CU/BITS

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Al Goldstein

Kevin Rogan

Kurt Eisemann

Marty Hopkins

Fred Staudaher

CUC IS PEOPLE

It's no secret that CUC is people. Perhaps Carl Reynolds best expressed it in his March '66 CU-BITS article:

> *I think we have to pay close attention to the professional career paths of our people.*
>
> *The only significant problem I've seen since I've been here, is obtaining and retaining the competent people we need to do our work.*

The quintet of new Principal Analysts pictured above evidence that we are well on our way to following through on Carl's thesis.

CU-BITS welcomes newcomers — Kurt Eisemann of Boston; Al Goldstein of Chicago; and Fred Staudaher of Los Angeles; and toasts the promotions of — Marty Hopkins of New York and Kevin Rogan of Washington.

Kurt's career in the computer field began in 1952 at IBM, where he was Senior and Research Mathematician. He has also served as Manager of Mathematical Research at Univac Division of Sperry Rand, and until recently, was Director of the Computing Center and Associate Professor at Catholic University of America. He holds a Ph.d. in applied mathematics from Harvard, an M.S. from M.I.T. and a B.A. summa cum laude, from Yeshiva University. In addition to his Principal Analyst activities, Kurt will also act as Technical Director.

Al's professional experience with computers began eleven years ago when he joined Merrill Lynch, Pierce, Fenner and Smith as a programmer. Subsequently, he became Senior Staff Member of R.C.A.'s New York Electronic Systems Center, then Vice President of

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One of the most effective sales techniques used everyday in our personal lives and our profession is "argument by objective."

This form of persuasion cleverly uses an accepted individual or group objective to obscure an issue.

For example, an insurance salesman often approaches us asking, "Don't you want security for your family?" Naturally, we all do. But, this is not the question. The emphasis really should be on whether or not his insurance program is the most effective way for us to attain our objective — security for our families.

There is no question of the effectiveness of "argument by objective." We must, therefore, be careful to recognize and avoid it.

In our business it manifests itself in many ways. The time sharing advocate says, "Don't you want to make more effective and more efficient use of computers?" — the objective is sound, but the question skirts the real point: Will time sharing provide ". . . more effective and efficient use of computers?"

Similarly, an advocate of a particular programming language asks, "Don't you want to program in a standard language that is easy to learn, efficient to use, compatible with all hardware and provides thorough documentation?" Again we want all these things. But, more importantly, will the language really give us what we want?

Management, also, is exposed constantly to this technique. When someone approaches us with a proposal for a new venture, he offers projections which indicate rapid growth and outstanding profitability. We're asked, "Don't you want to grow and improve your profit?"

What we must foresee is whether each proposed venture is likely to achieve the goals in point. And, we must disregard any question which is, in itself, based on an unspoken assumption.

HOUSTON OFFICE HAS NEW MANAGER AND NEW QUARTERS

On July 20, Ernest Severin was named Manager of the Houston office. The announcement was made by Bob Glaser.

At the same time, Dick Haefner, formerly Manager, was made Technical Director in Houston. "This change," Bob said, "was made in response to Dick's desire to devote full time to technical work."

Ernie Severin, who was promoted from the position of Client Representative, has been with CUC

Ernie Severin

since 1965. He was previously Southwest Regional Manager f Electro-Mechanical Research, Inc., and more recently, served in the Computer Department of General Electric Company.

Ernie has a B. A. and B. S. degree in electrical engineering from Rice University and has done graduate work at Southern Methodist University.

The Houston office has not only a new manager, but also a very new and ultra-modern home. On July 1, bag and baggage were moved to the Computer Usage Development Corporation Building in Houston. It is conveniently located midway between Houston Airport and downtown center: 2020 Southwest Freeway.

EAST AND WEST COASTS, SITES OF NEW CUC OPERATIONS

SAN FRANCISCO

San Francisco proper is the site of the newest and ninth Computer Usage Development Corporation office. Carl Reynolds announced that the new post was opened June 15 to complement our Palo Alto office in the Bay area.

Initially, the staff in San Francisco will concentrate primarily on commercial data processing within its metropolitan area.

Ross C. Gwinner, General Manager of Computer Usage Facilities Management (CUFM), is also acting manager of the San Francisco office.

When the office began its operation, Dick Clikeman and Stan Swihart, formerly of Clikeman, Swihart and Associates, joined the San Francisco staff. Dick will be a Client Representative and Stan a Senior Staff Analyst. The new office is continuing the existing contracts of C. S. & A.

The staff is being augmented rapidly by transfers from other offices and new technical and clerical

personnel. The new headquarters located at 252 California Street. Telephone: (415) 981-6791

NEW JERSEY

On July 18, Ed O'Connor, Manager of our New York office, announced the opening of a new facility in Montclair, New Jersey. Montclair, though an attractive residential community, is located within the vast industrial complex of Northern New Jersey. And the ripe EDP markets of the Hudson River cities and Newark are within easy reach.

