

# The SDA Newsletter

THE QUARTERLY NEWS MAGAZINE OF SOFTWARE DESIGN ASSOCIATES, INC.

VOLUME X

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NO. 4



SANTA

## HAPPY HOLIDAYS TO ALL

This may seem a bit premature, but, since the next issue will be distributed in 1985, we wish everyone a festive and delicious Thanksgiving, a very merry Christmas or a happy Hanukkah, and an out-of-this-world New Year.

The branch year-end parties will be announced soon and will hopefully be written up in the next issue. Be sure to attend--the year-end parties are the greatest!

## A PARTIAL PARTING

As of September 15th, 1984, I am no longer a regular SDA employee. It was a

painful decision to make, as SDA has seemed like a second family to me for almost thirteen years.

I have returned to my home town, Woodstock, New York, in the Catskill Mountains, to enjoy country living, a less than nine to five schedule, and the company of my father, who will turn eighty this winter.

Jay Goldberg has accepted my offer to continue serving as the Newsletter's editor on a free-lance basis, so you'll have your old editor around a good while longer. Ron Episcopo will serve as liaison officer. Any Newsletter items sent to me at Corporate will be forwarded to me in Woodstock, and I'll make quarterly trips to 71 Fifth Avenue to deliver the pasted-up copy. Maybe I'll come even more often, just to visit and pick up gossip.

And that brings up the only real problem I can foresee in this new arrangement. I think I can count on getting the usual articles, art work, social notes, promotions and comings and goings, but the gossip column will suffer unless all of you out there offer some help. Please



THE SDA NEWSLETTER  
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remember to send in gossip items (nothing malicious, of course), and anything else you can. And, if you come to Woodstock, please do look me up!

Au revoir! This is only a partial farewell, because I'm very partial to SDA.

## Promotions

On July 31st Grover McKenzie of the Philadelphia branch was promoted to Account Supervisor. According to TM Alan Windle, "Grover has been with SDA since April, 1983, and has proven throughout that time to be an excellent and reliable analyst/technician and a very likable individual."

On August 1st Eileen Sandalwood transferred to the New Jersey Central branch and became an Account Supervisor. "Eileen began her career here in New Jersey as a member of the technical staff," reports Branch Manager Marty Aronow. "She transferred to SDA Products where she was involved in several areas, including tech support and training, before returning to New Jersey."

On August 1st Mike Waghorn of the Chicago branch was promoted to Account Supervisor.

Congratulations on your much deserved promotions, Grover, Eileen and Mike.

## Comings & Goings

Laurie Melancon has joined the New York Downtown branch as Account Executive. She has a degree in marketing from Florida State University at Tallahassee and comes to us from Xerox, where she worked for two years. Laurie moved here from Florida nine months ago. Welcome to SDA, Laurie.

Richard Topp has taken over the responsibilities of Data Processing Manager at Corporate. A PC expert, he

made the big leap from micro to mini and from BASIC to COBOL in record time.

Jill Fox, who has worked for SDA as a temp in the past, has become a full-time member of the Corporate staff. She is working with Paula Lubrano as a recruiter and is responsible to Norman Merkin. Welcome to SDA, Jill, even though you did scare me by causing a temporary blackout in the ladies' room!

Janine Jordan has returned to the New York Midtown technical staff. Welcome back, Janine--we missed you!

Laurie Edelstein has transferred from the New York Downtown to the Los Angeles branch. We hope you enjoy sunny California, Laurie.



### MEET CORPORATE'S NEXT-DOOR NEIGHBOR

Every lunch hour during clement weather this aging beauty can be seen in the loving arms of her owner outside the doorway of the apartment building next door to 71 Fifth Avenue. She is now seventeen years old, but I was shown a picture of her when she was four, and, boy, was she a beauty!



MARY JOHNSTON, NEW YORK AE, IN DRESS REHEARSAL FOR LA TRAVIATA

## Social Notes

At 12:37 A.M. on July 22nd Mindy and Steve Schwartz became the proud and happy parents of a son, Yonatan Tzvi, who weighed in at 6 pounds 6 ounces.

On July 26th Maria and John Cudabac became the delighted parents of a baby girl, Vanessa, who weighed in at 7 pounds 6 ounces. Vanessa has an older sister, Melanie.

On August 20th Nochim Kaplinsky of the New York technical staff and his wife Chaya welcomed a baby girl, Chana, into the world,

On August 25th Berney and Carol Golden

were married. They honeymooned in Jamaica and then settled down in Milford. Berney is with the Connecticut technical staff.

Long Island TM Paul Kavanagh and Karen Chasin were married on August 26th.

Dana and George Koscs welcomed a baby daughter, Devon Michelle, into the world on September 5th. George is on the New Jersey Central technical staff.

Lori and Ed Yee have announced the birth of a daughter, Alyson Mae, on September 15th. The little girl weighed in at 6 pounds.



ALYSON MAE YEE

SDA  
IS AN EQUAL OPPORTUNITY EMPLOYER  
M/F

# SDA Gossip

Edited by Belotha Belt

Richard Topp got gum on his shoes when coming home from work one summer evening. To harden the gum and make it easy to scrape off, he placed his shoes in the freezer for a few minutes. A few minutes? Richard turned to other things, and it was only when he was at work the next day that he remembered the shoes, by that time frozen solid. It is not known which member of his household, looking for a tasty snack, pulled a dirty pair of shoes out of the freezer and wondered, "What kind of whacko am I sharing this roof with? Charlie Chaplin, maybe?"

Carmen Cruz of the New York Downtown technical staff recently observed Norman Merkin carrying a large cardboard box down a hall at 71 5th Avenue. A few feet from his destination, the bottom fell out of Norman's box, scattering many small objects all over the floor. Carmen couldn't help doubling up with laughter when she saw this mishap, but she was most helpful in picking things up. Norman rewarded her with a red face and a thankful smile. A couple of weeks later, in the very same place, Pauli Overdorff's face turned red when her can of Coke exploded, drenching both walls and the carpet. Can there be a jinx on the spot? Is it, perhaps, SDA's Bermuda triangle?

For a while early in August, Corporate resembled a ward for ambulatory orthopedic patients. Charlie Scott and Jane Braik were walking stiffly around in search of hard-backed chairs because of lower back problems, and Seth Hanover was hobbling around on a cane nursing a sprained ankle, while numerous recovered patients expatiated upon their past injuries.

Lisa Martinez took a lot of kidding on a recent check night when Hensley Abrams left the following message for her: "I can't make it to check night. Please

bring my check home." It turned out that Hensley and Lisa live close to each other and share a car pool.

Question of the quarter: Why was Jack Geringer called an "atrocious animal", and by whom?

## A NEW ARRIVAL

SDA Corporate, after suffering the vagaries of a jalopy Wang 5521 printer for several years, has purchased an ACS 600 (ACS stands for Applied Computer Sciences) matrix printer which prints draft quality three times as fast as the 5521 and also produces letter quality printouts at slower speeds in a choice of four different fonts. We extend a hearty welcome to our new printer.



TYRANT

## BETTE MIDLER ON COMPUTERS

"I've seen computers, but I can't understand why anyone would want one if they have a file cabinet."

From an interview on "Good Morning America"



SDA PARTICIPANTS IN THE JULY MHT CORPORATE CHALLENGE RACE

From left to right: standing, Ann Ericson, Art Villafane, Sandy Greer, Eva Eriksson, Marianne Norberg; kneeling, Jorn Anderson and Art Stokey.



### AN ILL WIND FOR NEW YORK

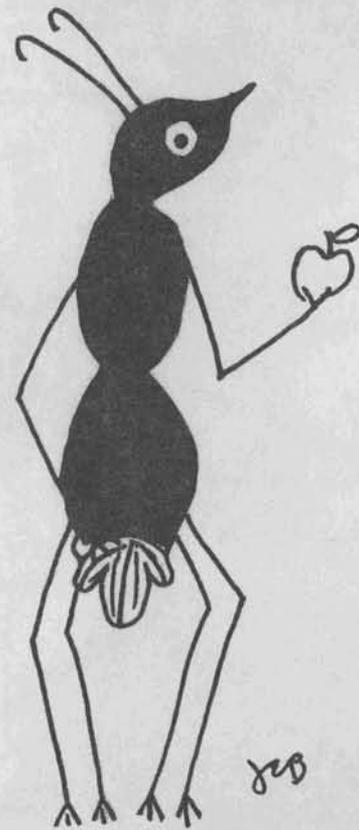
On August 24th a raging wind attacked SDA New York and sent the New York Mets into a tailspin.

