

"Holy COBOL, Batman -- look here next to our picture in TV Guide -- the ad says you can learn to program a computer at home. I hope the Penguin doesn't see this -- with a computer he'd be unbeatable."

Will the Boy Wonder end his crimefighting days and turn to programming? Only CUE knows for sure.

If Robin decides to answer that ad and enroll in the course, he'll be one of the first to learn programming by an entirely new instruction method in the computer field -- CUE's Computer Usage Study Course. For the first time in its history, CUC is marketing not only its services and brainpower but a tangible product to consumers. And CUC is tangible -- about 20 pounds worth of tangibility, with well over a thousand pages of text alone.

CUE -- WHAT'S NEW

A considerable product needs considerable marketing and this month CUE begins its first major advertising campaign for the home study course in such well-known magazines as TV Guide, Time, Popular Science and True. Ads will also run in This Week and other Sunday newspaper supplements and in publications for the insurance industry, for bankers and accountants.

But this story really began almost a year and a half ago when CUE was established. The aim of the new CUC subsidiary was to work broadly in the field of computer education.

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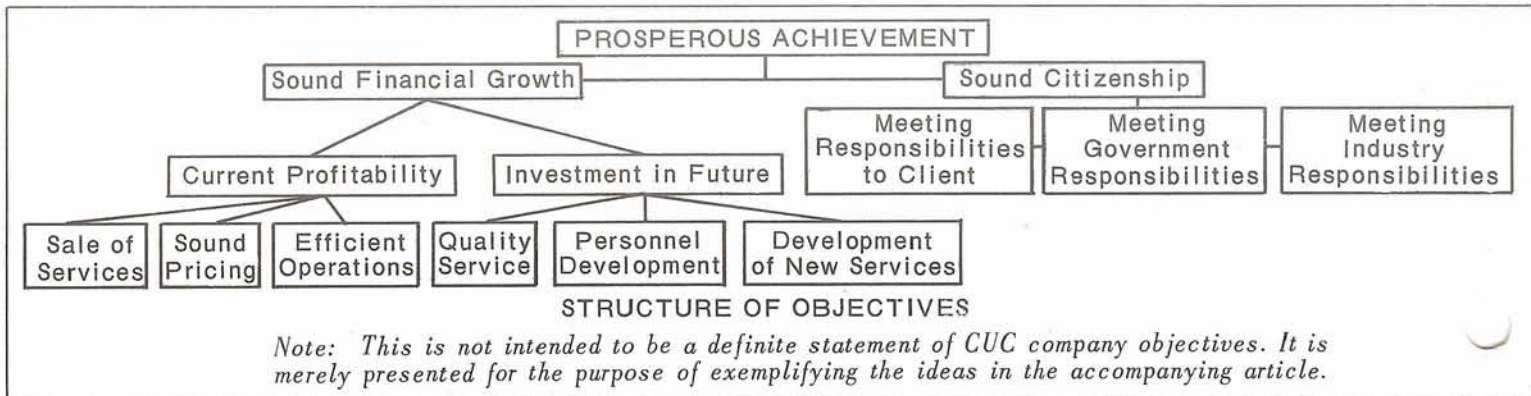


"An objective is a definition of purpose used to guide human effort. The role of an objective is to coordinate this effort by expressing its unifying purpose."

Like most enterprises we are sometimes asked: "What is your corporate objective?" I don't think this question can be answered satisfactorily with a single statement.

An objective structure is shown below. At first glance, lower level objectives might seem to be strategies or tactics. However, I believe they are valid objectives because attaining them is satisfying in itself - regardless of their contribution to the more general, higher level objectives. For example, providing professional service is a personal objective for all of us and a point of pride. Inherently, it is worthwhile not only because it builds CUC's reputation and future. Similarly, the development of personnel and new services are legitimate objectives in themselves, over and above their value as an investment in the future.

When we examine this structure you can understand some of the counter balancing required to allow CUC to prosper. We could easily boost profits by reducing investment in the future. We could lessen the quality of non-profitable work. We could discontinue efforts in staff development and training. We could curtail the development of new services. The result would be im-



Therefore, we are forced to think in terms of multiple objectives. Some can be considered support objectives; others may seem conflicting and therefore require compromise.

Twelve years ago, I thought it would be easier to understand this idea if we organized a structure of objectives. As opposed to a single-statement, the structure will give some insight into this inter-relationship of objectives.

mediate profit improvements at the expense of the future.

The other extreme is just as dangerous. We could underprice high quality service. We could operate as a veritable school for computer professionals and simultaneously, develop all sorts of new services that might be of value.

The first extreme would result in failure in the future. The second would mean immediate failure. Therefore, there must be a continual balancing of our objectives. This is, indeed, one of the most subtle and difficult tasks of management. - E. C. KUBIE

TWO CUC OFFICERS MOVE UP



Walter Johnson

At CUC's annual meeting, two new appointments were made by the Board of Directors. Walter Johnson, who has been Controller of CUC, was named Treasurer. Larry Berman was appointed Controller.

