

THE SDA NEWSLETTER

THE NEWS BIMONTHLY OF SOFTWARE DESIGN ASSOCIATES, INC.

Vol. III

January, 1977

NO. I

EDITORIALS

Said Calvin C. Coder, "How base!
I'll put Walt Mandell in his place."
So he scribbled a verse
While he muttered a curse,
Perspiring and red in the face.

His paper was sodden with sweat
And his writing got blurry and wet;
the few words we could glean
Were grotesquely obscene--
A rejection slip Calvin will get.

A NOTE OF THANKS

Last January we had to apologize for the skinniness of the post-holiday issue. This year, thanks to a tremendous increase in the volume of reader contributions, we need only issue a warning that, unless handled carefully, your fat newsletter may bust its staples.

We extend hearty thanks to the ten readers who contributed to this issue, and also to all the other people who have sent in contributions during the eighteen months of this newsletter's existence.

OUR NEW COMPUTER

We were greatly excited last month by Computerworld's article on the new IBM Series/1 computer, which, since it has no compiler or other gimmicks to attract the unsophisti-

cated user, seemed the perfect Christmas toy for SDA's brilliant technical staff. We are very happy that SDA has granted our unspoken wish and ordered a Series/1.

If you want to get the fullest enjoyment out of SDA's first computer, get into the action early and sign up for the computer committee.

STAFF CHANGE

We are sorry to announce that, due to pressure of work, Marie Gattnig has resigned as production manager. Marie has done a great job, and the newsletter staff is sorry to lose her. She has been replaced by Barbara Nelson, whom we welcome to the staff and look forward to working with.

Leslie Hoffman of the Connecticut office is currently handling the typing.



THE SDA NEWSLETTER

270 Madison Avenue
New York, New York 10016

Publisher
Editor
TD Rep

Jay Goldberg
Jane Braik
Sheldon Dansiger

Production:
Manager
Typography

Barbara Nelson
Leslie Hoffman

New Apartment

Adjacent to the New York border, lies the affluent community of Greenwich, Connecticut. On a side street off of Greenwich Avenue, SDA has established its new branch office in a "3rd story walk-up" (no elevators) converted apartment building. The office has a lot of charm, including a conference room, bathroom and shower, and an unheated kitchen with a broken stove and sink - cold water only. Also, at no additional cost, there is a breathtaking view of Long Island Sound that is only visible on a clear day with high powered binoculars.

On the bright side, the office has wall-to-wall carpets, new furniture, phones with human answering service, typewriter, and a new friendly secretary, Leslie Hoffman. We are proud of our new expansion and the fact that we are even working with several local clients. Drop by and say "hello" and you are sure to receive a warm welcome and, possibly, (if budget permits) some hot coffee or cold beer.

Jerry Mahoney
S.D.A.
33 Lewis Street
Greenwich, Conn. 06830

(203) 661-5390

THE FAT FUND

(A Human Interest Report)

by
Marie Gattnig
Fat Fund Treasurer

Several months ago, out of sincere concern for the avoirdupois well-being of the sales and management staff, our fearless leader instituted the "weekly weigh-in." And, as is his wont, to put a little spice into it, he introduced that age-old motivator, money.

Here is how it all works. Every week, at the end of the sales meeting, everybody gets weighed and a record is kept of each person's weight. The following week, anyone who has gained weight has to pay the Fat Fund a dollar for every pound over his previous week's weight. (Those who stay the same or lose weight get to hold onto their money.)

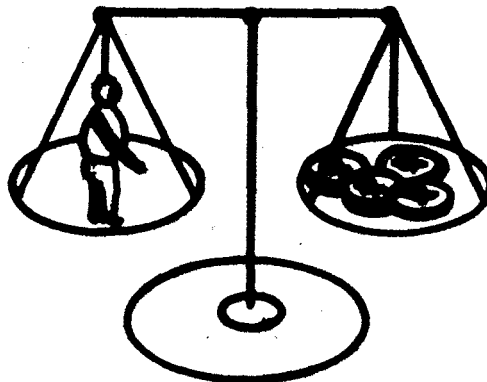
By December, a rather substantial amount of money had accumulated in the Fund--thanks to our little chubs--and they began to wonder what was to become of all the "loot." (A mass forway to Schraffts, perhaps, for hot fudge sundaes?) After very little deliberation, however, they all decided that the money would be donated to the New York Times Neediest Cases Fund. (The money order was mailed on December 15.)

