The CHM

Muse

STAFF & VOLUNTEER NEWSLETTER

The artifact photo project
CHM releases early Apple business plans
Fox News day at the Museum

Fox Business News Day at CHM

On Tuesday, June 9, the museum became a working film set for the taping of Fox Business News "3 days in the Valley." An impressive list of CEOs from both well-known and up-and-coming companies took part in the all-day event and interview sessions, including: Eric Rasmussen of InSTEDD, Mark Crowley of SolFocus, Brent Constanz of Calera, John Woolard of Brightsource, Levy Gerzberg of Zoran, Jack Dorsey of Twitter, Jay Adelson of Digg, Alan Salzman of Vantage Point, Mark Swoboda of Bridgelux, Dan Warmenhoven of NetApp, Elon Musk of Tesla, Eric Schmidt of Google, and of course our own John Hollar.

Overall, it was a fantastic day for the museum in terms of national exposure. Better yet, we established relationships with all of the CEOs attending (Development's Lynne Van Tilburg personally greeted each CEO!) and all came away impressed with CHM and our future plans.

Congratulations to the Marketing / PR team for making this happen, with great support from Events, Facilities, Technology and Collections for all their prep work. You can view this website to see the interviews:
http://www.foxbusiness.com/video/index.html?playerId=videolandingpage&streamingFormat=FLASH&referralObject=5856001&referralPlaylistId=c02c0afffef3026758739670cdfb0bf4920ab288

June 09, 2009 | ★★★★★
TECH HISTORY LESSON
Computer History Museum CEO John C. Hollar gives a history lesson on some of the significant computers on display at the museum that have revolutionized the tech industry.

John Hollar tours Fox's Liz Claman through Visible Storage.

The Artifact Photo Shoot

The Collections team is undertaking a massive photography shoot of the over 1000 artifacts that will be placed in the Computer History: The First 2000 Years exhibit. Mark Richards (of Core Memory fame) has been hired to do the photography work. For you camera geeks, he will be taking at least six views of each object, using his Canon 1ds mark 3 and working in Photoshop CS4 for post production. Each image is incredible high resolution and is a 72 MB file!

Mark's first set of photos include our Games collection. Pictured here is Coleco's Donkey Kong, the Pong prototype, and the Apple Pippin video game system. On the cover of this month's issue is Exhibit Registrar Alex Lux, with Master Chief packaged for the upcoming move.
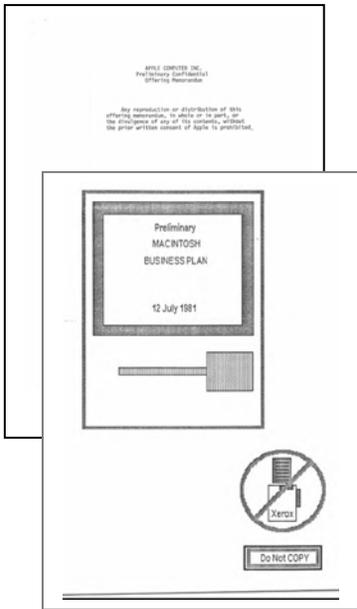
Release of Apple Business Plans a Huge Hit

Press Release
Apple Preliminary Macintosh Business Plan and IPO Memorandum Now Accessible on CHM Website
Mountain View, Calif. — June 2, 2009 — The Computer History Museum (CHM) announced today that it has, with permission from Apple Computer Inc., posted two historic Apple corporate documents for public access. Apple's Preliminary Macintosh Business Plan and Preliminary Confidential Offering Memorandum – its initial public offering (IPO) plan – are now available on the Museum's website.

The documents provide rare insight into Apple as an early company and offer perspective on the technology industry at the time. The Preliminary Macintosh Business Plan and the Preliminary Confidential Offering Memorandum were generously donated to the Museum's collection by Apple's First Employee Dan Kottke and by original Apple Investor and Former Chairman Mike Markkula, respectively. The plans have been added to the Museum's searchable online Catalog database, which currently contains more than 65,000 artifacts........

