

THE WINNING OF THE WEST...



Art Heald



Ross Gwinner



Mel Young

CUC's invasion of the Bay Area is virtually complete.

From the Palo Alto beachhead we've developed a strong technical force throughout the San Francisco peninsula area and are now twice the size we were last year. Couple the Northern California growth with thriving Los Angeles operations and you've got a pretty good picture of Computer Usage in the nation's most populous state.

Art Heald, newly appointed manager of San Francisco, is busy shaping up his vastly expanded quarters on Battery Street in the Golden City's financial district. Above the din of workmen putting in office partitions, Art outlined his plans for further development of CUC in the financial capital of the West. "We are now working for many of the banks in the area and are consulting on data processing systems for major manufacturers in the city. Our future growth is dependent on developing the technical talent to supplement the people we now have at work on diverse projects in the area."

Art, just recently moved from the snow-buried East, was understandably impressed by the sun splashed view of the Oakland Bay Bridge from our newest offices.

About three-quarters of an hour south, Ross Gwinner, recently appointed manager of the Palo Alto office, discussed the problems and opportunities of his area. "We're heavily involved in systems and scientific work," he said, "but that's only part of our operation. Right now we're working on one of the biggest total systems ever undertaken by a software firm -- and that represents, I think, part of our true future direction."

This view was seconded by CUC's top gun in the West, Regional Vice-President Robert H. Glaser. "Right now," said Bob, "we've got the capability to handle the complete data processing function. We've got top technical talent at all levels in our Western offices and, through CUFM (Computer Usage Facilities Management, run by Dennis McKenna) we are already running several large facilities right down to computer operations."

CARL REYNOLDS SPEAKS AT AMA

After a leisurely lunch and a speech in a slow drawl by Sen. Sam Ervin (D., N.C.), everyone at the AMA's annual EDP conference was settling back for a lazy afternoon -- but the session came quickly back to business in a discussion of realities -- Third Generation Software Realities.

A highlight of the session was a discussion of Long-Range Planning for Software by Carl Reynolds. Sharing the podium with Carl, at the Statler Hilton Hotel in New York were Frank Wagner, Vice-President of Informatics; Donald Bein, of A.O. Smith Corp.; and James Tupac, Head of Computing Services of the Rand Corp.



CUC AT THE ARD

Industrial exhibits these days are as interesting as a carnival opening. And the annual American Research and Development Corporation's exhibit was no exception. The exhibits, including CUC's, were eye catching and bright, the company representatives clean shaven and smartly dressed. The scene the day before -- utter chaos. But it all got shaped up in time, and obviously Marv Heit, manager of our Boston office, was one of the many guests who enjoyed CUC's TV presentation. Since Elmer C. Kubie couldn't attend this year's show, we presented a tape interview with Mr. Kubie and John Shane, an ARD vice-president. In the interview, shown continually on video tape. Mr. Kubie outlined CUC's development, and the growth of the software field in general. The next stop for our exhibit is the SJCC in Atlantic City.



DR. HURD NAMED TO PANEL

Dr. Cuthbert C. Hurd has recently been appointed to an advisory panel to the Center for Computer Sciences and Technology of the Institute for Applied Technology, National Bureau of Standards. His appointment was made by the President of the National Academy of Engineering of the National Research Council.

The Center for Computer Sciences and Technology was founded as a result of the Brooks Bill which has designated three areas of responsibility for managing the government's EDP program: the GSA, the Bureau of the Budget, and the National Bureau of Standards. The Bureau of Standards, through the Center, has research responsibility for the government as well as a standards making role.

Dr. Hurd is now also a member of the AFIPS committee on Government Relations. The purpose of the Government Advisory Committee of AFIPS is to give technical information to any organization within the government that requests it. The Committee meets with representatives of the Bureau of the Budget, GSA, Bureau of Standards, the Department of Defense, Federal Reserve System, etc. to discuss the technical questions of these agencies. At present, the Committee is also considering separate representation of computing in the National Research Council and the Academy of Science. At present, computing is only represented through the Mathematical Sciences Division.





1.



2.



3.

