

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

FIRST CLASS

it's about tym

a newsletter for tymshare employees

february 1978





**MAGNUM OPUS SALES SPECIALISTS** enjoy a break on the last day of their sales seminar. Left to right: Steve Williams, Bay Area; Ken Hessinger, Northwest area; Debbie Arnold, Los Angeles; Nick Hatfield, Dallas; Steve Finn, Bay Area; Stan Scardino, Marketing Services. Other class attendees were: Larry Baron, CAPS West; Alan Bur-

stein, New York; Lee Gruenfeld, CAPS East; Jeff Lai, CAPS West; Jack Melnick, Systems Marketing area; Bill Morton, manager, Systems Marketing area and CAPS; Bill Mulert, manager, Manufacturing and Distribution Systems; Neil O'Connell, CAPS East; Bridge Stuart, CAPS West; and Dave Wimberly, CAPS South.

## *Specialists Attend Seminar To Study New MAGNUM OPUS*

A five-day MAGNUM OPUS seminar was held recently in Palo Alto for the benefit of the sales and technical specialists who will be selling and installing the manufacturing-oriented product. The seminar was a comprehensive workshop which presented an update on the new systems and applications modules currently available.

Stan Scardino, marketing specialist, Manufacturing and Distribution

Systems, headed the training session that officially kicked off a campaign to introduce the modular manufacturing software to the marketplace.

Steve Atkins of Varian, the keynote speaker, discussed material control systems, a subset of materials requirement planning (MRP). Varian is our first major MAGNUM OPUS user.

Two manufacturing consultants, Jim Crampton of Crampton,

Remke & Miller, and Ted Pittiglio of Pittiglio, Rabin, Todd & McGrath, spoke at length on the requirements of a successful manufacturing installation and MRP. Scardino, Bill Mulert, manager of Manufacturing and Distribution Systems, and Sam Willow, manager of the MAGNUM OPUS project, Special Applications, Technical Services, conducted the seminar sessions.



# '77 Best Year Ever for TMS; Services to Expand in '78

The 1977 revenues of Tymshare Medical Systems grew by 24%, nearly twice the growth achieved in 1976, proudly reported John Indrigo, national marketing manager for that organization. He attributed the success of his sales team to the support Tymshare has given the medical group since its acquisition in 1976.

"Small medical systems companies have gone under recently, because hospital customers have lost confidence in their capability to deliver a sound product over an extended period of time," Indrigo contends. "We offer hospitals a remote batch accounting service that is dependable and flexible enough to meet the regular three- to four-month federal regulation changes in Medicare, Medicaid, Blue Cross, and others," he said.

The Tymshare Medical Systems product, TymMed, is a financially oriented batch product offering accounts receivable, accounts payable, billing, payroll, and general ledger services to hospitals with or without in-house systems.

"Hospitals with in-house computers are realizing more and more that we can complement their in-house systems," states Indrigo. "TymMed frees hospital computers so that they can be used in other areas."

Special credit goes to the sales team which made possible the best year ever for Tymshare Medical Systems. Its members are: Jack Brubaker, New Jersey; Don Driscoll, Chicago; George Furtado, New

York; Paul Hupman, California; and John Munley, Philadelphia.

Indrigo says that plans are under way to offer TymMed services in a number of additional cities during 1978. Also, Technical Services is continuing development of our on-line, mini-based real-time system, TYMCARE, to be offered this year as a complement to TymMed.

TYMCARE will provide a real-time control of patient census. Basically, the new product is a patient accountability system which enables all areas of a hospital

to communicate any change of status on patients the moment the change occurs. A prototype of this administrative and patient care-oriented system is successfully employed in an East Coast hospital.

Throughout 1978, Tymshare Medical Systems will gradually add proprietary Tymshare products to its expanding line of health care services. "Starting with PERS, we plan to market our products aggressively in the same spirit of our previously successful year," promises Indrigo.

# CSG Outlook — 1978

The Computer Services Group was formed in August of 1977 by combining the Computer Operations Division with the Industry Services, Information Services, and Marketing Services Divisions. With personnel numbering over 1200, it provides services and products to many markets in the United States and Canada.

This is the time of year when most managers are looking ahead, establishing goals, and finalizing plans for the new year. It is therefore appropriate, I think, to talk about the future of our organization. The Computer Services Group accounts for most of Tymshare's revenues and profits. Therefore, it is extremely important that we continue strong growth patterns in these areas.

Our basic goal is to double our revenue in the next four years with continued improvements in our gross profit margins. To reach this goal, we must continue to make significant improvements in four areas.

## Professional Development

First, the area which I call professional development must continue to get particularly special attention. This includes the recruiting, training, and development of top-notch professionals at every level of our organization. During 1977, we began to focus more on this area when we established the Sales Development function in Marketing Services, headed by Paul Weikert.

This function will be broadened in 1978 and through it we will continue to improve our efforts to assure the high quality of our new employees, the effectiveness of our training programs, and our approach to developing the managers and executives so vital to the future success of Tymshare. A training facility in the new corporate building in Cupertino will be equipped with the latest in training aids to assist us in these endeavors.

## Industry Specialization

Secondly, our emphasis on industry specialization will continue. Although the general business services segment of our business, which exists in both the Information Services and Industry Services Divisions, will continue to grow and remain extremely important to our corporation, we must continue to develop our expertise along industry lines. This strategy will assure a higher value on our services and products of the future. It also broadens the market within which we can compete.

During 1978, we will continue to stress the importance of this approach and see a few more

steps in this direction, such as more specialized sales territories and specialized products. Industry specialization is a proven marketing approach. It is clearly the way in which we can entrench ourselves in a market, assure continued success through good knowledge of that market, and maximize profits.

However, evolving to an integrated industry-specialized marketing approach across our organization will take several years, and, as I mentioned earlier, our general business services will continue to grow and could be considered a specialty unto itself.

## Product Development

Next, new products must be developed to meet the needs of our marketplace. During 1977, we established the Industry Marketing department, managed by Steve Cannon, and reoriented the Product Marketing department, managed by Mike Clair. Both now have an application product orientation, the first along industry lines and the second along business function lines. Their primary responsibility is to work with the field marketing organizations to determine new product opportunities.

Secondarily, they work with the product development departments in specifying and improving products as well as providing support to the field marketing organizations in the form of training, documentation, and sales call assistance. During 1978, these organizations will become more effective as we add personnel and acquire more experience.

## Resource Planning

The last key area to assure continued growth is resource planning. During the past year, planning our computer capacity requirements has become very complex. The job is no longer one of translating sales forecasts from Information Services Division into machine requirements. Both Industry Services Division and Tymnet, Inc. have become large users of our machines. Also, new development activities have begun which require significant capacity.

In translating sales forecasts from these divisions into capacity requirements, one must consider several different pricing/resource relationships. Therefore, we have recently established a corporate-wide formal approach to resource planning.

