

it's about tym

a newsletter for tymshare employees

april 1978

Tymshare Organizations Review DANA Progress

At a major briefing held for U.S. Tymshare organizations in late February to review DANA projects and progress to date, Walt Ulrich, Distributed Systems department manager, emphasized the need to consciously address distributed processing requirements now to be able to take full advantage of evolving technology and emerging opportunities. Ulrich stressed the importance of participation by the many diverse groups represented within Tymshare.

DANA, subject of last month's feature article by Technical Services vice president Laszlo Rakoczi, is a corporate-wide effort to systematically review distributed processing requirements on an international basis.

Rakoczi, who sees DANA development as the key challenge facing Technical Services in 1978, stated, "Our goal is to ensure that the support of distributed applications satisfy the real needs of Tymshare and its affiliated and associated companies around the world."

Highlights of the meeting included a briefing on international opportunities by Ron Bamberg, manager of International Business Planning for International and Corporate Operations Division. Art Caisse, manager of Network Communication Systems, Equipment Division, reviewed the features of a flexible network interface system.

Gary Morgenthaler, Mini/Micro section manager, R&D Division,

reviewed a variety of minicomputer- and microprocessor-based products that provide the technological building blocks for DANA. Also from R&D Division, managers Allen Ginzburg and Ken Jones described the many alternatives available in the coming months for choosing a mid-range or large-scale public host computer.

KTL to Launch Service in Japan

In mid-April, our affiliate in Japan, Kokusai Tymshare, Ltd., will begin offering computer services in Tokyo. Since its formation in November 1976, KTL has been awaiting approval from the Japanese government for use of telephone service between the United States and Japan. After considerable help from the U.S. government, we finally received Japanese government approval effective March 17, 1978, some 16 months after the formation of KTL.

In the United States and most other developed countries, telephone service is available within 30 to 90 days after service is requested.

In addition to the lengthy pre-approval process, the conditions of approval also are strikingly different from anything we have encountered in other countries. For instance, the U.S.-Japanese telephone line can only be connected to one computer center and cannot be directly interconnected to our other centers. Therefore, only PDP-10 service will be available in Japan, at least



A Pause in the Day's Work at Unitax

With momentum building, hands, machines, and tax forms flying fast and furious, Unitax employees working long, weary hours, each day seeming more harried than the last, April 15 kept closing in. Even with that big deadline staring them in the face, Laretta Loveland, administrator, and Norma Leiter, manager of Personnel, brought a few moments of cheer and excitement by enlisting the aid of Sharon Grandi, assistant center manager, who knows the Easter Bunny personally.

Distributed to each department were jars filled with jelly beans, decorated like Easter Bunnies, for the "how many jelly beans in the jar?" contest. But creating the most excitement was the Great Jelly Bean Jar, a huge decorated fish bowl for speculation, suspenseful guessing, and, for the math wizards, a lot of fancy figuring and measuring. When all was said and done, Rick Marsh (pictured) of the Photocopy department won with an off-the-top-of-the-head, "what the heck," "why not?" guess of the exact amount. The Easter Bunny presented him with the grand prize—a portable television set and, of course, the Great Jelly Bean Jar.

Thanks to Easter, the work load seemed a little lighter at Unitax and maybe April 15 a little further away.

Roster Complete

Information Services Managers Set Goals At Illinois Conference

At the first meeting to bring together the entire management structure of Information Services Division, vice president Bob Schwartz and his branch, area, and regional managers discussed 1978 goals for the division. The site for the five-day session this winter was the Harrison Conference Center in Lake Bluff, Ill. The theme was "Update '78."

Schwartz stated: "Our objectives were the communication of current and near-term events in the company, discussion of management techniques, recognition of outstanding individuals, and the itemization of problems and goals for 1978."

Speakers on issues of company-wide concern were Tom O'Rourke, president of Tymshare; Ron Braniff, vice president of our Computer Services Group; and Bernie Goldstein, senior vice president, Strategic Planning. Key points in their discussions were Tymshare's continuing and broadening emphasis on market research and strategic planning, industry specialization, and overall corporate growth, bringing ever-greater challenges and rewards for all Tymshare employees.

Guest speakers also included Walt Eissmann, Marketing Services vice president, and his managers Steve Cannon, Industry Marketing, and Mike Clair, Product Marketing. Their presentations focused on present and future product offerings for specific industry areas, as

Formulation of the agenda for Information Services group discussions was based on recommendations by field employees. The discussion format consisted of several parallel sessions in groups of six to eight, with summaries presented to the entire gathering.

Topics included: motivating and providing career paths for applications consultants and sales representatives, efficient branch administration, intracompany communications flow, future Tymshare products, 1979 commission plans, responsibilities of the Basic Product School, base and quota assignment, branch sales strategy, and training for branch managers.

The participants set goals of attaining budget and revenue objectives for 1978, increasing premier product revenue and revenue from sales to specific industry areas, and teaming with Marketing Services in the identification and development of Impact Marketing applications for ten industry areas.

The managers saw the need for better-defined career paths for Information Services technical professionals, and planned an expansion of duties for area technical managers, Software Product Support specialists, and CAPS consultants. All agreed that the position of branch technical manager, created last year, has been greeted enthusiastically by field employees.

Additional goals for 1978 in-

New Fraternity To Honor Quota

Beaters Abroad

Quota achievers from our affiliated companies abroad will be getting together May 18-21 in Marbella, Spain, for the first annual awards conference of the Tymshare Europe Club, the marketing honors fraternity for members of CEGI-Tymshare, Tymshare U.K., and Taylorix-Tymshare. Managing directors of the three affiliates—Jacques Blouet, C-T; Peter Jones, TUK; and Dr. Werner Retzlaff, T-T—will act as hosts.

Qualifiers from CEGI-Tymshare include Paris sales representatives Xavier Delbecq, Richard Dumas, François Koukerdjinian; Brussels salesman Claude Verschuere; Jacques Cabeza, manager of Paris district II; Brussels district manager Bernard Bougel; and Katherine Kalocsai, manager of Paris area II; from Tymshare U.K., salesman Barry Hawksford; and from the youngest European affiliate, Taylorix-Tymshare, Jochem Gamer and Peter Haas.

KTL will hold a traditional "open house" celebration on April 13 to announce its startup of operations. Several hundred guests are expected to attend, including Japanese government officials, prospective customers, top management from our partner Marubeni, and Tymshare, Inc. management representatives.

