

TRIPLE HEADER...



Joe Vierra



George Tolis



Kevin Rogan

Tinker and Evers and Chance ... that was a trio that used to move around pretty good. But now there's a fast moving trio of CUC managers too. It's Vierra to Tolis to Rogan ... a new regional manager and the new heads of the Washington and Chicago offices.

Joe Vierra, the guiding light of the Washington office for the past few summers, has stepped up to a new post -- Northeastern Regional Manager. The way Joe sees his new job, "I believe that the Northeast region has the greatest potential of any geographic area in the country. The competition is also stiffer here than anywhere else. It's a challenging new

position and the way I see it, I want to make sure that CUC's position in the Northeastern market is right at the top and that the Northeastern Region's position in CUC is right at the top."

Ably stepping into Joe's spot in the Washington office is George Tolis. George started with CUC in 1963 and most recently was Manager of the Chicago office. According to George, "When I moved from Chicago to Washington I thought I'd escape the last few months of a miserable winter and optimistically packed away my overcoat -- a mistake -- even at this late date it's as cold as the Midwest."

the PHILADELPHIA story

Jack Smith, Manager of the Philadelphia office, recently named five Technical Directors for CUC in the City of Brotherly Love. Director of Financial and Educational Systems is Jerry Fastman, while Jerry Patterson has been named Director of Management Sciences. Joe Dariano has been appointed Director of Logistic Systems and Jim Aylmer is now Director of Information Processing. Just transferred from New York to Philly, Dick Auerbach has been named Director of Systems Programming.

Philadelphia is working on a wide variety of projects. Jerry Fastman and Ralph McConnell have been heading a study for the Philadelphia Board of Education to create a Student Data Bank -- an information retrieval system for

the entire Philadelphia school system. For the Microelectronics Division of Philco-Ford, Jerry Patterson has been heading a study for design of a production control system.

Dick Auerbach and Al Quackenbos are working on the design and development of a procedure-oriented language which will result in writing a JOVIAL compiler for the Burroughs Corporation. Al is also working, with Jim Kirkpatrick and Debby Clowney, on a project for National Liberty Life Insurance Company. It involves systems programming design and implementation macro to handle variable length records and will be subset of a 360 COBOL compiler.

For the Rockwell-Standard Corporation of Pittsburgh, Larry Walowitz and Stan Monks are working on a calculation of factory setup standards in Newark, Ohio and Oshkosh, Wisconsin. Assistant Manager of Philly, Jim Frock, and Joe Dariano are working on a total labor reporting system for IRC, Inc. And Jim Aylmer is conducting a study for the Pennsylvania State Department of Highways on the implementation of a personnel system.

Since Atlantic City and the SJCC were just an hour's drive from the Philadelphia office, our booth there was largely manned by Philly people. Sales Manager Tony Catalani thought the exhibit was an excellent one and response to CUC at the show was good.

BOSTON

Cu/Bitzer

The answer to last issue's Cu-Bitzer is \$91,000. And the winners are: Oscar Seawell of Palo Alto; Sunder Nainani of Washington; and Hank Nintzel (in collaboration with John Swanson) of Los Angeles. Here is this issue's problem: There's a programmer in one of our offices who can't resist taking count of everything. Last week, when the weather got really nice, he decided to spend a day fishing. He had good luck, and was looking over his catch at the end of the day. "Hmmm," he said, "I have a different prime number of bass, trout, and pickerel. Besides, if I multiplied the number of bass I have by the sum total of bass and pickerel, it would give me a figure just 120 greater than my number of trout." --- How many of each did he have?



THE CRUCIAL DIFFERENCE IS THAT
GØØD CØBØL READS LIKE
A TRAFFIC TICKET,
FØRTRAN LIKE SCIENCE FICTIØN...

We wish to extend condolences to the family and friends of Leo Haberfeld who was killed in an automobile accident on May 30. He was an Analyst in the New York Special Projects Office.

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Editor: Neil Felshman

Correspondents:

Susan Milman, Boston; Diane Peterson, Chicago; Marilyn Hughes Houston; Alan Gersman, Los Angeles; Carol DiGioia, New York; Elaine Veneziano, SPO, New York; Nancy Douglas, Palo Alto; Pat Stelle, Philadelphia; Ann Monteski, San Francisco; Jan Stevens, Washington; Carol Meyer, CUBS; Mae Palumbo, CUE,

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In Harvard Yard and all around Boston, people look for entertainment in many different ways. The cry used to be for Bogie and his "Baby" in '40s flicks like "The Big Sleep." But there's a new kick in town and Don Bavly's Unique Seminars are packing them in.

