

# comment

## Network develops innovative software

For the first time in CompuServe's history, all of our users can now "log on" to large scale host computers which are not located on CompuServe premises. Those mainframes do not even have to be DEC machines. Any computer which will support terminals can be attached to our network, and any terminal on our network can thereby gain access to this "foreign host."

The term "foreign host" is used since there is no longer a requirement for any CompuServe software to reside on a machine to which the network is attached. Our own mainframes in Columbus and Dublin have a very intimate "knowledge" of how to use and control our network nodes. Now, just enough of this intelligence has been distributed to the network itself so that virtual circuits (from a terminal to a foreign host) can be built and used as data paths without the need for intervention or "monitoring" by any of our own mainframes. In these cases, CompuServe does not have control over the host software that is using the network, hence the term "foreign host".

During the final development stage of this new network software, the CompuServe VAX 780 machine (located in Tucson) was attached

as though it were a foreign host. The VAX runs standard DEC operating system software and is made to "believe" that it is communicating directly with one or more terminals. Actually, it is talking to our network and the terminal can be physically located anywhere in the country. The next two foreign hosts to be attached were both large scale IBM machines (a 370 and a 3033). One is located in Knoxville, Tenn., and is owned and operated by the United American Services Corporation (a large banking services company). It is on this machine that CompuServe Information Service users are now able to conveniently perform many banking functions from their home or office. All that is required is a terminal (or home computer).

The other IBM machine belongs to the AMAX Corporation and is located in Greenwich, Conn. It is intended for use by AMAX in order to greatly extend the IBM access possibilities for AMAX personnel around the nation and in Canada. Other mainframe-to-network attachments are expected when the results of these tests have been evaluated and a marketing plan has been developed.

In addition to gaining access to geographically remote computers, users of our foreign host interface services get all the benefits of good response, adaptive routing, automatic backup, and other network functions—all with just a local phone call.

*—Jim Boardman, manager,  
network development*



## Bits and Pieces

### The GoodLife returns



The third annual CompuServe GoodLife picnic will be held Sunday, June 7.

Murphy's Party Barn is the site of this fun-filled day for employees and their families. The scrumptious barbeque chicken dinner and all of the delicious carnival food such as Italian sausage, french fries, sno cones, hot dogs, soft drinks and beer will again contribute to the GoodLife festivities.

By popular demand, the Midway of Fun will return with games and prizes for the CompuKids.

Registration forms, with further details, will be mailed the first part of May. There will be softball and volleyball games, so bring your gloves, bats, etc.

### Employees test their skill

The backgammon tournament is bigger than ever and competition was "down to the wire" at the time of our deadline. Details will follow in the next issue.

### Tuition refund pays \$4,500 first quarter

Twenty-eight employees received refunds of \$4,500 for courses taken during the first quarter of 1981.

Employees are encouraged to take advantage of this valuable benefit.

### Sports and more sports

The arrival of spring brings an end to the basketball season and the beginning of softball.

The championship CompuServe basketball team, the "bit stuffers" finished first in their league with an 10 wins and one loss record. It was an exciting season and it provided enjoyable outings for many employees. Team and individual trophies were awarded. Brian Carpenter and Dean Lucas led the team in scoring with 174 and 131 points respectively.

Both the men's and women's softball teams are preparing for a competitive season. The men's first game is April 28th, the women's play begins in June.

The men's team will play at the Lane Road fields behind the library and the women will play at the Northwest Park behind the Arlington Court Club. Attend the games and support the teams in their quests for winning seasons.

Schedules will be posted on the Canteen bulletin board.

### Wanted campaign brings 'em in

Fifty-four employee referrals were made through the "Wanted" campaign during the first quarter of 1981.

When the 12 employees hired during this period meet all requirements, \$7,500 will be awarded to employees making the referrals.

Please keep our affirmative action efforts in mind when making referrals.

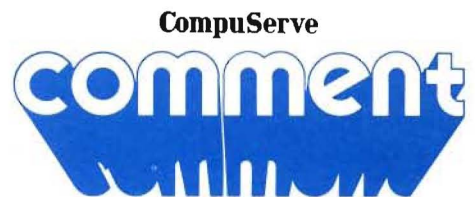
### Career analysis and self-development

Your supervisor or manager cannot help you grow professionally unless he/she knows where you want to go. The career analysis

and self-development program is designed to obtain your input concerning your current job, your ideas about your career path and your goals.

Your supervisor then discusses this with you and offers support and advice on how to best reach your goals.

This evaluation process is optional, but most employees find it very useful in planning their career paths. Forms are available in the container above the mail station in the human resources department.



COMMENT is a monthly employee newsletter under the direction of the human resources and corporate communications departments.

