Annual Conference

Meeting Tomorrow's Challenge By Meeting Today's Needs

SDA

SDA, 475 Park Avenue South, New York, NY 10016.

CONFERENCE COMMITTEE

FEATURED SPEAKERS

JAY N. GOLDBERG

Jay Goldberg is president and chairman of Software Design Associates (SDA), a data processing software and service firm supplying a full range of information processing services to industry, commerce and government. Headquartered in New York, SDA employs approximately 400 staff members and has ten offices throughout the United States and an overseas office in London.

Mr. Goldberg began his data processing career more than 20 years ago with IBM Corporation. Other experience includes programmer/analyst and internal consultant in the Linde Division of Union Carbide Corporation, and a consulting position with the Auerbach Corporation.

Mr. Goldberg is a graduate of New York University where he received a B.A. in English. He is on the Board of Directors of the Software Industry Association and is a member of the American Management Association, Data Processing Management Association, Association for Systems Management, and the Association of Data Processing Service Organization.

GIRROY E. MANSUR

Girroy E. Mansur is President of SDA Products Inc., a position he was elected to in 1981. He is a 20 year veteran within the data processing management field.

Prior to joining SDA, Mr. Mansur was Vice President and General Manager of Information Science. Other experience includes various management positions with Medical Information Technology, SMS, Sybon, Siemens, A.G., and American Hospital Supply Corporation.

Mr. Mansur is a graduate of Northwestern University where he received his B.A. in mechanical engineering and his M.B.A. in marketing and finance.

LUNCHEON SPEAKERS

JAN SNYDERS

Jan Snyders is Midwestern Editor for **Computer Decisions** Magazine specializing in articles on software and systems. She has more than 20 years of data processing experience, starting her career as DP Manager for Chicago 7-Up Bottling Co. Ms. Snyders has also worked for Auerbach Publishers and **Info-Systems** Magazine.

Active in ASM she is currently serving as an International Director and has received the association's highest award, the Distinguished Service Award. She has made several presentations for groups such as ASM, DPMA and AIEE. Ms. Snyders received her BS in Professional Arts from the College of St. Frances in Joliet, Il.

Ms. Snyders is listed in **Who's Who In the Midwest, Personalities of the West and Midwest, and Dictionary of International Biography.** She is one of the founding members of the Commission of Software Issues in the 80's.

DR. GEORGE SCHUSSEL

Dr. Schussel, in his job as Vice President for the American Mutual Group of Insurance Companies, is the senior manager responsible for administration of a $5,000.000 data processing budget for the American Mutual Group. Dr. Schussel is also President of Digital Consulting Associates.

He has been the Course Director of AMR International's Data Base Design course since 1971. He is an adjunct Associate Professor at the University of Alabama and has held professional appointments at USC and Harvard. Notable is the work that has been done for the United States Department of Justice and Bureau of Prisons (BOP). Dr. Schussel has been an on-going consultant to the SENTRY System at BOP since 1976 when the concept for a nationwide, on-line data base data communications system was conceived.

Dr. Schussel has published widely in professional journals such as the **Journal of Industrial Engineering** and **Datamation.** He is a Fellow of the American Association for the Advancement of Science and holds the CDP certification from the Data Processing Management Association.

SEMINAR LEADERS

Stanley Ashkinos Vice President — SDA	**Jerry L. Dowell (A)** Geo. Washington University	**William Lawlor** General Electric Credit Corp.	**Henry Schloss** SDA — New York
Jerry R. August (B) Bechtel Corp.	**Ronald A. Episcopo** SDA — New York	**Jerry Mahoney** SDA — Norwalk, CT	**Arie Slot** SDA — New York
Gwynne Bailey New York Telephone	**William Jay Fabian** North American Phillips Corp.	**Cory Mason (B)** S.C. Johnson & Son, Inc.	**Dave Stadtmauer** SDA — New York
David Bock ASI	**William Garnett** SDA — Washington, DC	**Foster Miller (A)** N.S.A.	**John E. Thiel (A)** Florida State University
Frank Burejsza (A) Wayne State University	**Seth A. Hanover** SDA — Union, NJ	**Peter Noonan (B)** U.S. Courts	**John D. Walsh** SDA — Hartford, CT
Amanda Cannon SDA — New York	**Jackie Herbst** SDA — New York	**Gerry Parcover (B)** H.U.D.	**Tim Warrener (A)** A.T.&T.
Robert Chanon (A) Exxon Corp.	**William Herpich** SDA — New York	**Harvey Saks** SDA — New York	**Peter Zelechoski (A)** U.S.M.C.
Steve DeLillo SDA — New York	**Carol V. Hoover** SDA — New York	**Eileen Sandalwood** SDA — New York	(A) IUG EXECUTIVE BOARD (B) SCORE BOARD OF GOVERNORS

