

it's about tym

a newsletter for tymshare employees

january 1978

Schwartz Announces Expansion Of Government, TASC Groups

Bob Schwartz, vice president of Information Services Division, has announced a major expansion of activities and geographical coverage of the division's Government Marketing and Systems Marketing-TASC organizations. The expansion involves new assignments for a number of key Tymshare personnel.

Government Marketing

Dennis Laibson, national manager of Government Marketing, with headquarters in Washington, D.C., has established three new regional Government Marketing organizations as well as a Washington-based Teleprocessing Services Program administration unit.

Laibson heads Tymshare's federal, state, and local government marketing activities nationwide, together with contract administration for our TSP awards with the General Services Administration.

Appointed to the newly created positions of western, eastern, and central Government Marketing

New IBM 370/158 To Provide Added Service, Support

Bert Novak, vice president of Computer Operations Division, announces that a fifth IBM 370/158 computer has been added to support Tymshare's services. The new machine is housed at the Eastern Computer Operations site and will be operational this month. Three operators will be added to the

managers are Ron Goldstein, Joe Fiore, and Jim Savacool. Each will coordinate Tymshare's government marketing activities, act as liaison between Tymshare and government agencies in his territory, and direct TSP contract administration for his territory. Harry Rodas assumes the new post of TSP contract administrator in Washington.

Goldstein to Head Strategic Planning



Bernie Goldstein

the long-range future of the company. Called Strategic Planning, this new group will consist of four to five senior planning people devoted to assisting Tymshare management in grappling with the problems associated with expanding growth in the five- to ten-year time span. Acquisitions, which Bernie so ably handled in the past, will continue to be an important element in this planning function.

Goldstein, recently appointed a senior vice president of Tymshare, has had a long and important association with our industry. As a co-founder of United Data Centers, Inc.

Goldstein has served as the company's western government marketing coordinator for the past year, and in government-related sales and customer support with Tymshare since 1971. After earning his bachelor's degree from San Jose State University, Goldstein spent several years as a lieutenant with the U.S. Navy. His office is located at Tymshare's Northwest area headquarters in Mountain View, Calif.

Based at the company's Washington, D.C. facilities, Fiore will coordinate government marketing activities throughout the eastern United States. His experience in government marketing, primarily involving remote computing services, spans some 12 years. Before joining Tymshare in 1977, he held marketing positions with Grumman Data Systems, Computer Sciences Corporation, and Federal CSS.

Savacool formerly was national account manager, based in Washington, for the Infonet Division of Computer Sciences Corporation, after spending several years with that company's Federal Programs marketing group in San Francisco. He is an expert in land use and resource management using computer techniques. Savacool's office is located in Dallas, Tex.

Rodas, who holds a doctorate in jurisprudence from Texas Technological University School of Law,

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GRAND OLD TYMERS, the company's "original settlers" in 1966, are, top row, left to right: Frank Rodriguez, Ron Braniff, Verne Van Vlear—Tymshare's first salaried employee, Tom O'Rourke—founder and president, Neil Sullivan, and Ann Hardy. Ed Field and Dale Jordan, also Grand Old Tymers, were unavailable for the photograph. New ten-year members, as of December 31,

1977, are, front row, left to right: Dick Greene, Roger O'Hommedieu, Bert Novak, Jim Fonda, Dick Kovach, Larry Smith, Caroline Rose, Susan Osborn, Guy Blood, Norm Hardy, and Bob Hall—Old Tymers vice president. Not pictured are ten-year members Wayne Bader, Ken BeDell, Gary Myers, and Sal Spinale. Mike Cohn is acting president of the Old Tymers; Tom Mangan is secretary.

100 New Five-Year Members Make Old Tymers 267 Strong

"At Tymshare, one of our finest traditions is to attach special significance to those employees who have helped the company grow and prosper for five years or more," said Tom O'Rourke, Tymshare president. An important means of recognition is through membership in the Old Tymers Club, the organization of employees who have served at least half a decade with the company.

Mike Cohn, acting president of the Old Tymers, reported that, as of year-end 1977, 100 employees

became new members, making the club 267 strong. Five-year members receive an Old Tymers pin and an additional week of paid vacation per year.

Of the 267 Old Tymers, 15 members—Wayne Bader, Ken BeDell, Guy Blood, Jim Fonda, Dick Greene, Bob Hall, Norm Hardy, Dick Kovach, Roger L'Hommedieu, Gary Myers, Bert Novak, Susan Osborn, Caroline Rose, Larry Smith, and Sal Spinale—last year celebrated their tenth anniversary with the company.

Membership in the ten-year chapter of the Old Tymers—which also includes eleven-year employees Ron Braniff, Ed Field, Ann Hardy, Dale Jordan, Tom O'Rourke, Frank Rodriguez, Neil Sullivan, and Verne

a personal letter of congratulations from Tom and a prepaid American Express dining voucher. (Old Tymers are reminded that the vouchers are valid through February 28, 1978.)

To be eligible for the Tymshare Old Tymers Club, an employee must have served five years of full-time employment with the company. The maximum amount of time for personnel of an acquired company that can be credited for membership is five years.

Personnel of an acquired company who have five years of service must be in the employ of Tymshare for a period of six months to be eligible for membership in the Old Tymers.

In determining employment credit, only that length of service

At TTS Authorization Center, Those Bells Are Ringing

the machine.

The new 4-megabyte system will help with the high-volume processing of the fast-growing Dynatax product in the east. It will also absorb the computer processing services from the Denver data center. The new machine will provide an additional resource for increased time-sharing revenue growth in Information Services Division.

Novak says that plans are under way to provide additional capability this year.

with Al Eisenstat, he directed that company's significant growth before it merged with Tymshare in 1974.

In addition to establishing UDC, and another corporation previously, Goldstein has held important management positions with Control Data Corporation. As past president of ADAPSO and chairman of several important association committees, he has been an articulate and influential spokesman for the industry for several years.

Goldstein will continue to base his operations in Darien, Conn.

By Mary Jane Baird



JOHN WICKS, manager of the Authorization department for Tymshare Transaction Services, joins two day-shift supervisors, Jackie Higgins (left) and Karen Lawrence, in planning the day's work. Not pictured are supervisors Barbara Clark, Mimi Comfort, and Jessie Woods and administrative assistant Elemar Calubaquio.

If you think your office phone rings a lot, consider the Authorization Center at Tymshare Transaction Services. On Friday, the day after Thanksgiving (while most people were recuperating from turkey dinner), the phone here rang 46,000 times. Well, not rang exactly—with that many calls, the din could be insufferable. The signal for an incoming call is a special light on the authorization operator's console.

The day after Thanksgiving is the busiest retail day of the year—it marks the beginning of the holiday buying rush that doesn't let up until Christmas Eve.

Big retail days mean heavy-volume days at Tymshare Transaction Services as more and more customers say "charge it" on Visa or Master Charge. Projections for December 1977 were 1,061,786 requests to be handled by our operators. On Friday, December 23, all those last-minute shoppers would account for more than 49,000 requests in a 24-hour period.

In gearing up for the onslaught of calls during the Christmas season, the Authorization department hired 45 temporary operators (many of them local college students) to beef up the 24-hour-a-day staff to 70 on-call operators along with the 83 permanent operators.

