

MEETING OF THE COMPUTER MUSEUM BOARD OF DIRECTORS

FEBRUARY 16, 1990 10AM - 3PM

A G E N D A start mins

- | | | |
|--|------------------|---------------|
| 1. Call to Order; dates & times of next 3 meetings (Hendrie) | 10:00 | 10 |
| 2. Search Committee report (Nelson) | 10:10 | 20 |
| 3. Nominating Committee discussion (Sitkin/Donaldson) | 10:30 | 20 |
| 4. Capital Campaign for the 1990s (Hendrie) | 10:50 | 15 |
| 5. Acting Executive Director's report (Strimpel) | 11:05 | 20 |
| 6. Finance Committee report (Petinella/McKenney) | 11:25 | 10 |
| 7. Reports from the Development Committees: (ECH)
annual fund (Shear)
corporate membership (Morse)
individual membership (Brewster)
Computer Bowl (Del Sesto)
cultivation (Bell)
capital campaign (comment by ECH) | 11:35 | 50 |
| LUNCH | 12:25 | 45 |
| 8. Marketing the Museum with The Walk-Through
Computer (Bodman) | 1:10 | 90 |
| Meeting ajourns | 2:40 | |
| Possible further item: Collections acquisitions review | | |

The Computer Museum

300 Congress Street
Boston, MA 02210

(617) 426-2800

TO: The Computer Museum Executive Committee
FROM: Oliver Strimpel
DATE: 1/23/90
RE: January 26 meeting

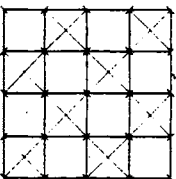
The next Executive Committee meeting is on January 26. It will take place in the conference room off the auditorium from 8-10 am.

I enclose financial statements for the 6 months ended December 31, financial projections, the development report, and a proposal to hire a grant-writer.

The agenda will be as follows:

1. Monthly Report (OS)
2. Grant-Writer Proposal (OS)
3. February 16 Board Meeting Agenda
4. Nominating Committee progress (DD)
5. Development report, and discussion (JDS)

Oliver Strimpel

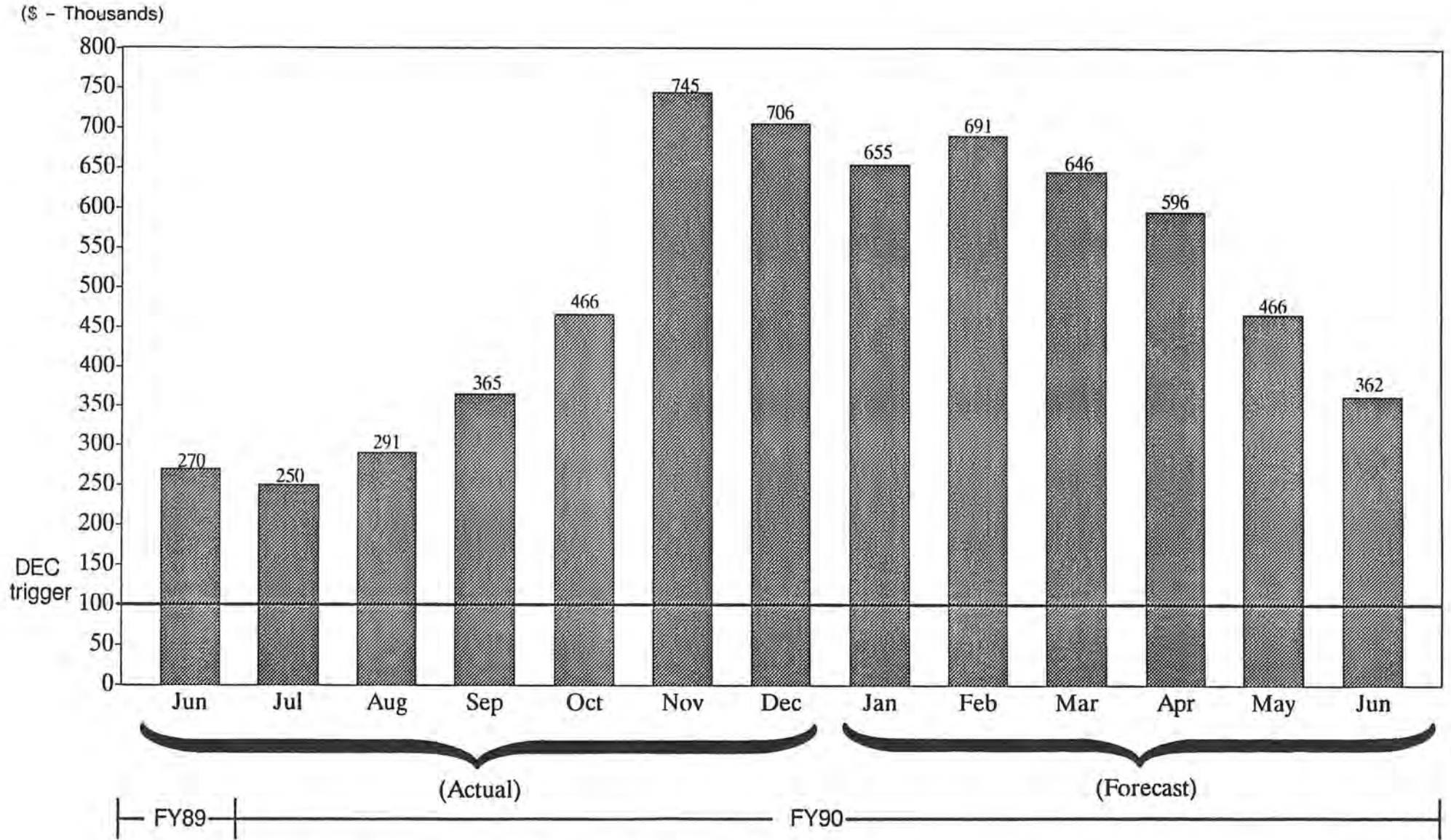


THE COMPUTER MUSEUM

BAR GRAPH REPRESENTATION OF MONTHLY CASH BALANCE

FY90

THE COMPUTER MUSEUM
COMBINED RESTRICTED & UNRESTRICTED MONTH END CASH BALANCE

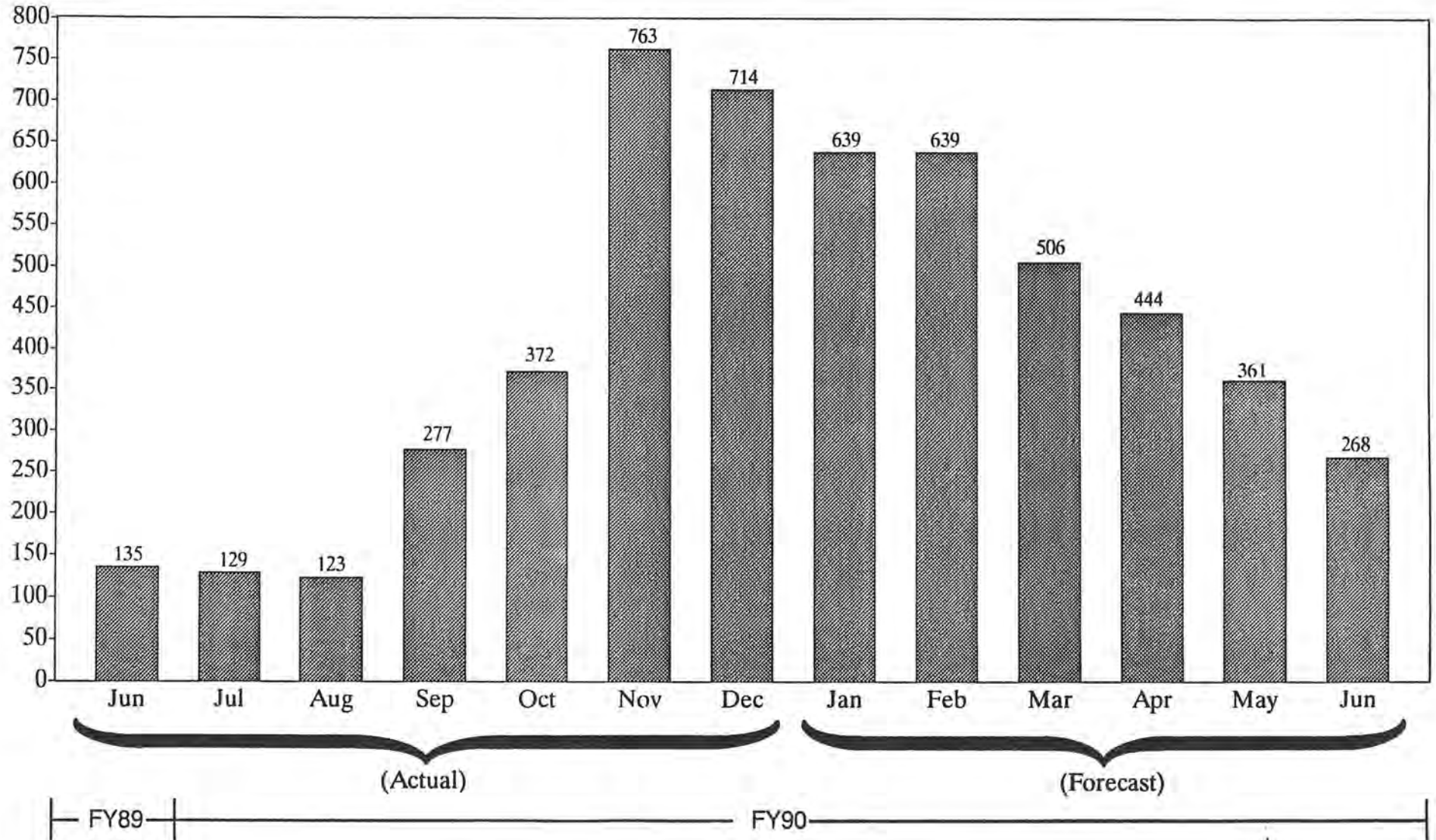


NOTE: Restricted cash balance includes funding for Exhibits, Building and Endowments.

Updated: 1/23/90

THE COMPUTER MUSEUM
RESTRICTED MONTH END CASH BALANCE

(\$ - Thousands)

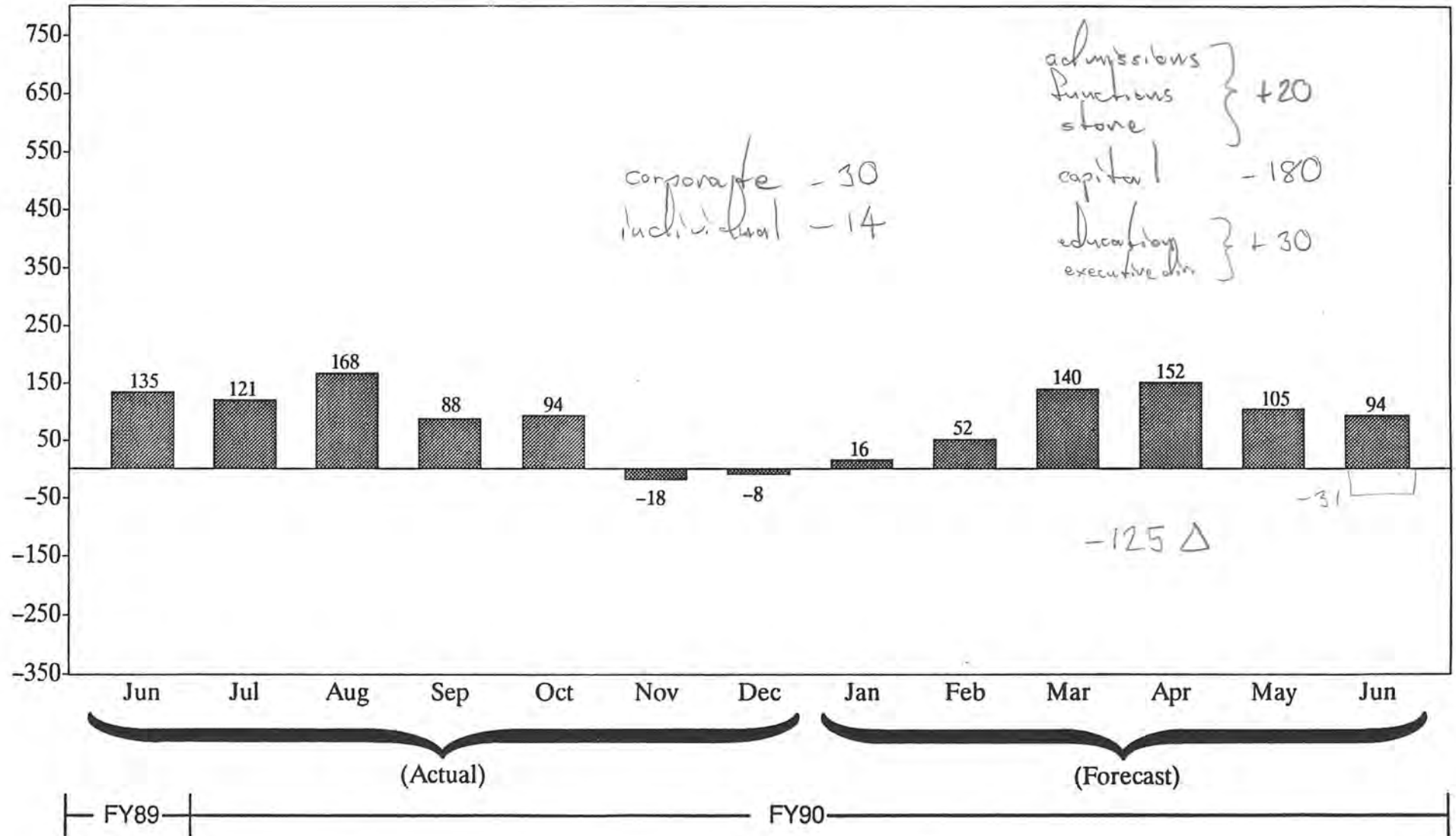


NOTE: Restricted cash balance includes funding for Exhibits, Building, and Endowment.

Updated: 1/23/90

THE COMPUTER MUSEUM
UNRESTRICTED MONTH END CASH BALANCE

(\$ - Thousands)



The Walk-Through Computer

Funding Status as of 1/23/90

Funds Received or Pledged

(ordered by date of commitment)

Kapor Family Foundation	\$250,000
Maxell Corp. of America	\$12,500
Digital Equipment Corp.	\$150,000 *
Alfred P. Sloan Foundation	\$250,000
AT&T	\$40,000
Apple Computer Corp.	\$50,000 *
Intel Corp.	\$50,000
Kensington Microware Ltd	\$25,000
Cirrus	?
<hr/>	
TOTAL	\$827,500

* with additional equipment grant

Proposals Outstanding as of 12/13/89

ACER	\$25,000
AT&T Foundation	\$60,000
BASF	\$25,000
Lotus Development Corp.	\$50,000
Maxell Corp. of America	\$37,500
<hr/>	
TOTAL	\$197,000

CAPITAL CAMPAIGN

JANUARY 25, 1990

FY 90 GOALTOTAL RECEIVED TO DATE

\$400

\$ 51,312 (\$1,500 due in matches)

From:

Eliot Bank/Channel

\$ 11,500

Kent

512

McLaughlin

500

McKenney

2,500

Pettinella

800

Spencer

1,000 (w/\$1,500 match due)

Jamieson

11,500

Brown

17,250

Foster

5,750

TOTAL REC'D

\$ 51,312 (plus \$1,500 match)= \$ 52,812

FY 90 RECEIVABLES AND PLEDGES EXPECTED

Feigenbaum

\$ 8,000

Rodgers

Severino

2,250

TOTAL

\$ 10,250

\$ 10,250

OTHER FY 90 PLEDGES

Apollo

\$ 15,000

Clark

1,024

Coit

1,024

Hoffman

250

Index

2,500

Lucky

1,000

Robelen

2,000

Schwartz

2,500

Shear

1,000

Wang Laboratories

20,000

Wolfson

1,000

TOTAL

\$ 47,298

\$ 47,298

FY 90 OTHER?

Bell	\$ 50,000
Fredkin	50,000
Hendrie	50,000
Poduska	<u>50,000</u>

TOTAL	\$200,000 ?	\$200,000?
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FY 89 PLEDGES OVERDUE

Apollo	\$ 15,000
Brewer	500
Cady	1,024
Clark	1,024
Coit	1,024
Hoffman	250
Index	2,500
Wolfson	<u>1,000</u>

TOTAL	\$ 22,322	\$ 22,322
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TOTAL POTENTIAL FY 90		\$332,682
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if

26-Jan 90

COMPUTER MUSEUM BUDGET

Item	AccYea	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total	YTD
Capital															
Corp Unrestr	89a	1	10	15	1	9	0	8	23	1	0	7	0	75	
	610 90b	0	0	0	0	0	20	20	35	35	30	30	30	200	
	90a	3	0	0	4	0	0								-13
Indv Unrestr	89a	2	4	2	0	0	32	9	253	0	0	10	1	313	
	610 90b	0	0	0	20	20	25	25	35	35	30	5	5	200	
	90a	1	1	0	2	0	34								-27
Total	89a	4	14	17	1	9	32	41	252	0	0	8	12	390	
	90b	0	0	0	20	20	45	45	70	70	60	35	35	400	
	90a	4	1	0	6	0	34	0	0	0	0	0	0	45	-40
Operating															
Corp Member	89a	4	2	24	14	13	9	3	13	9	24	11	7	133	
	810 90b	16	16	16	16	16	16	16	16	16	16	16	16	188	150
	90a	6	0	20	5	5	5								-53
Indv Member	89a	3	6	6	3	9	5	6	4	5	7	4	5	63	
	820 90b	7	7	7	7	7	7	7	7	7	7	7	7	82	67
	90a	4	5	3	4	4	4							24	-17
Annual Fund	89a	0	0	2	0	1	13	10	3	7	7	0	2	44	
	730 90b	1	2	1	3	27	23	5	3	2	5	15	15	100	
	90a	4	0	1	4	11	36								1
Corp Unrestr	89a	0	0	0	0	0	0	0	0	0	1	0	10	11	
	710 90b	0	3	3	5	5	5	8	10	10	0	0	3	50	
	90a			0	0	0	0								-20
Govt Unrestr	89a	0	0	0	0	0	0	0	0	0	0	0	0	0	
	710 90b	19	0	0	19	0	0	19	0	0	19	0	0	75	
	90a	19	0	0	19	0	0								1
Found Unrest	89a	0	0	0	0	0	0	0	0	0	0	0	1	1	
	710 90b	0	3	3	5	5	5	8	10	10	0	0	3	50	
	90a	0	0	0	0	0	0								-20
Indv Unrestr	89a	0	0	0	0	0	0	0	17	0	0	50	50	117	
	710 90b	0	0	0	0	0	0	0	0	0	0	0	0	0	
	90a	28	50	0	0	0	0								78
subtotal	89a	0	0	0	0	0	0	0	17	0	1	50	61	129	
	710 90b	19	5	5	29	10	10	34	20	20	19	0	5	175	
	90a	47	50	0	19	0	0	0	0	0	0	0	0	116	39
Bowl Corp	89a	17	21	25	32	5	15	9	0	0	0	1	0	125	
	750 90b	14	23	20	20	0	0	119	33	0	0	0	0	227	
	90a	25	0	0	0	0	20								-31
Bowl Indv	89a	2	1	5	8	2	1	0	1	0	0	23	0	43	
	750 90b	0	0	0	0	0	0	0	23	55	18	0	0	95	
	90a	0	23	0	0	0	4								27
subtotal	89a	19	22	30	40	7	16	9	1	0	0	24	0	168	
	750 90b	14	23	20	20	0	0	119	55	55	18	0	0	322	
	90a	25	23	0	0	0	24	0	0	0	0	0	0	72	-4
Total Operat	89a	26	30	62	57	30	43	28	38	21	39	89	75	537	
	90b	56	52	49	74	60	55	180	101	99	64	38	43	867	
	90a	86	78	24	32	20	69	0	0	0	0	0	0	309	-35
Grand Total															
	89a	30	44	79	58	39	75	69	290	21	39	97	87	927	
	90b	56	52	49	94	80	100	225	171	169	124	73	78	1267	
	90a	90	79	24	38	20	103	0	0	0	0	0	0	354	-75

THE COMPUTER MUSEUM
STATEMENT OF REVENUES AND EXPENSES
COMBINED OPERATING AND CAPITAL FUNDS
(\$ - Thousands)

	12/31/88 ACTUAL	FOR THE SIX MONTHS ENDED				ANNUAL FY1990 BUDGET
		BUDGET	-----12/31/89----- ACTUAL	FAV(UNFAV)		
REVENUES:						
Operating Fund	590	687	722	35	5%	1,518
Capital Fund	115	273	868	595	218%	1,100
Total Revenues	<u>705</u>	<u>960</u>	<u>1,590</u>	<u>630</u>	<u>66%</u>	<u>2,618</u>
EXPENSES:						
Operating Fund	765	825	706	119	15%	1,650
Capital Fund	241	383	437	(54)	(14%)	1,053
Total Expenses	<u>1,006</u>	<u>1,208</u>	<u>1,143</u>	<u>65</u>	<u>5%</u>	<u>2,703</u>
NET REVENUES (EXPENSES)	<u>(\$301)</u>	<u>(\$248)</u>	<u>\$447</u>	<u>\$695</u>	<u>480%</u>	<u>(\$85)</u>

SUMMARY:

For the six months ended December 31, 1989 the museum operated at a surplus of 447K compared to a budgeted deficit of (248K). As of December 31, 1989 total cash and cash equivalents amounted to 706K.

OPERATING: Operating revenues were 5% over budget due mainly to strong unrestricted contributions, admissions, functions and store revenues. Expenses were 15% under budget due mainly to lower personnel costs (vacant positions).

CAPITAL: Revenues were 218% over budget due to receipt of additional exhibit related revenue. Expenses were 14% over budget all of which is related to exhibit costs.

