



# The CHM Muse

Volume 2, Issue 9 (17)

Staff & Volunteer Monthly Newsletter

October 2009

## Fellow Awards 2009



Above: The 4004 Team members are presented with their awards by CEO John Hollar and Master of Ceremonies David Pogue of the New York Times  
Right: The 2009 Fellow banner created by Graphic Designer Jennifer Alexander



### Tuesday, October 20, 2009

For the 22<sup>nd</sup> year, the Computer History Museum hosted the Fellow Awards with an elegant evening at a beautifully-transformed Hahn Auditorium, Grand Hall, and Gallery & Courtyard. Over 310 guests filled 31 tables for the dinner and award presentations to our new class of 2009 Fellows:

- [Robert R. Everett](#) for his work on the MIT Whirlwind and SAGE computer systems, and a lifetime of directing advanced research and development projects
- [Don Chamberlin](#) for his fundamental work on structured query language (SQL) and database architectures
- [Federico Faggin](#), [Marcian \(Ted\) Hoff](#), [Stanley Mazor](#) and [Masatoshi Shima](#) for their work on the Intel 4004, the world's first commercial microprocessor.



Don Chamberlin receives his award from John Hollar and David Pogue

The New York Times' David Pogue was an outstanding Master of Ceremonies for the evening, and heartfelt opening remarks by Chairman Len Shustek and CEO John Hollar set the tone for an evening of CHM at its finest. Special recognition is due for the great Fellow Awards program leadership by Karae Lisle, CMO, and event planning by Valerie Alston, Director of Events for producing the highly-praised evening.

### Inside this Issue:

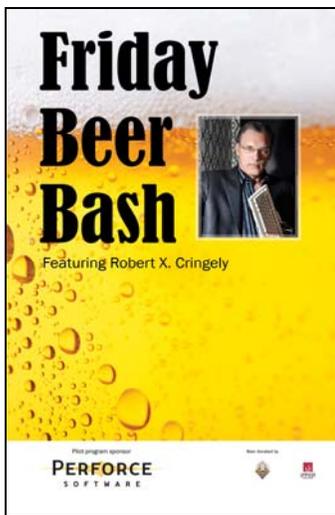
Events Calendars, Exhibit Photo Project, IMLS Award, the Feigenbaum Prize, Education Launch, Docent Continuing Ed Committee, Accolades, and More!



## Fellow Awards- Behind the Scenes

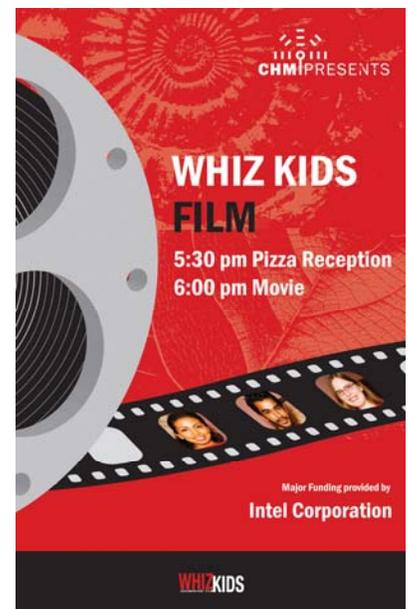
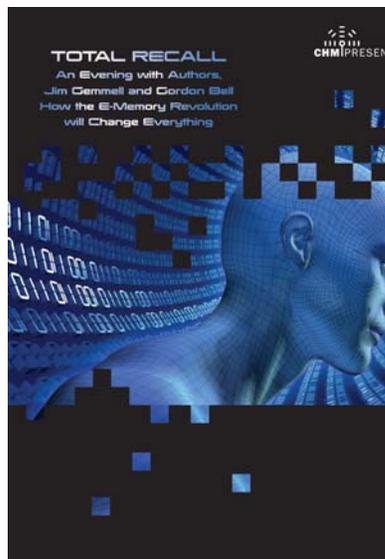
Carol Stiglic, CHM's Director of Programs and Business Development, colors in the celebrated "Revenue Thermometer" as another Fellow table is sold. With an aggressive goal of 30 table sponsorships and over a quarter-million dollars in revenue, the Dev team met weekly for months in the very small, very blue Fellows War Room adjoining the Grand Hall. The revenue team, along with careful budget planning & management by the Operations, Technology, and Collections teams brought the final net profit tally in at \$107,000. (\$253K in sales; \$146K in expense).

