

The Cincom City Enterprise

Published every Friday at
2181 Victory Parkway,
Cincinnati, Ohio 45206.
Deadline is Thursday noon.
VOLUME 1 Number 1



Issued by and for
the people of Cincom City,
wherever that and
they may be.
March 8, 1974

"Knowledge Is Power"

The Universal Self-Instructor, 1883



BULLETIN

By June of this year the publication address of The Cincom City Enterprise will have been changed to 2300 Montana Avenue, Cincinnati, Ohio 45211. See details elsewhere on these pages.

SINON

Cincinnati, March 8 — Coughing, blinking, and wheezing, but showing signs of life, The Cincom City Enterprise emerged this day shouting "Power to the People of Cincom City, wherever it or they may be!"

Marked at birth with an interim masthead which should soon give way to a new one, and initially burdened with the presence of a pro tempore editor who will also give way to a new one as soon as one has been procured, the Enterprise is nevertheless destined to keep reappearing each Friday in Cincinnati. Circulation will be Cincom City-wide — that is, worldwide, to all Cincomers.

The hope of the Enterprise staff is that a flow of voluntary submissions of Cincomely news tips, leads, fact sheets, or copy can also begin to be called "Cincom City-wide," coming from any or all Cincomers. The staff does not intend, however, to try living on hope alone. It needs news. It needs to provide centers of concentration and channels of transmission for inviting and enabling a flow of news to occur and continue. Appointments of regular correspondents are therefore under way, headed by Judy Foegle in Cincinnati. They will be announced as they are made.

Asked what he means by "Cincomely news", the editor fulminated as follows:

"To generalize it, a news story pertinently details someone's announced plans, or continuing or completed efforts, successful or not, to accomplish some task against recognizably difficult odds. If the plans or efforts were, are, or will be made to produce an outcome affecting Cincom's future welfare, that news can be called 'Cincomely'.

"To particularize it, a Cincomely news story can be about:

- ... business trips taken or contemplated by Cincomers
- ... transfers
- ... promotions
- ... changes in any organizational structure or procedure
- ... accessions of new books, equipment, space, and other facilities
- ... acquisitions of new clients or agencies
- ... additions to and subtractions from the roster of Cincomers
- ... recent and anticipated visitors to the Company
- ... and the progress of upcoming, ongoing, or completed special or regularly scheduled promotional or educational events, to name a few.

"Although Volume I Number 1 is admittedly sketchy, it is Vol. I No. 1. There's not a department or office in the whole place that isn't generating Cincomely news stories at the rate of at least one a day, if not more.

"All the news needs is for someone to recognize it, in terms of the who, what, when, where, how, and why of it — relative, in our case, to Cincom's interests. That, plus the knowledge that there is now a place to send it for worldwide distribution.



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"What formerly used to go out as 'All-Employee Bulletins' will appear henceforth in The Enterprise, converted into news stories. Progress reports on the new building in Cincinnati will probably continue to make news for eight or ten weeks. Feature stories on several topics are being considered, and will be written on assignment. So will reviews of new books as they enter the Cincom Library. We may consider publishing unsolicited material, even letters to the Editor opening or replying to questions of general interest to all Cincomers. Nothing but Cincom- or industry-related topics at first. We're new; we've got to find our way."

WHERE IS "CINCOM CITY"?

At press time, Cincom City was in or near Toronto, Chicago, Sao Paulo, Los Angeles, Westport, Rotterdam, St. Louis, New York, Atlanta, Tokoyo, Dallas, DeWitt, Pittsburgh, Sunnyvale, Washington, London, Detroit, Boston, Cincinnati, ... and counting.

THIS WAS THE WEEK...

Cincinnati, March 8—As Volume 1 of Number 1 of The Cincom City Enterprise went to press today with a mailing list of just over 160 employees on four continents, about 560 Cincom products had been installed and were in use by Cincom's multiplying group of clients. The still-young Custom Systems Division, whose prospects are Cincom's users, had served about 42 of them and were busy with five more.

Within the week, Special Ventures had completed contractual arrangements with Nippon Electric Co., Ltd., of Tokyo, effectually spreading Cincom City onto its fourth continent; and an agreement appeared imminent with a third manufacturer of CPUs to join Honeywell and NCR as sponsors of Cincom-product adaptations to their equipment. Also rumored was an arrangement that would extend Cincom City's boundaries to a fifth continent.