With that press release, CHM enjoyed a flurry of internet activity the first week of June-even slowing our network down a bit due to the unusually high traffic. Bob Sanguedolce, VP of Technology said " Interest was high as CHM made the two key early Apple Macintosh documents available for the first time on our CHM website. In less than two weeks, beginning on June 2, there were more than 48,000 views of these pages and visitors were able to download the documents for detailed review. You can view these early Apple business documents at: www.computerhistory.org/highlights/earlyapple/ "

Thursday, June 4, 2009
What?! - Missed National Cheese Day again this year?   CHM certainly didn't ……

Volunteers

In Memoriam
Judith Lovik-Tauber
September 15, 1935 – April 23, 2009

From Jan 2006 to February 2009, Judith was a valued volunteer who assisted CHM's Collections department with cataloguing and archival work. In the three years she volunteered with the Museum, she logged more than 900 hours. Judith interest in computing started in Wayne State University, where in her senior year, she took a pioneering course in computer programming. A 30 career in the industry ensued. She was also accomplished soprano, who sang with a number of local choirs.

Numbers for May

Total Visitors during Open Hours: 2277
(May 2008 = 4012 due to Babbage Opening events)

Tour Attendance: 1106

Babbage Attendance: 1326

PDP-1 Attendance: 69

1401/Data Processing Attendance: 10

Exhibit Visitors Associated with Events: 429

Front Door Donations: $1643.72

Store Sales: $3,955.95

April Volunteer Numbers
Total number of Volunteers: 116
Total number of Volunteer Hours: 1447.1
Value of Hours: $32,979

The Calendar

July 8 Wednesday	CHM Strategy Presentation Brown Bag with John Hollar Noon to 1 p.m.
July 11 Saturday	Volunteer Saturday @ Shoreline 9 a.m. to 3 p.m.
July 18 Saturday	Volunteer Orientation 10 – 11 a.m.

June Volunteer's Birthdays

Steve Russell
Keith Graham
Corky Lakin
Curtis Jones
Julie Neff

Our Muse photographer Marcin Wichary captured B-Day volunteers Julie Neff (w /Randy Neff) and Steve Russell on the job

Notes from the Volunteer Steering Committee
By Peter Samson

Monthly Meeting, June 10, 2009:

The meeting primarily comprised an extended presentation by Jim Somers, covering Museum strategy and its implications for the volunteer program, recapitulated as follows.

1. A strategic plan has been developed and presented by John Hollar to the Trustees, the Museum staff, and core volunteers.

A. Characteristics of the 21st Century Museum

Past	Top Down	Physical	Expert	Here
Future	Bottom Up	Virtual	Novice	There

It will be important to fulfill both the "Past" and "Future" images of a museum.

B. Project Fuchsia

The document "Envisioning the Computer History Museum" has been a guide; we are now moving from "Envisioning" to "Experiencing" the Museum Three overlapping areas of CHM activity have been identified:
- Collections
- Operations
- Interpretation

The point of Project Fuchsia is to concentrate on topics at the intersection of the three areas. These include the big new exhibit, and our personal contribution to the visitor experience, especially on guided tours. In all three areas, Project Fuchsia envisions active collaboration, among the staff departments as well as between staff and volunteers. As part of this, a further presentation of the strategy is planned for Wed., July 8, at noon.

2. A **Docent Continuing Education Committee** has been formed, and met for the first time on June 9. On it are Jim Somers, Lauren Silver (Director of Education), and a cross-section of active volunteers.

A. It is working to identify training needs, and will develop materials to form the basis of training for new docents.
B. Training needs so far identified include:
- Domain knowledge (top down)- to know the details
- Pedagogy (bottom up) – to meet the visitors at their level
- Techniques for multi-generational tours
- Good presentation skills
- Ability to research their topics in greater depth
C. During the interim period after Visible Storage closes, tours will be given in the Gallery area, covering the Silicon Engine, Mastering the Game, and Innovation in the Valley. These will be used for docent training, and will provide feedback on the tour techniques that work in various circumstances. The Silicon Engine display is planned to be part of the Ones and Zeroes alcove of the main exhibit.

3. Volunteer recruitment needs are becoming clearer Docents & demonstrators: training will need to start approximately in April 2010, at least for new docents. A web site, plans, training materials, and a written Volunteer Agreement will all be needed by Jan 2010.

Information Desk, greeters, Gift Shop volunteers (Front of House): the pipeline will need to be filled by summer 2010.

We currently have about 100 regular volunteers active in a given month, but this will need to increase to 200; each day we forsee 15-20 volunteers in FOH activities. In a future phase, education projects may also be undertaken.

