

DIGITAL DIALOGUE



Vol. 1, No. 1

Employee Newsletter of Digital Research Inc.

August 1982

DRI employees, here it is: Your newsletter

This is the first issue of the Digital Research employee newsletter, Digital Dialogue. Quarterly editions of Digital Dialogue will be published in September, December, March and June. Quarterlies will cover a broad range of news of interest to DRI employees. Supplemental issues will be published during the other months. Supplements will be devoted primarily to personnel issues: Introduction of new employees, announcements and explanations of policy. This first

supplement includes a listing of all employees by department with their extension numbers and also includes a history of Digital Research.

Representatives from each department of Digital Research compose an editorial board to plan each quarterly issue. Suggestions and news items may be given to department representatives, to Nan Bomberger in Marcom, or left in the newsletter suggestion box in the employee lounge at 160 Central.

Digital Research Personnel

Gary Kildall
John Rowley
Becky Jones

President
Chief Operating Officer
Administrative Assistant



RESEARCH & DEVELOPMENT

734 Lighthouse Ave.
Pacific Grove, CA 93950

Mike Lehman	Manager, R&D	2270
Alan Cooper	Project Manager	2270
Thomas LaFleur	Engineering Manager	2270



GRAPHICS

165 Central Ave.
Pacific Grove, CA 93950

Fred Langhorst	Director, Graphic Products Group	6240
Jason Loveman	Software Engineer	6246
Tony Li	Software Engineer	6245
Susan Miller	Administrative Assistant	6243
Rita Kan	Software Engineer	6244
Russell Weeks	Product Marketing Manager	6242



OPERATING SYSTEMS

160 Central Ave.
Pacific Grove, CA 93950

Thomas Rolander	VP Operating Systems Division	6051
Robert Herlien	Staff Engineer	2273
Dave Brown	Staff Engineer	2210
Francis Holsworth	86 Project Engineering Manager	6048
Kathy Strutyński	80 Project Engineering Manager	6042
Charles Carroll	OEM Systems Engineering Manager	2272
Steve Williams	Senior Software Engineer	6082
William Tyler	Senior Software Engineer	6081
Douglas Huskey	Senior Software Engineer	6044
David August	Systems Engineer	2272
Phillip Balma	Senior Software Engineer	6046
Daniel Horovitz	Software Engineer	6055
John Pierce	Systems Engineer	2273
William Fidler	Senior Software Engineer	6038
Hiren Saraiya	Systems Engineer	2272
Raymond Pedrizetti	Software Engineer	6053
Randall Baird	Software Engineer	6045
Lowell Webster	Systems Engineer	2272
Bruce Skidmore	Software Engineer	6043
Thomas Mason	Software Engineer	6043
Jeff Newman	Software Engineer	6039
John Knight	Associate Engineer (Summer Int.)	6044
James Horning	Engineering Aide	6079
Frances Borda	Software Engineer	6036
Marina Telford	Administrative Assistant	2213



Pascal/MT-
MP/M-86
CBASIC
PL/I-80

LANGUAGES

160 Central Ave.
Pacific Grove, CA 93950

Gordon Eubanks	VP Language Division	6050
Catherine Murphy	Administrative Assistant	6068
Andrea Davis	Secretary	2228
Richard Magnuson	Retail Marketing Manager	6029
Carmen Governale	Product Marketing Manager	6031
Robert Silberstein	Software Engineer	6083
Paul Lancaster	Software Engineer	6084
Richard Rosenbaum	Software Engineer	2224
Charles Spitz	Software Engineer	6023
Daniel Davis	Software Engineer	2225
Richard Bielsker	Software Engineer	6057
Clint Woeltjen	Software Engineer	6023
Douglas Tuttle	Software Engineer	2227
James Funk	Production Marketing Engineer	2228
Michael Girard	Associate Engineer (Summer Int.)	2218
Darrel Laursen	Associate Engineer (Summer Int.)	6033
Susan Amkraut	Associate Engineer (Summer Int.)	6091
Nancy Zetner	Software Engineer	—