The occasion was the 1984 summer picnic, held at Shea Stadium. The picnic area resembled a proving ground for flying saucers as the wind ripped people's dinners away from them and sent paper plates and pieces of food flying over the grass. And not only dinners were lost--the Mets lost both games of the twinight double header to the San Francisco Giants.

But no SDA party is a total flop. The Shea picnic area is a beautiful grassy place with many picnic tables, special seating for viewing the game right next to the visitors' bullpen, and a well-equipped playground for the children. A delicious and plentiful spread of assorted cold cuts, cheeses, breads and salads was laid out very attractively by Denise Whalen and Patri Tiberi, and beer and soda flowed freely. In spite of the wind, there was enough food so that no one went hungry. Of course, when going for seconds, people quickly learned to anchor down light things like lettuce with something heavier and to hold their paper cups firmly as they approached emptiness.

Even though the Mets lost, it was exciting being at Shea. Several people caught balls (Bernadette McReil caught one from a Giant home run after Barbara Bolasci's husband Al just missed it), the Mets enjoyed a big lead during most of the first game before disaster struck, and the main nuisance for adults at Shea, the airplanes leaving LaGuardia Airport, were an exciting spectacle for the children.

Of course, the best thing about being at Shea was the people we were with--other SDAers.

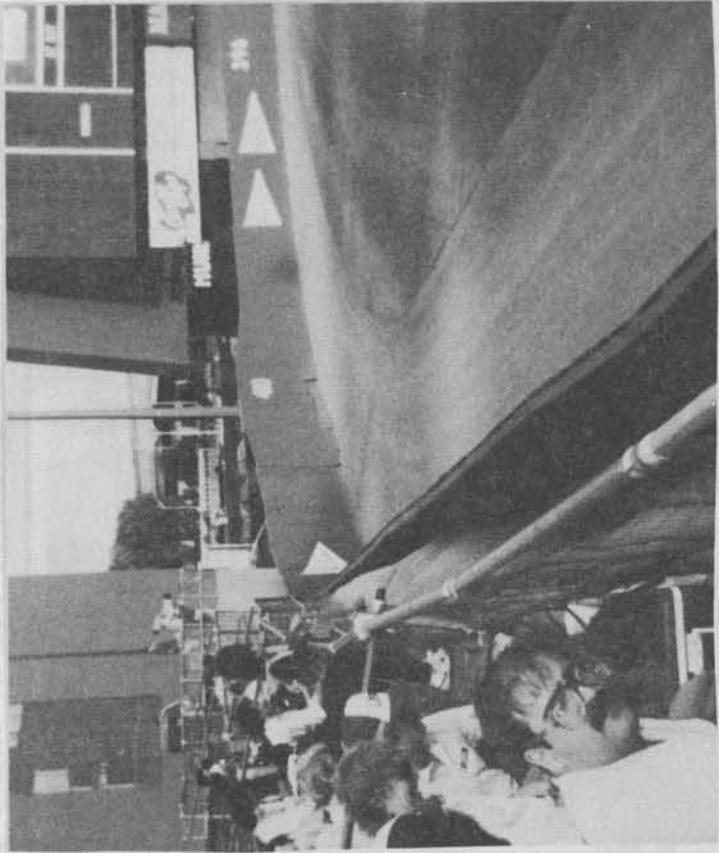


ADAMANT

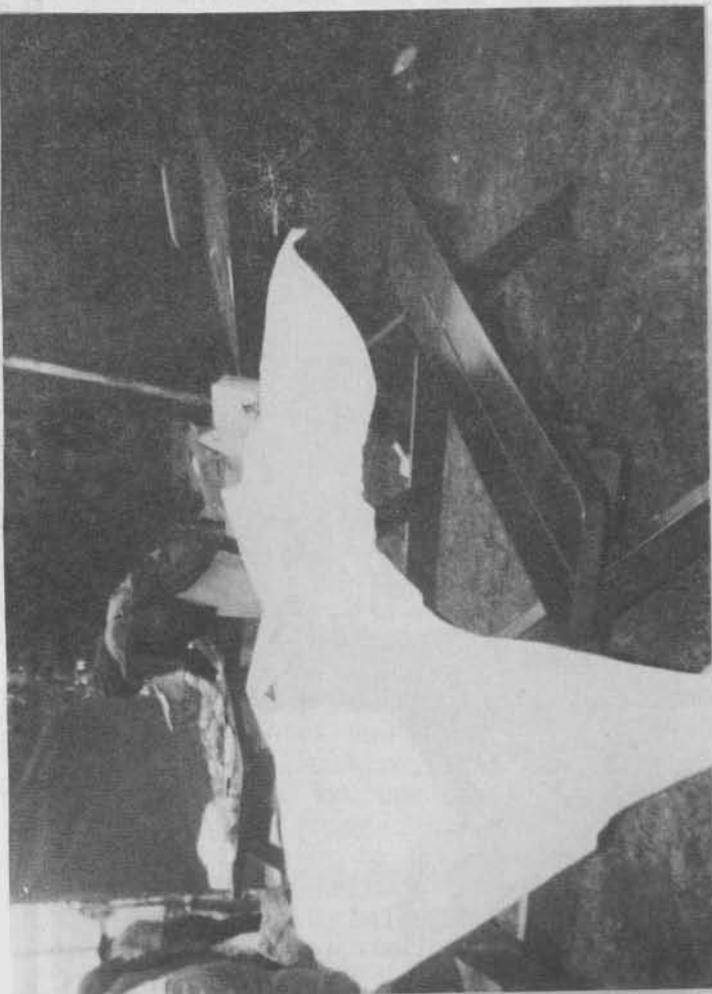
### IS PRAYING ALOUD ALLOWED?

"In the same way, the question of prayer in the public schools has been turned backwards, as though the issue were whether children should be aloud to pray. Nobody has ever tried to stop them if they choose."

From Flora Lewis' "Foreign Affairs" column in The New York Times, September 11, 1984



SCENES FROM SDA NEW YORK'S SUMMER PICNIC AT SHEA STADIUM



SCENES FROM SDA NEW YORK'S SUMMER PICNIC AT SHEA STADIUM



SCENES FROM SDA NEW YORK'S SUMMER PICNIC AT SHEA STADIUM

# A MIDSUMMER AFTERNOON

WITH SDA NEW JERSEY CENTRAL

It was July 29th, 1984. The weather man had been predicting rain all week long for this day. But, to everyone's surprise, none fell. Not wanting to be the first family at Forest Lodge for the Fourth annual N.J. SDA summer picnic, we arrived at 11:15. To my great surprise, only four SDA personnel had arrived before us. It was only a matter of time before everyone from the New Jersey branches began to appear.

Now it was time for the competition to begin. First was an international horseshoe contest that pitted the U.S. against Denmark. It was a close contest, but the U.S. finally clinched it. Almost simultaneously, a volleyball game had gotten underway. Either of our teams playing would have given the U.S. Olympic volleyball team a frightful contest.

It was approaching high noon and the designated time for us to take the softball diamond. Magic Marty began to circulate around the picnic tables to recruit players for the upcoming contest. All prospective players reported to the field for the choosing of teams. Now we needed two captains. Who would you expect to fill those slots? Yes, you guessed it--Magic Marty Aronow and Seth the Slider Hanover. Quickly teams were picked and the contest got under way. What follows is a brief description of the game's highlights.

## INNING ONE

Magic Marty's team was up first. After a leadoff single by Susan Hanover, Art Stokey grounded out to first. But the throwing errors that occurred as a result of that hit brought Susan home.

Seth the Slider's team took their at bats and couldn't seem to do anything against Aronow's error-free defense.

## INNING TWO

It was a scoreless first half of the inning due to a lack of liquid refreshment for the Magic's team.

The second half of the inning was a ditto of the first with superb fielding by Aronow's entire team.

## INNING THREE

Marty called his team together saying, "Listen, I think Seth really wants to win this one, so take it easy on his team from now on." Then he added, "But don't make it look too obvious." This caused the first half of the inning to result in no runs.

When the Slider's team came to bat, they were hitting like a ton of bricks. The Magic's team made some horrendous fielding errors. This resulted in runs being scored by John Moroski, Tom (Fastfeet) Gettings and Pat Howe.

## INNING FOUR

Not wanting to make it look like they weren't trying, Aronow's team answered back with scores by Craig Aronow and Susan Hanover. This tied the score at three each and brought up the heart of Seth's batting order for the bottom of the inning.

After blasting the ball around the field and a few slight fielding errors, two runs were scored--one by Greg (Wildman) Bodrucki and the other by John Moroski.

## INNING FIVE

With Seth's team out in front now by two runs, it was time to unleash some hitting power. That is just what occurred. Three long outs scoring nothing.

