

comment

A monthly publication for CompuServe associates June 1983

Vol. 5, Issue 1

Message from the President

President Jeff Wilkins announced a major corporate reorganization during the April company meeting. Comment interviewed Jeff to obtain an update on the transition process and to obtain his views on the state of the company.

Comment: It has been several months since the company's reorganization announcements. How do you view the transition process?

Wilkins: "I believe the majority of our associates understand the concept, background and the importance of the changes. They are reacting positively, and are dealing well with them. I am certain some associates are still struggling with the changes and don't fully understand them. That is to be expected with changes of this magnitude. I hope that during the next several months all of our associates will feel very comfortable with our plans and direction."

Comment: Is CompuServe currently in a stage or phase that was predictable?

Wilkins: "I currently see us moving from the disruption stage into the implementation and 'making progress' stage. From a morale standpoint, these things are difficult to predict. As a company we are

continually dealing with morale curves and it's not easy to foresee what impact particular changes will have on everyone.

"From an operations standpoint we took some risks in making the changes right before budget time. They made that process more difficult, but we are working through them and will shortly resolve those problems. After about 60 days in dealing with the changes, I believe by and large, we are moving in a very positive direction, much as we anticipated."

Comment: What are your views about where the company is right now and where it needs to go on a short and long-term basis?

Wilkins: "My views are best explained in our corporate strategy statement as outlined at the April meeting. We are in a terrific position to take advantage of major industry changes by shifting gears to anticipate the trends now rather than to react to them later. In the short run we will be paying a lot of attention to our existing business and customers. However, we realize that our future products and services will be different and we are preparing for those markets as well.

"We performed much better financially than companies in the rest of our industry during the last fiscal

year, even with our weak second quarter. In fact, I can't find a company that performed better than we did.

"We did it the hard way by cutting back in many areas. It was painful, as everyone knows. However, we not only hit our target but exceeded it by about 10 percent of our budgeted figures. In terms of performance as related to budget, we did better than any other H&R Block operation.

"When last year's second quarter revenue was so soft, we had to do some things that we had previously considered untouchable. I am very glad that we were able to avoid a reduction in personnel; many companies were not able to do so. The decision to cancel the president's conference was a very difficult one. Everyone got behind our cost reduction efforts and they were successful. That's something that is not possible for management to do alone . . . it's up to the 'people on the firing line.' As a result we had our best fourth quarter in history, and I consider that a tremendous achievement and a tribute to everyone here at CompuServe."

Comment: Do you see any uncertainties in the economy or industry that might impact our plans/strategy?

Wilkins: "The economy is definitely on the mend. I believe that we will see a long period of growth although it won't always show up in overall numbers that are published by the government. The country is making a basic shift in the way it operates, and some of the classic measures of progress no longer apply."

"Changes in our industry have already occurred with the expansion of distributed processing capability. Our value-added network puts us in a good position to take advantage of this change."

"I believe the improving economy will help our growth plans and our ability to take advantage of many future opportunities."

Comment: How would you describe the 'state of the company' at this time?

Wilkins: "I believe this relates to my first answer. In the minds of our

associates I am sure there are still some uncertainties. This is to be expected in view of the short period of time since the changes. Employment levels are not expanding much, but overall, our business is. We are setting sales records in all areas of our operation."

"We will continue to be very conservative with regard to operating expenses throughout the first quarter of this year. We expect to expand a little bit more in following quarters. We will continue to carefully monitor headcount and expenses. This is very important because we are starting to see profits on our major investments and we expect that trend to continue during fiscal 1984."

"I believe the company has before it greater opportunities than it has ever had . . . for fiscal 1984 and beyond. This growth will create opportunity for our associates. H&R Block management is enthused about the potential of the private

videotex and executive information services. At our recent board meeting, it was decided that we will proceed with the largest building expansion in our history as quickly as possible. We will also make the largest purchase of computer hardware in our history during fiscal 1984."

