



PHILADELPHIA HOSTS PROJECT LEADERS

Philadelphia, Pa.: Since its inception, CUC has continually stressed the need for its people to continue their education, either within CUC or on their own.

Recently, CUC afforded Project Leaders such an opportunity with a three-day seminar held in the Presidents Room on the top floor of the Company's Philadelphia office. The seminar is the first of a series which will be presented throughout the country. Clients will also attend some sessions.

Tom Gildersleeve, (center) who recently joined our staff as Manager of Education Projects, conducted the seminar. He led discussions on questions pertaining to: Project Leader's responsibilities to his subordinates, to his customers, to training of personnel, controlling projects, obtaining new business, etc.

Tom is a graduate of Brown University and holds a masters degree in sociology from Columbia University. Prior to joining CUC, he was employed by UNIVAC Division of Sperry Rand as a Systems Programming Project

Manager, Systems Programming Principal Programmer in Marketing Support, and prior to that Training Instructor. He has been in the Systems and Computing field since 1954.

He co-authored "System Design for Computer Applications," (Wiley, 1963). He is currently completing "Design of Sequential Systems" to be published shortly by Wiley.

In this new capacity, Tom will be responsible for developing and teaching courses on systems analysis, systems design, project leadership, systems applications, and custom-tailored education courses. He will be conducting all CUC Project Leaders training classes in the future.

Among those who attended the Philadelphia seminar were: Al Harris and Burt Kramer, Baltimore; Joel Marcus, Ralph McConnell, Duke Combs, and Bob Doyle, Philadelphia; Charles Bryson, Dave Portch, and Jerome Morris, Washington, and John Rynes of Corporate.

New Contracts

Philadelphia: The Philadelphia office has received a \$180,364. contract from Harbridge House, Inc., for services and materials to improve the accuracy and timeliness of basic data, to provide better control of inputs and outputs, and to increase the effectiveness of supply operations at the United States Army Electronics Command (USAECOM) in Philadelphia.

Washington: The WSO will shortly begin work on a long-term study of five states for the Office of Economic Opportunity (OEO). The study is designed to provide the participating states with specific capabilities for developing on-going, state-operated Central Information Exchange Systems. These systems will initially be used to collect and process data on public assistance projects funded by Federal, state and local sources, and will interface with the Federal Information Exchange System. Teams of CUC analysts, under the direction of Principal Analyst, Sam Elpern, will survey DP capabilities and interview state government personnel at all levels in North Carolina, Louisiana, Florida, Georgia and Michigan.

In another project for OEO, CUC has been given full responsibility for the collection, storage and analysis of statistical data on poverty programs. This work is in the support of the Research Program Planning and Evaluation (RPPE) function of OEO. The task involves data validity checking through Time Series and Multiple Regression Analysis and other statistical techniques. In addition, we are developing a generalized software system for the Spectra 70 to increase outputs of RPPE requests.

San Francisco: The San Francisco office has recently undertaken a project for the Bank of California. The project involves the implementation of the Computer Data Center Cost Systems, a machine utilization reporting system. The system includes four ALP programs for operation under BPS for IBM System/360.

Houston: The Houston office is currently working with Texas Instrument in the design of their airborne computer and conducting a study for Mobil Oil in Dallas for the development of a reservoir simulator. This simulator takes advantage of research Mobil has done in multi-dimensional, multi-phase simulators and will incorporate equations to account for the dispersion of a miscible bank into both a gas cap and the displaced oil phase.

CUC EXHIBITS AT ACM



Las Vegas, Nevada: Bob Umbaugh, Corporate Personnel Director, is ready for action at CUC's exhibit during the ACM Conference held recently in Las Vegas. In addition to the display booth, CUC also maintained a recruiting suite. Bob was supported in his efforts by Matt Matthews, Vice President and Southwest Regional Manager; Ross Gwinner, Vice President and Northwest Regional Manager; Warner King, Principal Analyst, Bay Area; Mitzi Lansdale, Principal Analyst, Southwest Region, and Dennis Sheaks, Marketing Representative, Chicago. More than 2,900 attended the conference.

CUC plans to be active in exhibiting and recruiting at major trade shows in the future. By the way don't forget our INTERNAL REFERRAL PROGRAM. We are in constant need of qualified people. If you can recommend anyone, please speak to local manager and ask him for the INTERNAL REFERRAL FORM

PROMOTED TO PRINCIPAL ANALYST



Los Angeles, Calif.: Mitzi Lansdale, a former Senior Staff Analyst in our Los Angeles office, has been promoted to Principal Analyst and Technical Assistant to Elbert Matthews.

Mrs. Lansdale has been in the computing field since 1951, and holds a certificate in data processing from the Data Processing Management Association. She joined CUC in 1961.

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Nate Newkirk Tells Educators "Teaching Revolution" Is Upon Us

Stillwater, Okla.: "The teacher-in-front-of-the-class approach to public education results in too great a variety of successes and failures. Yet the youth education system, including most teachers, reacts negatively when someone comes along who advocates that teaching might be done better by some other method. The challenge of the next decade requires all educators to develop new methods," Nate Newkirk, Vice President of CUE, declared in an address at the Annual National Academic Deans Conference, at Oklahoma State University, held recently.

Citing as "ridiculous" the assumptions that a teacher is required to make before he begins to lecture, Nate placed the blame for the perpetuation of the conventional, centuries-old lecture-method of instruction on the teachers themselves and their motivations, as well as the youth education systems.

