The CHM Muse

A SUCCESSFUL BABBAGE LAUNCH

Charles Babbage may have failed in making his engine designs become a reality in his lifetime, but CHM's public debut of his engine at our new Babbage exhibit was nothing short of an overwhelming success. After months of exhibit building, event planning, marketing, public relations and hands-on user training, involving almost every team of staff and volunteers at the museum, the Babbage exhibit was launched with a series of big events over a two week period last month.

Starting with a VIP Unveiling reception on April 29, the launch included a sold-out CHM Presents lecture featuring Doron Swade & Nathan Myhrvold on May 1; a two-day booth at the Maker Faire in San Mateo on May 3 & 4; and finally, the much-anticipated Babbage Public Opening on Saturday, May 10.
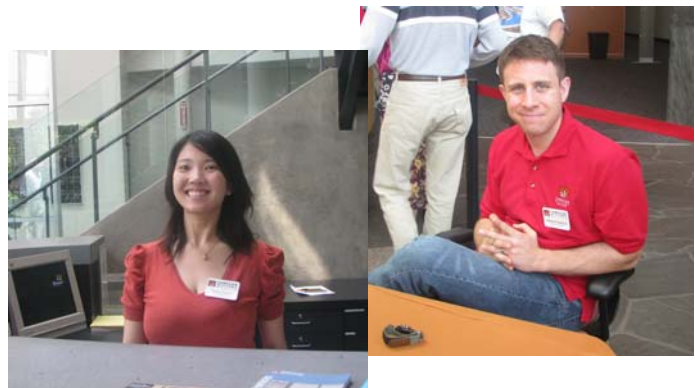
And the results were outstanding- see our impressive numbers on Page 2!

The courtyard patio was magically transformed into a Victorian London park by Valerie Alston of Events.

Kiyoko Fujimori & Richard Verducci warmly welcome guests- 42 staff and volunteers participated on the public opening day.

Below, senior docent Jim Manley demonstrated the engine to overflowing Saturday crowds. John Bohner turned the crank, and it worked!

Inside This Issue

Scenes from Babbage Events

Doron Swade and Len Shustek Unveil the Engine at the VIP Event April 29

Sno Cones & Popcorn! Served by volunteer Kat Powell

Victorians in the Gallery

Some Great Numbers Generated by the Opening ...

- ➢ **1800** guests total guests on the day
- ➢ **1275** Visible Storage tour visitors
- ➢ **550** attendees to Doron Swade's lecture
- ➢ **350** Ada Lovelace movie attendees
- ➢ **$3200** in gift shop sales
- ➢ **$968** in walk-up donations
- ➢ **172** media hits
- ➢ **139** emails added to the Development database
- ➢ **100,000+** Babbage web exhibit page views in just 1st 3 weeks!
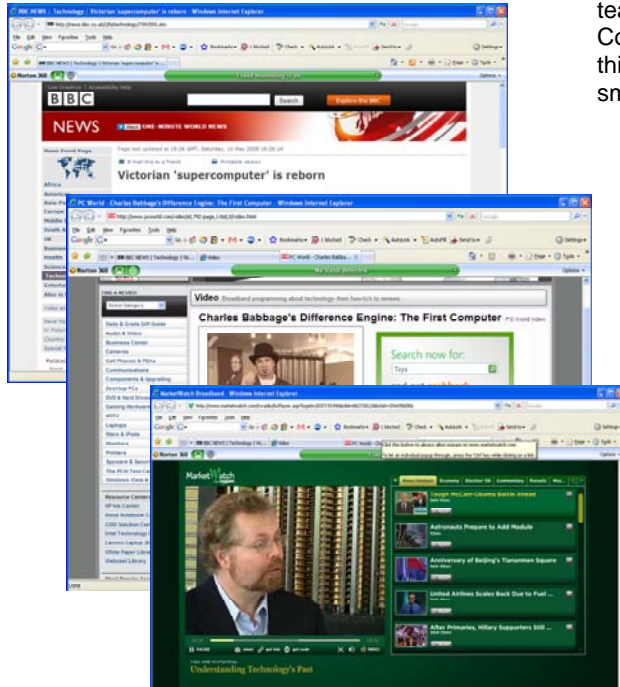
WOW!