Equity Ownership In SLIGOS Grows

During March, Tymshare increased its equity ownership in SLIGOS to 20% from the 11% that had been held since September 1976.

SLIGOS, based in France, is one of the largest computer service firms serving France and Belgium, with a wide variety of applications, computer services, consulting, facility management, and related services.

SLIGOS continues to show both strong revenue growth and improvement in profit performance.

Braniff Announces Names Of Tymshare 1977 ACES

Fifty-seven technical professionals from Information Services and Marketing Services Divisions have elected themselves to membership in Tymshare's 1977 ACES, the roster now complete, announced Ron Braniff, vice president of Computer Services Group.

Congratulations to: Jack Ackerman, Russ Alltucker, Dave Annis, Gail Berman, Bonnie Bundy, Dave Bushi, Gary Chanon, Tom Chenault, Alan Codkind, Mike Cohn, Martie Coleman, Henry Conry, Chuck Cooper, Sandy Crowson, Tom Dicker, George Fenster, Terry Fujimoto, David Geisler, Lee Gruenfeld.

And: Mike Hagin, John Hains, Dan Hoffman, Steve Holland, Martie Kemmeter, David Kershaw, David Killam, Kristine Leston, Rich Lichvar, Wayne Locke, Jan Lukens, Becky McNown, Jonathan Marcus,

Jack Melnick, John Mertz, Chuck Milbourne, Betty Moek, Mike Mueller, Jim Murray.

And: Peter Natali, Mike Orr, David Ray, Sandy Retsky, Ben Russell, JoAnn Salamone, George Schad, Terry Schroeder, Andy Schwartz, Mike Shield, Sam Solon, Nancy Stone, Tony Tadross, Joe Vierno, Fran Walker, Merle Williams, Richard Winklesky, Andy White, and Vicky Zollweg.

ACES is the Tymshare Applications Consultants Excellence Symposium, established in 1975 to provide recognition for technical specialists and managers who have made exceptional contributions to our achievement of revenue growth objectives.

Seacoast sites have been chosen for two regional ACES awards conferences. Western ACES will get together this month from the 5th through the 8th at Sea Lodge, La Jolla, Calif. In the East, the ACES awards conference is scheduled May 24-27 at Boca Raton, Fla.

We congratulate each of the 57 qualifiers. Watch for coverage of their awards conferences in future editions of *it's about tym*.

RECALL Newest In Tax Technology

RECALL, a new feature in Dynatax production technology, will be saving the company a considerable amount of time and money this year, reports Dick Greene, vice president, Sales, for Industry Services Division.

A sophisticated set of software procedures designed by John Senn of Accounting Applications Development, Wichita, RECALL enables the computer to save and reuse standard information (for example, name, address, spouse's name, sources of income) from a client's prior-year tax return. This greatly reduces data entry time.

This year, RECALL is being used by eight data centers, including all six in the Midwest Region, and will be in nationwide operation by 1978. The Unitax system already offers a procedure similar to RECALL, Greene noted.

well as our new Impact Marketing technique of preparing complete software packages to be used by specific functional areas of a corporation, for example, PERS for personnel and MAGNUM OPUS for manufacturing.

cluded: the expansion of CAPS service into Washington, D.C. and Los Angeles; providing more project management and marketing training for consultants; and improving Tymshare's automated sales track-

(Continued on page 2)



THE SPIRIT OF SUCCESS — That's what abounded at the recent "Update '78" meeting of Information Services management. Pictured above, all toast a rich and profitable year.

Announce Higher 1977 Results; Revenues Exceed \$100 Million!

Tymshare has reported consolidated revenues of \$101,173,708 and net income of \$8,007,626, or \$1.82 per share, for the year ended December 31, 1977. This compares with 1976 figures of \$81,836,721 in revenues, and net income of \$6,712,837, or \$1.55 per share.

Fourth quarter 1977 revenues were \$29,164,551 compared with \$19,566,397 in the same quarter of 1976, with net income for fourth quarter 1977 at \$1,384,957, or \$.31 per share, compared with the same 1976 period results of \$1,459,970, or \$.34 per share.

The credit card processing operations acquired from Western States Bankcard Association in October 1977 contributed \$6.1 million in revenues to the fourth quarter of 1977 and the full year, with no significant effect upon net income for either the fourth quarter or the year.

Comparative results for the years ended December 31, 1977 and 1976 are as follows:

	Year Ended December 31	
	1977	1976
Revenues	\$101,173,708	\$81,836,721
Expenses	85,366,082	68,673,884
Income before provision for income taxes	15,807,626	13,162,837
Provision for income taxes	7,800,000	6,450,000
Net income	8,007,626	6,712,837
Net income per share (1)	\$1.82	\$1.55

Comparative unaudited results for the three months ended December 31, 1977 and 1976 are as follows:

	Three Months Ended December 31	
	1977	1976
Revenues	\$29,164,551	\$19,566,397
Expenses	26,579,594	16,806,427
Income before provision for income taxes	2,584,957	2,759,970
Provision for income taxes	1,200,000	1,300,000
Net income	1,384,957	1,459,970
Net income per share (1)	\$.31	\$.34

(1) The average number of shares used in the per-share computation was 4,408,568 and 4,337,189 for the years ended December 31, 1977 and 1976, respectively, and 4,455,308 and 4,327,737 for the three months ended December 31, 1977 and 1976, respectively.



Software Product Support Moves to Systems Marketing

With virtually all its activity in aid of Information Services field personnel, Tymshare's Software Product Support department, managed by Mike Cohn (front row, center), has been transferred under the direction of Bill Morton in the Systems Marketing and Professional Services organization of Information Services Division.

Providing technical training and support for Tymshare's remote computing products and services, Cohn's group is comprised of a TYMCOM-X Software Product Support unit, managed by Ken Holcomb and staffed

by Marc Eichenholtz, Dave Kershaw, and Sam Solon; TYMCOM-370 Software Product Support, managed by Rich Lynn, with Don Mortimore, Fran Walker, and Andy White; and a unit with product support specialist Jack Melnick in charge of applications involving high-speed access, minicomputers, and intelligent terminals. A newly created position in Cohn's department is now available for coordinating Tymshare's overall training program for employees and customers.

Pictured above, clockwise beginning with Cohn, are Lynn, Holcomb, Mortimore, Morton, and White.