The Product Development Department, with Socrates recently having gone into Beta-test, was working behind closed doors on adaptations, versions, conversion bridges, interfacing, and new products too numerous and too untried to report.

A new building at 2300 Montana Avenue, five stories high and nearly four times as spacious as the one into which Cincinnati's headquarters contingent was currently being squeezed, had been purchased on Monday and had already begun to undergo interior arrangement and completion under the direction of Lloyd Baldwin.

David Hall accepted the recently-created role of Product Manager for Environ/1, within the equally new Market Development Department headed by George Barlow. Product Managers for Total, Socrates, and one other product were being sought.

The week previously, Hall had conducted an advanced E/1 class for 35 Cincomers, followed this week by Neil Clarke delivering a two-day rendition of his "Child's Guide To Environ/1" before a class of 40. The two events were recorded on TV tape by Pat Williams' Education Department, and were being acclaimed by their witnesses as the most valuable expositions of E/1's characteristics to have been made to date.



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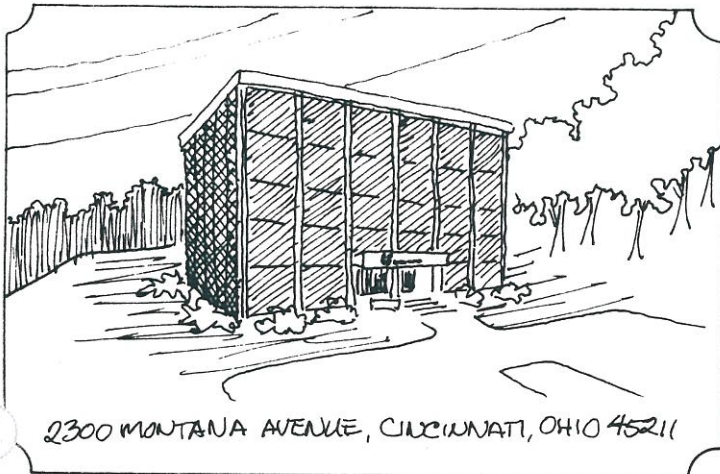
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Also under the aegis of the Education Department, orientation classes were held this week for 10 new Cincomers: Bill Bernard, Frederick Lowe, Gene Herman, Dale Grant, Leman Turrell, Pat Eschmeyer, Donna Aufdenkampe, Pam Heizman, Celest Rouse, and Pat Beckelheimer.

At press time, the twelve salesmen who had exceeded their quotas during the first or second halves, or both, of 1973 were basking in the sun, playing golf, tennis, going fishing, watching the Doral Open — at any rate, were free to enjoy themselves doing something or nothing — at the Doral Country Club in Miami, Florida, after having received their year-long certificates of membership in Cincom's 100% Club, along with generous portions of typical Cincom hospitality.

Leader of the pack with 151% of quota for the year, after having racked up a whopping 225% during the first six months, was Norman Bushee from the Washington area, edging out Frank Veith of Cincinnati, on the basis of the full year, by one point. Veith had semi-annual records of 197% and 102% for an annual figure of 150%.

Other members of the club for 1973 are Jerry Myers out of St. Louis who chalked up 215%

for the second half, Larry Lloyd and Kenneth Harrap of Cincom Canada, Joseph Newman, Philadelphia area, Mike Ehrensberger and Dale Potter of Cincinnati, Gerry Nelson, Dallas area, Kenneth Berg, Westport area, and Robert Gault from the Sunnyvale sector.

That's not a full report on the way things stood within Cincom City the day The Enterprise was born. Not a word has been said, for example, about what was going on in London or Sao Paulo, or among Cincom's perpetually peripatetic task forces of SEs. The Editor apologizes, pleading an ignorance he hopes quickly to dispel with the aid of a staff of correspondents which does not yet exist. Even that much of an incomplete report, however, does indicate that whether or not the newsletter's staff was up and running at the time, the Company certainly was.

CINCOMPATIBLE PRODUCT



Cincinnati, March 6 — Asked to express himself on the subject of Cincom's having developed and started to Beta-test its long-heralded weekly newsletter, President Tom Nies replied "Weekly? I wish you the best of luck. That sounds to me like an impossible dream."