FINANCE & ADMINISTRATION

160 Central Ave.
Pacific Grove, CA 93950

Stan McKee

Chief Financial Officer

6047



ACCOUNTING

Linda Singletary
Gloria Leyva
Karen Loberg
Bonnie Griffin
Patricia Oto
Lenette Gaskill
Sherri Chartier
Kitty Teeters

Accounting Manager 6074
Credit and Collection Repr. 6073
Accounts Receivable Coord. 6075
Payroll Clerk 6076
Accounting Clerk 2231
Accounting Clerk 6088
Accounting Clerk 6077
Accounting Clerk 2223

Fred Madriaga

Financial Analyst 6030

167 Central Ave.
Pacific Grove, CA 93950



PURCHASING

Meedie Kornfield
Carol Weaver

Purchasing Agent 6072
Junior Buyer 2220

167 Central Ave.
Pacific Grove, CA 93950



FACILITIES

Gerald English
John Stephens
Robert Burton

Senior Facilities Supervisor 6015
Senior Electronics Technician 6015
Maintenance Mechanic 6019

160 Central Ave.
Pacific Grove, CA 93950



PERSONNEL

Joanne Nelson
Pauline Collard
Lucy Brusa
Brenda Heffelfinger

Personnel Director 6001
Personnel Administrator 6000
Personnel Clerk 2205
Receptionist —

160 Central Ave.
Pacific Grove, CA 93950

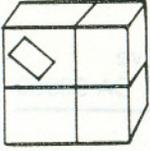


DATA PROCESSING

Ralph Seifert
Beverly Wang

Data Processing Manager
Applications Programmer 6080

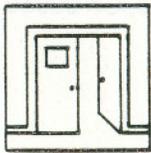
160 Central Ave.
Pacific Grove, CA 93950



MANUFACTURING

Production: 121 Ocean View Blvd.
Pacific Grove, CA 93950
Shipping: 801 Lighthouse Ave.
Pacific Grove, CA 93950

Greg Walberg	Manufacturing Manager	2211
Elizabeth Porter	Manufacturing Supervisor	6096
Dallas Gilpin	Receiving Clerk	2219
Margie Arms	Shipping Clerk #1	2200
Brian Curtice	Manufacturing Courier	2200
Ron Firstman	Shipping Clerk #2	2200
Rochelle Knight	Shipping Clerk #1	2200
Doris Tai	Assembler #1	6096
Anthony Brand	Assembler #1	2200
Lori Clark	Assembler #2	2200
Charles Houseman	Assembler #2	2200
Michael Paglia	Assembler #2	2200
Tana Thompson	Assembler #2	2200
Tony Jordan	Shipping Clerk #1	2200
Dan Seifer	Stock Clerk	2200
Mellisa Phillips	Assembler #1	2200
Michael Boudreau	Assembler #1	2200
Michael Petrie	Assembler #1	2200
Robbie Howard	Software Production Manager	6024
Patrick Sterling	Manufacturing Engineer	6026
Carol Roxane Landaker	Production Operator	6026
Kathy Muller	Lead Assembler	6026
Howard Grebe	Lead Assembler	6026



OPERATIONS

160 Central Ave.
Pacific Grove, CA 93950

Dorothy McEwen	Vice President of Operations	6070
Barbara Norman	Administrative Assistant	6054



CUSTOMER SUPPORT

160 Central Ave.
Pacific Grove, CA 93950

Juli Harvey	Customer Support Manager	6006
James Zekas	Sales Support Manager	6229
Bill Smale	Distributor Coordinator	6226
<u>Maureen Minnes</u>	OEM Coordinator	6230
Devon Nichols	Customer Service Representative	6231
Sylvia Young	Guest Host Coordinator	6227
Susan Duffy	Administrative Assistant	6228
Janet Sellards	Customer Services Manager	6007
Vickie Heisinger	Customer Service Representative	6086
Linda Perez	Customer Service Representative	6089
Jean Pippin	Customer Service Representative	6020
Maria San Paolo	File Clerk/Telex Operator	2222
Danette Votruba	Customer Service Representative	6063
Charles Weeks	Customer Service Representative	6011
Karen Yule	Customer Service Representative	6008
Laurie Jones	Secretary	2222
David Eversz	Technical Service Representative	6084
Thomas O'Neill	Technical Service Representative	6060
Nellis Gilchrist	Order Processing Manager	6059
Daisy Perez	Lead Order Processor	6060
Cindy Preston	Order Processor	6088
Marcia Condit	Order Processor	2204