ACCOUNTING PROFESSION SALES TRAINING — Left to right: Marv Kantrowitz, Manhattan; Dennis Gusky, St. Louis; Bob Owens, Detroit; Fred Seponara, Philadelphia; Chuck

Cooper, Chicago; Tom Chenault, Houston; Sharon Mickel, Washington, D.C.; Mike Nason, Baton Rouge; Suzy Cowing, San Francisco; Jim Danielson, Los Angeles; Frank Lynn, Houston;

Chip Lafler, manager of Accounting Profession Marketing; and Steve Cannon, manager of Industry Marketing for Tymshare's Marketing Services Division.

Industry Marketing Close-up

Accounting Profession Provides Major Opportunity

Selling to accounting firms is an excellent opportunity for a Tymshare sales representative. The accounting profession and its client base represent one of the major revenue-producing industry areas for Tymshare. "There are very few Tymshare products that a CPA firm can't use," states Chip Lafler, himself a certified public accountant and manager of Tymshare's Accounting Profession Marketing, a subset of Industry Marketing in Marketing Services Division.

In this second article in a series on Industry Marketing—Tymshare's team of "internal consultants," under the direction of Steve Cannon, who monitor industry trends and provide the strategy for increasing revenue from industry accounts, *it's about tym* takes a look at how Tymshare serves the accounting profession.

Among Tymshare's customers are more than 5000 CPA firms, users of products and services offered by both Industry Services and Information

Services' tax preparation services, such as Dynatax or Unitax. Others are aided by our interactive remote computing systems for auditing, taxation, firm administration, and management consultation, offered through Information Services Division.

A CPA firm's management consulting department is an area of increasing interest to Tymshare. As Lafler points out: "Once an accounting firm is convinced of Tymshare's excellence, the firm's management consulting department often can be counted on to recommend us to its clients in business and industry. For example, last year we signed both hospitals and manufacturing companies through CPA management consulting groups."

Using the accounting profession to leverage Tymshare products through a CPA firm was an important topic at a recent three-day seminar Lafler conducted at San Jose, Calif. for 12 Tymshare marketing specialists who spend a significant portion of their time

The seminar focused on Tymshare's long-standing commitment to serve the needs of the accounting profession, with topics ranging from reviews of current and future products to sales strategy and planning techniques.

Ron Braniff, group vice president of Tymshare Computer Services, told the gathering: "The accounting profession is one of our most important markets." Bob Schwartz, vice president of Information Ser-

vices Division, said: "There's a big opportunity there. If the job's done right, Tymshare can be the No. 1 supplier."

One of Lafler's key strategies in his two-year industry plan is to develop a more regionalized CPA marketing approach in order to develop better national CPA account planning; this can further enable Tymshare to react to those increasing numbers of large opportunities.

Tymshare Government Marketing Shines at Washington's 'DP Expo'

Tymshare Government Marketing was in the spotlight as employees from our Washington, D.C. headquarters exhibited our computer systems for zero-based budgeting, personnel, and automated tracking, retrieval, and control at the recent three-day Federal DP Expo, held at the Sheraton-Park Hotel in Washington, D.C.

Bill Peterman, Tymshare's direc-

Tymshare's Art Beirn, eastern consultant for Personnel Systems Marketing, who demonstrated how PERS can serve the needs of government.

Helping to man our booth were: Jim Bell, Dick Burgett, Wayne Carpenter, Mark Cruver, Joe Fiore, Joe Gahm, Sharon Gleason, Gary Gosnell, Joe Hibbs, Dennis Laibson, Jim McCready, John Mills, Ken



President's Club Now 112 Strong

With another month remaining before the roster is complete, Tymshare's 1977 President's Club is already 112 strong. The present count reflects 70 new members, listed below, who have been invited to the year's elite President's Club awards conference, scheduled May 10-13 at the Camelback Inn, Scottsdale, Ariz.

Tim Artl	Joe Feldman	Mike Marrah	Bill Pritz
Wayne Bader	Ray Galligan	Phillip Marson	Will Rife
Don Bennett	Sharon Gleason	Bill Morton	Richard Roberts
Dave Bray	Ron Goldstein	Terry Moorhead	Bob Roda
Otis Brinkley	Gary Gosnell	Marv Morris	Harry Ruda
Durant Brockett	Nick Hatfield	Bill Mulert	Spencer Rutledge
T.C. Browne	Karsten Hirsch	Gary Myers	Hugh Saracino
Steve Cannon	Larry Huang	Mike Nason	Wendell Sawyer
Rich Carlson	David Huggard	David Needham	Henry Schmidt
Wayne Carpenter	Larry Kowitt	Henry Neff	Fred Spurlock
Jerry Chervitz	Chip Lafler	Frank Paino	John Swarbrick
Mike Clair	Dennis Laibson	Frank Pfeilmeier	Rick Thau
Norm Comite	Larry Lam	Morris Phillips	Mike Thoma
Carl Davidson	Bob Larson	Neil Plain	John Traina
Bud DePietto	Audrey MacLean	Ernie Porcelli	Bob Wallace
Jim Dervin	Jim McCready	Bob Potter	Tom Welsh
John Doll	Dave Mahrt	Bruce Powell	Dick Yoder
	Walt Eissmann		Warren Prince

President's Club members whose names have been announced earlier include: Bob Albrecht, Jim Becker, Jim Bell, Ron Bertier, Chris Busch, Rick Carlson, Bill Cleary, Bill Combs, Bob Cony, Ron Foronjy, Mark Funt, Joe Gahm, Mike Goldman, Bob Harcharik, Marv Kantrowitz, Art Kelly, Jerry Kent, Joel Leichter, and Norma Levy.

Also: Roger L'Hommedieu, Melinda Lyle, Frank Lynn, Pat McAleer, Bob McGlynn, Howard Marshall, Ken Maxwell, Jim Meley, Larry Nebel, Ken Norris, Dave Olson, Jim Omlid, Carlton O'Neal, Wayne Overbagh, Bob Panucci, Jim Ronayne, Bob Ruda, Terry Russey, Peter Snell, Gary Turner, Ed Walz, Don Wehe, and Tom White.

Congratulations to Outstanding Consultants Awarded by Areas

Sandy Retsky and Tony Tadross have been named joint recipients of the New York area's Consultant of the Year award.

well as develop an important MAGNUM OPUS II application.

Holloran, senior consultant and

Managers Set Goals at Conference

(Continued from front page)

ing system for greater ease of use by the field.