To our not-so-svelte but oh-so-super guys, Bravo! and God Bless!

SOCIAL NOTES

Francis Pardo will be teaching a 15-session PL/I course at the New School starting on January 31.

Carole Tracey and Bob Neumann plan to be married in May.



Anniversaries



In May, 1980, Michael Zumoff celebrated his 10th anniversary with SDA. Mike, who has a B.A. and M.S. in physics from NYU (Phi Beta Kappa and Pi Mu Epsilon), is our resident COBOL expert. He has taught in-house courses in advanced COBOL programming and has had articles on the subject printed in several publications.



In July of this year William McGowan celebrated his 10th anniversary with the company. Bill (with a background including degrees in sociology and economics, extensive travel in the U.S. and Central America, and years of marketing and managerial expertise) was the salesman who, back in the 40 Park Avenue days, won for SDA its first of many happy paying customers.

Cheerful people are healthier than grouchy people. Apparently the surly bird gets the germ.

Contributed by Stan Neuhausen



In December, 1980, Lee Joyner will celebrate his 11th anniversary with SDA. Lee started out with an A.B. in mathematics (Phi Beta Kappa), cut his teeth on the IBM 1401 and 7094, and is rarely seen these days--because, once a client has him, they're very reluctant to let him go.

SDA'S 6TH COMPUTER DRAWING

Bob Bergen of the Philadelphia branch was the winner of SDA's 6th home computer drawing, held during a luncheon at the Swiss Bear restaurant in New York.

Of the six home computers awarded by our referral program, three have gone to members of our Philadelphia branch, one to New York, one to Norwalk, and one to Hartford. Could Dallas Green by pulling strings behind the scenes?

Whether or not the Phillies win the pennant, all members of the professional services group can become winners--the bounty for an experienced person hired on referral has just been raised from \$1,000 to \$2,000.

Are there any Manny Trillo's out there? Or Reggie Jacksons? Or Dusty Bakers? Or Steve Hendersons or Claudel Washingtons or Lee Mazzillis?

Or even any Wayne Nordhagens?

We're hoping to hear from both the infield and the outfield soon.

PRESIDENT'S THE CORNER'S

SDA continues to make progress. As I told you in the June Newsletter, SDA Products had lost approximately \$400,000 through April 1980. In May and June SDA Products made a profit of approximately \$100,000. I hope that for the balance of the year, SDA Products will at least break-even. The professional services part of the company made a pretax profit of \$650,000 for the first half of the year, and I believe the pretax profit for the entire organization (services and products combined) will exceed \$1,000,000 for the year of 1980 -- the highest such profit in the company's history.

Our new offices continue to develop, and our New York branch now constitutes less than half of the professional services revenue of the company. Our branches also represent significant opportunities for future growth. We hope to open at least one new branch before the end of this year.

I visited our office in London during August, and we are making excellent progress in that city. We have about seven people on the staff with more to join in the coming months. We have established relationships with several fine clients and are in the process of promoting a technical manager from the U.S. to the London office. Our plan is that the London office will be the first of many overseas offices and that this development will allow our staff members not only professional opportunities but also the chance to live and work in other

parts of the world.

I am happy to announce the addition of two new staff members into management positions within SDA. Ron Episcopo has joined SDA effective early September as Training Manager. Ron joins us from Chemical Bank and will be responsible for in-house training and developing our training products for sale in the outside market. Gus Mansur has joined SDA as Product Manager for SCORE. Gus will be responsible for all sales and marketing management for our COBOL Program Generator - SCORE.