Photo Number One: Rich Nicols and Bob Schmidel. Number Two: John O'Leary and Mal Foulk. Three: John Sarles. Four: Darrell Dewey. Five: Ray Fitzgerald. Six: Bill Grimes, Marty Hopkins, and Darrell Dewey. Seven: Mal Foulk and Larry Miller.



4.

MT. KISCO ROUNDUP

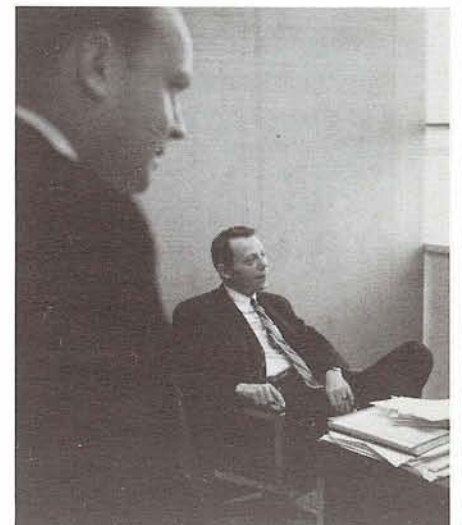
Don't laugh. Darrell Dewey is now tall in the saddle as head wrangler of our Mount Kisco facility. Darrell, who joined CUC in 1963 and has worked in our Washington office for more than three years, rode the rodeo circuit during his college days at the South Dakota School of Mines and Technology. Here are Darrell and some of his boys.



5.



6.



7.

Aptly enough, an equally sunny view was expressed by Los Angeles manager, Mel Young. "Our people" said Mel, "are working on the complete spectrum of data processing projects. We've got a large group designing and implementing a sophisticated management information system and we're heavily involved in aerospace"

CUC/Los Angeles, located on Sepulveda Boulevard, a scant four blocks from Los Angeles International Airport, seemed directly involved in aerospace as a giant jet liner practically brushed the office windows on its way in for a landing.

CUC LA, through Fred Staudaher, is also active in neighboring Arizona, at work on a systems project in Phoenix, and has advanced plans for additional territorial grabs.



APTLY ENOUGH - CHICAGO NEWS

The Chicago office has been awarded a new contract by the Illinois Institute of Technology Research to participate in the development of APT (Automatic Programmed Tools System). APT was originally developed in 1952 at MIT in a pilot model study sponsored by the Air Force.

APT is a significant step forward in the evolution of machine tool control. The system replaces numerical control with symbolic control. The APT language contains over 250 word-symbols for transmitting instructions to a computer. Since APT uses a language instead of symbols, the programmer can communicate with his machine more efficiently.

Lorraine Mead and Ken Hartmann have been assigned to the Illinois Tech APT Long Range Planning team. They'll be working on modifications to the current system implemented on the IBM 7094 and developing the new system on the IBM 360.

Kevin Rogan, the new manager of the Chicago office, indicates that CUC will provide approximately two man years of effort on the project.



Dick Clikeman in his new office on Battery Street

CU/BITZER

Here is the solution to last issue's Cubitzer.

The problem was to give the next term in this series: 302, 365, 445, 555.

The answer is 1031. Because space is limited, we can't print all the steps leading to the correct answer but please write in if you want them we'll be happy to send them to you. Anyway, there was only one correct answer sent in to the problem and Mitzi Lansdale of the Los Angeles office is the winner. Congratulations.

This issue's problem is:

A government agency plans to buy six computers. Of the machines on the market, eight models are suitable for its purposes and the price of each one is in whole thousands of dollars, with no computer costing less than \$2,000. Also, the prices are such that each possible selection of six computers out of eight would cost a different sum.

In the end, additional funds are appropriated and the agency buys all eight machines. What is the very least total price it must pay for its purchases?



WE USE COBOL AS A DISCIPLINARY MEASURE....

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, New York.

Editor: Neil Felshman

Correspondents:

Susan Millman, Boston; Diane Peterson, Chicago; Marilyn Hughes, Houston; Alan Gersman, Los Angeles; Fran Orlando, New York; Elaine Veneziano, SPO, New York; Nancy Douglas, Palo Alto; Pat Stelle, Philadelphia; Ann Monteski, San Francisco; Jan Stevens, Washington; Carol Mey CUBS; Mae Palumbo, CUE.

Copyright
Computer Usage Company, Inc., 1967