Now that they had a lead, the Slider's team went for the throat. Two more runs were scored by Greg (Wildman) Bodrucki in running for Jim (The Gimp) Wadams and Mike (Massive) O'Dell running for himself.

## INNING SIX

Not wanting Seth's team to get too far ahead, Marty put in his secret weapon--the upcoming major leaguer,

almost four year old Brandon Stokey. After swinging at two bad pitches to lure the pitcher into throwing him a good pitch, Brandon laid the ball down toward first base and outran the throw. The next batter advanced Brandon to second and the next to third. However, when Brandon came home before the final out, his score was disallowed because, before his first at bat several innings earlier, Marty had said, "This one doesn't count." If only they had taken little Brandon more seriously.

Tom (Fast Feet) Gettings added another score for Seth's team just to make it look good or possibly just to run around the bases.

## INNING SEVEN (THE FINAL INNING)

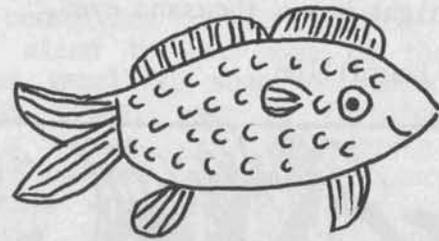
Magic Marty knew that Seth would savor this win after the thrashing that he had given Seth the year prior. However, being a man of feeling, he also knew Seth would need something to soothe his injured leg. It was a scoreless first half of the inning.

If only to prove that Danes can play softball too, Jorn Andersen added another run for Seth's team. The final score was a whopping 9 to 3, and all players on both teams retired feeling satisfied that they had at least broken a sweat.

Next on the agenda was egg tossing and watermelon relays. There were some close calls, but nobody ended up with egg on their face.

I am not sure which team won the watermelon relay because, by this time, my family and I had retired to the pool area. A less strenuous game of trivial pursuit was taking place at one of our picnic tables, and by this time of the day most SDAers were just sitting down with a cold brew and relaxing. The end of the day found us all returning home and beginning to anticipate where next year's picnic would be held. Would it be Forest Lodge Five, SDA's journey to the beach, or ???

Please understand that any quotes in this article were only added for effect and in no way resemble what may have really been stated.



## EASY MEALS FOR BUSY PEOPLE

Prepare-in-advance Poached Seafood Dishes

### Stuffed Fillet of Sole in Lemon Butter

1# small sole fillets      3 tbsp. butter  
1/2# small shrimp          Juice of 1 lemon  
Salt, if desired

Shell, devein and wash shrimp; let drain in colander. Wash fillets and let drain on paper towels. Place the butter and lemon juice in medium-sized frying pan (not cast iron or aluminum) with cover. Place some shrimp in the middle of each fillet, roll up, and place in the frying pan, open side down. Sprinkle with salt, if desired. Cover and refrigerate until just before dinner time. Place on stove and cook for a few minutes until fish becomes flaky. Transfer to serving dish and pour the juices over the fish. Good served with parsley potatoes and a green vegetable or salad.

### Stuffed Fillet of Sole in Sherry/Parsley Sauce

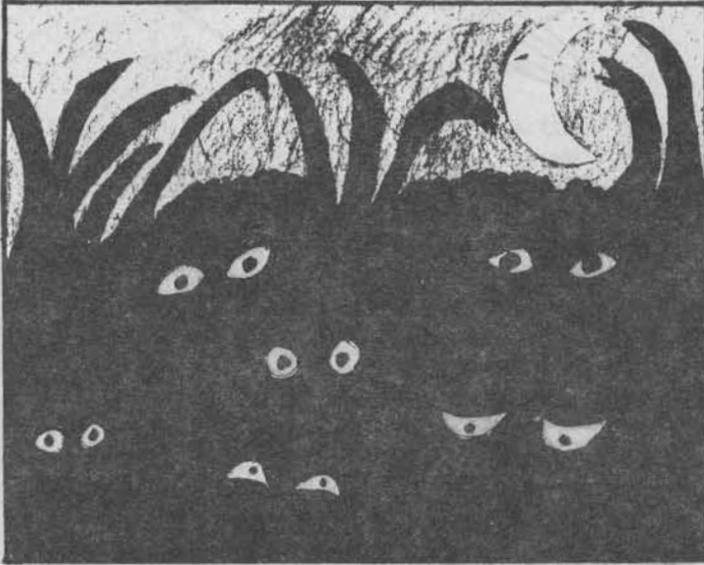
Follow the above recipe, but substitute 1 bunch washed, drained and chopped parsley and 1/3 c. dry sherry for the lemon juice.

## BUG BULLETIN

Man is losing ground in his war against the mosquito, according to entomologists. The bothersome bugs are becoming resistant to insecticides almost as fast as scientists can make them, and swamp drainage is often opposed by environmentalists. To make things worse, no breakthroughs in the development of better insect repellents have been made in the last quarter century.

"The night has a thousand eyes."

F. W. Bourdillon



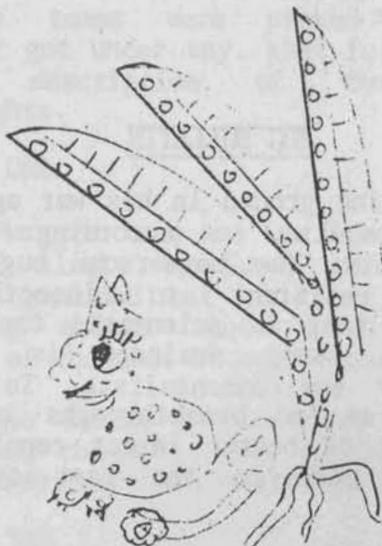
WHERE THE WILD THINGS ARE

An SDA Storybook

Like to resurrect the dodo? Cope with snarling tigers? Fraternize with sweet gazelles? Snicker at incompetent baboons? Be where the wild things are?

If so, then consulting's in your blood, and it will never leave you.

The consultant leaps from the safari train whenever a needful beast has been sighted and, using a vast store of wildlife expertise, tames the lurking

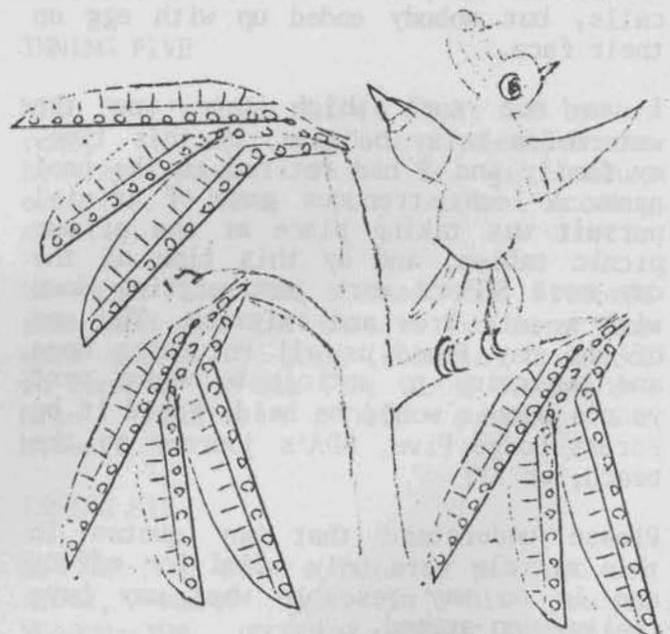


creature, even if it's covered with a dense growth of unfamiliar software.

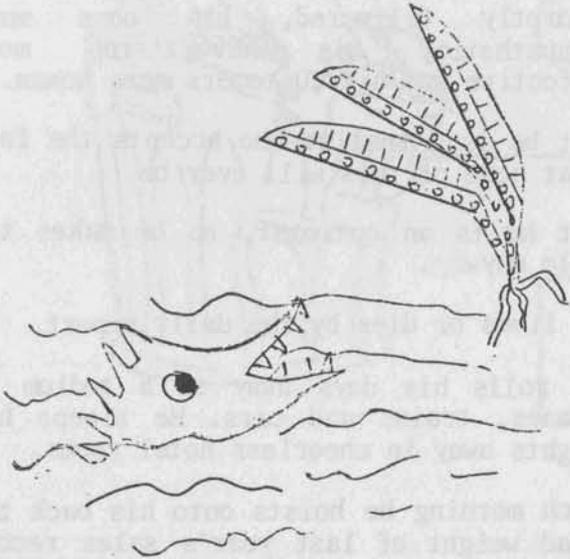
The consultant zooms over tropical forests of spaghetti logic, marking the spots to come in for the kill, and then, footweary but triumphant, comes in to make the kill.



