



## Guide to the John P. Imlay Papers

**Creator:** John P. Imlay Jr.

**Dates:** 1951-1994, bulk 1971-1989

**Extent:** 7.67 linear feet, 7 manuscript boxes, 3 record cartons, and 1 oversize box

**Collection number:** X3175.2005

**Catalog number:** 102733945

**Collection processed by:** Bo Doub and Kim Hayden, 2015

**Finding aid prepared by:** Bo Doub, Kim Hayden, and Sara Chabino Lott, 2015

**Sponsor:** Processing of this collection was made possible through generous funding from The Andrew W. Mellon Foundation, administered through the Council on Library and Information Resources' Cataloging Hidden Special Collections and Archives grant.

### Abstract

The John P. Imlay papers consist of material reflecting changes in the software industry during the 1970s and 1980s, specifically within the software company Imlay led from 1971 through 1989, Management Science America, Inc. (MSA). This collection shows the progression of a small business based in Atlanta, Georgia, growing into an international corporation valued at \$333 million when it was sold in 1989. The collection also shows how MSA's software products changed during its lifetime, initially developing software made for mainframe computers and then shifting its products' design toward performing on personal computers (PCs) in the late 1980s. Included in the collection are correspondence, publications, business records, legal documents, and conference proceedings reflecting the life of Imlay and his company, MSA, which merged with McCormack & Dodge to form Dun & Bradstreet Software Services (D&B Software) in 1989.

## Administrative Information

### Access Restrictions

The collection is open for research.

### Publication Rights

The Computer History Museum (CHM) can only claim physical ownership of the collection. Copyright restrictions may apply and users are responsible for satisfying any claims of the copyright holder. Requests for copying and permission to publish, quote, or reproduce any portion of the Computer History Museum's collection must be obtained jointly from both the copyright holder (if applicable) and the Computer History Museum as owner of the material.

### Languages

Collection material entirely in English.

### Preferred Citation

[Identification of Item], [Date], John P. Imlay Papers, Lot X3175.2005, Box [#], Folder [#], Catalog [#], Computer History Museum.

### Immediate Source of Acquisition

Gift of John Imlay, 2005.

### Repository

Computer History Museum  
1401 N. Shoreline Blvd.  
Mountain View, CA 94043  
USA  
650-810-1010  
[research@computerhistory.org](mailto:research@computerhistory.org)  
[www.computerhistory.org](http://www.computerhistory.org)

## Biographical/Historical Note

John P. Imlay Jr. was born in Jacksonville, Florida on August 26, 1936. He attended college at Georgia Tech in Atlanta and received a BA in industrial management in 1959. After graduation Imlay worked for several companies, including Univac and Honeywell. In 1971 Imlay was appointed chief executive officer of Management Science America, Inc. (MSA), a major software company. Imlay was tasked with bringing the company out of bankruptcy. Under his leadership, MSA jettisoned the company's more than one dozen business lines, retaining only the software business, and grew from \$2 million in revenue in 1970 to \$280 million in 1989 when the company was purchased by The Dun & Bradstreet Corp. Imlay set aside a small percentage of his profits from the sale of MSA – about \$4 million — to invest in startups. Over the next two decades Imlay Investments Inc. provided venture funds to more than 120 small technology companies. In 1996 Imlay retired after serving as chairman of Dun & Bradstreet Software, the company formed with the merger of MSA and McCormack & Dodge. In 2010 Imlay retired from angel investing. He died March 26, 2015.

## Scope and Content of the Collection

The John P. Imlay papers contain material collected by Imlay primarily during his leadership of the software company Management Science America, Inc. (MSA). The records span 1951 through 1994 with the bulk of the collection being from 1971 to 1989 during the time that Imlay held various leadership roles at MSA including board chairman, chief executive officer, and president. The collection includes correspondence between Imlay and software industry leaders, publications both authored by MSA and/or regarding MSA and its place in the software industry, business records, legal documents surrounding multiple litigations that MSA was party to and United States Congress legislation that Imlay was personally involved in, MSA annual reports, and conference proceedings. Also included in the collection are photographs, posters, 35mm slides, and audio recordings related to Imlay and MSA.

