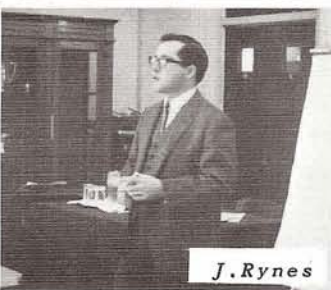




N. Newkirk



C. Benton



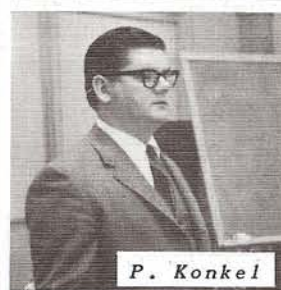
J. Rynes



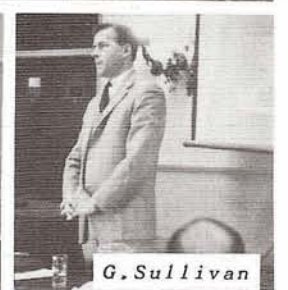
G. Tolis



H. Nintzel



P. Konkel



G. Sullivan

Marketing Reps.

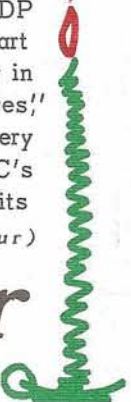
Rye, New York: The keynote of the sales seminar was struck early in the opening address by Charles Benton, Jr., President of CUC, as he described the company as the information systems company. More than 30 Marketing Representatives who attended the four-day seminar held at the Westchester Country Club in Rye, New York, listened as Mr. Benton said that the business of CUC is to solve information systems problems, to help business, industry, and government operate more efficiently. CUC has the skilled systems personnel with the complete knowledge of the computer sciences and the ability to relate them to the solution of the total information systems problems of our clients.

He explained CUC's total systems capability as including: consultation, problem definition, analysis, design and implementation, plus facilities management and educational services.

"As Marketing Representatives you have chosen a field that is both exciting and challenging, especially in today's market place. In just this past decade, the EDP field has surpassed all industries in its growth. As part of this exciting industry, CUC will also grow not only in qualified personnel but in facilities and types of services," he said. Mr. Benton suggested that it is the job of every Marketing Representative to convey the idea of CUC's competence in the field of information systems in its entirety.

(Continued on page four)

Attend Seminar



CUC's Principal Analysts 18 Strong



Dr. C. Fillerup

With the recent announcement of two Principal Analysts joining our staff, and a former Senior Staff Analyst promoted to that rank, CUC currently maintains a strength of 18 Principal Analysts.

Dr. Charles Fillerup, who joined our Los Angeles office, will be responsible for the development of mathematical modeling in scientific applications.

He has an educational background which spans a variety of disciplines, including chemical engineering, applied mathematics and astronomy. He was awarded a Ph.D in chemical engineering from the University of

Southern California and subsequently was appointed two-year Postdoctoral Scholar in Astronomy at the University of California. He has been in the data processing field since 1952. Prior to joining CUC, he was employed by the Service Bureau Corporation.

Vincent Marcalus has joined our Washington office. In his new position, he will be responsible for the development of hardware and software systems applications. He holds a B.S. degree from Syracuse University and received his M.S. from UCLA. Prior to joining CUC, he was Regional Technical Manager of the Federal Region of Honeywell, Inc., Computer Control Division, and prior to his association with Honeywell, he was with IBM and NASA Flight Re-



R. Fitzgerald

search Center. He has been in the data processing field since 1956.

Ray Fitzgerald, formerly a Senior Staff Analyst in our Mt. Kisco office, was recently promoted to a Principal Analyst in that office. Ray will be responsible for consulting and implementation in the following areas: programming systems, large data based systems, simulation applications, and medical applications. He is a graduate of Columbia University where he received a B.S. in physics. He has done graduate work in physics at Syracuse University. Ray has been in the data processing field since 1959 and joined CUC in 1967.