Customer Support Continued

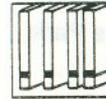
Polly Sloane	Legal Services Manager	6223
Patie McCracken	Contract Administrator	6224
Lolita Black	Legal Protection Administrator	6225
Kathy Welch	Administrative Assistant	6223



MARKETING COMMUNICATIONS

Marilyn Darling	MARCOM Manager	6218
Nan Bomberger	PR Publications Coordinator	6220
Susan Cooper	Advertising Manager	6216
Patricia Lucas	Public Relations Manager	6221
Marcel Mendoza	Mktg. Literature Supervisor	6217
Angela Lee	Graphics Artist	6222
Debbie Nordgren	Mail Coordinator	6247
Quinn Carter	Administrative Assistant	6219
Susan Schwantes	File Clerk	6248
John Siegrist	Mail Clerk	6248

160 Central Ave.
Pacific Grove, CA 93950



PUBLICATIONS

Susan Raab	Technical Services Manager	6066
Timothy McCormick	Documentation Development Manager	6040
Michael Fransulich	Language Docum. Project Leader	6094
Ruth Driscoll	Technical Writer	6238
Michael Robison	Technical Writer	
Meryle Sachs	Technical Writer	2221
Ellen Haley	Publications Manager	6067
Barbara Morrison	Publications Assistant	6067
Larry Scroggins	Technical Writer	6094
Joanne Tenenbaum	Technical Editor	2200
Steven D'Annalfo	Cust. Serv. Doc. Specialist	6214
Kay Kwon	Word Processing Supervisor	6064
Margaret Anderson	Admin. Asst./Seminar Coord.	6065
Lucille Diaz	Librarian	6066
Alix Oliver	Layout Artist	6069
Suzanne Ferry	Editor	6068
Catherine Murphy	Editor	6068
Susan Becker	Word Processor	6064
Linda Wann	Word Processor	6067
Marion Bremner	Proofreader	(Temp)

801 Lighthouse Ave.
Pacific Grove, CA 93950



TECHNICAL SUPPORT

Nancy Lehman	Technical Support Dept. Manager	6210
Vincent Alia	Qual. Assur. Engr.	6201
Curtis Geske	Tech. Supp. Analyst	6205
Joseph Bailey	Tech. Supp. Analyst	6212
David Brown	Tech. Supp. Analyst	6212
Wayne Johnson	Tech. Supp. Analyst	6207
Robert Prince	Tech. Supp. Analyst	6204
Daniel Erickson	Tech. Supp. Analyst	6208
William Lovelace	Tech. Supp. Analyst	6206
David Maison	Qual. Assur. Engr.	6200
Debbie Rodriguez	Customer Data Entry	2230
Benjamin Crowell	Qual. Assur. Engr./Summer Trn.	6202
Tammy Dutra	Customer Data Entry	2277
Linda Morga	Customer Data Entry	2230
Barbara Turner	Switchboard/Receptionist	2277
Marion Brown	Support Center Manager (As of 8-16-82)	
Helen Lazaro	Secretary	

167 Central Ave.
Pacific Grove, CA 93950



SALES

Burlingame Executive Suites
111 Anza Blvd., Suite 300
Burlingame, CA 94010

Burlingame Office:

Stephen Maysonave
James Tillinghast
Dan Simchuk

William Haufe
Van Crandall
Mike Smith
Bill Schwegler
Peggy Gillespie

Director of Field Operations (415) 579-5735
No. Amer. Distribution Mgr. "
National Manager - Field "
Technical Support "
Branch Sales Manager "
Distribution Sales Manager "
Branch Sales Manager "
Technical Support Specialist "
Administrative Manager "

6 New England Executive Park,
Suite 400,
Burlington, MA 01803

Boston Office:

Bruce Cohen
Michael McCarthy
Michael Segroves
Bruce Arwine
Bill O'Connell
Diane Masciovecchio

N.E. Regional Manager (617) 229-6222
Distribution Manager "
Senior Technical Support Specialist "
Technical Support Specialist "
Senior Sales Representative "
Senior Secretary "

6033 West Century Blvd.
Suite 400
Los Angeles, CA 90045

Los Angeles Office:

Mark Plinneke

Branch Sales Manager "

(213) 410-0410

P.O. Box 145
Sierra Madre, CA 91024

Sierra Madre Office:

Mary Eubanks
Joseph Altea
Irwin King
Fay Todor
Maria Klick
Karen Ruhleder
Andy Glick

Office Manager (213) 355-4211
Senior Systems Analyst "
Systems Analyst "
Systems Analyst "
Secretary/Receptionist "
Systems Analyst "
Technical Support Spec. "

Rapid expansion marks DRI history

All of us know that we're working for "the world's leading manufacturer of microcomputer systems software," as the press describes Digital Research. But there was little indication that we would reach that top spot when Gary Kildall was first trying to attach an early disk drive to his Intel development systems so he could run the first version of CP/M back in 1974. And no one could have predicted that a small yellow playhouse in the Kildall backyard would become the base of a company that now occupies five buildings. Or that we would grow in just five years to nearly 200 employees.

Just how did it happen that Digital Research put the little town of Pacific Grove so prominently on the computer industry map? It's not a very long story, simply because the business we're in is not a very old one.

According to Gary, it all really began back in 1974 when that first version of CP/M was developed and debugged. Before that there had been the achievement of a Ph.D. in computer science in 1972, teaching and research at the Naval Postgraduate School, consulting work at Intel, and the building of close relationships with many of the pioneers of microcomputing.

Gary Kildall worked in his backyard playhouse with the hummingbird feeders outside the door, thinking and tinkering with his first version of CP/M - and at just the right time he got a little help from a friend. "John Torode, now president of Digital Microsystems, came to my aid with a home-built disk drive controller, which we wired up between my Intellec-8 development system hardware and an early flexible disk drive I'd been given by Dave Scott of Shugart Associates. We loaded up the first version of CP/M from a paper tape reader into the Intellec memory. With the first CP/M prompt appearing on my used Teletype in 1974, we were both aware that a new computer generation was in progress," Gary recalls.

The new computer generation has resulted in a number of successful companies including Digital Research. And that computer generation owes its existence, in large part, to CP/M, the first useful operating system for microcomputers. John Torode started a small company called Digital Systems, and Gary joined him to begin licensing their combined hardware and software. The first commercial licensing of CP/M took place in 1975 with contracts between Digital Systems and Omron of America and Lawrence Livermore Laboratories.

For the next year Gary worked at developing facilities for his new operating system.

Meanwhile, Dorothy McEwen started putting together the business side of the company. She began working with Gerry Davis on legal issues. She set up a marketing program. She took on the job of negotiating contracts. "If it weren't for Dorothy's hard work in setting up this company," commented Marilyn Darling, "Digital Research, as we know it, would not exist. When I came for an interview, I was amazed to find that the entire marketing and sales function was being handled by Dorothy, Hal Elgie (then director of marketing) and Barbara Norman."



Digital Research's early history at 801 Lighthouse Ave. included hot chocolate around the fireplace and conferences in the back-yard.

Gary and Dorothy filed their first fictitious business name statement in June 1976 and were incorporated in August 1977—just five years ago this month. The company's first name? Intergalactic Digital Research. A small consulting firm in Sausalito was calling itself Digital Research at the time; when it failed some time later, the Kildall's settled on the company's present name.

In April, 1977 the tiny new company next rented a set of offices above what is now Charlie's restaurant at 716 Lighthouse Avenue. They began marketing CP/M to computer hobbyists through magazines like Dr. Dobb's Journal and to OEMs through licensing agreements. The price of the system to the hobbyist market was just \$70. Dorothy remembers going down to the post office hoping to find a few checks that would keep them going a while longer.