## Arrangement

The collection is arranged into 2 series:

Series 1, Correspondence and personal papers, 1972-1994

Series 2, Publications, 1966-1992

Series 3, A/V material, circa 1951-1993, bulk 1978-1993

## Indexing Terms

Computer industry

Computer software

Computer software industry

Dun & Bradstreet Corporation

Dun and Bradstreet Software Services

Imlay, John P.

Management Science America, Inc.

## Separated Material

MSA promotional ephemera—including paperweights, a bumper sticker, desktop calendar, and playing cards—were separated from the main collection. A commemorative plaque for the 1988 MSA President's council was also separated. To view catalog records for the separated items please search CHM's online catalog at <http://www.computerhistory.org/collections/search>.

## Collection Contents

### Series 1, Correspondence and personal papers, 1972-1994

This series contains letters, memoranda, photographs, presentation material, articles, and legal documents collected by Imlay. Material in this series is arranged by the topics chosen by the donor and most are related to Management Science America (MSA). Among the legal documents are the correspondence and court transcriptions regarding a lawsuit between MSA and McCormack & Dodge over wrongful use of confidential and proprietary information. In 1989 these same two companies under litigation merged under the ownership of the Dun & Bradstreet corporation to form Dun & Bradstreet Software Services (D&B Software). Also of interest in this series is correspondence documenting John Imlay's support of multiple iterations of a computer-crime bill introduced before the United States Congress. In 1978 Imlay made a statement in favor of this bill before the Senate Select Committee on Small Business, which was transcribed and included in this series. In 1983 this bill was reintroduced as H.R.1092 - Federal Computer Systems Protection Act of 1983, which Imlay also supported via correspondence with legislators and business representatives. This series is arranged chronologically.

### Series 2, Publications, 1966-1992

This series contains material that documents Imlay and MSA's rise in the software world from 1966 to 1991. The series consists primarily of newspaper clippings, photocopies of articles, press releases, and complete periodicals that feature Imlay, MSA, Dun & Bradstreet, and the computer industry. Other materials include MSA annual reports from the 1970s through the 1980s, materials related to conferences, articles written by Imlay, and MSA promotional materials. Of particular interest in this collection is a folder containing materials about the 1985 Institute of Directors annual convention held in London, which includes a video of Imlay's talk recorded on a CD. The series is arranged alphabetically by folder title.

**Series 3, A/V material, circa 1951-1993, bulk 1978-1993**

This series contains photographs, 35mm slides, posters, audio recordings, and film negatives documenting Imlay himself, his presentations, MSA promotions, and media that Imlay collected. Prior to the processing of this collection's text, a portion of the photographs that Imlay donated were cataloged individually and scanned. Many of these photographs are formal portraits of Imlay and snapshots of him giving speeches. There are also slides and photographs of presentations from meetings or public talks, images of MSA promotional material, and an older photograph of the Electronic Delay Storage Automatic Calculator (EDSAC) from circa 1951. A portion of these slides and photographs are unprocessed. This series also contains two promotional posters—one published by MSA and the other by CompuShop—and two audio recordings of music and performances. This series is arranged alphabetically by title.