"I believe all signs are positive and that we will continue to be a dynamic leader in the computer services industry. I believe the future holds many challenges and opportunities for our company and our associates."

Building expansion to begin soon

"We are currently in the planning stages for the largest building expansion in our history," said Len Kaiser, director, administrative services.

As Jeff Wilkins noted in his interview with *Comment*, the decision has been made to proceed with CompuServe's building expansion plans. Current plans are to construct a 60,000 square foot office building at Arlington Centre. The existing three buildings total 81,500 square feet.

"We are very excited about the proposed design. It will be quite impressive with a larger reception area geared to accommodate our increasing number of visitors," said Len.

The new three-story building will be constructed so that the current walkway connecting Buildings Two and Four will serve as the focal point for the front entrance and reception area.

Current plans for the first floor include an enlarged lobby; a large training/lecture room with Harvard-style tiered seating for 100, a new corporate library, a kitchen and cafeteria with seating for 200.

The cafeteria will feature hot food, a deli and a salad bar which will be subcontracted to a food service company. One outer wall of the cafeteria will be glass for associates' dining pleasure.

The second floor will be primarily office space, with a view overlooking the reception area. Part of the third floor will be the executive area including a new boardroom. Architectural drawings of the proposed new building will be on display in the hallway connecting Building One and Two.

"I would like to emphasize that we are in the planning stages. We anticipate that these plans will be implemented as described, but they could be subject to some changes. I

think we have some unique features which our associates will find to be extremely beneficial. We will keep all associates informed on the progress of our plans. Our target date for completion of the building is summer, 1984," said Len.



COMMENT is a monthly associate newsletter under the direction of the human resources department.

Editors: Donna Zimmerman and Rick Brownell

Send articles or ideas via InfoPlex code COMMENT.

CompuServe is an equal opportunity and an affirmative action employer.

Spotlight '83 to recognize outstanding efforts

You can be in the Spotlight during 1983! Our new associate recognition program, Spotlight '83, was recently announced.

"The results of our survey indicated that associates wanted a program that recognized more associates and one that was perceived as less of a 'popularity' contest. Spotlight '83 is designed to meet those goals," said Judy Scheck, vice president, human resources.

The program is divided into two segments. The first event takes place on Saturday night, November 12 at the Hyatt Regency Hotel in downtown Columbus. A gala evening with dinner, entertainment and dancing is planned for all corporate, remote network, computer school, and research and development associates and their spouse/guest. The highlight of the evening will be the presentation of the President's Awards to approximately 40 of the top associates selected through the Spotlight nomination process.

CompuServe will pay the transportation for remote associates and for associates' hotel accommodations and that of their spouse/guest. Airfare for the spouse/guest of a remote associate receiving a President's Award will be paid by CompuServe.

The nomination process has been modified and is based on the following criteria:

Extra effort is expended to accomplish projects, resulting in a higher level of productivity; high level customer relations is provided directly or indirectly; on-going efforts are made to improve intra-company relations and to develop a better

work environment; and suggestions are made for new ways to improve productivity, to increase revenue generation, and/or to provide cost savings.

All nominations are sent to the associate's manager/supervisor for verification. Nominations are divided among seven categories, based on corporate structure and are ranked by upper-management designates. A final selection committee consisting of a cross-section of associates will determine those displaying the highest degree of 'extra effort'.

Associates are to have been employed by CompuServe for at least one year as of January 1, 1983, to be eligible for nomination.

"We have approximately 50 nominations to date and expect that number to increase rapidly in the coming months. We will be announcing the names of those nominated periodically. All nominees will receive a specially designed Spotlight pin," said Anita Marcus, personnel assistant. Anita is coordinating the program.

Nominations are made via IPX /form spot, and will be accepted until September 30. Make your nominations . . . today!

A national sales conference May 6-9 at the South Seas Plantation on Captiva Island, Florida is the Spotlight award for sales personnel. The four-day event will include educational and sports activities for associates and their spouses. CompuServe will pay for hotel accommodations and transportation for associates and their spouses.