Bert Novak, vice president and manager of Computer Operations Division, is responsible for

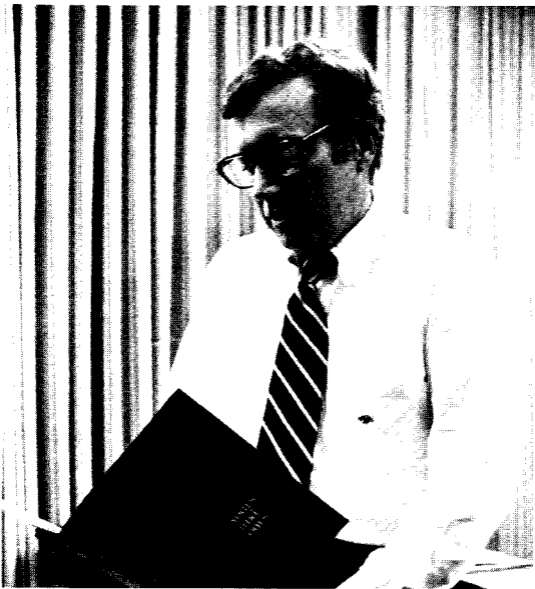
3 *By Ronald W. Braniff, Vice President  
Computer Services Group*

integrating resource forecasts by each division and preparing a machine requirements plan for presidential approval. This division will be responsible for updating this plan quarterly and continuously monitoring our resource consumption.

Also, Computer Operations Division will be responsible for providing information on all internal resource consumption. I feel that this approach will assure orderly and efficient growth of our machine capacity in the future and help us avert resource crunches such as that we all experienced during fourth quarter 1977.

My outlook for 1978 is optimistic. We have very good momentum in most of our marketing activities, with good revenue growth outlook, some new products, and a more mature management structure. So the first of the four years looks good. How good it and the next three really turn out is up to us.

Best wishes to each of you for a very successful 1978.



**"SUCCESS—YOURS AND OURS"** is the name of Tymshare's new recruiting brochure, developed by the Corporate Information department. The brochure is part of an ongoing program, instituted by Ron Braniff, to attract top-notch professionals to Tymshare. Paul Weikert, shown above examining a copy, feels that the brochure will serve two purposes: it is a vehicle for projecting Tymshare's excellent track record of growth, and it communicates to prospective employees the outstanding career opportunities in computer services that Tymshare can offer.

# March of Dimes Attacks Birth Defects with FOCUS

One baby in every ten is born with a birth defect. At least some 15 million people in the United States are affected in some way by birth defects. The March of Dimes, in conjunction with the Massachusetts Institute of Technology (M.I.T.), Tufts Medical School, and Tymshare, has devised an interactive system which could prove a major tool in dealing with birth defects (syndromes).

The system can interact with a physician, helping him to identify possible syndromes; can recognize unnamed syndromes; can act as an early warning system by monitoring birth defects throughout the country; and can serve as a research vehicle in attempts to determine causes of various syndromes.

Essentially, the system consists of a data base containing the Birth Defects Atlas and Compendium, the document physicians most frequently refer to for the diagnosis and treatment of some 840 syndromes. Tymshare's FOCUS manages the data base by performing the access and retrieval functions. M.I.T.'s Sloane School developed the programs with consulting and direction from Tymshare.

Bob Parker, sales representative for the Boston branch, introduced FOCUS to the Sloane School. Lee Freeman and Andy White, applications consultants for the Boston branch, developed a prototype to illustrate the applicability of FOCUS as a data base manager. (Andy is now with Product Support.)

Physicians may query the automated system when attempting to identify a birth defect. Because many symptoms of syndromes overlap, the system offers a flexibility that allows the physician to access only the information he needs, thus helping him to pinpoint the syndrome more readily. He also has the capability to input new syndrome data. This data can be used by other physicians in the recognition of similar syndrome patterns appearing in other geographical locations.

Early detection of new syndromes leads to early research in their cure. The data base will be updated daily to provide the latest developments in birth defects research to physicians worldwide. It also will be used as a training tool.

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*(Continued on page 3)*

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# Tymnet Links With Datapac

Bill Combs, president of Tymnet, Inc., publicly announced last month the interconnection of TYMNET, its U.S. public packet network, with Canada's Datapac network. This interconnect marks the first commercial linking of packet networks using the international X.25 protocol.

Datapac is a packet network developed and operated by The Computer Communications Group of the TransCanada Telephone System (TCTS). Commencement of TYMNET-Datapac services is targeted for March 22, 1978.

The interconnection will allow subscribers of both network services to communicate between data terminals and host computers located in both countries. TYMNET currently provides terminal access in more than 110 U.S. cities, and Datapac will serve 55 Canadian cities. Typical applications include the wide range of variations of time-sharing and data base access.

Through other international interconnect agreements, TYMNET currently provides terminal access from more than a dozen additional world cities. This number will continue to increase as packet networks become deployed in other countries and are interconnected to TYMNET.

## New TTS Program Aimed at Loss Prevention

George Grodahl, vice president of Marketing at Tymshare Transaction Services, announced in January the first of many planned new services in 1978. The new service is a Loss Prevention Program for customers to help cut their losses on fraudulent or delinquent accounts.

An investigative office opened January 16 in Los Angeles to serve all of Nevada and Southern California. Future offices are expected to open in the next few months in the Idaho-Utah area, Northern California, and Washington-Oregon. With these four offices, the entire TTS seven-state region will be covered.

The Loss Prevention Program will offer many investigative and educational services, including:

- Fraud, fraud application, and merchant investigation
- Plastic card escort and credit card pick-up
- Skip tracing (finding persons who have left the area, leaving debts behind) and collection service
- Employee and merchant education in loss prevention, identification of potential risks, etc.

Chief investigative agent John Holland will be in charge of the Loss Prevention Program.

### Pics Hints

*We're always pleased to receive photographs to accompany stories for it's about tym. Here are a few hints for picture-takers:*

*Please strive for in-close, focused shots. For groups, two smaller groups are better than one picture of a large assembly, in most cases.*

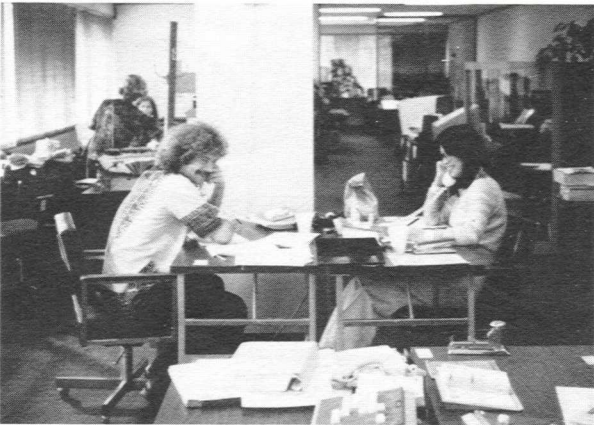
*Black and white photographs reproduce more clearly in the paper, although color is acceptable if sharply focused with plenty of lighting. When in doubt as to the quality or appropriateness of your pictures, send 'em anyway, and we'll help you decide. -Ed*



**CYDNEY BRADFORD**, manager of the Security Services department (seated), is surrounded by Security supervisors (left to right) Louise Astle, Brenda Patane, Dave Downard, and Ann Marie Murphy. Thirty-eight people are employed in Security, which is staffed around the clock every day of the year.