V. Marcalus



ACHIEVEMENT AWARD

Indianapolis, Ind.: Tom Steffen, a Staff Analyst in our Indianapolis office, was presented with an Achievement Award by the Indianapolis Chapter of the Systems and Procedures Association.

The award was the Chapter's way of recognizing and acknowledging Tom's personal contribution to the progress of the organization. In making the presentation, James Gunderman, president of the Association said, "We are pleased to have members such as Mr. Steffen on our roster. With a membership of this calibre, the Indianapolis Chapter of the Systems and Procedures Association will continue to gain in respect and stature in



this area. Without such extra interest and effort, as displayed by Mr. Steffen, no professional association can properly function and grow."

a call for papers

A call for papers has been issued for the 1969 IEEE Computer Group Conference, scheduled to be held next June 17-19 in Minneapolis. The theme of the meeting will be "Today's World of Real Time Systems".

Topics will cover all areas of real time systems. A 50-word abstract suitable for publication in the Computer Group News and a 1000-word digest suitable for publication in the Conference Digest should be submitted to Donald Epley, Technical Program Chairman, 1969 IEEE Computer Conference Group, Dept. of Electrical Engineering, University of Iowa, Iowa City, Iowa 52240.

THREE PROMOTED TO MANAGER



Bob Umbaugh

Los Angeles, Calif.: Bob Umbaugh has been named District Manager of the Los Angeles office. The announcement was made by Matt Matthews, Vice President of the newly consolidated region.

Bob graduated Cum Laude from Penn State with a B.S. in science and has done graduate work at Fairleigh Dickinson College and U.S.C. He joined CUC in 1967.



Pat Doherty

Greenwich, Conn.: Pat Doherty has been named Manager of Corporate's Data Processing Department. In his new position, Pat will be responsible for providing analysis, programming and management of internal computer systems in the areas of payroll accounting, contract and project control, personnel, marketing and budgeting. He replaces John Rynes, who is being transferred to Chicago.



Russell Turner

San Francisco, Calif.: Russell Turner, formerly a Senior Staff Analyst in our San Francisco office, has been promoted to Manager of the Technical Staff of that office.

Russell is a graduate of Chico State College where he received a B.A. in accounting. He is currently doing graduate work at Golden Gate College in business administration.

G. Soter, Manager of Product Planning



Greenwich, Conn.: George Soter has joined our Corporate office as Manager of Product Planning. Prior to joining CUC, he was Manager of Original Equipment Marketing for Mohawk Data Sciences. He also held a variety of sales/technical positions in line and responsibilities for both field and home office operations at Sperry Rand UNIVAC.

George is a graduate of Brown University where he received a B.A. in economics with minors in physics and mathematics and holds an M.B.A. from Harvard Business School. He has been in the data processing field since 1955.

M. Burchard New Contract Administrator

Greenwich, Conn.: Merrill Burchard, Jr., has joined the Corporate staff of CUC as Contract Administrator. The announcement was made by Lawrence Berman, Controller of CUC.

Merrill is a graduate of the University of Connecticut where he received a B.S. in marketing. Prior to joining CUC, he was employed as Manager of Marketing & Contract Administrator for Reflectone Inc.

C. POLLACK NEW CHIEF ACCOUNTANT

Greenwich, Conn.: Charles Pollack, formerly Accounting Manager of the Northeast Region, has been promoted to Chief Accountant in CUC's Corporate office. The announcement was made by Lawrence Berman, Controller.



Charles is a graduate of City College of New York where he received a B.B.A. in accounting. He joined CUC in 1966.

Marketing Reps.

(Continued from page one)

The Job Ahead

Nate Newkirk, Director of Education for CUC spoke on "What is the job of a CUC Marketing Representative?"