Toward the close of the meeting, Schwartz cited several individuals for their accomplishments during 1977. Receiving a plaque for finest overall performance by a branch was Alan Patty, Houston branch manager (now manager of the Northwest area). Tom Disinger, Southern area manager, was honored for best overall performance by an area.

For branch excellence in marketing premier products, the winners were: Mike Goldman, Manhattan,

EXPRESS; Alan Patty, MAGNUM; Bill Pritz, Chicago O'Hare, FOCUS; and Terry Russey, Petro, BBL. Northeast area manager Spencer Rutledge was commended for best EXPRESS performance by an area; Midwest area manager Ron Bernier for FOCUS; and Tom Disinger for both MAGNUM and BBL.

Receiving plaques for excellence in industry marketing were: Mike Goldman, accounting; Karen Kalajian, both investment and banking; Dick Rehmann, manufacturing; Fred Spurlock, government; and Ed Walz, telephone.

ported that the show drew more than 100 qualified sales leads, from such prospects as the White House; Departments of Justice, Navy, Air Force, Commerce, Labor, and Treasury; General Services Administration; U.S. Customs; and the Federal Election Commission.

The year's largest and most important exposition for the government DP professional, the show featured displays and demonstrations of equipment, services, and applications by nearly 200 companies and attracted approximately 5000 visitors.

Supplementing the exhibits were nine one-hour professional seminar sessions, sponsored by the Federal ADP Users Group and the Association of Computer Programmers and Analysts. Among the speakers was

Rakoczi Lauds Tech Achievers

Laszlo Rakoczi, vice president of Technical Services Group, has announced that Jim Fonda and the team of Chuck Dancy, Bill Frantz, Rich Paymer, and Dick Rawson are recipients of the group's technical achievement awards for February.

Fonda, a systems analyst in R&D Division, was cited for creating an exciting new tool to help manage our increasingly complex business. Through profit and loss statements and other reports, his system enables Tymshare management to analyze the performance of the many different services we offer, for example, general time sharing, tax processing, and computer services for the telephone industry.

Winners of the team achievement award, Dancy, Frantz, Paymer, and Rawson established a new level of operating system reliability on the TYMCOM-370. "Through diligence and hot pursuit of evasive software problems," said Rakoczi, this R&D Division team "reduced the frequency of operating system failures during 1977 by 76%. One of their customer systems ran continuously for over 1100 hours!"

area has recognized Mike Mueller as its Consultant of the Year, Scott Holiman as Rookie of the Year, and Pat Holloran as Consultant of the Quarter. Sandy Crowson of the Midwest area has been named Outstanding Applications Consultant.

Retsky, senior consultant, New York branch, was recognized for his superior leadership and willingness to help his colleagues. He lent assistance to the branch's SAMI marketing effort through his detailed knowledge of EXPRESS.

Recently promoted to senior consultant, Manhattan branch, Tadross was honored for his expert premier product knowledge. He was responsive to numerous client situations, assuming sales, consultant, and branch technical management roles.

Mueller, Seattle's senior consultant renowned for his professional attitude, long hours on the job, and widespread product expertise, helped close and support multiple applications for Seattle banks. He developed a major new account, increased revenues from many existing customers, and assisted Taylorix-Tymshare GmbH in West Germany.

A former stockbroker, Holiman demonstrated superior leadership and technical, marketing, and interpersonal aptitudes during his first year with Tymshare. The Bay Area applications consultant helped close and support several new accounts as

long hours creating a national order entry system in MAGNUM OPUS II while supporting numerous other Bay Area accounts.

Crowson was recognized by the Midwest area for her support of a major Atlanta customer. She helped convert several large and complex FORTRAN simulation models while providing CMS training and assisting in the installation of computer-to-computer communications.

McDonnell Heads E.R. for Tymnet

Tymnet, Inc. has appointed Jack McDonnell as Eastern Region marketing manager, with headquarters in Rockville, Md. Reporting to Tymnet vice president Bob Harcharik, McDonnell directs network sales and support activities throughout the eastern United States, with primary sales offices located in Rockville, near Washington, D.C.; New York City; Rochester; and Boston.

McDonnell brings more than 16 years' experience in the design of specialized computer and communications systems. Before joining Tymnet, he was on the senior staff of the National Commission on Electronic Fund Transfer, an advisory organization established by Congress, where he was responsible for technology and telecommunications programs.

In 1969 and 1970, after three and a half years with the National Security Agency, he served as chairman of the Computer Peripheral and Manufacturers Association. He holds a B.E.E. from Manhattan College and an M.E.E. from Rensselaer Polytechnic Institute.

Tymnet, Inc., a Tymshare common carrier subsidiary, operates the nation's largest public packet data communications network.

Gruenfeld Earns CCP

Lee Gruenfeld has been awarded the Certificate in Computer Programming (CCP) by the Institute for Certification of Computer Professionals. Lee is manager of Systems Development for CAPS East.

The CCP, awarded to candidates who pass a rigorous annual examination, recognizes a corps of technology experts who subscribe to strict professional codes of conduct, ethics, and good practice.

Tymshare Crossword Puzzle

W	S	B	A	B	A	S	T	E	R	I	P	E	
R	E	E	L	U	K	L	T	D	O	D	E	S	
A	R	A	B	G	R	A	S	P	B	E	R	T	
P	E	T	E	R	F	O	Y	C	R	E	A	T	
			R	E	I	N	B	R	E	R			
U	N	I	T	A	X	S	H	I	F	T	B	A	R
P	O	W	E	R	S	H	A	M	T	E	L	E	
S	B	I	W	H	A	L	E	F	I	F	E		
E	L	L	H	A	L	L	P	E	R	I	L		
T	E	L	E	T	Y	P	E	B	A	R	N	E	S
			N	I	N	E	G	E	R	M			
S	E	E	S	A	W	L	R	A	K	O	C	Z	I
C	R	A	T	H	O	M	E	R	Y	O	U	R	
A	S	T	A	E	A	S	E	D	L	I	N	E	
N	E	S	T	N	I	C	K	S	E	L	I	S	

Answers to the March puzzle

Solution to appear next month in *it's about tym*

		1	2	3	4		5	6	7	8		
	9						10				11	
12						13						14
15					16						17	
18				19					20			
21			22						23			
		24							25			
26	27					28					29	30
31					32						33	
34				35							36	
37			38						39			
	40							41				
		42						43				