**MELISSA BROWN** (left) and Karen Mason, security fraud control clerks, handle authorization calls that have been referred to Security because of lost or stolen card reports. They keep in contact with law enforcement agencies and frequently have to try every way possible to help a merchant keep a fraudulent card user in the store until the police arrive.



**MARK HEYDON** (left) and Roz Jee, lost/stolen security clerks, handle calls from cardholders or cardholder banks concerning lost and stolen card reports. In 1977, over 125,000 such reports were taken concerning TTS cardholders.



**NOREEN FOLEY**, senior rewards clerk, is surrounded by a deskful of work after the busy holiday season. Fraudulent card use goes up during the holidays, and each merchant who picks up a lost, stolen, or overlimit card is rewarded \$25.



# Security Services Tracks Thousands of Lost and Stolen Credit Cards Yearly

*By Mary Jane Baird  
Tymshare Transaction Services*

It's not exactly "cops 'n robbers," but the Security Services department at Tymshare Transaction Services is most definitely involved with stolen credit cards and law enforcement agencies.

Cydney Bradford, manager of Security Services for four years, heads a group of 38. They staff the department around the clock every day of the year. Security Services is divided into four main functions: lost/stolen card reporting, fraud control, warning bulletins, and rewards.

Perhaps the easiest way to see how all four of the sections are linked together in a vital and necessary function of charge card operations is to follow a hypothetical, but very plausible, situation:

## **“The Case of the Cable Car Card Caper”**

*9:33 p.m., Thursday.* After a hard day's work, and some overtime, John Jones, his nose pressed in the evening newspaper, stands shoulder to shoulder in the crowded cable car as it inches up halfway to the stars. He's used to the bumpy ride and doesn't pay any attention when he's jostled.

*10:01 p.m.* At home, Jones suddenly realizes his wallet, containing his money, identification, and Master Charge card, is missing. Remembering that his bank had given him a special number to call if his Master Charge Card was lost or stolen, he digs through his correspondence and finds it.

*10:15 p.m.* Karen Raby or Keith Fratzke, swing shift lost and stolen security clerks at TTS, could have taken Mr. Jones's report on his stolen credit card.

TTS handled 125,887 lost and stolen reports in 1977. This figure also includes accounts which banks requested be “frozen” due to delinquent or high overlimits.

*10:23 p.m.* After the report is completed, a copy is immediately turned over to Carol Hawes, one of the swing shift fraud control clerks. She keys special codes into the cardholder's file on the computer. This blocks any authorization on the card.

*9:00 a.m., Friday.* A copy of the lost/stolen report is telexed to John Jones's Master Charge bank.

*3:15 p.m.* The bank telephones Debbie Vilha of the Warning Bulletin section of Security Services. John Jones's cardholder number is to be placed in the Region I Warning Bulletin which covers 13 western states. Merchants receive this listing every two weeks and must refer to it even if a purchase is below the floor limit amount and thus does not require an authorization.

Two weeks pass.

10:05 a.m., Tuesday. A call comes in from a camera store asking verification for purchase on John Jones's Master Charge card. The fraud control clerk tells the merchant the card is stolen and asks him to stall the buyer with the excuse that the computer is down. The merchant tells the location of the store.

Immediately the clerk looks up the nearest police department on the file. On another phone, she/he dispatches the police to the merchant location.

The fraud control clerk continues to talk to the merchant. In minutes, the police arrive. The pickpocket is arrested and the card is collected for evidence.

Now the Rewards section takes over. Anytime a merchant retrieves a lost, stolen, or frozen card, he cuts it in half and sends it to TTS. A \$25 reward is sent to the merchant. In the case of the camera store, since an arrest was made, an additional \$25 is also presented. Reward clerks like Noreen Foley and Tosca Pisano process hundreds of such rewards each year and then bill the appropriate cardholder bank.

In 1977, fraud control clerks handled over 19,000 calls on attempts to use lost, stolen, or frozen cards. Some were true cardholders whose accounts were frozen or who reported cards lost and then found and used them (something they are warned not to do). But over 3000 of those calls were definite fraud attempts where Security worked directly with police departments.

Security Services gets calls from law enforcement agencies all over the world. Cydney Bradford, who speaks Spanish, remembers a phone call she received one day from an American in a Mexican jail. The man had been sent by his boss, a contractor, to buy Mexican tile and wrought iron for a house they were building. The boss gave him his Master Charge card, but no authorizing note.

In Mexico, he was accused of stealing the card and promptly thrown in jail. With his one phone call, he telephoned Security. For two days, Cydney worked with the contractor, his attorney, and the Mexican authorities in getting the man's release.

The relationship between Security Services and the law enforcement agencies is a mutually dependent one. The Security department, for example, was one of the first to know about the Patty Hearst kidnapping, some two hours before the news media.

Since the kidnapers had stolen the getaway car, and the owner's Master Charge card was in the car, the police thought that the card might be used to buy gas. A block was immediately put on the cardholder's file. As history showed, however, no purchases were made on this particular card. If they had, events might have changed significantly.

Situations like the above are somewhat sensational. But the link between police and Security Services is a vital one. And the work of the Security department saves banks and cardholders money and worry about lost and stolen cards.



# MISSING SHAREHOLDERS

Shareholder information sent to the following persons has been returned to us. If you know the current address of any of these persons or, if deceased, the name and address of the representative of the estate, please notify Susan Osborn at corporate headquarters.

Sally Barstad, Tacoma, Wash.

Harry Bilger, Reston, Va.

Jon Burgermeister, Columbus, Ohio

Marie Caldera, Long Island City, N.Y.

Bayard Catron, Kensington, Calif.

Margaret Cheney, Menlo Park, Calif.

Lawrence Cobb, Long Beach, Calif.

Thomas Davison, Sterling Heights,

Mich.

Zora de a Eaton, Maramar, Puerto Rico

Michael De Ruosi, San Jose, Calif.

Lawrence Donelon, Saratoga, Calif.

Sylvia Feldman, New York, N.Y.

Rose Filmore, Mayfield Heights, Ohio

William Fleet, Hopkins, Minn.

Eleanor Gallagher, Brooklyn, N.Y.

Frederic Gaylinn, New York, N.Y.

Marcia Ann Glow, Mountain View,

Calif.

Philip Graziano, Bohemia, N.Y.

William Jouliau, Turlock, Calif.

Paul Kane, Lake Hiawatha, N.J.

John Kurzman, Riverdale, N.Y.

Gary Alan Lewis, Vancouver, Wash.

Elizabeth Littler, Atherton, Calif.

Sandra Murray, Metairie, La.

Brian O'Neil, Lakewood, Colo.

Jeri Peterson, San Bruno, Calif.

Kenneth Robinson, Manhattan Beach,  
Calif.

Gene Anthony Rostov, Larchmont,  
N.Y.

Michael Ryan, Everett, Mass.

Samuel Saporta, Los Angeles, Calif.

Judy Schwartz, Brooklyn, N.Y.

Christopher Cyrus Schwabacher, New  
York, N.Y.

Joan Shellenberger, Wichita, Kan.

Pamela Shulman, New York, N.Y.