## September's Events at the Museum



**Sept 8<sup>th</sup>**  
 Writer Robert Cringely in the first of a series of informal interview session with tech leaders

**Sept 23<sup>th</sup>**  
 Authors Gordon Bell and Jim Gemmell discuss their new book on e-memory, "Total Recall"



**Sept 24<sup>th</sup>**  
 Intel – sponsored presentation of the Whiz Kids documentary film

## Upcoming CHM Events

**Friday, November 6, 2009 at 6 – 9 p.m.**  
 Volunteer Appreciation & Movie Night  
 BBQ Dinner and Dr Strangelove

**Tuesday, November 10, 2009 at 7 p.m.**  
 CHM Presents: The 50<sup>th</sup> Anniversary of the Legendary IBM 1401

**Friday, November 20, 2009 at noon**  
 CHM Soundbytes: Microprocessor Marketing Wars  
 Bring Your Brown Bag Lunch

**Monday, December 7, 2009 at 7 p.m.**  
 CHM Presents: An Evening with Chuck House  
 The HP Phenomenon and Business Transformation



## The Mark Richards Photo Project

*By Karen Kroslowitz, Registrar*

As part of the development process for "Computer History: The First 2,000 Years," more than 1,000 artifacts slated to be featured in the new exhibition are being photographed. Mark Richards, the photographer behind the book *Core Memory: The Art Book of Computers*, is bringing the artistic qualities of CHM's high tech collection to life for the cyber version of the exhibition and for marketing videos and collateral. Registrar Karen Kroslowitz and Exhibits Registrar Alex Lux have been coordinating the project with help from Artifact Photography Assistant Jenny Daly, who has cleaned and prepped the artifacts to look their best. Having completed their work at the offsite collections facility, the team will finish up the photo shoots in Visible Storage by December. A second phase of the project—photographing incoming loans and new acquisitions—will be addressed in the spring.



*Above: Alex Lux & Mark Richards go to great heights to create the best photo angle*

*Right: Artifact Photography Assistant Jenny Daly keeping score of the objects that photographed for the new exhibition.*

*Left: Photographer Mark Richards shooting video of the EAI Pace analog computer.*



## CHM Receives Connecting to Collections Bookshelf Award

October 5, 2009 - The Computer History Museum (CHM) announced today that it is a recipient of Connecting to Collections Bookshelf award from the federal Institute of Museum and Library Services (IMLS). This program extends the Museum's ability to perform its mission of preserving and presenting the artifacts of the information age.

Several museums, libraries, and archives were selected to receive the IMLS Connecting to Collections Bookshelf award. The Bookshelf comprises resources for collections typically found in history museums and in libraries' special collections. It is a component of "Connecting to Collections: A Call to Action," a strategic initiative by IMLS to address the challenges described in "A Public Trust at Risk: The Heritage Health Index Report on the State of America's Collections," an IMLS-funded study conducted by Heritage Preservation. The IMLS Bookshelf was made possible by a cooperative agreement with the American Association for State and Local History (AASLH) with support from the Getty Foundation, the Henry Luce Foundation, and the Samuel H. Kress Foundation.

"We're honored to have received such important recognition and resources from IMLS," said John Hollar, CHM's President and CEO. "The Computer History Museum continues to strengthen our stature within the Museum industry -- and, as one of the most rapidly growing museums in the world, this program helps us achieve our mission more effectively."

A key goal for the Museum this year is to revise the Museum's collections management policies, to strengthen acquisitions and preservation strategies, and to increase overall professional knowledge. The Bookshelf program delivers best practices widely accepted by the American Association of Museums and the American Association for State and Local History, and are being utilized by the Collections and Exhibitions Department staff toward addressing this goal.

The Institute of Museum and Library Services is the primary source of federal support for the nation's 123,000 libraries and 17,500 museums. The Institute's mission is to create strong libraries and museums that connect people to information and ideas. The Institute works at the national level and in coordination with state and local organizations to sustain heritage, culture, and knowledge; enhance learning and innovation; and support professional development. To learn more about the Institute, please visit: <http://www.ims.gov>.