Direct sales associates will qualify by meeting all quotas. One marketing assistant will be selected

to attend through the Spotlight nomination process.

Two external retail sales representatives will qualify by winning regional contests. Internal retail sales representatives will qualify by achieving their quotas. A sales representative for TODAY magazine will qualify by winning a sales contest.

The Spotlight '83 program means recognition of associates' extra efforts for all areas of the company. Get in the spotlight in '83!

Fiscal '83 revenue hits \$39 million

CompuServe realized a 19 percent increase in revenue for fiscal year 1983 which ended April 30. This is significant in view of the depressed earnings and losses posted by many companies in our industry.

Total CompuServe revenue for 1983 was \$39 million, compared to \$33 million for fiscal 1982.

The fourth quarter was the best revenue quarter in our company's history. The month of April broke all previous records with \$3.8 million in revenue.

Branch sales of business information services accounted for \$2.2 million; information services \$625,000, government \$529,000, national accounts \$330,000, network services \$107,000, and the computer schools \$18,000 of April revenue.

At the *Comment* deadline, May figures were not available.

SPOTLIGHT '83

A recognition program for CompuServe associates

Sales strategy positioning CompuServe for future

"Business signals and the economy are moving upward. Our sales force is making visible progress toward our redefined goals. Our operating direction is focused on videotex, InfoPlex and the network areas," said Bob Massey, vice president, sales.

Our private videotex systems strategy is oriented toward Fortune 1000 companies, large national associations, government agencies and service industries such as commercial and investment banks. Our value-added services offer users the opportunity to reach national databases and to provide uploading and downloading functions through a single source.

"Our series of micro, VAN and InfoPlex seminars have been very successful and we've launched a videotex summer marketing campaign, all targeted to position us for the future. Let's take a look at how we are currently implementing our marketing strategies," said Bob.

Private Videotex Systems

Videotex is the name for the delivery of our services and information through menu-driven systems and visually displaying textual information on a screen, that is simple for the user to access.

"It's important to understand why we've chosen our private videotex approach and how it's integrated into our total branch marketing strategies. The proliferation of microcomputers and the increasing demand for easy-to-use systems to access and retrieve voluminous amounts of data creates tremendous market potential," said Bob.

We are positioning the private videotex systems as a major product offering that is distributed through commercial branch operations. Research shows that micros and videotex will be widely used during the 80's and that the business sector will expand their use to disseminate information to employees, customers

and vendors. As there is more processing being performed via micros, there is a greater demand for databases and data transfer via networks.

"CompuServe currently maintains a leadership position in videotex service and the proprietary technology of our software. We are the only provider offering total service of a nationwide network, compatibility with multiple computers and unique application software. We see this as a logical link to the current markets as well as current technology," said Dave Dodge, manager, national marketing programs, who has project leadership responsibility for videotex.

CompuServe's approach to videotex is as an application rather than a technology. Marketing is approached from the user's standpoint rather than strictly technological aspects. CompuServe has the capacity to provide an umbrella environment through a simplified command system (similar to ICS) that provides quick access by non-computer educated users to programs and databases.

"Many companies are concerned about the potentially dire consequences of individuals in their companies with micros setting up a multitude of incompatible programs and databases. CompuServe's private videotex offering can provide a cohesive information center that can improve efficiency and productivity," said Dave.

Our strategy is to bridge the gap between analysts, languages and executives. We can provide tools and support needed for end users to easily create the bulk of programs for themselves. This will enable upper and middle managers to concentrate on items like report format and output which they can tailor to their needs.

The major hardware manufacturers like IBM, DEC and Apple have developed very simple-to-use menu systems. Our primary technologies

are database systems for retrieving and reporting information which have a consistent access method to national databases.