"For one thing you are a consultant in a 21st Century service while still in the 20th Century." He said that today, business management is undergoing a radical re-organization as they seek to adapt to the environment of the high-speed electronic computer. The demands of people everywhere for more of the amenities of life are turning the whole world into a potential market for every business, with all the critical competitive implications this has for marketing executives.

Selling in Today's Market

In company after company the marketing functions are being upgraded as management strives to meet the challenge of rapidly increasing competition, he continued.

"At today's tempo of change, no successful marketing policy can remain fixed for long. We hope that this seminar will help you better understand CUC's product line, and methods of sales. We are placing special emphasis on marketing and systems applications. Of course, we want to help you achieve the maximum success in your task in using your time more effectively, and making optimum use of CUC's resources"

Other topics covered during the week included:

"What Should the Salesman know about his Customer and his Customer's Business?" by George Tolis, Vice President and Southeast Regional Manager;

"Selling Pre-Programmed Applications" by George Soter, Manager of Product Planning;

"Selling Consultation" by Paul Konkell, Manager of our Philadelphia office;

"Selling Education Services" by Joe Levy, Manager of CUC's Education Department; and

"Management Information Systems" by John Rynes, Manager of Corporate's Data Processing Department.

Methods of selling were also presented by Marketing Representatives:

"Selling Projects" by Hank Nintzel, of our Los Angeles office;

"Selling Conversion" by Mike Schuh, of our Washington office;

"Information Processing Services" by Gene Sullivan of our New York office; and

"Facilities Management" by John Joss, of our Palo Alto office.

A New Look for CUC

With a clear definition of CUC as the information systems company, the Communications Department has been busy altering the many tools at its disposal to reflect this new image. At one presentation Jack Clarke, Manager of the department, discussed some of the work that is already in progress and what advertising plans have been outlined for 1969.

Some of the areas he discussed included the 1968 Annual Report, USAGE, National Advertising, and CU/





Attend Seminar



BITS. Jack said that phase one of a national advertising campaign had already been developed and would be aimed at the data processing industry. Ads are expected to be placed in such trade magazines as Datamation.

Two areas that are already a reality and will soon be released are the Annual Report and the new CUC letterhead. This year's annual report will be about twenty-two pages and will include six two-page spreads covering some of the contracts that CUC worked on during the fiscal year. All photos will be in color. "It will really depict CUC as the company it is -- a leading company in the industry, involved in current, meaningful and exciting projects." Jack said.

Recently, Mr. Benton also gave his approval of the new CUC letterhead. These are expected to be delivered soon.

The group was also informed of plans to increase our efforts in the areas of trade exhibits and national publicity.

The seminar was concluded by an address by Mr. Benton, who said, "You are representing an organization that is well established, well proven and one that has earned an excellent reputation in the computing community for competence, reliability and depth of experience. What we are striving for is business in information systems. CUC is an organization of professionals, people whose background and experience are invaluable to a client who needs advice and direction. It is part of CUC's service to take a problem and develop a solution. The solution may require a conceptual design of a system. It may require specification of a problem oriented language; it may require analysis or programming. It may require all or perhaps none of these, but it does require past experience, creativeness and the desire and ability to apply these skills in seeking optimal solutions. This is what we are selling."

"You may find yourself being asked," he continued, "Well, what makes CUC so different?"

"The answer is that we take pride in a long record of competence and reliability. We have consistently demonstrated our abilities to manage projects and provide continuity. An organization such as CUC can be reduced to one basic ingredient: People. And we have the very best!"

To the Marketing Representatives, it was four days of enlightenment - in their company, in their product and in their sales techniques.

By the end of the week the enthusiasm in the group was obvious. Everyone of the Marketing Representatives was impressed with the presentations, but most of all they were very excited about the new direction of the company as explained by Mr. Benton. David Martin, who recently joined the Mt. Kisco office and whose first day on the job was at the seminar said, "When I was being interviewed for the job, I felt that CUC was my kind of company. A company that was full of challenge and excitement. Now after these four days, I'm convinced."