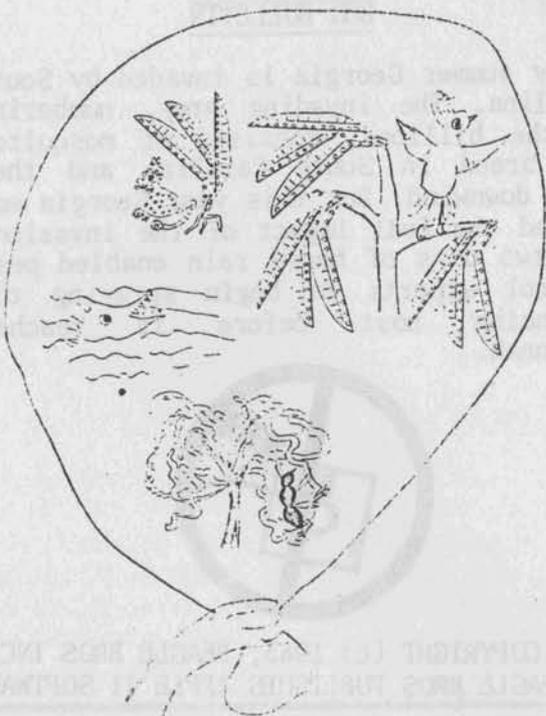
Swinging from the treetops, the consultant reaches out for exotic state-of-the-art software and grasps it with able hands and a clever brain, its brilliant colors flashing in the wind.



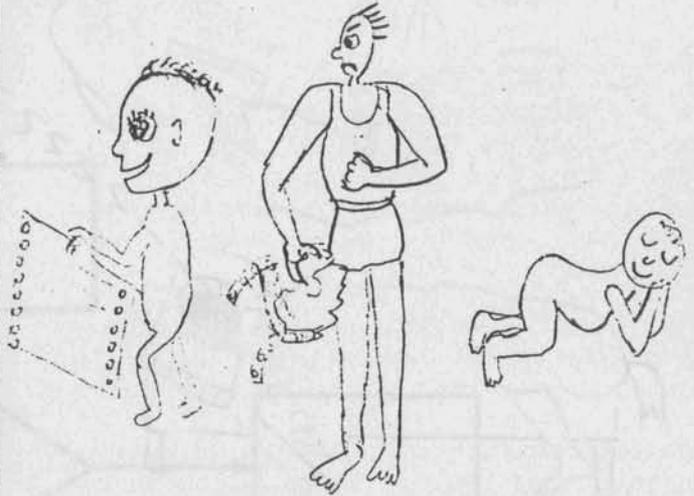
The consultant dives into reeking and murky lagoons infested by weird and often hostile software, and is able to swim, even if the software turns out to be clumsy relics from prehistoric times.



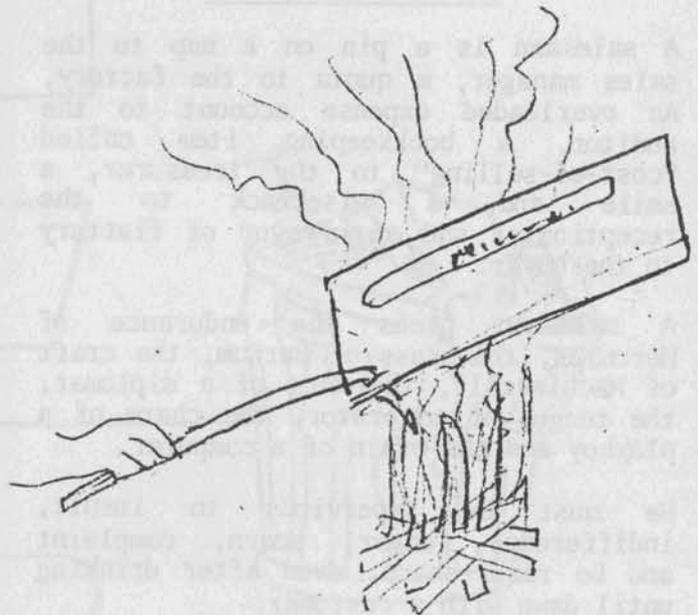
Braving the blasts of arctic winds and the mists of tropical monsoons, the consultant holds aloft a bag of trophies at the end of most working days. There are doldrums, too, but the veteran consultant can survive them until high adventure calls again.



The consultant dwells briefly with various alien tribes, some of them as sweet as gazelles, some as behind the times as dodos, some as ferocious as tigers, others as blundering as benighted baboons, and quickly learns to communicate with the creatures and to understand their outlandish languages and mores, and even, sometimes, to love them.



Beside campfires along the safari trail, the consultant exchanges with other consultants the wild adventures of the day, enjoying a hefty paycheck for dessert.



As the last wisp of smoke from the quenched fire rises to the darkened sky,

the consultant enjoys a much-deserved rest, the sleep of the happy and the blessed.



Aren't you glad you're where the wild things are? Or, if you're not, don't you wish you were?

#### WHAT IS A SALESMAN?

A salesman is a pin on a map to the sales manager, a quota to the factory, An overloaded expense account to the auditor, a bookkeeping item called "cost-of-selling" to the treasurer, a smile and a wisecrack to the receptionist and a purveyor of flattery to the buyer.

A salesman needs the endurance of Hercules, the brass of Barnum, the craft of Machiavelli, the tact of a diplomat, the tongue of an orator, the charm of a playboy and the brain of a computer.

He must be impervious to insult, indifference, anger, scorn, complaint and be razor-sharp, even after drinking until dawn with a customer.

He must have the stamina to sell all day, entertain all evening, drive all night to the next town and be on the job fresh at 9 A.M.

He must be good at story-telling and willing to lose at golf and cards.

He wishes his merchandise was better, his prices lower, his commissions higher, his territory smaller, his competitors more ethical, his goods more promptly delivered, his boss more sympathetic, his advertising more effective and his customers more human.

But he is a realist who accepts the fact that none of this will ever be.

But he is an optimist, so he makes the sale anyway.

He lives or dies by the daily report.

He rolls his days away in a tedium of planes, trains and cars. He sleeps his nights away in cheerless hotel rooms.

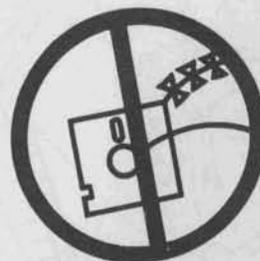
Each morning he hoists onto his back the dead weight of last year's sales record and this year's quota and goes forth to do it all over again.

Yet, for all that, he is absolutely certain that tomorrow will be better and there is nothing he would rather do, anybody he would rather be--than a salesman.

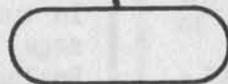
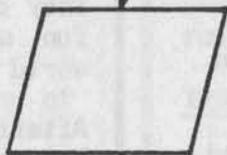
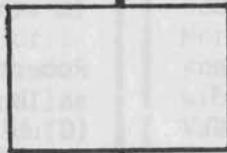
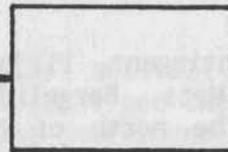
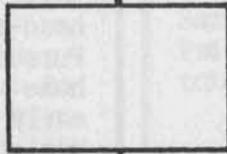
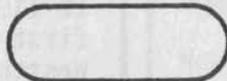
Contributed by Jack Geringer

#### BUG BULLETIN

Every summer Georgia is invaded by South Carolina. The invading army, numbering in the billions, consists of mosquitos who breed in South Carolina and then head downwind. But this year Georgia was spared the full impact of the invasion, for two days of heavy rain enabled pest control experts to begin spraying the advancing host before it reached Savannah.



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# NEWS FROM NORTON



August 1, 1984

## ON THE ROAD AGAIN

In a disorganized drive to bring billing to an absolute halt, many staffers have been sneaking away for vacations in various spots around the globe. Here's a list of people who haven't sent postcards:

The Gerry Garafolos and the Ruben Rodriguez' each spent two weeks in Hawaii.

Our Swedish contingent, Pirjo and Peter Westman and Mats Borgelid, enjoyed vacations to the north of here. Pirjo and Peter spent a lot of time in Canada. Mats camped out under the stars in New Hampshire, Vermont and Canada.

Mike Barr warmed his tootsies in the soothing sands of Jamaica.

Lori and Ed Yee crammed in one last vacation to California before the diaper brigade arrives.

And don't expect postcards from any of these:

Steve Mainzer, who fought the crowds at the Olympics in Los Angeles.

John and Georgette Klein, or Paul and Donna Reitz, all of whom, in an Olympic vein, explored the ruins of Greece.

Mike Grabel and his family, who made a return to Jolly Olde England.