Thirty-six more telephone lines were installed for a total of 139. And two special mail order desks, staffed by Nancy Fong and Frieda McCoy, were set up. These operators

handle the large-volume requests for such mail order houses as Williams Sonoma (cookware), Braun's International (men's clothing), and E.D.D.E.N. (flowers by wire).

If you've ever charged on Master Charge or Visa, you've probably noticed that the merchant makes a telephone call before the sale is final. It's very likely that the call came in to our Authorization Center. It easily could have been answered by Diana Hull, April McFarland, or Bernice Scott, just three of our many veteran operators.

Here's what happens at the Auth Center when your merchant makes that call. The operator asks for three series of numbers: BIN number (merchant/bank identification), your cardholder number, and the amount of purchase. As the merchant reels off the numbers in quick succession, the operator enters the numbers on a CRT terminal which is directly linked to our computer.

If you are a cardholder through one of our customer banks, the authorization is handled instantaneously because your updated purchase/payment/credit line history is in our computer file. In less than 20 seconds, the authorization, or denial, is given.

Consider, however, the cardholder visiting from New York and charging at a store in California. The call comes in to our Authorization Center, the switch is made to another center in the cardholder's

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Van Vlear—features a ten-year pin and a total of four weeks of paid vacation per year.

Tom O'Rourke mentioned that Old Tymers in the past have celebrated with a special outing and meeting, but that, owing to the present size of the club, such a group meeting during 1977 was infeasible. However, small but special local celebrations for all new five- and ten-year members are being arranged.

And all Old Tymers have received

with the company ultimately acquired by Tymshare will be credited. In other words, time with companies acquired by the acquired company will not be credit for purposes of membership in the Old Tymers. However, the continuous length of service with an acquired company or one that is acquired by that company does entitle an employee to vacation benefits based on that length of service date and is reflected in Tymshare's personnel data base.

Cooperative Education Program Benefits Computer Science Students and Tymshare

One day three years ago, an enterprising college student talked Laszlo Rakoczi, group vice president of Technical Services, into hiring him, thus initiating Tymshare into Chico State University's Cooperative Education Program. Since that time, eight computer science students have successively encountered the real business world by working six months in Tymshare's Technical Services. They have acquired college credits and valuable work experience while making a solid contribution to Tymshare technical projects.

Ron Saltgaver, manager of Software Distribution and Dedicated Systems Support, and student advisor, surveys all divisions within Technical Services for projects that would benefit both the student and Tymshare. Jim Bruder, the current student worker in the program, assists Ron's department with a forecasting program for the Dynatax project.

Jim rewrote the routines that help tax processing centers determine if schedules are being met. Ron men-

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JIM BRUDER (left), current student worker in Chico State-Technical Services cooperative education program, double-checks a magnetic tape content list with Ron Saltgaver before mounting the tape itself on a computer. Ron, manager of Software Distribution and Dedicated Systems Support, is also manager-advisor of the student program.

The Old Tym Gang

ELEVEN YEARS

Ron Braniff Ann Hardy Tom O'Rourke Neil Sullivan
Ed Field Dale Jordan Frank Rodriguez Verne Van Vlear

TEN YEARS

Wayne Bader Dick Greene Dick Kovach Gary Myers Caroline Rose
Ken BeDell Bob Hall Roger L'Hon- Bert Novak Larry Smith
Guy Blood Norm Hardy medieu Susan Osborn Sal Spinale
Jim Fonda

NINE YEARS

Jack Ackerman Joe Costantini John Garrison Lynn McKeel Mike Marrah
Maxine Bolf Walt Eissmann Pat Hawks Walt Main Dave Olson
Otis Brinkley Lyndon Evans Alden Heintz Tom Mangan Bob Schwartz
Charlie Carter Art Gaffin Gary Ketelsen Jill Marcin LaRoy Tymes
Mike Cohn

EIGHT YEARS

Mary-Ann Acosta Dick Coto Karsten Hirsch Elizabeth Moder Wendell Sawyer
Bob Albrecht Jeri Crockett John Hoppe Sherry Mooney Barbara Schell
Ed Barends Bill Culberson Irene Irvin Bill Morton Lyle Schmidt
Nila Barksdale Dave Cupples Gloria Larry Kowitz Bill Mozart Harvey Smith
Linda Barry Sandra Betten- de la Sierra Euniece Laurence Carlton O'Neal Len Solimene
court Bud DePietto Lance Lazo Dick O'Neil Ron Stevens
Maryvonne Sharry Dunn Bill Lewis Gary Perez Herb Teague
Bohannon Al Eisenstat Dennis Loudon Raja Rajarman Bill Peterman Princeton
Frances Byron Brett Fairchild Becky McNowen Ron Richter Thornton
Steve Cannon Bill Fischer Dave Mahrt Bob Roda Don Wehe
Ken Carta Bernie Goldstein Judy Malone Leona Rose Margaret Wossner
Glynice Chandler Jim Good Stan Mercer Roy Roskilly Dorothy Yore
Eddie Coleman Dick Heermance Werner Meyer Lynn Sanden Chuck Younger

SEVEN YEARS

Ron Bamberg Kevin Coates Bob Henry Bill Meetze Bill Wanagaitis
Dave Bray Kathy Dionne Don John- Jack Melnick Bill Weiher
Mike Clair John Doll son Sue Moroz Kathy Will-
Bob Clements Tony Donardo Carl Kauranen Alan Patty werth

SIX YEARS

June Barnes Al Fenn Jerry Kent Ed Newbert Ben Russell
Kathy Barnes Walter Ferrell Dennis Laibson John Owsik Nick Shain
Larry Baron Tony Ficara Helen Lingvall Bob Pagnotta Steve Smith
Ron Bernier Michael Flynn Loretta Loveland Bill Park John Stallings
Joan Bodnar Mike Geary Michael Paxton Michael Szymczyk
Julian Brook Patrick Goonan Bob Martinez Bruce Powell Howard Van Bus-
Bill Combs Osman Guven Robert Mathes Warren Prince kirk
Terry Dager Rex Harris Camille Merlo Byron Ramsey Samuel Willow
Tom Disinger Frank Hoydic Bruce Mihm Ken Reiher Jay Wilmar
Bob Dority Steve Kallos Lalit Modi Paul Rosedale Elizabeth Wooley
Dale Edgar

FIVE YEARS

Mollie Allen Athera Chris- Michael Howard Bob Lipp Ernie Porcelli
Richard Baisa topher Gary Hudson Celeste Lynch Joe Reville
Robert Barnes JoAnn Conner Mike Humphries Patrick Lynch Jackie Ritchie
Waketa Caroline Conville Kay Hus Janelle Lytle Shirley Schmidt
Barngrover Joe Crawford Elizabeth Ibarra Walt Malcolm Carl Spadaccini
Jim Becker Arlene Criscione Nancy Imme- Ellen Martino Barbara Spencer
Mary Jane Laurence Davis keppel Eldon Maxham Dick Steele
Bogoger Elizabeth Emry Vinny Iosso Glenn Meredith Bob Tully
Charles Bon- Sterling Floyd Walt James Judy Monahan Codie Wells
homme Doug Fonner Ken Jones John Monahan Jerry Wheat
Kenneth Boone Justus Fugate Susan Keohane Fred Monteforte Linda Wiersma
John Braz Mark Funt Glen Knuth Ray Moore John Wilkin
Patrick Brent Gary Gere Don Lamb Bill Mulert Ken Wilson
Bill Buntin Rick Henderson Harriet Lathrem Jim Nappo Dave Wimberly
Sharon Burt Kathy Hiebert Toni Link Bob Nason Howard Workman
Rosa Chacon Ken Holcomb Marti Lincavage Jan Pendergast Jere Zoole

Editorial

MAKING TYM . . .