THE COMPUTER MUSEUM
STATEMENT OF REVENUES AND EXPENSES
OPERATING FUND
(\$ - Thousands)

	12/31/88 ACTUAL	FOR THE SIX MONTHS ENDED				ANNUAL FY1990 BUDGET
		BUDGET	12/31/89 ACTUAL	FAV(UNFAV)		
REVENUES:						
Unrestricted contributions:	17	\$135	168	33	24%	\$279
Restricted contributions	214	99	90	(9)	(10%)	400
Corporate memberships	66	94	40	(54)	(57%)	188
Individual memberships	32	41	24	(17)	(41%)	82
Admissions	118	135	166	31	23%	247
Store	69	86	117	31	36%	163
Functions	63	79	95	16	20%	124
Other	17	18	22	4	22%	35
Gain/Loss on Securities	(6)	0	0	0	0%	0
Total Revenues	590	687	722	35	5%	1,518
EXPENSES:						
Exhibits & education	175	174	154	20	11%	324
Marketing & memberships	105	149	115	34	23%	298
Management & general	172	206	136	70	34%	409
Fundraising	87	39	30	9	23%	127
Store	73	86	108	(22)	(26%)	160
Functions	31	38	34	4	10%	70
Museum Wharf expenses	122	133	129	4	1%	262
Total Expenses	765	825	706	119	15%	1,650
NET REVENUES(EXPENSES)	(\$175)	(\$138)	\$16	\$154	212%	(\$132)

THE COMPUTER MUSEUM
STATEMENT OF REVENUES AND EXPENSES
CAPITAL FUND
(\$ - Thousands)

	12/31/88 ACTUAL	FOR THE SIX MONTHS ENDED				ANNUAL FY1990 BUDGET
		BUDGET	-----12/31/89----- ACTUAL	FAV(UNFAV)		
REVENUES:						
Contributions	\$77	\$85	\$45	(\$40)	(47%)	\$400
Exhibit Funding	38	188	822	\$634	1337%	700
Interest Income	0	0	1	\$1	100%	
	-----	-----	-----	-----	-----	-----
Total Revenues	115	273	868	595	218%	1,100
EXPENSES:						
Exhibits	4	76	244	(168)	(221%)	481
Exhibit Administration	98	164	87	77	47%	313
Fundraising	58	65	28	37	56%	105
Wharf mortgage	81	78	78	0	0%	154
	-----	-----	-----	-----	-----	-----
Total Expenses	241	383	437	(54)	(14%)	1,053
NET REVENUES (EXPENSES)	(\$126)	(\$110)	\$431	\$541	591%	\$47

THE COMPUTER MUSEUM
BALANCE SHEET
12/31/89

	OPERATING FUND	CAPITAL FUND	PLANT FUND	TOTAL 12/31/89	TOTAL 6/30/89
ASSETS:					
Current:					
Cash	\$99,255			\$99,255	\$149,212
Cash Equivalents	606,475			606,475	121,117
Investments		\$69,436		69,436	37,500
Receivables	11,872			11,872	36,427
Inventory	64,020			64,020	43,708
Prepaid expenses	16,821	578		17,399	7,227
Interfund receivable		895,493		895,493	492,907
	-----	-----	-----	-----	-----
TOTAL	798,443	965,507	0	1,763,950	888,098
Property & Equipment (net):					
Equipment & furniture	-		\$11,482	11,482	11,482
Capital improvements	-		699,126	699,126	699,126
Exhibits	-		336,276	336,276	336,276
Construction in Process	-	26,311		26,311	26,311
Land	-		24,000	24,000	24,000
	-----	-----	-----	-----	-----
Total	0	26,311	1,070,884	1,097,195	1,097,195
TOTAL ASSETS	\$798,443	\$991,818	\$1,070,884	\$2,861,145	\$1,985,293
	=====	=====	=====	=====	=====
LIABILITIES AND FUND					
BALANCES:					
Current:					
Accounts payable and accrued expenses	\$53,686	\$9,038		\$62,724	\$76,446
Deferred income	11,940	-		11,940	22,230
Line of credit/Loan Payable	50,000	-		50,000	0
Interfund payable	895,493	-		895,493	492,907
	-----	-----	-----	-----	-----
Total	1,011,119	9,038	0	1,020,157	591,583
Fund Balances:					
Operating	(212,676)			(212,676)	(229,083)
Capital		982,780		982,780	551,909
Plant			\$1,070,884	1,070,884	1,070,884
	-----	-----	-----	-----	-----
Total	(212,676)	982,780	1,070,884	1,840,988	1,393,710
TOTAL LIABILITIES AND					
FUND BALANCES	\$798,443	\$991,818	\$1,070,884	\$2,861,145	\$1,985,293
	=====	=====	=====	=====	=====

THE COMPUTER MUSEUM
STATEMENT OF CHANGES IN CASH POSITION
12/31/89

	OPERATING FUND	CAPITAL FUND	PLANT FUND	TOTAL 12/31/89	TOTAL 6/30/89
Cash provide by/(used for) operations:					
Excesss/(deficiency) of support and revenue	\$16,407	\$430,871		\$447,278	(\$606,578)
Depreciation				0	283,311
Cash from operations	16,407	430,871	0	447,278	(323,267)
Cash provided by/(used for) working capital:					
Receivables	24,555			24,555	(5,654)
Inventory	(20,312)			(20,312)	(4,011)
Investments		(31,936)		(31,936)	81,173
Accounts payable & other current liabs	(14,424)	702		(13,722)	(11,602)
Deferred income	(10,290)			(10,290)	7,980
Prepaid expenses	(13,121)	2,949		(10,172)	1,482
Cash from working capital	(33,592)	(28,285)	0	(61,877)	69,368
Cash provided by/(used for) Fixed assets	-			0	(33,147)
Net increase/(decrease) in cash before financing	(17,185)	402,586	0	385,401	(287,046)
Financing:					
Interfund rec. & pay.	402,586	(402,586)		0	-
Transfer to Plant				0	-
Line of credit/Loan Payable	50,000			50,000	0
Cash from financing	452,586	(402,586)	0	50,000	0
Net increase/(decrease) in cash & investments	435,401	0	0	435,401	(287,046)
Cash, beginning of year	270,329	0	0	270,329	557,375
Cash, end of period	\$705,730		\$0	\$705,730	\$270,329

COMPUTER BOWL
 REVENUE REPORT - ^{1/25/90} ~~1/18/90~~

GOAL: \$322,000

TO DATE: \$71,792

<u>SPONSOR</u>	<u>COMMITTED</u>	<u>RECEIVED</u>
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Presenter

ACM	\$40,000	\$25,000
-----	----------	----------

Underwriters

Gwen & Gordon Bell	\$22,500	\$22,500
(Pat Collins Nelson FY89)	\$22,500	\$22,500)

Official Sponsors

Advanced Micro Devices	\$ 9,000	
BASF	\$ 9,000	10,000
Fenwick Partners	0	
Lotus Development Corp.	\$ 9,000	
Merrill Pickard Anderson & Eyre	\$ 9,000	
Price Waterhouse	\$ 9,000	
Stratus Computer, Inc.	\$ 9,000	\$ 9,000
Sun Microsystems	\$10,000	
Thinx Software (Bell Atlantic)	\$ 9,000	\$ 9,000
Visix Software Inc.	\$ 9,000	
<i>Anderson Consulting</i>	<i>9,000</i>	

Table Sponsors

CIO	\$ 3,000	
Computer Systems News	\$ 3,000	
Ed & Joyce Fredkin	\$ 5,000	
Gardner Hendrie	\$ 4,500	\$ 4,500
IDG	\$ 5,000	
Infoworld	\$ 3,000	
<i>Mitic</i>		<i>5,000</i>

West Coast Satellite Sponsors

Bank of America	\$ 5,000	
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TOTAL: \$173,000		SUBTOTAL: \$70,000
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Individual Tickets

3 tickets @ \$500		\$ 1,500
Deposit on 1 ticket		\$ 250

Other Income

Sale of Bowl '88 questions		\$ 42
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TOTAL: \$71,792	
	<i>96,792</i>

In-Kind

AK Graphics
Boris Mastercolor
Commonwealth Creative Group
The Composing Room
Techmart
World Trade Center

PROSPECTS

Official Sponsors

Acer
Apple
Alliant
AT&T
✓ Anderson Consulting
Bitstream
Boston Technology
Bull
Cellular 1
Citibank
Cirrus
Claris
Coleman Steads
Coven & Co.
Compaq
Digital Equipment
Encrypton Technology
The Exhibit Emporium
Fleet Financial
Hewlett-Packard
IBM
Josten's Learning Corp.
Mastercard International
Micromind
Microsoft
MIPS
NEC
N.E. England Oldsmobile Dealers
Network Computer Devices
NeXT
Nutter, McClennan & Fish
NYNEX
Oracle Corp.
Poqet
Sequent
Sharp Electronics
Stardent
Solbourne Computer
T-Maker
Toshiba Information Systems
US Robotics
3-Com
Zenith Data Systems
Xerox

Prospects con't

Table Sponsors

Computer World
Coopers & Lybrand
CMP Publications
Fenwick Partners
Fortune
Information Week
Mitre
Ike Nassi
Network News
Russell Planitzer
Russell Reynolds
Bill Poduska
Sesha Pratap
Technology Research Group

West Coast Satellite Sponsors

Apple Computer, Inc.
Kleiner Perkins Caufield & Byers
Tandem

Cheerleaders

Boston Popcorn
Mediamap
Silicon Graphics

1/18/90
kpj

To: Individual Committee

Fr: Jan DelSesto, Julie Oates

Subj.: Individual Financials and Program Information

Date: January 26, 1990

FINANCIALS

Please note, all financials are effective through January 24, 1990.

FY89 Goal:	FY89 Actual:	FY90 Goal (Revised):	FY90 Actual:
\$67,000	\$63,126	\$50,700 ind. memb.	\$20,774 ind. memb.
		\$ 5,000 library memb.	\$ 500 library memb.
		\$ 810 match funds	\$ 2,385 match funds
		\$10,700 misc projects	----- (in the door)

		\$67,210 TOTAL	\$23,659 TOTAL

FY90 Goal:
\$59,500 ind. memb.
\$16,000 library memb.
\$ 6,000 match funds

\$81,500 TOTAL

Please note that the FY90 goal has been revised. We have included the original goal of \$81,500 to be used as a comparison to the revised figures. These new numbers do not include any money from new members solicited through either the phoneathon or the incentive program. It is our hope that these two additional programs will contribute to significantly to our bottom line.

The year's first six months' financials are broken down below. Please note that any positive difference in the numbers listed below and the year to date figure listed above is due to donations made above the amount for membership level renewals.

July 1 - December 31, 1989

	POTENTIAL	ACTUAL	NEW
Indiv. 1yr (\$30.00)	284 (\$8520)	159 (\$4770)	36 (\$1080)
Indiv. 2yr (\$50.00)	56 (\$2800)	43 (\$2150)	8 (\$400)
Student (\$20.00)	24 (\$480)	3 (\$60)	10 (\$200)
Family 1yr (\$45.00)	71 (\$3195)	39 (\$1755)	23 (\$1035)
Family 2yr (\$80.00)	6 (\$480)	4 (\$320)	4 (\$320)
Friend (\$100.00)	52 (\$5200)	40 (\$4000)	3 (\$300)
Sponsor (\$250.00)	14 (\$3500)	13 (\$3250)	1 (\$250)
Patron (\$500.00)	4 (\$2000)	1 (\$500)	0 (\$0)
	-----	-----	-----
TOTAL	\$26,175	\$16,805	\$3,585

INDIVIDUAL MEMBERSHIP PROGRAMS

Efforts to date:

Phonathon: Since the phonathon was designed specifically for Annual Fund solicitation, we were unable to gather the data or additional volunteers to focus on renewal of membership. Thus, only twelve individual members (@ \$30.00) joined The Museum as a result of the phonathon efforts. A phonathon specifically geared to membership renewal/recoup and new solicitation is being planned for February.

High Level (\$100 - \$500) Individual Renewals: Eight letters (totaling \$1700 in potential renewal \$) were sent to high level individual members. Those members are Roger Glovsky, Tom Hall, Seiichika Katayama, Richard Marino, Joseph Newcomer, Brendan Reilly, and George Storm. Tom Hall has renewed since the letter was sent out. Mr. Hall renewed at the Patron level(\$500).

(Potential revenue: \$1,200)

Matching Funds: For FY90, we have received \$885 in matching fund pledges. To date, \$810 of that \$885 is still outstanding. Please note that the majority of matching fund dollars listed in the first page "FY90 Actual" financials are from pledges that were made in FY89, but not received until FY90.

PR/Marketing Efforts:

Classroom Computing: The Computer Museum's "Memories Poster" will be featured on the April cover of Classroom Computing (circ.: 80,000, 8 times a year). The description of The Museum and a pitch for membership will appear in the magazine. The pitch offers a free "Memories Poster" to those who join The Museum. Any results from the offer will not be evident until the last quarter of the fiscal year.

(Potential Revenue: \$5,000)

Upcoming Efforts:

Library Membership: Within the next two weeks, letters will be sent out to all public libraries in Massachusetts (382). We hope to increase our Library membership through this direct mail approach. We have had interest in the past from individual libraries, however, they have never been solicited as a whole. We are offering a special discount to first time library members. Libraries who join The Museum before April 1, 1990 can do so at a price of \$300 (instead of \$500).

(Potential Revenue: 17 @ \$300 = \$5,100)

California Members (West Coast): We plan to target individual members in the California area by offering a discount on Computer Bowl tickets to new members and lost members. This pitch will be made through and to employees of corporations who have 1990 Bowl team members (HP, Apple) and through Alsop's and Tarter's newsletters.

(Potential Revenue: 100 @ \$30 = \$300)

Soft*letter: We have obtained the 5,000 name database of subscribers of Soft*Letter. We will use the list to solicit new members; initially we plan to target Massachusetts and California.

(Potential Revenue: 1% (50) @ \$30 = \$1,500)

Renewals and Inactives: We have a list of all inactive members and those who have not yet renewed membership for a phone solicitation planned in upcoming months.

(Potential Revenue: As stated on page 3, \$27,137)

Financial Incentive Program: We will be instituting a financial incentive program for Museum interpreters (guides) and store personnel to encourage signing up new members through visits.

(Potential Renewal: 5 per week, approx. 22 weeks left in FY90 = 5 x \$30 x 22 = 3,300)

To: Laura Morse
 Fr: Jan DelSesto, Julie Oates
 Subj.: Corporate Financials and Program Information
 Date: January 18 1990

FINANCIALS

Please note, all financials are effective through January 18 1990.

FY89 Goal: \$172,500	FY89 Actual: \$132,500	FY90 Goal: \$188,150 \$150K	FY90 Actual: \$58,500	<i>Transfers</i> + 1/19 } \$7K + 1/20 } Super: } Indt- { 1/21 Schubert Assoc. 2 } 1 Resur. Pr.
FY90 Goals:		To Date:		
30 @ \$1,000 = \$30,000		Synergetics Wellfleet Communications		
5 @ \$3,000 = \$15,000		Acer Inc.		
3 @ \$5,000 = \$15,000		Adobe AT&T		1/22 Actual \$ 67,500
Renewals:				
Inactive Renewals (July-Dec. '89)	\$86,000			
Potential Renewals (Jan.-June '90)	\$66,000			

	\$152,000 TOTAL			

The following companies have not yet renewed their memberships for FY 1990.

July 1 - December 31, 1989 Past Due Renewals

Contact	Organization	Amount	Renew
William Meagher Managing Partner	Arthur Andersen & Co.	1,000	11/89
Jack Harcourt Gayle Richardson	Bank of Boston	1,000	12/89
David Mahoney President	Banyan Systems	1,000	11/89
KC King	Baybank Boston	1,000	12/89
Michael Nacey VP, Admin	Bolt Berenak & Newman	1,000	9/89
Ann LeClaire	CLSI	1,000	11/89
Arun Gupta President	Data Ease	1,000	8/89
Daniel Hosage President and CEO	DAVOX Corp.	1,000	10/89
Bill Brindley President	DECUS	3,000	11/89
Joseph O'Connor VP, Admin & HR	Charles Stark Draper	3,000	10/89 ✓
Fontaine Richardson	Eastech	1,000	12/89
James Masciarelli	Fenwick Partners	3,000	9/89
David Fausch	The Gillette Comp.	3,000	12/89

\$ 3,000 Fare renewing at 1,500

VP, Corporate Public Relations

Bill S. Kaiser Partner	Greylock Management	1,000	12/89	
Mary Hegarty User Group Coordinator	Manager Software Products	1,000	8/89	
Bonnie Colantropo	Boston Scientific, Inc. (formerly Medi-Tech)	1,000	12/89	
Stephen Coit	Merrill Pickard Anderson & Eyre	1,000	8/89	
Ann Nason	Microamerica	1,000	8/89	
Charles Zraket President	MITRE	10,000	9/89	Special case Jan
T.J. McKiernan VP, Sales & Marketing	Moore Business Forms & Systems Division	3,000	9/89	
John Paul President, Nixdorf	Nixdorf Computer Computer Engineering Corp. (NCEC)	1,000	8/89	
Steve Bischof District Manager	Pfizer Pharmaceuticals	1,000	12/89	
Kenton Sicchitano Partner-in-Charge	Price Waterhouse	1,000	8/89	
David Donaldson	Ropes & Gray	3,000	11/89	
Barbara Gaffney VP, HR	Sequent Computer	1,000	10/89	
Ira Keller Marketing Director	SD Financial	1,000	12/89	
Kathleen Tullberg VP, Community Relations	Shawmut Corp.	1,000	11/89	

Carol Broadbent Sun Microsystems 3,000 11/89

Norm Demers The Travelers 3,000 12/89 ✓
Assist. Director,
Data Processing

David Curry Unisys Corp. 3,000 12/89 ✓
Secretary, Comm. on
Contributions & Memb.

(kcl) Michael Gosney Verbum Magazine 1,000 8/89
\$49,000 TOTAL -----

Summer 1989 Inactive Renewals: \$37,000

TOTAL OF ALL INACTIVE MEMBERS FROM
JULY 1 - DECEMBER 31, 1989 \$49,000
+ \$37,000

\$86,000

Omni Publications	\$1,000	90/3
Regis McKenna	\$1,000	90/3
Ziff Davis Publications	\$3,000	90/3

April

Automatic Data Processing	\$3,000	90/4
Bitstream	\$1,000	90/4
IEEE Computer Society	\$3,000	90/4
Microsoft	\$3,000	90/4
Professional Press	\$ 500	90/4
Raytheon	\$10,000	90/4
TASC	\$1,000	90/4

May

Computer Power Group	\$1,000	90/5
Lotus Development	\$1,000	90/5
The New England	\$1,000	90/5
Stratus Computer	\$3,000	90/5

June

Applied Tech Investors	\$ 500	90/6
Manufacturers Hanover Trust	\$3,000	90/6
Prime Computer	\$3,000	90/6
Sharon Merrill	\$1,000	90/6
Technology Research Group	\$1,000	90/6
Weyerhaeuser Company	\$1,000	90/6

	\$66,000	TOTAL

The following corporations have become members of The Museum through our functions department. Please note that although the money generated from these memberships is credited to the functions department for the company's initial year of membership, any subsequent renewals are credited to the membership department.

Alliant Computer
Ashlar Corp.
Batterymarch Financial
Bechtel, Parsons & Binkerhoff
Connect, Inc.
DMR Group
Emerald Systems*
Greentree Associates
Interbase Software
McKinsey and Company
Morgan Stanley
Multitrack
Software House
Software People Concepts

* Emerald Systems has not yet paid their \$1,000 membership fee.

CORPORATE MEMBERSHIP PROGRAMS

Efforts to date:

Renewal Letters: Three letters are routinely sent to each company as renewal reminders. The first letter is sent to the company three months before its membership expires; the second letter is sent two months before expiration, the third letter is sent one month before the membership is due to expire. In addition to these letters, the committee sent personalized renewal letters to those companies who failed to renew. These letters were then followed up with personal phone calls made by committee members. Ernst & Young, Coopers & Lybrand, Intermetrics, KPMG Peat Marwick, Russell Reynolds and Xerox have all recently renewed as a result of this follow up.

Potential Membership List: A list of potential corporate members has been developed. This list comprises a number of sources: specific categories from the Fortune 1000 listing, the "Top 100 Companies in New England" from XXXX, and names contributed from the committee. Each committee member has chosen at least five companies from the list to proactively solicit for membership. When companies on the list become members, the committee member who brought them in will be assigned another company on the list. This solicitation program will be an ongoing effort.

Benefits: An additional benefit has been afforded corporate members. Those members who are not in the nearby geographical area may now receive audiotapes of the Breakfast Seminar Series. Also, if these members are not able to attend, they may have a client or sales representative attend the breakfast in their place.

New Category: We have added a "Corporate Patron" category to the membership categories. This Patron category is \$5,000. We believe that this category is important because it bridges the wide gap between the "Corporate Sponsor" (\$3,000) level and the "Corporate Benefactor" (\$10,000) level.

Upcoming Efforts:

Brochure: We are in the process of developing copy for a corporate membership brochure. This brochure will be used to solicit new members, and will also be distributed to existing corporate member representatives so that they can distribute it to people they believe may be interested in joining The Museum.

Breakfast Seminar Series Follow Up: A list of attendees is created after each breakfast. We plan to solicit by letter each company who attended the breakfast but who is not a current member. In the future, we plan to "assign" each committee member selected non-members attending the breakfast. The committee member will pitch corporate membership and its benefits to these individuals.

DATE: January 19, 1990
TO: Executive Committee
FROM: Janice Del Sesto, Director of Development and Public Relations
RE: Grant Writer/Researcher Position

The Museum has always relied primarily on program staff to research, identify, and make contact with potential sources of funding and generate the necessary proposals to procure funding. This has had a limiting effect on the Museum's ability to raise funds for ongoing and new programs as well as special projects. Increasing programmatic demands on staff time have meant that proposal generation has, for the most part, been at maintenance level.

As a result of a decision made by management and the executive committee, a re-allocation of staff was made during the summer to ramp up development activity. From July to November, Greg Welch, originally hired to manage the development of the Milestones exhibit, spent the majority of his time as a grant writer. As a result, several major proposals were prepared and significant new funds from new sources were procured.

During that period, he assisted with the generation of proposals to government, foundation, and corporate sources totalling more than \$700,000. To date, we've been awarded \$430,000 or 61.5% of our requests. An additional \$132,000 is still pending. We've had one rejection and that was for equipment not cash.

The limited research we have been able to do as well as personal discussions and meetings we have had with potential funding sources over the last several months has made it increasingly clear that there is significant support for which the Museum is both eligible and for which we have been encouraged to apply especially for education programs.

In March of 1989 I met with someone to discuss the potential for funding from his national foundation. After further discussion and a visit to the Museum, he invited us to prepare a \$1 million proposal to fund an education program having national impact and scope. To date, the education department has not yet conceptualized a national program and thus the proposal has not yet been generated.

In addition to the need for focussed effort to with work program staff to generate proposals for operating support of ongoing programs as well as new exhibits and education programs, there is the need to prepare a revised case for support for the Capital Campaign, and a proposal to the NEH for a Capital Challenge Grant.

A sampling of potential new funds include:

NEH	\$1-\$3 million challenge grant for capital
National Youth Foundation	\$1 million
Boston Globe Foundation	\$5,000-\$25,000
Sun Microsystems	\$5,000-\$50,000
Advanced Micro Devices	\$5,000-\$20,000
General Electric Foundation	\$5,000-\$100,000
GTE Foundation	\$5,000-\$20,000
Markle Foundation	\$10,000-\$200,000
SIGGRAPH	\$10,000
IMS Operating Grant	\$75,000N
National Science Foundation	for various projects and programs

Although conceptualization and content will still need to be driven by program and development staff, the source research, initial contact, and proposal generation would be carried out by the grant writer/research under my supervision.

There are available funds that could be re-allocated within the development department budget without over-stepping the FY 90 budget. A salary range of \$20,000-\$25,000 could be expected to attract an individual with some experience.

The addition of a grantwriter/researcher would enable us to generate a minimum of \$2 million in new proposals in the remainder of FY 90. Although most of the funding procured as a result would not be realized until FY 91, I believe that several proposals to local sources could result in funding in FY 90.

Memorandum of Understanding Between The Computer Museum (TCM) and The Boston Computer Society (BCS) Regarding the Computer Discovery Center

1. Goal

The BCS and TCM jointly undertake to develop and open a major new exhibit for the general public at The Computer Museum. Entitled "Computer Discovery Center" (CDC), the exhibit will provide a variety of hands-on experiences to help people appreciate the role personal computers can play in their personal and professional lives. A plan for the CDC is attached. Major departures from this plan must be agreed to by the Steering Committee defined in paragraph 3.

2. Roles

TCM will manage the development of the CDC, including detailed exhibit development, script development, fabrication, and installation. Content is expected to be developed by project staff, using materials already developed by the BCS as a starting point (subject to any approvals that might be required from Chermayeff & Geismar regarding elements drawn from their work). Advisor groups focused on specific topics will be convened as needed. A designated person at BCS and TCM will be responsible for day-to-day development of the project. The BCS will, to the best of its ability, help the CDC's development by encouraging its members to volunteer as programmers or helpers, by publicizing and promoting the CDC in its publications, and by other (non-financial) means at its disposal.

3. Steering Committee

A Steering Committee will review the CDC's progress, resolve policy issues and, if necessary, revise the memorandum of understanding between BCS and TCM. The committee will be composed of four members appointed by each of the BCS and TCM, of whom at least two will be on each Board. The Steering Committee will meet quarterly or, if needed, more frequently during the development phase of CDC, and at least once a year thereafter.

4. Timing

TCM will give the CDC a high priority. When 60% of the funding has been secured, TCM will set an opening date after consulting with BCS and will hire an exhibit developer. TCM will need approximately one year from the time of hiring an exhibit developer to complete the exhibit development. The choice of opening date may be affected by

the need to avoid coinciding too closely with the opening of another major new exhibit at the Museum (in particular, Milestones of a Revolution).

5. Funding

The exhibit budget is \$500,000. Changes of more than \$100,000 must be approved by the CDC steering committee. BCS will contribute all its CDC funds and outstanding pledges towards the CDC. Fifty percent of these funds will be payable to TCM at the start of the development, a further 25% will be payable when development teams for half the exhibits are in place, and the final 25% will be paid when initial versions of the software are substantially complete. Funds may be released earlier by consent of the steering committee. TCM will be responsible for raising the remaining funds. BCS will support TCM's fund-raising efforts. TCM assumes responsibility for all expenses associated with the CDC's development.

6. Ownership of CDC

The name CDC, the software, and the design of the CDC will be jointly owned by BCS and TCM. All uses of the name, software, or design outside TCM must be reviewed by the steering committee. If either party wishes to make use of the name, software, or design in a venture or project other than the subject exhibit at TCM, then the initiating party will offer the other party first refusal as a partner on a reasonable basis. If the other party, within a reasonable time, declines, the initiating party may proceed, provided the use of the material is outside New England and does not adversely impact the operation and success of the CDC at TCM.

