BULLETIN

On December 9th, 1985, at a joint meeting of the Technical
Managers and Account Executives Jay Goldberg announced his
departure from SDA to pursue other business interests. In
making the announcement he said his decision was based on the
fact that after 17 years of nurturing the growth of SDA, he
felt secure and confident that the existing management could
continue to build SDA and establish an even greater presence
in the data processing community.

Joe Abrams, President of AGS Computers, announced the
promotion of Seth Hanover to President of Software Design
Associates, effective January 1, 1986.

Seth Hanover's association with SDA can be traced back to
1970; however he offically joined the company as a consultant
in April of 1975. His abilities and management skills were
quickly recognized. His career progressed from consultant to
account supervisor to technical manager. In May of 1978 he
was promoted to branch manager of the New Jersey Branch.

The challenge of opening a new branch office in New Jersey was
aggressively undertaken by Seth. To his credit he built the
New Jersey Branch into one of the largest, consistently well
managed and profitable branches in the history of SDA.

The corporate office of SDA, recognizing the need for Seth's
proven leadership, promoted him to Vice President in 1980.
During his three year tenure he assisted the president in a
wide variety of operational and planning activities. Again
proving his capabilities, he was promoted to Senior Vice
President of Professional Services.

In this capacity he demonstrated a dynamic and aggressive
management style in orchestrating and guiding the day-to-day
operation of the the company, and set the stage for its growth
and future.

As president, Mr. Hanover will be responsible for all branch
and corporate activites, products, training and European
operations and the overall profitability, growth and direction
of SDA.

Seth resides in Manalapan, New Jersey with his wife Toby and
their two children, Chuck and Sue.

At the same meeting, Seth Hanover announced the following promotions and organizational changes, effective January 1, 1986.

Michael Ornstein, New York Regional Vice President is promoted to Senior Vice President of Professional Services.

Mike started his career with SDA in 1981, as President of SDA Products. (Grasping the reins of the faltering division, he instituted the sale of the divisions and maintained the good will of the clients.) SDA recognized his natural ability for leadership and his keen business savvy and promoted him to Branch Manager for the New York Commercial Branch.

As Branch manager, he turned around the New York branch, making it a model of management and organization. In 1983 he was promoted to Regional Vice President.

While still managing the New York Commercial Branch he assumed responsiblity for four other branches. Again exhibiting the same abilities he demonstrated as Branch Manager he was able to put the entire New York Region onto a path of strong growth.

Mr. Ornstein resides in Huntington, Long Island with his wife Linda and their three children.

Martin Aronow has been appointed Regional Vice President for the New York Region. The revamped New York Region under Marty will include the Connecticut Branch, New York Commercial, New York Financial, and Long Island.

Marty joined SDA in April, 1979 as a member of the technical staff. He was then promoted to Account Executive in June, 1980 and from there his career at SDA advanced with promotions to Branch Manager in September, 1981, Vice President in March, 1983 and Regional Vice President of the Atlantic Region in January, 1985.

Marty presently resides in Lincroft, New Jersey with his wife Lynne and their three children.

Paul Rosenthal, VP of the Pacific Region will assume full time responsibility for the operations of the Pacific and Midwest Regions.

Paul joined SDA in October, 1980 as Branch Manager for the Phoenix Branch. Within a short time Paul developed this branch and from there catapulted SDA into the Los Angeles and Austin areas, opening a branch in each of these cities.

As Regional VP for the Midwest and Pacific regions, his goal will be to develop and expand SDA's operations there and strengthen its position in the west and midwest. He is charged with opening several additional branches during 1986.

He and his wife Libbe have been married for 28 years and live in Phoenix. They have two married children.

Roger Balsam has been promoted to Regional Vice President of the Atlantic Region. In his new position Roger will be responsible for operations of the Philadelphia, New Jersey, Atlanta, and Florida branches, and the office in Delaware as well as the establishment of a new branch in the Maryland area.

Roger joined SDA in May, 1979 as an Account Supervisor for the New York Branch. He was soon promoted in August, 1979 to Technical Manager and subsequently to Account Executive in July, 1980. Roger was then transferred to the New Jersey Branch in January, 1981 and then promoted to National Director of Marketing for the Bell System. In May, 1984 he was promoted to Vice President, responsible for operations of the New Jersey Telecommunications Branch.

Roger presently lives in Matawan, New Jersey with his wife Eleanor and their two children.

James Kane is promoted to VP of European Operations.

Jim started with SDA in 1981 as Managing Director of the
London Branch. He was able to develop a small branch there
into a large operation, establishing a strong SDA presence in
Europe.

As VP of European Operations he will be responsible for
expanding SDA into other countries, as well as building SDA's
position in the United Kingdom.

Norman Merkin is promoted to VP of Technical Resources.

Norman came to SDA with 11 years experience in the Data
Processing consulting industry and a strong technical and
recruiting background. He started with the company in January
of 1983 as Account Executive for the New York Financial
Branch.

In 1984 he became Corporate Personnel Manager and instituted,
among other changes, a structured recruiting process
throughout the company. His speciality became foreign
recruitment, and he will continue his national and
international recruiting responsibilities in his new position.

Norman lives in New City, N.Y. with his wife, Rochelle, and
children, Deirdre, Ryan and Jordana.

Ray Arello has been promoted to Branch Manager of New Jersey Branch.

Ray joined SDA earlier this year as an Account Executive bringing with him over 15 years in the Data Processing industry. In addition to his sales background, he held two positions as V.P. for another major professional services firm.

Ray is presently living in New Jersey with his wife Ellen and their two children.

Larry Hummel is promoted to Branch Manager of the Phoenix Branch.

Larry recently joined SDA as an Account Executive having held previous positions as General Manager for a major communications network firm, Territory Manager, and Account Executive for a major computer software firm, as well as founding and running his own business in the midwest.

Larry is presently residing in Mesa, Arizona with his wife Shirley and their three children.

Al Kachinko is promoted to Sales Manager for the Chicago Branch.

Al joined SDA in April of 1984 as Account Executive for the Phoenix Branch. In that short period of time he has been consistently among the top 5 Account Executives and received an Award of Recognition in May of 1985. Called upon by the Los Angeles Branch he opened new accounts for them in the greater Los Angeles area.

This promotion will mean a move for Al and his wife Mary from their Tempe home to Chicago.