There are signs of growth all around us as we wind up Tymshare's twelfth year January 14 and head into number thirteen. Physical signs. A 60,000-square-foot addition to our corporate offices, doubling the size of headquarters facilities. Field sales offices outgrowing their spaces and expanding and moving into larger quarters. Our fifth IBM 370/158 up and running at Valley Forge this month.

An impressive new Tymshare location at 900 Front St. in San Francisco housing Tymshare Transaction Services (nee WSBA) operations. TYMNET reach approximately 300 nodes under the direction of our Tymnet, Inc. communications common carrier subsidiary. Specialized minicomputers replacing data center mainframes and doing more work, more efficiently. Tymshare getting national business magazine exposure as a leader in the industry.

The presence of Tymshare as a leading mover and shaker in our business is looming larger as the business matures, and as the company moves surely and solidly to a position of prominence in market after market. When all the numbers are in, 1977 should prove to be another record revenue year for our company, providing a firm foundation for continued growth, profitable operation, and the resources needed to prove and profit by the opportunities ahead.

Beginning last June 24, our company became known to the business and investing world via the New York Stock Exchange as TYM. That's our symbol.

The question is, "Who's making TYM?" You are, that's who. There are more than 2200 of us Tymshare people now. The credit for what Tymshare has become in just a dozen years, and the responsibility for what your company will become in this year and the next dozen, is yours.

Tom O'Rourke, along with the other officers, provides the direction and makes the difficult choices that set the game plan. But presidents and coaches must look to the individuals for the execution that makes commitments and plans reality.

We are the makers of TYM, the builders of our own futures, the architects of our own opportunities and security for each of us and our families. We've got good management, and we all benefit by their leadership. But let's not forget who's rowing the boat. We are.

We make the machines more productive. Make the sale and keep the customers coming back. Create new products to solve new problems. Meet improbable deadlines. And manage our time and resources as well as we can.

No one can make your contribution to our mutual success this year but you. We have a lot going for us in this, our thirteenth year. But the most important ingredient of all is what you do as an individual. With 2200 of us feeling and fulfilling our unique role in the company the best way we know how, everybody benefits.

Let's make it happen, one more TYM.



**Braniff Announces
1977 President's
Club Enrollment**

**Technical Pros
Lauded for Hard
Work, Creativity**

Northeast Area

★ Tom Buroojoy (New Jersey)—Consultant of the Month. For helping close an important \$15,000-a-month account; for selling and installing a good-sized MAGNUM application; for excellent BBL training which produced self-sufficient users; and for strong support and good relationships which saved a large account from a competitor.

★ Dave Carlson (Stamford)—Consultant of the Month. While carrying heavy marketing responsibilities at his accounts, for being highly productive technically: Installed two MAGNUM applications without a hitch, created a well-received EXPRESS sales analysis demonstration that resulted in a contract, constructed time-saving routines for SOLO, and more.

TASC West

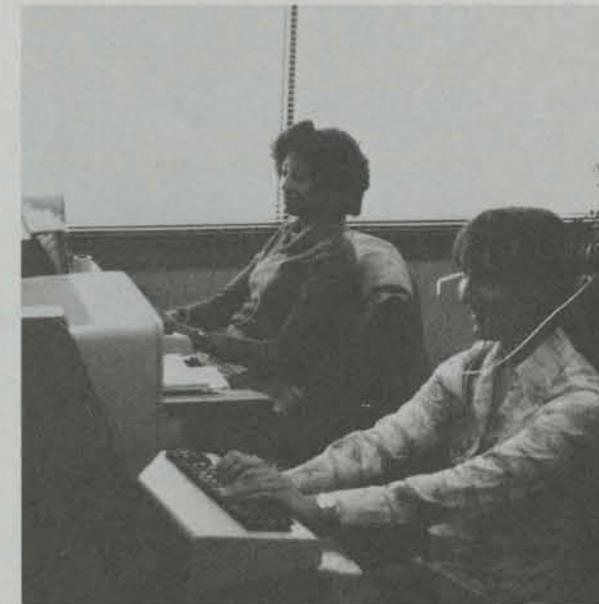
★ Bridge Stuart (Systems Development)—TASC Consultant of the Month. For extensive and valuable pioneering work in MAGNUM OPUS, which required many hours of consultation and analysis with his client, Marketing Services, and Tymshare technical personnel.

Technical Services Group

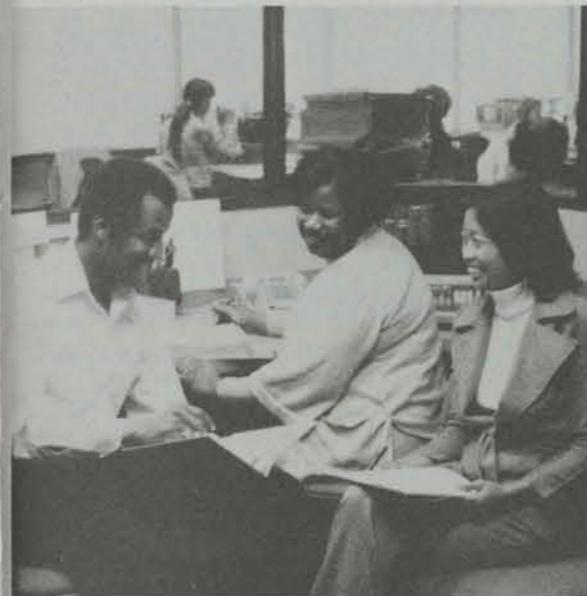
★ Jim Fonda (R&D Division)—Individual Achievement award. For implementing CMIS, TYMCOM-370 capacity management information system. Worked involved operating system changes to continually check performance statistics and supplementary systems to daily move all 370 performance statistics to a common EXPRESS data base. CMIS



ONLY A PORTION of Tymshare Transaction Services' huge Authorization Center, the largest in the west, is shown in this view.



SENIOR OPERATORS Sheils Mills (left) and Denise DeBrett handle any authorization calls that require special attention.



CONTROL ASSISTANTS Joshua Mooror, Kathleen Donaldson, and Luciana Thompson (left to right) check the consoles and regulate incoming calls to the operators.



VETERAN OPERATOR BERNICE SCOTT is busy handling the many calls that come to our Authorization Center during the heavy Christmas buying season.

At Tymshare Transaction Services

Those Bells Are Ringing . . .

(Continued from front page)

area, and the go-ahead or denial is switched back to our center and then to the merchant. Although the

number from the merchant. Finally the merchant came to a new realization—"Oh, I have to read the zeros.

number and decide to make their own requests, like the man who wanted credit denied to his wife.

