto.

(3) WITH JUDY BREEDING (right) is either Julia or John Fleet or either Liz or Jon Opdyke. There were four such critters just alike at the corporate TYMcentENNial. (4) PAT WARREN of the Denver data center opens her door prize of a pewter beer mug. (5) TOM AT THE COSTUME SHOP—Tymshare president Tom O'Rourke could have no peace from the anniversary committee till he consented to dress as "George Washington, Father of His Company."

(6) MADISON PEOPLE enjoy one of Arden's latest anecdotes. Seated: Corrine and Dick Paffenroth. Standing: Arden Hvan and Michiko Schwartz. (7) DENVER PARTYGOERS, from left: Otis Brinkley, Betty Bekkerus, Bob Albrecht, Bill Tanck, and Biz Jaskovsky.

## Marketability Is Key

## Eisenstat Announces Awards For Papers and Presentations

Al Eisenstat, vice president of Administrative Services, has announced a revised company policy of granting awards for papers appearing in nationally circulated publications and presentations of papers at national trade conferences. Any employee of the company may participate.

The paper must describe a Tymshare application, product, system, or service in such a fashion that the paper could be used to aid our marketing effort.

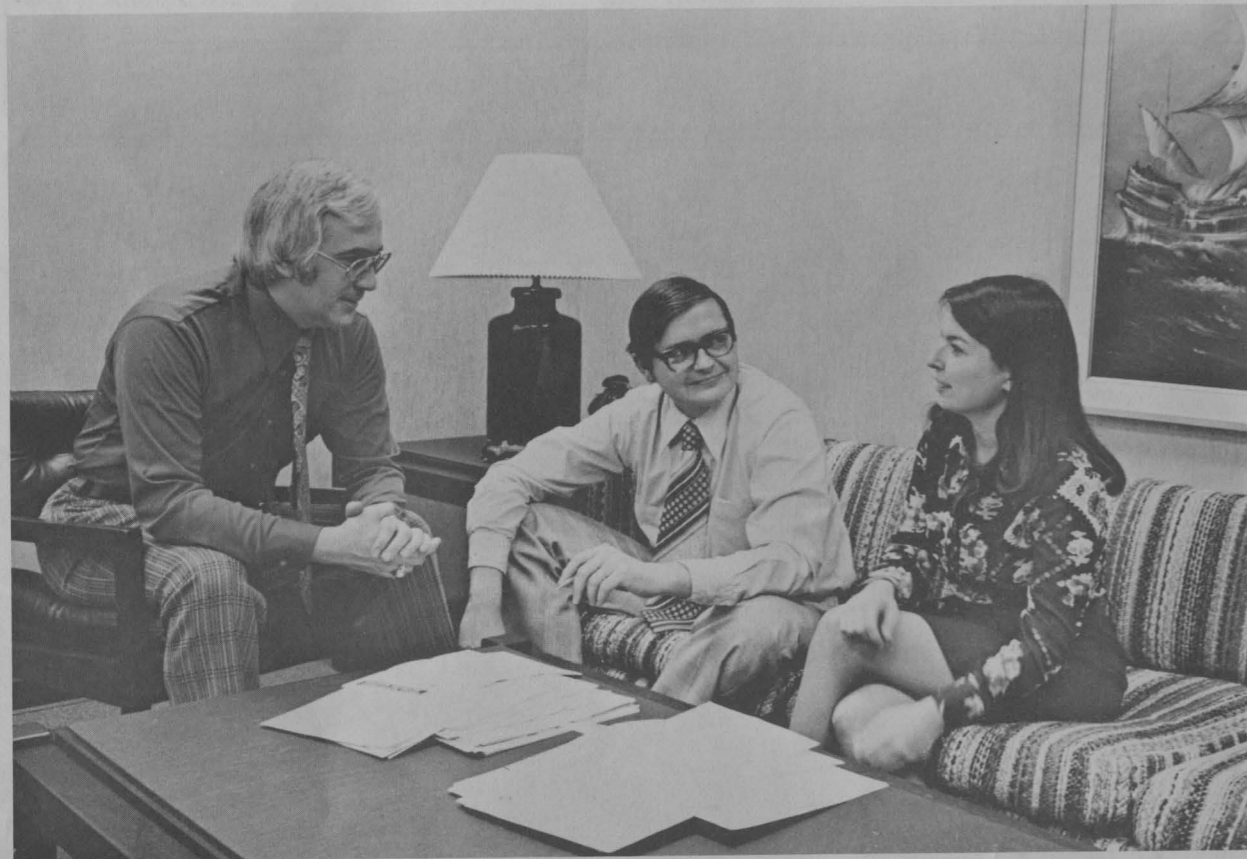
Before offering a paper to a publisher or conference, the author must first receive the approvals of the corporate vice president of his division; Bob Fermoye, manager of Corporate Information; and our in-house legal staff. It must also be ascertained that the paper does not

compromise the company's legal position with regard to trade secrets.

The grant of awards will be made by the corporate vice president of the author's division.