Walter, who joined CUC as Controller in 1964, is a graduate of Clarkson College. He and his wife Sigrid and their two children live in Greenwich, Conn.

Larry also joined CUC in 1964, as Assistant Controller. He's a Hofstra College graduate, and earned his C.P.A. in 1964. Larry and his wife, Gina, live in Mt. Vernon, N.Y.



Larry Berman



PROJECT LEADERS SEMINAR

Good project leadership is essential -- not only for profit -- but also to insure proper training of a staff, good overall leadership, and job satisfaction.

Representatives of each office met recently in New York for a seminar on project leadership. The representatives were office managers and senior technical people who spent two days swapping ideas and reviewing the new "Project Leaders Guide" which will be available soon.

Everyone at the meeting came away with a better understanding of project leadership. This seminar is one of a continuing series of technical training seminars to be held in centralized locations and on a local level.

Bottom Photo:

Seated: (l. to r.) Bob Glaser, Barbara Lesser, George Tolis. Standing: (l. to r.) Stanley Swihart, Charles Moench, Gordon Watson, Joe Vierra, Marv Heit, Carl Reynolds, Bill Halpin, Bob Feuerzeig, Carrel Wilson, Kay Beisty, Bob Silverstone, John Elvig.



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CUE started operations by beginning development of the home study course and with an ambitious program of seminars on various subjects from Time Sharing to Information Retrieval.

Since then, 19 seminars have been held in 10 cities throughout the United States and in Paris. Leading these seminars was Ascher Opler, CUE's Executive Director, and CUC top technical people: George Trimble, Marty Hopkins, Bob Silverstone, and Don Bavly. The seminars have been a great technical success, with several hundred key technical and management people participating, nationwide and from 11 countries in Europe.

At the same time, CUSC was taking shape. Several writers, both on CUE's staff and from the New York office have been writing the course. In addition to managing CUE, Ascher also was responsible for editing the course. The completed course includes 24 lessons, 4 sections for each lesson.

With the course well on its way toward completion, CUE is shifting its emphasis to other aspects of the project. The printing produc-

tion of both the course and its advertising is a big job. A job, it was decided, that could be done best internally. Ed Immerblum handles the job and has set up a complete production shop at CUE.

But the most critical job with CUSC is its marketing. Last year, CUE ran market tests in Connecticut, Ohio and Indiana. Now, CUE is ready to market its product in earnest.

To lend his experience in management and in the computer field, Dean Brown, formerly Manager of the Palo Alto office, has joined CUE as Vice-President and Director of Marketing. He is assisted by Joan Lewis, in sales and advertising administration.

The entire staff of CUE has increased appreciably. Some of CUE's staff members are: Jim Caterina, instructor; Steve Gray, senior writer; Ed Clarke, technical writer; Len Levenson, artist; Aaron Hill, repro typist; Maxine Wilkins; Ronni Fox; Sharon Harris; Marlene Schoenbrun; Ron Birnberg; Ceci Morris; and CUE's accountant, Sy Rosenfeld. All of the CUE staff is enthusiastic and optimistic about the current venture.

ELVIG JOINS HOUSTON OFFICE

John Elvig has joined our Houston office as a Senior Staff Analyst. John, who holds B.S. and M.S. degrees in petroleum engineering from Kansas University, will substantially add to our ability to handle the technical problems of the oil and chemical industries. He comes to CUC after seven years of petroleum engineering research for Humble Oil and Refining Company.

Technical Director Dr. Richard Haefner spoke recently before a Houston businessmen club meeting on the "Use of Satellites for Geodetic Information."

Arvin Cook, Jim Carroll and

Warren Krams have just finished conducting an eight week Programmer Training Course for Texas Instruments. The classes were given in Dallas on COBOL, Assembly Language, and ALC.



John Elvig

CUBITZER

We have three winners on last issue's Cubitzer. They are Joffre Boyd of Time Sharing, Kitchawan Office; Nancy Sommerhauser of Chicago; and Blair Zajac from our Washington office. Congratulations.

The answers are:

1. Fractionally less than 6x the square root of 2.
2. 8.48 inches.

This month's problem is a short one: Give the next term in this series: 302,365,445,555, ———. Good Luck.



ANOTHER CONTROL CARD ERROR,
HOW MORTIFYING...

BY DENIL RYFER

CU-BITS, a publication of the Communications Department, is published six times a year for the employees of Company Usage Company, Inc., 344 Main Street, Mt. Kisco, New York.

Editor: Neil Felshman

Correspondents:

Susan Millman, Boston; Diane Peterson, Chicago; Marilyn Hughes, Houston; Alan Gersman, Los Angeles; Fran Orlando, 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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