Ron Braniff, group vice president of Computer Services, announces the names of 14 additional qualifiers for the Tymshare 1977 President's Club. Achieving more than 100% of assigned quota as of October '77 records, the following individuals are Arizona bound, having earned the honor of attending the annual President's Club awards conference, to be held this May at Scottsdale, Ariz.

- | | | |
|-----------------|-----------------|--------------|
| Bob Albrecht | Melinda Lyle | Jim Omlid |
| Ron Foronjy | Pat McAleer | Jim Ronayne |
| Mark Funt | Bob McGlynn | Bob Ruda |
| Marv Kantrowitz | Howard Marshall | Terry Russey |
| Norma Levy | Ken Norris | Peter Snell |

Also members of the 1977 President's Club, as announced last month in *it's about tym*, are: Jim Bell, Nick Brame, Rick Carlson, Mike Goldman, Jim Jaskovsky, Jerry Kent, Jim Meley, Wayne Overbagh, Bob Panucci, and Tom White.

reports have been used for load leveling, peak hour load analysis, and TRU algorithm studies.

★ Ron Morgan (Equipment Division)—Individual Achievement award. For contributions toward recent business expansion of Tymshare Computer Maintenance. For his professional attitude and high quality of support to our largest third-party-maintenance customer and numerous other accounts.

★ Ron Saltgaver (R&D Division)—Individual Achievement award. For a broad range of assistance to Information Services Division, including the implementation of FOCUS software distribution and making available a complex vendor system.

switch carried clear across the United States and back, the time for call completion is still in the 35-second range.

John Wicks, manager of the Authorization department and a seven-year veteran of the company, told us about some of the problems encountered by an operator in completing calls. "Most often," says Wicks, "problems are the result of merchants not giving proper data."

Often the operators have to repeat requests for BIN numbers, even though the numbers are supplied on a red and white decal which is supposed to be applied to the merchant telephone.

This writer, while researching the article on the Auth Center, stood by while Duncan McClure repeatedly explained to a merchant where to find the BIN number. The eighth polite repetition finally struck a bell.

Another operator, after explaining that the BIN number contains four digits, kept getting a three-digit

too!"

Another operator told about the time when a credit authorization was denied because the card had expired. The merchant argued about the denial, stating, "Master Charge has run out of plastic and can't give out new cards."

Sometimes cardholders get the Authorization Center's telephone

or the young woman who called about her Led Zeppelin concert tickets. In the second case, the operator kindly found out the number of the ticket agency.

Most of the time, however, things run smoothly—so smoothly, in fact, that more than 80% of the thousands of calls that come in daily are answered in less than 20 seconds.

Cooperative Education Program

(Continued from front page)

tions that student workers, like Jim, save Tymshare the costs of hiring an additional full-time programmer.

Like all the students preceding him, Jim spends the majority of his time performing the necessary function of archiving and retrieving data. This function supports Technical Services programmer-analysts by storing or retrieving for them, on

demand, programs that were used in the development of our software products.

When restoring files to the directory, Jim taps a data base for information that contains clues to the physical locations of magnetic tapes, on which software data is stored. He then requests the computer center to load the tapes onto specified systems (computers).

Jim states that his "hands-on" experience has broadened his scope of job alternatives and has helped him to formulate his occupational plans to pursue applications programming. He admits, however, that he has become a little spoiled, since Tymshare installed a data phone in his home so that he could use his terminal during nonprime-time hours.

At Chico State, terminals are not generally available to the students, thus leaving them only the alternative of programming with keypunch cards. This system can be time consuming by causing the students to vie for computer time while their cards are fed into the computer in a batch mode.

Jim will train his successor, who was recently selected during an interview session at Chico State, sponsored by the Cooperative Education Program. He will then return to Chico to complete his studies.

The cooperative educational program has benefitted Tymshare with intelligent, creative students who have contributed to our software development and provided service to the ongoing archival function. As for the students . . . Jim feels he can speak for all of them by saying, "The invaluable work experience has given me career direction and has broadened my understanding of the application of computer sciences. I'd like to come back."



Enhanced MAGNUM OPUS Being Introduced With Style

NEW MAGNUM OPUS SALES LITERATURE is proudly displayed by Bill Mulert, manager (left), and Stan Scardino, marketing specialist, of Manufacturing and Distribution Systems in Marketing Support. The enhanced version of MAGNUM OPUS, one of the first data base management systems designed for manufacturers, is making its introduction beginning this month.

Five selected sales representatives from the Bay Area, Los Angeles, and Dallas branches will sell MAGNUM OPUS exclusively. TASC will install the product and provide support in the remaining geographical areas.

Also, a Manufacturing Systems seminar, attended by MAGNUM OPUS sales specialists and TASC representatives, was held last month in Palo Alto to discuss the product, its applications, and installation.

MAGNUM OPUS, one of Tymshare's first transaction-priced packages, was designed by Al Fenn's Special Applications department in Technical Services so that Information Services could pursue the manufacturing industry, one of the largest and fastest growing marketplaces for computer service companies. "Without MAGNUM, MAGNUM OPUS would have taken years instead of months to design," reported Fenn.

Western Cable Television Exposition Brings Major Contract for Cablefacts

Cablefacts, Tymshare's accounting and billing service for the cable television industry, was featured at the annual Western Cable Television Exposition November 9-11 at the Town & Country Hotel in San Diego, Calif. Not only were more than 1800 owners and managers of domestic and international cable TV companies given the chance to learn more about Cablefacts, one guest signed a major contract right at our booth.

Norm Johnson, Lexington data center sales representative, who headed Tymshare's participation at the show, reported that the sizable new account is with a Montgomery, Ala. cable TV company owned by a major radio and television broadcasting system.

Taking part with Johnson were Bill Buntin, Lexington data center manager, and customer service representative Brian Cooper, also with Lexington. The Tymshare exhibitors were among several hundred manufacturers and suppliers serving the cable television industry.

An important revenue product for the Lexington data center, Cablefacts serves well over 1 million subscribers. The Cablefacts service,

which features automatic generation of bills, reminder notices, accounting reports, and accounting history ledgers, experienced a near-30% growth rate during 1977, Johnson noted, with expansion of service last year into Arkansas, Connecticut, Louisiana, Massachusetts, Michigan, and Wisconsin.

Twice in a Row, We're 'Baby Blue Chip No. 5'

For the second consecutive year, Tymshare placed No. 5 in the *California Business* poll of analysts on Western Baby Blue Chips—the top 25 stocks they consider good buys for future returns. Tymshare held steady amidst considerable shuffling of "standings" over last year's poll, 15 of the leading vote-getters not being among the top 25 a year ago.

Selected in the Baby Blue Chips poll were, in order of preference: (1) Amdahl, (2) Intel, (3) Merlyn's, (4) Denny's, (5) Tymshare, (6) Four-Phase Systems, (7) Measurex, (8) Sambo's Restaurants, (9) Santa Fe International, (10) Pay 'n Save, and (11) Storage Technology.