	<u>Catalog Number</u>	<u>Title</u>	<u>Date</u>
<b>Folder List</b>			
<b>Correspondence and personal papers</b>			
<b>Box 1</b>	102734083	Kingsboro Road property records	1967-1979
<b>Box 1</b>	102734075	Personal correspondence	1971-1980
<b>Box 1</b>	102734076	John P. Imlay biographical information	ca. 1971-1980
<b>Box 1</b>	102734065	Management Science America (MSA) correspondence	1972
<b>Box 1</b>	102734082	Personal papers	ca. 1972-1993; bulk 1972-1978
<b>Box 1</b>	102734066	Management Science America (MSA) correspondence	1973
<b>Box 1</b>	102734067	Management Science America (MSA) correspondence	1974
<b>Box 1</b>	102734048	Management Science America (MSA) sales team meetings and conferences	1974-1989
<b>Box 1</b>	102734068	Management Science America (MSA) correspondence	1976
<b>Box 1</b>	102734074	Robert T. Jones Memorial Scholarship records	1976-1981
<b>Box 1</b>	102734069	Management Science America (MSA) correspondence	1977
<b>Box 1</b>	102734050	H.R.1092 - Federal Computer Systems Protection Act of 1983	1978-1983
<b>Box 1</b>	102734035	Addresses by John P. Imlay	ca. 1978-ca. 1991
<b>Box 1</b>	102734046	Francis A. Tarkenton	1980-1985
<b>Box 1</b>	102734036	International Business Machines Corporation (IBM) strategic planning conference and data processing course	1980-1987
<b>Box 1</b>	102734060	Management Science America (MSA) road show	1981

	<u>Catalog Number</u>	<u>Title</u>	<u>Date</u>
<b>Correspondence and personal papers</b>			
<b>Box 1</b>	102734049	Management Science America (MSA) initial public offering	1981-1982
<b>Box 1</b>	102734057	Management Science America (MSA) "kick-off" celebrations	1983-1987
<b>Box 1</b>	102734058	Management Science America (MSA) planning strategy	1983-1987
<b>Box 1</b>	102734063	Management Science America (MSA) and Association of Data Processing Service Organizations (ADAPSO)	1983-1988
<b>Box 2</b>	102734061	McCormack & Dodge	1983-1989
<b>Box 2</b>	102734039	Charles Yates	1983-1988
<b>Box 2</b>	102734034	University Computing Company v. Management Science America, Inc. and Larry L. Smart	1984-1985
<b>Box 2</b>	102734043	The Research Board, Inc.	1984-1991
<b>Box 2</b>	102734085	Sky magazine article and correspondence	1986
<b>Box 2</b>	102734062	Recasting Management Science America (MSA)	1988
<b>Box 2</b>	102734059	Hicks, Maloof & Campbell	1988-1992
<b>Box 2</b>	102734070	Dun & Bradstreet correspondence	1989-1990; bulk 1990
<b>Box 2</b>	102734072	Dun & Bradstreet records	1990
<b>Box 2</b>	102734077	Personal correspondence	1991
<b>Box 2</b>	102734071	Dun & Bradstreet correspondence	1991-1992
<b>Box 2</b>	102734078	Personal correspondence	1992
<b>Box 2</b>	102734084	Information Technology Association of America (ITAA) - Information Technology Foundation (ITF) records	1992-1994

	<u>Catalog Number</u>	<u>Title</u>	<u>Date</u>
<b>Correspondence and personal papers</b>			
<b>Box 2</b>	102734079	Personal correspondence	1993
<b>Box 2</b>	102734073	Dun & Bradstreet correspondence	1993-1994
<b>Box 2</b>	102734081	Honeywell photographs	undated
<b>Box 2</b>	102734080	John P. Imlay portraits	undated
<b>Publications</b>			
<b>Box 4</b>	102734086	25 years	1986
<b>Box 3</b>	102734051	Articles about John P. Imlay, Management Science America (MSA), computer industry, 1970s	1970-1979
<b>Box 3</b>	102734044	Articles about John P. Imlay, Management Science America (MSA), computer industry, 1980s	1980-1989
<b>Box 3</b>	102734045	Articles about John P. Imlay, Management Science America (MSA), computer industry, 1990s	1990-1992
<b>Box 3</b>	102734047	Articles about the National Computer Conference	1983
<b>Box 3</b>	102734052	Articles by John P. Imlay	1966-1991
<b>Box 3</b>	102734040	Datamation newsletters	ca. 1982
<b>Box 3</b>	102734064	Dun & Bradstreet Software publications and press releases	1990
<b>Box 4</b>	102734018	How to have a good year every year : the four-point power plan for maximum performance	1991
<b>Box 3</b>	102734019	Institute of Directors annual convention records and video of John P. Imlay speech	1985
<b>Box 3</b>	102734020	Magazines and newspapers with John P. Imlay, Management Science America (MSA), computer industry, 1970s	1972-1979