Editor: Donna Zimmerman

Special Edition Editor: Rick Brownwell

Send articles or ideas via InfoPlex code COMMENT.

CompuServe is an equal opportunity and an affirmative action employer.

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## Horizon spans wide-range of interests

Horizon began 1981 with a full lineup of unique programs. The first program was a psychosocial drama mixing theatre and music with a message of "communications". This program portrayed a meaningful story.

Mediation and Stress Reduction was the second program which addressed the interrelationship of physical and emotional stress and their effects on our everyday lives.

Networking in the 80's was presented by Bill DuVall, manager, DataComm. Consisting of six noon hour sessions, it covered the basics of our network and the projections for its future. Vickie Rutkowski, supervisor, DataComm administration, and Paul Pittenger, software librarian, each taught a session. This program was

exceptionally well attended due to the excellent presentations by Bill, Vickie and Paul.

The second nutritional awareness program featured "good to eat and good for you," treats and information on how to stay healthy through good nutrition. These programs are very popular with employees and their friends.

### Career development

Fifteen employees participated in the writing skills/business communication course held in 10 two-hour sessions during February and March.

The course covered basic principles of effective

communication and how to compose many types of business correspondence. All participants rated the presentation "excellent."

### Self-development library

Our fast-paced world requires the continual development and expansion of your abilities.

The self-development library offers a wide range of tapes, books, and articles to help you grow both personally and professionally. New publications are added periodically.

You can stop by the corporate library or browse the list of available material via the system, area 33,2, password: self. It could help open the door when opportunity knocks.

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## Product Profile:

### Increase your SITE II knowledge

Most employees are familiar with the names of our products, but many non-sales employees are not sure just what they are or how they are used. To keep you well-informed, a product will be featured in each issue to convey this information.

SITE II gives the most up-to-date information on demographics and housing data, collected by the Census Bureau, for any neighborhood within the continental United States. In addition, current population and household estimates are updated annually.

Some SITE II capabilities are to perform market penetration studies by census tract, county, ZIP code, or any defined area; to study the demographic changes taking place in an area; to evaluate market

potential for products in any trade area; to evaluate spending patterns for various sales outlets, such as department stores, fast food chains, and other consumer product outlets in an area; and to evaluate future market growth for any defined areas.

SITE II reports are produced showing what people are spending on different products such as clothing, jewelry, cameras, etc., for any area in the U.S. This information allows managers to determine the best available locations for their new stores or branches. In addition, SITE II can search the entire United States to locate one or more sites which meet the demographic requirements of a particular business.

An example of SITE II in action was a recent project for the city of Atlanta. The Mayor of Atlanta

needed a demographic profile for 120 census tracts within the city limits for use at a poverty conference. A user from the city met with sales and support personnel in our Atlanta branch office, and the project was completed in just three hours.

SITE II is a major decision-making tool for market researchers and planners.

CompuServe recently conducted SITE II seminars in nine cities to promote our demographic analysis. Approximately 120 marketing people attended those seminars.

During the coming months, SITE II will be updated using the 1980 census information.

## ArOund the Network

The following employees observed employment anniversaries during the months of March and April.

### 11 years

Ronald Citterberg, Plexus  
Douglas Chinnock, research & development

### 7 years

Peter Halberstadt, Detroit  
William DuVall, DataComm

### 6 years

Diane Pollock, engineering  
Michael Leskowsky, engineering

### 5 years

Joseph Abraham, Philadelphia  
Randy Kennedy, engineering  
Sarah Jackson, custodial services  
Anita Hawkins, Dallas  
Donna Zimmerman, human resources

### 4 years

Alice Harvey, New York  
Charles McCall, corporate marketing  
Gregory Simcox, engineering  
Robert Root, PPD  
Barbara Williams, St. Louis  
Russ Niklos, engineering  
Kirk Wasmus, ISD  
Margaret Borden, operations  
Deborah Porfeli, marketing administration  
Barry Berkov, PPD  
Vickie Rutkowski, DataComm  
Susan Kruest, systems  
Joseph Beauchamp, systems

### 3 years

Randy Smith, Columbus  
Robert Bernikow, New York  
Bernard Yurko, Pittsburgh  
Donald Short, New York  
Kevin Collins, DataComm

### 2 years

Thomas Fry, Dallas  
Jacqueline Harney, Dayton  
Michael Griffith, Columbus  
Wendell Payne, Dayton  
Robert Vitolins, PPD