Don's new entry in the entertainment medium is instructive as well as entertaining. It's a series of software seminars to acquaint Boston CUCers with advanced software techniques.

The last seminar held was on the structure of a compiler for a small computer (pretty hot stuff). And, not only are the seminars entertaining and instructive, but they're really practical as well. The techniques discussed in the compiler seminar were used in proposals for a time sharing system at Kollmorgen Company and a deep submergence system diagnostics for an on-board computer at M.I.T. Instrumentation Labs.

The CUC marquee is heralding another coming attraction -- a seminar on a survey of time-sharing concepts and techniques to be led by Jim Felix.

Lydia Bachorowski has joined our Boston staff as an Analyst and John DeWitt, Ken Massey, and Tom O'Bram were promoted to Analyst. Roy Fogelgren has been made Assistant Manager. Also, Cubits Correspondent Susan Milman is engaged (is it Congratulations or Best Wishes?).

OUTPUT

A CONVERSATION WITH JOE VIERRA

Joe Vierra joined CUC in 1962 as a client representative. He had previously been a Marketing Representative to the Federal Government for both Minneapolis-Honeywell and for Remington Rand.

In 1965, Joe was made Manager of the Washington office and successfully guided that office until this month when Joe was appointed North-eastern Regional Manager.

Joe was an Air Force bombardier in World War II and in Korea. He holds degrees from the College of the Pacific and the University of Lausanne.

Joe and his wife Barbara and their four children live in Silver Spring, Md. Since Joe's promotion, they've been looking for a new home near the Mt. Kisco office.



CU/ BITS: What changes have you seen take place since you started in the computer field?

VIERRA: "Well, mainly the increasing sophistication of hardware. This has made greater sophistication on the part of the software experts a necessity. Today's programmer or analyst has to be far more knowledgeable than the programmer or analyst of just a few years ago.

The changeover from first generation to second generation machines was pretty smooth. But the transition from the 1401 to the 360 is extremely difficult. This, of course, has created a very heavy demand for the skills we have."

CU/ BITS: You've seen the data processing field change a great deal in the last few years. What about CUC? How has CUC changed since you joined the company?

VIERRA: "Certainly the biggest change is in the size of the company. We've grown tremendously. When I joined CUC in 1961 there were only twenty people in the Washington office and less than ninety people in the entire company. Now, there are 200 people in the Washington office alone.

I wouldn't say that people in the company are less friendly now than they were then, but there was more personal contact. Everyone knew everybody else in the company. Today of course, that's impossible but I think we still have to keep the feeling of a small company. In Washington, we've tried to maintain a small company atmosphere by breaking the office down into smaller working units. Everybody here likes the system, I think, and likes the feeling of working for a smaller company.

CU/ BITS: What have you found most satisfying about your work?

VIERRA: "Seeing the Washington office grow and the people in it grow professionally."

CU/ BITS: If there were no such things as computers, what would you like to do?

VIERRA: "I'd like to get a boat, go someplace where the climate was always good, lie on the deck and fish sometimes, but mostly just lie around."

CU/ BITS: We mean for a living.

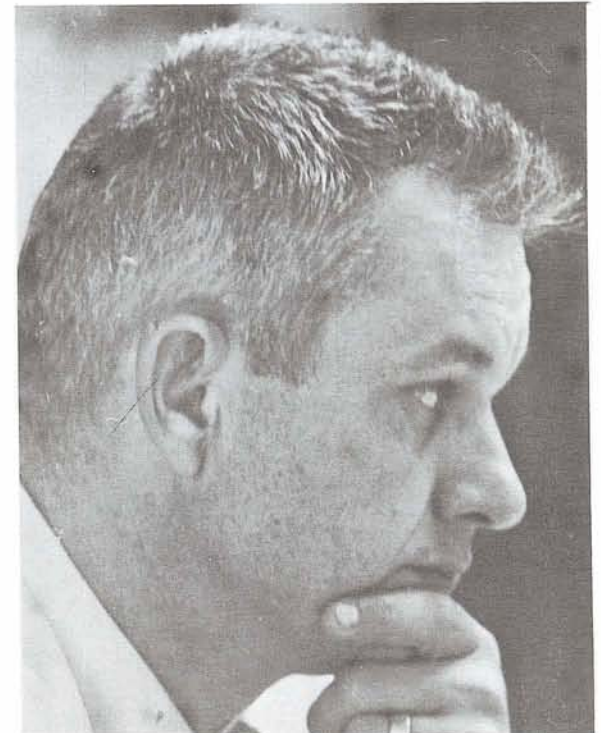
VIERRA: "Oh. Well, I always wanted to be an architect, and I guess that's what I'd like to do if there weren't any computers."