Schwartz Announces Expansion Of Government, TASC Groups

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brings several years' experience with IBM, Memorex, and SBC. With Tymshare, he will be responsible for the administration, including legal aspects, of our TSP contract. In addition, he will handle competitive analyses, market research, and internal and external reporting and accounting as it applies to the government program.

Systems Marketing and TASC

Bill Morton, manager of Systems Marketing area, which recently was expanded to include national TASC operations, has announced the creation of two new TASC organiza-

tions serving the southern and mid-western United States. Morton also reported that Jack Ackerman and Dick Heermance have joined Systems Marketing to head TASC operations in the east and west, and that Jim Becker, former manager of TASC West, has assumed the new position of Special Projects manager for Systems Marketing.

January 1 marked the launching of operations for the new systems consulting group in the south, based in Houston, Tex. Lyndon Evans, former Southern area technical manager, has been named manager of Systems Development for TASC South. Appointed to the position of

TASC South project leader is Dave Wimberly, former senior consultant with the Houston branch.

Employed with Computer Complex since 1968 and Tymshare since 1971, Evans has served as operations manager, applications consultant, and senior consultant before his promotion to area technical manager in 1976. He is a member of Masters and a two-time ACES qualifier.

Also this month, operations of the new group called TASC Midwest officially got underway, with Frank Netzel joining as project leader and Paul Lacey, formerly with the Chicago Loop branch, on the technical staff. They join Jerry Kent and Peter Natali, employees of TASC East, who have had offices at Tymshare's Midwest area headquarters in Chicago for many months.

Jack Ackerman, Marketing Services manager since 1975, will be heading the overall operations of TASC East, with headquarters in New York City. On Ackerman's immediate staff will be Lee Gruenfeld, manager of Systems Development, and area TASC consultants Norm Comite, Jerry Kent, and Jim Suris.

A three-time President's Club member, Ackerman has been with Tymshare since 1968 in technical management, sales, and sales management before joining Marketing Services as manager of Marketing Support. He has headed Product Support and Documentation for Marketing Services since early 1977.

Dick Heermance, new manager of TASC West, with headquarters in Mountain View, Calif. managed Tymshare's San Jose branch for the past four years after serving with the company in both technical and sales positions. He was a member of both the 1975 and 1976 President's Clubs.

Tymshare Mailbox

When I first joined Tymshare, I worked evenings and weekends whenever I had compiling to do. I switched from the TYMCOM-X to the 370 and now am running into the same problem. Even editing is slow. My productivity is down and my frustration is up.

I recognize that acquisitions and development are a two-pronged fork into the marketplace and must be coordinated—unavoidably, since financing is not unlimited. Still, this frustration is common, and some words from you might soothe us.

Ray Cook, Application Products Division

To give you an example of the tradeoffs in this equation, I should point out that the cost for a fully equipped IBM 370/158 is approximately \$85,000 each month, which must be paid for in full from month one, regardless of the customer revenue being derived from the system.

That \$85,000 per month is enough to maintain employment for 40-45 systems programmers and/or field applications consultants. I do not believe we should load ourselves up with machine capacity by shorting ourselves in people skills so necessary to a growing business.

As you know, we are anticipating the arrival of a 370 in December at Valley Forge. We hope to have this machine up and running in January. In retrospect, it should have been two months earlier, but our forecast showed December as a proper date. The forecast proved to be somewhat

I believe your question is a very good one and quite timely. I appreciate the opportunity to explain the situation as we see it.

One of the most difficult jobs we have in our planning and forecasting area is accurately predicting both



SOME MELVILLE FACES—Top tier (left to right): Dick Busick, Communications manager; Mary Ann Russell, bookkeeper; Art Wriede, computer operator; Phil Rafferty, marketing representative. Second tier: Dick O'Neil, Petroleum Industry manager; Dennis Hale, manager of Operations; and Doreen Scorzelli, data

center secretary. Third tier: customer service representatives Palma Adams, Eileen Hulse, and Lee DePaolo; Michael Sher, customer service representative; and Joel Jost, director of Customer Services. Fourth tier: Bob Gregg, programmer, and Dennis Raynoha, Melville data center manager.

Through the Long Winter Months . . .

Melville Center Helps Keep Us Warm

As the snows of winter settle on the eastern seaboard, and thoughts of keeping warm are on everyone's

with Customer Services for product enhancement suggestions they receive from the customer.

processing workload transmitted over the phone lines, both to and from the customer. Dick provides

the customer and internal machine usage seven to nine months in the future. Unlike minicomputers or terminals, our large mainframe computers both are very expensive and have long delivery schedule lead times.

The lifeblood of the company, of course, is tied directly to customer usage, so, when that grows faster than budgeted, we must restrict internal usage so as not to impact our revenues and, more importantly, our ongoing customer relations.

While we erred this year by underestimating our growth in TYMCOM-370 usage, both internal and external, we erred in the other direction in forecasting our PDP-10 usage. As a result, we are paying for some excess PDP-10 capacity, while, in the last two to three months, we have been faced with a shortage of 370 capacity.

It has been suggested that the company should always be in an excess capacity position on all machines. That is certainly a simple solution, but not a very prudent one in trying to manage a business where we must balance cost with income.

crunch.

I understand the frustration experienced by you and the other people trying to use 370 time and trust you will bear with it for a while longer.

Tom O'Rourke

C-T Brussels Moves To Larger Facilities

In response to strong revenue growth experienced during 1977, the Brussels branch of CEG1-Tymshare moved on December 9 into new facilities offering twice the space as before. C-T Brussels now operates on the top story of a recently constructed 24-floor commercial building located at 326 Avenue Louise on the south side of the city.

Concurrent with the move of personnel was the installation of a new Varian V/72 TYMNET super node with high-speed capability.

To Brussels teammates Manu Corynen, Jos Dewint, Jean-Pierre Gezels, Daniel Jacobs, Jacques Kerjouan, Xavier Pratte, Michel Valcke, Claude Verschuere, and V/72, welcome to your new home.

On Dick's immediate staff are Becky McNow, manager of Systems Development, and area TASC consultant Larry Baron, who was recently promoted from his last position in sales with the Western Bell branch.

As manager of Special Projects, Jim Becker will be responsible for providing a wide range of assistance to Information Services groups in closing sizable business opportunities. His office will be located in Mountain View.

Becker has been a member of the 1974, 1975, and 1976 President's Clubs, and his quota performance with TASC during 1977 has been outstanding. In his two and a half years as manager, he built the group into a major Tymshare contributor containing some of the company's top technical and marketing talent.

Morton reported that Tymshare is in the process of selecting a new name for its systems consulting organization now called TASC. This new name will be announced in a future edition of *it's about tym*.

Next month, the newsletter takes a look at the recent expansion of Tymshare's Utility (formerly Telephone) Industry Marketing group.

mind, the busiest season of the year is now settling on the Melville data center in New York. Melville's IBM 360/65 computer processes information for fuel oil dealers using Tymshare's on-line Tele-Fuel product. The better Tymshare can help keep its fuel oil dealer users operating in an organized fashion, the warmer their customers keep during the cold winter months.

Tele-Fuel is a packaged service offering customer billing, delivery scheduling, credit checking, inventory, and reports by communicating with customer CRTs and printers.