"There was, at that time, a prevailing paranoia among software vendors who felt that any and all loose software would be immediately ripped-off by this immoral group of computer junkies," Gary has written, adding, "CP/M gradually gained popularity through a grassroots effect and, to the amazement of the skeptics, the rip-off factor was practically nil."

The fledgling company began to need temporary help to fill orders and answer phones. Then they hired the first full-time employee, John Pierce. "I came on with the idea of doing technical support to customers," John says, "but I began taking orders on the phone, running

history

errands, programming, everything that needed doing. We all did. We continued to use part-time help, too." Soon a full-time secretary, Portia Stade, was hired; Portia is still remembered for her long blonde hair, bare feet and shorts.

There were nine employees when Digital Research moved to 801 Lighthouse in November 1978. The Victorian building was semi-converted into offices. The previous tenant, a dentist, had built railings in the former dining room to separate his waiting room from his dentist's chair. This became Digital Research's conference room. However, at times more conference space was needed and groups of dark suited business men could be found conferring around picnic tables in the backyard.

Barbara Norman remembers 801 with fondness. "We had about 15 people when I began," she says, "and it was a very close group, like a family. We had the fireplace, and we'd have hot chocolate in the morning and chat about the day before starting work. And we'd eat lunch in the back at the picnic table. The programmers were out in the carriage house then and the shipping and disk making was all done inside. Later the programmers moved over to 734 Lighthouse."

That move was another landmark in Digital Research history. The Victorian duplex at 734, had to be raised about six feet on jacks in order to get the VAX equipment installed, and to add a better foundation. The programmers had to climb a ladder to get into 734 because there were no outside stairs at the time. Reportedly, the whole house shook on its unsteady pilings whenever anyone inside moved about.

And Digital Research continued to grow. In August 1980 with the expansion to 734, the company had 24 employees—and CP/M was becoming increasingly popular. A growing number of systems and application software houses were using it and the effect was cyclic: as CP/M was chosen more often, software developers produced more applications, which spurred more design-ins of CP/M by computer manufacturers, which generated more applications, and so on and on. By 1979, Version 2.2 had become the industry standard—and most popular operating system.

And that meant tremendous growth for Digital Research. In two years, between the summer of 1980 and this summer, Digital Research has grown 1100 per cent in revenues with an increase in the number of employees from about 20 to almost 200. The two Victorian houses were bursting at their seams, so after

an exhaustive search—"we looked at both of the two buildings available in Pacific Grove," Marilyn Darling recalls—the present office building at 160 Central Avenue was acquired.

Golden Gate Airlines had been occupying part of the second floor, back of the present lounge. The front structure (where Marketing Communications now uses the remodeled loft) was intended for a restaurant to serve the complex. The move to 160 Central was made during Fall 1981. And still it was not enough space.

Just a few months later a building at 121 Ocean View Boulevard was leased to house the shipping department. Then Digital Research began expanding into the building across the street (167 Central) from headquarters. First went accounting and purchasing, next technical support and then the mail room and the new graphics group. The research and development group is still at 734 Lighthouse. The first real home for Digital Research at 801 Lighthouse is now used for publications, production and training.

CP/M remains the cornerstone of Digital Research, though now we are producing a whole line of operating systems, languages, programming tools and utilities. It was partly the timing of CP/M's entry into the disk-based microcomputer world that made it such a popular product, but its other advantages were soon recognized: it is not expensive; it is portable; and it requires a minimum of memory space, leaving more room for application programs.

Nevertheless, even some of the old hands here are surprised at the rapid growth of our company. And for the newcomer, the fast-growing product list can be downright confusing at times. With all this growth came the need for administrative reorganization; now Digital Research has an Operating Systems Strategic Business Center and a Language Strategic Business Center, a field office network that is expanding in the United States and abroad, and a number of other internal groups to handle all the detailed functions that are the mark of a successful company.

Which is not to say that Digital Research has matured or even reached a plateau. We are still growing and will be for some time—with new developments in graphics, active research in operating systems and languages, strong advertising and marketing efforts, revised documentation and packaging, and a host of refinements and innovations still to come.