ACROSS

1. Cleary's Chicago — branch
5. Buffet
9. Sallow
10. European iris
12. Busch's organization: 2 wds
15. Mr. Hochberg
16. — de Saint Vincent, French geographer, 1778? —1846
17. *Sommes*
18. Employ

DOWN

19. Adriatic wind
20. Had direct cognition of
21. Fit of bad temper
23. Clare Booth and Henry Robinson
24. Belonging to U.S. government intelligence agency
25. First rate
26. Passionate
28. Write computer instructions
31. Boston branch manager
32. Listen
33. Electromagnetic instruction: abbr.
34. Seventh Greek letter
35. Woe
36. Gyrate
37. Bay Area sales representative: 2 wds
40. — with: backed
41. Thither
42. Ms. Cowing
43. Membership on an exchange
5. Venomous snake
6. English editor of Chaucer, 1666-1715
7. Italian monk's title
8. A product of Ed Field's division: 2 wds
9. "The March King"
11. Heap of stones
12. High-baud utility terminal: abbr.
13. Mr. Hardy or Mr. Johnson
14. Adheres
19. Manager of Personnel Systems Marketing
20. Martial art — Fu
22. Stripe: Spanish
23. Glance
25. Brings to a stop
26. Mr. Barla or Mr. Crenshaw
27. Infinitesimal amounts
28. Item of flora near Valcomp
29. Ammonia-derived compound
30. Chinese dynasty, 1368-1644
32. Head of Application Products Division
35. A folk singer
36. Supplier of MULVAR II
38. Formal training: abbr.
39. Beyond all others

It's Electric!



Its engine sounding more like a Cuisinart than an automobile, Lee Berling's new battery-powered Sebring-Vanguard, manufactured in Florida, can zip him to and from work at up to 40 m.p.h. Lee, manager of Western Communications Maintenance and probably the first Tymshare employee to own an electric vehicle, says his auto can run 50 miles without a recharge and costs less than a penny and a half per mile.



JUDY MALONE (left) and Marilyn Mercer are the department experts on Tymshare's employment agency policy and benefit programs, respectively. They answer dozens of employee questions each month.

A Look at Personnel

Our People Service Department — Providing Solutions for Employees

You recently got married and want to change the name of the beneficiary on your life insurance policy. What do you do?

You and your manager have both forgotten your review date. Where do you track that information down?

The answers to these and hundreds of other employee-related

hiring practices. Lynn Sanden, who manages the Personnel department, spends a considerable amount of time keeping up to date on constantly changing EEO requirements.

Another of Lynn's functions is to act as goodwill ambassador to newly acquired companies. She travels to the organization to explain "the Tymshare way."

Tymshare's attitude toward fee payment?" Personnel representative Judy Malone has that answer, and will send the company's agency agreement form to be signed by agencies planning to do business with us.

Judy interacts with many local agencies to hire clerical personnel. She conducts interviews and administers skill tests.

Judy also co-writes and posts internally all job openings. She cooperates with federal laws by listing those openings with the employment office job bank. All resumes sent to corporate headquarters are copied and forwarded to the appropriate offices by Judy.

Relocating to Northern California? Judy can help you settle into one of Tymshare's fully furnished apartments while you look for your new home.

If you're wondering how Tymshare keeps track of the constant flux of employee transfers, promo-



Personnel Appointments

CEGI-Tymshare

BERNARD BOUGEL — From manager, Paris II branch, to manager, Brussels branch. In charge of sales throughout Belgium. Reports to CEGI-Tymshare marketing manager Bernard Maniglier. With C-T since 1972. Charter member of Tymshare Europe Club, 1977. Educated in Paris; holds degrees in management, computer science, engineering. Hobbies: photography, cinema.

Finance

JUDITH LA FONTAINE — From clerk to coordinator, Purchasing. On staff with manager Rene LaVigne. Tymsharer two years. Handles purchasing of corporate office supplies and copy machines. Came to Tymshare from SunSweet. Current student at DeAnza College. Enjoys working with people. Gourmet cook.

CYNDE LEE — From clerk, Product Accounting, to supervisor, Accounts Receivable. Heads five-person team in manager Ellen Martino's department. Former small-business owner and operator. Hobbies: painting, skiing, tennis, horseback-riding.

ALICE MORALES — From receptionist and secretary, Equipment Division, to clerk, Purchasing, Finance Division. Educated in Colombia, Argentina, Chile, Peru. U.S. university background in commercial art. Interests: music, art, linguistics.

Industry Services

KEVIN COATES — From computer operator to manager, Operations, Syracuse data center. In charge of round-the-clock computer room personnel, stock maintenance, project scheduling. With company since 1970. Data processing degree. Control Data Institute. Hobbies: photography, guitar, tennis, skiing.

LINDA DEES — From supervisor, Assembly and Dispatch, to personnel supervisor, Tax, Wichita data center. On center manager Kathy Hiebert's immediate staff. Recruits, trains, supervises tax-production employees. Tymsharer

Information Services

PAT DIAZGRANADOS — From secretary to operations analyst, Los Angeles branch. Reports to Chuck Milbourne, branch technical manager. Four-year Tymsharer. Onetime customer relations supervisor, Cameo World. Hobbies: outdoor sports, traveling, cooking.

THOMAS DICKER — From senior applications consultant, San Francisco branch, to Northwest area marketing consultant, CAPS West. Old Tymers inductee this year. ACES 1977. B.S., industrial management, and M.B.A., finance, San Jose State. Member ACM and Southern Marin Review Board. Interests: land use planning and local politics.

MARY ALICE KARNES — From technical specialist, Mid-Atlantic area, to technical manager, Washington, D.C. branch. Manages staff of five applications and senior consultants. ACES 1976. Vice chairperson, Eastern Region Masters. Former systems analyst and marketing engineer with Chicago's Commonwealth Edison. Tymsharer since 1975. B.A., mathematics, College of St. Catherine, and M.B.A., Loyola.

SHARON GLEASON — From marketing representative, Midwest area, to sales representative, Capitol branch. Began Tymshare career as applications consultant in 1973; later became area technical specialist. Recognition societies: ACES 1975, President's Club 1977. B.S., biology, Southern Connecticut State. Hobbies: cooking, racquetball.