Alex Gellman, who will remain assistant manager of the New York office, will head the staff in Montclair. He has been joined by Jill Arbuckle, Principal Analyst from the New York office, and plans to round out his office force as quickly as possible with recruits from New Jersey and, possibly, other New Yorkers.

The new office occupies the second floor at 37 North Fullerton Avenue, Montclair. Telephone: (201) 746-3200.

CHICAGO OFFICE FEATURED IN SUN-TIMES FINANCIAL SECTION

Edwin Darby, nationally known Chicago Sun-Times Financial Editor, made our Chicago office the topic of his Sunday column, July 3.

The opening lines of the column sketched CUC's steady record of financial and personnel growth over the past 11 years. From there, Mr. Darby introduced George Tolis, Manager of the Chicago office: "He might be considered typical of the men in the business. He's all of 33 years old, he's tall, pleasant looking, crew cut, equipped with a mind that is as logical as a data processing system."

Darby describes the Chicago operation as a six months old office with a rapidly enlarging technical staff and, among its major contracts, a research job for the largest data processing system of its kind in the world. The office covers Illinois, Michigan, Ohio, Minnesota, Indiana, Wisconsin and Iowa.

Commenting on Mr. Darby's article, George said he felt it was fine publicity for CUC, but he resents being pegged "pleasant looking."

George Tolis

Al Goldstein, George and Karen Heinrich

Diane Peterson

CUBS: ———— BIG BUSINESS IN SMALL BUSINESS

Demands for Computer Usage Business Services are increasing steadily. While CUBS maintains a flourishing popularity in the country club circuit, the growing client list is spattered increasingly with doctors, dentists, veterinarians and a variety of retailers.

CUBS was formed last year as an answer to the EDP requirements of small and medium-sized business, industries which require repetitive data processing services and can use packaged programs but neither need nor can afford the expenses of specialized software. CUBS provides but retains all programs and customers pay for processing alone.

Naturally, as CUBS' volume has developed, its staff, too, has gradually expanded. Since its formation, it has been headed by Irv Liggett, Vice President of CUBS. Syd Wimpie, the other CUBS pioneer handles small business services.

Last April, Jim Smith, formerly Technical Assistant to Walt Nelson Vice President of CUC, was given responsibility for all technical operations. Then July 1, Jim recruited Ed Moneo, Staff Analyst, as his own assistant. Ed was previously an Analyst in our New York office. CUBS is currently building a sales force and expanding their corps of key punch operators.

DR. HURD WARNS OF DANGER IN SOFTWARE SHORTAGE

Addressing an American Bankers Association meeting in Chicago, Dr. Hurd told of the software crisis now faced by the data processing industry.

He outlined the grim realities of the present situation in which there are not sufficient human resources to harness existing manufacturing technology to serve industry's needs.

After 15 years of successfully applying computer systems, computer users have developed, "a set of information processing tasks which could and should be performed. On the other hand, fifteen years of the successful development of computers has now led manufacturers to their 'third generation' hardware and their 'second generation' of programming systems."

Dr. Hurd continued by suggesting means for adjusting to the software problem. Besides stressing the importance of upgrading the quality of management of information processing and the development of an internal, high level systems analysis capability, Dr. Hurd emphasized the role of software resources:

"It is my view that the use of outside software services will continue and will increase rapidly. The primary reason is that software is becoming a profession and that many highly qualified men and women wish to regard themselves as a member of that profession and to find employment in an activity which highlights that profession."

Midwest Stock Exchange Service and recently, Maremont Corporation's Director of Management Information System and Control System. Al has a B.A. degree in education from Brooklyn College.

For the past thirteen years, Fred has held engineering, consulting and management positions with General Electric Company, Light Military Electronics Department. Before joining CUC, he was Director of the AEW Systems Group at G.E. Fred has prepared an invited paper on "Recent Developments in AEW Radar" for presentation at the 1966 Tri Services Radar Symposium. After being graduated from Montana State College, with a B.S. degree in engineering physics, he continued his studies at M.I.T. and Syracuse University.

Marty, formerly CUC Senior Staff Analyst, has ten years experience in computer work, primarily software development, and has been with us since 1959. He served two years in the U.S. Army, where his major responsibility was Artillery Fire Control Systems, and received a B.A. degree in philosophy from Amherst College in 1957. He is author of the "Program Layout" chapter of CUC's book, Programming the IBM System/360. This summer Marty was transferred from the TSS Special Project Office to his home office, New York.

Kevin, also promoted from Senior Staff Analyst, has been made both Principal Analyst and Director of Data Processing in Washington. He joined CUC in 1965. Eight of his eleven years in the computer field were spent at IBM where he was involved in Programming Management, Systems Analysis and teaching programming and systems applications. He later served as Senior Staff Analyst assigned to the Joint Chiefs Staff for Bunker Ramo Corp. Kevin studied mathematics at Creighton University and the University of Omaha. Until his promotion in July, he was Senior Staff Analyst at our Mount Kisco facility.