



## *Charles Benton, Jr. Elected President of CUC*

New York, N.Y.: At a luncheon held in his honor last week, Elmer Kubie, co-founder of CUC and Chief Executive Officer since its inception in 1955, announced his resignation. The same day the Board of Directors elected Charles Benton, Jr. as President of CUC and member of the Board, and President of CUDC.

Following are remarks that Mr. Kubie made in announcing his resignation and introducing Mr. Benton:

"There comes a time in life when a man must do what he feels is right for him. He must do what he feels he must.

For several years it has been my desire to play a less active role in the affairs of CUC. The reason for this is personal - I have had a life-long wish to someday enter the teaching profession.

Of course my primary concern has always been and

will remain to be, CUC. But, realizing my interest in teaching, Dr. Hurd and I have, for almost four years, been quietly seeking a candidate who would fill the criteria necessary to move CUC in the direction it must go to grow in future years.

In addition to the obvious attributes such as competence, integrity, proven performance, and energy, it seems that the chief executive officer of CUC should possess four key characteristics:

First, he should be knowledgeable in our field. The company can only be effectively guided by someone fully aware of technological and business development in the computer industry, and by someone with sufficient understanding of these developments to recognize both related opportunities and related risks.

Secondly, he must possess considerable financial

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## When is a word really a word

Every generation develops its own jargon and its own slang. This in itself forms a kind of generation gap. In fact, this is probably the way it's been since antiquity. But since the advent of the computer, another element is blossoming into the language, and it's really compounding obscurity with more obscurity. That element is called an acronym.

It is said that the Romans developed the first acronyms. But acronyms were first produced in quantity by the military during World War II. Acronyms thrive best nowadays in three kinds of top soil: the military variety, the governmental and the scientific. Scientific acronyms are so populous they are practically self-generating. The dictionary says an acronym is a word formed from the initial letters of other words. For example, the word SALT used to mean something you sprinkled on celery. Now it stands for Symbolic Algebraic Language Translator. IDIOT was the wiseguy around the office. Now IDIOT simply refers to an Instrumentation Digital On-line Translator. SAID used to be what you did when you opened your mouth and words came out. But today SAID to the scientifically attuned means Speech Auto Instruction Device. GIRLS is not always the term to be confused with boys. In the EDP field it stands for Generalized Information Retrieval and Listing Systems. The most publicized drug LSD now turns out to be nothing short of Low-Speed Data. RUM is not something you sip. For that matter, SIP is nothing to do with the rum you sip. RUM is a Remote-controlled Underseas Manipulator, while SIP--as every MD knows means Short Irregular Pulses. But, you say, surely a MARTINI is something to have on your way home. Forget it! A MARTINI is a Massive Analog Recording Thermal Instrument for Nebulous Indicators.

But that's life, that is if you accept the fact that LIFE can be easily referred to Lear's Integrated Flight Equipment.

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## J. Cantor Joins Mt. Kisco Office As Principal Analyst

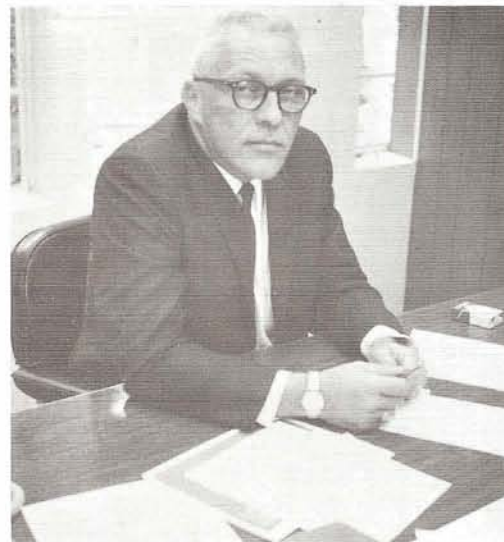


Mt. Kisco, N.Y.: Jerry Cantor has joined our Mt. Kisco office as a Principal Analyst. Jerry, a graduate of Rensselaer Polytechnic Institute, holds an M.B.A. from New York University. He was formerly employed by Warner Brothers Corporation, where he was a Senior Management Consultant.

He has often served as a Chairman and lecturer for the American Management Association and other professional organizations. He is currently under contract with the AMA to write a book on "Profit Oriented Systems for Manufacturing."

Jerry will be presenting a talk on "Profit Oriented Systems for Manufacturing" at a seminar sponsored by our Albany facility next month.

## F. Hawthorne Joins Boston Office As Principal Analyst



Boston, Mass.: Francis Hawthorne recently joined our Boston office as a Principal Analyst. Francis is a specialist in manufacturing and production control systems. Prior to joining CUC, he was employed by G.E. and Honeywell. He is currently working on a major total systems study for a large manufacturing company in New Jersey. He plans to return to the Boston office when his assignment is completed.

He is a graduate of New York University, where he received a degree in accounting with a minor in business law. He also completed a three-year program of rotating assignments and classwork under the G.E. Business Training Course.

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## Benton Named President

ocumen. Our industry is one where it is easy to lose substantial sums, and difficult to maintain continuity of revenue growth and profit growth. Our industry is one where fanfare is often substituted for sound business operation, and he must be able to clearly see each for what they are.

Thirdly, he must have those skills required to manage a large enterprise as well as personal aspirations to build CUC into a corporation of great substance and stature with technical and financial excellence.

Finally, he should be strongly marketing oriented in order to give CUC full opportunity to properly exploit its base of technical skills. The Company will require substantial marketing effort to meet its growth objectives, and to properly pursue its present and future opportunities.

We have looked for the possible internal development of a man for the job, as well as considering men outside CUC. Recently, we found someone who, we feel, meets all the above requirements - Charles Benton, Jr.

My immediate plans are to continue as a member of the Board and serve as a consultant to CUC on management and policy. As I stated earlier, I also hope to pursue a long-standing interest in teaching as well.



Charles Benton, Jr., & Elmer Kubie



Charles Benton, Jr., Dr. Cuthbert Hurd & Elmer Kubie

Elmer Kubie is greeted by Dr. Hurd



It is difficult to express my sincere pleasure and sadness at this time. An episode in the life of CUC and my personal life is ending. But, I know this change will benefit the Company and will also allow me to realize a life-long desire.

Nevertheless, I will miss the daily contact with the people who have contributed to our success over the past years. To each of these fine people I express my thanks and good wishes.

I have had many rewarding experiences in the past thirteen years. Perhaps the most satisfying were watching our people develop and grow in CUC."

Mr. Benton brings us a wealth of experience in the data processing field. Starting in 1940, his entire career has been with IBM, where he has held a variety of sales, management and executive positions. Among them were: Eastern Regional Manager, Director of Marketing Programs of IBM's Data Processing, General Manager of the Military Products Division and President of IBM's Federal Systems Division. He brings to CUC a great enthusiasm for our growth potential.

# HOUSTON ACCEPTS MAP TROPHY



*Ernest Severin proudly displays MAP trophy.*



*CUC staff enjoying cocktails before dinner*



*Erna Block, Alan Block, Jean Kuykendall*



*Mrs. Bill Coward, Karl Kuykendall and wife Jean chatting Mrs. Saber Smith.*

*Herb McCright, Jeanine Barnes, Jean McElreath and Andy Thomas*



*Leigh Bonner with husband Buck, Gail Cornwall, Henry and wife Rose Marie.*