PATRICIA SIMINSKI — From applications consultant to senior consultant, Detroit branch. In charge of maintaining applications excellence on Joe Cardosi's team. Onetime business systems specialist and technical sales manager for Leasco Response. Mathematics and computer science background, Wayne State. Enjoys traveling.

CESAR ABUEG — Data entry operator, Tymshare Transaction Services
ANNETTE ACOSTA — Distribution control clerk, Transaction Services

VICKY LEA ZOLLWEG — From applications consultant, Chicago Loop branch, to account representative, Detroit branch. Sells to and supports major Detroit gas and electric company. Prior experience in program analysis. ACES 1976, 1977. B.S., mathematics, University of Pittsburgh; masters in management, Northwestern.

Transaction Services

MARE GIGLIO — From systems engineer and project leader, Bank On-line Systems, to systems specialist, Systems Programming. Maintains MVS operating system. Reports to manager Clyde Feyrer. Former senior research analyst with John Hancock Mutual Life. B.A., economics, Connecticut College. Phi Beta Kappa.

BOB LYONS — New manager, Document Services. On staff with Al Munayer, director of Document Operations. Heads 80 managers, supervisors, and other employees. Functional areas include: Retrieval Control, Research and Reclamation, and Distribution and Retention. Formerly in charge of statement processing for Citibank of New York. B.S., management, Long Island University; M.B.A. candidate, money and banking, Adelphi. Member American Management Association.

STEPHEN VERNON — New account manager, Marketing Division. In charge of sales for new Transaction Services programs including lockbox (remittance) processing, dual merchant bankcard deposits, private label cardholder accounting. M.B.A., Stanford; Ph.D. candidate, business, University of California. Active in Systems and Procedures Association, American Marketing Association, DPMA, Catholic organizations. Interests: international affairs, economics, classical music, stamp collecting. University instructor 13 years. Pianist and organist.

Welcome to Tymshare

GERALDINE HUBSEL — Programmer aide, R&D Division
ROSE JACKSON — Data entry operator, Denver data center



SWITCHBOARD OPERATORS Terry Winters and Marilyn Falch (inset) can match hundreds of telephone numbers with employee names. Terry and Marilyn also help Personnel with mounds of employee paperwork.



TAKING PHONE MESSAGES, greeting visitors, and assisting the Personnel department round out Beverly Troy's day.

questions concerning Tymshare's policies and procedures can be found at one department that touches most of us — Personnel.

Personnel is Tymshare's people service department. It fulfills a myriad functions that include salary administration, fulfilling EEO requirements, registering employees in Tymshare's benefit programs, and maintaining a confidential file on employees.

Because Tymshare is a federal contractor, the company is under agreement with the government to comply with federally proscribed



JANE BECK (left) and Alice Leonard ensure that all 2200-plus Tymshare employees are included in the next mailing of *it's about tym*.

Lynn also is responsible for salary administration, participating in surveys to gather information and comparisons that can be used by management to keep Tymshare competitive in the industry. She recently joined a steering committee for the formation of a computer services organization that will exclusively conduct surveys on salaries and benefits.

Assisting Lynn with salary administration is Georgia Lorie. Georgia double-checks calculations on employee review forms and keeps a running log of review date changes. So, in case you forget that all-important date, give Georgia a call. She also files all workers compensation claims and produces Occupational Safety Health Act (OSHA) reports.

If your salary has increased, thus changing your life insurance bracket, Marilyn Mercer already, no doubt, has made the adjustment for you. Marilyn is the department expert on medical, life, and long-term disability insurance and the Individual Retirement Account (IRA) plan. Local Tymsharers meet Marilyn at employee orientation, where she explains the various insurance plans and assists newcomers in filling out applications.

Many Tymshare offices are approached by employment agencies with job candidates to fill various positions. Managers ask, "What is

our rapid growth, Jane Beck and Alice Leonard will tell you it's quite simple. They maintain a data base that tracks our changes of status. This constant monitoring allows Alice to prepare organization charts and facilities and employee rosters.

Jane processes all the paperwork generated by the hiring of some 800 temporary employees during tax season. These extra employees assist Unitax and Dynatax organizations in the preparation of hundreds of thousands of income tax forms.



GEORGIA LORIE (left) listens as Lynn Sanden, manager of the Personnel department, explains the salary adjustment on an employee's review form.

Rounding out the Personnel department are four helpful and charming people involved in the "communications" end of the department: Loma Culp and Beverly Troy, who job-share the corporate receptionist function, and Marilyn Falch and Terry Winters, who operate the switchboard.

Beverly and Loma each work a half day greeting customers, vendors, and other visitors at the message center in the main lobby. Marilyn and Terry alternate weeks on the switchboard and in the Personnel office, where they help as needed.

As a people service department, the ten-member Personnel team is ready to answer your questions and track your growth through Tymshare. They're the experts on our policies and procedures, so, when in doubt, call.

KATHY HIEBERT — From administrative manager to center manager, Wichita data center. In charge of some 120 employees during peak of tax season at this Midwest Region processing facility. With company since 1964. B.S., mathematics, Wichita State. Member National Association of Accountants.

GIL HIRES — From technical analyst to center manager, Anaheim data center. With Tymshare-Unitax three and a half years. Certified public accountant formerly with R.C. Edwards & Co. Directs Tymshare's largest processing facility (450 employees), which computes tax returns for Californians and those in ten other states.



LOMA CULP handles the message center every morning, and many corporate secretaries depend on her assistance.

DAVID GRAINGER — Product planner and analyst, Transaction Services
DEBRA ARNOLD — Customer service representative, Birmingham data center
ROBIN BALLARD — Product accounting clerk, Finance Division
MARK BARRERA — Distribution control clerk, Transaction Services
SHIRLEY BAU — Secretary, Washington, D.C. branch
VICKY BAUER — Sales representative, Utility Industry Marketing
BENJAMIN LOWELL — Product specialist, Utility Industry Marketing
THOMAS BERGER — Senior technical writer, Equipment Division

CHARLES BLOMQUIST — Applications consultant, New York Financial branch
PAMELA BOURQUE — Data entry operator, Salem data center
MICHAEL BRUENJES — Control clerk and driver, Salem data center
NANCY BURRIESCI — Programmer, R&D Division
JOSEPH BUSH — Accounting clerk, Transaction Services

DENNIS CARTWRIGHT — Computer operator, Computer Operations Division
JOHN CHILDS — Computer maintenance engineer, Equipment Division

BONNIE COLTEN — Data entry operator, Salem data center
ROBERT DAY — Sales representative, Tymshare U.K.