The Melville data center, managed by Dennis Raynoha, is divided into four major departments designed to support the fuel oil dealer, his equipment, the computer, and the communications lines through which processing service is possible. Raynoha's secretary, Doreen Scorzelli, aids him in coordinating the activities of the data center, which provides 24-hour-a-day full service to customers.

Customer Services

Once a fuel oil dealer decides to make Tele-Fuel an intrinsic element in his business, Tymshare fuel service customer representatives help perform the conversion, usually from bookkeeping machines, to a computer hookup. The 30-60-day procedure begins by installing a CRT and printer in his office. Customers learn how to use the equipment by transferring their records into the system via the CRT, which is continuously connected to the data center's computer through telephone lines.

Once the computer processes the information, data is transmitted back to the CRT from which instructions can be made to the printer to run reports or generate customer invoices. Customer service representatives are always available to answer questions. Joel Jost manages customer service representatives Palma Adams, Lee De Paolo, Eileen Hulse, and Mike Sher, who provide the "human element" by personalizing the data service.

Systems Programming

Managed by Chuck Phelan, the Systems Programming group provides software operating system maintenance and product improvements. Programmer Bob Gregg works with Chuck to produce special reports for dealers with specialized needs. Chuck keeps in close touch

To keep the lines of communication open, Melville sponsors a monthly users meeting at a local restaurant, where customers can exchange views with data center personnel about the service provided them. Many customers are located within a 25-40-mile radius, so a high percentage show up regularly. Dick O'Neil, manager of Fuel Oil Industry, feels that the tradition helps bring up problems while they're small and easily solvable.

Computer Operations

This group operates like the computer, by putting in 24 hours a day. The largest department at Melville, Computer Operations is responsible for mainframe maintenance. Manager Dennis Hale keeps his computer operators expeditiously running jobs during non daylight hours, thereby keeping the computer free for customer data input.

Operators, who work three 12-hour shifts per week, run the heavy processing workload during nonprime-time hours. By morning, customers can run their receivables, reports, and other work, and have a complete accounting of the previous day's activities.

Working with Dennis are operators Mike Boyle, Steve Puntarich, Hal Steinberg, and Art Wriede, and Joe Condia, forms control clerk. Joe prepares the hard-copy audit trail of customer activity for daily delivery or pickup.

Communications

Dick Busick is a one-man Communications department. He makes sure the communications lines are open, regardless of severe winter conditions. This is accomplished by controlling and monitoring the

maintenance on customer CRTs and interfaces with communications equipment and supply vendors.

Completing the Staff

Completing the Melville data center staff are Phil Rafferty, senior marketing representative; Mary Ann Russell, bookkeeper; and Alice Marie Adragna, receptionist and the newest employee at Melville.

Phil's busiest months are April through October, when he is selling Tele-Fuel. During the high-volume fuel information processing season, he revisits customers in a supportive role. With his excellent sales record, he expects to qualify for the Tymshare 1977 President's Club.

Mary Ann performs all the data center's bookkeeping functions. She pays the bills, follows up on accounts receivables, makes deposits, and maintains the general ledger. Alice Marie, who joined the Melville staff in December, handles the busy phones and acts as buffer between the outside world and the data center.

Since Tymshare's acquisition of the Melville data center (Simplified Data Processing, Inc.) in 1976, the staff has continued to maintain both product integrity and the customer base. Bob Henry, Mary Ann Clark, and Dick O'Neil, all on special assignment to the data center, have provided direction and guidance during the acquisition period, and are confident that the Melville staff will continue to provide excellent service and support to their fuel oil dealer customers.

With Tymshare's help, those dealers, in turn, can provide on-time, accurate fuel delivery to the customer through the long winter months ahead.

Tymshare Anniversary Parties Planned

Happy Anniversary, Tymshare! January 14 will mark the company's 12th anniversary of incorporation. And, in keeping with one of Tymshare's fine traditions, employees from all parts of the country will be getting together locally for festive celebrations during the early months of 1977.

Last year, Tymsharers and guests from more than 60 offices delighted in "good tims" ranging from casino games to cruises, from theater parties to '50s-era dancing, from lavish luaus to reflective dinners at elegant restaurants.

Again during 1978, Lucille Wallace, Administrative Services executive secretary, will act as national anniversary party planning, scheduling, and financial coordinator. The thoughtful and effective manner in which she has handled these responsibilities over the past several years has brought her much appreciation from local party chairpersons and Tymshare management.

Lucy reported that anniversary souvenirs for all full-time employees are scheduled for shipment from corporate headquarters during mid-January.

Transaction Services Shows Wares to Savings & Loan Execs



DON DRAKE, internal customer services coordinator, and Tom Welsh and Joe Clark, senior account managers (left to right), staff the new Tymshare Transaction Services booth at the U.S. Savings and Loan League convention in San Francisco. The convention, held in mid-November, attracted some 10,000 savings and loan executives from throughout the country. The marketing

department was busy that week. As soon as the Savings and Loan League convention was over, the booth went on to Sacramento for the California Credit Union League convention, which began on the 18th of November. Savings and loans, as well as credit unions, represent important new customers to Transaction Services as these institutions begin issuing Master Charge and Visa.

Welcome to Tymshare

STEVE ADKINS—Applications consultant, Portland branch. **JOHN AHRENS**—Senior applications specialist, Marketing Services. **ROSELYN ALBIN**—Quality control clerk, Tymshare Medical Systems. **EMILY ANNESS**—Clerical supervisor, Lexington data center. **DEBORAH ARNOLD**—Sales representative, Los Angeles Downtown branch.

JANE BECK—Personnel clerk, Administrative Services Division. **ESTELLE BLAND**—Quality control clerk, Tymshare Medical Systems. **PHILIP BUSCH**—Applications consultant, Miami branch.

JOHN CARTER—Computer operator, Wichita data center. **RICHARD CHAPMAN**—Account validation clerk, Finance Division. **TONG CHOI**—Data entry operator, Denver data center. **NIKI CHRISTOPHER**—Printer, Accounting Applications Development, Technical Services Group. **MICHAEL CIMINERA**—Data control clerk, Tymshare Medical Systems. **JEFFREY COOK**—Computer operator, Tymshare Medical Systems. **LOMA CULP**—Receptionist, Administrative Services Division.

DOUGLAS DANFORTH—Senior systems programmer, R&D Division. **BETTY DE BRES**—Data entry operator, St. Louis data center. **MONIQUE DELORE**—Accounts payable clerk, Finance Division. **BEVERLY DENNIS**—Data recording operator, Wichita data center. **JOHN DYER**—Computer operator, Lexington data center.

ROBERT ELIA—Computer maintenance engineer, Equipment Division. **CARL ELLSTON**—Computer maintenance engineer, Equipment Division. **LARRY EVANS**—Quality control analyst, Accounting Applications Development, Technical Services Group.

LAVERNE FOSTER—Tape library clerk, Tymshare Medical Systems.

RICHARD GAINES—Computer operator, Computer Operations Division. **EDMUND GAUCI**—Computer operator, Computer Operations Division. **ADRIENNE GELLER**—Applications consultant, New York branch. **JEAN-PIERRE GEZELS**—Applications consultant, Brussels branch, CEGI-Tymshare. **JANET GIBNEY**—Data entry operator, Salem data center. **MARY LOU GILL**—Mail clerk, Madison data center. **ARTHUR GINSBERG**—Systems analyst, Tymshare Medical Systems. **EDMOND GOOD**—Sales representative, Tymshare Medical Systems.