J. STARNES Named V.P. - Operations

Greenwich, Conn.: James E. Starnes has been named Vice President — Operations for CUC. The announcement was made by Charles Benton, Jr., President of CUC.

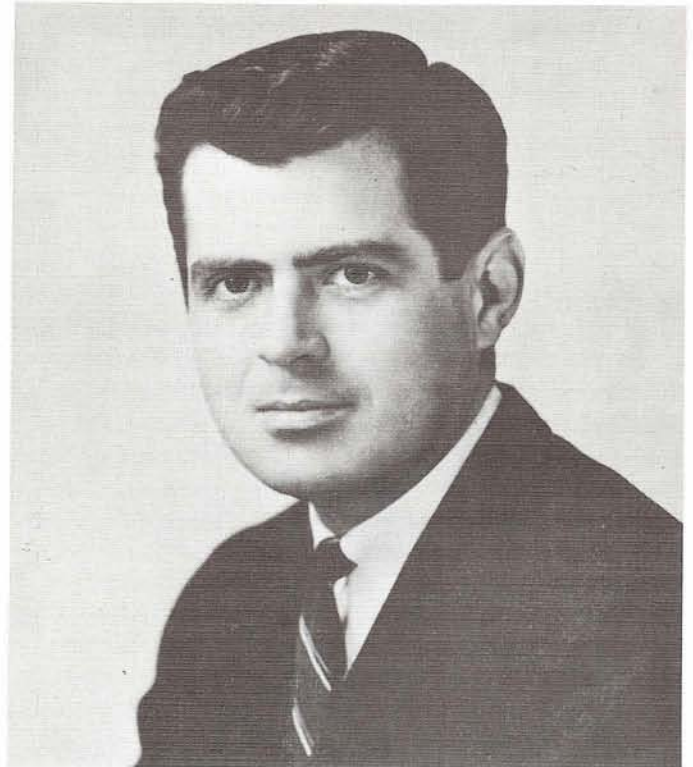
In this newly created position, Mr. Starnes will be responsible for all field operations for the Company.

Mr. Starnes will also be responsible for marketing CUC's broad capability covering all aspects of information systems including: consultation, analysis, design, implementation, facilities management and educational services. All of CUC's preprogrammed systems will also be under his direction.

Prior to joining CUC, Mr. Starnes was Director of Defense Programs for IBM, where he had world-wide marketing responsibility for the Department of Defense and military services.

He had a number of management positions at IBM before being named Director of Defense Programs. He was District Manager for the Midwest United States, responsible for marketing and systems engineering in government, education and medical applications; Branch Manager of Raleigh, North Carolina; Administrative Assistant to the Vice President and Navy Programs Manager.

Mr. Starnes is a graduate of the University of Maryland. He was a pilot in the Air Force, is married and has three sons.



M. MATTHEWS HEADS NEW REGION



Matt Matthews

Greenwich, Conn.: A regional realignment was recently announced by Mr. Benton. The Southwest and Midwest Regions were consolidated under Matt Matthews and the Region now includes Los Angeles, Dallas, Houston and Chicago Districts. Mr. Matthews joined CUC in 1968.



Robert Young

He attended Georgia Tech and received a B.S.E.E. from Lawrence Institute of Technology. Prior to joining CUC, he was a consultant on data processing systems specializing in the Utility and Land Development fields. His total business career has

been in data processing including 17 years with IBM where he held management positions in engineering, manufacturing and in the field of several of IBM's divisions.

Mr. Matthews announced the installation of Robert E. Young as the Chicago District Manager. The Chicago District has facilities in Detroit, Chicago, Indianapolis and Cleveland and maintains an Information Processing Center in Chicago.

Mr. Young is a graduate of Wichita State University where he received a B.S. in business administration. Prior to joining CUC, he was employed by IBM as a Marketing Manager in Wichita. He has been in the data processing field since 1956 and has held management positions since 1963 in the financial and banking industry in Baltimore, Chicago and Wichita. He has been especially active in the Management Information Systems area.