MARGE DORF — Secretary, Transaction Services

RACHELLE DORMAN — Accounting clerk, Tymnet

EUGENE DROGUS — Computer maintenance engineer, Equipment Division

DAVID FARRELL — Staff software engineer, Transaction Services

JANET FOSTER — Data entry operator, Benton Harbor data center

LYNN FURMAN — Account validation clerk, Computer Operations Division

DANIEL GIZAW — Record retention clerk, Transaction Services

LINDA GRAINGER — Computer operator, Computer Operations Division

DAVID GRAVES — Word processing operator, Transaction Services

STEVE GRIFFIN — Communications maintenance engineer, Equipment Division

BETTY HAMM — Microfilm retrieval clerk, Transaction Services

DAVID HANSON — Senior planning consultant, Transaction Services

CHIPPER HARMON — Tax sales representative, Houston, Industry Services Division

JERRY HARRIS — Data entry operator, Transaction Services

ALICE HAYDEN — Utility clerk, Transaction Services

PAUL HERTEL — Computer operator, Tymshare Medical Systems

MARRIANE HEYER — Security clerk, Transaction Services

ROBERT HEYOB — Retrieval request clerk, Transaction Services

PEGGY HOM — Cost data control clerk, Transaction Services

DAVID KATZ — Product planner and analyst, Transaction Services

DEBRA ARNOLD — Customer service representative, Birmingham data center

DAVID KATZ — Product planner and analyst, Transaction Services
GAIL KLINE — Retrieval request clerk, Transaction Services

CARLA KRAMER — Applications consultant, Utility Industry Marketing

GENE LAGERGREN — Associate software engineer, Transaction Services

JOHN LEAKE — Special agent, Transaction Services

ROBERT LOZO — Computer maintenance engineer, Equipment Division

DOUG LUTZ — Stock clerk, Valcomp

ALBERT McGRATH — Accounting clerk, Transaction Services

KEVIN McKEON — Sales representative, Minneapolis branch

ANTHONY McMAHON — Quality control analyst, Accounting Applications Development, Technical Services Group

MICHAEL BRIAN MacBAN — Special agent, Transaction Services

JOSEPH MADLEY — Customer service representative, Transaction Services

FRAN MENAREY — Preliminary investigator, Transaction Services

SARA MILLS — Data entry operator, Denver data center

ROBERT NELSON — Applications consultant, Petro branch

ROSALIND PEARCE — Secretary, Transaction Services

JOYCE PEKARSKE — Operations analyst, Orange County branch

ROBERT PFISTER — Communications maintenance engineer, Equipment Division

ANTHONY PINA — Retrieval request clerk, Transaction Services

JOSEPH POLOVOY — Applications consultant, Philadelphia branch

LINDA PULLUM — Authorization operator, Transaction Services

GLENDA RATLIFF — Data recording operator, Wichita data center

SHERRY REYNOLDS — Tax coordinator, Philadelphia data center

BRYAN RIINA — Control clerk, Salem data center

RICHARD ROBERTSON — Staff software engineer, Transaction Services

CANDICE SAWMILLER — Secretary, Mideast area

LINDA SIEGER — Data entry operator, Madison data center

BEVERLY STERLING — Client coordinator, R&D Division

ANDREW TAYLOR — Tax sales representative, Mid-Atlantic area, Industry Services Division

VICKI THOMAS — Applications consultant, State and Local Government branch

MICHAEL WARD — Applications consultant, Detroit branch

CONSTANCE WARR — Secretary, corporate headquarters

CEDONIA WILSON — Data entry operator, Denver data center

JOHN WOOD — Computer operator, Wichita data center

SANDRA WOODS — Senior accountant, Transaction Services

ROSALEE ZACKULA — Data entry clerk, Wichita data center

Computerizing?

The tough questions get tougher: How to find some answers.

Running your hospital is going to get tougher, not easier. You're faced with increasing governmental regulation, which means more paper to handle. Your costs are exploding, yet you can't raise rates to meet them. These are the real problems. You know it. So do we.

Some 5,000 of the nation's 7,000 hospitals have turned to computer based systems and services to attack spiraling costs and to bring efficiency to processing the dizzying array of forms and reports threatening to bury you and your staff. If you haven't yet adopted computer techniques, you probably soon will be. The benefits are there if you know how to find them.

Of course, one dominant question remains with the process of computerizing your hospital... are you getting your money's worth? You're certainly paying the price... about a half billion dollars last year for computer systems and services, \$1.5 billion by the mid-eighties.

That's Some Commitment to Computerizing

We're talking to those of you who are still bothered by the basic question... do the results you're getting match the commitment you're making? It's a tough question, and often a confusing one for hospital management to deal with.

What should you be getting for your commitment?

When dollars come out of your budget for computerizing, dollars also must come out of your costs. If not, computing is a burden instead of a benefit. Cost reduction should occur in several ways. Elimination of errors caused by manual handling of paperwork. Increased productivity. Faster billing for improved cash flow. Better

decisions because of comprehensive and timely reporting. Reduced time and effort to respond to government and third party reporting requirements. Improved patient care because people have more time to attend to the well being of the patient.

A 'Supplier' or a 'Partner' — Not The Same

There is a basic difference between a hardware supplier and Tymshare. When you make the outright commitment to go into the computing business yourself, you have the hardware, the people, and the responsibility for making it work. It's your problem. Change is your biggest burden. When you outgrow your machine, your supplier's usual response is to sell you a bigger machine. The software packages provided are often too rigid.

Tymshare is a service company. We have become one of the major computer service corporations in the world by working as a partner with our 6,000 client organizations, including scores of hospitals. We help them apply computer techniques in a way that makes sense and saves dollars. Even if you already have your own computer, Tymshare services are compatible and also give you the future flexibility and support you need to accommodate growth.

Computers are Tymshare's everyday tools — we have more than 60 computer systems. They're tied together by our own communications network that delivers our services to users in the U.S. and overseas. We employ more than 2,300 people. Our success, financial strength, technology leadership, and our commitment to complete service are a matter of record.

We focus this capability on the needs of hospital management through Tymshare Medical Systems, our specialized services organization concerned solely with serving the unique information needs of hospitals. Tymshare Medical Systems people are experienced in working with hospital professionals to define and meet their needs for the difficult task of computerizing.