Nelson Snook, Overland Park, Kan.

Joan Stanton, Santa Clara, Calif.

Larry Sutton, Kansas City, Mo.

Theodore Tomascewica, Lincoln  
Park, N.J.

# *ACES Sites Chosen as First 17 Qualifiers Achieve Quota*

Seacoast sites have been chosen and arrangements are under way for the third annual East and West Coast awards conferences of the Tymshare Applications Consultants Excellence Symposium (ACES). ACES is the honorary organization which provides recognition for the Marketing Services and Information Services Division's technical representatives whose account penetration and support contributed to their unit's achieving 100% of quota for 1977. Qualified candidates must have been on plan by April 1, 1977.

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The West Coast ACES awards conference is scheduled for April 5 through 8 at Sea Lodge in La Jolla, Calif. ACES and their spouses from the Northwest, Southwest, Midwest, and Southern areas, as well as Marketing Services, Western (Bell) branch, CAPS West, and CAPS South will attend. (CAPS is the new name for TASC; see story.)

On the East Coast, the ACES awards conference is scheduled for May 24-27 at the Boca Raton Hotel and Club in Boca Raton, Fla. Attending the eastern conference are the New York, Northeast, Mid-Atlantic, and Mideast areas. Also participating are Northeastern (Bell), Southeastern (Bell), CAPS East, and CAPS Midwest. Sharry Dunn, executive secretary, Computer Services Group, will coordinate arrangements.

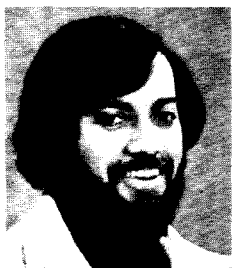
## **ACES Qualifiers**

We congratulate the first qualifiers for 1977 ACES. Their diligent efforts contributed to their branch's achieving 100% of assigned quota as of November 1977.

David Annis—St. Louis  
Charles Chenault—Petro  
Alan Codkind—Stamford  
Marti Coleman—Stamford  
George Fenster—Petro  
Dan Hoffman—CAPS West  
David Killam—Petro  
Wayne Locke—Headquarters (Bell)  
Becky McNown—CAPS West  
Betty Mock—Manhattan  
Mike Mueller—Seattle  
David Ray—St. Louis  
George Schad—Denver  
Terry Schroeder—St. Louis  
Andy Schwartz—St. Louis  
Tony Tadross—Manhattan  
Richard Winklesky—Chicago Loop

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# Ovesen Considered for Hero Medal After Dramatic Rescue



**Tom Ovesen**

A Tymsharer who valiantly rescued an elderly man from a blaze in a neighboring apartment complex in Campbell, Calif. (see

September *it's about tym*), is currently being considered for the Carnegie Hero Medal. Tom Ovesen, manager of Tymshare's Terminal Equipment Services, may receive the award through a program founded by Andrew Carnegie in 1904 honoring men and women who have risked their own lives to save others.

Ovesen's name was put before the commission by a reader of a local newspaper which carried the story of Tom's heroics. R. E. Swartzlander, chief special agent for the Carnegie Hero Fund Commission in Pittsburgh, sent a query to the Campbell Fire Department requesting an official assessment of Ovesen's rescue. Fire chief Gene Bordon of the Campbell Fire Department has submitted his response.

Whether or not Tom receives the celebrated bronze medal will depend on further inquiries by the Commission, including contact with two eye witnesses. If Tom still appears to

qualify, the Commission will send a field representative to Campbell to personally interview fire department officials and witnesses.

The risk to the rescuer is one of the prime considerations of the Commission, Swartzlander explained. Tom's successful rescue placed his life in jeopardy, but he fortunately escaped serious injury while in the burning apartment and when he leaped from a second-floor balcony after dropping the victim to bystanders below. Tom sprained his ankle in the jump but was able to assist authorities redirect traffic after the rescue.

"In my years of fire service," Chief Bordon wrote in his cover letter to the Carnegie Commission, "this is one of the most impressive citizen rescues I've encountered." Tom braved burning walls and thick, blinding smoke in his search for the elderly neighbor. After the rescue, he even tried to reenter the building to see if others needed help, but was turned back by the roaring blaze.

We won't know for several months if Tom will be numbered among the 50 to 175 men and women honored annually by the Carnegie Commission for their bravery in risking their lives for others. But he's already a certified hero among his Campbell neighbors and fellow employees.



# Rakoczi Cites Tech Pros for Skills, Deeds

Laszlo Rakoczi, vice president of Technical Services, recently singled out four members of his group as recipients of special recognition for their accomplishments:

□ Bill Euske and Rob Larson (Equipment Division)—Individual Achievement award. For providing to a large customer high-speed access into the network. This enhancement required many additional hours and extra development to make the deadline. Now high-speed access can be used throughout the network.

□ Bill Meador (Application Products Division)—Professional Growth award. For rapidly acquiring expertise in MAGNUM. His willingness to devote much of his personal time to the MAGNUM OPUS project was one of the primary reasons for its successful completion. Currently instrumental in the development of ~~TYMFUEL, a MAGNUM-based~~ system for the fuel oil industry. His organization of the data base and development of the MAGNUM schema has allowed system development to proceed ahead of schedule.

□ Tom Warner (Application Products Division)—Individual Achievement award. Due to the technical effort of Tom, the Western 29 Multi Access Travel System (MATS) was a success. Key in building the Interdata 7/32 which interfaces with the airline reservation systems of TWA, United, and MATS. He wrote interface code under considerable time constraints and specifications changes. That interface was key in MATS success and he responded positively to the demands on his time.

# PERSONNEL APPOINTMENTS

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## Computer Operations Division

**RICK DANIELS**—From computer operator to lead computer operator, Western Computer Operations. Reports to Ken Carta at Site C. Manages staff of five on mid-shift. Responsible for upkeep and reliability of all systems. Formerly assistant training coordinator and co-author of TYMCOM-IX and -X documentation. Served U.S. Navy. Attended school in Kentucky. Member of PTA and Homeowners Association. Participated in 13 Tymshare-sponsored seminars. Enjoys art, crafts, and bowling.

## Industry Services Division

**MOLLIE ALLEN**—From administrative to center manager, Western Region Unitax, San Mateo. On Craig Klump's team. Oversees Unitax and Dynatax activity at San Mateo center. Former bookkeeper with Eureka Federal Savings and Loan in San Carlos, Calif. Joined Tymshare seven years ago as keytape operator. Studied in England. Gardener and seamstress.

**SALIM BALADY**—From lead computer operator to job coordinator, Tymshare Medical Systems. Troubleshoots for production and coordinates production scheduling. Tymsharer three years. Reports to operations manager Lalit Modi. Completed computer operations and programming studies at Institute for Computer Technology in Clifton, N.J. Participates in harness racing and coin collecting.

**THOMAS DOYLE**—From computer operator to shift supervisor, Tymshare Medical Systems. Manages staff of 21 and maintains optimum throughput in his department. On John Volanto's staff. Formerly an operator with Ford Motor in Teterboro, N.J. Attended Teaneck High School, Teaneck, N.J. Holds certificate in programming from Automation Institute. Dirt-bike rider.