Gus joins us from Information Science where he was Vice President and General Manager of one of their business areas. Gus has already started to have a positive impact on SCORE marketing, and I am confident that he and Ron will both be successful and contribute to our future growth.

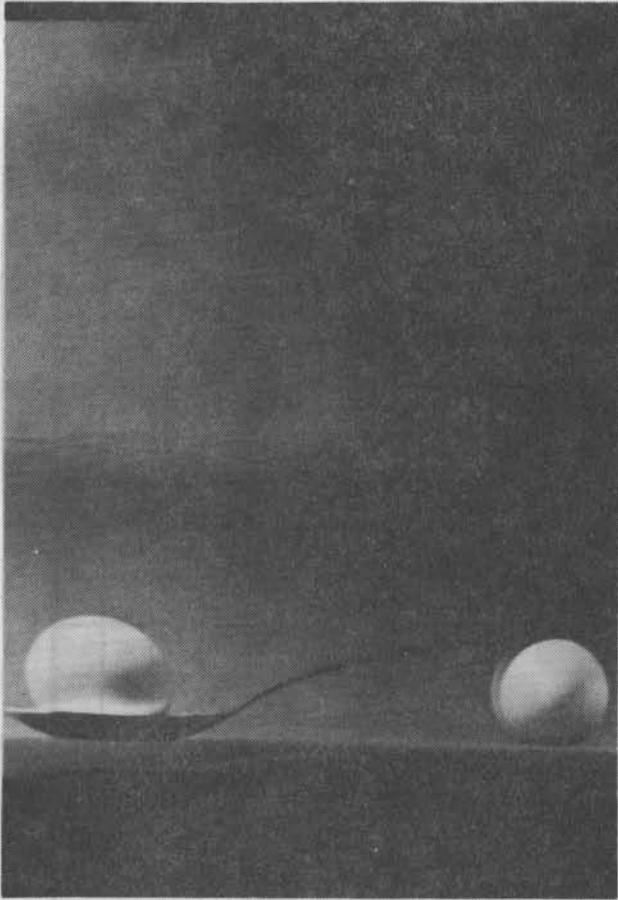
Probably the most important accomplishment that I can note in this column is the fulfilling of a commitment (made in the rain last year) of sunshine on all SDA picnics. New Jersey, Philadelphia and New York all had picnics and nary a drop fell. Having fulfilled my obligations for 1980, I will allow someone else to arrange the 1981 weather, proving that I truly can delegate responsibility and authority.

PET SURVEY--EARLY RETURNS

As we go to press, 16 people have responded to our pet survey, and the results are tabulated below. So far, it seems that the cats are winning by a wide margin. If you want your pet to be counted, send in your questionnaire today--the final returns will be printed in the October issue.

PET	# of animals	# of owners
Cats	24	10
Dogs	5	5
Quail	2	1
Guinea pigs	1	1
Parakeets	1	1

3



5



SIGN OBSERVED IN JACK GERINGER'S OFFICE

IT'S
DIFFICULT TO
SOAR WITH EAGLES
WHEN YOU
WORK WITH
TURKEYS.