## The Feigenbaum Prize CHM Trustee Announces Research Award

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The AAAI Feigenbaum Prize is awarded biennially to recognize and encourage outstanding Artificial Intelligence research advances that are made by using experimental methods of computer science. The "laboratories" for the experimental work are real-world domains, and the power of the research results are demonstrated in those domains. The Prize may be given for a sustained record of high-impact seminal contributions to experimental AI research; or it may be given to reward singular remarkable innovation and achievement in experimental AI research. The prize is \$10,000 and is provided by the Feigenbaum Nii Foundation, and is administered by the AAAI. Edward Feigenbaum has been a pioneer in AI Research as experimental computer science, and in the applications of AI research.



## Tech Tasting Party



Bob Sanguedolce's Technology team put together an after-all-hands meeting soiree that would be the feature of any society page. A wine & cheese pairing and elegant dessert selection, complete with a poster-size menu board, were big hits with the staff. Maybe a new career for his tech folks in Events....



## Education Launch

### Upcoming Program with Beyond the Bell

By Jane Cheung  
Manager of School & Public Programs

On November 5<sup>th</sup> and 12<sup>th</sup>, CHM will team up with "Beyond the Bell," an after-school program for low-income students in the Mountain View-Whisman Unified School District. The students, in grades 4 and 5, will be participating in a two session workshop, during which they will practice skills such as observation, interviewing, and group work. With the help of volunteer docents, the students will work in teams to solve a problem and will become honorary "junior computer science historians" by the end of the program.

Working together, staff and docents will introduce students to an objective that our curators are familiar with: -investigating an artifact and finding out its significance and story. True to Silicon Valley culture, the students will work in small teams-a model that has proved successful for so many high tech companies in the past and present. Docents will lead much of the program, which will include a "research" period, an observation and note-taking session, and an interview with a historical figure or expert who has worked on a particular computer. Students will weave together the information that they collect in order capture a snapshot of computing history. After all their hard work, the expert docent will treat the students to a demonstration of how each machine worked during its prime.

If the program is successful, we hope to launch similar offerings to school groups who are interested in visiting the museum after the new exhibit opens next year. Stay tuned for announcements on trainings for volunteers to help run these educational programs!

### Babbage Engine Receives an Extended Stay at CHM!

Great news on the Babbage Engine front- John Hollar visited owner Nathan Myhrvold on a recent Capital Campaign trip to Seattle, and proposed an extension of Nathan's already generous year-and-a-half loan of the engine to CHM. Nathan agreed, and the engine will remain on exhibit at the museum through the end of December 2010. We'll be relocating the exhibit to a new home on the Gallery-side of the first floor sometime in the Spring of 2010, in advance of the remodel of the main lobby, scheduled to begin June 1.

# Docent Continuing Education Committee

## Preparing for the Future By Jim Somers

Over the last six months Lauren Silver, the Museum's Education Director, and I have had the privilege to serve with a group of volunteers who have focused their time on designing and implementing a fun and informative continuing docent education program. The trainings offered through this program have had a dual focus: key artifacts from the collection and tour/educational techniques designed to provide visitors with an interactive experience. Docents have already had the opportunity to participate in trainings on the Cray-1 and close observation skills. In November, two trainings utilizing the Palm Pilot will be offered.

As we look toward the new year and the changes it will bring, the committee will continue its working in developing docent training for existing docents and assist with the development of new docent training as well.

On behalf of the entire museum community, Lauren and I would like to thank Wynne Dobyns, Jeff Katz, Tim Robinson, Al Rosenzweig, Steve Russell, Marcin Wichary, Bill Worthington for their work on the committee. We would also like to extend a special thank you to Jay McCauley for his assistance in providing a follow-up training on the Cray-1. And lastly, a note of thanks to the docent corps for embracing the trainings themselves.

## The 2009 Volunteer Appreciation Night Dinner & A Movie

STANLEY KUBRICK COLLECTION



STANLEY KUBRICK'S  
**Dr. Strangelove**  
or: How I Learned to Stop Worrying and Love the Bomb



Movie Review....