SDA SEMINARS

Graphics in the 80's

In no other area of our industry are advances being made at such a rapid rate as in computer-aided business graphics. This session will cover not only the current state of the art but important issues such as — where advances are being made and where the potential difficulties lie; applications where graphics can improve the communications with a corporation and what the expectations are for the decade to come.

Project Management

An explanation of the issues involved in managing EDP projects of varying sizes. Topics will include project planning budgeting and control, as well as team formation and decision making. The emphasis is on proven techniques for bringing a project in on time and within budget.

Productivity Tools

As personnel costs continue climbing, improving productivity becomes increasingly important. A workshop on the various tools available, from nonprocedural languages to methodologies, what they will and won't do for you, and how to integrate them into your organization.

Programming Maintenance Support

A significant amount of the data processing dollar is consumed in the maintenance and support of existing processing. Unfortunately, this important area is perceived as a "necessary evil". This workshop addresses the problems, characteristics, personnel morale and various approaches in increasing productivity in the maintenance support function.

Organizing a Training Department

The evolution of a Training Department from its conception to its implementation will be presented in this session. Topics to be discussed will include: Winning Top Management Over, Cost Analysis, Needs Analysis, Coordinating and Selecting Material, Gaining Technical Support and Implementation.

Recruiting The EDP Professional

An examination of the recruiting process which addresses the topics such as: methods for finding candidates, how to determine if their goals are compatible with those of your organization, what motivators can you use to get them to accept an offer — and to stay once they are there and what future trends should you be looking at.

Controlling Your Time!

The Data Processing Manager, more than anyone else, is constantly robbed of valuable time. This session is an introduction to some of the key concepts in managing your time plus some workable tips on eliminating time wasters.

The Keys to Retaining D.P. Personnel

As managers we have had misconceptions about why employees leave. Recent research indicates that the managers' perceptions for turnover are the opposite of employees' reasons. During this session those misconceptions will be examined and suggestions to minimize turnover by creative use of job enrichment in areas such as training and benefits will be investigated.

INTERCOMM Business Session

This session is conducted by the INTERCOMM Executive Advisory Board. During this closed session the Board will present the financial report and other related business.

INTERCOMM System Usability Enhancements

SDA product management personnel will present INTERCOMM development plans defining "user friendly" system enhancements. The presentation and subsequent discussions will relate to areas of usability and productivity. This will be an open session.

Debugging for The Application Programmer

This important session will provide basic information and guidance to application programming personnel in the area of debugging. This SDA provided session is open to all attendees and will be an overview of the new SDA educational course of the same name.

INTERCOMM Rap Session

An open user/vender forum which provides INTERCOMM users and interested attendees an opportunity to address questions, comments and concerns directly to SDA upper management.

INTERCOMM Product Enhancement Requests (PERs) Workshop

SDA will present the responses to the PERs from the last conference. After presentation and discussion relating to the enhancement requests SDA will invite users to submit new PERs.

Application Considerations — Panel Discussion

An open panel discussion conducted jointly by INTERCOMM Board members and SDA personnel. Information will be provided and exchanged between INTERCOMM users and SDA technical staff for those attendees with a special interest in on-line application programming.

INTERCOMM Special Interest Groups

INTERCOMM users and interested parties will split into small discussion groups by Special Interests. Special Interest Groups planned are: Networking, Systems Tuning, Multiregion Support, Extended Security System, Applications, Data Base Interface, Maintenance.

INTERCOMM Closing Session

This session, open to all INTERCOMM users, will be conducted by the Executive Advisory Board. Formal election of new Board Members and other business will be conducted. All INTERCOMM users should plan to attend the closing session.

INTERCOMM System Performance Workshop

This workshop is open to all interested attendees. INTERCOMM performance measurement statistics and system tuning will be discussed. SDA representatives will provide Performance considerations and suggestions. The use and benefits of the INTERCOMM Performance Tool STROBE will be discussed by Tim Warrener of AT&T.