7. Benefits for BCS Members

TCM and BCS will agree on appropriate admission privileges to TCM for BCS members for a period after the opening of CDC.

8. Credit for Sponsors

All sponsors of the CDC project, including those whose contributions were expended before TCM's involvement in CDC, will be credited at the level of their contributions during all phases of the CDC's development.

9. Credit for BCS and TCM

The CDC will be a joint project of the BCS and TCM and will be referred to as such in all publicity and promotional materials.

10. Exhibit Duration

TCM commits to retaining the CDC at TCM for five years from the date of opening. The CDC's continuation thereafter will be determined by the Steering Committee.

11. Dissolution

It is the intent of TCM and BCS to work together to attain the stated goal of this memorandum. However, if for any reason either TCM or BCS unilaterally and without cause by the other party decides not to proceed to the opening of the exhibit, the withdrawing party will forfeit all rights under this memorandum and transfer any unspent funds and work in progress to the other party subject to existing limitations. If both parties withdraw before the exhibit opens, the steering committee will dissolve the project in an equitable fashion. If either party wishes to terminate this relationship after the opening of the exhibit, but before the 5th anniversary of the exhibit opening, the rights and obligations of both parties will be determined by the Steering Committee.

Oliver Strimpel
Acting Executive Director
The Computer Museum

Jonathan Rotenberg
President
The Boston Computer Society

<u>PROPOSAL TO</u>	<u>REQUEST</u>	<u>FOR</u>	<u>RESPONSE</u>	<u>COMMENTS</u>
<u>OPERATING:</u>				
Mass Council on the Arts & Humanities	\$ 50,750	Admission subsidies	\$ 18,000	Were originally awarded \$26,000 but due to state cutbacks grant was diminished.
Hyams Foundation	\$ 1,400	Ticket Subsidy program	\$ 1,400	Confirmed \$900 and we asked for increase which was fully granted
Institute of Museum Services	\$ 75,000	Operating support	\$ 75,000	Received maximum grant awarded.
Lynda Bodman	\$ 4,000	to be determined	\$ 4,000	\$5,000 award for corporate membership of \$1K with balance to be allocated possibly for Walk-Through outreach
<u>EXHIBITS:</u>				
Apple Computer	\$ 50,000	Walk-Through plus equipment	\$ 50,000 plus equipment	Committed
AT&T	\$100,000	Walk-Through	\$ 40,000	\$40,000 has been committed with the potential for the additional \$60,000 as well.
DEC	\$450,000	Walk-Through plus equipment for exhibits and admin	\$450,000 cash \$500,000 equip	Cash and equipment over three years. First \$150,000 cash for Walk-Through.
IBM	\$350,000	Milestones plus equipment	\$100,000 plus equipment	Requested cash and equipment for Milestones. Were told at outset that low six figures was more likely.
Intel	\$ 50,000-\$100,000	Walk-Through	\$ 50,000	Committed
The Travellers Co.s	\$ 25,000	Milestones	\$ 30,000	Received
Sloan Foundation	\$250,000	Walk-Through	\$250,000	Received full funding
National Endowment for the Humanities	\$ 91,038	Milestones	\$ 50,000	Committed
Charles Bachman	\$ 2,000	Milestones	\$ 4,000 w/match	
Kensington	\$ 25,000	Walk-Through	\$ 25,000	Committed
<u>EDUCATION:</u>				
Lotus	\$ 30,000	Education outreach program	\$ 2,000	AN was encouraged to request in range of \$25,000. Have asked for meeting to discuss decision.

SPECIAL EVENTS:

ACM	\$ 50,000	Computer Bowl sponsorship	\$ 40,000	Renegotiated for \$40,000 reducing percs
Gordon & Gwen Bell	\$ 22,500	Underwriters	\$ 22,500	
AMD	\$ 9,000	Official sponsor	\$ 9,000	Also becoming corp member for another \$1K
Andersen Consulting	\$ 9,000	Official sponsor	\$ 9,000	
BASE	\$ 9,000	Official sponsor	\$ 9,000	
Lotus	\$ 9,000	Official sponsor	\$ 9,000	
Merrill Pickard Anderson & Eyre	\$ 9,000	Official sponsor	\$ 9,000	
Price Waterhouse	\$ 9,000	Official sponsor	\$ 9,000	
Stratus	\$ 9,000	Official sponsor	\$ 9,000	
Sun Microsystems	\$ 10,000	Official sponsor	\$ 10,000	
Thinx	\$ 9,000	Official sponsor	\$ 9,000	
Visix	\$ 9,000	Official sponsor	\$ 9,000	
Bank of America	\$ 5,000	Satellite sponsor	\$ 5,000	
Fredkins	\$ 5,000	Table sponsor	\$ 5,000	
IDG	\$ 5,000	Table sponsor	\$ 5,000	
Hendries	\$ 4,500	Table sponsor	\$ 4,500	

CAPITAL:

Owen Brown	\$ 20,000		\$ 17,250
Burgess Jamieson	\$ 10,000		\$ 11,500
Ed Feigenbaum	\$ 8,000		\$ 8,000
Bill Foster	\$ 5,750		\$ 5,750
Jim McKenney	\$ 2,500		\$ 2,500
Bill Spencer	\$ 1,000 (plus \$1,500 match)		\$ 2,500
Nick Pettinella	\$ 800		\$ 800
Dave Rodgers	amount unknown		

TOTAL FUNDED: \$1,370,700 cash (\$1,070,700 in FY 90) \$500,000+ in equipment

PENDING PROPOSALS as of January 22, 1990 Page three

<u>PROPOSAL TO</u>	<u>REQUEST</u>	<u>FOR</u>	<u>COMMENTS</u>
<u>OPERATING:</u>			
Institute of Museum Services	\$ 75,000	General operating support	Were funded at this level in FY 90. This is for FY 91.
Shawmut	\$ 5,000	General program support	Will make decision in April. Shawmut suggest 75% chance.
<u>EXHIBITS:</u>			
American Airlines	\$125,000	Networked Society	
AT&T	\$ 60,000	Walk-Through	Additional funds being considered
Cirrus Logic Corp.	\$ 10,000-\$25,000	Walk-Through	Pledged support in CA.
IEEE Computer Society	\$ 25,000	Milestones	Would be multi-year if funded.
Lotus	\$ 25,000-\$100,000	Walk-Through	1-2-3 marketing decision.
MAXELL	\$ 37,500	Walk-Through	Gave \$12,500 in FY 89. Have asked for an additional contribution.
NEC	No amount specified	- exhibits	Staff met with NEC to discuss progress, to be told that they are interested in Milestones. Have suggested they consider Milestones and Walk-Through.
<u>SPECIAL PROJECTS:</u>			
AAAI	\$ 10,000	Computer Exhibit Kits	Encouraged to apply.
Hearst Foundations	\$ 25,000	Computer Exhibit Kits	Excellent chance of funding since we have Will Hearst's support.
National Science Foundation	\$ 97,772	Computer Kits program	The staff worked closely with NSF to develop this proposal. Although there is staff support for the project, the decision is made by peer review. 90% chance.

PROPOSAL TO REQUEST FOR COMMENTS

Mitre	\$ 20,000 Milestones	Need to confirm
Ed Fredkin	\$ 50,000 Milestones	Pledged
Allen Michels	\$ 12,500 Milestones	Pledged

TOTAL PENDING: \$577,772 all but \$75,000 would be requested for FY 90

PROPOSALS IN PREPARATION

OPERATING:

Boston Globe Foundation \$ 10,000 Education program support

Meetings with BG staff encouraged us to apply. encouraged us to seek small additional support beyond corporate membership now at \$1K

EDUCATION:

SIGGRAPH \$ 10,000 Education project in graphics

SIGGRAPH education committee is interested in innovative programs.

To variety of potential sources \$ 25,000 Poster for Walk-Through promotion and educational purposes

REJECTIONS:

Sun Microsystems \$100,000 Walk-Through

Refused.

Maxtor \$ 50,000 Walk-Through

Refused.

Quantum \$ 25,000-\$50,000 Walk-Through

Staff met with in CA.

The Computer Museum

300 Congress Street
Boston, MA 02210

(617) 426-2800

MEDIA SUMMARY: IN BRIEF

November 4, 1989 - February 16, 1990

PRINT

(estimated)

Total Circulation: 12,878,096

ELECTRONIC:

(estimated)

Total impressions: 16,292,000

International Highlights

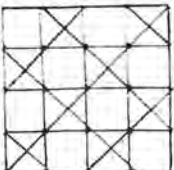
News of The Computer Museum spanned the globe with a November-December article in Siemens Review (distributed to 40,000 opinion leaders around the world), extensive Museum profiles in the Jerusalem Post and Information and Computer Magazine (Taiwan), and a British Airways in-flight video on the Museum as a tourist-must-see (shown on all incoming Boston flights since December 1, 1989). In addition since late September 1989, 31 other journalists from nine (9) countries have visited the Museum.

National Highlights

The Computer Museum led and closed a February 12, 1990 story on optical computing in US News & World Report. In both December 1989 and January 1990, The New York Times highlighted the Museum--as a smart place to shop ("Tips From Silicon Santa") and as a place to visit in "What's Doing in Boston" stories. (The Museum Store reports that the Times piece directly resulted in more than 300 catalog requests and over 50 orders.) The Museum will also be the focus of a "Lifestyle" feature in the Sunday, February 18, 1990 New York Times.

In addition, the Museum was the focus of a December 1989 CBS Radio feature on Charles Kuralt's Dateline America program and was chosen as place to visit during a CBS-TV This Morning show segment on the visually impaired (seen January 19, 1990 in more than 2 million households). On January 30, the Museum made the CBS-TV Evening News (seen by 13,000,000) in a story on optical computing.

Also, news of the April 27, 1990 Computer Bowl has reached well over half a million people across the country because of articles already in print. And Omni, Popular Mechanics and Siemens Review have begun to work on early pre-release features on the upcoming Walk-Through Computer exhibit (The Boston Globe broke the story in December 1989).



2/Media Summary

NOVEMBER 1989

Total circulation of all placements: 492,565

PRINT HIGHLIGHTS

PUBLICATION: SIEMENS REVIEW
CIRCULATION: 40,000
DATE: November/December 1989
HEADLINE: "Healing the Split Between Art and Science"
DESCRIPTION: Feature on SIGGRAPH Art Show
CONTACT: Arthur F. Pease

PUBLICATION: COMMUNICATIONS OF THE ACM
CIRCULATION: 75,000
DATE: November 1989
HEADLINE: "Computers belong in a Museum"
DESCRIPTION: President's letter W/Oliver Strimpel
CONTACT: Bryan Kocher, ACM President

PUBLICATION: PANORAMA
CIRCULATION: 26,946
DATE: November 1989
HEADLINE: "A robot family portrait..."
DESCRIPTION: Photo and listing of TCM

PUBLICATION: PUBLISH
CIRCULATION: 80,000
DATE: November 1989
HEADLINE: "Calendar"
DESCRIPTION: Item on the SIGGRAPH art show

PUBLICATION: THE BOSTON CONNOISSEUR (A New York Times advertising supplement)
CIRCULATION: 62,000
DATE: Fall/Winter 1989
DESCRIPTION: Listing and photos of Museum's winter events
CONTACT: Rosemary Spearin

PUBLICATION: SUCCESSFUL MEETINGS
CIRCULATION: 77,000
DATE: November 1989
HEADLINE: "Boston"
DESCRIPTION: Museum as a function venue
CONTACT: Michael Adams

3/Media Summary

DECEMBER 1989

Total circulation of all placements: 7,201,930

PRINT HIGHLIGHTS

PUBLICATION: NEW YORK TIMES
CIRCULATION: 1,068,217
DATE: December 5, 1989
HEADLINE: "Tips from Silicon Santa"
DESCRIPTION: Where to find computer gifts-TCM Store
CONTACT: Peter Lewis

PUBLICATION: THE BOSTON HERALD
CIRCULATION: 355,355
DATE: December 6, 1989
HEADLINE: "Character Builder"
DESCRIPTION: Photo of Natalie Rusk on Acer
CONTACT: Brian Walski

PUBLICATION: THE BOSTON GLOBE
CIRCULATION: 500,106
DATE: December 7, 1989
HEADLINE: "Computers, Christmas and kids"
DESCRIPTION: Interview with Oliver Strimpel about
buying kids computers
CONTACT: Amy Bermar

PUBLICATION: THE BOSTON GLOBE
CIRCULATION: 509,500
DATE: December 8, 1989
HEADLINE: "TGIF"
DESCRIPTION: Mention of The Walk-Through Computer
CONTACT: Alex Beam

PUBLICATION: FORBES
CIRCULATION: 804,859
DATE: December 11, 1989
HEADLINE: "Comp/Comm Sweeps the Boards"
DESCRIPTION: Article about Excellence in Techn. Comm.

PUBLICATION: PATRIOT LEDGER
CIRCULATION: 90,951
DATE: December 7, 1989
HEADLINE: "Don't Overlook Museum's Offerings"
DESCRIPTION: Item about gifts from store
CONTACT: Diane Baltozer

4/Media Summary

PUBLICATION: THE BOSTON GLOBE
CIRCULATION: 500,106
DATE: December 25, 1989
HEADLINE: Bulletin Board
DESCRIPTION: Item about Invention Days and Build Your Own Robot Workshop

PUBLICATION: NEW ART EXAMINER (CHICAGO)
CIRCULATION: 15,000
DATE: December 1989
HEADLINE: "Computer Art Comes of Age at SIGGRAPH"
DESCRIPTION: Review of Art show
CONTACT: Wayne Draznin

PUBLICATION: THE (BALTIMORE) SUN
CIRCULATION: 223,334
DATE: December 6, 1989
HEADLINE: "'Silicon Santa' suggests stocking stuffers"
DESCRIPTION: NY TIMES article reprint
CONTACT: Peter Lewis

PUBLICATION: THE BOSTON GLOBE
CIRCULATION: 516,031
DATE: December 15, 1989
HEADLINE: "Bits and back-bytes"
DESCRIPTION: Item about the CDC
CONTACT: Alex Beam

PUBLICATION: BUFFALO (BUFFALO, NY) NEWS
CIRCULATION: 386,158
DATE: December 23, 1989
HEADLINE: "Heady Artwork"
DESCRIPTION: AP photo of Bertol's SIGGRAPH piece

PUBLICATION: EVENING TIMES GLOBE (ST. JOHN, CANADA)
CIRCULATION: 32,535
DATE: December 13, 1989
HEADLINE: "Silicon Santa has a little list"
DESCRIPTION: New York Times store reprint
CONTACT: Peter Lewis

PUBLICATION: SAN JOSE (CA) MERCURY-NEWS
CIRCULATION: 308,427
DATE: December 10, 1989
HEADLINE: "How to Select Right Gadgets"
DESCRIPTION: New York Times store reprint
CONTACT: Peter Lewis

5/Media Summary

PUBLICATION: JOURNAL-TRIBUNE (SENECA, SC)
CIRCULATION: 7,176
DATE: December 6, 1989
HEADLINE: "Writer Wins Award For Computer Story"
DESCRIPTION: Harmon wins Excellence in Tech. award

PUBLICATION: THE (FRAMINGHAM) TAB
CIRCULATION: 32,210
DATE: December 19, 1989
HEADLINE: "The Keys to Chinese"
DESCRIPTION: Tab article about Acer exhibit
CONTACT: Cary Barbor

PUBLICATION: THE BOSTON HERALD
CIRCULATION: 355,494
DATE: December 29, 1989
HEADLINE: "Young Einsteins"
DESCRIPTION: Robot Building Workshop item in What's
New section
CONTACT: Michael Ryan

PUBLICATION: THE VIRGINIAN PILOT (NORFOLK, VA)
CIRCULATION: 144,224
DATE: December 18, 1989
HEADLINE: "Silicon Santa's gift bag"
DESCRIPTION: NY Times reprint
CONTACT: Peter Lewis

PUBLICATION: WATERTOWN SUN
CIRCULATION: 4,200
DATE: December 20, 1989
HEADLINE: "Vacation Week"
DESCRIPTION: Item about Invention Days

PUBLICATION: INFORMATION AND COMPUTERS MAGAZINE
(TAIWAN)
DATE: December 1989
DESCRIPTION: Extensive feature article about the
Museum
CONTACT: Hank Hsu

6/Media Summary

TELEVISION/FILM

PROGRAM: "WELCOME TO BOSTON"
NETWORK/STATION: British Airways
AUDIENCE: All British Airways flights landing at Logan beginning December 1, 1990
DATE SHOT: October 18, 1989
DATE AIRED: Beginning December 1, 1989
CONTACT: Jack Casement, Video Producer
DESCRIPTION: Museum featured as a Boston highlight

RADIO

PROGRAM: DATELINE: AMERICA
NETWORK/STATION: CBS RADIO
AUDIENCE: 141 markets across the United States
DATE SHOT: November 2, 1989
DATE AIRED: Dec. 9, 1989
CONTACT: Dick Stapleton
DESCRIPTION: Charles Kuralt piece on the Museum-- Oliver Strimpel interview

JANUARY 1990

Total circulation of all placements: 1,857,371
Electronic impressions for the month: 16,292,000

PRINT HIGHLIGHTS

PUBLICATION: THE NEW YORK TIMES
CIRCULATION: 1,068,217
DATE: January 7, 1990
HEADLINE: "What's doing in Boston"
DESCRIPTION: Mention of Museum in travel piece
CONTACT: Constance L. Hays

PUBLICATION: MASS HIGH TECH
CIRCULATION: 37,000
DATE: January 1, 1990
HEADLINE: "Shake the Blahs by buying High Tech toy"
DESCRIPTION: Museum shop highlighted
CONTACT: Allison Bell

PUBLICATION: THE MUSIC AND COMPUTER EDUCATOR
CIRCULATION: 21,339
DATE: January, 1990
HEADLINE: "Hands on Learning"
DESCRIPTION: Piece on Kids Fair with photo

7/Media Summary

PUBLICATION: MASS HIGH TECH
CIRCULATION: 37,000
DATE: January 15, 1990
HEADLINE: "The Searchers:You'll still need us"
DESCRIPTION: Rebuttal of Gilder's Breakfast Seminar
predictions
CONTACT: Judith Sovner Ribbler

PUBLICATION: MASS HIGH TECH
CIRCULATION: 37,000
DATE: January 15, 1990
HEADLINE: "Think before tossing old books, files"
DESCRIPTION: Collectable computer memorabilia
CONTACT: Allison Bell

PUBLICATION: BOSTON COMPUTER CURRENTS
CIRCULATION: 45,000
DATE: January 1990
HEADLINE: "Bi-lingual PC on Permanent Exhibit..."
DESCRIPTION: Article about Acer opening
CONTACT: Peggy Zientara

PUBLICATION: CHILDSPLAY
CIRCULATION: 40,000
DATE: January/February 1990
HEADLINE: "Kids Computer Fair"
DESCRIPTION: Short mention of the Fair
CONTACT: Robin Cossin

PUBLICATION: BELMONT CITIZEN-HERALD
CIRCULATION: 7,015 (weekly)
DATE: January 4, 1990
HEADLINE: "Poduska appointed overseer"
DESCRIPTION: Bill Poduska appointed to hospital board

PUBLICATION: BANGOR (ME) DAILY NEWS
CIRCULATION: 93,675
DATE: January 13, 1990
HEADLINE: "Computer Museum of vintage robots and
Batman game"
DESCRIPTION: Article summing up Museum activities

8/Media Summary

PUBLICATION: PC MAGAZINE
CIRCULATION: 375,400 (bi-weekly)
DATE: January 16, 1990
HEADLINE: "William F. Zachmann"
DESCRIPTION: Mention in Zachmann's predictions column
CONTACT: William F. Zachmann

PUBLICATION: BOSTON COMPUTER CURRENTS
CIRCULATION: 45,000
DATE: January 1990
HEADLINE: "Calendar"
DESCRIPTION: SIGGRAPH animation listed in Calendar

PUBLICATION: MASS HIGH TECH
CIRCULATION: 37,000
DATE: January 1, 1990
HEADLINE: "Read Chinese"
DESCRIPTION: Acer item

PUBLICATION: WAKEFIELD DAILY ITEM
CIRCULATION: 7,100
DATE: January 17, 1990
HEADLINE: "Kids Computer Fair a fun time for all"
DESCRIPTION: Story about Kids Fair

PUBLICATION: THE JERUSALEM POST MAGAZINE (ISRAEL)
DATE: January 12, 1990
HEADLINE: "Museum of the Very, Very New"
DESCRIPTION: Feature article on the Museum
CONTACT: Lev Bearfield/Matthew Nevisky

TELEVISION

PROGRAM: CBS EVENING NEWS WITH DAN RATHER
NETWORK/STATION: CBS (Channel 7)
AUDIENCE: 13,900,000
DATE SHOT: January 30, 1990
DATE AIRED: January 30, 1990
CONTACT: Allen Alter, Producer CBS (N.Y.)
DESCRIPTION: Gwen Bell comments on AT&T laser computer

PROGRAM: CBS THIS MORNING
NETWORK/STATION: CBS
AUDIENCE: 2,392,000 households
DATE SHOT: January 5, 1990
DATE AIRED: January 19, 1990
CONTACT: Gordon Rothman, Producer
DESCRIPTION: Visit by blind girl as part of feature story on Partners for Disabled Youth

9/Media Summary

FEBRUARY 1990

Circulation to date: 2,732,057

PRINT HIGHLIGHTS

PUBLICATION: US NEWS AND WORLD REPORT
CIRCULATION: 2,231,951
DATE: February 12, 1990
HEADLINE: "Computing's Bright Future"
DESCRIPTION: Museum's Tinkertoy Computer open and
closes story on optical computer.
CONTACT: William Allman

PUBLICATION: BOSTON GLOBE CALENDAR
CIRCULATION: 500,106
DATE: February 15, 1990
HEADLINE: "Time Out for Mind, Body and Soul"
DESCRIPTION: Item about Smart Machines and SIGGRAPH
Animation

10/Media Summary

MEDIA COVERAGE OF THE COMPUTER BOWL 1990

Circulation total to date for The Computer Bowl: 594,173

PUBLICATION: MASS HIGH TECH
CIRCULATION: 37,000
DATE: November 20, 1989
HEADLINE: "In This Corner"
DESCRIPTION: Story announcing Bowl

PUBLICATION: STUART ALSOP'S PC LETTER
CIRCULATION: 1,000 Industry insiders
DATE: December 13, 1989
HEADLINE: "Research and Developments: Party Time"
DESCRIPTION: Bowl story
CONTACT: Stuart Alsop

PUBLICATION: INFORMATION WEEK
CIRCULATION: 148,146
DATE: January 1, 1990
HEADLINE: "Computer Bowl II"(In "Micellany")
DESCRIPTION: Story previewing Bowl

PUBLICATION: MARKETING COMPUTERS
CIRCULATION: 20,600 (MONTHLY)
DATE: December 1989
HEADLINE: "When East meets West"
DESCRIPTION: Preview of Bowl
CONTACT:

PUBLICATION: COMPUTER MAGAZINE
CIRCULATION: 78,000
DATE: January 1990
HEADLINE: "Computer Bowl II--Let the chips fall where they may"
DESCRIPTION: Bowl story in Update section
CONTACT: Steve Wilcox

PUBLICATION: TECHMART LETTER
CIRCULATION: 8,000 Corporate professionals
DATE: February/March/April 1990
HEADLINE: "Techmart to host live Satellite Broadcast of Computer Bowl"
DESCRIPTION: Bowl story about teams and event
CONTACT: Marcia E. Jaffe

11/Media Summary

PUBLICATION: SAN JOSE (CA) MERCURY NEWS
CIRCULATION: 308,427
DATE: February 14, 1990
HEADLINE: "Nerd vs. Nerd"
DESCRIPTION: Bowl photo and item in Ron Wolf's Column
CONTACT: Ron Wolf

U.S. News & World Report

FEBRUARY 12, 1990

\$1.95

CIRCULATION: 2,732,057

HORIZONS

Computing's bright future

TECHNOLOGY ■ A small cadre of pioneering engineers are working to replace the hum of electronics with bursts of light

At the Computer Museum in Boston there is a machine that plays an unbeatable game of tick-tack-toe. While in today's high-tech world such a feat may not seem remarkable, the computer's low-tech pedigree most certainly does: The device is made almost entirely of Tinkertoys and fishing line.