If your paper is published in a nationally circulated publication, the award will be \$400. If you are invited to present the paper at a national trade conference, the award will be travel and living costs, for up to three days, to attend the conference within the continental United States.

When a paper is written by more than one author, the monetary award will be split. In the case of a paper presentation, only the principal author will be eligible for award.



IN TYMSHARE'S LEDGER DOMAIN, Ed Field, vice president of Finance (center), discusses preparation of the company's 1975 annual report with Vinny Iosso, controller (left), and Gloria de la Sierra, assistant treasurer.

## FIELD ANNOUNCES DE LA SIERRA, IOSSO APPOINTMENTS AND FLIPPO 'ACQUISITION'

With the January 1 reorganization of Tymshare's Finance Division, Gloria de la Sierra has been appointed assistant treasurer, Vinny Iosso named company controller, and Don Flippo and his Accounting and Information Systems team added from Tech Division, announced Ed Field, vice president of Finance.

"The restructuring is related to increasing emphasis on projects associated with corporate mergers," said Field. "All five of my top managers are heavily involved in integrating the accounting of newly acquired firms such as Leasco and Quelex," he said.

Gloria, named assistant treasurer at the recent board of directors

include forecasting and planning, budgets and analysis, asset management and control, finance administration and reporting, along with corporate casualty insurance processing and control.

The former General Accounting and DCD Accounting groups have been consolidated into a new group called Operating Accounting, which Iosso, as company controller, manages. Reporting to Vinny are three departments: payroll, supervised by Barbara McNamara; Accounts Payable under supervisor Cheryl Aquino; and the newly created General Accounting team, supervised by Nancy Immekeppel, who was recently promoted from DCD

and Product Accounting, managed by Nancy Howard, in addition to the previous organization of Systems Analysis and Specifications, Business and Financial Software, and EDP Services, managed respectively by Barbara Schell, Bob Twiggs, and Dick Kovach.

Among the current major projects of the Flippo group are the creation of a centralized customer data base for analysis of company growth patterns and the installation of an automated billing and commission system.

"Historically, Don's group has developed products closely allied with company accounting," said Ed. "With Accounting and Information

### Tan-Tar-A-Bound

## President's Club Grows and Grows

When the 1975 President's Club convenes May 9-12 at Tan-Tar-A, the persons listed below, and still others to be revealed after year-end results are finalized, will get together for meetings and activities geared to provide recognition for great achievements in 1975.



Larry Baron  
Jim Becker  
Steve Bowden  
Ron Braniff  
Paul Brickey  
Otis Brinkley  
Bill Combs  
George Davis  
Walt Eissmann  
Larry Ferrell  
Art Gaffin  
Bob Harcharik  
Dick Heermance  
Karsten Hirsch

Mike Humphries  
Gary Ketelsen  
Larry Kowitz  
Blayne Lequeux  
Mike Marrah  
Ken Maxwell  
Bill Morton  
Gary Myers  
Warren Prince  
Dick Rehmann  
Bob Scavullo  
Bob Schwartz  
Peter Snell  
Bob Tatone

From August through December, 19 other sales personnel entered the club and have been announced in previous issues of *it's about tym*. They are: Barbara Brizdle, Chris Busch, Rich Carlson, Jack Conley, Tom Disinger, Barry Elkin, Ron Haan, Jim Harrison, Dave Mahrt, Jim McCready, Bill Peterman, Toby Reut, Russ Ries, Jim Ronayne, Terry Russey, Spencer Rutledge, Roy Schwartz, Fred Spurlock, and Joe Wells. The first to qualify for the President's Club were Jack Conley of the Chicago district and Barry Elkin of TASC.

### Ranks Grow to 35

## ACES Gatherings Coming Up Soon

Thirty-five technical representatives from Marketing Division are already on the roster of those who will attend the 1975 ACES conferences to be held March 24-27 for Western Region ACES and on April 21-24 for ACES of the East. The complete list of conference members will be printed in next month's *it's about tym* after final tabulation of year-end results.

A hearty "well done" to the following men and women who have made

## Open New Tymshare Locations

### *Real Estate/ Financial Branch*



Blayne Lequeux

Blayne Lequeux has been promoted to manage a new Tymshare territory known as the Real Estate/Financial branch, located at Southwest area headquarters in Newport Beach, Calif. Blayne formerly was a salesman in Orange County.

In 1974, Blayne developed an account with the Society of Real Estate Appraisers (SREA) on an application that assists financial institutions in accurately appraising properties.

As Real Estate/Financial branch manager, Blayne will be selling the SREA package and other applications to savings and loan firms, banks, mortgage companies, and all other related real estate and financial concerns.

Blayne's staff includes Chuck Milburne, applications consultant, and Sue Mitchell, customer service representative.

Blayne came to Tymshare from North American Rockwell, where he was a structural engineer with a degree in Aerospace Engineering from the University of Texas.

He began his Tymshare career in 1970 as an applications consultant in the Orange County territory. The next year, Blayne was promoted to Orange County salesman. He was a President's Club member in 1973 and 1975.

meeting, now directs a new group called Corporate Finance and Analysis. Her responsibilities

## Meet Calvin The Computer Of Chicago, Ill.

Most of the time, Calvin just sits in the corner of the small room doing nothing. But, when Calvin the computer goes to work, he's something to behold.

