

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

(Continued on Page 3)

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.

CU-BITS, a publication of the Communications Department, is published six times a year for the employees of Computer Usage Company, Inc., 344 Main Street, Mt. Kisco, N. Y.

Editor: Tom Nestro
Production: Donald Young
Printing: Ray Underwood

CORRESPONDENTS:

Elaine Saliba, Boston; Judith Kirchoff, Chicago; Marilyn Hughes, Houston; Terry Belew, Los Angeles, Gertie Conroy, New York, Lee Sigel, Philadelphia; Elaine Veneziano, SPO, New York; Mary McPartland, Palo Alto; Ann Monteski, San Francisco, Jan Stevens Washington; Pam Boswell, Dallas, Jo Burnett, Baltimore; Ulrike Schnider, Montclair.

Copyright
Computer Usage Company, Inc., 1968

J. Cantor Joins Mt. Kisco Office As Principal Analyst

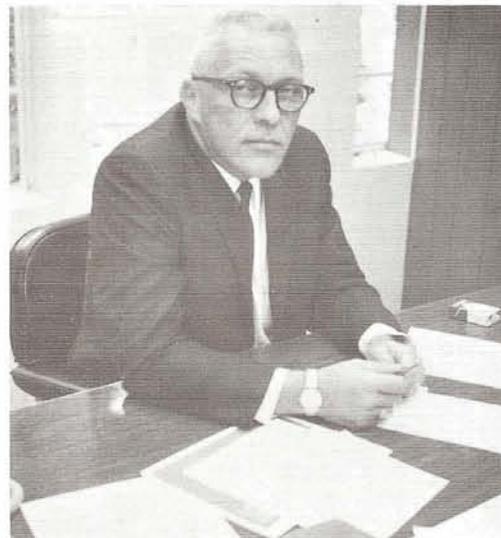


Mt. Kisco, N.Y.: Jerry Cantor has joined our Mt. Kisco office as a Principal Analyst. Jerry, a graduate of Rensselaer Polytechnic Institute, holds an M.B.A. from New York University. He was formerly employed by Warner Brothers Corporation, where he was a Senior Management Consultant.

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.

(Continued from page 1).

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.





Southwest Regional Manager Elbert Matthews, Marilyn Hughes and John Anderson.



Houston, Texas: Ernest Severin, Manager of our Houston office recently accepted the MAP trophy at a special dinner for members of the Houston staff. More than 70 people attended the dinner, which was held at the Summit Club, on top of the Houston Bank & Trust Building.

In accepting the trophy for his office, Ernest said, "I am honored to receive this trophy on behalf of the Houston staff, all of whom participated in this outstanding team effort to win this contest. This was achieved by virtue of a record second quarter earnings, (Houston completed their second quarter at 61 per cent over quota) and I would like to announce we are ahead of that record in this quarter. By so doing, Houston should retain its position as the number one office and will continue to do so in the future."

The trophy was designed and created exclusively for CUDC by Steve Robin, one of our nation's leading award winning designers in wood furniture. The only specification he was given was, "It should symbolize "aspiration."

The Houston presentation marked a first in the CUDC inter-office competition for the best overall office performance for a quarter.

Ernest also took the opportunity to announce the promotion of two Assistant Managers: Arvin Cook in charge of the Houston area and Jack Elvig in charge of the Dallas area.

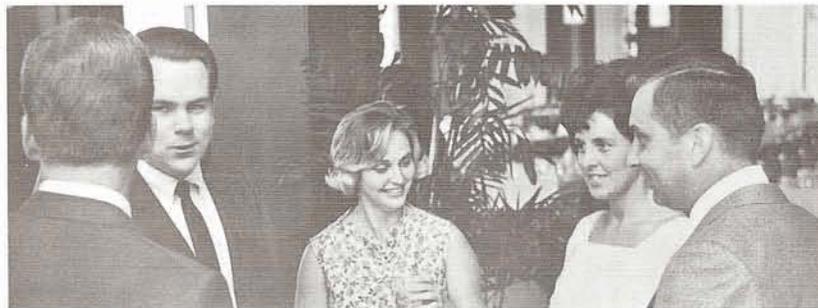
Members of the Houston office were also presented with a CUC Cross Pen and Pencil set.

Elbert Matthews, who was recently promoted to Vice President and Southwest Regional Manager, also attended the dinner.



George Burt, with wife Lynn, Jeanine Barnes, Herb McCright and Bill Coward.

Bob Murray with wife Carolyn, Darlene Cook with husband Arvin, Assistant Manager of the Houston office.



SOCIAL STUDY GROUP FORMED

Washington, D.C.: What is man all about? What motivates him? What makes one man a criminal and another an honest citizen?

The answer to these vital questions have long been sought after by behavioral scientists and many agencies involved in education and social studies -- but most of all our law enforcement agencies have become critically aware of the value of this type of research.