**PETER FOY**—From data center manager, Madison, to sales manager, Midwestern Region. Responsible for salesmen in Madison, Denver, St. Louis, Wichita, Houston, Cincinnati, Chicago, and Minneapolis. Member of last year's President's Club, as were all five of his salesmen. Received "Most Well Rounded Sales Performance by a Data Center" award. Former president of Centralized Accounting upon merger with United Data Centers. Quadrupled revenue at the Madison center. Studied accounting at University of Wisconsin.

**TOM MANGAN**—From manager, Northeast area, Information Services Division, to manager, Eastern Region Tax Sales. Member of Lance Lazo's team. Developing marketing strategies for Unitax, Dynatax, and FRS. Building sales staff and training managers. Began Tymshare career in 1971 as New Jersey sales rep. Old Tymer and three-year attendee President's Club. B.S., marketing, and M.B.A., management, University of Buffalo. Member American Marketing Association.

**JOSEPHINE SPANKS**—From control clerk to computer operator, Salem data center. Reports to Bill Lazdowski. Tymsharer since 1974. Formerly employed with R. H. Stearns Co. and Lechmere Sales Company as bookkeeping machine operator and inventory control clerk, respectively. Studied at St. Mary of Annunciation School in Cambridge, Mass. Relaxes with bowling and needlework.

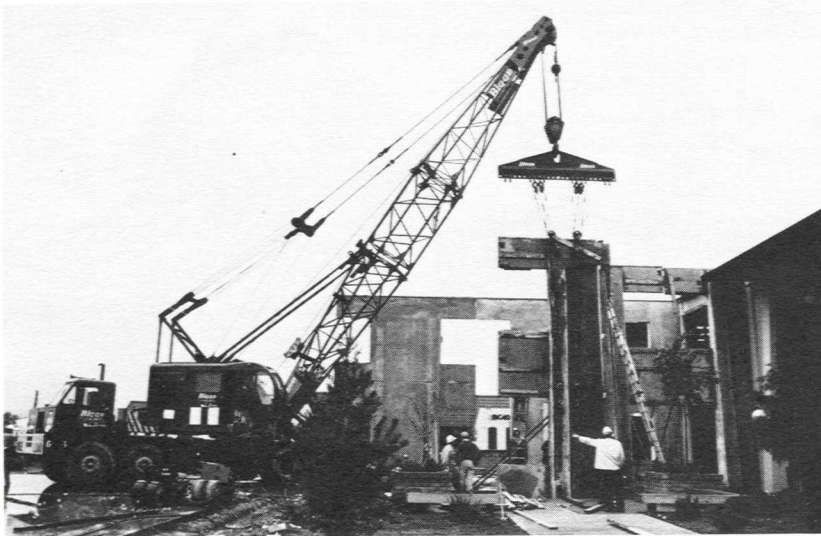
## Information Services Division

**MARTI COLEMAN**—From applications consultant to senior consultant, Stamford branch. Will share her technical expertise with other Stamford consultants. Joined Tymshare in 1974 as New York Bell consultant. Well versed in business applications and expert on TYMCOM-370. Member of Masters, recipient of several Consultant of the Month awards, and former instructor at school for applications consultants.

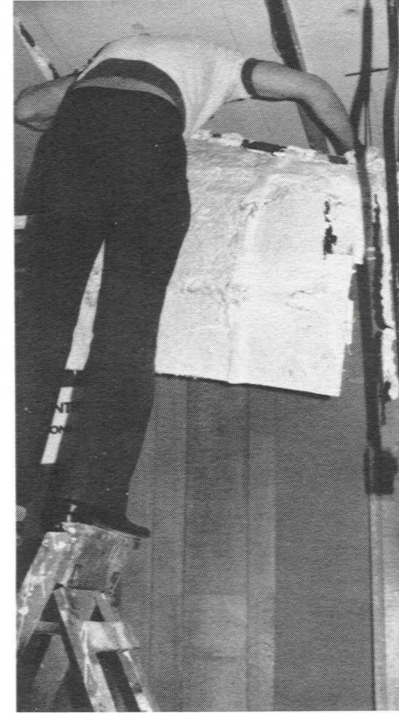
**ALAN PATTY**—From branch manager, Houston branch, to area manager, Northwest area. Reports to Otis Brinkley, regional vice president. Joined Tymshare in 1970 as operator-programmer. Applications consultant and sales representative for Houston branch. President's Club 1974, 1975, and 1976. Top MAGNUM branch, 1976, and top NRQ performance as branch manager that year. B.S., mathematics and computer sciences, University of Houston. No truth to rumor he's planning to enter glass business.

*(Continued on page 3)*

# What's Been Happening...



**THE ADDITION** to Tymshare's corporate building starts to take form as its first walls are gingerly craned into place adjacent to the east wall of the existing corporate structure. Some anxious Tymshare souls who work in the eastern section of the building watched dubiously as the cement sections swerved into their resting places. A round of cheers was raised amid a few sights of relief as the sections securely stood upright.



**"AHA! I'VE FOUND IT, WATSON!"** a workman yells, as he locates a second false ceiling in the Tymshare U.K. office. Actually, he knew it was there all along, as he assists in the conversion of extra office space into a new terminal area.



# Tymshare Mailbox

*I read in a magazine recently that Chrysler Corporation had released a new Dodge model called the Magnum. Can Chrysler legally do this when Tymshare's data base management language, MAGNUM, carries a registered name?*

*What prompts my question is the knowledge that, several years ago, Tymshare chose to rename its TYMEX and MIDAS products so as not to conflict with similar names used by the watch and muffler companies.*

*Chris Rebberg, Finance Division*

Thank you very much for your letter through *it's about tym* concerning the protection of our corporate tradenames and, specifically, the trademark MAGNUM. The issue of the protection of trademarks is obviously a complex one, and it would be impossible to do justice to the subject in this forum.

Essentially, the test is whether the sale, offering for sale, distribution, or advertising of a product, such as an automobile bearing the mark MAGNUM, is likely to cause a purchaser to be confused as to the source of the goods; that is, would such a purchaser believe that he was obtaining the goods from Tymshare? While the marks are identical, the goods are so different that a purchaser could not possibly be confused.

In fact, prior to selecting MAGNUM, we searched the name and found that it had been used literally dozens of times in connection with books, CB antennas, lighting fixtures, staplers, etc. However, no other computer-related use could be found, and therefore we went ahead and selected the name. The result of this is that, while we cannot prevent its use for unrelated commerce, we would protect the name vigorously against an attempted infringement by a firm utilizing the name for a computer program or related item.

A second approach for the protection of a mark might be one where the mark had become so strongly associated with a particular product or company that a second use of the same mark would serve to "dilute" the value of the first one. In fact, the abandonment that you refer to regarding TYMEX and MIDAS was based on this approach by the watch company and the muffler company—both of which marks have extensive recognition.

I know that this answer is not a totally satisfactory one, but I hope that at least it conveys to you the complexity of the problem.

Thank you very much for your concern.