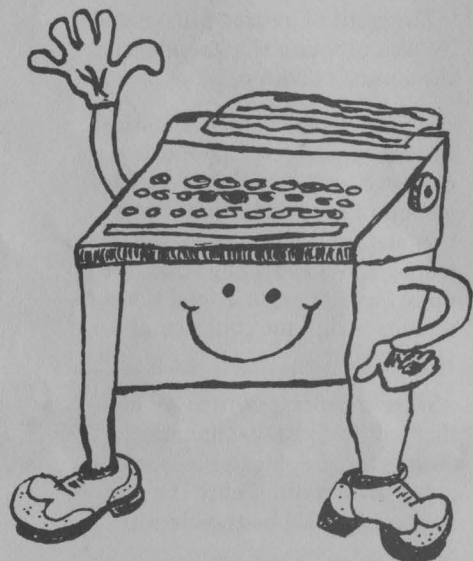
Calvin is a Tymshare Model 311 terminal that aids the Chicago real estate firm of Romanek-Golub & Co.

Calvin recently appeared in a 'human interest' column of the *Chicago Tribune*. The story made Bill Pritz, Chicago district salesman, and manager Ron Bernier very proud because they sold Calvin to the real estate firm.

Calvin helps R-G make decisions ranging from whether to buy a piece of property to altering rents in apartment buildings it owns, according to Van Pell, R-G director of asset management, Calvin's keeper.

The machine can be in quick contact via TYMNET with Tymshare's computers in Cupertino, Calif. The California hardware has a variety of programs in COPAQUEN, a Tymshare software package produced by consultant John Cirigliano, used for sophisticated financial analysis.

An additional system, using BBL for extended capacity in financial modeling, is planned.



Among the duties of General Accounting are the maintenance of books of original entry, bank reconciliations, and scheduling and processing of month closings.

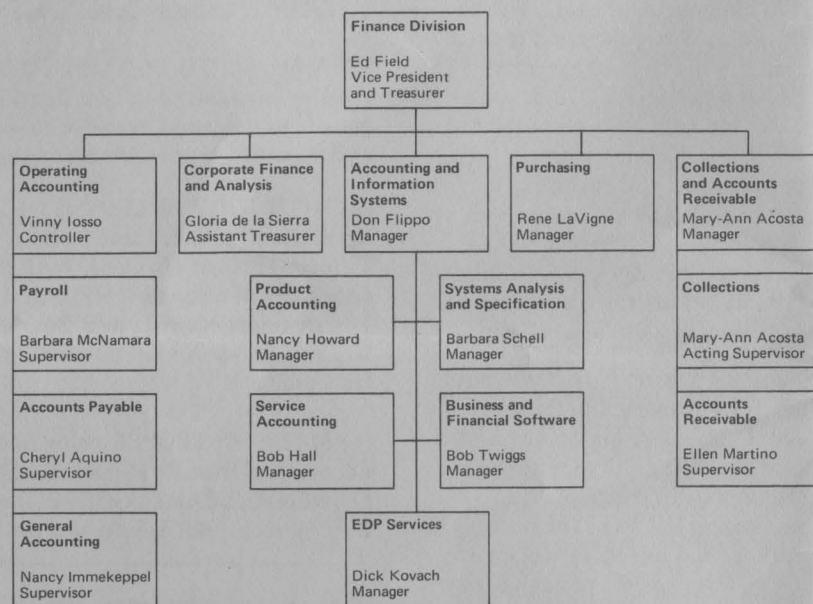
"I want to congratulate Gloria, Vinny, and Nancy in their new positions, which should be challenging and rewarding as Tymshare continues to achieve its future growth objectives," said Field.

The Accounting and Information Systems group now includes Service Accounting, managed by Bob Hall,

Systems a part of Finance Division, we look forward to working together and planning together to best serve the needs of Tymshare in the future," he said.

The organizational structure and responsibilities of two other departments reporting to Field—Collections and Accounts Receivable, managed by Mary-Ann Acosta, and Purchasing, managed by Rene LaVigne—remain unchanged.

The following chart summarizes the management within the five areas reporting to Ed:



## New Jersey SURVEY Seminar a Success: Contract Signed by Pharmaceutical Firm

A highly successful SURVEY seminar, recently conducted at Tymshare's New Jersey branch, has already resulted in a signed contract and another contract likely any day, reported Bill Glasofer, New Jersey branch manager.

Led by Bill Herman, vice president of Crossley Surveys, Inc., a New York City market research firm, the seminar was attended by 25 prospects representing pharmaceutical, market research, and consumer goods firms.

"Bill Herman did an outstanding job and has helped support our SURVEY accounts and make sure our customers are satisfied," Glasofer said.

The new account is with a large, international pharmaceutical com-

pany, which will use SURVEY for medical research polls among physicians and pharmacists.

What methods were used by the branch to attract seminar attendees?