Kirsten, Darcie, Dennis, Valerie at reception

A really big donation day

INPUT / OUTPUT

CHM turned on its Marketing & PR machine for the Babbage exhibit launch, and the results were astounding. ***172 media hits*** were generated since April, and the big question wasn't where we were listed, but *where we weren't* – CHM was covered across the board in print, television, and on-line media. Congratulations are in order to the team of **Fiona Tang** and **Karae Lisle** of the Marketing & Communications department – a great exhibit launch, and a view of things to come for our ramp-up to the Timeline exhibit. Here's just a small sample of marquee media hits:

- **KRON TV**- Live in studio Doron Swade interview
- **KTVU Online** – Early Ingenuity: Computer Museum Shows Earliest Computer
- **BBC** – Victorian Supercomputer is Reborn
- **ABC 7** – Next Step, Sunday May 4
- **NBC 11**- Live from CHM – Doron Interview & Demo May 5
- **PC World**- Charles Babbage's Difference Engine: The First Computer
- **Network World**- Viewing a 5-ton Calculator
- **Christian Science Monitor**- CA museums tell the history of computing
- **Marketwatch**- Understanding Technology's Past
- **San Jose Mercury News**- A Missing Link in Tech History
- **Scientific American**- 150 Year-Old Computer Brought to Life
- **Wired**- Video: Babbage's Mechanical Calculator Comes to Life
- **NY Times**- Charles Babbage's Proto-Brain Comes to America
- **Univision**- Taped 40 min segment for Spanish Audience-aired May 28. Thanks to Docent **Allen Rosenweig** for his tour and to **Marlen Cantrell** for her Spanish translations.

Information Systems Highlights
May Website Statistics

Content Drilldown

May 1, 2008 - May 31, 2008

URL	Pageviews	Pageviews
1. /timeline/	182,136	31.87%
2. /babbage/	81,649	14.29%
3. / homepage/	72,807	12.74%
4. /semiconductor/	69,159	12.10%
5. /internet_history/	27,211	4.76%
6. /virtualvisiblestorage/	24,341	4.26%
7. /brochures/	16,689	2.92%
8. /exhibits/	10,511	1.84%
9. /pdp-1/	8,431	1.48%
10. /search/	7,232	1.27%

The new Babbage pages quickly moved to the number 2 spot on our May website visitor list with almost 82K pageviews- and over 100K total since its debut. The popularity of the rest of our online exhibits has stayed remarkably consistent over the past year, with the leading overall pages since July 1, 2007:

1. Timeline at 2.25 million   2. Internet History at 303K   3. Visible Storage at 293K

Notes From The VSC

By **Judith Haemmerle** from the Volunteer Steering Committee meeting May 20, 2008

The Volunteer Community

- Next CHM social event will be June 5- a British Beer Festival in honor of the Babbage exhibit, sponsored by the Exhibits Dept. The VSC will sponsor an event in the future.
- The Volunteer Appreciation Event is being planned for late July. It will be a Movie Night with a 3-part program: shorts (animations, commercials); a short program and a feature film. Possible films (Tron, Desk Set) were discussed.
- **Judith** reported on the very positive response of the Board to the Volunteer program and how supportive they were at the May Board Retreat.
- The Education program is awaiting the hiring of a new director. Interviews are in process.
- Photos of current VSC members have been added to the Volunteer web site. **Jim Somers** & **Judith** continue working on the pages on the main CHM website with **Dana Chrisler** of IS.

Updates & Miscellaneous Business

- The Babbage project- consensus that the planning was very well done by the Launch team.
- 1401- the "new" machine is here and work on the restoration has begun.
- **Peter Samson** was unanimously elected to VSC for 2008-2010.
- **Judith Haemmerle** was elected chair of the VSC for 2008-2009.
  Congratulations, Peter & Judith!