FRANK HALES—Packaging clerk, Tymshare Medical Systems. **JULIE HALL**—Mail clerk, Administrative Services Division. **ERIKA JEAN HEUMANN**—Data entry operator, Madison data center. **WILLIAM HOUSE**—Driver, Tymshare Medical Systems. **WILLIAM HUMPHREY**—Senior systems analyst, Birmingham data center.

ANITA JAROS—Data entry control clerk, Salem data center. **MAURICE JONES**—Packaging clerk, Tymshare Medical Systems.

GORDON KOWALCZYK—Communications maintenance engineer, Equipment Division.

ERIC LASH—Applications consultant, San Diego branch. **JESSE LATHROP**—Computer maintenance engineer, Equipment Division.

STEVE McADAMS—Programmer, R&D Division. **MARGARET MANDOKY**—Receptionist-typist, Valcomp. **NANCY MARCHESE**—Billing clerk, Finance Division. **CYNTHIA MILLS**—Senior electronics assembler, Equipment Division. **LESTER MORRISON**—Packaging clerk, Tymshare Medical Systems. **MICHELLE MORRISON**—Quality control clerk, Tymshare Medical Systems.

NIEL NIELSEN—Applications consultant, Bay Area branch.

MARY PALAZZOLO—Data entry operator, Benton Harbor data center. **ROBERT PARKER**—Computer operator, Anaheim Unitax data center. **RICHARD PAYMER**—Systems programmer, R&D Division. **MARGARET PEARSON**—Secretary, Salem data center. **KAPONIA PEEGEE**—Packaging clerk, Tymshare Medical Systems. **NICHOLAS PITCHERELLA**—Computer operator, Tymshare Medical Systems. **RUDOLPH PORTER**—Packaging clerk, Tymshare Medical Systems. **XAVIER PRATTE**—Applications consultant, Brussels branch, CEGI-Tymshare. **STEVEN PREBLE**—Applications consultant, Paramus branch. **WILLIAM PUTNEY**—Communications systems consultant, Tymnet, Inc.

WILLIAM QUEENEN—Senior tax analyst, Anaheim Unitax data center.

BRUCE RAWLINGS—Applications consultant, Chicago O'Hare branch. **EDWARD REBBERT**—Systems analyst, Tymshare Medical Systems. **VIRGINIA REIDA**—Data recording operator, Wichita data center. **SAGE REMINGTON**—Data entry operator, Denver data center. **HARRY RODAS**—Contracts administrator, Information Services Division.

ANNELIESE SCHMUKI—Quality control clerk, Tymshare Medical Systems. **GREGORY SEARS**—Sales representative, Minneapolis branch. **JEAN SEGAL**—Production artist, Marketing Services. **ROBERT SHICKEL**—Sales representative, Hartford branch. **DOUGLAS SMITH**—Computer maintenance engineer, Equipment Division. **DENNIS SNEAD**—Computer operator, Philadelphia data center. **ALTA SPAFFORD**—Secretary, Marketing Services. **WAYNE LEE SPARKS**—Systems analyst, Accounting Applications Development, Technical Services Group. **NANCY STECKEL**—Secretary, Tymshare Medical Systems. **BERNARD STEINBERG**—Programmer-analyst, Tymshare Medical Systems. **ANTHONY STRAIGHT**—Electronics technician, Equipment Division. **JEFFREY STUTZ**—Applications consultant, Milwaukee branch. **ZOLTAN SZABADOS**—Programmer, Tymshare Medical Systems.

JOSEPH TINSLEY—Packaging clerk, Tymshare Medical Systems. **DONALD TODDEN**—Computer operator, Denver data center. **HARRY JOE TORTORICI**—Computer operator, Birmingham data center. **KHE DINH TRAN**—Systems programmer, Accounting Applications Development, Technical Services Group. **BEVERLY TROY**—Receptionist, Administrative Services Division.

MICHEL VALCKE—Applications consultant, Brussels branch, CEGI-Tymshare.

HELEN WENZEL—Secretary, New Orleans branch. **NANCY WESTERFIELD**—Operations analyst, Application Products Division. **LINCOLN WILLIAMS**—Applications consultant, Capitol branch.



BASIC PRODUCT SCHOOL, THIRD QUARTER '77—Participants, in alphabetical order: Abe Abelman, New York; Jim Bienski, Houston; Art Beirn, PERS; Pat Bruce, Washington; Tom Buck, Pittsburgh; Dave Carlson, Stamford; Ida Cole, TASC West; Craig Conway, Chicago; Dave Corley, Houston; Mark Cruver, Washington; Virgil Curry, Washington; Candy Davis, San Francisco; Ken Derus, Baltimore; Linda DeWitt, San Francisco; Bob Freeman, Los Angeles; Lee Freeman, Boston; Joel Freeman, Dallas; Kevin Gardner, Los Angeles; Leslie Gay, Washington; Dennis Gusky, St. Louis; Susie Halli-

day, Orange County; Jerry Horvath, Cleveland; James Jones, St. Louis; Jim Keegan, New Jersey; Jeff Lai, TASC West; Geraldine Mando, Washington; Sue Mitchell, Orange County; Bob Parker, Boston; Al Pollack, Chicago; Kevin Quill, New Jersey; Bob Rummel, Hartford; Hal Schmidt, San Diego; Ronald Sella, Detroit; Fred Seponara, Philadelphia; Mike Seppi, Philadelphia; Bridge Stuart, TASC West; Dave Stuteville, Manhattan; Jim Suris, TASC East; Don Upton, Miami; Bryan Van Haveren, Denver; Jim Wells, PERS; Russ Wilson, Boston; and Lon Winton, Petro.



BASIC PRODUCT SCHOOL, FOURTH QUARTER '77—Participants, in alphabetical order: Steve Adkins, Portland; John Ahrens, corporate; Deborah Arnold, Los Angeles; Lynn Barkalow, Denver; Bonnie Bundy, Utility Industry Marketing; Dick Burgett, Potomac; Philip Busch, Miami; Larry Clarke, Cleveland; Jules Cohn, UIM. Helene Dahlander, Orange County; Jim Danielson, Los Angeles; Dale Eskra, Chicago; Luigi Favero, San Francisco; Steve Finn, Bay Area; Adrienne Geller, New York Financial; Douglas Gillam, Minneapolis; John Groh, UIM. Judy Hanlon, New York; Kit Herman, San Francisco; Ken

Hessinger, Northwest area; Kurt Hilderhof, Taylorix-Tymshare; Joseph Jordan, NYF; Eric Lash, San Diego; Winfried Laverick, T-T; Paul MacDonald, Pittsburgh; Tom McMahon, UIM; Ray Moran, UIM; Ed Murray, TASC East; Tom Myers, Atlanta; Dave Nielson, Bay Area; Don Perrotta, San Diego; Steve Preble, New Jersey; Greg Reilly, New Jersey; Nancy Sargent, Petro; Chuck Scharf, Orange County; Larry Schulze, Dallas; Greg Sears, Minneapolis; Jeff Stutz, Chicago; Vic Tanna, UIM; John Wallace, Capitol, Bob Weitzel, Cleveland; Lincoln Williams, Washington; and Merle Williams, UIM.