A Mutual Commitment

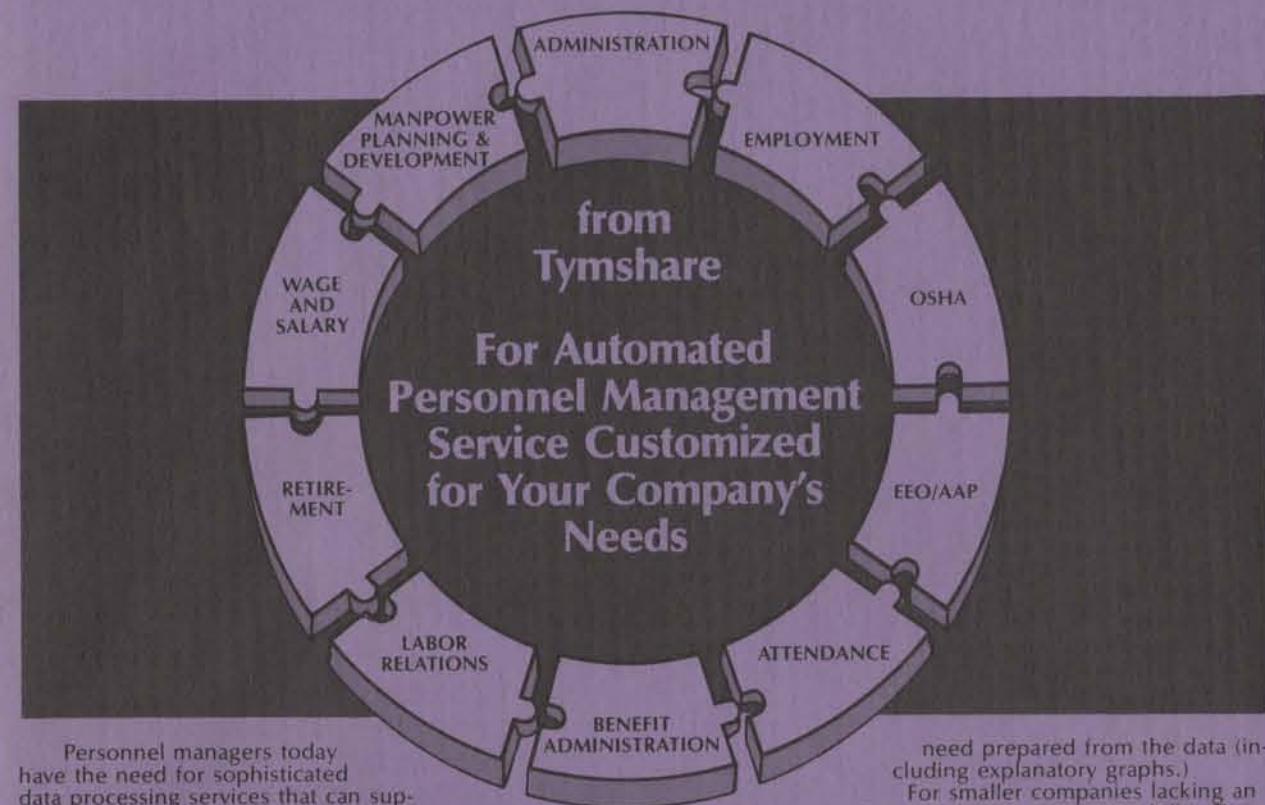
Your commitment to computerizing is important to both of us. We have the strength and the savvy to be there as the questions, and the problems, of computerizing get tougher.

Find out how a partnership with Tymshare Medical Systems can benefit your hospital... Call John Indrigo, 201/825-1100, or drop a note to John at: Tymshare Medical Systems, 46 Industrial Avenue, Mahwah, New Jersey 07430

 **TYMSHARE®**

Appearing in: *Hospital Financial Management* (April) and *Modern Health Care* (April).

PERS



Personnel managers today have the need for sophisticated data processing services that can support fully their wide range of concerns. Most often they need this support customized for their specific requirements which standard services can't provide. And that's what PERS from Tymshare delivers.

- Compare and discover. Proven-in-use PERS offers the following benefits:
- true "conversational" access to PERS processing over inexpensive terminals from the convenience of the user's office, independent of in-house EDP activity.
 - on-site printer to produce specialized ad hoc reports and graphics on topics such as compensation levels, benefit analyses, seniority status, etc.
 - special programs for mathematical and statistical analysis of personnel data as needed.
 - the ability to conveniently contribute to, and access, a centralized data file from multi-locations within a company.
 - compartmentalizing of PERS into ten report modules, which may be used separately or collectively for particular management needs on a flexible user-directed basis. (see illustration)
 - availability of expert Tymshare personnel automation consultants to survey your company's precise needs on-site and determine how PERS can best meet your requirements.

For larger companies with existing in-house computer operations, PERS can provide a cost/effective complement to present capability by utilizing data tapes prepared on the in-house operation as the basis for PERS processing. Any or all of the PERS modules may be used to process data via Tymshare on a pay-for-what-you-use basis. User personnel working at in-house terminals can specify and generate the precise reports they

need prepared from the data (including explanatory graphs.)

For smaller companies lacking an in-house data processing capability, Tymshare makes available an inexpensive data capture-and-conversion system which allows users to conveniently create data files. This file can then be used via PERS to produce specialized management reports tailored to the specific needs of these users. In this way smaller companies can also enjoy the full benefits of PERS.

Many companies and other organizations are now making extensive use of PERS to respond to government and state regulatory and other important administrative requirements. Created by experts expressly for the personnel function, PERS can be used at company facilities virtually anywhere in the U.S. through local call dial-up access to Tymshare computers.

Tymshare, Inc., is a leading international computer service company, with offices in major cities in the U.S. and abroad, and an outstanding reputation for user-oriented data processing services. Tymshare's experience and reputation in remote processing services is one more reason why you can turn to PERS in confidence. Don't make your move to automation without first investigating the many benefits available through PERS. For more information call the nearest PERS representative at the locations indicated below or contact Tymshare, Inc., att: Dave Bray, National Manager for Personnel Systems, 20705 Valley Green Drive, Cupertino, California 95014, (408) 446-6000.

 **TYMSHARE®**

Hartford, (203) 728-5400 Dallas, (214) 638-4200 San Francisco, (415) 941-6010 Los Angeles, (714) 540-5940

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