- Recruitment of new volunteers:
  - Expand the postings in retiree newsletters- we post regularly at IBM; other tech companies should be added
  - Expand outreach to historians to attach a broader group of volunteers. Examples: Stanford History of Technology, Society for Industrial Archaeology, ACM, IEEE, WIC, Silicon Valley Engineering Council
  - A new recruitment brochure needed, as is a permanent recruitment program

Next Meeting Scheduled:
Tuesday, June 17, 2008.
Includes both retiring and new VSC members, and refreshments. **Party Time!**

Applause Please

Hi Karae: At the start of Doron Swade's lecture, you asked how many faculty responded to your solicitation. I noticed there was not a huge number of hands raised in response. However… I wanted to let you know that several Berkeley faculty, including myself, made a field trip down to your Museum today for the event, with quite a few students in tow- both graduate and undergraduate. We had a great time, and the students enjoyed everything- of course the live demo of the Difference Engine, but also the movie (I even bought the DVD which I plan to liberally loan to my students), the lecture, and the Visible Storage exhibit. I've been to a fair number of technology museums, including the Computer History museum in Boston (and previously Marlboro); the technology exhibits at the Smithsonian; Science and Technology Museum in Chicago; the National Cryptological Museum; the old Museum in Aiken Hall at Harvard—and they are all fantastic, but your museum is one of the best. The students had a blast, and I plan to aggressively recommend to my colleagues at Berkeley and Stanford that they contact you about arranging visits in the Fall.

So, even though only a few hands went up, the program definitely had an impact, and I will definitely be incorporating material from today's visits in my own lectures at Berkeley. And I expect as word gets around, you'll have even more visits. …..Thanks again, and continued success!

Doug Tygar, Professor of Computer Science, Professor of Information Management, University of California, Berkeley

Gary- Thank you for your time and energy in allowing us to see and photograph the Babbage Engine up close. Recall that we arrived in Mountain View late in the day and on 5/7 when the Museum had closed. You might recall that we were a senior couple from Chicago area and I teach computer classes at a local library. You graciously opened the Museum for us, turned on the documentary, and let us browse around the Engine, where I took some photographs. It was a delightful experience- I want you to know that our all too brief stop at the Museum was one of the highlights of our trip down the coast from Sacramento to San Diego. We are already planning our next trip to California, this time with a major goal of seeing the Museum when it is open. To me, admittedly a PC enthusiast, a trip to CA just to see the Museum would be worth the effort. I am planning such a trip in the next few months before the Engine leaves the museum in 2009. I don't want to travel to London to see the other one. Again, thank you for taking time out of your schedule to help us. I am now including the Museum and the Babbage Engine photographs as well as the Web link to your site as an addition to my PC classes, both on slideshow and printed handouts. Kindest Regards,

Donald & Kay Hogue, LaGrange, IL

Collections Corner
Move On Over!
By Karen Kroslowitz, Collections Move Coordinator

The collection move from Shoreline over to the Milpitas Warehouse is really ramping up and gaining ground! Working side-by-side with collections staff, volunteer catalogers are maintaining a steady pace to record all physical objects while volunteer packers are helping protect and preserve small objects by storing them in new archival boxes and materials. Upon visiting the warehouse in March for the Open House, longtime volunteer **Dave Babcock** exclaimed, *"It's so wonderful to see all the artifacts being stored properly and getting the care they deserve. This new facility is like a dream come true!"*

The Milpitas warehouse will be transformed yet again as additional shelving and pallet racking are installed in June. Once completed, large objects will begin to be relocated. And you'll see new faces around the Museum too as the first three of five newly hired Collections Move Assistants arrives this month to help with the project.

Without a doubt, volunteers remain essential to our success and are always welcome at both Shoreline and Milpitas locations. No experience is necessary and all training will be provided. The move is a great chance for volunteers to get the behind-the-scenes peek at the Museum's collection not currently on display; consider signing up for a shift any day of the week via the online volunteer calendar.

Volunteer Dave Cortesi & new employee Cheryl Rowley carefully package artifacts for the move to Milpitas.

Volunteers Bud Warashina & Warren Yogi admire an early typewriter while helping pack the collection.