Basic Training for New Marketing Employees Concentrates on Tymshare Premier Products

The emphasis was on Tymshare premier products at both three-week intensive Basic Product Schools held during the latter half of 1977. The schools brought together, in Palo Alto, Calif., new marketing

and talk with the Tymshare officers and executives who were guests at Basic Product School luncheons and dinners.

Upon completion of the third quarter school, awards were pre-

Upon completion of the fourth quarter school, premier product award winners in the technical category were Bonnie Bundy—BBL, Judy Hanlon—MAGNUM, Ray Moran—FOCUS, and Jeff Stutz—

Tymshare, Inc.
20705 Valley Green Drive
Cupertino, California 95014

FIRST CLASS

employees representing Information Services Division, Marketing Services, and, in the case of the fourth quarter school, Taylorix-Tymshare GmbH, our West German affiliate. (See photo captions for class rosters.)

Under the direction of Jack Ackerman, Marketing Services manager of Product Support and Documentation, and instructors from Marketing Services staff, a total of 86 new employees honed their technical and marketing skills with MAGNUM, FOCUS, BBL, and EXPRESS. The agenda included sessions on the TYMCOM-370, TASC, Terminal Equipment Marketing, MAGNUM OPUS, and PERS. And, of course, a highlight was the chance to meet

sent to participants, in both a technical and sales category, for demonstrated excellence in premier product knowledge and application.

In the technical category, the winners were Abe Abelman—EXPRESS, Lee Freeman—BBL, Susie Halliday—MAGNUM, and Bob Rummel—FOCUS. Winners in the sales category were Joel Freeman—MAGNUM, Bob Parker—FOCUS, Kevin Quill—BBL, and Dave Stuteville—EXPRESS.

Third quarter Basic Product School class officers, elected by the students themselves, included Fred Seponara as president and Mike Seppi as vice president. Ida Cole was elected secretary-treasurer.

EXPRESS. Jim Danielson—EXPRESS, Dale Eskra—BBL, Joe Jordan—FOCUS, and Chuck Scharf—MAGNUM were winners in the sales category.

Fourth quarter class officers, elected by their peers, were president Steve Finn, vice president Jim Danielson, and secretary-treasurer Bonnie Bundy.

The next Basic Product School has been scheduled tentatively for February. As you are aware, Jack Ackerman, who has managed school activities so ably for the past year, has been promoted to head TASC East, effective this month (see story on expansion of TASC); his successor has not yet been named.

Personnel Appointments

Computer Operations

ED BARENS—From lead computer operator, Palo Alto Computer Operations, to customer service representative, 370 Computer Operations. Tymsharer since 1969. Provides support in media conversion. Acting tax liaison. Develops training schedule for 370 personnel. Former special forces advisor, light and heavy weapon specialist, U.S. Army. Member National Hot Rod Association. Drag racer and parachutist.

VIDA STAFFORD—From input-output clerk to computer operator, Palo Alto Computer Operations. Reports to Mike Muratore. Fills customer batch requests. Certified medical secretary-transcriber from Mayfield Career Center, Palo Alto, Calif. Currently studying computer programming at DeAnza College. Opera enthusiast and Tahoe gambler.

Industry Services

DENNIS HALE—From computer operator to operations manager, Operations, Melville data center. Trains, schedules, and supervises staff of four operators and one reports control clerk. Ensures teleprocessing system always available. Former supervisor of computer room at Eastern States Bankcard Association. Graduate Archbishop Molloy High School, Queens, N.Y. Sports enthusiast. Author of several published stories.

ARDEN HVAM—From assistant data center manager to data center manager, Madison. Manages 75 (150 during tax season) personnel in the planning, implementation, and production of tax processing. Four managers report to him: Gary Caldwell, June Engen, Gordon Lodahl, and Allen Meier. B.A., mathematics, University of Wisconsin. Continuing his education in accounting.

GORDON LODAHL—From manager, Systems and Programming, to manager, Tax Processing, Madison data center. Reports to Arden Hvam. Responsible for all phases of Dynatax and CTS tax processing in Madison, Minneapolis, and Chicago. Manages Nadine Hoehne, marketing and administration; Mary Peterson, conversions and reviewing; and Millie Halzel, production. Joined Tymshare in 1972 as programmer. Member of ACM and DPMA. Officer in local Jaycee chapter.

DIANE WEEMS—From assistant, Operations, to analyst, Installation Services, Tymshare Medical Systems. Reports to Ray Moore, regional manager. Programs and trains hospital personnel in use of hardware and performs related maintenance functions. Studied business administration at Ramapo State College, Mahwah, N.J. Returning to night school to pursue co-major in mathematics and business administration with concentration on computer sciences.

Information Services

MAUREEN ANDERSON—From secretary, TASC West, to executive secretary, division headquarters. Generates numerous reports for division manager Bob Schwartz. Originally joined Tymshare in 1971 as executive secretary to Ron Braniff, for a year and a half. Rejoined in 1976. Ran small island resort in Costa Rica. A.A., psychology, Foothill College, California. Enjoys scuba diving and talented in calligraphy and leatherwork.

DAVID ARMSTRONG—From applications consultant to sales representative, Bay Area branch. Tymsharer since 1975. Responsible for finding new business by increasing revenue in existing accounts and prospecting for new accounts. 1976 ACES. Former systems engineer for IBM in Chicago. B.S., mathematics, Stanford University. Enjoys driving fast cars.

TERRY DAGER—From senior applications consultant, LMSC branch, to senior applications consultant, Bay Area branch. ACES 1975 and 1976. Three-time achiever of Northwest area's Consultant of the Month award; Western Region Consultant of the Month in 1974. Former engineer at LTV Aerospace in Dallas. B.S., mechanical engineering, Purdue University, and M.B.A., Stanford University. Member Tymshare Tyger slow-pitch baseball team. Proud father of new baby girl.

MIKE HAGIN—From applications consultant to sales representative, Miami branch. On Chris Busch's team. ACES 1976. AC of the Month, Midwest area, August 1975 and January 1976; Consultant of the Month, Mideast area, July 1977. Previously a systems analyst with Singer Business Machines. B.S., business administration, University of Missouri, *magna cum laude*. President ACM, St. Louis College. *Who's Who in the South and Southwest*, 1977.

MARTI LINCAVAGE—From executive secretary, division headquarters, to area secretary, Utility Industry Marketing. Reports to John Doll. Joined company in 1972. Aids in administration of contracts and organizes functions of area administration. Happy to be back in New York. Formerly with Interstate Security Services. Graduate of Nutley High School, Nutley, N.J. Photographer and racquet ball player.

Marketing Services

TOM ABBOTT—From sales representative, Hartford branch, to manager, Financial Applications, Product Marketing. Joins Mike Clair's team. Coordinates marketing of financial applications and prepares marketing aids. Charter member ACES. B.A., economics, highest honors, University of Connecticut. Member of Institute for Management Sciences and Operations Research Society of America. Skis and sails.

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