## MAG-PIES

The MAG will be concentrating its efforts this year on developing an orientation package for new employees who are also newcomers to the Connecticut area. Janet Havilland is the chairperson of this committee.

## JOCK SCRAPS

The SDA Mercenaries are sporting a winning (!) record of 2-1, following a few rained out practices. In our season opener, we beat Reader's Digest soundly, 16-11. We followed this up with our first ever victory over the County of Westchester Beerhounds (13-11). Cheryl Leveen pitched for the win, and ringer Ed Yee was the key player, with a clutch 3-run homer, and turning a crucial double play.

Two days later, the Mercenaries added salt to the Beerhounds' wounds in a head-to-head team match of Trivia Pursuit, held at Captain Mike Barr's home "Happy Valley". The team took an early lead, then lost ground, but won on Marianne Seggerman's answer to "Who was known as 'the Wizard of Menlo Park?'" The answer is at the end of this article.

Toward the end of July, the Mercenaries suffered their first loss, to Olin, in a game rescheduled due to rain. Only six SDAers showed up, reinforced later by Cheryl Leveen. Diane Theurer, just recently escaped from Stamford Hospital, took the 11-5 loss.

In other sports:

Robert Johnson ran in a week-long sailboat race somewhere in the Atlantic (Glub!).

Pirjo Westmen's soccer team participated in a weekend tournament in Hartford. They didn't score any goals, but she had fun anyway. No wonder Sweden isn't a world power.

After hours of practicing in his basement this spring, angler Richard Kosheff has been away almost every weekend pursuing our finny friends from the Delaware River and other streams.

## BORN LOSERS

In our last episode in the heart-rending saga of Trevor Phillips' arrival from England last May, our hero returned to his hotel room in Norwalk after drowning his sorrows at a local watering hole. As he opened his suitcase, he discovered he had picked up the wrong baggage, and had nothing besides jeans and T-shirts to

wear on his first day with SDA. The following morning he learned that the luggage he had belonged in New Orleans. Fortunately, his own bags were still at JFK airport in Queens. Trevor made the switch, and then quietly settled down to have a nervous breakdown. Welcome to the Colonies, Trevor!

Honorary Born Losers this month:

Maureen Fahey, who got a flat tire on her way to a checknight.

Ken Davis and Mark Fichman for screwing up assorted let joints playing softball for non-SDA teams.

Lily Wu, who in the past month, due to various mechanical problems, has gone through a succession of four cars: a Delta 88, a Rambler, a station wagon of an unknown brand, and a Chevette.

#### LEADERS OF THE BANDS

The Mike Barr/Pete DiGiovanni Band is gigging again.

Diane Theurer's Yankeemaid Chorus, in an effort to raise money, provided people for interviews with a product marketing research team. Among the interviewees were Diane, Kathy Hushion and Gloria Arfer. Who knows, we may soon see one or all of them in a TV commercial soon.

John Klein has taken up the saxophone. We're all hoping he can get the "blues" down in time for a jam session at Mike Barr's "Celebration of Fives" in November.

Tom Baer has rediscovered his love of folk music, and is playing lead guitar, bass and banjo for a church group in Bridgeport. Aside from Sunday masses, the group does weddings and various other ceremonies and will be performing at an "International Festival" in Bridgeport late in August.

#### BITS, BYTES, AND PIECES

John Ordman is enjoying a temporary bachelorhood while his wife and daughter are vacationing in Italy.

Amanda Cannon's house is under siege by killer zucchinis.

Memo to Lori Yee. Have you bought any "orthopedic" pacifiers yet?

When asked by one of our male staff members if she wanted his body, Linda Shelinsky replied, "No thanks. I'm going home for lunch."

Wanda Probst's vintage 1960's Camaro is almost ready for the road again. Drag races will be held Thursdays after midnight on Mott Avenue.

Answer to the winning Trivia Pursuit question--Thomas A. Edison.

Safety Tip of the Month: Smoking Pringle's Potato Chips can be hazardous to your health.

September 1, 1984

#### JOCK SCRAPS

The Mercenaries softball team proved that one loss won't get them down. After a disappointing performance against Olin last month, we bounced back and resoundingly trounced the Continental Group team. SDA turnout was very strong, and sprits were high (even after the beer ran out!). Home runs by Donn Morrill Jr. and Captain Mike Barr helped spark a 6-run 5th inning. Credit for the win is shared by Gerry Garafolo, Mayank Vadodaria and Mike Barr. Special congratulations to Maureen Fahey and Pirjo Westman for playing the entire game, and to Donn Morrill Sr. for a few key hits (and doing his own base running).

#### THAT'S WHERE THE MUSIC TAKES ME

As surprising as it may seem, being from New Jersey does have its good points. Or so says Nancy Wilson. We have to agree; New Jersey did give the world Bruce Springstein. Nancy, as faithful as any fan can be, was "dancing in the dark" at three of the Boss concerts in the space of one week.

It's September, and that means Diane Theurer's Yankeemaid Chorus will be manning, er, womaning (personing?) a booth at the Norwalk Oyster Festival again, from September 7th through September 9th. Drop by sometime and

sample the best clam fritters this side of DeKalb Junction.

The Cathedral Singers, Tom Baer's folk group, gave a two-hour performance recently at St. Augustine's in Bridgeport. Selections ranged from children's songs to Broadway to '50's rock and included a medley of TV theme songs arranged by Tom. Our Bear also opened up the show, soloing on "I Believe in Music".

## ON THE ROAD AGAIN

Camping seems to be the biggest vacation attraction for SDAers this year. Cheryl Levine and Janet Haviland spent a week roughing it with friends in the hills and mountains of Vermont. Dave Zogbaum's family relaxed al fresco at Lake George. There they found a swimming hole with a rope swing over it, so Papa Dave gladly demonstrated his Tarzan impersonation. He had the yell down right. . .

Other vacationers include Gloria Arfer having a quickie at Martha's Vineyard, and Donn Morrill and Jim Reid, each taking off to places unknown.

## REFLECTIONS OF A SUMMER PICNIC

?

## SCHOOL DAZE

Paul Axelband is returning to Pace University this fall for his 10th year. Paul isn't a student, though. He teaches COBOL, Assembler, Systems Analysis, Fundamentals and BASIC.

Jim Fastiggi is currently attending a System 38 class at IBM.

Belated congratulations to John Stopper for completing the Dale Carnegie sales course.

## SAFETY TIP OF THE MONTH

Marianne Seggerman recently had the unnerving experience of meeting a physically substantial user

representative who kept a bull whip under her desk and had a reputation as a "woman to be dealt with". Although we have not yet received any reports of physical abuse, in the interest of preparedness we issue the following guidelines:

1. Any abuse of SDA personnel during business hours must be scheduled by the appropriate salesperson.
2. Any abuse of SDA after business hours and not reported will be considered moonlighting and dealt with harshly.
3. Absences resulting from non-billable abuse will be treated as vacation.

## REFLECTIONS OF A BABY SHOWER

Decorations. . . Good hors d'oeuvres. . .  
 . Ice cream cake. . . Nick Socci, professional balloon blower. . . Diane Theurer trying to keep Lori out of the office until 5:00 P.M. . . . Diane and Lori arriving at 4:50 P.M. just in time to see Gerry Garafolo sneaking in with a brightly wrapped package. . . :Do Diapers Give You Leprosy?". . .  
 Presents, presents, and more presents. . .  
 Yellow, yellow, and more yellow. . .  
 "Who is Santa?". . . Jim Ferrara calling to see how late the party will last. . .  
 Jim arriving at 8:00 P.M. . . . Champagne toast. . . Designer Cabbage Patch disposable diapers. . . Papa (to be) Ed finally arriving with his ever faithful camera. . . Great job by Robyn Boccardi and Linda Shelinsky.

Congratulations, Lori and Ed!