*'Dr. Strangelove, or How I Learned to Stop Worrying and Love the Bomb' is the funniest movie ever made about global nuclear destruction.*

**When:** Friday November 6 – 9 PM  
**Where:** Hahn Auditorium  
**What:** Volunteer Recognition  
BBQ Dinner  
Feature Film: Dr. Strangelove or: How I Learned to Stop Worrying and Love The Bomb

## Monthly FOH Statistics

	<u>August</u>	<u>Sept</u>
Open Hour Visitors	2484	1651
Babbage Demo Attendees	1532	807
Tour Attendees	1065	590
PDP-1 Demos (1 <sup>st</sup> & 3 <sup>rd</sup> Saturdays)	153	69
Store Sales	\$5784	\$4268
Front Door Donations	\$1698	\$1305
Volunteer Hours	1269	1082
Total Volunteers	86	79

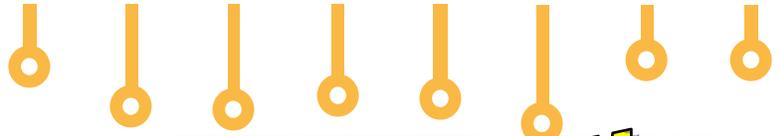
## Put on Your Retail Hats



We're busy designing our new museum store for the 2010 launch of Computer History: The First 2000 Years exhibit, and we would

love to get your input and suggestions on the types of merchandise you think would do well in our new retail space. Feel free to e-mail [Jim Somers](mailto:Jim.Somers) or [Gary Matsushita](mailto:Gary.Matsushita) with your ideas.

# Front of House Accolades



**Hello Richard (Verducci),**

Thank you so much for helping to make Saturday's Seminar such a great event. My special thanks go to you, Dotty, Jim Somers, the Facilities team, and everyone at the Museum who helped in this effort. You all made my job so much easier, and for that I'm very grateful.

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Also, I reviewed the attendee evaluations on Sunday, and people loved the Museum as a meeting venue. I know that people will return to visit the Museum, and I hope that our Seminar helped in some small way to raise the awareness of all the Museum has to offer to the community.

Best, Patricia Thompson,  
Paralegal Association of Santa Clara County

**To: John Hollar / Gary Matsushita**

Good Morning! On Monday, September 28, 15 Bay Area real estate associations held their Third Annual Bay Area Multi-Cultural Real Estate Summit (BAMCRES) at the Computer History Museum, culminating one year of planning by this year's Steering Committee. This year, our association, the Silicon Valley Association of REALTORS® (SILVAR), was the host and fiscal agent of the event. Our association wanted to try a new venue and decided on the Computer History Museum. It turned out to be the best decision we ever made!

On behalf of SILVAR and the 2009 BAMCRES Steering Committee, I would like to compliment your staff for its hospitality and service. Your Museum's Director of Creative Events, Valerie Alston, put my mind at ease from the start - at the very beginning of our planning stage, and followed through on the logistics we had agreed upon. She even made suggestions on how we could improve the setting and flow of the attendees. I dropped by the Museum over the weekend and staff setting up for our event was very courteous and helpful.

Our Summit was a success. We received many, many compliments about the location. Everyone left the Museum impressed with this year's event, and this is largely due to the efficiency and professionalism of your staff.

Venues often receive letters/e-mails of complaints and don't often hear the good things about staff or a client's experience, so I decided to let you know about our satisfaction with the location and your staff. SILVAR is utilizing the Museum again as a venue for an association event on October 12, and we are sure our association's members will enjoy the experience.

Sincerely,  
Rose Meily  
Public Affairs Director, Silicon Valley Association of Realtors



After the October 22<sup>nd</sup> Board of Trustees Meeting, staff and trustees held an informal celebration of the 30<sup>th</sup> anniversary of the founding of the museum.

Above, Valerie Alston does the honors of the cutting the cake.

## This Month in History

### October 3, 1950

**Transistor Inventors Receive Patent**  
The U.S. Patent Office issued a patent to John Bardeen, Walter Brattain, and William Shockley for the transistor. The three AT&T Bell Laboratories researchers had successfully tested the first of their devices two years earlier. The transistor started a revolution in computer engineering that led to the development of the semiconductors, microprocessors, and integrated circuits common in modern computers.

## Trivia Question

### Last Month's Trivia Question:

On August 7, 1944 IBM President Thomas J. Watson formally presented the Automatic Sequence Controlled Calculator (ASCC) to Harvard University. By what other name is this computer known?  
Answer: The Harvard Mark 1

### October Trivia Question:

In the movie, "Dr. Strangelove," the character Major Mandrake (Peter Sellers) pulls a small transistor radio out of a particular printer. What is the name of the printer?

**The Editors** :: Jim Somers & Gary Matsushita  
**This month's contributors:** Jane Cheung, Jennifer Daly, Karen Kroslowitz, Alex Lux, Gary Matsushita, and Jim Somers  
Fellows Photos: Shawn Clark