DISPLA is our information retrieval program that contains a simple command system that accesses information on a page-by-page basis. FRAMER is a database administration program that allows pages of information to be created, indexed and stored for use by the DISPLA program. There are many utility programs performing interfacing or running functions. Although this is state of the art technology which will also allow us to customize systems for a particular customer's needs, end users will probably not realize the complexity of the tools they so easily use.

The microcomputer is here to stay and menu-driven software systems are an integral part of their sale. Branch sales associates will have a new vehicle with which to present the private videotex systems to potential customers. A national videotex campaign begins June 15 through September 30. Bob Root, videotex product manager is responsible for field sales and promotional and support materials and Cleveland branch manager Gary Vigneau is coordinating the campaign.

"We expect the campaign to be a real boost to mainstreaming the private videotex service into our product offerings. We will have mailing blitzes, call days and awards for the top performers," said Dave.

See the Borg-Warner article for information on their new videotex application.

Network Services

"Beginning in January of 1983, we moved the sale of network services into the branch operations to leverage our current sales force with the regional network sales specialists and branch sales managers. This is proving to be very successful," said Joe Porfeli, vice president,

communications services.

Prior to that time we were opening one or two accounts per month. So far this calendar year we are double that rate, with six accounts opened in May.

Activity generated by the field is resulting in significant new account revenue. Revenue has grown by 1,000 percent since last May. We billed \$116,000 in May, 1983. It is expected that network revenue will be in the \$3 million area for fiscal 1984, and we are projecting approximately 100 new accounts.

The list of network customers is impressive and includes; Amax, Bank One, Borden, Dow Jones, Holiday Inn, The Ohio State University, Owens Corning Fiberglas, SCM Corporation, Sherwin Williams, Standard Oil of Indiana and the U.S. Department of Commerce.

"It is important to realize that the potential of the network far exceeds the ability to connect remote terminals to customer hosts, although that is a very lucrative market. It also includes niches that could provide as large or larger growth. One example is the newly emerging point-of-sale network. It is feasible that credit purchases would be processed via the network at a per transaction charge," said Joe.

The network is a medium which allows a variety of communication capabilities. In the private videotex and electronic mail areas it provides the ability to choose whatever is desired via a micro-driven menu. Users can access proprietary or public data bases, or choose various communication tools.

"There is a communications movement . . . people want to communicate. This is evidenced by the increases in InfoPlex sales and the popularity of consumer products like EMAIL, CB, bulletin boards and computer conferencing. The vogue industries of the 80's will be in alternative communication media," said Joe.

InfoPlex revenue was \$4 million

during fiscal 1983. This represents a tremendous 66 percent increase in revenue. We are among the top three companies in the computer-based message systems industry.

We refer to InfoPlex as electronic mail, but electronic mail is an umbrella term which actually includes computer-based message systems (IPX), store and forward voice, digitized voice, computer conferencing, ECOM, TWX, Telex, etc. All are basically different ways to communicate. We are designing our own umbrella. We plan to expand our computer-based message systems and to further develop conferencing capabilities. We are also evaluating voice transmission.

InfoPlex will continue to lead the way in our communications marketing as it is the most widely accepted and recognized communications product we offer. Our goal is to add value through some of these other areas to provide a full range of methods to communicate.

"I'm very excited about the product lines in the communications services area. The reorganization along product lines of database, communications and financial products adds a commonality. We will be building uniform and compatible structures which will look similar to the end user. What a user selects will have a common command system.

"When we were organized by divisions rather than functionally, each group was concerned only about their product. Since everyone in the communications products area is involved with electronic mail, it opens our eyes as to how products are interrelated and we can all work together to add value," said Joe.

"I believe the reorganization and the development of the private videotex service adds structure to our services . . . it's like putting a roof on a building where only pillars previously existed," said Joe.

Rec Committee promotes summer fun

The Recreation Committee is gearing up for the summer season and encourages associates to participate in various activities and to take advantage of a wide assortment of discounts.