That an assortment of Tinkertoys can play tick-tack-toe is a vivid illustration that a computer is not simply a machine but a concept that can be embodied in anything from household plumbing to vacuum tubes to silicon. Now, AT&T Bell Laboratories has announced a major step in the development of computing using another less-than-exotic resource: Light. Last week, researchers unveiled a prototype machine built with lasers, lenses and mirrors that they say may someday soon form the guts of a powerful optical computer.

The new machine—designed by a team of Bell Labs researchers led by engineer Alan Huang—is one of many experimental projects at universities and research centers around the country. And it is a sign that the long-held dream of computing with light may finally be coming to fruition. "We are beginning to realize—to our intense surprise and shock—that the technology might actually be useful," says John Caulfield, a University of Alabama engineer and optical-computing pioneer. Though still in their infancy, optical computers have the potential to handle huge amounts of data far faster than their electronic brethren, especially in tasks such as switching large numbers of telephone signals or recognizing complex patterns.

Thinking with lasers. Unlike an ordinary computer, which processes information by moving electrons through its wires, an optical computer would "think" by shuttling tiny beams of low-power laser light among a maze of mirrors and lenses. As in an electronic computer—or one made of Tinkertoy parts, for that matter—the operation of the machine would ultimately produce the logical operations that are necessary to solve problems.

The idea of using light beams in computers has long tantalized electrical en-



Lighting the way. Alan Huang with Bell Labs' prototype

gineers. The power of a computer depends on the speed of its components and how densely they are connected, and light seems ideal in both cases. Particles of light—photons—are the fastest things in the universe. They don't need wires in which to travel, and they don't

interfere with one another: Beams of light can pass through each other unscathed.

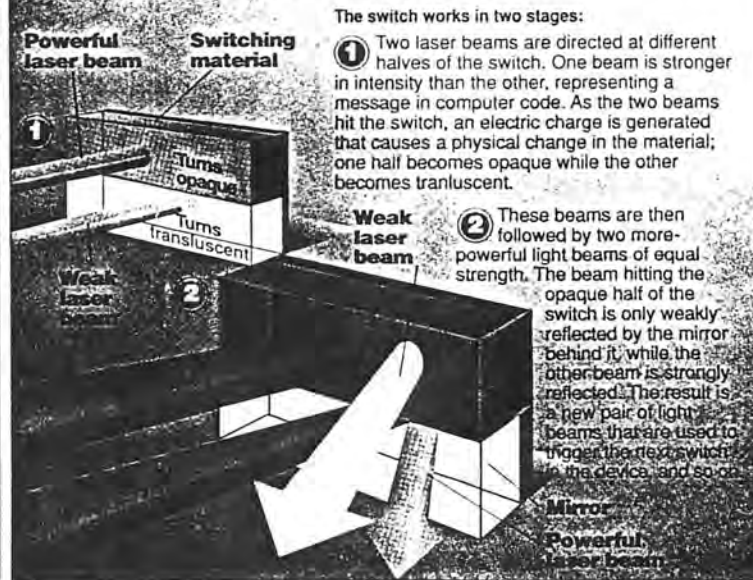
The lack of interference among light beams allows researchers to cram thousands of information channels into a tiny space. Bell Labs' optical switches are so tiny that more than 2,000 can fit inside this letter o.

But while light beams seem appealing for use in computers, their best attribute—the lack of interference with each other—is also the greatest obstacle to creating a working optical computer. In an electronic com-

puter, the flow of information is controlled by transistors, tiny electronic devices that act somewhat like on/off valves to regulate the flow of electricity along the wires. Since photons don't interact with each other, creating an optical "gate" that performs the same switching

Switching to light

The heart of AT&T Bell Laboratories' optical computer is a switch that is activated by a beam of light. By linking several such switches together, researchers have created a device that can perform mathematical operations.



function as a transistor has proved extremely difficult.

Researchers have tried dozens of exotic schemes to create such a switch. Inventor Peter Guilfoyle, for example, has created an optical computer that uses sound waves to trigger a change in the way a crystal allows light to pass through it. The most promising optical switch, developed at Bell Labs several years ago and incorporated in the new device, uses a beam of light to trigger a physical change in the switch's material that causes it either to reflect or absorb light (see diagram). The researchers use the light beams coursing through the various on/off settings of the optical switches to do addition and subtraction or other simple logical operations. Someday, more sophisticated versions of the optical computer may be used to direct traffic along phone lines.

Mimicking the mind. The Bell Labs' device is only one part of a many-faceted effort in the U.S. and Japan to harness the computing power of light. Demetri Psaltis of the California Institute of Technology is using a radically different design for optical computers that roughly mimics the circuitry of the brain. Called a neural network, Psaltis's machine can use the partial image of a face, for example, to retrieve the entire image from a group of different faces stored in memory. The ability to retrieve an entire memory from patchy information may someday make it possible to find an instant match for a suspect's fingerprints among those in a huge library of prints, for instance, rather than going through them one by one.

Other researchers are trying to connect conventional electronic switches with optics, creating a hybrid computer that moves information around faster and doesn't overheat—a danger with today's large electronic computers. According to Caulfield, a computer that uses optics can operate on a tiny fraction of the power needed by an all-electronic computer, reducing the amount of heat generated by the machine and allowing chips to be packed more closely together.

Even the most optimistic researchers admit that optical computers are most likely to complement existing machines rather than replace them, at least in the near future. The enormous strides in electronics over the past decades have given conventional computers a huge head start over competing technologies. Still, if the history of technology is any guide, the electronic computer of today may one day be set out to pasture at Boston's Computer Museum, challenging the Tinkertoys, perhaps, to another round of tick-tack-toe. ■

by William F. Allman

American vision: The eye of John Szarkowski

PHOTOGRAPHY ■ Reflections on 150 years of images

A century and a half after the invention of photography, the meaning and purpose of the form remain elusive. Is a photo a historical document, a medium of information, an instrument of social change? Or is it more like a painting, to be judged in terms of its beauty and possessing a significance that transcends historical fact?

For the past 28 years, no one has posed those questions more provocatively, or offered answers that resounded with more influence, than John Szarkowski, director of the photography department at the Museum of Modern Art in New

The 150th anniversary show that opens at MOMA this month advances many of Szarkowski's most radical ideas. One is his insistence that any photograph is potentially a work of art. Works by photography's masters—Alfred Stieglitz, Edward Weston, Edward Steichen—hang in this show alongside snapshots, industrial photography, advertising, news photos and pictures of tractors from the pages of farm catalogs. This "vernacular tradition" had been largely ignored since the '20s, when Stieglitz and the "Photo-Secessionists" proclaimed themselves high artists, a world apart from the

grubbier commercial hacks and utilitarian photographers. That distinction between art and nonart photography endured until the '60s, when Szarkowski arrived at MOMA. The opportunity since then to see "nonart" on the walls of an important modern-art museum has influenced many young photographers, who employ the grainy intimacy and spontaneity of snapshots or the manipulated effects of commercial photography to their own artistic ends.

Editing life. But while Szarkowski is willing to admit the possibility of artistic value in virtually any sort of photograph, he also has strong opinions about what makes the best pictures. Those opinions have led his critics to accuse him



Studying the vernacular. Szarkowski puts snapshots and farm catalog photos alongside masterworks

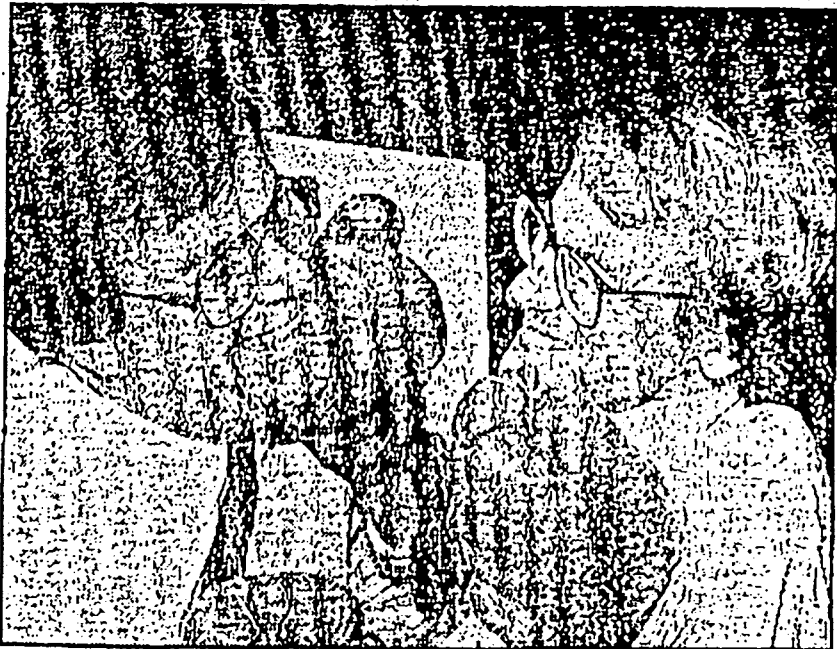
York. During his long tenure, Szarkowski's has been the dominant vision in American photography, championing new talent, resurrecting artists who had fallen into obscurity, amassing for the museum one of the world's great collections and persuading artists and mass audiences that photography is to be taken seriously. The whole field has changed under his influence. The MOMA photography department, virtually the sole such institution when he arrived there, has been joined by photography galleries, schools and museums around the country, many of them run by Szarkowski protégés. Szarkowski's thinking, whether Americans know it or not, has become our thinking about photography.

of being hopelessly dated, unable to make peace with such photographic provocateurs of the '80s as Cindy Sherman, who dons disguises and photographs herself in invented worlds. Szarkowski admires such work: MOMA has acquired several Shermans, and Szarkowski has included one of her pictures in the current show. Nonetheless, he insists that the most extraordinary pictures, the ones that best exploit photography's magic, are those made by artists who go out in the street and compose pictures from the reality they find there. The photographer's objective, Szarkowski argues, ought to be to "edit" life through the camera lens, to find and capture coherence as it actually exists in the real world. "There's nothing

Circulation: 308,427

Business

Markets



■ Why the fisticuffs for IDG's Pat McGovern, left, and venture capitalist John Doerr? See the last bit of Bits & Bytes, Page 16D

NERD VS. NERD — It's spring training time, and the rivalry between Silicon Valley and Boston is already running hot. No, Bob Lurio hasn't sent the Giants yet. It's time for that bi-coastal battle of the dweebs — the Computer Bowl.

The duelling propeller-heads will vie for the title of Supreme Computer-trivia Masters of the Universe April 27 at Teclmart in Santa Clara.

The Computer Museum in Boston sponsored the first Computer Bowl as a fund-raising event in Oc-

tober 1980. Patterned after the old TV quiz show "College Bowl," the friendly little showdown featured a team of the West Coast's finest computer minds facing off with a bunch of East Coast has-beens over questions like "What does VAX stand for?" and "In Boolean algebra, what's the value of 1 AND 1?"

Last time, the Easterners won 375-310, with ringer Mitch Kapor single-handedly carrying the day for his colleagues. Afterward, the West Coast team charged that the semi-retired founder of Lotus Development Corp. was on steroids.

Both sides are using fresh troops for the rematch. Captain of the West Coast team is L. John Doerr, venture capitalist with Kleiner, Perkins Caufield & Byers. His colleagues include Stuart Alsop II, editor of PC Letter; Lawrence Tesler, vice president for advanced

technology at Apple; and Charles House, general manager of the software systems engineering division at Hewlett-Packard.

This year, Doerr has his own ringer — the dweeb de la dweebs, Bill Gates, chairman of Microsoft Corp. Taints Alsop: "The members of the other team are obscure nerds working for failing computer companies."

Tickets for the event are \$50 and, the Computer Museum is in the process of setting up an 800 number for orders.

Staff Writers Ron Wolf and Lee Gomes contributed to this column, which was compiled by Tom Schmitz. You can contact them by mail at 750 Ridder Park Dr., San Jose 95190, via fax at (408) 920-5017, or send electronic mail via MCI Mail at mailbox 361-2102. You can call Schmitz at (408) 920-5017.

CIRCULATION: 355,355

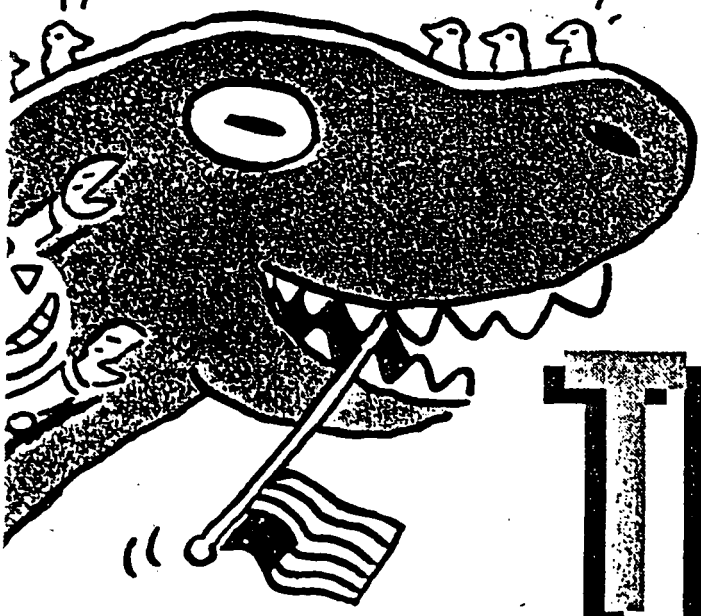
BUSINESS

BUSINESS

BRIEFCASE

COMPUTER MUSEUM: The Boston Computer Museum yesterday promoted its curator to executive director, ending a lengthy nationwide search. Oliver B. R. Strimpel's first assignment will be to assemble the museum's next big exhibit, a giant "walk-through" computer that will open in June. Strimpel is responsible for assembling a collection of vintage robots, an animation theatre and dozens of interactive computer displays. Strimpel came to the museum from London in 1984 after serving as science museum curator there.





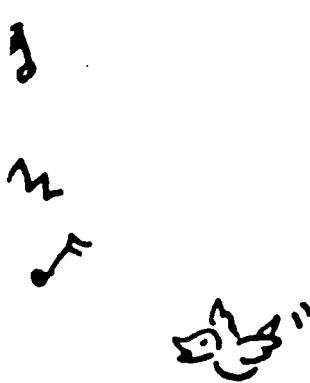
CIRCULATION: 500,106

THE BOSTON GLOBE
CALENDAR SECTION
FEBRUARY 15, 1990

By Wendy Nardi

TIME OUT

for mind, body
and soul



MIND

School's out but learning doesn't stop. Here are treats for the little gray cells.

Smart Machines is a permanent exhibit at the Computer Museum where visitors of all ages can learn about robots and artificial intelligence. Play chess, compose music and study the history of robotics. This weekend see the "SIG-GRAPH Animation Festival," 90 minutes of computer-animated videos selected from around the world. Friday 5-9 p.m., Saturday through Monday 11 a.m.-5 p.m. 300 Congress St., Boston. Tuesday through Sunday and Monday holidays 10 a.m.-5 p.m., Friday 10 a.m.-9 p.m. Admission: \$5, elders and students \$4, under 5 free. Telephone 426-2800.

Dinosaur Days revisits prehistory with storytelling, crafts and exhibits at Blue Hills Trailside Museum. Families can play games, "track" the ancient reptiles and learn fossil-lore each weekend in February and during the upcoming school vacation week. Hours: 10:30 a.m.-4 p.m. 1904 Canton Ave., Route 138, Milton. Admission: \$2, ages 3 to 12 and elders \$1. Crafts fee 50 cents. Telephone 333-0690.

WHAT'S DOING IN

Boston

zens; \$2 for 1-year-olds and free for babies. Open 10 A.M. to 5 P.M. Tuesday to Sunday, until 9 P.M. on Friday.

The Computer Museum, also at 300 Congress Street (617-423-6758 for a recording or 617-426-2800), is one of the city's newest museums. Last month it opened a bilingual computer exhibit featuring a system that uses the English alphabet and Chinese characters. Admission: \$5, \$4 for students and senior citizens; children under 5 free; Tuesday to Sunday.

A glimpse of old Boston is offered at the Society for the Preservation of New England Antiquities, 141 Cambridge Street (617-227-3956). The society gives guided tours of the Harrison Gray Otis House. Admission is \$3, \$1.50 for children. Tours begin on the hour. Open Tuesday to Friday from noon to 5 P.M. and Saturday from 10 A.M. to 5 P.M.

At the Museum of Afro American History, 46 Joy Street (617-742-1854) on Beacon Hill, the main attraction is the African Meeting House, a restored church that was a center for abolitionists and champions of women's rights in the mid-19th century. Guided tours describe construction of the church by black artisans and its emergence as the black Faneuil Hall. Its role in the Civil War, where the members of the 54th Massachusetts Regiment gathered to enlist, is also described. A bas-relief memorial to the regiment by Augustus Saint-Gaudens is on the other side of Beacon Hill overlooking the Boston Common.

The church is one of 15 sites on the 1.6-mile Black Heritage Trail, a walking tour of the black community on Beacon Hill and outlined in a brochure available from the museum. Admission is free; hours are 10 A.M. to 4 P.M. Tuesday to Friday during the winter and spring.

The John F. Kennedy Library in

THE NEW YORK TIMES, TUESDAY, DECEMBER 5, 1989

PERSONAL COMPUTERS**Tips From Silicon Santa**

By PETER H. LEWIS

IT can be frustrating to shop for holiday gifts for the kind of people who read this column. What they really need is new socks and cologne, but what they really want is 4 megs worth of 100-nano-second, 4-megabit RAM chips or an accelerator board.

Loved ones who try to shop for computer aficionados do so in constant fear of making some gross technical faux pas.

So here comes Silicon Santa to the rescue with some last-minute shopping tips. This week Santa will focus on hardware and novelties, next week on software.

In ascending order of cost, we would begin with a can of compressed air (about \$4 in photography stores), which is handy for blowing dust bunnies out of the delicate insides of computers. This gift might prompt the user to clean the computer for the first time in years.

T-shirts that read "Caution, 1 Byte" or carry computer-generated fractal designs are \$10 to \$14 from the Computer Museum Store, 300 Congress Street, Boston, Mass., 02210, telephone (617) 426-2800, extension 307. Call for a free catalog that includes other items, ranging from robots to slide-rule tie bars.

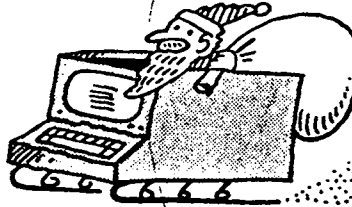
Our favorite headgear this year is the Prophead Beanie or Cap (\$14.95), a stylish multicolored headpiece with a spinning propeller on top that immediately identifies your favorite person as a computer whiz. In sizes S, M, L, and XL, from the Computer Giftware Company of Glendale, Calif., (800) 543-7326; in California, (818) 500-7857.

Computer Giftware also offers a wide selection of other novelties, including beverage coasters that resemble 3.5-inch diskettes (\$14.95 for a set of six); a solar-powered electronic calculator disguised as a diskette (\$19.95), and a variety of mouse pads (\$14.95), which provide greater traction for a computer's mouse pointing device. A mouse pad with a marble or hardwood design would add some elegance to the desktop. For \$3 more, there are Bachelor Pads (with a model in a bikini) and Bachelorette Pads (with a volleyball-playing hunk.)

Far more practical is the KB Pillow, a \$29.95 flat-topped beanbag that lets the user rest the keyboard on the lap, instead of on the desktop (assuming, of course, that the computer has a detachable keyboard). The KB Pillow comes in blue or gray, also from the Computer Giftware Company.

For shoppers with a lot more money to spend, the choices get more interesting.

Many people have asked where they can find a replacement keyboard for the PC with the function



Stuart Goldenberg

keys on the left, where nature intended them to be. Search no more. Northgate Computer Systems Inc., at (800) 526-2446, makes the Omnikey 101 and sells it for \$99.

Increasingly, I.B.M.-style computers are adopting a graphical user interface, replacing typed commands with cute little pictures and menus. To take advantage of this, your loved one needs a mouse or a trackball, both of which plug into a connector on the PC. Our favorite rodent is the Series 400 (\$150 list price when bundled with the Paintbrush program, \$200 bundled with Windows/286) from the Microsoft Corporation, (800) 426-9400.

With a handheld scanner from Logitech Inc. (800) 231-7717, any PC or Mac user can capture images from

Advice on hardware and novelties for this year's stocking.

paper (or even a tattoo from someone's arm) and store them for computer use. The images must be four inches across or narrower; for wider images, a flat-bed or sheet-feed scanner is needed. The hand-held Scanman Plus, for the I.B.M. PC, has a list price of \$339; the Scanman for Macintosh lists at \$499.

CD-ROM technology is becoming practical for many computer uses, and one of the more intriguing CD-ROM readers is the NEC Intersect CDR-35 (\$599 list price, plus \$199 for an I.B.M. interface or \$99 for the Macintosh interface), from NEC Technologies Inc., (312) 860-9500. The three-pound unit comes with a battery, allowing it to work with portable computers.

At the high end of our shopping list, the four-page-a-minute HP LaserJet 11P (\$1,495 list price) is the first laser printer to crack the \$1,000 barrier at some discount stores. Also, Epson America Inc. recently reduced the list price of its six-page-a-minute ETL-6000 laser printer to \$1,499, aggressively competing with the slower HP printer. In a special offer, those who buy the Epson before Dec. 31 will get a coupon that allows them to buy a copy of Ultrascript PC, a clone of Adobe Postscript, for \$39.95. The software normally sells for \$195.

Museum of the very, very new

**Talk about future shock!
We're suddenly living in an
age when objects only 10 or
20 years old are already
considered antiques.**

Lev Bearfield

ments as one-way streets and traffic conditions.

Israelis, meanwhile, should be very intrigued by Denning Mobile Robotics' Sentry, a robot employing sensors and microwave beams. Introduced in 1986, the Sentry is already in service commercially, replacing nightwatchmen and prison guards. How about getting it to do reserve duty for us?

WITH 100,000 visitors a year, Boston's Computer Museum is obviously a success. But the fact that 40 per cent of the visitors are schoolkids is especially gratifying to Adeline Naiman, a former software engineer and now director of the museum's education programmes.

Naiman, who greeted us in Hebrew (which she learned at Boston's Hebrew College), stated that one of the chief objectives of her dazzling museum is "seducing kids into science."

"Quite frankly, we're concerned about America maintaining its primacy in the computer field," she told us. "The competition, I don't have to tell you, is getting tougher all the time, and the long-range implications of that are tremendous. That's why you have corporations like Digital, Apple, Intel, Lotus and so on generously funding this place. We're celebrating past accomplishments, but we're also concerned about the future."

To this end Naiman and her staff maintain outreach programmes that spread computer awareness to the public and in the schools. The museum, she said, sponsors lecture series, arranges travelling exhibits, publishes journals and activity kits, maintains an archive for public use and holds public events, like its annual Computer Bowl quiz. In addition, before classes are brought to the museum for a visit, teachers are primed with helpful background materials on computer basics.

"But the heart of the project remains the museum itself," Naiman said. "We have an annual operating budget of \$1.5 million, supporting membership of 2,600 individuals and 142 corporations in the U.S. and elsewhere, volunteer guides and exhibit assistants, and a full-time maintenance engineer."

"And," Naiman continued proudly, "we expect to draw a lot of attention this June when we introduce the world's first walk-through computer, a two-storey working model with a 25-foot keyboard. I think that's really going to excite young people."

At three-quarters of a million dollars, the walk-through computer is certainly going to keep the Computer Museum ahead of similar institutions planned in California's Silicon Valley and in Japan. The museum was also recently visited by Yehudit Inbar, head of the museum department of Israel's Education and Culture Ministry, but no such institution is planned for this country in the foreseeable future. □

Boston's Computer Museum is located at 300 Congress Street. Admission is \$5 for adults, \$4 for students and senior citizens, half-price on Fridays. The science-oriented gift shop downstairs features such items as chocolate microchips and chocolate floppies. Visiting hours and information on special events may be obtained by calling the museum's talking computer, (617) 423-6758.



Bill Gallery

ISN'T IT A little premature to be putting computers into a museum?

Well, hardly. Change comes so rapidly in the world of high-tech that long before the computer you have on your desk today wears out, it might well qualify as a museum piece.

That's one of the messages transmitted by Boston's Computer Museum. Indeed, this lively institution, the only one of its kind in the world, was originally inspired by the desire to pay homage to the great fossils of high-tech history.