Harry K. Gard Jr., ISD  
Robert O'Malley, PPD

### 1 year

Susan Garnett, St. Louis  
Brian Carpenter, operations  
Scott Clyde, PPD  
Barbara Carlson, Chicago  
Ronald Wegmann, Cincinnati  
Oswald Cooper, operations  
Mary King, operations  
Peter Rozwadowski, DataComm  
William Louden, ISD  
Williams McKinley, operations  
Rosalyn Reece, purchasing  
Andrew Zacharias, engineering  
William Livesey, PPD  
Edward Turetzky, Stamford  
Linda Zuzack, Detroit  
Jeanette Belser, San Francisco  
James Shanley, Cleveland  
Kathleen Royal, engineering  
Robert Fanning, Denver  
Lynette Watkins, San Francisco  
Joseph McKay, Washington  
Robert Small, Chicago

### *New Employees*

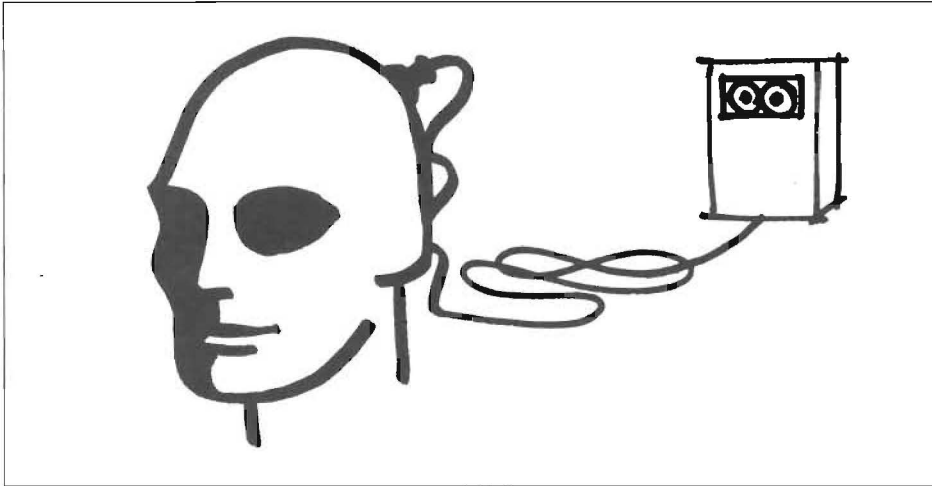
Sid Tinsley, engineering  
Ranjan Sengupta, PPD  
Lyn Galli, Plexus  
Kevin Berry, Chicago  
Sheri Stemen, operations  
Denton Terry, operations  
Richard Bradley, PPD  
Randy Falde, product publications  
Dave Weisenhorn, Santa Clara  
Sheila Hornsby, Boston  
Bob Jamison, operations  
Dan Sittler, engineering  
Richard Strough, engineering  
Mark Hohlbein, engineering  
Henry Crenshaw, engineering  
Leigh Potter, application development & support  
John Donnenwirth, operations  
Jim Eberle, operations  
Howard Goldberg, operations  
Jacob Shulman, New York  
Warren Driver, Los Angeles  
Kathy Price, product publications  
Mary Bowers, Washington  
Patty English, Kansas City  
Gail Martin, Pittsburgh

Cindi Sutton, Denver  
Kim Smeak, marketing administration  
Bill Harmon, engineering  
Laurie Luley, Pittsburgh  
Ned Young, Infoplex development  
Lisa Hamilton, ISD  
Cheri Dawson, engineering  
Randy Cleghorne, New York  
Chris Mureen, Dallas  
Jeff Williams, ISD  
Rick Brownwell, corporate communications

### *Promotions*

Brian Smith, electronics assembler  
Gayle Podgornik, systems engineer II  
Greg Simcox, systems engineer I  
Rich Baker, Editor, ISD  
Katrell Lee, marketing assistant II  
Jim McCarty, DataComm engineer II  
Tom Lawrence, DataComm engineer II  
Brad Daughters, associate account representative  
Syd Spaunhorst, associate account executive  
Therese Roesch, account representative I  
Bruce Barlag, branch sales manager  
Dan Decker, account representative II  
Karen Welch, account representative I  
Gail Lever, account representative I  
Tim Macklin, manager, management information systems  
Marv Modeen, systems engineer II  
Sue Downey, publication production supervisor  
Lori Ryan, marketing assistant I  
Lee Ann Folk, associate account representative  
Wendell Payne, associate account representative  
Cheryl Blair, Secretary I  
Tracy Mullin, accounting assistant I  
Margaret Borden, customer assistance representative II

## Exploring potential computer power: Will we computerize our brains?



The recent space shuttle flight prompts many people to ponder and to speculate about the future. Just what is in store?

Futuristic predictions of yesteryear are now reality. We find examples of this not only in endeavors like the space shuttle, but in our personal computing division. Consumers have banks, stores and libraries available at their fingertips in the privacy of their homes. The variety of tasks which can be performed by

computers is virtually limitless, and they will play an integral role in our future.