CU/ BITS: What do you think the next few years will be like? In the data processing field and at CUC?

VIERRA: "I see software becoming more and more complicated and also over-generalized --- useless to the average user. Economical software will only be possible when it is tailored to the individual specifications of the user.

Right now the cost of software to the user is higher than the cost of hardware and I think that very soon the user will be buying his hardware and software separately for the aforementioned reason.

At CUC, I think we'll be doing more and more management consulting, getting into design areas as well as implementation. But basically, I think that we'll be handling every phase of the data processing job for the client. We'll provide the hardware facilities, the software, operations, everything."





Washington at work

In Washington, if the winter frost doesn't last 'til July, the cherry blossoms will be out soon. When the blossoms bloom they also bring out the government office workers who have been hibernating in their offices all winter -- Japanese Beetles, another famous import, who join the G-people in savoring the taste of Spring -- and tourists, who seem to swarm all over everything at this time of year. The cherry blossoms also give a cause to the Cherry Blossom Festival which features Cherry Blossom Princesses from all over the country to represent their home states.

Judy Scarano of the accounting department in the Washington office will represent New York State as a Cherry Blossom Princess. When Judy slips out of her glass slippers, she enjoys bowling, and was Maryland State Youth Bowling Champion in 1963. Judy joined CUC last November.

While the city of Washington is grooming itself for the Festival, Washington office CUCers are busy working on a great many projects. Among these are the lunar orbiter, which has proved such a great success in the past few months, another is a project for the Geneva conference on trade and tariff. There are 30 CUC people working now at the Silver Springs, Md. offices of the Office for Economic Opportunity.

IN THE NEXT ISSUE -

CU/BITS will feature the Washington office - its people and projects. CU/BITS will also focus on the new Managers in Washington and Chicago -- George Tolis and Kevin Rogan.

While Art Heald was contemplating the sun splashed view from our new office in San Francisco, New York CUCers were welcoming the first day of spring, which came in the form of a battering blizzard - 6 inches of snow. The only happy faces on March 21 in New York boasted 4 inch whiskers and their smiles were accompanied by sporadic barks. The happy faces and barks were seen and heard two blocks west of our New York Office -- the seals in the Central Park Zoo. But despite spring's abortive attempt to break through, the revolving door at 655 Madison was averaging its usual 3600 RPM's. Things are really popping in our New York QUIP groups. Jessie Cohen, Claire Trehwella and Sam Williams are some of the reasons that, according to Dick Ketover, Manager of New York's Marketing Services, "QUIP has become a famous name in the marketing industry."

The QUIP systems, which were designed by Jill Arbuckle, provide marketing research tabulations for such famous clients as Benton & Bowles, Ted Bates & Co., Grey Advertising, etc. Jessie Cohen, who Dick considers, "Number one in the field," was recently promoted to Technical Director of QUIP. She joined CUC in 1963. She has been active in the research data processing field for 20 years and during this span has personally supervised several of the largest and most complex commercial research data processing projects ever undertaken. No wonder Dick says that "There aren't many like her".

J. Cohen



The QUIP staff recently got a technical boost when CUC signed up Ed Spar as Project Supervisor. Ed heads the statistical end of QUIP. He was formerly head of Sampling and Sampling Statistician for Alfred Politz Research, Inc. Mari Pinto was also promoted to Project Supervisor.

Meanwhile, others in the New York office are working on new contracts for clients like the Burroughs Corporation, National Biscuit Company, Standard Packaging Corporation, and the First Boston Corporation. The jobs range from language studies and design to program implementatic

There have also been some key promotions: George Kabouchy, who started with CUC as a trainee, is now Senior Staff Analyst... to Analyst, Janet Keenan, George Boston, and Eric Ericsson... to Senior Programmer, Pamela Wassberg, Michael Cordon, and Ray Bercaw.

B. Szuprowicz



On March 1, the Montclair office held its first dinner meeting. The entire staff gathered at the plush Manor Restaurant in East Orange, New Jersey.