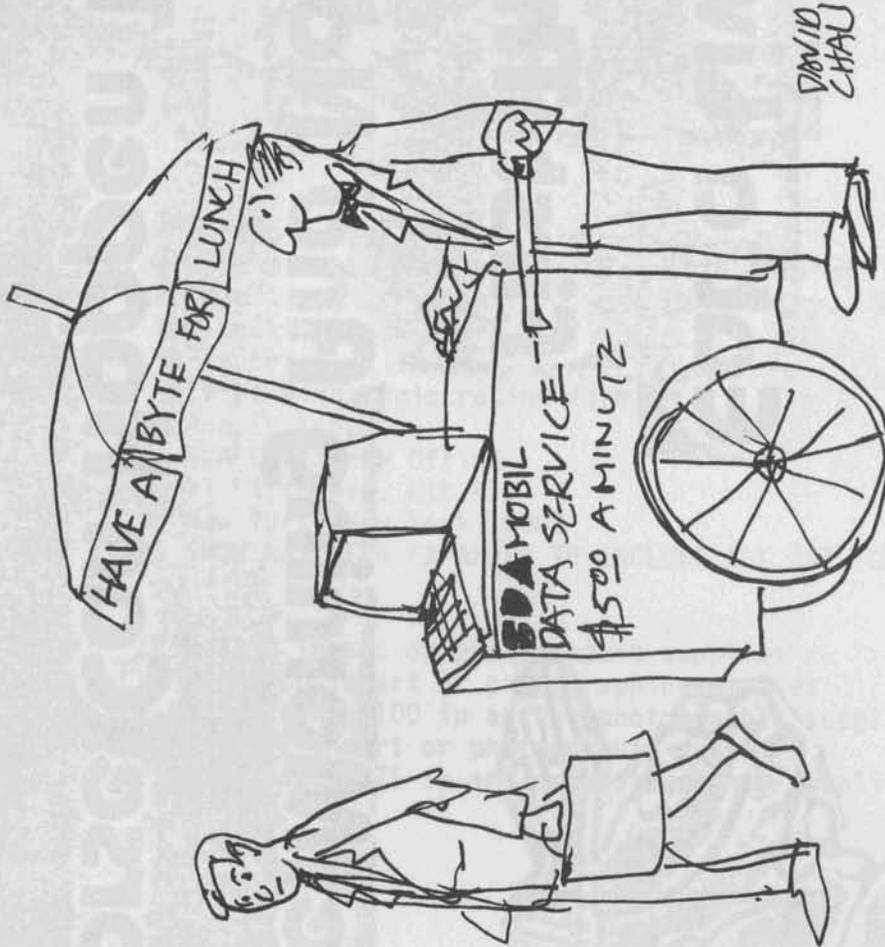
## BITS, BYTES AND PIECES

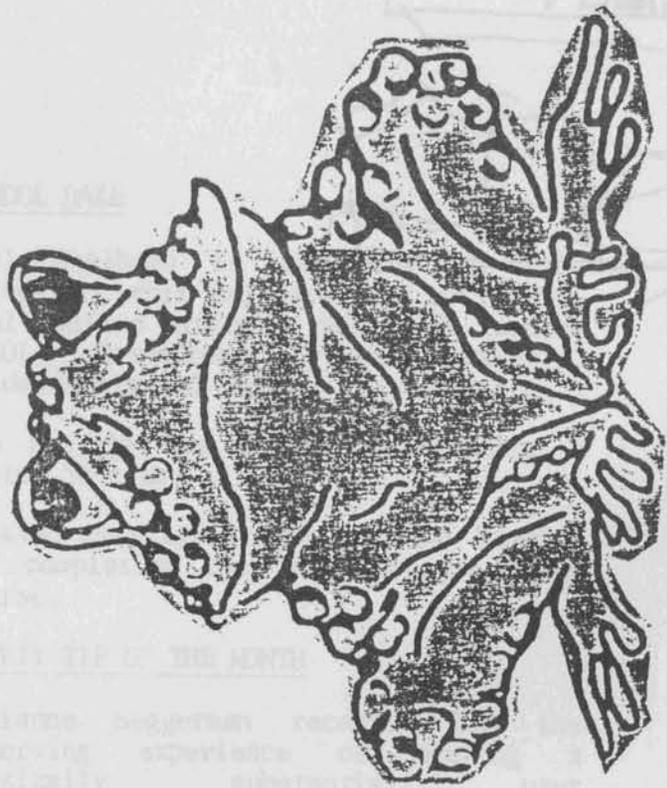
New cars are popping up all over the place. Stan Detwiler just got a new Rabbit. Bob Steinberg is remaining faithful to Saabs, and Diane Theurer is learning to drive her bright red Mazda.

Mayank and Mala Vadodaria recently rented a new apartment in the Stamford area. Are we all going to be invited to the housewarming?

Ask Lori Yee what a code "B" is.

Diane Theurer and Tom Baer





**Eat a Live Toad  
 First Thing In  
 The Morning And Nothing  
 Worse Can Happen To You  
 The Rest Of The Day!**

# 4<sup>th</sup> ANNUAL SDA PHOTO and ART CONTEST

**RULES:**

All full time employees are eligible  
All photographs must be mounted and min. size of 5"x8"  
Please complete a registration form with each entry. Secure it to  
the back of your entry.  
Deadline for entries is Monday, Dec. 3, 1984  
Mail all entries with registration form:

Ron Episcopo  
SDA Corporate Office  
71 Fifth Ave. 8th Fl.  
New York, New York 10003

THIS YEARS SHOW HAS BEEN EXPANDED TO INCLUDE ALL ART FORMS AND PHOTOGRAPHS

**PRICES:**

Best of Show-\$150 in art or photographic supplies  
1st Place Art- \$100 in art or photographic supplies  
1st Place Photography-\$100 in art or photographic supplies  
2nd Place Art- \$75 in art or photographic supplies  
2nd Place Photography-\$75 in art or photographic supplies

**Registration Form:**

Name \_\_\_\_\_

Branch \_\_\_\_\_

Title of Art(Photo) \_\_\_\_\_

Home Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone(B) \_\_\_\_\_ (H) \_\_\_\_\_

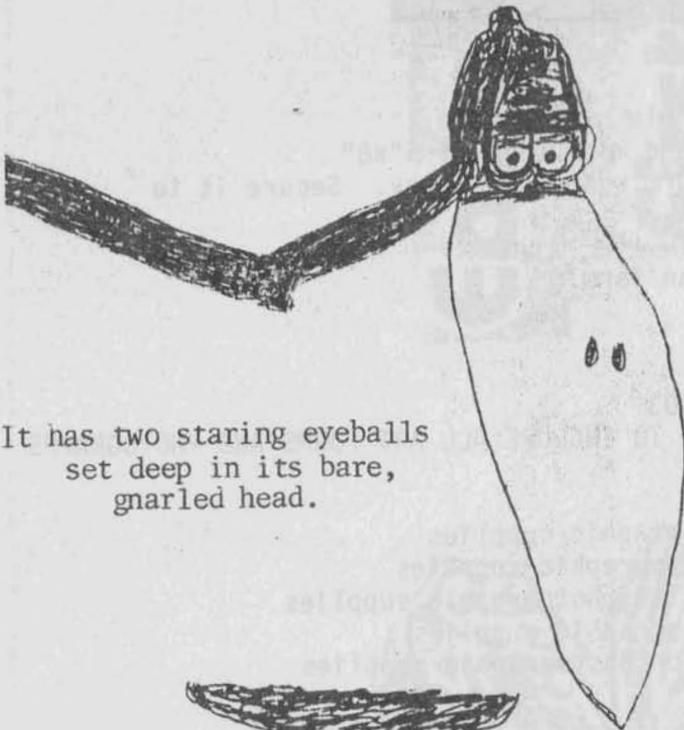
THE GARBAGE MAN  
OF THE DESERT



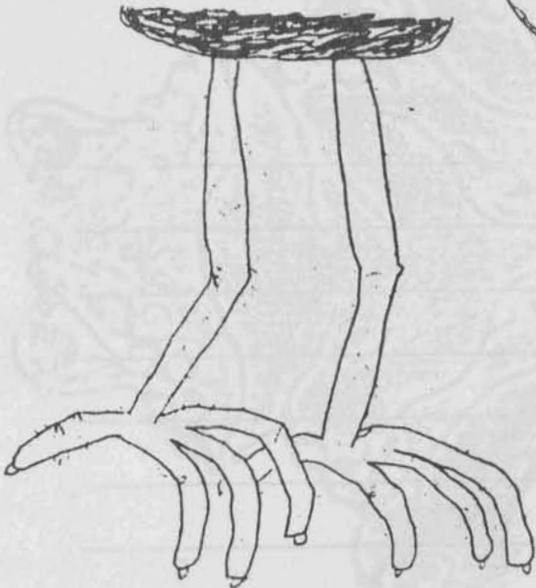
High up in the air  
soars the stately buzzard



With gigantic wings outspread.



It has two staring eyeballs  
set deep in its bare,  
gnarled head.



The buzzard has two big dangling feet



With which it can hardly pick up its  
prey.