	<u>Catalog Number</u>	<u>Title</u>	<u>Date</u>
<b>Publications</b>			
<b>Box 3; 4</b>	102734042	Magazines and newspapers with John P. Imlay, Management Science America (MSA), computer industry, 1980s	1982-1988
<b>Box 3</b>	102734037	Magazines and newspapers with John P. Imlay, Management Science America (MSA), computer industry, 1990s	1990-1991
<b>Box 3</b>	102734021	Management Science America (MSA) annual reports, 1970s	1972-1979
<b>Box 3</b>	102734041	Management Science America (MSA) annual reports, 1980s	1980-1987
<b>Box 3</b>	102734055	Management Science America (MSA) publications	1978-1988
<b>Box 3</b>	102734054	Pamphlets	1966; 1978
<b>Box 3</b>	102734053	Press releases	ca. 1971-1982
<b>Box 3</b>	102734038	Software revenue recognition issues paper	1987-04-21
<b>A/V material</b>			
<b>Box A/V 6</b>	102705964	"Unfavorable" press slides	1984-1985
<b>Box A/V 5</b>	102705957	1983 MSA advertising	1983
<b>Box A/V 4</b>	102705950	1993 kickoff meeting slides	1993-01
<b>Box A/V 4</b>	102705949	25 years	1992-12-02
<b>Box A/V 3</b>	102705945	Anderson consulting and DBS slides	1989-07-20
<b>Box A/V 6</b>	102705963	Best dressed slides	1984
<b>Box A/V 5</b>	102705955	Best of John Imlay	1977; 1980-1983; 1985-1987
<b>Box A/V 5</b>	102705961	Business Week slides	1980-08
<b>Box A/V 6</b>	102705969	Businessweek slides	1985-03



<u>Catalog Number</u>	<u>Title</u>	<u>Date</u>
<b>A/V material</b>		
<b>Box A/V 5</b>	102705956 Charter partners	1986
<b>Box A/V 5</b>	102705958 Company story slides	ca. 1992
<b>Box FF; 4; I</b>	102631297 Compushop - Literacy	
<b>Box A/V 3</b>	102705946 Conference board slides	1991-02
<b>Box A/V 4</b>	102705947 D&B management meeting slides	1991-04-05
<b>Box A/V 4</b>	102705948 DBS international sales meeting slides	1991-01-14
<b>Box A/V 2</b>	102705940 Dun and Bradstreet senior management meeting	1990-04-04
<b>Box Still Image Collection 25</b>	102652496 EDSAC (Electronic Delay Storage Automatic Computer)	ca. 1951
<b>Box A/V 5</b>	102705953 Georgia Tech slides	ca. 1990
<b>Box Still Image Collection 31</b>	102652678 Group portrait with John P. Imlay, Jr.	
<b>Box Still Image Collection 16</b>	102652683 Honeywell 316 Models	
<b>Box A/V 2</b>	102705937 I.T. speech slide set 1	1981
<b>Box A/V 2</b>	102705938 I.T. speech slide set 2	1981
<b>Box A/V 6</b>	102705970 IBM quote slides	1986-03
<b>Box A/V 6</b>	102705965 Imlay and Koukis slides	1984
<b>Box A/V 5</b>	102705954 Imlay portrait slides	1978; 1982; 1985
<b>Box A/V 4</b>	102705952 ITAA roast slides	1992-10
<b>Box A/V 1</b>	102706599 John Imlay collection slides	
<b>Box Still Image Collection 23</b>	102652493 John P. Imlay, Jr.	1980-10-10