Glasofer said that the seminar, called "Future Trends in Market Research and Surveying," was advertised through mailing lists provided by professional associations. The New Jersey staff then followed up with a telephone call to each prospect.

The award for bringing in the most attendees, 14 of the 25, went to salesman Chris Marra.

The New Jersey branch has scheduled another seminar, "How to Code in SURVEY," for customers this month.

Ron Bates  
Norma Comite  
Terry Dager  
Jim Doty  
Terry Fugimoto  
Lee Gruenfeld  
Dan Hobbs  
John Hoynicki  
Pete Hoyt  
Ron Jacob  
Allen Kornbluth  
Don Lewis  
Rich Lynn

Becky McNown  
Jack Melnick  
Jim Moore  
Mike Mueller  
Ron Norman  
Tony Plasil  
Jim Rosborough  
Cal Sihilling  
Larry Smith  
Nancy Stone  
John Tibbetts  
Fran Walker  
Dick Yoder

Nine additional ACES members, who qualified earlier, are Lyndon Evans, Rex Harris, Jim Jaskovsky, Al Martelo, Jim Meley, Terry Moorhead, Sandy Murray, Mike Nason, and Dave Wimberly.

## Although Medical Insurance Costs Going Up, Rates Still Below Health Insurance Average

After more than three and a half years of stable premium rates for our health insurance coverage, Aetna Life & Casualty has informed us that a rate increase, resulting from a combination of rising health care costs, an inflationary economy, and an increased number of claims, will be required. Al Eisenstat, vice president of Administrative Services, has already sent memoranda to all employees explaining the increase in detail.

To continue to provide the same comprehensive health insurance coverage, the following new premium rates will apply each payroll period, beginning with February 25 paychecks:

|                          | Current Rates | New Rates |
|--------------------------|---------------|-----------|
| Single employees         | \$2.32        | \$ 3.74   |
| Employees and dependents | \$8.60        | \$13.85   |

These new rates reflect the same 50% contribution by Tymshare toward the total premium and are still below the average for the health insurance industry.

Another analysis of our claims-to-premium ratio will be made on June 1 to determine whether an additional upward adjustment is necessary.

"The Tymshare health insurance program, as a whole, is one of the best I have seen in my experience," Eisenstat said. For those of you unfamiliar with the coverage provided, refer to the *Policies and Procedures* manual or contact Lynn

# ACES

## Cleveland Branch

Another new Tymshare branch office has recently opened in Cleveland under the direction of the Midwest area. The branch is located at 6929 W. 130 St., Rm. 509, Parma Heights, Ohio 44130 (telephone 216/888-3940) in facilities previously belonging to Leasco operations which Tymshare acquired in November 1975.

The Cleveland branch is staffed by applications consultant Larry Fennell and secretary Anne Taddie, both formerly with Leasco, and Ken Butze, who just joined the firm as a sales representative. Steve Smith, Midwest area manager, is presently serving as acting Cleveland branch manager.

The new branch will continue to serve the Leasco client base as well as existing and future Tymshare customers in the manufacturing, financial, and automobile industries.

Current plans are to relocate the office in downtown Cleveland to better serve the financial community.

Sanden, manager of Personnel. Lynn is preparing a new booklet describing our current program. This will be distributed during the next few weeks.

The health insurance rate increase does not affect group life insurance coverage, which, as you know, is paid entirely by Tymshare.

## It's About TYMNET A quiz for Tymshare employees

Try your hand at our general-knowledge quiz about use of the TYMNET data communications network. Answers on back page.

- When the user accesses TYMNET, the message PLEASE LOG IN is generated by:
  - The Interdata 7/32 supervisor
  - The host computer
  - The local remote
  - Your local TYMNET representative
- If, after receiving the message PLEASE LOG IN, the phrase PLEASE TRY AGAIN IN 5 MINUTES is printed on your terminal, this means that:
  - The host computer is down
  - The supervisor is in the process of taking over the network
  - Your TYMSAT is down
  - Too many in-house Tymshare personnel are on the network
- To determine that the supervisor has control of your remote after you receive PLEASE LOG IN,
  - Call your wife, husband, or friend
  - Type a carriage return. If the supervisor has control, the message USER NAME will print on the terminal
  - Call Ron Braniff or Bill Combs
  - Hang up and try again



**VALCOMP TOP MANAGEMENT TEAM**—John Cool, Valcomp president (left), and Roland Jensen, now executive vice president of Valcomp, survey the laboratory in the division's recently expanded facilities in Westlake Village, Calif.



## Laszlo Realigns Division, Welcomes Leasco Section

(See new organization chart on back page)

A restructuring of Tech Division management and the integration of a technical team from Leasco Response, Inc. became effective the first of the year, reported Laszlo Rakoczi, vice president and general manager of Tech Division.

"The rearrangement, which incorporates an additional layer of management," said Laszlo, will enable the division to sustain the rapid growth anticipated in the months ahead. We expect to fill many of the acting positions during 1976," he said.