4



MIND TEASER

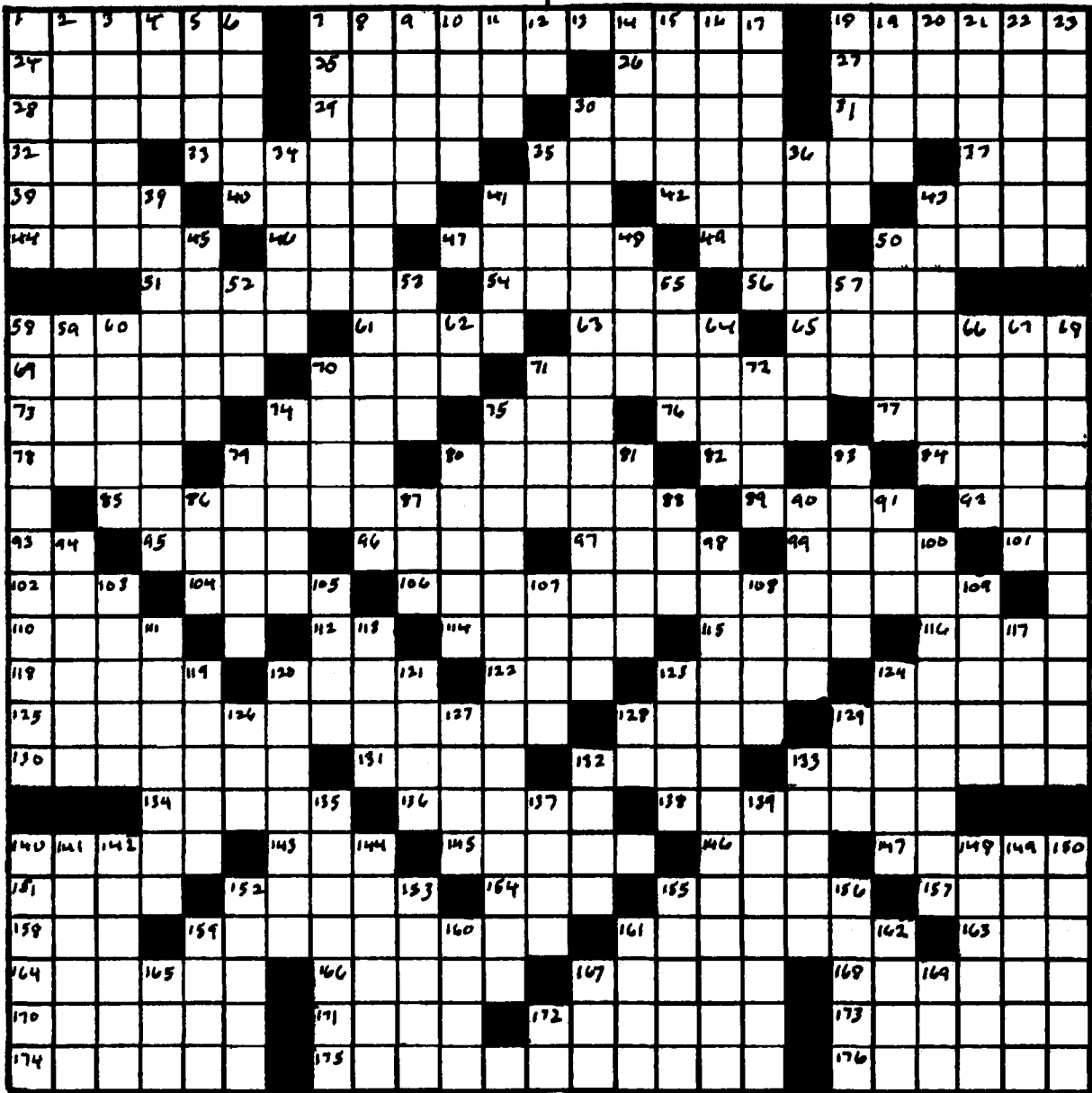
President William Howard Taft (1909-1913) once enjoyed such a pleasant vacation at a Catskill resort that he came out with the suggestion that every American worker should be guaranteed a three-month vacation every year.

What effect would this practice have on the economy?

Your answers will be printed in future issues of the Newsletter--and we await them with great curiosity!

NPuzzles

CROSSWORD



ACROSS

1. VOL subparameter
7. Array of noncontiguous items
10. Bit-moving instructions
24. Class of ribbon worms
25. Executed 1401 instruction
26. ---- - mous
27. Mr. de Balzac
28. Shiny cotton fabric
29. Collating sequence
30. Copper coins
31. Doria or del Sarto

32. Wife of Siva
33. Made -- -----
35. DOS library
37. D4 D5 E6
38. Norse god of mischief
40. Mass of eggs
41. Programming language
42. Sexual assaults
43. Partner or spouse
44. Vague
46. High note
47. Program's backbone
49. Floating point instruction