<u>Catalog Number</u>	<u>Title</u>	<u>Date</u>
<b>A/V material</b>		
<b>Box Still Image Collection 23</b>	102652497 John P. Imlay, Jr.	
<b>Box Still Image Collection Negatives 1</b>	102652513 John P. Imlay, Jr.	
<b>Box Still Image Collection Negatives 1</b>	102652512 John P. Imlay, Jr.	
<b>Box Still Image Collection Negatives 1</b>	102652511 John P. Imlay, Jr.	
<b>Box Still Image Collection 23</b>	102652487 John P. Imlay, Jr.	
<b>Box Still Image Collection 23</b>	102652489 John P. Imlay, Jr.	
<b>Box Still Image Collection 23</b>	102652516 John P. Imlay, Jr.	
<b>Box Still Image Collection 23</b>	102652505 John P. Imlay, Jr.	ca. 1983
<b>Box Still Image Collection 23</b>	102652502 John P. Imlay, Jr.	
<b>Box Still Image Collection 23</b>	102652515 John P. Imlay, Jr.	
<b>Box Still Image Collection 23</b>	102652490 John P. Imlay, Jr.	
<b>Box Still Image Collection 23</b>	102652482 John P. Imlay, Jr.	
<b>Box Still Image Collection 23</b>	102652488 John P. Imlay, Jr.	
<b>Box Still Image Collection 23</b>	102652510 John P. Imlay, Jr.	ca. 1983

<u>Catalog Number</u>	<u>Title</u>	<u>Date</u>
<b>A/V material</b>		
<b>Box Still Image Collection Negatives 1</b>	102704207 John P. Imlay, Jr.	
<b>Box Still Image Collection 23</b>	102652507 John P. Imlay, Jr.	ca. 1983
<b>Box Still Image Collection Negatives 1</b>	102704206 John P. Imlay, Jr.	
<b>Box Still Image Collection 23</b>	102652500 John P. Imlay, Jr.	
<b>Box Still Image Collection 23</b>	102652499 John P. Imlay, Jr.	
<b>Box Still Image Collection 23</b>	102652675 John P. Imlay, Jr. at the 1983 National Computer Conference	1983-05
<b>Box Still Image Collection 23</b>	102652679 John P. Imlay, Jr. in a group portrait	
<b>Box A/V 3</b>	102705942 JPI association for systems management	1990-05
<b>Box A/V 3</b>	102705943 JPI interact	1989
<b>Box General Sound Recording Collection</b>	102651539 Management Science America (MSA) promotional audio recording	1984
<b>Box A/V 3</b>	102705944 Master slides	1989-09
<b>Box A/V 2</b>	102705941 Miami, February 1990	1990-02
<b>Box FF; 5; D</b>	102631285 MSA - Henry Aaron	Undated
<b>Box A/V 6</b>	102705966 MSA advertising	ca. 1984
<b>Box A/V 2</b>	102705951 MSA history slides	ca. 1984
<b>Box A/V 6</b>	102705972 MSA industry press	1978-1986
Computer History Museum		11

<u>Catalog Number</u>	<u>Title</u>	<u>Date</u>
<b>A/V material</b>		
<b>Box A/V 6</b>	102705973 MSA press 1985	1985
<b>Box A/V 6</b>	102705971 MSA press 1986	1986
<b>Box A/V 5</b>	102705959 MSA press slides	1979-1982; 1985-02
<b>Box A/V 2</b>	102705936 MSA Purpose slides	1984; 1993
<b>Box A/V 6</b>	102705962 MSA second quarter loss slides	1984-07-11
<b>Box A/V 5</b>	102705960 Open house slides	1991-06
<b>Box General Sound Recording Collection</b>	102651538 PAEAN: an ACT/Inter-ACT Communication	
<b>Box A/V 6</b>	102705967 Peachtree for sale slides	1984
<b>Box Still Image Collection 23</b>	102652522 Portrait of John P. Imlay, Jr.	
<b>Box A/V 6</b>	102705968 Press slides	ca. 1985
<b>Box Still Image Collection 6</b>	102652680 Teletype - Early Invention	
<b>Box Still Image Collection 6</b>	102652681 Teletype - Model 15	
<b>Box A/V 2</b>	102705939 The computer that calls itself . . .	ca. 1985