The idea germinated 15 years ago, when Ken Olsen and Robert Everett, respectively heads of the Digital and Mitre Corps., decided to preserve the 1945 MIT Whirlwind, the first real-time, parallel vacuum tube computer with a core memory.

Digital soon found itself housing additional once-revolutionary pieces of equipment donated by other sentimental scientists. By 1984, the collection had grown so large that it had to be moved from the company headquarters in Marlboro, Massachusetts, to an independent institution established in Boston's Museum Wharf.

Among the Computer Museum's 1,500 artefacts are the legendary Univac 1, which was the first commercial computer, the 500,000-watt Illiac IV, and the AN/FSQ-7, at 175 tons the largest computer ever built. A key element in the American air defence system from 1958 to 1983, the AN/FSQ-7 was reportedly kept operative by a lowly soldier whose sole job was to replace burned-out tubes. Today, of course, the computations of this massive beast essentially can be carried out by a basic personal computer.

As a full-fledged educational facility,

however, the Computer Museum today does a great deal more than merely exhibit prehistoric number-crunchers. Fittingly, an equal emphasis is placed on the state of the art, with entire pavilions devoted to the latest developments in such fields as robotics, artificial intelligence, computer-generated music and graphic art.

THE EXHIBITS include some 60 machines with which visitors can interact (i.e., *potchke*). Among the programmes that the museum's red-vested "interpreters" showed us on our recent visit was Eliza, the famous software "psychoanalyst" (whom we found sympathetic but not overly helpful). Ever better lessons in psychology were to be found in "Haymarket," in which the operator haggles with the machine over the price of strawberries.

Another programme functioned as a wine advisor. We reported our general preferences in wine and what we were planning for dinner that night, and the computer then did everything but draw the cork for us.

To this newsman, however, the most astonishing device was a computer screen that threw back at the operator a sequence of frozen-frame, black-and-white video stills of himself, which we could then stop, edit and colour. We did this last step by poking buttons to chose from among 16 shades and then applying the colour simply by brushing our fingers over the screen.

Also very appealing was the voice-operated Direction Assistant. Resembling a phone booth, this little devil can tell you how to get from any point in Boston to another in the most efficient manner, even taking into consideration such ele-

The Keys to Chinese

Boston Museum to exhibit first of a kind English-Chinese computer

NATICK TAB
BOSTON, MA
WEEKLY

DEC 19 1989

329 *BURRELLE'S* PF



Natalie Rusk: getting museum visitors involved

PHOTO BY KEITH JACOBSON

TAB COMBINED
CIRCULATION
FOR THIS
STORY:
56,447

By Cary Barber *CB*
If you like puzzles, you'll love this one. How would you integrate English — constructed of a mere 26 letters — with Chinese, whose commonly used characters alone number over 5,000, and then put them together into a computer that understands both languages?

Well hold onto your floppy disk, because just such a computer is making its American debut here in Boston at the Computer Museum. Developed by the Acer Group, a high tech corporation based in Taiwan, the Acer 915P is the first bilingual PC to offer a disk-operating system in Chinese.

The user can command the machine in either Chinese or English, and the standardized keyboard features both English letters and Chinese "radicals" — the elements that make up characters.

The Acer 915P will be up and running for visitors to experiment with at the Computer Museum, 300 Congress St., beginning in early February. Along with the PC itself, the exhibit will feature posters and other information to help non-Chinese-speakers learn more about the language.

Visitors will learn, among other things, that while some Chinese characters are simply a pictorial representation of a concept, others have derived from a variety of sources over the millennia that the language has existed.

Natalie Rusk, education coordinator at the Computer Museum, is working with Acer representatives to customize the exhibit for museum visitors. She would like visitors to be able to create their own Chinese characters on the screen by putting together "radicals."

"In Chinese," she explains, "bright" is formed by putting the symbols for sun and moon together. When the exhibit opens in February, visitors will be able to form such characters themselves.

The demonstration boasts beautiful and intricate graphics, including on-screen pictures of a Chinese woman, a peacock, a horse, and others.

In four sections it explores the evolution of Chinese characters, a basic history of Chinese language computing, and

the phonetic and *Changji* — or physical appearance — methods of entering characters. This computer is a wonderful opportunity for non-Chinese speakers to glimpse the complex development of the ancient Chinese language.

Perhaps more importantly, however, the Acer 915P allows Chinese speakers to expand their knowledge of and uses for the computer. Randy Yang of the Acer Group stresses the importance of this step forward for Chinese speakers.

He explains that Chinese computer users, from schoolchildren to businesspeople, have generally learned what they know through English systems. The Acer 915P allows them "to develop computing skills in their own language."

Along with opening up channels of communication between Chinese people and Americans, Yang explains, the Acer machine will allow Chinese businesspeople to work more efficiently as well, switching easily between Chinese and English computing, choosing the language that is more appropriate for the task in hand.

The Acer 915P is the first computer to meet the standards for Chinese computing set by the Chinese Microcomputer Extended Foundation, a committee set up to promote and standardize Chinese use of computers. The company donated the computer to the Computer Museum after collaborating with its staff on a previous project.

Reactions to the machine have been quite positive. Boston Mayor Raymond Flynn's office recognized the museum for its contribution to Chinese-American relations and a fifth grade class from the Quincy School in Chinatown was on hand for the December 5 unveiling of the machine.

Student Marion Cain, a non-Chinese speaker, said that he gained better understanding of the Chinese language from the computer. "What I liked best was the graphics, especially the peacock. It was like nothing I've ever seen before — computing in both English and Chinese."

For more information about the exhibit, call 426-2800.

CIRCULATION: 148,146

INFORMATION WEEK .

MANHASSET, NY
WEEKLY 140,000

DEC 25 1989

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BURRELLE'S

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Computer Bowl II 8078

On April 27 at the World Trade Center in Boston, the East Coast computer industry's brightest technophiles will challenge a West Coast team trying to unseat them at this year's Computer Bowl.

Hosted by The Computer Museum and underwritten in part by the Association for Computing Machinery, the reigning East Coast champs will be led by team captain Patrick J. McGovern, founder and chairman of the International Data Group. McGovern plans to take a decidedly militaristic approach, comparing his "brilliant war plan" to that of World War II hero Gen. Douglas MacArthur. McGovern's counterpart, West Coast team captain and venture capitalist John Doerr, has taken a more brazen tact, claiming that "leadership in computing has moved west."

Each team is armed with five players, all of whom add vast industry experience to their repertoire in attempting to answer questions in a contest of computer knowledge and trivia, with questions such as "What computer co-starred with Robert Redford in the film *Three Days of the Condor*?" The award-winning PBS television series *Computer Chronicles* will feature the Bowl nationwide in two broadcasts and beam a live satellite feed to the West Coast.

If you care to pit your computer knowledge against the participants, send \$3 in a stamped, self-addressed envelope to: The Computer Bowl, The Computer Museum, 300 Congress St., Boston, Mass., 02210.

By the way, Redford's co-star was the DEC PDP-11.

MARKETING

Computers

COMMUNICATIONS ELECTRONICS AND BUSINESS SYSTEMS

CIRCULATION: 20,600

CORRIDOR TALK

When East Meets West



What computer language uses turtles? Who raised \$500 to start a company by selling a version of the SpaceWar computer game? Is a picosecond shorter or longer than a nanosecond?

These are only a few of the brain-teasers from the 1988 Computer Bowl, which raised funds for The Computer Museum in Boston. This year's competition,

partly underwritten by The Association for Computing Machinery (ACM), will take place in April 1990 featuring all new players: Easterners Patrick McGovern (IDG), William Foster (Stratus Computer), Robert Frankston (Lotus), Edward Fredkin (Capital Technologies) and Russel Planitzer (Prime Computer) will match wits with John Doerr (Kleiner Perkins Caufield and Byers), Stewart Alsop II (*P.C. Letter*), William Gates (Microsoft), Charles House (Hewlett-Packard) and Lawrence Tesler (Apple) from the West.

Mitchell Kapor (ON Technologies) will pose the questions; William Joy (Sun Microsystems) and William Poduska Sr. (Stellar Computer) will moderate; and former *BYTE* editor Christopher Morgan will act as scorekeeper.

Business

THE BOSTON GLOBE • FRIDAY, DECEMBER 8, 1989

T.G.I.F.

ALEX BEAM

Odds and ends

We have a groveling letter here from WGBH president Henry Becton addressed to Administration and Finance Secretary Edward Lashman. Last week, Lashman pointedly reminded News at Ten anchorman Christopher Lydon that 'GBH receives several hundred thousand dollars in state aid; Lydon had earlier told viewers he was unaware of state dollars being used at 'GBH while defending the hiring of antitax "political commentator" Howie Carr. Becton assures Lashman that he is "extremely grateful for this state support" and sheds crocodile tears over the impact the budget-cutting process will have on 'GBH programming ... The Computer Museum has raised almost \$800,000 to complete its ambitious "Walk Through Computer" exhibit, scheduled to be open for the public next June. The 3,500-square-foot computer (Four-story tall motherboard! Floppy discs as big as a closet!) is being brought to you by the Alfred P. Sloan Foundation, which contributed \$250,000, and Digital Equipment Corp., which kicked in \$150,000. The first \$250,000 donation to the exhibit came from the Kapor Family Foundation, Mitch Kapor, treasurer. "That was the one that got us going," says a grateful museum official.

THE BOSTON GLOBE
Circ. 509,500

TECHNICULTURE



HEALING THE SPLIT BETWEEN ART AND SCIENCE

The Computer Museum, located in Boston, Massachusetts, is the only museum in the world exclusively devoted to computers and their impact on society. A living classroom for people of all ages and interests, the Museum offers 60 interactive exhibits, an award-winning animation theater, and a multimedia robot show to over 100,000 visitors from around the world each year.

After a sweeping ride up Boston's largest glass-enclosed elevator, visitors can improve their computer literacy on the interactive exhibits and latest technology in the Museum's Personal Computer and Image Galleries. They can touch a screen that responds to their demands, design a car, fly a simulated plane, create a fractal snowflake, talk to a computer or have one talk back to them, and even create

computer-animated movies and kaleidoscopes at futuristic workstations.

Recently, The Computer Museum hosted a fascinating exhibit entitled "Computer Art in Context," which featured over 50 new art works by computer artists from around the world. Highlights included dramatic kinetic sculptures, computer-assisted animation, and installation pieces.

One of the most convincing examples of the growing significance of computers in art was presented by Hiroshi Kamoi whose "Flower Power" image was generated using a 3-D model of flower-like shapes illuminated by synthetic lights. Equally complex in terms of the technology that went into producing it is "Mornings," a 16" x 20" photograph produced by Marsha J. McDevitt. The image began as a quilt design created with acrylic watercolors. It was then photographed and input to a computer via a digital scanner. The artist later applied the image as a texture and bump map to a distorted grid, and used a computer to calculate realistic light and shadows.

"Computer Art in Context" emphasized the range of roles computers can play in art. At one extreme the computer can be used as a sophisticated drafting tool, while at the other end of the spectrum it can be given information and rules so that it can create art pieces al-

most automatically. Many of the works of art on exhibit were generated using computer paint programs. Such programs offer the user computer-based equivalents of traditional tools. Other artists used programs created for computer-aided design (CAD) applications. Using these programs, artists can create 3-dimensional objects, and can link and shade them.

According to Prof. Mark Resch of Rensselaer Polytechnic Institute, who chaired the art show, the split between art and science is as recent as the Industrial Revolution. Before then, he says, "artists had always participated in the technology of their culture." Resch believes computers are facilitating this reunion. "We're entering a new time when more scientists will do art, and more artists will do science," he says. "I hope for a new way of looking at the world and ourselves that doesn't prevent computer art from having more dialogue with the larger fine arts community. Society needs to value artists as much as it does scientists and engineers."

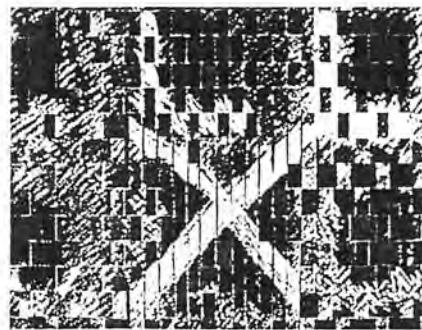
Flower Power © 1988,
by Hiroshi Kamoi



Mornings © 1989, by Marsha J. McDevitt



Circus © 1989, by Barbara Joffe



Six Holes Five Read, © 1989,
by Tracy Colby

The Computer Museum



—頁活生生的電腦廿四史

電腦 博物館

■文／攝影 徐恆功

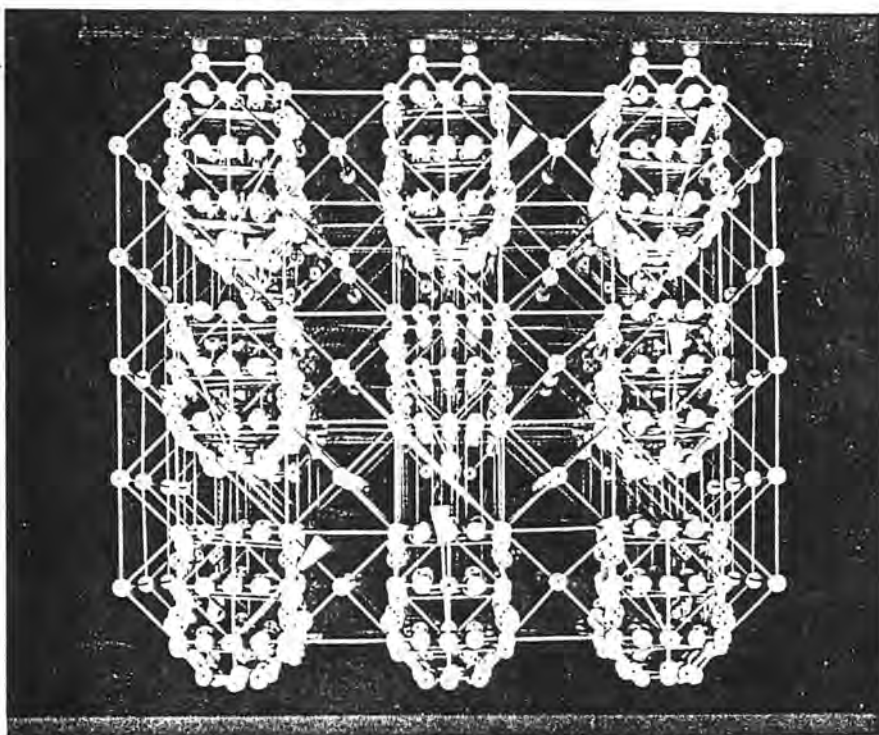


進入「智者」，第一眼所見，卻是電腦史上的「山頂洞人」——旋風的一小部份。由於旋風體型龐大（佔地87坪），至今還安厝於借用的DEC倉庫之中，此處展出的僅為其中一塊巨大的電路板，稀稀疏疏地插了些粒大無比的電容器和真空管，其旁邊別出心裁地放

了部古董電視機，播放著1952年美國哥倫比亞廣播公司首度報導有關旋風的歷史影片。有趣的是，開始播報時，電視記者很困難地唸出「Com-pu-ter」這個字，顯然這對他可是個生字。

旋風是1945年起MIT為美國空戰模擬訓練所設計。它保有多項歷史記錄，如率先使用磁蕊記憶體，率先利用電話線傳遞資料。它是第一個即時平行作業電腦，又首創陰極射線管上的圖形顯示。為了考驗旋風的能耐，這部學界插班生者當下邀請五角大廈一位海軍將領，即席出了個火箭彈道與導引的問題。旋風立刻在螢幕上繪出火箭軌跡，並計算出所需之燃料，這在當時尚屬創舉。

1949年，蘇俄核學成功，使



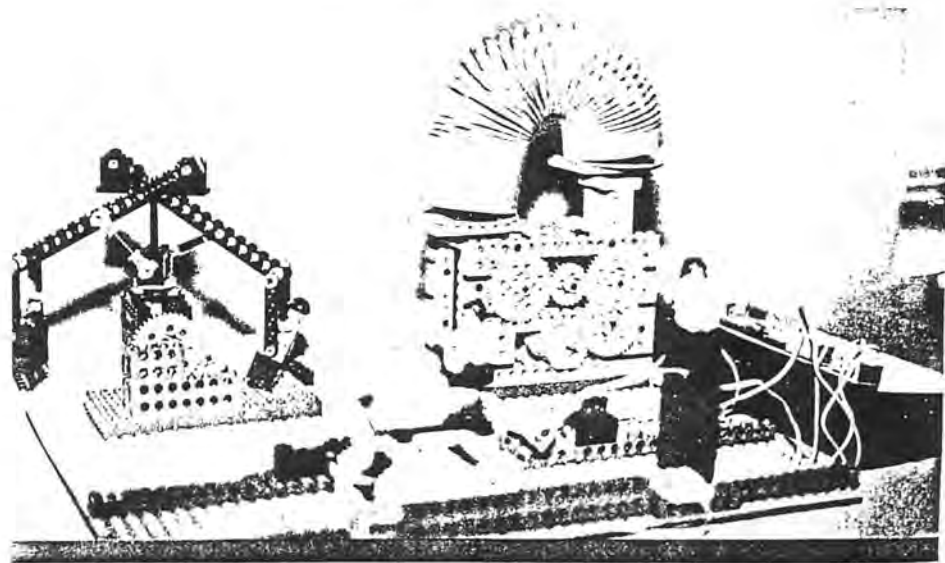
這是希理士在MIT土法煉鋼而成的玩具電腦，可以玩#字遊戲。圖中幾個小旗子如直指下方則表空格。撥左表「X」，撥右表「O」。你撥動一旗，電腦即時回應一旗，直至終局。這部玩具電腦由一萬個積木組成，由魚線、木條、鐵釘搭成，設計上，它永不輸棋，但由於魚線鬆弛，它的腦筋已不牢靠，有時胡亂作答一通。（照片由電腦博物館提供）

發美國對空防的重視，終於導致「智者」（SAGE, Semi-Automated Ground Environ-

ment）的誕生。智者是由美國國防部委請MIT以旋風為雛型，作進一步的開發。由1958年服役到1983年，它創下世界真空管電腦服務最久的記錄，這可以從館中展出的一篇1958年海報，看出它入伍時的轟動。

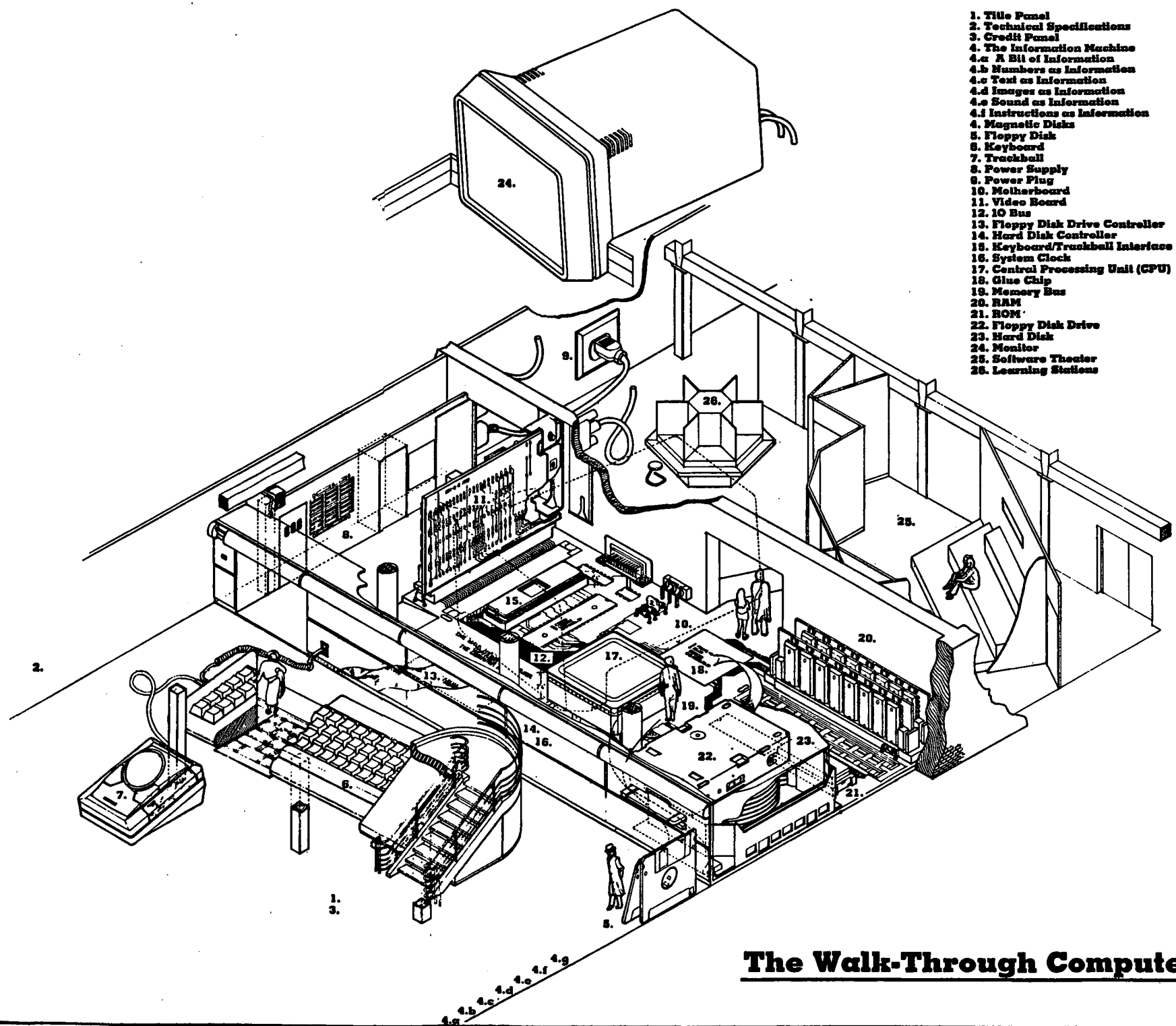
智者原佔地85坪，用了5000個真空管，85000個二極體。它雖

淨重180噸，是有史以來，體型最大的電腦，擁有一百萬個指令，其功能卻不及現在一個8086的IC



樂高與邏輯(Logo IC LOGO)的一個成品範例，中央有環狀頭部的即主角機器人，其他尚有若干配角附件。程式指令由右方控制板輸入，圖中每一個部位皆可做型式不同的運動。

- 1. Title Panel
- 2. Technical Specifications
- 3. Credit Panel
- 4. The Information Machine
- 4.a A Bit of Information
- 4.b Numbers as Information
- 4.c Text as Information
- 4.d Images as Information
- 4.e Sound as Information
- 4.f Instructions as Information
- 4. Magnetic Disks
- 5. Floppy Disk
- 6. Keyboard
- 7. Trackball
- 8. Power Supply
- 9. Power Plug
- 10. Motherboard
- 11. Video Board
- 12. IO Bus
- 13. Floppy Disk Drive Controller
- 14. Hard Disk Controller
- 15. Keyboard/Trackball Interface
- 16. System Clock
- 17. Central Processing Unit (CPU)
- 18. Glue Chip
- 19. Memory Bus
- 20. RAM
- 21. ROM
- 22. Floppy Disk Drive
- 23. Hard Disk
- 24. Monitor
- 25. Software Theater
- 26. Learning Stations



The Walk-Through Computer

Executive Committee Meeting Minutes - February 2, 1989

Present: Ed Schwartz, Nick Pettinella, David Donaldson,
Jim McKenney, Gardner Hendrie, Oliver Strimpel,
Gillian Ley

Compiled by Gillian Ley

FINANCIALS

The following areas are all ahead of budget: admissions 7%, the store 33%, and functions 24%.

REVENUES

General Capital, which is all capital excluding exhibit funding, is at \$34,000 vs a projected \$35,000 for the six months ending December 31. The total Capital year to date is \$51,312 with \$41,418 in outstanding pledges from prior years.

EXHIBIT FUNDING

Funding for the Walk-Through Computer is now at \$827,000. Since the last Executive Committee meeting the Museum has received funding from Kensington and a check has been promised by Cirrus Logic. Lotus, and Maxell both have outstanding pledges for the Walk-Through. Milestones is now funded at \$415,000; no new grants have come in since the last meeting.