Albert A. Eisenstat, Vice President  
Administrative Services Division

## Laws Explain Human Foibles

Have you ever received a phone call from the vice president of your division the minute you get your teeth stuck in a caramel apple? Certain astute individuals have noticed that such events are not the exception but, rather, the rule. Men like Murphy have made it their lifework to ferret out the operating principles, the laws, that govern the frustrating lives we mortals live. Here is a small sampling of these laws from Arthur Block's *Murphy's Law—and Other Reasons Why Things Go Wrong*:

1. *Murphy's Law*: If anything can go wrong, it will.
2. *O'Toole's Commentary on Murphy's Law*: Murphy was an optimist.
3. *The Unspeakable Law*: As soon as you mention something, if it's good, it goes away; if it's bad, it happens.
4. *Nonreciprocal Laws of Expectations*: Negative expectations yield negative results. Positive expectations yield negative results.
5. *Howe's Law*: Every man has a scheme that will not work.
6. *Zymurgy's First Law of Evolving Systems Dynamics*: Once you open a can of worms, the only way to recan them is to use a larger can.
7. *Etorre's Observation*: The other line moves faster.
8. *Skinner's Constant (Flannagan's Finagling Factor)*: That quantity which, when multiplied by, divided by, added to, or subtracted from the answer you get, gives you the answer you should have gotten.
9. *Law of Selective Gravity*: An object will fall so as to do the most damage.
10. *Jenning's Corollary*: The chance of the bread falling with the buttered side down is directly proportional to the cost of the carpet.
11. *Gordon's First Law*: If a research project is not worth doing, it is not worth doing well.
12. *Maier's Law*: If the facts do not conform to the theory, they must be disposed of.
13. *Boren's First Law*: When in doubt, mumble.
14. *The Golden Rule of Arts and Sciences*: Whoever has the gold makes the rules.
15. *Barth's Distinction*: There are two types of people: those who divide people into two types, and those who don't.
16. *Segal's Law*: A man with one watch knows what time it is. A man with two watches is never sure.
17. *Ninety-nine Rule of Project Schedules*: The first 90% of the project takes 90% of the time, and the last 10% takes the other 90%.



**WHEN SANTA VISITED** the Syracuse data center over the holidays, she spread a lot of humor and good cheer. Yes, *she*! Cleverly disguised as the old boy himself, Sherry Mooney, Syracuse data entry operator, is shown distributing gifts to the other members of her Key punch department, who are: (front row, left to right) Barbara Barbur, Carol Foley, Louise Jarmac, department supervisor Mary Moran, Darlene Grahm, and (back row) Margaret Wossner, Bonita Prockup, and, of course, Santa.



**SANTA ENTERS DATA** on the 129 keypunch machine, keeping up with the production load—just like data entry operator Sherry Mooney. Wait a minute, that *IS* . . .



**FATHER TYM**, who goes by the moniker Fred Lemin, gets ready to bow out as 1978, a.k.a. Lakeba Clark, prepares to take over. It was all part of a "Farewell '77" party at Tymshare Transaction Services' Distribution and Word Processing Center.



**ANN CLEMENTI**, Promotional Services manager (left), and Tina Chavez, secretary for the Sales department, toss old papers into the dumpster as the Marketing department prepares for its move to the second floor at Tymshare Transaction Services. Kaz Ostrom, building facilities manager in charge of the big move, turns his back on the whole situation, knowing everything is under control.

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# *Personnel Appointments*

*(Continued from page 2)*

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**NEIL PLAIN**—From sales representative, Stamford branch, to area marketing specialist, New York area. Coordinates marketing of SAMI DATA using EXPRESS (SOLO) as the delivery vehicle. Joined Tymshare in 1974 as ~~applications consultant. Outstanding~~ Consultant, November 1975. President's Club in 1976. B.S., marketing, University of Connecticut. Just completed requirements for M.B.A. in managerial information systems, University of Bridgeport. Enjoys sailing on his catamaran in Long Island Sound. Model railroader.

### Technical Services Group

**JAMES ABELE**—From 940 supervisor to district manager, Bay Area 940/370, Western Computer Maintenance, Equipment Division. Coordinates work and preventive maintenance schedules on TYMCOMs IX and 370 systems. Formerly employed at Comshare as computer services supervisor. Graduated from Lake Wales High School in Florida. A.S., electronic technology, Daytona Beach Junior College. Golf and tennis enthusiast.

**MAXINE BOLF**—From secretary, Marketing Services headquarters, to executive secretary, Technical Services Group. Reports to Laszlo Rakoczi, vice president. Ten years with Tymshare. Twice secretary of Old Tymers. Aids in administration of most Technical Services functions. Former legal secretary. University of Detroit background. Gourmet cook and skier.

**MURRAY BOWLES**—From documentation specialist to systems programmer, PDP-10 Operating Systems, R&D Division. In Ernie Socci's unit. Develops, maintains, and documents TYMCOM-X operating system. Previously a teaching assistant for University of California. Studied at Harvey Mudd College. B.S., computer science, U.C. San Diego. Member ACM. Plays viola in Peninsula Symphony. Photographer and backpacker.

**KAREN KOLLING**—From systems analyst to section technical consultant, PDP-10 Operating Systems, R&D Division. Reports to Allen Ginzburg. Tymsharer since 1974. Former senior software specialist, Digital Equipment Corp. B.S. and M.S., physics, M.I.T. Recipient. Individual Achievement award, July 1976; Team Achievement awards, June and January 1977; and Reliability award, May 1975. Member I.E.E.E., ACM, and Sigma XI. Performs volunteer work for animals.

**BILL LA FLAMME**—From senior programmer to unit manager, Message Switching Development, R&D Division. Manages staff of three in development of message switching applications. Designed PDP-10 version of OnTyme message switching system. Previous manager of on-line systems with National BankAmericard (VISA). Was responsible for developing the Base 1 message switching system. Formerly employed at Digital Equipment as system engineer and Raytheon Corp. as district engineering manager.

**HAZEL MCGINTY**—From unit manager to supervisor, Production, Accounting Applications Development. Oversees staff of 16 in print shop. Joined Tymshare in 1974. Reports to Janelle Lytle. Performs quality assurance, schedules work loads, and orders print supplies. Studied at Dodge City Senior High, Dodge City, Kan. First vice president of Single Adult Fellowship East, Inc. Organizer and past president of first Wichita chapter of Parents Without Partners. Currently tracing her ancestry for publication.

**BILL PARRIS**—From computer maintenance engineer to district supervisor, Computer Maintenance, Denver, Equipment Division. Reports to Jim Westlake, Western Region manager. Responsible for management of personnel and new third-party maintenance accounts in the Rocky Mountain area. Ex-field engineer for Digital Equipment Corp., Salt Lake City, Utah.

**ERNIE SOCCI**—From systems analyst to unit manager, PDP-10 Operating Systems, R&D Division. Oversees and participates in PDP-10 operating system maintenance and development. Troubleshoots for operations and maintenance groups. Was senior software engineer with Digital Equipment Corp. B.S., mathematics and computer science, Stevens Institute of Technology. Member ACM. Plays saxophone, guitar, and organ.