Another motive for the reorganization, Laz said, is related to Tymshare's expansion possibilities through acquisitions. With a more streamlined division staff, Laz can devote additional time to the evaluation of possible mergers from a technical standpoint and the integration of products from acquired firms.

Levels of management now reporting to Rakoczi are, in descending order, department, section, unit, and project. Titles of persons directing these teams are department general manager, section manager, unit manager, and project leader.

Under the new structure, Tech Division is organized around five departments: Applications and Products, Communication Systems and Network Applications, Computing Systems and Remote Devices, Language and Data Base Systems, and Special Applications.

The management structure within the departments is shown in the chart on the back page. The following is a summary of the current responsibilities handled within each department.

Applications and Products, managed by Ann Hardy, handles projects which are long term, use new

tions team managed by Al Fenn and formerly belonging to Leasco.

The Special Applications staff is currently in the process of consolidating Leasco's Hewlett-Packard and IBM 360 machines at two central locations, then converting customers from the HPs to the Tymshare TYMCOM-IX and from the 360s to the TYMCOM-370.

Another Special Applications project involves the testing of Leasco's Control II, an on-line product serving the business needs of small manufacturers.

Finally, Laz and Al are exploring the possibility of having the Washington, D.C. section work with the Data Centers Division in converting batch applications, such as CABLE-FACTS and COMPUTAFUEL, to on-line and minicomputer versions.

Headquarters of the D.C. section is located at 20030 Century Blvd., Germantown, Md. 20767 (telephone 301/428-0500); operations is at 5204 River Rd., Bethesda, Md. 20016 (telephone 301/652-7558).

*Note: The Tech Division reorganization involved numerous promotions. Because of space limitations in this issue, appointment stories will appear next month. Ed.*

## Back to Basics Theme at W.R. Sales Schools

Two six-day intensive Western Region sales schools were recently completed in Palm Springs, Calif. Gary Myers, Western Region vice president, presided over the schools, which were held at the International Hotel.

### Welcome to Tymshare

**Peter Badger**—Applications Consultant, Houston Branch  
**Dianne Bales**—Secretary, Marketing Staff  
**Katherine Bolin**—Receptionist, Minneapolis Data Center  
**Michael Carrol**—Computer Operator, Eastern Computer Operations  
**Christy Clark**—Electronic Assembler, Production, Data Services Division  
**Kathryn Dawson**—Computer Operator, Eastern Computer Operations  
**Morris Field**—Operations Analyst, Washington, D.C. District  
**Eleane Fishler**—Receptionist, Eastern Region  
**Michael Goldman**—Sales Representative, New York District  
**Steven Klesier**—Student Programmer Trainee, Technical Support, Tech Division  
**Gary Lake**—Applications Consultant, New York Financial District  
**Robert Larson**—Sales Representative, St. Louis Branch  
**Robin Larson**—Systems Analyst, Support Software, Tech Division  
**Dorothy Moats**—Electronic Assembler, Production, Data Services Division  
**Roger Penn**—Quality Control Analyst, Birmingham Data Center  
**James Roberts**—Sales Representative, Birmingham Data Center  
**Karen Sauln**—Software Engineer, Applications, Tech Division  
**Andrew Schwartz**—Applications Consultant, St. Louis Branch  
**Anthony Tadress**—Applications Consultant, New York District  
**John Taussig**—Sales Representative, Orange County District  
**Bill Thompson**—Sales Representative, San Jose District  
**Nicolette Travis**—Typing Supervisor, Dynatax-CTS Division  
**Robert Weber**—Computer Operator, Eastern Computer Operations  
**Grace Wieczercynski**—Secretary, Paramus Branch  
**Allan Wilson**—Software Engineer, Applications, Tech Division  
**Gregory Yob**—Communications Programmer, Communication Systems and Network Applications, Tech Division  
**Wayne Young**—Sales Representative, Paramus Branch

### Part Time to Full Time

**Sharon Berger**—Keypunch Operator, Detroit Data Center  
**Gerda Crowner**—Keypunch Operator, Detroit Data Center  
**Edith Currie**—Keypunch Operator, Detroit Data Center  
**Dean Koy**—Computer Operator, Detroit Data Center  
**Carolyn Mackey**—Computer Operator, Detroit Data Center  
**Pettis Montague**—Secretary, Denver Branch

### Returning From Leave

**Irene Ferrara**—Technical Typist, Eastern Region TASC  
**Laura Ruth**—Accounts Payables Clerk, Finance Division

### New Assignments

**Bob Cony**—From Applications Consultant, Chicago District, to Applications Consultant, San Jose District. Bob moved to California in December and joined the San Jose office in early January. His background includes a degree in Math Education with a minor in Computer Science. With Tymshare since 1973, Bob's major achievements include successful and dedicated work on a major telephone company account and becoming the resident expert in Eastern X22.



**THE VALCOMP COMPLEX**—Shown in this aerial view, the two buildings in the foreground represent the present combined facilities of Valcomp and Quelex. Totalling about 35,000 square feet, the facilities include laboratories, test facilities, warehousing, and office space. Valcomp headquarters (right) is located at 31355 W. Agoura Rd., Westlake Village, Calif.