Oliver asked the Committee's approval to spend any excess dollars raised for the WTC on further expansion of the exhibit. Jim McKenney and Dave Donaldson both expressed some concern with that. They felt that excess dollars should be put aside to be used for maintenance of the WTC or to shelter additional Walk-Through related aspects of the operating budget. The Committee did not approve this request. Oliver was encouraged to continue fundraising and as more money comes in they will decide what portion will go back into the exhibit and what will be used for maintenance.

GRANT WRITER

The Committee reviewed Oliver's proposal for a Grant Writer and approved the hiring.

CASH FLOW

The Committee reviewed cash flow charts that were prepared by Nick Pettinella. Oliver reported that if Admissions, Functions, and the Store continue to do well the Museum will be \$20,000 over budget by the year end. It appears Capital will be \$180,000 below the budget at

year end. This shortfall will be partly offset by better than budget performance in admissions, store, and functions.

Ed Schwartz asked Oliver if it was possible for the Musuem to raise admissions. Oliver felt at this point in time it is more important to raise attendance but he will look into it. He also reported that a new incentive program is being implemented for interpreters to sell memberships. Gardner Hendrie mentioned that more signage is needed at the admissions desk.

BOSTON COMPUTER SOCIETY

The Committee approved the Computer Museum/BCS Discovery Center agreement.

WALK-THROUGH DEVELOPMENT

The fabrication of the exhibit is going well. A programmer has joined the WTC staff. Paracomp, a California based software company, has donated the services of an animator for 6 weeks. We are also trying to get a person from Lotus to work with us for 2-3 months to also help.

COMPUTER CLASSICS

The Computer Classics temporary exhibit will open on February 12th. This exhibit will fill the "history gap" between the replacement of SAGE, UNIVAC, Timeline and Cray exhibits by WTC and the 1991 opening of "Milestones of a Revolution".

BUDGET

The budget process for next year has begun. The qualitative goals will be developed in February, revised in March, a preliminary budget in April, and Final budget in May.

FEBRUARY BOARD MEETING AGENDA

The Committee reviewed Oliver's agenda for the February Board Meeting and suggested some changes.

NOMINATING COMMITTEE

The Committee requested for the next meeting to review which Board Members' whose terms are ending soon.

DEVELOPMENT REPORT TO EXECUTIVE COMMITTEE

Jan Del Sesto reported that she and Gardner Hendrie met with Development staff and Development Committee Chairs to discuss progress to date and future plans.

Annual Fund is ahead of budget. Corporate Membership has reduced its goal to \$150,000 from \$188,000. The Corporate Membership Committee is personally calling renewing members and asking them to renew at the next level. Individual Membership Committee will be holding a membership phonathon in March. The Bowl has reached half of its goal with revenues. The Capital Campaign Committee has not been an active committee. There will be letters sent from Gardner Hendrie to individuals and corporations with outstanding pledges.

The Computer Museum EXECUTIVE COMMITTEE

Minutes from 10/18/89 Meeting

Compiled by Gillian Ley

Present: Lynda Schubert Bodman, Dave Donaldson, Ed Schwartz, Paul Severino, Gardner Hendrie, Nick Pettinella, Bill Poduska, Oliver Strimpel, Gillian Ley, Gwen Bell, Janice DelSesto, Adeline Naiman.

REPORT ON CURRENT HAPPENINGS AT THE MUSEUM

Exhibit Funding

Oliver reported that the Museum has received major funding for two exhibits. The Museum has been awarded \$250,000 from the Sloan Foundation for the Walk-Through Computer, \$40,000 from AT&T also for the Walk-Through Computer, and \$100,000 and 15 PS/2's from IBM for the Milestones of a Revolution exhibit.

Attendance

September was 11% ahead of budget and August was 29% ahead. As of October 15, 67% of the month's budget was reached. Oliver suggested that the Siggraph Art Show and the Smart Machines exhibit, coupled with good PR early in summer was responsible for the high attendance.

Financials

The store and functions are ahead in earnings. Oliver explained that the new store manager has really turned things around. Unfortunately, we are still behind in Corporate and Individual Membership. Oliver attributed the latter to the vacant Membership position.

Staff

Oliver announced that a job offer has been made for the membership coordinator position. There is a second choice in case the first offer does not work out. Interviews for the Director of Marketing position have begun and several strong candidates have been seen.

The Museum has started off-site meetings with department heads. Education plans and development plans have been addressed. Oliver expressed concern that not enough new grants were being placed into the "development pipeline". The development department needs more help both from Board to provide new prospects and contacts and from the staff to provide specific materials for proposals. He said we need more events like the Walk-Through Computer Dinner Mitch Kapor is hosting and the California cultivation events. Oliver also suggested that we might need a grant writer.

Ed Schwartz brought up the issue of time management in the Development department and the problem of the Museum spending a lot of time on various projects for limited or few results. Dave Donaldson mentioned that Jan DeSesto has only been with the Museum for 7 months and that to see real results we need a minimum of 12 months. Linda Bodman asked who handled the IBM and the Sloan Foundation relationships. Ed Schwartz explained that the IBM gift was the result of a 3 year effort mainly by Joe Cashen and Oliver. The Sloan relationship was handled mainly by Oliver.

The Boston Computer Society

Oliver is working on an agreement with the BCS in which the Museum would take on the project with financial support from the BCS. The Discovery Center would be a joint project of the CM and the BCS. Oliver asked if this issue should be on the agenda of the next Board meeting. Gardner felt that the Discovery Center should be on the agenda for the next Board meeting. Ed preferred that the item be added to the agenda only if there is progress to report on an agreement following the meeting scheduled for October 30.

Exhibit Kits

Oliver reported that the Franklin Institute and the Technology Center of Silicon Valley have ordered kits. He also reported that plans with the Walk-Through are going well and the project is still on track for a May/June opening.

SEPARATING RESTRICTED FROM OPERATING CASH

Oliver and Nick Pettinella explained the Projected Cash Flow Summary prepared by Mark Allio. Oliver explained that the Executive Committee needs to determine if the operating funds can borrow from restricted funds. Ed Schwartz felt that there should be a way for the Executive Committee to track the funds that come in. He also said that he felt funds should not be borrowed unless special arrangements are made. The general consensus was that each month a request should be made to the Executive Committee for funds to be borrowed if needed. To help track the cash balance, a bar chart showing the monthly cash balance in the operating fund, in the restricted fund, and combined operating and restricted will be prepared. A separate bank account for restricted funds will be set up.

LONG RANGE PLANNING

Gwen Bell asked the Executive Committee to approve her plans to begin a process for long range planning. She wants to focus on 1) the organization as a whole and 2) the site and location. Gwen suggested she start by looking at other museum plans and finding a co-chair to assist her. Bill Poduska felt this was a good idea and supported Gwen's proposal as did the rest of the Committee.

DEVELOPMENT

Jan addressed the areas of concern for the development department as follows: Corporate Membership and Individual Membership. Jan also attributed the current shortfall to not yet having a Membership Coordinator. Ed Schwartz said that he felt it was necessary for the Committee to have a better understanding of how Jan spends her time. Jan explained that because the development department is so under-staffed she has to constantly reprioritize tasks. She has spent a great amount of time motivating Committee Chairs. Jan also mentioned how important it is for Board members to take on responsibilities. This alleviates work for the Museum staff. Jan also said that in the coming months she would be concentrating on membership, capital campaign and general operating proposals.

AGENDA FOR THE NOVEMBER 3 BOARD MEETING

The draft agenda for the November Board meeting was reviewed and some changes were made. Lynda Bodman suggested that the Museum send out as much briefing material as possible before hand. She felt that future meetings should encourage more conversations and input from Board members. Paul Severino agreed with this and said it was time to set a new tone to the Museum Board meetings. Bill Poduska suggested that the next meeting should be reviewed at the end to see if the changed form, particularly the focus groups, has helped.

EDUCATION

Adeline focused on four areas: 1) Internal operations(including interpreter training and tours) 2) Special Programs in the Museum(including teacher training) 3) Outreach 4) Bringing the Museum to general public. Under these four areas were many subgroups like college liasions, funded internships, lecture series, educational networking, and teacher training.

Paul Severino brought up his concern that since the education department is comprised of only 2 people that maybe the list of objectives should be more focused. He felt that when there is a limited staff and you don't focus enough you don't accomplish much at all. Adeline agreed that there is a lot to do but feels the education department has the resources (volunteers, connections) to accomplish the tasks.

Lynda Bodman was concerned that Adeline's plan was too regionally focused as opposed to nationally or internationally. Lynda felt that Adeline could be doing more in the way of cultivation for the education department. Linda pledged \$5000 to encourage the start of national outreach by the Museum.

The Computer Museum EXECUTIVE COMMITTEE

Minutes from 11/15/89

Compiled by Gillian Ley

Present: Gardner Hendrie, Lynda Schubert Bodman, Ed Schwartz, Jim McKenney, Dave Donaldson, Nick Pettinella, Oliver Strimpel, Gillian Ley.

EXHIBIT FUNDING

Oliver reported that the Museum has been awarded a grant from NEH for its Milestones Exhibit. Intel Corporation just awarded the Museum \$50,000 for the Walk-Through Computer exhibit. The Walk-Through is now fully funded, having surpassed the goal of \$800,000. Additional funding which may still come in for the Walk-Through will be used to fund ongoing maintenance and other related overhead costs as well as to improve the exhibit. Ed Schwartz requested for the next meeting that a hand out be prepared that will show funding for each exhibit.

The Milestones of a Revolution exhibit is now over the half way mark with over \$400,000 in hand. Jim McKenny suggested that the Executive Committee spend some time developing policies that will determine how funds for exhibits will be allocated.

Oliver also reported that grant proposals for \$10,000 from AAAI and \$25,000 from the Hearst Foundation for Exhibit Kits have been sent out.

ATTENDANCE

The October attendance was just under 5,800, 15% more than last year. With the exception of a 30-40% surge in July and August last year, an underlying trend of 15% appears to be holding. Thus far, November is further ahead in dollars than in visitors. Oliver said this is due to the average visitor paying more, because school groups (who pay less) are smaller this year. Once a Marketing Director is hired, the issue of boosting group tours can be focused on.

FINANCIALS

For the first four months of this fiscal year the three income producing areas; admissions, the store, and functions have been ahead of budget. Contributions are behind budget, however most of the budgetted contribution income lies in the tail end of the fiscal year. Membership is also behind budget. Jan has a new Membership Coordinator starting December 4 who will address this issue.

CASH FLOW

During the last Executive Committee meeting there was discussion of formal separation of restricted and unrestricted funds. Oliver brought this topic up for further discussion. Jim McKenney suggested we call all accounts "Funds". There will be

Operating Funds which will include maintenance, and education grants. Then there will be the Capital Fund which will include exhibits and special rooms like a gallery. The general sentiment was that new terminology needs to be developed to explain the Museum's funding.

DEVELOPMENT

Oliver reported that the Annual Fund Phonathon reached its goal of \$25,000. He also thanked Dave Donaldson for his contribution of \$5000. Oliver reported that Jan will soon convene a Capital Campaign Committee comprised of Executive Committee members and others to spear-head the Capital Campaign effort. Oliver handed out a list showing existing pledges and a list showing the Board and Trustees and their recent giving history.

Gardner mentioned that another Development Committee meeting will be set up for all the Committee chairs to get together.

COMPUTER BOWL

Oliver handed out a schedule of sponsorship levels for the Bowl produced by Jan. Ed said he felt strongly that those who sponsored the Bowl last year should be contacted to do so again this year. Oliver said that he was concerned at the rate of progress with the Bowl. Ed requested that for all future Executive Committee meetings there should be a progress report on the Bowl.

COMPUTER DISCOVERY CENTER

Ed had asked Oliver to prepare a document explaining the formal agreement between the BCS and the Computer Museum. Ed asked the Committee for their opinions on the document which was followed by an in depth discussion on the proposed agreement. Ed then mentioned the discussed timetable for both organizations to reach agreement. He and Gardner said they would keep the Committee informed as things progress.

REVIEW OF NOVEMBER 3rd BOARD MEETING

All members felt that the Break-out session was a good idea and a good use of time. Ed Schwartz brought up that he felt that Irwin Sitkin needed more help with the Nominating Committee. He wanted to make sure the committee starts working now, not next Spring. Jim McKenny and Dave Donaldson felt that more aggressive people were needed on the Board to help get things moving. Ed suggested that Irwin be given some guidelines of the type of board members being sought.

The Committee meeting ended with a brief executive session.

THE COMPUTER MUSEUM - EXECUTIVE COMMITTEE MEETING

Minutes from December 13, 1989

Present: Gardner Hendrie, Ed Schwartz, Jim McKenney, Dave Donaldson, Nick Pettinella, Oliver Strimpel, Jan Del Sesto, Gwen Bell, Gillian Ley

Compiled by Gillian Ley

FINANCIALS

Functions

Functions were the strongest financial area in November they were 42% ahead of budget.

Store

The store was down 6% for the month due to the catalog going out late but it has been up for the past couple of months. Ed Schwartz asked if the store had begun marketing specific items to corporate members as suggested by Lynda Bodman. This had not taken place largely because there had not been a person in the Membership position to handle the project.

Admissions

Admissions are behind in numbers of people visiting the Museum but up in dollars. In November 5396 people visited which is 3% behind budget but \$2,000 or 7% ahead of budget. Oliver explained he felt this was due to smaller school groups visiting the Museum this year.

REVENUES

General Capital is behind \$20,000 for the month. Oliver attributed this to a gift from Owen Brown that was expected last month but now is expected by the end of the year.

Exhibits

The Committee reviewed a handout showing the progress to date on funding of the Museums exhibits. The Travellers awarded the Museum a grant of \$30,000 for the Milestones of a Revolution exhibit. Acer is a prospect for sponsoring the keyboard of the Walk-Through. Quantum and BASF are also prospects for the Walk-Through.

CASH FLOW

Oliver reported that the Museum is doing worse than what was predicted last month. Gardner expressed some concern with the Museum trying to "catch up" on the budget. He felt another

course of action is necessary. Oliver expressed a real need for a full time grant writer. Nick Pettinella suggested hiring a consultant. Oliver will return with his action plan on this matter.

Oliver requested the Committees approval on borrowing from capital to take care of operating. Oliver requested \$36,000 for December and an additional \$50,000 contingency fund for January. The Executive Committee approved this.

MARKETING DIRECTOR

There is a leading candidate for the Marketing Director position. Oliver is now in the process of checking references and if they all work out he will make an offer.

THE WALK- THROUGH COMPUTER

The opening date for the Walk-Through Computer has been scheduled for June 21st and June 22nd to coincide with the Board meeting.

CALIFORNIA CULTIVATION EVENTS

The California visits were a success. Both Intel, and Sun Microsystems are interested in a proposal from the Museum for Walk-Through outreach.

NOMINATING COMMITTEE

The Executive Committee expressed a need for a process by which the Nominating Committee can be guided. The Nominating Committee should be seeking candidates that can fill particular roles and have specific skills that are needed on the Board. Ed said he felt long term and short term needs should be considered when determining nominees. Dave Donaldson volunteered to be Vice Chairman of the Nominating Committee to help with ideas and support.

The January Executive Committe meeting will be held on the 24th not on the 17th.

The Computer Museum

300 Congress Street
Boston, MA 02210

(617) 426-2800

THE COMPUTER MUSEUM FY 1990 TRUSTEES

Mr. Charles Bachman, Chairman
Bachman Information Systems
Four Cambridge Center
Cambridge, MA 02142

0:(617) 354-1414

FAX:

Mr. Erich Bloch, Director
National Science Foundation
Washington, D.C. 20550

0:(202) 357-7748

FAX:

Mr. Harvey Cragon
University of Texas at Austin
Department of Electronic Computing
Engineering
Austin, Texas 78712

0:(512) 471-5368

FAX:

Mr. Robert Everett
The MITRE Corporation
P.O. Box 208
Bedford, MA 01730

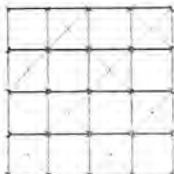
0:(617) 271-2000

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Dr. C. Lester Hogan
36 Barry Lane
Atherton, CA 94025

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FAX:



The Computer Museum

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Uniquet, Inc.
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O:

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FAX:

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Tokyo 108, JAPAN

O:

FAX:

Mr. John Lacey
Control Data Corporation
P.O. Box 0
8100 34th Avenue South
Minneapolis. MN 55440

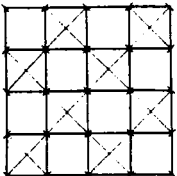
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Framingham, MA 01701

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FAX:



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FAX:

Mr. George Michael
Computer Research Group, 1-76
Lawrence Livermore Labs
University of California
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Livermore, CA 94550

O:(415) 422-4239

FAX:

Mr. William H. Millard
P.O. Box 549
CHRB
Saipan, CNMI 96950

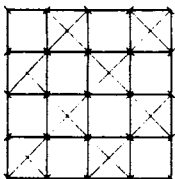
O:

FAX:

Pat Collins Nelson
Fluent Machines, Inc.
77 Salem End Lane
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H:(508) 872-4084

FAX:



The Computer Museum

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FAX:

Mr. Brian Randell
University of Newcastle upon Tyne
Computing Laboratory
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New Castle upon Tyne NE1 7RU
ENGLAND

O:

FAX:

Ms. Kitty Selfridge
45 Percy Road
Lexington, MA 02173

H: (617) 862-5438

FAX:

Mr. Michael Spock
Field Museum of Natural History
Roosevelt and Lake Shore Drive
Chicago, IL 60605

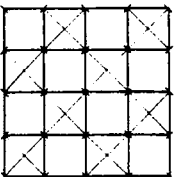
O: (312) 322-8850

FAX:

Mr. Erwin Tomash
Charles Babbage Institute
110 Rockingham Avenue
Los Angeles, CA 90040

O: (213) 394-8468

FAX:



The Computer Museum

300 Congress Street
Boston, MA 02210

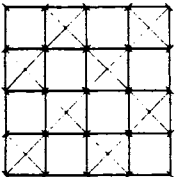
(617) 426-2800

Mr. Paul Tsongas
Foley Hoag & Eliot
One Post Office Square
Boston, MA 02109

0:(617) 482-1390

FAX:

Revised: January 29, 1990



Corporate Membership Committee Members

Jim Baar
Hill and Knowlton

Ben Beaver
Fenwick Partners

J. Thomas Franklin
Gaston & Snow

Karla Karash
Ventana Systems, Inc.

Ilene Lang

Mimi Macksoud
Price Waterhouse

Mary Makela

Sharon Merrill
Sharon Merrill Associates, Inc.

Laura Morse, Chair
Russell Reynolds Associates

Susan Parrish
Parrish Marketing Consultants

Steve Pytka
BIS Cap International

Nancy Robb
MBTA

Charles Terry
Compuserve Technology Group

The Computer Museum

300 Congress Street
Boston, MA 02210

(617) 426-2800

Date: February 15, 1989

To: Board of Directors

Fr: Hal B. Shear, Chairman
Annual Fund Committee

Re: Progress and future plans

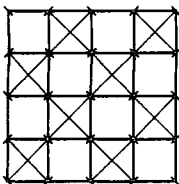
In the last five months, the Annual Fund Committee met to develop its course of action for the FY90 Annual Fund. The Annual Fund began with a direct mail solicitation mailed out in early November to 3,818 individuals. The mailing was followed up with a three day phonathon staffed by Museum board members, staff, and volunteers. \$20,115 was pledged over the three nights. All board members received a solicitation, as well as a request for their participation in soliciting friends and or business associates.

The committee met on January 31st, adding two new members, and are working to keep the momentum of the past months and plan the course of action for the next six months. A pledge reminder is in the process of being sent out to all individuals with outstanding pledges. A second direct mail solicitation is scheduled to be mailed out the last week in February. The letter will be sent to all individuals who did not respond to the November solicitation and to two new mailing lists that the Museum has never solicited.

A second phonathon will be held at the end of March. The committee is currently trying to locate a site and recruit volunteers. Board members who have not yet responded will be asked again for friends or associates whom they would be willing to solícite. Appropriate prospect lists will continue to be developed by Museum staff, board, and committee members. The committee and staff will begin preliminary work on a Museum Annual Fund brochure for the next fiscal year. New members will continue to be added to the committee.

ANNUAL FUND COMMITTEE

Hal B. Shear, Chairman
Research Investment Advisors, Ltd
Anthony Pell
Pell, Rudman and Co., Inc
Paul Severino
Wellfleet Communications
Judith Sovner Ribbler
Searchline Associates, Inc.
Steven Golson
Independent Consultant



ANNUAL FUND TOTALS AS OF 2/15/90

NOVEMBER DIRECT MAIL SOLICITATION

Total- \$6,880
Receivable Matches- \$1,025
Total w/ matches - \$7,905

PHONATHON NOVEMBER

Total - \$3,860
Receivable matches - \$275
Total w/ matches - \$4,135

DECEMBER DIRECT MAIL SOLICITATION

Total - \$14,061
Receivable matches - \$2,875
Total w/ matches - \$16,936

PHONATHON DECEMBER

Total - \$12,415
Receivable matches - \$3,425
Total w/ matches - \$15,840

JANUARY DIRECT MAIL SOLICITATION

Total - \$3,220
Receivable matches - \$250
Total w/ matches - \$3,470

PHONATHON JANUARY

Total - \$605
Receivable matches - 0
Total w/ matches - \$605

FEBRUARY DIRECT MAIL SOLICITATION

Total - \$150
Receivable matches - \$0
Total w/ matches - \$150

PHONATHON FEBRUARY

Total - \$0
Receivable - \$0
Total w/ matches - \$0

DIRECT MAIL TOTALS

Received - \$24,311
Receivable matches - \$4,150*
Total w/ matches - \$27,561

PHONATHON TOTALS

Total pledged - \$20,115
Matches - \$3,600
Pledges w/ matches - \$23,715

Received - \$16,880
Receivable matches - \$3,700

Receivables w/out matches - \$3,235
Receivable matches - \$3,700
Total receivable - \$6,935

OVERALL ANNUAL FUND TOTAL

Total received as of 2/14/90 - \$49,806
Total receivable - \$10,140 (includes matches and pledges)

GOAL: \$100,000 RECEIVED TO DATE: \$49,806 RECEIVABLE TO DATE: \$10,140*

*** Figure now includes \$200 in matches from July - October**

ACTIVITY FOR FY91

Museum Mission 1: Educate and inspire all levels of the public on the evolution, technology and impact of computing through dynamic exhibits and programs

1. Exhibits at Museum

- One major new permanent exhibit opening
 - Milestones or CDC
- Two special temporary exhibits
 - SIGGRAPH Art Show (September-December)
 - Other to be determined, perhaps new educational resource ctr

2. Exhibits outside museum

- Establish Exhibit Kit Program
- Start work on a travelling exhibit, perhaps exhibit on CAD with Cooper-Hewitt Museum.

3. Public Programming

- Low effort
 - build your own robot
 - lego/logo workshops
 - vacation week programs
 - more to be determined
- More effort
 - lecture series - 3 series of 3-4 lectures (proposal in the works)
 - Kids Computer Fair
 - more to be determined, possibly along lines of national contest or science fair style event

4. Publications and Materials

- NEWS
- Annual
- Quarterlies?
- WTC Outreach
 - book
 - video
 - educational activities kits
 - souvenir catalog

Museum Mission 2: Preserve and Celebrate the History of Computing

Increase percentage of collection visible

- external loans
- internal visible storage

Build collection into areas of current weakness

- increased proactive collecting (less reactive collecting)

Museum Mission 3: Become an International Center for Research into the History of Computing

- Develop a listing of the archive collection and make available to interested parties.

METRICS FOR FY91 BUDGET

1. **Percentage of operating budget that is earned (store, functions, admissions, kits sales, etc) revenue.**

This is projected to be 40% in FY90.

2. **Operating cost per visitor.**

This is around \$15 in FY90. \$10 is closer to the average for the ASTC member museums. The best way to reach this figure is to increase attendance.

3. **Net Balance of the operating fund**

This should balance or show a surplus. For FY90 we currently forecast a \$65K surplus.

4. **Net balance of the capital fund**

This should show a large surplus so as to grow the building and endowment funds. Exhibits should be awash (including applicable overhead and staff time).

Date: February 15, 1990

To: Board of Directors

From: Larry Brewster, Chairman
Individual Membership Committee

Re: Progress and Plans

FINANCIALS

Please note, all financials are effective through February 12, 1990.