The annual Company picnic will be held Saturday, June 25 at Murphy's Party Barn in Powell, Ohio. The picnic is always a fun-filled event for CompuServe associates and their families.

This year the theme is "Get carried away in '83," and will feature a hot air balloon exhibition. The popular picnic traditions of previous years return; the good food and drink, softball and volleyball games, kids carnival, great prizes, plus the return of bingo and the dunking machine. The best part is always the great CompuFolks.

The committee sponsored the annual picnic by the river which was a big hit with Columbus associates and a camping trip to Houston Woods.

Baseball fans can journey to Cincinnati on July 9 for a game between the Reds and Phillies. Tickets are \$7.00 (includes bus ride complete with refreshments) and are available from Becky Witherup at IPX code 'BSW'.

Tickets to Columbus Clippers baseball games are free on a first come basis and can be obtained from Lynne Mandell via IPX code 'LYNNE'.

Discount tickets for Kings Island, Cedar Point, Sea World, Geauga Lake and the Columbus Zoo are available via IPX code 'BSW'.

The employee assistance program (EAP) contains an updated list of all employee discounts including those sponsored through the recreation committee. Access is via PPN 33,1, and password: current IPX password/assist.

Borg-Warner Chemicals provides customer support through Videotex System

Borg-Warner Chemicals Inc., the world's largest manufacturer of ABS engineering thermoplastics, is providing customer support with a videotex information system from CompuServe.

Named Plastivision Molding Assistance Network, the videotex system will provide plastic custom molders using Borg-Warner plastics with the latest information available on the materials' attributes and design capabilities.

Plastivision(SM) users access the molding assistance network via the CompuServe telecommunications network from their plants or offices using a telephone, modem and personal computer. They access Borg-Warner software resident in CompuServe's Columbus, Ohio computer center.

A variety of programs exist. Some are interactive, prompting the user for various information and responding with recommendations for solving specific problems.

For Borg-Warner's ABS Polymers, Plastivision has been a success in a West Coast test market with 25 users. "They tell us that Plastivision is great and that they use it almost

daily," said William Hernandez, business manager for Borg-Warner Chemicals' ABS Engineering Thermoplastics.

According to Hernandez, there are other reasons for his organization's instituting Plastivision. One is that sales literature cannot always be relied upon to answer every question a prospective customer may have and hence he or she may never be converted to a Borg-Warner Chemicals customer. With Plastivision, though, customers can find their own solutions whenever they need to know, and prospects can see that as Borg-Warner customers they can do the same.

Another good reason Hernandez supports Plastivision is its cost in comparison to a sales call that may provide the same information available through the videotex service. "If we can answer a few questions through Plastivision," he said, "we may save an expensive visit for us and provide cost-saving information to our customer on a more timely basis."

Other benefits Plastivision may offer in the future include electronic mail, business management

programs to aid customers in operating their businesses more effectively, in controlling their inventories and in managing their assets and other financial controls. Even travel planning services for Borg-Warner Chemicals customers might soon be available through the videotex system, according to Hernandez.

"Probably the best reason we are introducing Plastivision," continued Hernandez, "is that the time is right; we have a wealth of information on processing plastic materials, and the technology is ready."

"Right now we have 25 custom molders hooked up on the West Coast. Before the end of the year we plan to have 125 on the system. In 1984 we will have 300 molders on-line."

Hernandez concluded by saying, "We're proud of our reputation for great service in the plastics industry. Plastivision will keep that reputation secure, and our fine products will make us a leader in engineering thermoplastics."