Recently, under the direction of Project Manager Ralph Gutekunst, a psychologist, a new group was formed in our Washington office to help answer these questions. The group which consists of a staff of six, will be known as -- the Human Factors Research Division (HFRD).

This group is involved in all aspects of studies conducted in the social and behavioral sciences related to problems of man and his environment. It has the capability to perform research studies from experimental design through final analysis. The members of the HFRD have overlapping technical skills in such disciplines as psychology, sociology, economics, as well as in programming analysis.

HFRD currently has contracts with the American Federation of Information Processing Societies (AFIPS), The Joint Commission on Criminal Manpower and Training (JCCMT), The Office of Economic Opportunity (OEO), and the District of Columbia Public Health Service (DCPHS). Their work to date has been primarily in areas of manpower studies, training system evaluation, and demographic analysis.

Here is a roundup of some of the people who are now involved in the Washington effort.

* Ralph Gutekunst is a graduate of the University of Notre Dame and has a Masters degree in experimental psychology from the University of Kansas. Ralph has since completed coursework for his doctorate degree in experimental psychology while on an NIMH pre-doctoral research fellowship.

He has performed a NASA-sponsored study dealing with the contribution of human factors to reliability in the development and production of spacecraft components. In addition, he has served as principal investigator on a study sponsored by the Office of Law Enforcement Assistance dealing with job satisfaction and recruitment of police personnel.

As Assistant for Research at the Joint Commission on Correctional Manpower and Training, he was active in both management and research functions. In the research area, he was also responsible for the design of surveys to investigate the recruitment, retention, and education and training of correctional manpower.

* Paul Barth is a graduate of Pennsylvania State University where he received a B.A.S. He is currently enrolled in graduate courses in psychology at the University of Maryland.

Paul was previously employed by an educational research firm where he served as field director for a remedial education program for school-deprived children.

He has designed and written programmed instruction materials to teach the mentally retarded, juvenile delinquents, and illiterates.

* Frank Leonard attended St. John's College, the U.S.D.A. Graduate School, and George Washington University where he studied psychology. He was principal investigator for a study of optimum police car markings for the Washington, D.C. Police Department.

* Janet Westbrook graduated Cum Laude in Statistics from the University of Missouri with a B.S. in business administration. She is currently studying for a Masters in econometrics at American University.

Prior to joining CUDC, she was

an Associate Scientist for a large consulting corporation where she designed cost-effectiveness model utilizing various statistical and operations research techniques. She has previously utilized survey techniques and demographic methods at the National Center for Health Statistics where she was employed as a statistician.

* Bill Waring graduated from the University of North Carolina with a B.S. in mathematics.

Bill serves as a QUIP Programmer Specialist and is involved in developing new methods to expand the QUIP system. He has also served as an analyst for a social research firm.

* Susan Miller received a B.A. in Sociology from Brandeis University and continued her studies in Sociology at the Graduate School of Arts & Science of the University of Pennsylvania.

As a computer programmer, she has programmed the Apollo Guidance Computer in AGC and has a working knowledge of ALC for the IBM/360.

In the social science area, Susan has done statistical analysis as a research assistant for the Brandeis Health Project, and for the Center for Criminal Study of the University of Pennsylvania. As a social worker for a family agency, she investigated the problems of the elderly and chronically disabled on the practical and academic level.



(standing) Frank Leonard, Susan Miller, Ralph Gutekunst, Bill Waring, (seated) Paul Barth and Janet Westbrook.

PROMOTIONS:

Joseph C. Vierra, Vice President Northeast Regional Manager to Member of the Board of Directors of CUDC.

George Tolis, Southeast Regional Manager to Vice President of CUDC. Irving Kay, Manager of the New York office to Vice President & Regional Manager of the New York Metropolitan Region of CUDC.

Kevin Rogan, Manager of the Chicago office to Vice President & Midwest Regional Manager of CUDC.

Ross Gwinner, District Manager of Bay Area District to Vice President & Northwest Regional Manager of CUDC.

Elbert Matthews, Manager of the Los Angeles office to Vice President & Southwest Regional Manager of CUDC.

Washington

Ed Abramowitz, Staff Analyst to Senior Staff Analyst.

Charles Bryson, Staff Analyst to Senior Staff Analyst.

Hywel Davies, Staff Analyst to Senior Staff Analyst.

John Coatti, Analyst to Staff Analyst.

Stuart Glickman, Analyst to Staff Analyst.

Elpis Sakaria, Analyst to Staff Analyst.

Bill Sommerfeld, Analyst to Staff Analyst.

Linda Greenfield, Senior Programmer to Analyst.

Del Lamiman, Senior Programmer to Analyst.

George Chow, Senior Programmer to Analyst.

Jim McVay, Senior Programmer to Analyst.

Tim Tweddell, Senior Programmer to Analyst.

May Guthrie, Programmer to Senior Programmer.

Al Kerrigan, Programmer to Senior Programmer.

Carol McCune, Programmer to Senior Programmer.