FY89 Goal:	FY89 Actual:	FY90 Goal (Revised):	FY90 Actual:
\$67,000	\$63,126	\$59,000 ind. memb.	\$22,886 ind. memb.
		\$ 5,000 library memb.	\$ 500 library memb.
		\$ 3,000 match funds	\$ 2,430 match funds
		-----	-----
		\$67,000 TOTAL	\$25,816 TOTAL

FY90 Goal (Original):
\$59,500 ind. memb.
\$16,000 library memb.
\$ 6,000 match funds

\$81,500 TOTAL

Please note that the FY90 goal has been revised. We have included the original goal of \$81,500 to be used as a comparison to the revised figures. These new numbers do not include any money from new members solicited through either a planned phoneathon or the institution of a new incentive program. It is our hope that these two additional programs will contribute significantly to our bottom line.

The year's first six months' financials are broken down below. Please note that any positive difference in the numbers listed below and the year to date figure listed above is due to donations made above the amount for membership level renewals.

July 1 - December 31, 1989

	POTENTIAL	ACTUAL	NEW
Indiv. 1yr (\$30.00)	284 (\$8520)	159 (\$4770)	36 (\$1080)
Indiv. 2yr (\$50.00)	56 (\$2800)	43 (\$2150)	8 (\$400)
Student (\$20.00)	24 (\$480)	3 (\$60)	10 (\$200)
Family 1yr (\$45.00)	71 (\$3195)	39 (\$1755)	23 (\$1035)
Family 2yr (\$80.00)	6 (\$480)	4 (\$320)	4 (\$320)
Friend (\$100.00)	52 (\$5200)	40 (\$4000)	3 (\$300)
Sponsor (\$250.00)	14 (\$3500)	13 (\$3250)	1 (\$250)
Patron (\$500.00)	4 (\$2000)	1 (\$500)	0 (\$0)
	-----	-----	-----
TOTAL	\$26,175	\$16,805	\$3,585

The following is a listing of **POTENTIAL RENEWALS** for January through June 1990.

January 1 - June 30, 1990

	RENEWALS	INACTIVE	
Indiv. 1yr (\$30.00)	251 (\$7530)	125 (\$3750)	
Indiv. 2yr (\$50.00)	68 (\$3400)	13 (\$650)	
Student (\$20.00)	14 (\$280)	21 (\$420)	
Family 1yr (\$45.00)	98 (\$4410)	32 (1440)	
Family 2yr (\$80.00)	15 (\$1200)	2 (\$160)	
Friend (\$100.00)	58 (\$5800)	12 (1200)	
Sponsor (\$250.00)	10 (\$2500)	3 (\$750)	
Patron (\$500.00)	2 (\$1000)	3 (\$1500)	
TOTAL	<u>\$26,120</u>	<u>\$9,870</u>	+ = \$35,990

Assuming 85% + 50% = \$27,137 revenues for renewals
Renewal
Rate of

The **TOTAL** line represents 100% return on the next six months' renewals, as well as recapturing 100% of the inactive members. The assumption line represents a more realistic expectation of renewals and recouping inactive members. From past experience, we believe that approximately 85% of current members will renew and 50% of our inactive members can be recouped. The addition of these two totals would move the year total much closer to our goal for FY1990. Please note that members receive three renewal reminder letters: the first notice is sent three months before the membership expires, the second two months before expiration, and the third one month before the membership expires. Memberships are considered inactive if they have not renewed their membership within a month's time frame of the expiration date.

INDIVIDUAL MEMBERSHIP PROGRAMS

Efforts to date:

Phonathon: Since the phonathon was designed specifically for Annual Fund solicitation, we were unable to gather the data or additional volunteers to focus on renewal of membership. Thus, only twelve individual members (@ \$30.00) joined the Museum as a result of the phonathon efforts. A phonathon specifically geared to membership renewal/recoup and new solicitation is being planned for March.

High Level (\$100 - \$500) Individual Renewals: Eight letters (totaling \$1700 in potential renewal \$) were sent to high level individual members. Those members are Roger Glovsky, Tom Hall, Seiichika Katayama, Richard Marino, Joseph Newcomer, Brendan Reilly, and George Storm. Tom Hall has renewed since the letter was sent out. Mr. Hall renewed at the Patron level (\$500).

(Estimated revenue: \$1,200)

Matching Funds: For FY90, we have received \$885 in matching fund pledges. To date, \$765 of that \$885 is still outstanding. Please note that the majority of matching fund dollars listed in the first page "FY90 Actual" financials are payments on matching funds that were made in FY89, but not received until FY90.

PR/Marketing Efforts:

Classroom Computing: The Computer Museum's "Memories Poster" will be featured on the April cover of Classroom Computing (circ.: 80,000). A description of the Museum and a pitch for membership will appear in the magazine. The pitch offers a free "Memories Poster" to those who join the Museum. Any results from this offer will not be evident until the last quarter of the fiscal year.

(Estimated Revenue: \$5,000)

Upcoming Efforts:

Library Membership: Within the next two weeks, letters will be sent out to all public libraries in Massachusetts (382). We hope to increase our library membership through this direct mail approach. We have had interest in the past from individual libraries, however, they have never been solicited as a whole. We are offering a special discount to first time library members. Libraries who join the Museum before April 1, 1990 can do so at a price of \$300 (instead of \$500).

(Estimated Revenue: 17 @ \$300 = \$5,100)

California Members (West Coast): We plan to target individual members in the California area by offering a discount on Computer Bowl tickets to new members and lost members. This pitch will be made through and to employees of corporations who have 1990 Bowl team members (HP, Apple, etc.) and through industry newsletters and the Techmart newsletter.

(Estimated Revenue: 100 @ \$30 = \$3000)

Soft*letter: We have obtained the 5,000 name database of subscribers of Soft*Letter. We will use the list to solicit new members; initially we plan to target Massachusetts and California.

(Estimated Revenue: 1% (50) @ \$30 = \$1,500)

Renewals and Inactives: We are preparing lists of all inactive members and those who have not yet renewed membership for a phone solicitation planned for the first week in March.

(Estimated Revenue: As stated on page 3, \$27,137)

Financial Incentive Program: We will be instituting a financial incentive program for Museum interpreters (guides) and store personnel to promote new member recruitment of visitors.

(Estimated Renewal: 5 per week, approx. 22 weeks left in FY90 = 5 x \$30 x 22 = \$3,300)

Date: February 15, 1990
 To: Board of Directors
 Fr: Laura Morse, Chairperson
 Corporate Membership Committee
 Re: Progress and Plans

FINANCIALS

Please note, all financials are effective through February 15, 1990.

FY89 Goal:	FY89 Actual:	FY90 Goal (Revised):	FY90 Actual:
\$172,500	\$132,500	\$150,000	\$79,000

FY90 Goal (Original):	\$\$ Committed:
\$188,150	\$22,500*

*Committed companies include Bank of Boston, Banyan, AMD, Price Waterhouse, Pell Rudman, Raytheon, The Gillette Company, Eastech, and Unisys)

FY90 Goals:
New Members

To Date:

30 @ \$1,000 = \$30,000

Synernetics
 Wellfleet Communications
 The Mathworks Inc.

5 @ \$3,000 = \$15,000

Acer Inc.

3 @ \$5,000 = \$15,000

Adobe
 AT&T

Renewals:

Potential Renewals (July-Dec. '89) \$57,000

Potential Renewals (Jan.-June '90) \$59,000

 \$106,000 TOTAL

The following companies have not yet renewed their memberships for FY 1990.

July 1 - December 31, 1989 Past Due Renewals

Contact	Organization	Amount	Renew	Comments/FlUp
William Meagher Managing Partner	Arthur Andersen & Co.	1,000	11/89	Morse
KC King Giles Mosher	Baybank Boston	1,000	12/89	Morse
Michael Nacey VP, Admin	Bolt Berenak & Newman	1,000	9/89	Morse, Macksoud to call S. Levy
Ann LeClaire	CLSI	1,000	11/89	Karash
Arun Gupta President	Data Ease	1,000	8/89	Pytka
Daniel Hosage President and CEO	DAVOX Corp.	1,000	10/89	Merrill
Mary Hegarty User Group Coordinator	Manager Software Products	1,000	8/89	Parrish
Bonnie Colantropo	Boston Scientific, Inc. (formerly Medi-Tech)	1,000	12/89	Macksoud
Stephen Coit	Merrill Pickard Anderson & Eyre	1,000	8/89	Bowl Sponsor
Ann Nason	Microamerica	1,000	8/89	Merged with Softsell, Merrill to contact
T.J. McKiernan VP, Sales & Marketing	Moore Business Forms & Systems Division	3,000	9/89	Karash

John Paul President, Nixdorf Computer	Nixdorf Computer Computer Engineering Corp. (NCEC)	1,000	8/89	Merged with Siemens, Pytka to contact
Steve Bischof District Manager	Pfizer Pharmaceuticals	1,000	12/89	Del Sesto
Barbara Gaffney VP, HR	Sequent Computer	1,000	10/89	Del Sesto
Ira Keller Marketing Direcotr	SD Financial	1,000	12/89	Baar
Carol Broadbent	Sun Microsystems	3,000	11/89	Del Sesto
		----- \$20,000	TOTAL	
FY89 (and prior) Inactive Renewals:		\$37,000		
TOTAL OF ALL INACTIVE MEMBERS FROM JULY 1 - DECEMBER 31, 1989		\$20,000 + \$37,000 ----- \$57,000		

The following is a listing of **POTENTIAL RENEWALS** for January through June 1990.

January 1 - June 30, 1990

COMPANY NAME	AMOUNT	EXPIRATION	COMMENTS/FLUP
<u>January</u>			
Bank of New England	\$1,000	90/1	Macksoud to contact Allyn Woodward
Data Translation	\$1,000	90/1 Paid	
Honeywell Bull	\$3,000	90/1	Oates to send letter to D. Datlick
Index Group	\$1,000	90/1 Paid	
Index Technology Corp.	\$1,000	90/1	
International Computers	\$1,000	90/1	
Micro-Mentor	\$1,000	90/1	Karash
NEC Systems	\$1,000	90/1 Paid	Steve
<u>February</u>			
Boston Globe Foundation	\$1,000	90/2	
Deloitte & Touche	\$1,000	90/2	Merrill
McCormack & Dodge	\$1,000	90/2	Parrish
XRE Corporation	\$1,000	90/2	Del Sesto
<u>March</u>			
Bingham Dana & Gould	\$1,000	90/3	
Chrysler Corp.	\$1,000	90/3	
Cone Communications	\$1,000	90/3	
Dane Falb Stone & Co	\$1,000	90/3	
Gaston & Snow	\$3,000	90/3	
Global Business Network	\$1,000	90/3	
GTE Laboratories	\$1,000	90/3	

Hill and Knowlton	\$1,000	90/3
Millipore Foundation	\$1,000	90/3 Paid
Omni Publications	\$1,000	90/3
Regis McKenna	\$1,000	90/3
Ziff Davis Publications	\$3,000	90/3

April

Automatic Data Processing	\$3,000	90/4
Bitstream	\$1,000	90/4
IEEE Computer Society	\$3,000	90/4
Microsoft	\$3,000	90/4
Professional Press	\$ 500	90/4
Raytheon	\$10,000	90/4
TASC	\$1,000	90/4

May

Computer Power Group	\$1,000	90/5
Lotus Development	\$1,000	90/5
The New England	\$1,000	90/5
Stratus Computer	\$3,000	90/5

June

Applied Tech Investors	\$ 500	90/6
Manufacturers Hanover Trust	\$3,000	90/6
Prime Computer	\$3,000	90/6
Sharon Merrill	\$1,000	90/6
Technology Research Group	\$1,000	90/6
Weyerhaeuser Company	\$1,000	90/6

	\$59,000	TOTAL

The following corporations have become \$1,000 members of the Museum through our functions department. Please note that although the money generated from these new memberships is credited to the functions cost center for the company's initial year of membership, any subsequent renewals will be credited to membership.

Alliant Computer

Ashlar Corp.

Batterymarch Financial

Bechtel, Parsons & Binkerhoff

Connect, Inc.

DMR Group

Emerald Systems

Greentree Associates

Interbase Software

McKinsey and Company

Morgan Stanley

Multitrack

Software House

Software People Concepts

CORPORATE MEMBERSHIP PROGRAMS

Efforts to date:

Renewal Letters: Three letters are routinely sent to each company as renewal reminders. The first letter is sent to the company three months before its membership expires; the second letter is sent two months before expiration, the third letter is sent one month before the membership is due to expire. In addition to these letters, the committee sent personalized renewal letters to those companies who failed to renew (from August - December 1989). These letters were then followed up with personal phone calls made by committee members. Eleven companies, totalling \$15,500, have renewed as a result of this follow up

Renewal letters have been sent out to corporations whose membership expires in January, February, March, or April 1990.

Potential Membership List: A list of potential corporate members has been developed. This list comprised a number of sources: specific categories from the Fortune 1000 listing, the "Top 100 Companies in New England" from New England Business, and names contributed from the committee. Each committee member has chosen at least five companies from the list to proactively solicit for membership. When companies on the list become members, the committee member who brought them in will be assigned another company on the list. This solicitation program will be an ongoing effort.

Benefits: An additional benefit has been afforded corporate members. Those members who are not in the nearby geographical area may now receive audiotapes of the Breakfast Seminar Series.

New Category: We have added a "Corporate Patron" category to the membership categories. This Patron category is \$5,000. We believe that this category is important because it bridges the wide gap between the "Corporate Sponsor" (\$3,000) level and the "Corporate Benefactor" (\$10,000) level.

Upcoming Efforts:

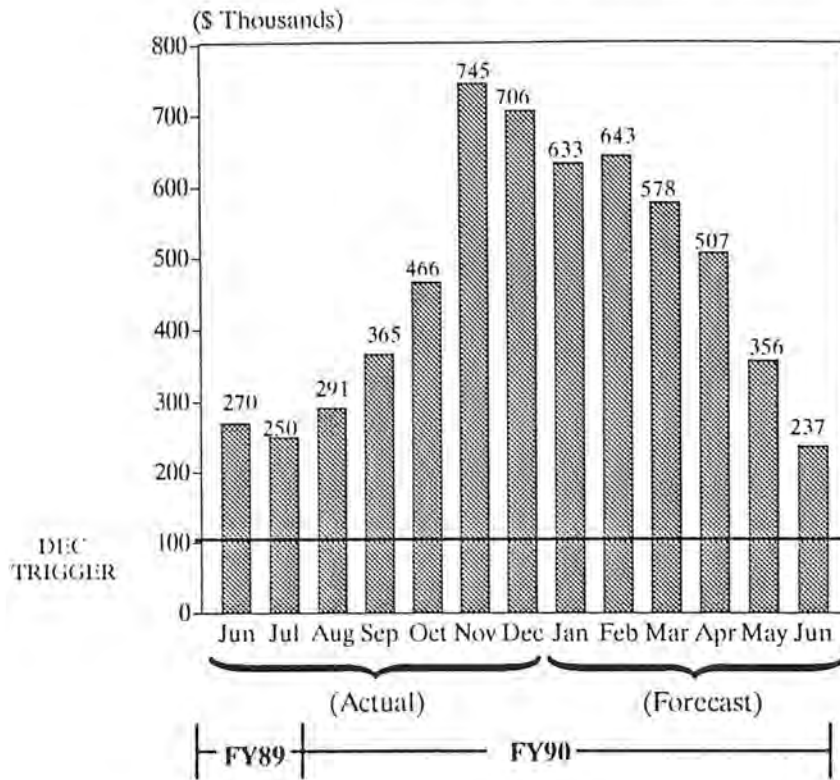
Brochure: We are in the process of developing copy for a corporate membership brochure. This brochure will be used to solicit new members, and detail benefits of membership. It will also describe and promote the Breakfast Seminar Series.

Breakfast Seminar Series and Follow Up: The committee and The museum staff use the breakfast series as a cultivation and informational tool for potential corporate members. A list of attendees is created after each breakfast. We plan to solicit by letter each non-member company whose representatives attended the breakfast. In the future, we plan to "assign" each committee member selected non-members to invite and to serve as host at the breakfast. This individual will then carry out follow up for solicitation.

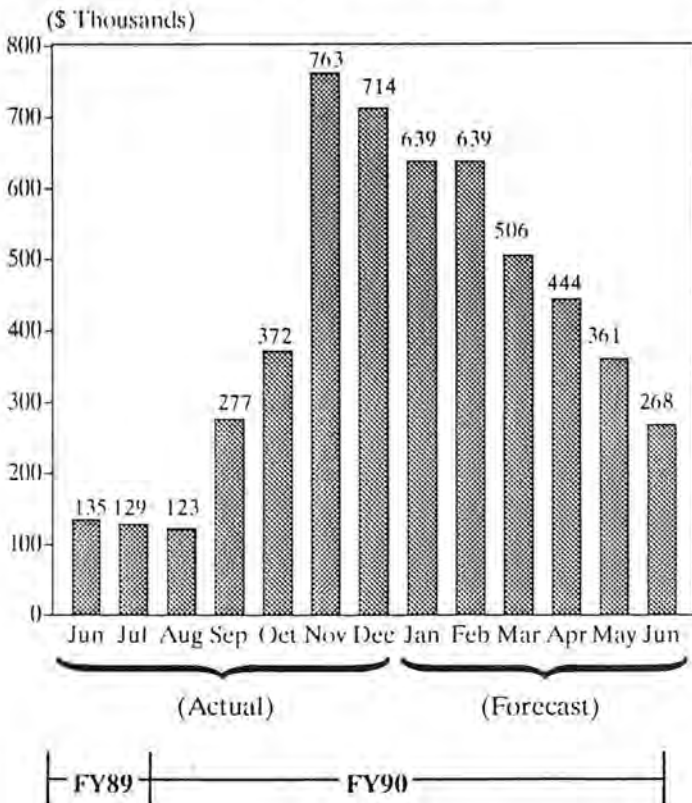
THE COMPUTER MUSEUM

BAR GRAPH REPRESENTATION OF MONTHLY CASH BALANCE FY90

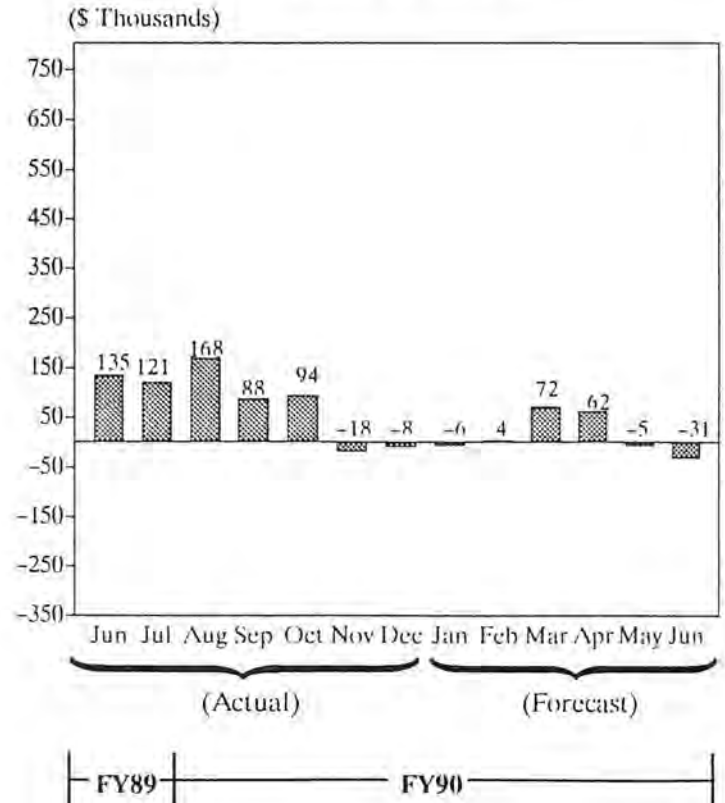
COMBINED RESTRICTED & UNRESTRICTED MONTH END CASH BALANCE



UNRESTRICTED MONTH END CASH BALANCE



RESTRICTED MONTH END CASH BALANCE



NOTE: Restricted cash balance includes funding for Exhibits, Building and Endowments.

The Computer Museum

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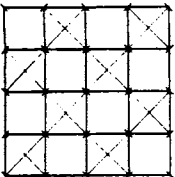
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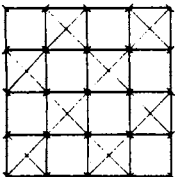
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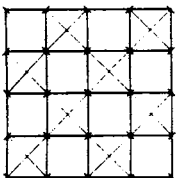
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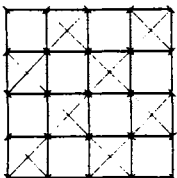
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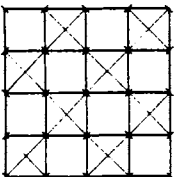
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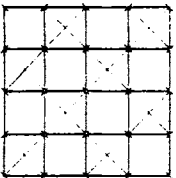
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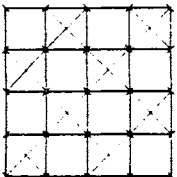
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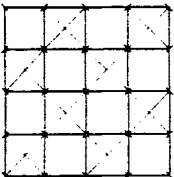
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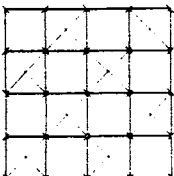
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14

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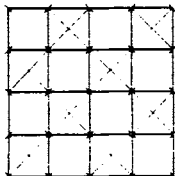
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Revised February 15, 1990



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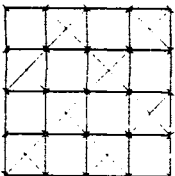
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MEETING OF THE COMPUTER MUSEUM BOARD OF DIRECTORS

FEBRUARY 16, 1990 10AM - 3PM

AGENDA

- 10:00 Call to Order
- 10:05 Search Committee Report
- 10:15 A Perspective from the Director
- 10:40 Nominating Committee Report & Discussion
- 11:10 Museum Operations Report
- 11:30 Development Committee Report
- 12:20 Finance Committee Report
- LUNCH PR Highlights
Goals for FY91
- 1:45 The Walk-Through Computer
status report
marketing the Museum with the WTC
- 3:00 Meeting adjourns



THE COMPUTER MUSEUM
STATEMENT OF REVENUES AND EXPENSES
COMBINED OPERATING AND CAPITAL FUNDS
(\$ - Thousands)

	12/31/88 ACTUAL	FOR THE SIX MONTHS ENDED			ANNUAL FY1990 BUDGET	ANNUAL PROJECTED FORECAST	
		BUDGET	-----12/31/89----- ACTUAL	FAV(UNFAV)			
REVENUES:							
Operating Fund	590	687	722	35	5%	1,518	1,568
Capital Fund	115	273	868	595	218%	1,100	1,228
Total Revenues	705	960	1,590	630	66%	2,618	2,796
EXPENSES:							
Operating Fund	765	825	706	119	15%	1,650	1,471
Capital Fund	241	383	437	(54)	(14%)	1,053	1,299
Total Expenses	1,006	1,208	1,143	65	5%	2,703	2,770
NET REVENUES (EXPENSES)	(\$301)	(\$248)	\$447	\$695	480%	(\$85)	\$26

SUMMARY:

For the six months ended December 31, 1989 the museum operated at a surplus of 447K compared to a budgeted deficit of (248K). As of December 31, 1989 total cash and cash equivalents amounted to 706K.

OPERATING: Operating revenues were 5% over budget due mainly to strong unrestricted contributions, admissions, functions and store revenues. Expenses were 15% under budget due mainly to lower personnel costs (vacant positions).

CAPITAL: Revenues were 218% over budget due to receipt of additional exhibit related revenue. Expenses were 14% over budget all of which is related to exhibit costs.