"Schools have done an excellent job of improving the quality and quantity of education being provided for our youngsters. But, if you want to contemplate a really significant effect on teachers, students and your annual tax bill, let's eliminate one calendar year of school. Let's not do it by shortening the holidays or by working longer hours," Nate commented. He added, "Let's do it by working smarter, not harder. Keep in mind that eliminating one entire school year constitutes an overall reduction of only about 8% in total school time required for our youngsters."

If new, improved teaching methods are introduced, will teachers have worries about their job safety? Of course! But, Nate said, "Very few people lost their jobs because of computers, and new teaching techniques will undoubtedly produce the same result. But, this is not the true source of teacher resistance to new teaching methods. The personal student-teacher relationship and the love to lecture are the motives and satisfactions that are derived from being teachers. Now the Teaching Revolution is upon us. What will the teachers do? Try something new, like Learner Controlled Instruction (LCI)."

"With LCI", Nate explained, "each student is given a detailed list of specific 'learning objectives'. He is also given suggestions as to various sources for reading, reference, observation, inquiry, practice or experimentation. He is told precisely how he must demonstrate that he has learned the subject at various stages and when he has finished. He is advised that he may direct specific questions to the instructor, in private. There are no formal class sessions and the student may begin to learn in any manner he chooses. The student is directed to a quiet place to study and the instructor makes himself available in a convenient location. The formal introduction usually lasts less than half an hour."

What is the effect of LCI on the teacher?

"First, the teacher no longer concerns himself with preparing his lecture. Rather, he is deeply involved in defining what is to be learned. A well-written definition of the learning objective leads him automatically to the point where tests, or other verification methods, can be prepared relatively easily," Nate stated. "Still another effect," he continued, "is that LCI enables the teacher to concentrate his efforts on each individual. Yet, LCI is but one of many new techniques available. No real educator can afford to ignore such methods any longer."

Nate concluded by saying, "The challenge of the next decade requires all educators to develop new methods. The Teaching Revolution has begun."



Cu/Bitzer Solution

Here is the solution to the last CU/Bitzer.

Fred took 60 seconds to walk up the 120-foot ramp, and 40 seconds to walk down - 100 seconds in all.

The winners were: Al Bard, Baltimore; Hal Gordon, Mt. Kisco; Ed Abramowitz, Washington; Charles King, Palo Alto; Pamela Harvey, Dallas; Pete Peterson, Jay Stoppelman, Mike Whinihan, Paul Fagin, and Joan Clark, Boston; Jay Lichtman, New York and John Rynes, Corporate.

ASSISTANT MANAGERS NAMED

Houston, Texas: Ernest Severin, Manager of our Houston office, recently announced the promotions of Jack Elvig and Arvin Cook to the position of Assistant Manager.

Jack, a former Client Representative, is a graduate of Kansas University and holds a masters in petroleum engineering. At CUC, Jack has been involved in seismic processing routines for major oil companies. He has also worked on accounting systems for medium sized integrated oil companies.

He served as a technical assistant to engineers in the use of computer solutions on oil field problems. This included economic models of proposed producing operations, gas well deliverability forecasts, solutions in problems in vapor liquid equilibrium and forecasts of physical behavior on reservoirs. He joined CUC in 1967.



Jack Elvig



Arvin Cook

Arvin, a former Senior Staff Analyst, is a graduate of the University of Utah and holds a masters in economic statistics. Arvin has served as Project Manager on many defense contracts. Among them were: Analysis and programming of a Monte Carlo technique to simulate a company level war game for small arms combat; aided in the development of an output package for a generalized trajectory program; analysis and programming of an assembly program for a real time aircraft flight simulator. In addition, he prepared a complete course presentation for a 14 week computer programming class and assisted in the analysis and logical design for a control and evaluation of a life study system for cancer research data. Arvin joined CUC in 1964.

CU-Scenes



Chris Prael, Palo Alto

Palo Alto, Calif.: Chris Prael, a Senior Programmer in our Palo Alto office, is not a daredevil, no-holds-barred racing driver. Rather, he describes himself as a "cautiously aggressive" driver. Chris who owns a 1959 Alfa Giulietta Spyder is shown here with his wife, Elna and their son, Charles. Chris recently received his national license, which permits him to race in national events. When asked why he races, Chris replied, "It's fun! I never try to drive in a manner that makes me uncomfortable. You're very much alone when you're racing. It's a good opportunity to get some insight into what makes you tick." His goal is to race in the United States Road Racing Club's National Race in November.

Diehl Pyfer, Mt. Kisco



Mt. Kisco, N.Y.: Diehl Pyfer, an Analyst in our Corporate office is a graduate of Oregon State University and holds an M.A. in speech from The Pennsylvania State University. Diehl helped design, write and implement our budget system which he currently maintains. He recently married the former Susan Wilcke, who works in our Accounting Department. Diehl enjoys drawing cartoons that are related to the computer industry, some of which appeared in CU/BITS. (An example is shown on the right).



Men, right now our biggest implementation problem is that I only have one pair of hands.....

Stan Swihart, San Francisco

San Francisco, Calif.: Stan Swihart, a Senior Staff Analyst in our San Francisco office is shown here on his motorcycle, which he frequently uses to "rough it" and relax. The motorcycle, when new, was used by the San Francisco Police Department. Stan took his bike lessons from a friend on the S.F. Police Motorcycle Squad. "I got constant personal attention, correction, bawling out, and criticism of my riding the first few months. But, I can now

say that I'm a safe driver." Stan was also a reserve officer in the Livermore Police Department.

He is currently in the process of writing a Handbook of Library Automation, which will be published later this year. The book will be a general guide covering the areas of library work that can be automated. He is a former member of Clikeman, Swihart & Associates, which was acquired by CUC when the San Francisco office was opened.