SCORE Business Session

This session is conducted by the SCORE Executive Board. During this closed session the Board will discuss SCORE related business. All SCORE users should plan to attend this session.

SCORE Overview

This presentation is designed for all attendees interested in learning about the capabilities and usefulness of the SCORE COBOL program generator. The overview will concern what SCORE is, what the product provides and how the System functions.

SCORE Case Study

This Session will be conducted for all attendees interested in learning about the experiences of a SCORE user. Mr. William Lawlor of GE Credit Corp. will relate that company's successful implementation and use of SCORE.

SCORE Data Base Considerations

Because of the growing involvement of SCORE users with Data Base Systems, this session will provide guidance and techniques for SCORE users in a DBMS environment. Information exchanged during this session will address design considerations as well as practical coding aspects.

SCORE Advanced Techniques

Advanced Techniques will be of particular value to the current SCORE user, experienced in the use of the product, yet interested in addressing more complex situations.

SCORE Rap Session

An open user, vendor forum which provides SCORE users and interested attendees an opportunity to address questions, comments and concerns directly to SDA upper management.

Future Enhancements — Panel Discussion

This closed session will allow SCORE users to provide input to SCORE technical management and development staff concerning desired enhancements to SCORE.

Code Generation in The On-Line Environment

An exciting preview of a major new SCORE development area, On-line. The value of code generation and the proliferation of on-line systems presents an important productivity challenge not previously addressed in the industry.

SCORE Closing Session

This Session, specifically for SCORE users, will be conducted for the selection of the SCORE User Advisory Board and other business.

TUESDAY, APRIL 28

Welcome Reception
7:30 P.M. to 9:00 P.M.

● Wine & Cheese Party
Lagoon Area

SDA ANNUAL CONFERENCE

April 28 - May 1, 1981 ● Marriott Inn ● Orlando, Florida

WEDNESDAY, APRIL 29

Registration
8:00 to 8:45

Opening Addresses
8:45 to 10:15

● Jay N. Goldberg
President — SDA

● Gilroy E. Mansur
President — SDA Products, Inc.

Coffee Break
10:15 to 10:30

Concurrent Sessions
10:30 to 12:00

● Project Management
William J. Fabian
North American Phillips

● Productivity Tools
John D. Walsh, Jr.
SDA — Hartford, CT.

● INTERCOMM Business Session
J. L. Dowell
Chairman — IUG Board
(INTERCOMM users only)

● SCORE Business Session
Jerry R. August
Chairman — SCORE Board
(SCORE users only)

Luncheon
12:00 to 1:30

Featured Luncheon Speaker:

Jan Snyders
Midwestern Editor for
Computer Decisions

**The Future of Software
and Its Developers**

Concurrent Sessions — 1:45 to 3:15

● Programming Maintenance Support
Jerry Mahoney, SDA — Norwalk, CT

● Organizing a Training Department
Ronald Episcopo, SDA — New York, NY
David Bock, ASI — New York, NY

● INTERCOMM Future Enhancements
Arie Slot, SDA — New York, NY
Carol V. Hoover, New York, NY

● SCORE Overview
William Herpich, SDA — New York, NY
William Garnett, SDA — Washington, DC

Coffee Break
3:15 to 3:30

Concurrent Sessions
3:30 to 5:00

● Recruiting the EDP Professional
Seth A. Hanover
SDA — Union, NJ

● Controlling Your Time
Ronald Episcopo
SDA — New York, NY

● INTERCOMM Debugging for the
Applications Programmer
Steve DeLillo
SDA — New York, NY

● SCORE Case Study
William Lawlor
G.E.C.C. — Stamford, CT

Concurrent Sessions
5:30 to 7:30

● INTERCOMM Hospitality Suite
(INTERCOMM users only)

SCORE Hospitality Suite
(Open to all)

SDA Hospitality Suite
(Open to all)