-Rick Brownewell

Around the Network

ANNIVERSARIES

13 YEARS

Jeffrey Wilkins
Ronald Citterberg
Douglas Chinnock

10 YEARS

Richard Kuhn
Paul Lambert
Roger Wells
Leonard Kaiser

9 YEARS

Joseph Porfeli
Rick Scott
Peter Halberstadt
William DuVall
David Dodge

8 YEARS

James McCarty
Mary Farmer
Jeanne Shuttleworth
Diane Pollock
Michael Leskowskyak
Elizabeth Coombes
Robert Johnson

7 YEARS

Sydney Spaunhorst
Gary Onesko
Anita Hawkins
Donna Zimmerman
Randy Kennedy
Sarah Jackson
John Meier
Stephen Berube

6 YEARS

Marvin Modeen
Randall Vaughan
G. Clark Woodford
Dale Lichtblau
Olena Bojkewycz
Lee Kleinman
Vickie Rutkowski
Susan Kruest
Joseph Beauchamp
Charles McCall
Gregory Simcox
J. Russ Niklos
Robert Root
Kirk Wasmus
C. Michael White
Leonard Davidek
Jeffrey Weisner

Around the Network

5 YEARS

Brian Canter
Jeffrey Miller
Bernard Pluth
Tamara Lucas
Kevin Collins
Randy Smith
Jamie Severe
Edward Donovan
Esther Watkins
Nick Popa

4 YEARS

James Hasak
Bruce MacNaughton
Michael Griffith
Robert Vitolins
Harry Gard, Jr
Robert O'Malley
Carrie Brown
Gregory Tillar
Steven Hampson
Linda Griffin

3 YEARS

John Wyckoff
Alfred Keener
Joanne Fields
Ruth Anne Novak
Thomas Gibson
Chris Moore
Michael Wilbur
Tracy Mullin
Linda Zuzak
Jeannette Belser
Robert Fanning
Kathleen Royal
Susan Garnett
Scott Clyde
Brian Carpenter
Barbara Carlson
William Loudon
William McKinley
Oswald Cooper
Mary King
Peter Rozwadowski
Desiree Becker
Vicki Fleet
Garry Hoffmann
Daniel Doell

2 YEARS

Alex Deak
Antonio Dutra
David Gibb
Karen Mahoney
William Kamps
Randall Falde
Sheri Stemen
Denton Terry
David Weisenhorn
Sheila Hornsby
Mark Holbein
Daniel Sittler
Leigh Potter
James Eberle
John Donnenwirth
Howard Goldberg
Mary Bowers
Patricia English
Gail Martin
Lisa Hamilton
Laurie Luley
Christopher Mureen
Jeffrey Williams
Richard Brownwell
Marion Jacobson
Douglas Longstreth
Diane Berron
Carol Davis
Anne Bertsch
Ranjan Sengupta
Sidney Tinsley
Roselyn Galli
Jay Yamada
Patsy Gillean
Jeffrey Zahn
Carl Green
Jennifer Pilkington
A. Michelle Bradshaw
Herbert Hickox
James Smith Jr
Daniel Hunt
L. Kim Stanley
Anita Holsinger
Sandra Derr
Timothy Nolan
J. Charlie Wilson
Bon Von Le

1 YEAR

Lynn Sargeant
Stephen Egart
Jodi Schechter
Kathy Michaels
Thomas Nathan
Shane Falleur
Karen Graham
James Dillehay
Robert Snider
Gary Spink
Margaret Ward
Andrew Houghton
Timothy Perdue
Glenda Goodlett
Michael Salomon
Elaine Bryant
Gregory Holling
Mark Stenberg
Nancy Onderka
Suzanne Keener
Glen Richardson
Thomas Brundage
Darla Beard
Robert Frapwell
Sondra Vazquez
Mary Ellen Whiddon
Daniel Dempsey
Donald Coop
Jeffrey Restuccio
Skip Taylor
Marianne Thompson
Linda LaRochele
Dale Chambers
Thomas Wilson
Debra Foulk
Nadia Kubik
Debi Hart
Robert Ditmars
Roxanne McBrayer
Michael Gallagher
Randy Mather
Kim Seaquist
Tamaria Jacob
Maryanne Vaeth
Robert Zarracina
Patricia Boretos
John Rue
Richard Williamson
Rebecca Hill
Jacqueline Farthing
Alan Landgraf
David Young
Jeffrey Buffum
Glen Clover
Robert Mellinger