## Quelex Acquisition Completed: Jensen, Fusco Valcomp Officers

Quelex Data Systems, Inc., acquired by Tymshare on December 24, has been combined with Valcomp Division under the direction of Valcomp president John Cool, with two Quelex officers appointed to the positions of Valcomp vice presidents.

The combined organization, employing some 80 technical and field engineering specialists, is the major independent operation devoted to refurbishment and parts supply for electronic data processing equipment.

Terms of the acquisition called for an initial cash payment by Tymshare of \$1.5 million and additional payments based on the combined performance of the acquired business and Valcomp over a period of three years.

Formerly headquartered in Northridge, Calif., the Quelex operation has moved into a new building adjacent to the existing Valcomp facility in Westlake Village, Calif.

Roland Jensen, former Quelex general manager, has joined Valcomp as executive vice president with responsibility for plant operations.

Charles Fusco, former Marketing director of Quelex, has been named Valcomp vice president of Marketing, and John Felts, designer of the Felts RAD used in Xerox Sigma series computer systems, has joined Valcomp as director of Engineering, the position he held for Quelex.

All other Quelex employees at the time of the acquisition also have become Tymshare employees.

Valcomp and Quelex maintain an extensive inventory of replacement

parts for Xerox 900 and Sigma series computers. This can be a significant resource for users faced with the announced phaseout by Xerox as a computer manufacturer.

Resources of the two organizations are compatible for the reconditioning and reconfiguring of a broad line of peripheral products, including core, drum, and disk memories.

In addition to serving Xerox customers, the combined entity now provides parts and service for equipment built by such manufacturers as NCR, Burroughs, Control Data, Honeywell, Digital Equipment Corporation, Data Products, Ampex, Potter, and Memorex.

“With Quelex’s broad capability with non-Xerox equipment,” said Cool, “the merger projects us into a whole new arena in the marketplace. We’re looking forward to a very successful future.”

## Rob Dearborn, Tymshare Playwright

**Dearborn, Rob** [răb dêr'bôrn], 1938—; Technical writer in Tymshare, Inc.’s Tech Division; also, American children’s playwright.

His first work, *The Ant and the Grasshopper*, based on Aesop’s fairy tale, will make its world premiere at the Flint Center, a major international theater in Northern California on February 18, 1976.

More than 15,000 seats have been sold for the first six performances to which schoolchildren have been invited. Seats are available for two additional performances for the

technologies, or require close coordination to effect changes to Tymshare languages or operating systems. Many of these projects lead to specialized application packages which can be sold to multiple customers.

In addition, Ann is heavily involved in product analysis of small companies considered for acquisition by Tymshare.

Dale Jordan’s Language and Data Base Systems department is charged with developing programming tools that can deliver applications with a high degree of productivity. The most obvious example of a product created by this department is MAGNUM.

Reporting to Gary Anderson, department general manager, the staff of Computing Systems and Remote Devices builds basic operating systems, improving the productivity of machines and achieving optimum productivity of the hardware. The staff produces software for distributed processing applications involving our central computer and remote stations.

The responsibilities of the Communication Systems and Network Applications department, managed by LaRoy Tymes, include expanding the functional capabilities of TYMNET as well as accommodating custom-made services for network customers.

The Special Applications department, of which Laszlo serves as acting department general manager, oversees the Washington, D.C. section, a programming and opera-

general public on February 20 and 21.

Stage machinery to enable characters to fly through the air will be supervised by Peter Foy, the theatrical engineer renowned for flying such notables as Peter Pan, Rachael Welch in *Fantastic Voyage*, and the Flying Nun.

*The Ant and the Grasshopper* will be published by Samuel French, Inc., N.Y.C., the world’s largest publisher of plays. *The Ant and the Grasshopper* shared the top prize in a recent contest sponsored by the Children’s Community Theater of Kansas City, Mo.

The purpose was to get back to the basics of selling in preparation for the attempt to achieve new Western Region sales records in 1976. The theme, based on football basics, was kicked off by the movie “Back to Basics,” narrated by George Blanda, placekicker for the Oakland Raiders. In the film, Blanda relates how the basics of sales techniques can be demonstrated by basic football techniques.

The sales training was provided by Tratec Corporation in five modules: handling of objections, sales strategy, cost justification and survey, it pays to close, and time and territory management. The days were long—from early morning until 10 p.m. each evening, with a two-hour lunch and relaxation break. Course work was presented in the morning, with role-playing situations during the afternoon and evening.

Awards banquets, held the evenings of the last days, were presided over by Ron Braniff, Marketing Division vice president, with Myers.

The president of the first school was Dick Rehmann. The winner of the Participation Award was Bob Scavullo, and the Role-Playing Award winner was Jim Eastman.

During the second school, Dave Mahrt won the Participation Award and Dick Whitehurst received the Role-Playing Award.

**Donald Hafner**—From Computer Operator, Philadelphia Data Center, to Computer Operator, Eastern Computer Operations. Donald was with the Philadelphia data center for over a year. He now reports to Bill Fischer and assists in the Valley Forge 370 operation. Donald brings three years’ previous IBM 370 experience.