THURSDAY, APRIL 30

Concurrent Sessions
8:45 to 10:15

● Keys to Retaining DP Personnel
Amanda Cannon
SDA — New York, NY

● Programming Maintenance Support
Jerry Mahoney
SDA — Norwalk, CT

● INTERCOMM Rap Session
Carol V. Hoover
SDA — New York, NY

● SCORE Data Base Considerations
Henry Schloss
SDA — New York, NY

Coffee Break
10:15 to 10:30

Concurrent Sessions
10:30 to 12:00

● Project Management
William J. Fabian
North American Phillips

● Productivity Tools
John D. Walsh, Jr.
SDA — Hartford, CT

● INTERCOMM (PERs) Workshop
Stanley Ashkinos
SDA — Vice President

● SCORE Advance Techniques
Dave Stadtmauer
SDA — New York, NY

Luncheon
12:30 to 1:30

Featured Luncheon Speaker

Dr. George Schussel
American Mutual
Insurance Companies

**On-Line Systems, Data
Bases, and EDP in the "80's"**

Concurrent Sessions
1:45 to 3:15

● Recruiting the EDP Professional
Seth A. Hanover, SDA — Union, NJ

● Organizing a Training Department
Ronald Episcopo, SDA — New York, NY
David Bock, ASI — New York, NY

● INTERCOMM Applications Considerations
Harvey Saks, SDA — New York, NY

● SCORE Rap Session
Henry Schloss, SDA — New York, NY
Eileen Sandalwood, SDA — New York, NY

Coffee Break
3:15 to 3:30

Concurrent Sessions
3:30 to 5:00

● Graphics in the 80's
Gwynne Bailey
N.Y. Telephone

● Controlling Your Time
Ronald Episcopo
SDA — New York, NY

● INTERCOMM Special Interest Group
Carol V. Hoover
SDA — New York, NY

● SCORE Future Enhancements
Stanley Ashkinos
SDA — Vice President

**SDA Conference
Cocktail Party**
5:30 to 7:30

Lagoon Area

Everyone Welcome

FRIDAY, MAY 1

Concurrent Sessions
8:45 to 10:15

● Keys to Retaining DP Personnel
Amanda Cannon
SDA — New York, NY

● Recruiting the EDP Professional
Seth A. Hanover
SDA — New York, NY

● INTERCOMM Systems Performance
Tim Warrener
A T & T — Long Lines

● SCORE On-Line Environment
Henry Schloss
SDA — New York, NY

Coffee Break
10:15 to 10:30

Concurrent Sessions
10:30 to 12:00

● Graphics in the 80's
Gwynne Bailey
N.Y. Telephone

● Productivity Tools
John D. Walsh
SDA — Hartford, CT

INTERCOMM Closing Session
J. L. Dowell
Chairman — IUG Board
(INTERCOMM users only)

● SCORE Closing Session
Jerry R. August
Chairman — SCORE Board
(SCORE users only)

ORLANDO MARRIOTT® INN
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The Orlando Marriott Inn is conveniently located to all major central Florida attractions. Such as: Walt Disney World—10 minutes, Sea World—5 mintues, Circus World—20 minutes, Stars Hall of Fame—5 minutes, Wet and Wild—2 minutes. The Marriott Hospitality Centre, located in the lobby, can supply you with many other last minute details you may need. East and west coast beaches are within two hours driving distance which are connected by major interstate arteries.

**TWO WAYS TO
REGISTER FAST**

1) CALL 212/481-6800

2) FILL OUT FORM AND
MAIL TO:
SDA
475 Park Ave. South
New York, N.Y. 10016

Attendance is limited; therefore, early registration is recommended.

SDA

SDA supplies a full range of information processing services, including software products, professional services, and education.

SOFTWARE PRODUCTS

- INTERCOMM is a full-featured, high performance multitasking data communications monitor that runs on the IBM 360, 370, 303X, and 43XX under the standard OS, VS, and MVS operating systems.

- SCORE is a parametric COBOL program generator which generates complete ANS COBOL programs from simple English language entries. It gives the user the ability to define program requirements in the form of nonprocedural statements. SCORE is compatible with most hardware including IBM, Honeywell, Burroughs, and Univac.

- MINICOMM is the data communications monitor designed for the first time teleprocessing user to bring him on-line quickly. It is quick to install, easy to use, and requires minimum resources. MINICOMM runs on IBM 360 or 370 and 4300 under DOS, DOS/VS and DOS/VSE, and supports IBM 2260, 3270 and plug compatible terminals.

PROFESSIONAL SERVICES

- Over 400 full-time salaried SDA consultants are available, including systems analysts and designers, programming consultants, project leaders and project managers. They will design, implement, and manage data processing projects.

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New York, New York 10016
(212) 686-2032

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