Around the Network

PROMOTIONS

Kip Ryan, Retail Sales Support Rep
Lori Davis, Associate Account Rep
Tony Dutra, Account Rep II
Gail Froelicher, Associate Account Rep
Trish Holtkamp, Associate Account Rep
Cindy Hopkins, Associate Account Rep
Murray Johnston, Manager, Branch Marketing Programs
Cindy Johnstonbaugh, Associate Account Rep
Steve Lance, Associate Account Rep
Ruth Anne Novak, Branch Sales Manager
Ken Pavlich, Branch Sales Manager
Nancy Ponzetti, Associate Account Rep
John Rue, Associate Account Rep
Bob Schulte, Associate Account Rep
Scott Thomas, Associate Account Rep
Greg Tillar, Branch Manager
Steven Tingley-Hock, Associate Account Rep
Sharla Voigts, Account Rep
David Webb, Associate Account Rep
Dave Weisenhorn, Branch Sales Manager
Mary Morgan, Research Assistant II
David Pohlmann, Group Product Manager
Lynn Sargeant, Network Control Assistant II
Andy Balogh, Product Specialist I
Brian Carpenter, Data Control Operator
Shelley Moyers, Data Control Operator
Daniel Hunt, Account Executive I
Tom Nathan, Account Executive I
Tom Steele, Account Rep II

Mike Merullo, Lead Operator
Mike Ward, Manager, Retail Marketing
Pat McMahon, Product Specialist I
Mary Bowers, Marketing Assistant I
Rich Dygert, Systems Analyst
Sharon Jaglois, Marketing Assistant II
Gail Lever, Branch Sales Manager
Doug Longstreth, Account Rep II
Dave Young, Associate Account Exec
Patty Crowder, Customer Support Supervisor
Nick Popa, Field Service Engineer I
Jim Ward, Systems Maintenance Supervisor
Pete Rozwadowski, Field Service Tech
Liz Waite, Lead Operator
Don Coop, Account Rep I
Mary King, Shift Supervisor
Barb Duff, Product Specialist I
Carol Forth, Customer Admin Supervisor
Debi Hart, Applications Programmer I
Anita Marcus, Personnel Assistant
Kelly Wickerham, Distribution Assistant
David Barnes, Technical Writer II
Michelle Bradshaw, Computer Operator II
Karl Brown, Account Rep II
Chris Martin, Account Exec II
Jeff Miller, Systems Analyst
Tracy Mullin, Customer Admin Asst II
Karen Richter, Systems Analyst
Gary Sanford, Branch Sales Manager
Jay Yamada, Account Rep I
Bob Zarracina, Branch Sales Manager
Steve Noland, Operations Spvr/Arl
Sid Tinsley, Systems Engineer I

New Hires

Deborah Carter, account representative
Carol Enevoldsen, customer service representative
Laura Sasso, marketing assistant
Michelle Herrman, registrar
Jill Marras, systems programmer/analyst
Gregory Sahrman, account executive
Robin True, associate programmer
Thomas Rauch, technical writer
Beth Hendricks, order operator
Elaine Spencer, secretary
Patrick Wahlers, order operator
Claire Lee, marketing assistant
Beth Herdle, marketing assistant
Robyn O'Neil, marketing assistant
David Becker, associate programmer
Verndina Carter, mail/copy clerk
Jo Ann Carpenter, marketing assistant
Margaret Sutherland, account representative
Miriam Clemons, associate account representative
Gary Grassey, marketing trainee
James Tucker, production clerk
Judith Voight, delivery/mail handler
Donna Walsh, customer administration coordinator
Andy Doyle, computer operator
Frances Enevoldsen, customer administration clerk
Randall Slicker, computer operator
Thelma George, secretary
Robert Zimmerman, marketing trainee/AE
Robin Sidwell, receptionist
Mary Toomey, customer administration clerk