Cataloging & archiving opportunities will be fewer, and are already diminishing. The Volunteer Saturday activities may also shrink as additional maintenance staff are added. Recruitment efforts will be supported by posters, buttons, and so on, as previously planned. Targeted recruitment pitches to volunteer groups will be included.

4. Some volunteers have raised the **issue of accuracy in docent tours.** Some starting points for correct information are: curators, SIGs, museum press releases (e.g., for the Silicon Engine exhibit). Discussion followed about a possible email or other virtual resource for questions & answers. It's not clear whether the current List4Guides can serve this purpose. The raining programs of some other museums were briefly described.

5. Another **concern is retention of volunteers** through the transition period to the new exhibit. Some benefits to keep in mind are: a) Learning (see training needs above) and b) socializing There may be celebratory events, like a Farewell to Visible Storage, possibly on October 31. Field trips to other museums, and to Silicon Valley companies are also in consideration.

6. With the Museum in transition, **what function should the VSC have?** This is for the committee to consider. Given that a separate committee has been started re volunteer training, are volunteer recruitment & retention the appropriate issues for the VSC to address (and, if so, should VSC change its name?) Regarding recruitment, there is much work to be done, developing programs and materials. Staff input is expected on the question of what volunteer tasks and positions we will need to recruit for.

7. Replacement of the current Volunteer Web site in still being considered. The "Volgistics" product may be given a trial this summer.

NEXT MEETING WILL BE ANNOUNCED

High Praise from the Southern Hemisphere

Dear Mr. Jim Somers

I'd like to thank You for booking and receiving our group at the Computer History Museum.

Also, I would like to say to You that for Us it was very important and that the visit achieved its objective. It was great having the opportunity to get to know the Museum, to breathe the past and imagine the future. Every thing was beyond our expectations.

Being so close to pieces of our history, was the top. There we could see the Apple I, the Eniac and the Hollerith machine, incredible. The Babbage Machine was a great surprise.

Once more, thank you all, for your kindness and hospitality, and please, say thank you to everybody from the Museum that helped some how and made our visit possible.

Geraldo Marcelo Cabral de Souza
Coordenador de Informática
Secretaria de Estado da Tributação
Governo do Estado do Rio Grande do Norte
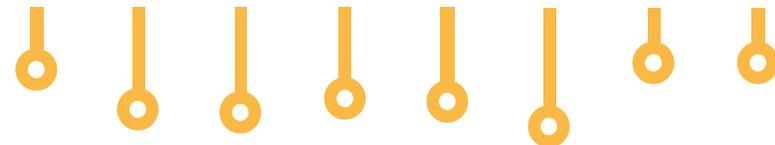*(Brazilian Delegation Group Leader to the Silicon Valley)*

Editor's note: In addition to Jim, thanks to volunteers Kat Powell, Roy Mize, and Ray Peck who gave the Brazilian tour.

And From Europe Too…..

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From: Eric Delcamp
Sent: Sunday, June 07, 2009 5:18 AM
To: pr
Cc: eric.delcamp@gmail.com
Subject: congratulations

Hello, i don't know if it's the
appropriate mailbox, but I just wanted
to congratulate all your team.
In particular, exhibit on internet
history is just outstanding.
Very good work, it's just the right
mix between technical stuff and
storytelling. You, Americans have a
talent for this.
I wish I'll manage one day to visit
your museum.

Again, great job, congrats!
Eric,
from Paris, France.
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New Staff Hires

Juan Najar has recently joined the Operations team as Facilities Assistant

Carol Stiglic started on June 15 as Director of Programs & Business Development

This Month in History

June 16, 1951:
U.S. Census Bureau Dedicates UNIVAC I Computer

The U.S. Census Bureau dedicated its first UNIVAC computer- and experienced its first programming error. Once the bugs were fixed, the UNIVAC I became the first commercial computer to attract widespread public attention. Remington Rand eventually sold 46 machines at more than $1 million each.

Trivia

Ivan Sutherland described the first interactive graphics program. What was it called?

May's Question and Answer
Who was the first dot-com executive to be named Time's Person of the Year?
Answer: Amazon's Jeff Bezos (1999)

Disco Dennis Cassar takes a dance break while assembling the new Silicon Engine exhibit

The Editors Desk

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