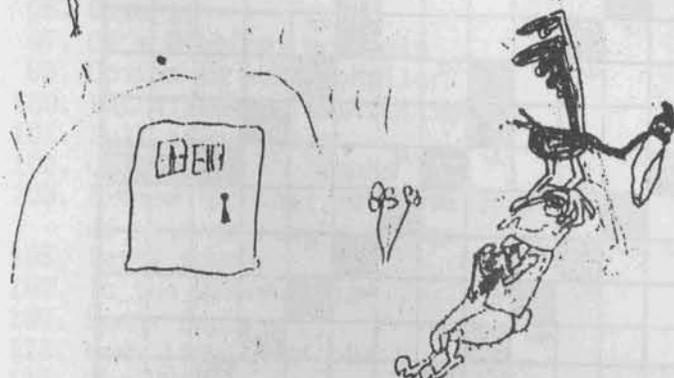
It swoops down on dead carcasses  
Filled with germs and decay.



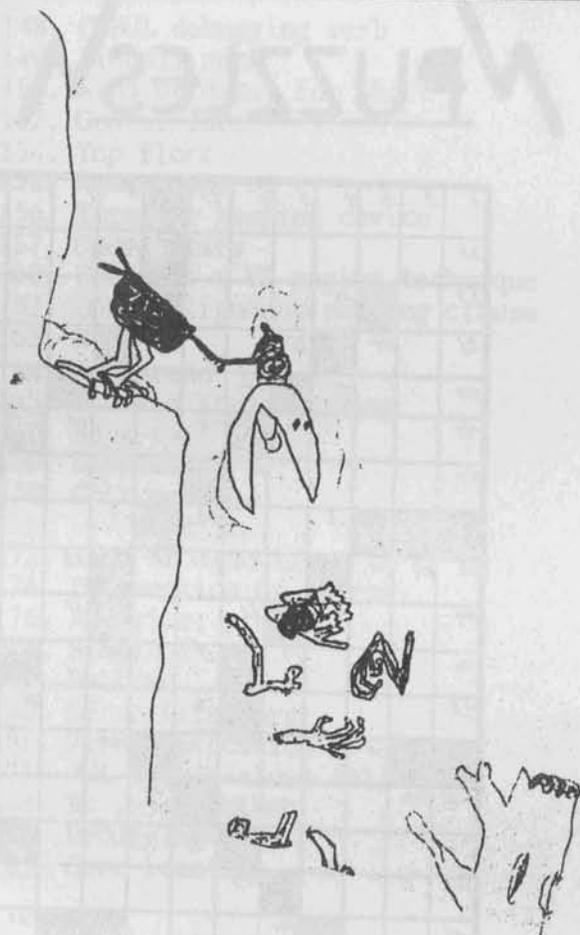
If a cow lies dead in the desert  
The noble buzzard flies down.



It clutches  
the stiff bloated carcass  
And flies off  
without a sound!



The buzzard is a sensitive bird  
And when it gets upset



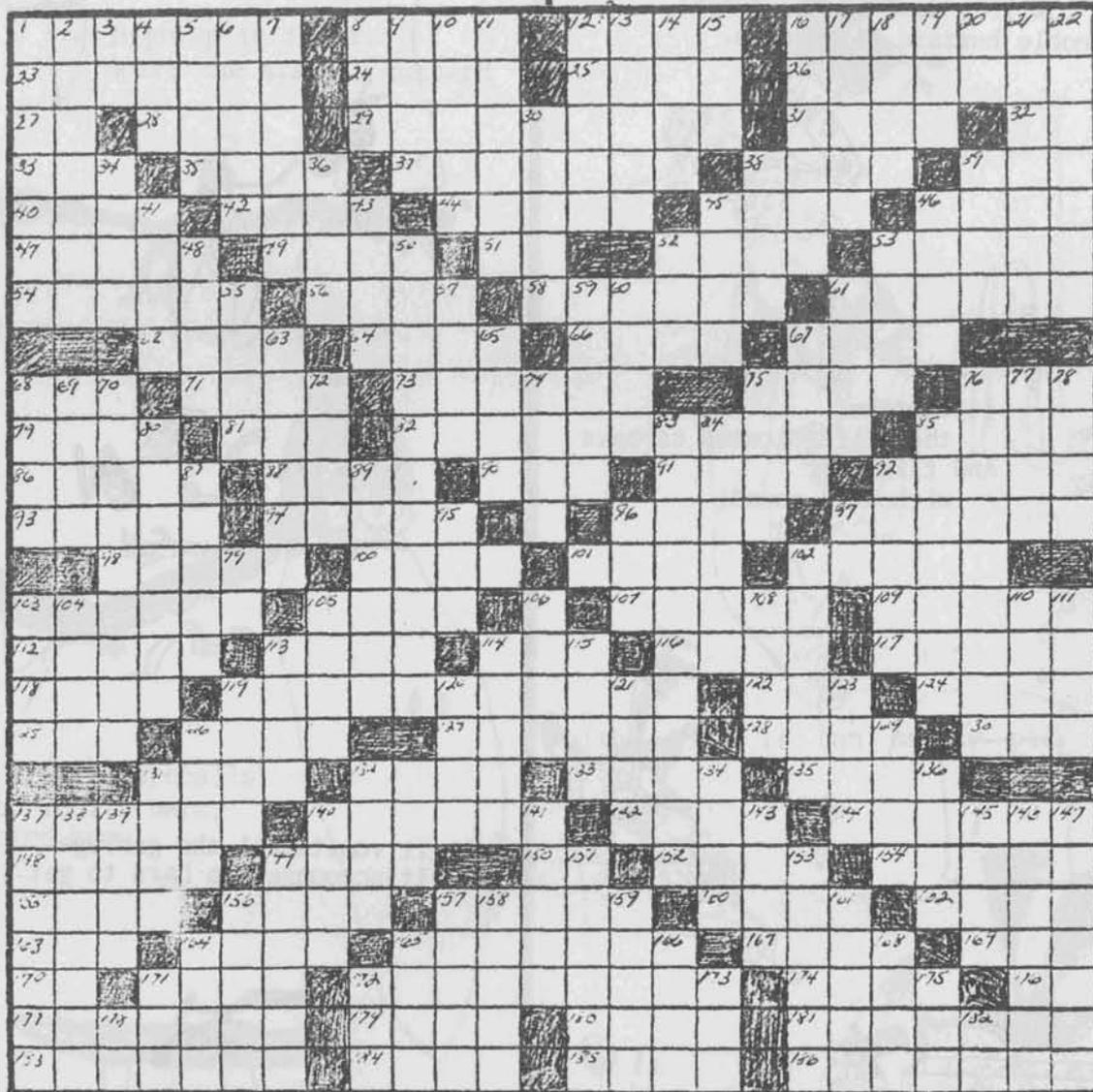
It vomits all the garbage  
It scrounged so hard to get.



Noble stately buzzard,  
You hunt fearlessly your prey  
And, garbage man of the desert,  
Eat up all the decay.

Bob Johnson

# NPuzzles



## ACROSS

1. COBOL arithmetic statements
8. End of BASIC WHILE
12. IMS insert rule
16. SNA terminal group
23. Law
24. Rose's lover
25. What the on-deck player said when the batter got a hit
26. Fit for use
27. Continent, for short
28. Big ----
29. Fortran no-ops
31. Abnormal breathing sound
32. Dorothy's aunt

33. Pub offering
35. Beach resort
37. Least distant
38. Noble Italian family
39. Tumor: suffix
40. Cursor-control devices
42. COBOL DC verb
44. Of a Chinese city
45. BAL messages to operator
46. European river
47. Consumed
49. Abysmal
51. IMS relational operator
52. Coffin platform
53. IBM's motto
54. Nighttime noises

56. One with a false sense of superiority
58. Certain PC printers
61. Air mass boundaries
62. First two characters of Julian date
64. Of a popular time-sharing system
66. Emperor of Holy Roman Empire
67. Indonesian islands
68. Tape rec of a kind
71. COBOL compiler option
73. In existence, to Cicero
75. Communication line component
76. IBM 7090 assembler language
79. Person who accomplishes things
81. Compass pt.
82. TP monitor message components
85. Screen offering processing choices
86. Verb found in some old spaghetti-type COBOL programs
88. Surrealistic painter
90. Data-link control character
91. Of mideast multinational org
92. IMS insert rule
93. Attorney General aspirant
94. Northern constellation
96. Give it - - -
97. Of a Biblical mountain
98. Option in some compilers
100. BAL alignment instruction
101. Dull steady pain
102. Of the Salian Franks
103. Fitted together two beveled pieces of wood to form a corner
105. Petty voucher
107. In the present time
109. Sends forth
112. News items, for short
113. Observed
114. Ms. Lillie
116. Space
117. Cathedral
118. God, in Madrid
119. Exempts from government control
122. Where, to Caesar
124. U.S. naturalist/explorer/writer
125. C5E2D5
126. Measure of land
127. Linkage macro
128. Vocal or musical sound
130. Fast airliner
131. Part of IBM subroutine names
132. Composer of electronic music
133. Access method
135. Floating-point instruction
137. Of a Madrid museum
140. Move back
142. Moslem ruler
144. Ukrainian seaport