**Ruth Heidel**—From Applications Consultant, San Francisco District, to Application Programmer, Western Region TASC. Ruth holds a B.S. in Computer Science from Michigan State University and has completed a large portion of the requirements for a Master of Engineering in Operations Research at Cornell University. She has been with Tymshare since August 1975.

**Pat Holloran**—From Systems Programmer, Applications, Tech Division, to Applications Consultant, Western Bell Branch. This is Pat’s first experience in marketing after more than ten years’ programming experience, three of which were at Tymshare. Pat graduated in Mathematics from the University of Houston, and is a member of ACM and SIGPLAN.

**Alicja Lisnow**—From Secretary, Paramus Branch, to Secretary, Northeast Area. Alicja graduated from Fairleigh Dickenson University (Teaneck, N.J.) with a degree in International Affairs. She is now working on her masters in that subject from the same school and expects to receive it in June.

**Ron Norman**—From Senior Applications Consultant, San Diego District, to Area Technical Specialist, Southwest Area. A 1975 ACES member, Ron was promoted to handle large applications at an area level. Previously a systems analyst and programmer with Burroughs, he brings seven years’ experience in the computer industry. He holds a B.S. in Business Administration from California State University at Los Angeles and a masters in Management Science from U.C.L.A. Ron has been with Tymshare since January 1973.

**Ann Schwalenburg**—From Applications Consultant, Palo Alto District, to Application Programmer, Western Region TASC. In Palo Alto, Ann was instrumental in bringing in several large customers. She is joining TASC after having worked for Tymshare since 1974. Ann has concentrated on the design and implementation of financial budgeting, forecasting, and reporting systems. Before coming to Tymshare, she earned a B.A. in Classics from the University of California.

## Tenth Anniversary (Continued)

TYMcentENNial organized by Arden Hvan, June Irvin, Eileen Knudson, Doug Miller, and Pat Witthuhn. Laszlo Rakoczi, Tech Division vice president, was a guest.

Madison merrymakers, many of whom came in bicentennial costume, enjoyed an evening of music, dancing, and bingo after dinner.

In Palo Alto, more than 700 Bay Area employees and guests enjoyed a bicentennial costume ball at Rickey’s Hyatt House. Throughout the evening, enormous screens displayed a succession of pictures of company employees and scenes of Tymshare.

Partygoers will gather in more locations this month to toast a decade of progress for the company.



**AT THE WESTERN REGION SALES SCHOOL**, Sandy Murray, sales representative in the Gulf Coast branch, introduces Mike Humphries, Los Angeles Downtown branch manager, who is about to achieve stardom in the product knowledge quiz. Behind Mike is Jon Zinkann; in the foreground, Bob Albrecht (left) and Jim Harrison.

### Paul Moore to Manage Technical Support for TYMNET Communications

Paul Moore has been promoted to the position of manager of Technical Support for TYMNET Communications reporting to Bill Combs. In his new position, he will provide technical assistance to the three TYMNET sales regions. This includes installation of both asynchronous and binary-synchronous interfaces to virtually every major brand of computer.

For the past two years, Paul has been a communications consultant responsible for the programming and continuing support of TYMCOM-III communication computers. Paul and his associates, Kathy Hearn and Gary Walker, are presently installing new customers at the rate of two per month.

Paul has been with Tymshare for nearly two and a half years. He brings six years' experience in the industry and a degree in Industrial System Engineering from the University of Florida.

### Mike Muratore Promoted to Supervise Valley Forge TYMCOM-370 Operations

Mike Muratore was recently promoted to the position of 370 Operations supervisor at Eastern Computer Operations in Valley Forge, Pa. Formerly he was a customer services representative at California's 370 Computer Operations.

Mike has been with Tymshare since October 1974. Before joining the company, he was an operations supervisor with United Grocers in Oakland, Calif. Mike was an Accounting major at Quinnipiac College.

### Gary Ketelsen From Seattle Branch Manager to Palo Alto District Manager

Gary Ketelsen has returned to California to become the new district manager in Palo Alto. Gary's Tymshare career spans eight years, including two years as salesman in the San Jose district before he assumed his most recent position as Seattle branch manager in early 1974.

During Gary's leadership, the Seattle branch, including the Portland office, achieved a top rank in the company for vast penetration of the banking and hospital marketplaces. Also under Gary's leadership, branch revenues nearly tripled in a two-year period despite the fact that Seattle's largest customer went to an in-house system as planned.

In 1975, all eligible Seattle applications consultants and salesmen became ACES or President's Club members. This is Gary's second year in the President's Club.

### Bob Trehin to Manage International Marketing for CEGOS-Tymshare

Bob Trehin, former Brussels district manager for CEGOS-Tymshare, has been promoted to the position of International Marketing manager. He is now located at the C/T office in Paris.