Promotions & New CUCers



WASHINGTON

John Baillis, Senior Staff Analyst to Manager, Management Information Systems Department.

Ed Fritz, Principal Analyst to Manager, Scientific and Engineering Applications Department.

Jim Reederus, Senior Staff Analyst to Manager, Systems Applications and Operations Research Department.

Douglas Kolb, Analyst to Staff Analyst.

John Coatti, Staff Analyst to Marketing Representative.

New CUCers

T. Robert Blair, Contract Administrator
Ivana Bryan, Senior Programmer

Dinah Brown, Clerk

Kenneth Edgall, Clerk

Altamease Gales, Programmer

Tuula Heinonen, Senior Programmer

Stephen Isacoff, Senior Programmer

Bobby Martin, Marketing Representative

Sandra Sigman, Senior Programmer

Cassandra Steinkopff, Staff Analyst

BOSTON

Nick Amdur, Analyst to Staff Analyst.

Arthur Shane, Marketing Representative.

New CUCers

Charlotte Gilson, Programmer Trainee

Prentiss Knowlton, Analyst

Bruce Shulman, Senior Programmer

Steve Goldin, Programmer

George Catino, Senior Programmer

Paul Allen, Marketing Representative

James Swaney, Analyst

Ralph Lowell, Office Boy

PALO ALTO

Tom Neal, Senior Programmer to Analyst.

Jack Powers, Senior Programmer to Analyst.

John Stidd, Senior Programmer to Analyst.

New CUCers

Eric Denecke, Analyst

Russell Briggs, Staff Analyst

Sandra Bryan, Secretary

Charles Gardner, Programmer

C. Richard Smith, Analyst

Mike Otto, Programmer

Janet See, Secretary

LOS ANGELES

Tom Dailey, Programmer Trainee to Programmer.

Irene Fan, Programmer Trainee to Programmer.

Ken Shin, Programmer Trainee to Programmer.

New CUCers

Lyle Hintermeister, Staff Analyst

Robert Hughes, Analyst

Jonathan Gluckman, Senior Programmer

Robert Johnson, Senior Programmer

Roger Uehara, Senior Programmer

Carrie Ast, Programmer

Donna Winter, Programmer

Al Kahl, Programmer Trainee

Paul Staub, Senior Staff Analyst

Joyce Paskerian, Senior Programmer

Martin Dowd, Programmer Trainee

BALTIMORE

Charles Lindner, Senior Programmer to Analyst.

New CUCers

Bill Beals, Programmer

Marie Labarowski, Secretary

Joseph Miller, Senior Programmer

Barry Rosenblatt, Programmer Trainee

Howard Wrench, Senior Programmer

SAN FRANCISCO

New CUCers

Elenore Cora, Senior Programmer

Jamee Jordan, Receptionist.

MT. KISCO

New CUCers

Elizabeth Beck, Senior Programmer

Dave Martin, Senior Staff Analyst

PHILADELPHIA

Robert Doyle, Staff Analyst to Senior Staff Analyst.

Diana Hunt, Staff Analyst to Senior Staff Analyst.

NEW YORK

Andy Pinkowitz, Programmer to Senior Programmer.

John Lee, Programmer to Senior Programmer.

Jim Cummings, Analyst to Staff Analyst.

Tom Ryan, Analyst to Staff Analyst.

Carol Wagner, Programmer to Senior Programmer.

New CUCers

Joel Davidson, Technical Writer

Lou Rosenberg, Analyst

Settimo DiBonato, Senior Programmer

Susan Herschtal, Analyst

Mike Bleacher, Programmer Trainee

Sol Koppel, Senior Programmer

Paul Consorte, Senior Programmer

Sandra Kleinman, Technical Writer

Steve Nayampalli, Programmer

Lou Zimmerman, Staff Analyst

Joan Sperber, Secretary

Mike O'Donnell, Marketing Rep.