Bob Johnson, Programmer to Senior Programmer.

Keith Binks, Programmer to Senior Programmer.

Jan Stevens, Secretary to Administrative Assistant.

Hartford

Paul Taylor, Analyst to Staff Analyst.

Houston

Arvin Cook, Senior Staff Analyst to Assistant Manager.

Jack Elvig, Client Representative to Assistant Manager.

Eddy Wolf, Programmer to Senior Programmer.

Dallas

Fred Staudaher, Principal Analyst III to Principal Analyst II.

Don Bavly, Principal Analyst III to Principal Analyst II.

Pam Harvey, Programmer to Senior Programmer.

Phoenix

Donna Lansdale, Senior Staff Analyst to Principal Analyst & Assistant to the Vice President.

New York

Ernest Rodrigues, Manager of Financial Systems to District Manager of New York MAP.

Mt. Kisco

Hy Rappoport, Staff Analyst to Senior Staff Analyst.

Virginia Hill, Programmer to Senior Programmer.

Al Dreyer, Programmer to Senior Programmer.

Pat Palmieri, Programmer Trainee to Programmer.

NEW CUCers

Washington

Jim Rederus, Senior Staff Analyst

Bill Levis, Staff Analyst

Ron Bloxton, Senior Programmer

Ruby Bradshaw, Senior Programmer

Erika Dougherty, Programmer

Harris Warner, Programmer

Howard Hoffman, Programmer

Boston

Francis Hawthorne, Principal Analyst.

Deh-I-Hsiung, Staff Analyst

Mike Whinihan, Senior Programmer

Paul Fagin, Programmer.

San Francisco

Karen Carlson, Programmer

Los Angeles

Larry Crook, Analyst

Elizabeth Doore, Senior Programmer

Margaret Chock, Programmer

Irene Fan, Programmer Trainee

Tom Dailey, Programmer Trainee

Houston

John Allen Jones, Analyst

Jim Gibson, Senior Programmer

Earl Shepard, Senior Programmer

Chicago

Garland Singleton, Senior Programmer.

Deborah Wiener, Programmer

Bob Daniels, Programmer

PUZZLE PARADE

"up the down ramp"

Bill and Fred are unloading sacks of flour from a truck, carrying them up a 120-ft long ramp leading to a bakery, and then handing them over to a storeman. On one occasion the two men start walking up the ramp together, each carrying a sack. Bill, being the stronger man reaches the top first, gives his sack to the storeman and immediately starts on his way down again.

He meets Fred still coming 20 ft from the top of the ramp, and then continues on his way to the bottom, arriving there 25 seconds before Fred. Assuming that neither man takes up any time in handing over his burden to the storeman, and that they both travel at constant speeds, how long did Fred take to do the complete journey up and down the ramp?

The problem is complicated by the fact that each man walks half as fast again when going down the ramp as he does when coming up with a load.

Editor's Note: Prizes will be awarded to CUCers who send in the correct answer.

CU-Scenes



DICK GREEN, PALO ALTO

Dick Green, of our Palo Alto Marketing staff, admits he's been dipping in oils since 1963 when he took his Famous Artists fine arts course, via mail. When he had two paintings accepted for Contemporary American Painters Art Show in Toyonaka, Japan, and then won first prize in a contest over his instructor, Dick decided to take his painting more seriously. He has recently completed a seascape for Casper Weinberger, an executive with the State of California, Department of Finance. Dick is a member of the Board of Directors of San Mateo Arts Council. He prefers to do portraits, but enjoys all painting. Dick suggests that anyone with the secret ambition to paint--or whatever--give it a try. You'd be amazed at what you can do!

Editor's Note: If there are CUCers with an unusual background or hobby, CU/BITS would like to hear from you.

Fred Scoville, Assistant Manager in our Washington Scientific office, will be delivering a paper on "Digital Computer Simulation of Diesel-Electric Propulsion Systems," to the Society of Naval Architects and Marine Engineers in September. Fred is a graduate of Rensselaer Polytechnic Institute where he received a B.A. in Electrical Engineering and holds a M.S. in Communication Theory and Electrical Engineering from M.I.T. He also attended the Bettis Reactor Engineering School in Pittsburgh, Pa.

Fred worked with Admiral H.G. Rickover (father of our Nuclear Navy) in the U.S. Atomic Energy Commission (Naval Reactor Branch) and Bureau of Ships. During this period he led project groups responsible for design, testing, construction and overhaul of nuclear powered naval vessels. In particular, he worked on design of the nuclear powered aircraft carrier ENTERPRISE, and various nuclear submarines. He has also written several articles, among them are: "The Subjective Effort of Brightness and Spatial Quantization on Picture Quality", NEREM Record, Nov.

FRED SCOVILLE, WSO



1965; "Icebreaker Feasibility Studies" United States Coast Guard Report, April 1967; and

"Propulsion Plant Simulation", United States Coast Guard Report, Oct. 1967. Fred joined CUC in 1967.