SPOTLIGHT ON:
The Software Industry Special Interest Group
By Burt Grad

The Software Industry SIG just sponsored the 7th and 8th in its series of software pioneer meetings at the Computer History Museum. On June 3rd, we held a meeting of ISVs and VARs who supported DEC and DG minicomputers and on June 5th we held a similar meeting for those supported HP minicomputers. These meetings consisted of workshops which discussed the business and technology history of these companies and their relationships with the hardware vendors. There were also some representatives from the manufacturers as well as a number of computer historians participating.

2. The SI SIG ongoing oral history program now has 82 transcripts of oral histories and workshops posted on line which can be accessed through www.softwarehistory.org <http://www.softwarehistory.org/> . By the end of June we expect to have an additional 30 edited and available.

3. The SI SIG is making great progress on its next special issue of the IEEE Annals of Computing History which will cover the history of database management systems; We have authors lined up to cover all of the significant mainframe DBMS from the 1960s through the 1980s. The issue is scheduled for publication late in 2009. This will be followed by a special issue on relational DBMS in 2010. If you were involved in any of these areas and would like to help with these articles, please contact burtgrad@aol.com.

4. Meanwhile, the SI SIG is continuing its program to collect meaningful historic materials on the history of software companies, products, services and people, particularly from the 1960s through the 1980s. If you have any contributions to make to the Museum and would like some assistance, please contact djerger@alumni.northwestern.edu who is in charge of the SI SIG materials collection project.

5. And, most important, if you would like to participate in our efforts to collect, preserve and communicate the business and technology history of the computer software and services industry please contact luannej@sprynet.com and tell her that you would like to learn more about the SI SIG.

Please call or email me if you have any questions:

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THIS MONTH IN HISTORY

June 5, 1833

Lovelace Meets Babbage

Ada Byron, later to be Countess Lovelace, first meets Charles Babbage in England. Babbage was known for his designs of early calculating machines, including the Difference Engine #1 (1823) and the Analytical Engine (1834).

Although he never completed the machines, Babbage became the father of computing after his close friend Ada published a description of his work. Although often referred to as Ada Byron, her real name was Ada Gordon (her father always referred to by his title Lord Byron, was actually named George Gordon). She later married Edward King. When King was made Earl of Lovelace, Ada became the Countess Lovelace.

The Welcome Mat

Welcome aboard to our new Accounts Receivable Clerk **Jeanine Guel** who started on the Finance team on May 19th

and to **Cheryl Rowley** who joined us June 2 as a Collections Move Assistant.

TRIVIA

In 1971, the first home-video-game console was marketed using a patent originally granted to Sanders Associates. The company that sold the game was Magnavox. What was the Game called?

May's Trivia question was: In 1671, who said, "It is unworthy to excellent men to lose hours like slaves in labor of calculation which could safely be relegated to anyone else if machines were used? The answer is **Gottfried Leibnitz**.

Coming in the July Issue of The Muse

What is the environmental footprint of CHM? And what are we doing here in our museum operations about the 3 R's: Reduce / Reuse / Recycle?
*The Administration team of **Marlen Cantrell**, **Jeanette Wood**, and **Shelley Bergin** are spearheading a museum-wide Green Initiative, and we'll devote a good portion of the July issue to their initial assessment of what we are doing, and where we can improve as an organization. If you would like to participate as part of the newly forming green team, contact Marlen at mcantrell@computerhistory.org*

CHM Job Opportunities

Department	Job Title
Collections	Document Archives Intern
Development	Associate Director of Development, Corporate Relations
Education	Director of Education
Executive	Executive Director
Human Resources	Human Resource Generalist
Information Systems	Web Developer
Information Systems	Media Producer

You can view these current openings at:
www.computerhistory.org/jobs

The Editors Desk

Keep your suggestions, comments, and contributions coming in. We took a lot of your feedback and incorporated into this issue, and look forward to your input on-going for the combined staff & volunteer newsletter. Going forward, the deadline for contributions is the last day of each month for inclusion in the next month's issue.

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