Bob joined CEGOS-Tymshare in 1969 as an applications consultant and participated in the growth of the company. He later became responsible for managing other applications consultants, then became the manager of the Paris II district. In July 1973, Bob was sent to Brussels to build the first CEGOS-Tymshare operation outside France.

At that time, he became involved in everything from setting up the legal structure to dealing with the Belgian telephone company and "of course, getting customers on those great Tymshare computers," Bob said.

### Rudi Roth From Salesman to District Manager at C/T's Brussels Office

Rudi Roth has been promoted to Brussels district manager within the CEGOS-Tymshare organization, reported Jacques Blouet, managing director of our Paris-based affiliate. Rudi has been with C/T in Brussels since the office opened in 1973, and "has made life very difficult for all competitors," Jacques said.

Rudi studied for four years at Brussels' Gent University to obtain a master's degree in Mathematics and for five years in Paris for a doctoral degree in Theoretical Physics.

From 1971 to 1973, he worked for IBM Corporation as a systems engineer where he gained time-sharing and sales experience.

### Dick Murgatroyd Promoted to Western Computer Maintenance Supervisor

In Data Services Division, Dick Murgatroyd has earned a promotion to the position of Western Computer Maintenance supervisor reporting to Dick Royal. In this position, Dick will have Los Angeles maintenance personnel—Chuck Canova, Bob Classen, Bob Erickson, and Dick Underdale—reporting to him and will be responsible for computer systems reliability of Tymshare Computer Maintenance accounts.

Previous to this assignment, Dick served as a key man maintaining our in-house 940 system in Cupertino. Dick has worked in the computer and electronics industry for over 20 years and has extensive experience in the maintenance of Xerox systems.



AMERICANS IN PARIS—John Slimick (right) and Jim Murray, MAGNUM workbook in hand, park their rent-a-Peugeot to determine which way back to the C/T office.

### Murray and Slimick Conduct 'MAGNUM Road Show' at C/T and Tymshare U.K.

*Messieurs Murray et Slimick sont retournés de la France et de l'Angleterre après un grand succès en l'introduction et l'instruction du MAGNUM à nos amis à CEGOS-Tymshare et Tymshare U.K.*

In Tymshare's first venture conducting product training overseas, Jim Murray, manager of Information Management Systems on Marketing Staff, and John Slimick, Tech Division manager of Systems Integration, recently completed a profitable two weeks in Paris and London conducting MAGNUM training for salesmen and applications consultants (or *ingeneurs marchés* and *ingeneurs consultants*) at our foreign affiliates' offices.

The training session in each city kicked off with the introductory MAGNUM slide show originally created for the Western Region Hoedown. Bearing a Western theme, the show features Sam MAGNUM, Black Bart Competition, and Mary Lou Data Base. Underscored by the singing group Jordan and the

Jordannaires, the action revolves about the competition between Sam and Black Bart, with Sam MAGNUM's ultimate conquest of Mary Lou's data. The Europeans enjoyed the show as much as all the Americans who have seen it.

After Murray and Slimick co-instructed two days of product introduction, John led three additional days of intensive technical training, while Jim worked with district managers in analyzing customer rosters for MAGNUM prospects, discussing marketing features and techniques, and even making some sales calls.

"Both Tymshare U.K. and CEGOS-Tymshare are seeking to increase revenue on the TYMCOM-X," said Slimick. "Both Jacques Blouet in Paris and Peter Scawen in U.K. feel that MAGNUM is the thing of the future, that it has a favorable marketplace because it's an appropriate product at an attractive price with a great deal of potential," he said.

### Bless Its Sweet Electronic Soul

Tymshare's 1975 Christmas cards, thousands of which were sent to customers and friends all over the world, inspired a Kentucky newspaperman to compose the following copy for the *Lexington-Herald*. The clipping was sent to us by Debbye Drake of the Lexington data center.

"Lo, and as they say, behold, will wonders never cease," writes Willard Hamlin. "I received in the United States mail this morning a Christmas card from my computer. Bless its sweet electronic soul."

And indeed and lo, Willard is not joshing. He sent along the Christmas card. It has a picture of a snowflake, which the card announces, was "originally drawn by a plotter driven by a TYMCOM-X computer."

"I cannot wait," Willard says, "to write a poem:"

And the computer exclaimed,  
As its snowflakes swirled:  
"The weather today—  
Tomorrow, the world."

### It's About TYMNET Answers

Here are the answers to the "It's About TYMNET" quiz on page 2.

1. c. PLEASE LOG IN is generated by your local remote. 2. b. Your terminal prints PLEASE TRY AGAIN IN 5 MINUTES when the supervisor is in the process of taking over the network.

3. b. Hit a carriage return after receiving PLEASE LOG IN. If USER NAME prints, the supervisor has control of your remote.

The Network Control group (formerly called TYMNET Desk) will be happy to answer any other questions about the use of TYMNET. Simply call 408/257-6550, ext. 504, or send an IMS to NETCON.

FIRST CLASS

To THE RUFOLOS -  
 One of your kin  
 is within!

# Tech Division Management

This chart shows the five departments that report to Laszlo Rakoczi

(See related Tech Division reorganization story on page 3)