**MARY ANN SPONAR**—From secretary, Eastern Computer Operations, Computer Operations Division, Computer Services Group, to secretary, Eastern Communications Maintenance, Equipment Division. Pulls node code for Eastern Region. Eventually will assist customers on the network. Former assistant jewelry manager, Grand Catalog Showroom, Norristown, Pa. Graduate of Bishop Kenrick High School.



## Tymnet

**ROBERT BAILEY**—From communications analyst, Network Control, to programmer-analyst, Network Analysis. Analyzes and reports network statistics, writes software, and performs statistical analyses. Past employment as computer specialist, Environmental Prediction and Research, Monterey, Calif. Studied at Rutgers University, New Brunswick, N.J. Completing studies in computer sciences. Likes billiards, hiking, and auto racing.

**BILL CORBIN**—From lead operator, Southern Computer Operations, Computer Operations Division, Computer Services Group, to customer support representative, Central Region, Tymnet. Coordinating efforts with new Shell message switching system and other OnTyme customers. Lending support with TYMCOM-III installations and customer support. Tymsharer four and a half years.

## Tymshare Transaction Services

**PETER SNELL**—From marketing manager, Reservation Services, Industry Services Division, to director of Sales, Marketing. Responsible for sales and support of large bank customers and new sales to banks, savings and loans, and credit unions. Joined Tymshare in 1973 as TYMCOM-370 marketing manager. Served as branch manager, San Francisco. B.A., social sciences and business, San Jose State College. President's Club 1975 and 1977. Alpine skier.

**TOM WELSH**—From sales representative, Bay Area branch, Information Services Division, to senior account manager, Marketing. Reports to Peter Snell, director of Sales. President's Club 1976. Outstanding Participation award as new employee in 1975. Top EXPRESS performer for Northwest area in 1976. B.S., business management, and M.B.A., marketing, San Jose State University.

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# Tymsharing Facilitates Score Keeping At Prestigious Champagne Marathon

The Sixth Annual Paul Masson Champagne Marathon, held last month and recognized as the most well-organized and prestigious 26-mile race in the west, was enhanced by Tymsharing this year.

In support of the Saratoga, Calif. race, sponsored by the local winery, Tymshare donated people and computer resources in the development of a FOCUS data base which recorded and reported participants' times, categories, and order of finish within those categories. The marathon organizers found that Tymshare's computer techniques and resources minimized the huge record-keeping function while providing immediate information on the results.

The FOCUS program, developed by Jim Murray, manager of Applications Support, and FOCUS specialists Don Mortimer and Fran Walker, catalogued the name, age, sex, best

previous running time, and other data for some 1500 to 2000 participants from around the world.

FOCUS was chosen for its retrieval and analytical capabilities.

On site, Linda Lang and Karen Wells, secretaries for Marketing Services, catalogued late race entrants and finish times as runners passed the 26 mile-385 yard mark. In order to avoid any possible data loss, parallel data bases were maintained on the TYMCOM-370 systems in Palo Alto and Valley Forge.

The festive occasion marked the largest participation the Paul Masson Marathon has experienced in its six-year history. The runners were honored with a bugle and drum escort as they gathered at the starting line. At that time, 300 pigeons were released in a spectacular flurry, signaling the beginning of the marathon.

## *March of Dimes*

*(Continued from front page)*

The interactive system took four years to develop and will be available this month. Tymshare's flexible data management, combined with the computational techniques of the Sloane School, the data and medical expertise of the March of Dimes, and the clinical testing capability of Tufts, will provide the medical community with an automated system that will touch millions of people.

The system will be marketed to hospitals, universities, and clinics by a nonprofit organization chosen by the March of Dimes.

## 1978 HOLIDAYS

**Washington's Birthday:** Monday, February 20

**Memorial Day:** Monday, May 29

**Independence Day:** Tuesday, July 4

**Labor Day:** Monday, September 4

**Thanksgiving:** Thursday, November 23, and Friday, November 24

**Christmas:** Monday, December 25, and Tuesday, December 26

**New Year's Day:** Monday, January 1

**Welcome to Tymshare from Adragna to Ursino**

**ALICE ADRAGNA**—Receptionist, Melville data center  
**NANCY TERESE ALBANESE**—Data entry operator, Salem data center  
**DAVID ALFF**—Sales representative, Houston branch  
**JUDITH ANO**—Programmer-analyst, Finance Division  
**JOANNA ANTHONY**—Tape library clerk, Tymshare Medical Systems  
**RENE ARELLANO**—Accounts payable clerk, Finance Division  
**BETTY ARNOLD**—Receptionist-clerk typist, Application Products Division  
**JAMES ASHLEY**—Cablefacts control clerk, Lexington data center  
**CARRIE DIANNE BANISTER**—Data entry operator, Denver data center  
**RICHARD BANNING**—Computer operator, Computer Operations Division  
**GAYLE BARTEL**—Systems programmer, Accounting Applications Development,  
Technical Services Group  
**JAMES BATES**—Data entry operator, Denver data center  
**LAWRENCE BEAGIN**—Computer liaison, Anaheim Unitax data center  
**DIANA BOCKKOM**—Electronics assembler, Equipment Division  
**ALAN BRENDEL**—Computer operator, Tymshare Medical Systems  
**RICHARD BROWN**—Applications consultant, Utility Industry Marketing  
**ROBERT BRUIN**—Packaging clerk, Tymshare Medical Systems  
**ALAN BURSTEIN**—Sales representative, New York branch  
**JOHN BURTON**—Packaging clerk, Tymshare Medical Systems  
**RICHARD BUTTS**—Stock clerk, Valcomp  
**RANDOLPH CABRERA**—Computer operator, Computer Operations Division  
**KATHY CARDINAL**—Offset printer, Accounting Applications Development,  
Technical Services Group  
**DIANE CHRISTIANSON**—Secretary, Miami branch  
**MARILYN CLAUDER**—Technical writer, Marketing Services  
**ANNE CLAYTON**—Accounts payable clerk, Finance Division  
**DENNIS COGGINS**—Computer operator, Computer Operations Division  
**JERALD COGSWELL**—Systems analyst, Accounting Applications Development,  
Technical Services Group  
**CLAIRE COOKE**—Customer service lead, Anaheim Unitax data center  
**EMILY ELIZABETH DePAOLO**—Customer service representative,  
Melville data center  
**AUGUSTO DERECHO**—Tax analyst, Anaheim Unitax data center  
**MICHAEL DICKERSON**—Electromechanical technician, Valcomp  
**TERRI DICKSON**—Secretary-receptionist, Computer Services Group  
**RICHARD DUVAL**—Computer maintenance engineer, Equipment Division  
**SAUL EADY**—Packaging clerk, Tymshare Medical Systems  
**DOUGLAS EARL**—Senior technical consultant, Application Products Division  
**PAT FERRI**—Computer operator, Computer Operations Division  
**MATTHEW FILIPEK**—Data entry operator, Madison data center  
**STEPHEN FORT**—Computer operator, Computer Operations Division  
**JULIE FREITAS**—Account validation clerk, Computer Operations Division  
**JAMES FUREY**—Control and shipping clerk-driver, Salem data center  
**SY GARBAN**—Sales representative, Los Angeles branch  
**ALCONIDA GARCIA**—Data entry operator, Miami data center  
**ROYLENE GAWEL**—Secretary-receptionist, Computer Services Group  
**JENNIFER GIBBONS**—Intermediate design draftsperson, Equipment Division  
**JOHN GIBSON**—Sales representative, Utility Industry Marketing  
**DICK GIORDANELLA**—Sales representative, New York branch  
**ROY GLASGOW**—Assembly-dispatch clerk, Denver data center