This section of *COMMENT* will periodically bring you news of some of the possible applications of computer power in the future. These predictions may or may not come to pass, but they will come from experts in various fields and should be stimulating food for thought.

Want to learn a foreign language

in seconds? We've all heard of the records that play while you sleep. How about plugging your brain into a computer to absorb information?

Dr. Glenn Cartwright of McGill University of Montreal believes that by the year 2000, development of special tiny circuits could allow information to flow between the human brain and the computer. Cartwright predicts that when interfacing techniques are perfected, we will be able to instantaneously learn vast amounts of information.

He believes it might also be possible to transmit television signals directly to the brain, enabling us to perceive vivid images similar to those experienced while dreaming.

We use such a small portion of our brain power, that this concept sounds very feasible.

If you have ideas about future computer uses, send them via InfoPlex code *COMMENT*, and we will try to share them in future editions.

## Branch revenue up 42 per cent

Branch revenue soared ahead of 1980's first quarter performance, and passed the \$5.6 million mark, at March 31, 1981. This is a 42 per cent increase from 1980's \$3.9 million first quarter sales.

"March was a super month, with \$1,980,295 in branch revenue. At the end of the first quarter, total branch revenue was 115 per cent of quota," says Bob Massey, vice president, sales.

Performance during the month of March also showed a 42 per cent increase from March, 1980.

Branches leading the way to these excellent results were: Stamford, 158 percent of quota; Dallas, 149 per cent; Houston, 137

per cent; Denver, 133 per cent; Columbus, 127 per cent and Dayton, 123 percent.

Account executive leaders by per cent of quota at the end of the first quarter were: Wes Colwill, Dallas, 339; Murray Johnston, Col., 198; Tom Malone, Col., 180; David Bezaire, Det., 152; Mike Griffith, Col., 146; and Barbara Carlson, Chi., 140.

Leading account representatives for the quarter were: Karl Brown, Dallas, 284; Randy Smith, Col., 247; David Hickok, Dallas, 183; Mike Dunham, Col., 162; and Karen Welch, Hou., 159.

Individual qualified new account leaders with three each are: Larry Billingsley, Stam.; Tom Oyler, Cin.; Ed Turetzky, Stam.; Stu Hoffman, Phil.; and Ed Donovan, Cin.

Branch managers with the most qualified new accounts are: Clark Woodford, 7; John McLane, Randy Vaughan and Mike Volpe with five each; Joe Abraham and Nanu Desai both with three.

"The branches are making an excellent push to close new business which will result in future revenue. The key will be to obtain new accounts during this second quarter to continue our record-setting pace for the second half of the year," says Bob Massey.

## Employees can benefit from “unknown” organizations

Do you know where to turn when you need help or advice? There are many organizations in the Columbus area that offer helpful services to community residents. Some are government funded, while others are privately managed. Described below are two such services, which CompuServe employees may find useful.

The Consumer Credit Counseling service is designed to assist people with managing money. CCC provides two basic services; assistance in the actual payment of debts and money management counseling.

An initial application is completed, then an appointment is made with a counselor who helps decide what course of action to take.

If both parties agree on a repayment plan, CCC takes over payment of all debts. CCC will then make arrangements with CompuServe for reimbursement.

You may choose to use only the

counseling services provided by CCC. Whatever path you choose, CCC can teach you how to effectively manage money and credit.

To take advantage of this free service, call CCC at 464-2227.

CALL is a 24-hour information referral agency. It is a community clearinghouse with current information about service agencies and treatment facilities. If they cannot help you with a problem, they will refer you to the agency that can. The only information asked, besides that directly related to the problem, is the zip code of the area from which you are calling. There is no charge involved.

Gail Wylie, personnel analyst, found CALL to be very helpful. One weekend the gas was turned off in her home. The gas company told Gail that she would have to wait

until Monday before they could send someone to help her.

After relating her story, the people at CALL said they would take care of the situation for her. Within a few hours the gas was turned on again.

“The gas company didn’t give us any reason for turning off our gas,” Gail said. “The people at CALL handled the entire problem for us. They kept calling us to report on the progress they were making and within a few hours the gas company sent someone to turn it back on.”

If you have a problem or just need information, you can contact CALL by dialing 221-2255.

Do you know of any services offered by organizations in the community that others might be interested in? Perhaps there is a group that others may like to join, but do not know about. If you would like to share this information in a future issue of COMMENT, please send an InfoPlex to code COMMENT.

Branch personnel may want to investigate similar types of services which are available in their cities. You can contact the human resources department for assistance in locating these agencies.