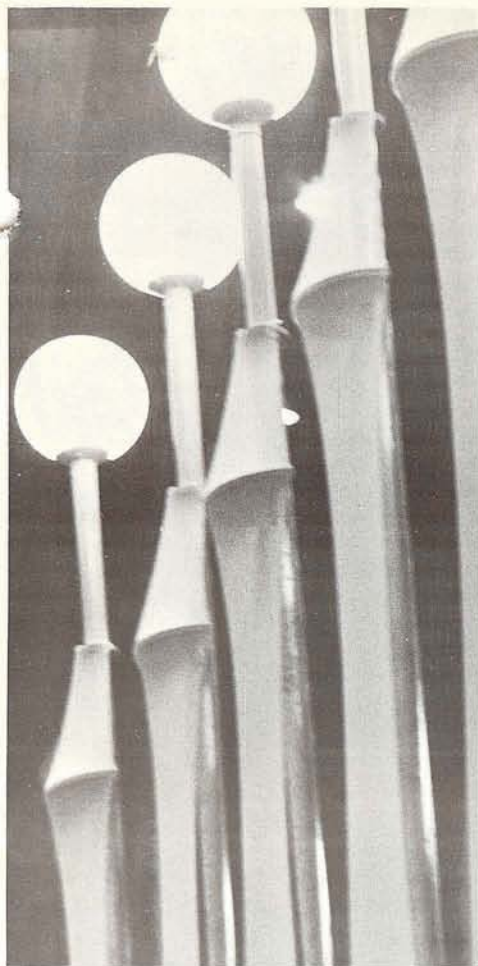
Bob Feuerzeig, Manager of the Montclair office, outlined the operation of the office and then introduced Ed O'Connor, New York Manager, who talked about the growth of the New York office during the past year. Dick Hartman talked about O/S, Stan Mitnick explained the New York CTS operation, Neil Felshman spoke on the functions of the Communications Department, and Bohdan Szuprowicz discussed sales in the Northern New Jersey area.

At the meeting, Bob Feuerzeig announced the promotion of Dick Walowit from Senior Programmer to Analyst and introduced Vincent Rupolo, a Senior Programmer who joined the Montclair office on March 13th.

At the present time, Montclair is involved in a management information refinery system for Esso, designing an executive reporting system on the insurance industry for Alfred Best, the design and implementation of a complimentary book subscription system for McGraw-Hill, and writing programmer educational programs for Thomas Lipton.

SPRING JOINT COMPUTER CONFERENCE

You can't learn a lot about the state of the computer field during a few jam packed days at the SJCC, but you can savor the sights and sounds ... drink deeply of the non-alcoholic but myriad entertainments that are presented for your pleasure and enlightenment. The pretty blonde singing the praises of Control Data ... the fantastic and hilarious computer designed by Honeywell l... towers reaching toward the almost cloudbound ceiling of Atlantic City's Convention Hall ... exhibits conventional and incomprehensible ... beautiful and prosaic. Anyway, here's a glimpse of this year's SJCC.



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"In my four years with CUC I've been associated with several offices but Washington is for me the most stimulating -- it's big, it's active, and it covers a great deal of real estate from Maryland to Georgia. Although Washington has enjoyed phenomenal growth during the past few years, it's still a long way from realizing its potential in terms of size of technical staff and caliber of work. Each of our functional groups is enjoying continued, steady -- and in some cases -- dynamic growth. The Atlanta suboffice, though still in an embryonic stage, shows promise of developing substantially within a few months."

"We will, of course, have to increase the size and caliber of our technical staff -- from principal analysts to programmers -- in order to meet the requirements of our present and prospective clients."

"I'm really impressed with the tremendous enthusiasm and spirit of the Washington staff at all levels. We're

the largest office in CUC right now - I don't think we'll ever relinquish this position."

From the Tidal Basin to the shore of Lake Michigan is a pretty long westerly jump. There, in Chicago, Kevin Rogan has taken charge. And it seems even the stiff winds off the Lake that the city is famous for can't hold back Kevin's enthusiasm for his new post.

"I think that within two years, Chicago will be one of, if not the biggest, office in the company," says Kevin. "We've doubled our staff in the last three months alone and we have a healthy backlog of work. And Chicago isn't the only area we intend to cover. We can see business coming in from Detroit, Milwaukee, in fact the entire Midwestern region of the country is our potential market. Our biggest push is in the area of management consulting and in general business areas -- inventory control, payroll, etc... the everyday dirty laundry data processing of business."

CONTEST

Twelve years ago this month CUC was founded. Since it's our twelfth birthday, we've been trying to think of an appropriate birthday card to help celebrate our dozen years. We thought about it for a while and then decided that everyone at CUC should have a hand in creating the card. The blank space above is for your

idea. A simple sketch or even a handwritten concept of what the card should look like will do. When all the cards are in we'll send a selection to all the offices for a vote on the best. The winner will get a genuine, honest-to-goodness COBOL sweatshirt. Happy Birthday.