**AHMAD HALEEN**—Operations analyst, Boston branch  
**CHARLES HANNES**—Computer operator, Tymshare Medical Systems  
**LLOYD HAROLD**—Applications consultant, Gulf Coast branch  
**KIMBERLY HEDLAND**—Secretary-receptionist, Computer Services Group  
**CATHY HESSE**—Accounts payable clerk, Tymnet  
**JUDITH HITTMAN**—Accounts payable clerk, Finance Division  
**MARY LOU HOCKETT**—Data recording operator, Wichita data center  
**BRENDA HOELSCHER**—Inventory control clerk, Equipment Division  
**PATTY HUFF**—Secretary, Southwest area  
**HOWARD HULEN**—Programmer, R&D Division  
**LARRY JEFFERY**—Systems analyst, Accounting Applications Development,  
Technical Services Group  
**DOROTHY JENKINS**—Data entry operator, Denver data center  
**PHILLIP JUDD**—Programmer, CAPS South  
**JOSEPHINE KALENDA**—Secretary, Computer Services Group  
**ALFRED KEENE**—Programmer-analyst, Tymshare Medical Systems  
**MICHAEL KELLER**—Delivery person, Wichita data center  
**BERNARD KEMPLE**—Sales representative, Chicago Loop branch  
**LAURENCE KENISTON**—Quality control inspector, Valcomp  
**RUTH KLOSKA**—Data entry operator, Denver data center  
**MARIE KOEHLER**—Data recording operator, Wichita data center  
**JILL KONEK**—Receptionist-typist, Accounting Applications Development,  
Technical Services Group  
**DIETER KRUCK**—Applications consultant, Taylorix-Tymshare  
**CHERYL KUHN**—Computer operator, Accounting Applications Development,  
Technical Services Group  
**HENRY LAFFERTY**—Computer operator, Computer Operations Division  
**DEBORAH LANE**—Receptionist-clerk typist, Bay Area branch  
**LYNNE LE BLANC**—Data entry operator, Salem data center  
**TERESA LOMBARDI**—Material support specialist, Equipment Division  
**DOROTHY LOWE**—Electronics assembler, Equipment Division  
**JENNIFER LUNDY**—Data entry operator, Denver data center  
**FRED LUSTENBERGER**—Computer operator, Tymshare Medical Systems  
**WILLIAM McCLURE**—Computer operator, Computer Operations Division  
**MARVIN MATTHEWS**—Computer maintenance engineer, Equipment Division  
**GRETEL MINYARD**—Data entry operator, Jacksonville data center  
**FRANK NETZEL**—Project leader, CAPS East  
**DONALD O'TOOLE**—Senior electronics technician, Valcomp  
**DIANE KAY PALMER**—Typist, Accounting Applications Development,  
Technical Services Group  
**SIRJOHN PAPAGEORGE**—Sales representative, Stamford branch  
**CLARENCE PAYNE**—Packaging clerk, Tymshare Medical Systems  
**RAYLENE PERN**—Data recording operator, Wichita data center  
**JANE PONDER**—Customer service representative, Denver data center  
**SHERRY LYNN POWELL**—Clerk, Accounting Applications Development,  
Technical Services Group  
**NANCY PSENICKA**—Data entry operator, Denver data center  
**PAMELA PUGH**—Administrative assistant, St. Louis data center  
**LESTER RANDALL**—Electronics technician, Valcomp  
**SALLY REYNOLDS**—Data entry operator, Denver data center  
**SALLY RIBLEY**—Secretary, Denver branch

**KAROL ROTHE**—Lead, Partnerships and Corporations,

Anaheim Unitax data center

**EDMUND RUSH**—Technical writer, Marketing Services

**LISA RYAN**—Secretary-receptionist, Chicago branch

**WILLIAM SCHALLMO**—Communications maintenance engineer,  
Equipment Division

**HEINZ-ALFRED SCHIFFER**—Sales representative, Taylorix-Tymshare

**TERRY SCHWAB**—Resource administrator, Technical Services Group

**ROLF SEYEN**—Sales representative, Taylorix-Tymshare

**EDWARD SHERBOK**—Dynatax sales representative, San Diego

**NINA SHOUP**—Tape librarian, Computer Operations Division

**DIXIE SHURTLEFF**—Secretary, Application Products Division

**JAMES SIDONI**—Dynatax sales representative, Los Angeles

**MELVIN SMITH**—Computer operator, Computer Operations Division

**MILDRED ELLEN SMITH**—Data entry operator, Birmingham data center

**ANNETTE SOLSNES**—Quality assurance inspector, Equipment Division

**JANICE STANLEY**—Data entry operator, Salem data center

**ELIZABETH STEPHENS**—Clerk, Dynatax-Unitax, Santa Fe Springs

**MITCHELL STUART**—Systems analyst, Application Products Division

**MARY STUTZ**—Computer operator, San Mateo Unitax data center

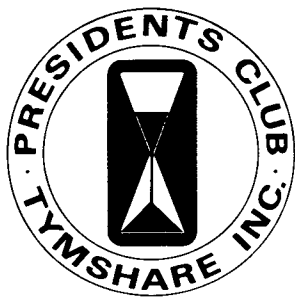
**NANCY SWINIARSKI**—Data entry operator, Salem data center

**TAD SYBER**—Operations analyst, Chicago Loop branch

**STAN TERRY**—Systems programmer, R&D Division

**TO UONG**—Computer operator, Computer Operations Division

**MARK URSINO**—Applications consultant, Seattle branch



## 20 New Members Join President's Club 1977 Roster

Twenty 1977 President's Club hopefuls have passed their 100% quota or better mark and will be on their way to Camelback Inn in Scottsdale, Ariz. this May for the annual meeting of the company's top sales achievers. The new inductees are:

Jim Becker	Bob Cony	Joel Leichter	Dave Olson
Ron Bernier	Bob Field	Roger L'Hommedieu	Carlton O'Neal
Chris Busch	Joe Gahm	Frank Lynn	Gary Turner
Bill Cleary	Bob Harcharik	Ken Maxwell	Ed Walz
Bill Combs	Art Kelly	Larry Nebel	Don Wehe



# TASC Name Changed; Trademark Conflict

TASC has a new name.

Bill Morton, manager of Systems Marketing area, which includes national TASC operations, recently announced that the group hitherto will be called Tymshare's Consulting and Professional Services organization (CAPS).

The name change was made necessary by the fact that a company located in the Boston metropolitan area already had a trademark on the name TASC. It is hoped that the new title will convey both a memorable and meaningful description of the CAPS organization.

As announced in January's *it's about tym*, CAPS now has offices in four cities: New York, Chicago, Houston, and Palo Alto.