Richard Bell, Marketing Rep.

Jack Roy, Marketing Consultant

Robert Finnerty, Marketing Rep.

ALBANY

Henry McHugh, Senior Programmer to Analyst.

HOUSTON

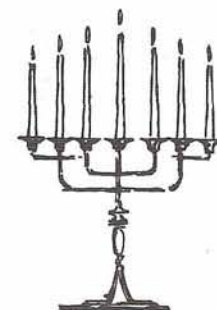
New CUCers

Howard McCall, Marketing Rep.

DETROIT

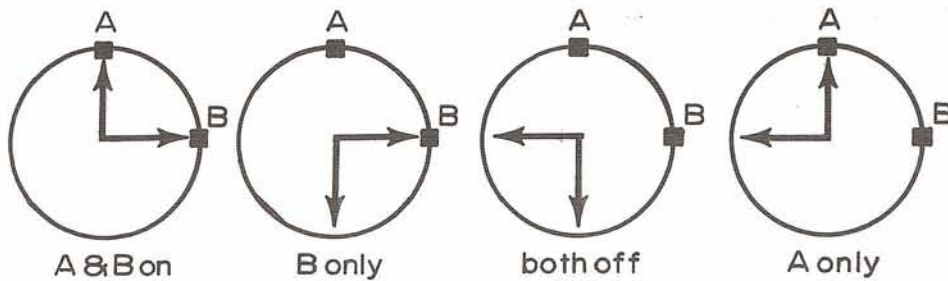
New CUCers

Kaye Linemeyer, Secretary



Cu/Bitzer

BELL & HOWELL TO MARKET CUC HOME STUDY COURSE



These four diagrams show a rotary switch of simple design which gives all four combinations of two appliances, A and B, which is achieved by the correct positioning of two "prongs" and the appliances around the circumference of the switch circle. (The source of electricity is in the spindle at the center, and the prongs are conductors.)

This month's problem is to design a similar switch to give all 16 combinations of four appliances A, B, C and D. It is immediately obvious that the dial must be divided into sixteen 22½-degree positions. However the calculation of the number of prongs which will be necessary, and their orientation, is quite a difficult proposition.

Greenwich, Conn.: CUC has recently announced the completion of arrangements with Bell & Howell Schools, Inc., to market computer related education material developed by CUC.

The material includes CUC's home study course for programmer training, and a complete resident school programming curriculum for use in the schools to be established by Bell & Howell.

Bell & Howell Co., formed Bell & Howell Schools as a subsidiary early this year. DeVry Institute of Technology, a division of Bell & Howell Schools, provides education in electronics to about 4,000 students in resident schools located in Chicago, Phoenix and Toronto.

At the present time Bell & Howell is expanding its resident school program, opening new schools in cities throughout the United States and offering an enlarged curriculum in new areas of modern engineering technology.

NEW YORK SIGNS 400 K CONTRACT



New York, N.Y.: Jim McDonald, (extreme left) Vice President and Northeast Regional Manager, is shown signing a \$400,000 contract with the New York City Finance Administration. The contract is in connection with the processing of the City's income tax returns. Also shown are (left to right): Harry Tishelman of the Finance Administration, Dick Braunstein, Project Manager of Government Systems in the New York office, Ernie Rodrigues, District Manager of New York and Bill Sloane, Secretary and Legal Counsel for CUC.

CU/BITS, a publication of the Communications Department, is published 12 times a year for the employees of Computer Usage Company, Inc., 51 Weaver Street, Greenwich, Conn.



Editor: Tom Nestro
Production: Donald Young
Printing: Ed Harding

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• • • • • Pay Schedule for '69 • • • • •

Jan.	13	29	May	13	28	Sept.	15	29
Feb.	14	27	June	13	27	Oct.	14	29
March	14	28	July	14	28	Nov.	14	26
April	14	28	Aug.	15	28	Dec.	12	26