148. COBOL debugging verb
149. Pinball nono
150. Kind of data, for short
152. God of love
154. Top floor
155. Roman emperor
156. Terminal beeping device
157. Opera stars
160. Performs a VS paging technique
162. COBOL alignment-setting clause
163. Weep
164. Cornbread
165. One who stops working
167. Bony food fish
169. Supplement
170. College deg.
171. - - - - dieu
172. Kind of manual
174. Exclamation of sorrow
176. Anterior: prefix
177. Simplest
179. Believe
180. Of maritime org
181. Resume execution
183. JCL double slash followers
184. RR instructions
185. Debugging run
186. Core location

## DOWN

1. DD statement components
2. Kind of ice
3. S.E. state
4. Data-link control character
5. Not sharp
6. Sewing cases
7. Planted
8. WW II Army branch
9. Black
10. Decimal high-values
11. Kind of report line
12. Fabric
13. Messed up
14. Kidney fat
15. Of data communications, for short
16. Position indicator on screen
17. Qualifying exams
18. River in Africa
19. So, to Burns
20. Consumption, for short
21. Array component
22. Important COBOL paragraph
30. Very angry
34. External: prefix
36. Binary digits of a kind
38. Sunbathing seasons in France
39. Norse deity
41. Uncanny

43. Impact effect
45. Drunken bum
46. Santa sounds
48. Require
50. COBOL WRITE option
52. College subj.
53. Logical value
55. COBOL I-O-CONTROL clause
57. Skeleton part
59. Assume as a fact
60. Kind of test score
61. VS recovery programs
62. Kind of access
65. Withered
67. 3270 transmission control characters
68. File organization method
69. Relief
70. Keeping (of a file)
72. Juicy fruit
74. Kind of air pollution
75. Lean and strong
76. Fruitful
77. Kind of COBOL
78. Assembler I/O macros
80. Sorts on multiple keys using dBase II
83. Optional entry in COBOL ID Division
84. City on the Rio Grande
85. Lowest value
87. Descartes'
89. Chinese nut
92. Stored in an orderly way
95. COBOL logical operator
96. Behave
97. His or her, in LeHavre
99. ESC4
102. Item in assembler cross reference
103. Word in COBOL FD clause
104. Wading bird
105. Bright fleshy area at base of parrot's beak
106. Rhythm
108. Vacation time in Versailles
110. 7094 sign tests
111. Handy utility
113. Blood fluid: prefix
114. Hemorrhage
115. "Three men in - ---"
119. DD statement components
120. Exhort
121. Gaelic
123. Word in COBOL READ option
126. Thanks - ---!
129. Early Icelandic literary work
131. Idea: prefix
132. Data ----
134. Russian peasant villages
136. Soaks (flax)

137. Word found in 86 across COBOL statements
138. Kind of tire
139. Pallid
140. Anger
141. COBOL Div.
143. Array dimensions
145. Eye inflammation
146. Fishermen's weights
147. COBOL I/O statements
149. Doctrines
151. IMS segment type
153. Desert
156. Idaho city
157. JCL mounting parameter
158. Data -----
159. Kind of IBM 7094 indicator
161. Became pallid
164. Ins. payment
165. Tape holder
166. Of communication co.
168. Mass storage dev
171. ---mater, brain membrane
172. COBOL Report Writer entries
173. The "it" org
175. IBM 7094 trapping instruction
178. Tin: chem.
182. Diphthong components

CRYPTOGRAM

OGAZAOAUC AU ZWB UBOVST-VFTBUZ  
XGVQBUJAVS. RST, FAYB ZWB QAGUZ, AZ'U  
JBBS GEASBT JM RCRZBEGU.

OMGAF OVSSVFFM

CRYPTOGRAM

GL GW LUH KQWLFSNAJ ENLH FE CHT LAQLUW  
LF MHZGC NW UHAHWGHW NCI LF HCI NW  
WQYHAWLGLGFCW.

LUFSNW UHCAJ UQOVHJ

CRYPTOGRAM

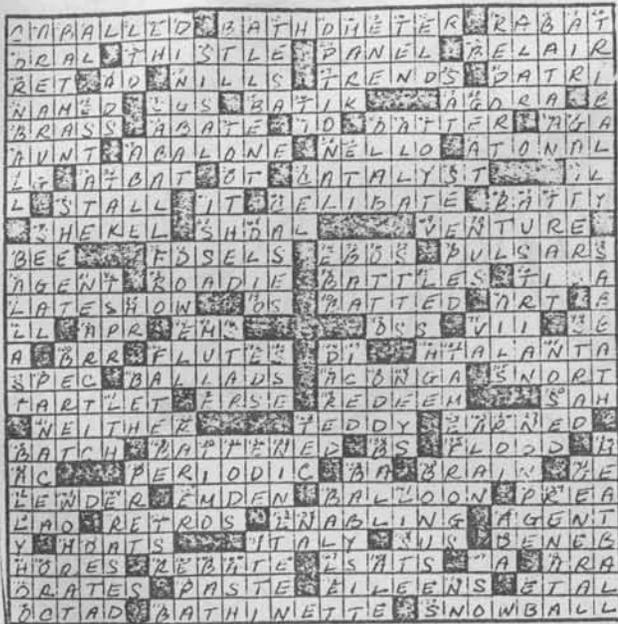
RTJUC DVJ'W XAC ZQHJUGL, XAW CTA DVJ EUW  
V XUWUJQ DNVLL TZ UJURHUL.

LOHMJ RANNHEVJ

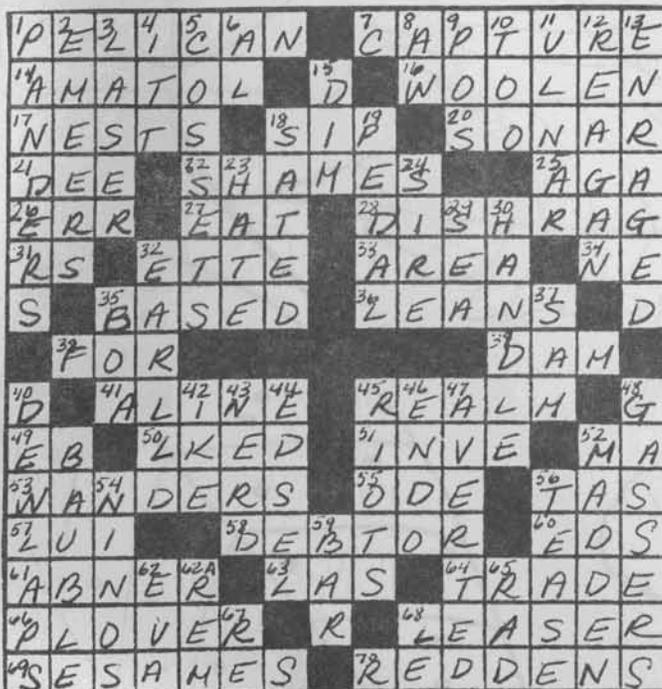
**REMEMBER THE SDA REFERRAL PROGRAM**

## ANSWERS TO LAST ISSUE'S PUZZLES

### CROSSWORD



### PUNS AND ANAGRAMS



### CRYPTOGRAM

ANYONE CAN WIN--UNLESS THERE'S A SECOND ENTRY.

GEORGE ADE

### CRYPTOGRAM

IT'S BUT LITTLE GOOD YOU'LL DO  
A-WATERING THE LAST YEAR'S CROPS.

GEORGE ELIOT

### CRYPTOGRAM

LIFE WITHOUT INDUSTRY IS GUILT, INDUSTRY  
WITHOUT ART IS BRUTALITY.

JOHN RUSKIN

### CRYPTOGRAM

BLESSED IS THE MAN WHO, HAVING NOTHING  
TO SAY, ABSTAINS FROM GIVING IN WORDS  
EVIDENCE OF THE FACT.

GEORGE ELIOT

### OBSERVED ON A CHINESE MENU

Chinese Food Order to Take Out  
351 E. 12 Street (Corner First Ave.)

### OBSERVED ON A CHINESE MENU

At dinner fresh fruit is served  
gratiously.

### ON TECHNICAL WRITING

"When you've got a thing to say,  
Say it! Don't take half a day.  
When your tale's got little in it,  
Crowd the whole thing in a minute!  
Life is short--a fleeting vapor--  
Don't you fill the whole blamed paper  
With a tale which, at a pinch,  
Could be cornered in an inch!  
Boil her down until she simmers,  
Polish her until she glimmers."

Joel Chandler Harris, Advice to Writers  
for the Daily Press