THE COMPUTER MUSEUM
STATEMENT OF REVENUES AND EXPENSES
OPERATING FUND
(\$ - Thousands)

	FOR THE SIX MONTHS ENDED					ANNUAL FY1990 BUDGET	ANNUAL PROJECTED FORECAST
	12/31/88 ACTUAL	BUDGET	-----12/31/89-----				
			ACTUAL	FAV(UNFAV)			
REVENUES:							
Unrestricted contributions:	17	\$135	168	33	24%	\$279	\$285
Restricted contributions	214	99	90	(9)	(10%)	400	387
Corporate memberships	66	94	40	(54)	(57%)	188	150
Individual memberships	32	41	24	(17)	(41%)	82	67
Admissions	118	135	166	31	23%	247	282
Store	69	86	117	31	36%	163	200
Functions	63	79	95	16	20%	124	156
Other	17	18	22	4	22%	35	41
Gain/Loss on Securities	(6)	0	0	0	0%	0	0
	-----	-----	-----	-----	-----	-----	-----
Total Revenues	590	687	722	35	5%	1,518	1,568
EXPENSES:							
Exhibits & education	175	174	154	20	11%	324	286
Marketing & memberships	105	149	115	34	23%	298	258
Management & general	172	206	136	70	34%	409	302
Fundraising	87	39	30	9	23%	127	117
Store	73	86	108	(22)	(26%)	160	183
Functions	31	38	34	4	10%	70	67
Museum Wharf expenses	122	133	129	4	1%	262	258
	-----	-----	-----	-----	-----	-----	-----
Total Expenses	765	825	706	119	15%	1,650	1,471
NET REVENUES(EXPENSES)	<u>(4175)</u>	<u>(4138)</u>	<u>16</u>	<u>154</u>	<u>212%</u>	<u>(132)</u>	<u>97</u>

THE COMPUTER MUSEUM
STATEMENT OF REVENUES AND EXPENSES
CAPITAL FUND
(\$ - Thousands)

	12/31/88 ACTUAL	FOR THE SIX MONTHS ENDED			ANNUAL FY1990 BUDGET	ANNUAL PROJECTED FORECAST	
		BUDGET	-----12/31/89----- ACTUAL	FAV<UNFAV>			
REVENUES:							
Contributions	\$77	\$85	\$45	(\$40)	(47%)	\$400	\$220
Exhibit Funding	38	188	822	\$634	1337%	700	1,007
Interest Income	0	0	1	\$1	100%	0	1
	-----	-----	-----	-----	-----	-----	-----
Total Revenues	115	273	868	595	218%	1,100	1,228
EXPENSES:							
Exhibits	4	76	244	(168)	(221%)	481	873
Exhibit Administration	98	164	87	77	47%	313	201
Fundraising	58	65	28	37	56%	105	71
Wharf mortgage	81	78	78	0	0%	154	154
	-----	-----	-----	-----	-----	-----	-----
Total Expenses	241	383	437	(54)	(14%)	1,053	1,299
NET REVENUES (EXPENSES)	(\$126)	(\$110)	\$431	\$541	591%	\$47	(\$71)

THE COMPUTER MUSEUM
BALANCE SHEET
12/31/89

	OPERATING FUND	CAPITAL FUND	PLANT FUND	TOTAL 12/31/89	TOTAL 6/30/89
ASSETS:					
Current:					
Cash	\$99,255			\$99,255	\$149,212
Cash Equivalents	606,475			606,475	121,117
Investments		\$69,436		69,436	37,500
Receivables	11,872			11,872	36,427
Inventory	64,020			64,020	43,708
Prepaid expenses	16,821	578		17,399	7,227
Interfund receivable		895,493		895,493	492,907
	-----	-----	-----	-----	-----
TOTAL	798,443	965,507	0	1,763,950	888,098
Property & Equipment (net):					
Equipment & furniture	-		\$11,482	11,482	11,482
Capital improvements	-		699,126	699,126	699,126
Exhibits	-		336,276	336,276	336,276
Construction in Process	-	26,311		26,311	26,311
Land	-		24,000	24,000	24,000
	-----	-----	-----	-----	-----
Total	0	26,311	1,070,884	1,097,195	1,097,195
 TOTAL ASSETS	 \$798,443	 \$991,818	 \$1,070,884	 \$2,861,145	 \$1,985,293
	=====	=====	=====	=====	=====
LIABILITIES AND FUND BALANCES:					
Current:					
Accounts payable and accrued expenses	\$53,686	\$9,038		\$62,724	\$76,446
Deferred income	11,940	-		11,940	22,230
Line of credit/Loan Payable	50,000	-		50,000	0
Interfund payable	895,493	-		895,493	492,907
	-----	-----	-----	-----	-----
Total	1,011,119	9,038	0	1,020,157	591,583
Fund Balances:					
Operating	(212,676)			(212,676)	(229,083)
Capital		982,780		982,780	551,909
Plant			\$1,070,884	1,070,884	1,070,884
	-----	-----	-----	-----	-----
Total	(212,676)	982,780	1,070,884	1,840,988	1,393,710
 TOTAL LIABILITIES AND FUND BALANCES	 \$798,443	 \$991,818	 \$1,070,884	 \$2,861,145	 \$1,985,293
	=====	=====	=====	=====	=====

THE COMPUTER MUSEUM
STATEMENT OF CHANGES IN CASH POSITION
12/31/89

	OPERATING FUND	CAPITAL FUND	PLANT FUND	TOTAL 12/31/89	TOTAL 6/30/89
Cash provide by/(used for) operations:					
Excesss/(deficiency) of support and revenue	\$16,407	\$430,871		\$447,278	(\$606,578)
Depreciation				0	283,311
Cash from operations	16,407	430,871	0	447,278	(323,267)
Cash provided by/(used for) working capital:					
Receivables	24,555			24,555	(5,654)
Inventory	(20,312)			(20,312)	(4,011)
Investments		(31,936)		(31,936)	81,173
Accounts payable & other current liabs	(14,424)	702		(13,722)	(11,602)
Deferred income	(10,290)			(10,290)	7,980
Prepaid expenses	(13,121)	2,949		(10,172)	1,482
Cash from working capital	(33,592)	(28,285)	0	(61,877)	69,368
Cash provided by/(used for) Fixed assets	-			0	(33,147)
Net increase/(decrease) in cash before financing	(17,185)	402,586	0	385,401	(287,046)
Financing:					
Interfund rec. & pay.	402,586	(402,586)		0	-
Transfer to Plant				0	-
Line of credit/Loan Payable	50,000			50,000	0
Cash from financing	452,586	(402,586)	0	50,000	0
Net increase/(decrease) in cash & investments	435,401	0	0	435,401	(287,046)
Cash, beginning of year	270,329	0	0	270,329	557,375
Cash, end of period	\$705,730		\$0	\$705,730	\$270,329

<u>PROPOSAL TO</u>	<u>REQUEST</u>	<u>FOR</u>	<u>RESPONSE</u>	<u>COMMENTS</u>
<u>OPERATING:</u>				
Mass Council on the Arts & Humanities	\$ 50,750	Admission subsidies	\$ 18,000	Were originally awarded \$26,000 but due to state cutbacks grant was diminished.
Hyams Foundation	\$ 1,400	Ticket Subsidy program	\$ 1,400	Confirmed \$900 and we asked for increase which was fully granted
Institute of Museum Services	\$ 75,000	Operating support	\$ 75,000	Received maximum grant awarded.
Lynda Bodman	\$ 4,000	to be determined	\$ 4,000	\$5,000 award for corporate membership of \$1K with balance to be allocated possibly for Walk-Through outreach
<u>EXHIBITS:</u>				
Apple Computer	\$ 50,000	Walk-Through plus equipment	\$ 50,000 plus equipment	Committed
AT&T	\$100,000	Walk-Through	\$ 40,000	\$40,000 has been committed with the potential for the additional \$60,000 as well.
DEC	\$450,000	Walk-Through plus equipment for exhibits and admin	\$450,000 cash \$500,000 equip	Cash and equipment over three years. First \$150,000 cash for Walk-Through.
IBM	\$350,000	Milestones plus equipment	\$100,000 plus equipment	Requested cash and equipment for Milestones. Were told at outset that low six figures was more likely.
Intel	\$ 50,000-\$100,000	Walk-Through	\$ 50,000	Committed
The Travellers Co.s	\$ 25,000	Milestones	\$ 30,000	Received
Sloan Foundation	\$250,000	Walk-Through	\$250,000	Received full funding
National Endowment for the Humanities	\$ 91,038	Milestones	\$ 50,000	Committed
Charles Bachman	\$ 2,000	Milestones	\$ 4,000 w/match	
Kensington	\$ 25,000	Walk-Through	\$ 25,000	Committed
<u>EDUCATION:</u>				
Lotus	\$ 30,000	Education outreach program	\$ 2,000	AN was encouraged to request in range of \$25,000. Have asked for meeting to discuss decision.

SPECIAL EVENTS:

ACH	\$ 50,000	Computer Bowl sponsorship	\$ 40,000	Renegotiated for \$40,000 reducing percs
Gordon & Gwen Bell	\$ 22,500	Underwriters	\$ 22,500	
AMD	\$ 9,000	Official sponsor	\$ 9,000	Also becoming corp member for another \$1K
Andersen Consulting	\$ 9,000	Official sponsor	\$ 9,000	
BASE	\$ 9,000	Official sponsor	\$ 9,000	
Lotus	\$ 9,000	Official sponsor	\$ 9,000	
Merrill Pickard Anderson & Eyre	\$ 9,000	Official sponsor	\$ 9,000	
Price Waterhouse	\$ 9,000	Official sponsor	\$ 9,000	
Stratus	\$ 9,000	Official sponsor	\$ 9,000	
Sun Microsystems	\$ 10,000	Official sponsor	\$ 10,000	
Thinx	\$ 9,000	Official sponsor	\$ 9,000	
Visix	\$ 9,000	Official sponsor	\$ 9,000	
Bank of America	\$ 5,000	Satellite sponsor	\$ 5,000	
Fredkins	\$ 5,000	Table sponsor	\$ 5,000	
IDG	\$ 5,000	Table sponsor	\$ 5,000	
Hendries	\$ 4,500	Table sponsor	\$ 4,500	

CAPITAL:

Owen Brown	\$ 20,000		\$ 17,250
Burgess Jamieson	\$ 10,000		\$ 11,500
Ed Feigenbaum	\$ 8,000		\$ 8,000
Bill Foster	\$ 5,750		\$ 5,750
Jim McKenney	\$ 2,500		\$ 2,500
Bill Spencer	\$ 1,000 (plus \$1,500 match)		\$ 2,500
Nick Pettinella	\$ 800		\$ 800

Dave Rodgers amount unknown

TOTAL FUNDED: \$1,370,700 cash (\$1,070,700 in FY 90) \$500,000+ in equipment

PENDING PROPOSALS as of January 22, 1990 Page three

<u>PROPOSAL TO</u>	<u>REQUEST</u>	<u>FOR</u>	<u>COMMENTS</u>
<u>OPERATING:</u>			
Institute of Museum Services	\$ 75,000	General operating support	Were funded at this level in FY 90. This is for FY 91.
Shawmut	\$ 5,000	General program support	Will make decision in April. Shawmut suggest 75% chance.
<u>EXHIBITS:</u>			
American Airlines	\$125,000	Networked Society	
AT&T	\$ 60,000	Walk-Through	Additional funds being considered
Cirrus Logic Corp.	\$ 10,000-\$25,000	Walk-Through	Pledged support in CA.
IEEE Computer Society	\$ 25,000	Milestones	Would be multi-year if funded.
Lotus	\$ 25,000-\$100,000	Walk-Through	1-2-3 marketing decision.
MAXELL	\$ 37,500	Walk-Through	Gave \$12,500 in FY 89. Have asked for an additional contribution.
NEC	No amount specified	- exhibits	Staff met with NEC to discuss progress, to be told that they are interested in Milestones. Have suggested they consider Milestones and Walk-Through.
<u>SPECIAL PROJECTS:</u>			
AAAI	\$ 10,000	Computer Exhibit Kits	Encouraged to apply.
Hearst Foundations	\$ 25,000	Computer Exhibit Kits	Excellent chance of funding since we have Will Hearst's support.
National Science Foundation	\$ 97,772	Computer Kits program	The staff worked closely with NSF to develop this proposal. Although there is staff support for the project, the decision is made by peer review. 90% chance.

<u>PROPOSAL TO</u>	<u>REQUEST FOR</u>	<u>COMMENTS</u>
Mitre	\$ 20,000 Milestones	Need to confirm
Ed Fredkin	\$ 50,000 Milestones	Pledged
Allen Michels	\$ 12,500 Milestones	Pledged

TOTAL PENDING: \$577,772 all but \$75,000 would be requested for FY 90

PROPOSALS IN PREPARATION

OPERATING:

Boston Globe Foundation	\$ 10,000 Education program support	Meetings with BG staff encouraged us to apply. encouraged us to seek small additional support beyond corporate membership now at \$1K
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EDUCATION:

SIGGRAPH	\$ 10,000 Education project in graphics	SIGGRAPH education committee is interested in innovative programs.
----------	---	--

To variety of potential sources	\$ 25,000 Poster for Walk-Through promotion and educational purposes	
---------------------------------	--	--

REJECTIONS:

Sun Microsystems	\$100,000 Walk-Through	Refused.
Maxtor	\$ 50,000 Walk-Through	Refused.
Quantum	\$ 25,000-\$50,000 Walk-Through	Staff met with in CA.

Individual Membership Committee Meeting Minutes

January 26, 1990

Present for committee: L. Brewster, L. Johnson, R. Smart

Present for Museum: J. Del Sesto. J. Oates

Topics Discussed:

1. **Financial Status:** The financial status of individual membership was discussed at length. The financial goal for FY90 has been revised to reflect more reasonable expectations. The FY90 goal is now set at \$67,000. The committee believes that we can reach this goal through renewals, recouping inactive members, library memberships, and various programs to be discussed later in this document.

2. **Phoneathon:** Plans for an individual membership phoneathon were discussed. The phoneathon is scheduled to take place on March 5, 6, & 7, 1990.

Action Items: J. Oates is to send to the committee a list of all recent inactive members as well as a list of all active members. Each committee member is to review list, and add 20+ names of their own to the list for solicitation. It was also decided that each committee member should recruit several volunteers to participate in the phoneathon.

3. **High Level Renewals:** The list of high level renewals was reviewed. It was decided that each committee member would be assigned one or two people with which to follow up.

Action Items: J. Oates to send committee contact information, phone numbers, and any giving history of high level renewals. Committee to make the calls by the middle of February. If the person can not be contacted, an attempt can be made to recontact at the phoneathon.

4. **Classroom Computing:** The Classroom Computing opportunity was discussed. It was agreed that \$5,000 was a reasonable goal.

5. **Library Membership:** Soliciting library memberships was discussed. It was decided that a package would be sent out to the 382 public libraries in Mass. The package will include a pitch letter describing the benefits of joining the Museum, the Walk-Through Computer, Kids Fair

The Computer Museum

300 Congress Street
Boston, MA 02210
(617) 426-2800

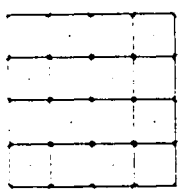
and the Resource Center. We will include a response card if they want additional information or to get two free passes. The committee decided that the libraries must let The Museum know if they plan to become members by April 1, 1990. However, payment does not have to be received until June 1, 1990.

Action Item: J. Oates to draft pitch letter and send packages out as soon as possible. Committee members may do some follow up phone calls to libraries that express interest.

6. California Members: The Computer Bowl pitch to California potential members was discussed. A special deal has been developed whereby people who become members can purchase Bowl tickets for \$15.00 (instead of \$50.00) This deal has been promoted by Techmart, one of the West Coast satellite sites.

7. Market Research: A membership survey was briefly discussed. Our new marketing director, Noel Ward, has estimated an early April mail drop to individual members. The committee members will be asked to contribute to and review the survey.

6. Next Meeting: March 23, 1990 at 7:30 a.m.



The Computer Museum

The Role of the Board of Directors

300 Congress Street
Boston, MA 02210

(617) 426-2800

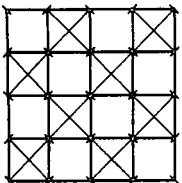
The board is responsible for:

- articulating, reviewing, and protecting the Museum's mission
- setting major policy; the staff is responsible for executing it
- reviewing the Museum's activities to ensure that they further the mission
- ensuring that a strategic planning process is adopted and playing a major role in determining long-range plans
- ensuring that the Museum has adequate resources
- selecting and supporting the executive director
- organizing itself into committees and periodically assessing its own performance in effectively furthering the mission of the Museum

The executive committee acts in lieu of the board between board meetings. It is responsible for:

- ensuring effective short term planning for the Museum
- managing resources effectively over the short term
- supporting the executive director and reviewing his/her performance

February 16, 1990



Guidelines for the Responsibility & Commitment of Individual Board Members

General Expectations

- Be familiar with and effectively support the Museum's mission. Spend enough time at the Museum to be familiar with the Museum's exhibits and other efforts. Study materials distributed by the Museum.
- Suggest and, when asked, help recruit possible nominees to the board who will make significant contributions to the work of the board and the Museum's progress.
- Serve on at least one project committee, standing committee of the board, or undertake special assignments for the Museum willingly and enthusiastically. This typically involves the commitment of 2-6 days a year.
- Be a consistent and effective advocate for the Museum and its projects with corporations, institutions, and individuals.

Meetings

- Prepare for and participate in at least two of the three board meetings each year.
- Ask timely and substantive questions at board and committee meetings consistent with one's conscience and convictions, while supporting the majority decisions of the board.
- Maintain confidentiality of board executive sessions and speak for the board or museum only when authorized to do so.

Relationship with Staff

- Counsel the executive director and other staff as appropriate and offer support in achieving the goals of the Museum.

Fiduciary Responsibilities

- Faithfully study and understand the Museum's financial statements and otherwise help the board fulfill its fiduciary responsibility.

Fund-Raising

- Regularly give an annual gift according to personal means. Unless there are extenuating circumstances, the minimum expected gift is \$1000 a year.
- When the Museum inaugurates a capital campaign, give an extraordinary gift according to personal means.
- Assist the fund-raising committees and staff to implement fund-raising efforts through personal influence with others (corporations, individuals, foundations). This will involve at least ten hours a year soliciting funds for the Museum.

February 16, 1990

The Computer Museum

300 Congress Street
Boston, MA 02210

(617) 426-2800

Memorandum of Understanding Between The Computer Museum (TCM) and The Boston Computer Society (BCS) Regarding the Computer Discovery Center

1. Goal

The BCS and TCM jointly undertake to develop and open a major new exhibit for the general public at The Computer Museum. Entitled "Computer Discovery Center" (CDC), the exhibit will provide a variety of hands-on experiences to help people appreciate the role personal computers can play in their personal and professional lives. A plan for the CDC is attached. Major departures from this plan must be agreed to by the Steering Committee defined in paragraph 3.

2. Roles

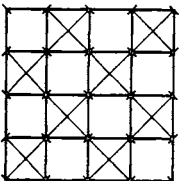
TCM will manage the development of the CDC, including detailed exhibit development, script development, fabrication, and installation. Content is expected to be developed by project staff, using materials already developed by the BCS as a starting point (subject to any approvals that might be required from Chermayeff & Geismar regarding elements drawn from their work). Advisor groups focused on specific topics will be convened as needed. A designated person at BCS and TCM will be responsible for day-to-day development of the project. The BCS will, to the best of its ability, help the CDC's development by encouraging its members to volunteer as programmers or helpers, by publicizing and promoting the CDC in its publications, and by other (non-financial) means at its disposal.

3. Steering Committee

A Steering Committee will review the CDC's progress, resolve policy issues and, if necessary, revise the memorandum of understanding between BCS and TCM. The committee will be composed of four members appointed by each of the BCS and TCM, of whom at least two will be on each Board. The Steering Committee will meet quarterly or, if needed, more frequently during the development phase of CDC, and at least once a year thereafter.

4. Timing

TCM will give the CDC a high priority. When 60% of the funding has been secured, TCM will set an opening date after consulting with BCS and will hire an exhibit developer. TCM will need



approximately one year from the time of hiring an exhibit developer to complete the exhibit development. The choice of opening date may be affected by the need to avoid coinciding too closely with the opening of another major new exhibit at the Museum (in particular, Milestones of a Revolution).

5. Funding

The exhibit budget is \$500,000. Changes of more than \$100,000 must be approved by the CDC steering committee. BCS will contribute all its CDC funds and outstanding pledges towards the CDC. Fifty percent of these funds will be payable to TCM at the start of the development, a further 25% will be payable when development teams for half the exhibits are in place, and the final 25% will be paid when initial versions of the software are substantially complete. Funds may be released earlier by consent of the steering committee. TCM will be responsible for raising the remaining funds. BCS will support TCM's fund-raising efforts. TCM assumes responsibility for all expenses associated with the CDC's development.

6. Ownership of CDC

The name CDC, the software, and the design of the CDC will be jointly owned by BCS and TCM. All uses of the name, software, or design outside TCM must be reviewed by the steering committee. If either party wishes to make use of the name, software, or design in a venture or project other than the subject exhibit at TCM, then the initiating party will offer the other party first refusal as a partner on a reasonable basis. If the other party, within a reasonable time, declines, the initiating party may proceed, provided the use of the material is outside New England and does not adversely impact the operation and success of the CDC at TCM.

7. Benefits for BCS Members

TCM and BCS will agree on appropriate admission privileges to TCM for BCS members for a period after the opening of CDC.

8. Credit for Sponsors

All sponsors of the CDC project, including those whose contributions were expended before TCM's involvement in CDC, will be credited at the level of their contributions during all phases of the CDC's development.

9. Credit for BCS and TCM

The CDC will be a joint project of the BCS and TCM and will be referred to as such in all publicity and promotional materials.

10. Exhibit Duration

TCM commits to retaining the CDC at TCM for five years from the date of opening. The CDC's continuation thereafter will be determined by the Steering Committee.

11. Dissolution

It is the intent of TCM and BCS to work together to attain the stated goal of this memorandum. However, if for any reason either TCM or BCS unilaterally and without cause by the other party decides not to proceed to the opening of the exhibit, the withdrawing party will forfeit all rights under this memorandum and transfer any unspent funds and work in progress to the other party subject to existing limitations. If both parties withdraw before the exhibit opens, the steering committee will dissolve the project in an equitable fashion. If either party wishes to terminate this relationship after the opening of the exhibit, but before the 5th anniversary of the exhibit opening, the rights and obligations of both parties will be determined by the Steering Committee.



Oliver Strimpel
Executive Director
The Computer Museum

date: February 13, 1990



Jonathan Rotenberg
Chairman
The Boston Computer Society

date: February 14, 1990

INDIVIDUAL MEMBERSHIP COMMITTEE MEMBERS

Larry Brewster, Chair
Aspen Technology

Elizabeth Johnson
Independent Consultant

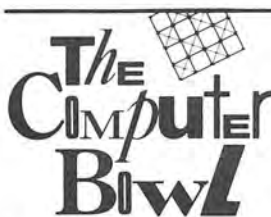
Nick Pettinella
Intermetrics

Tony Rea
Advanced Micro Devices

Ron Smart
Digital Equipment Corporation

ON APRIL 27, SOME OF THE BRIGHTEST MINDS IN THE COMPUTER INDUSTRY ARE GOING TO GET FIRED.

Fired with questions at The Computer Museum's Second Annual Computer Bowl. The computer industry's best and brightest from East and West will take their battle positions in a mind-bending quiz game. It's designed to educate, stimulate, and just plain fire up the feisty competitive spirit of the industry's hottest in the ultimate computer challenge. □ Ready. Aim. Let the game begin. □ Live at the World Trade Center, Boston, Massachusetts. Satellite broadcast to TECHMART, Santa Clara, California.



Bob Frankston
Lotus Development
Corporation
Edward Fredkin
Boston University
Russell E. Planitzer
Prime Computer, Inc.

Charles House
Hewlett-Packard Company
Lawrence G. Tesler
Apple Computer, Inc.
"The Examiner"
Mitchell Kapor
ON Technology, Inc.

Underwriters:
Pat Collins Nelson
Official Sponsors:
Advanced Micro Devices
The Connectivity Chip
Company
BASF Corporation
The Diskette
Fenwick Partners, Inc.
The Search Firm
Lotus Development
Corporation
The PC Software Firm

Price Waterhouse
The Accounting Firm
Stratus Computer, Inc.
The Transaction Processor
Sun Microsystems, Inc.
The Workgroup
Computing Company
Thinx Software
The Intelligent Graphics
Software
Visix Software Inc.
The High Performance
Workstation Software

Presented by:
The Association
for Computing Machinery

East Coast Team:
Patrick J. McGovern, Captain
International Data Group
William E. Foster
Stratus Computer, Inc.

West Coast Team:
L. John Doerr
Kleiner Perkins Caufield &
Byers
Stewart Alsop II
P. C. Letter
Bill Gates
Microsoft Corporation

Judges:
William Joy
Sun Microsystems, Inc.
John William Poduska, Sr.
Stardent Computer Inc.

Founders:
Pat Collins Nelson and
Dr. David Nelson

Merrill Pickard Anderson &
Eyre
The Venture Capital Firm

The Computer Bowl is a project to benefit the educational programs of The Computer Museum, 300 Congress Street, Boston, MA 02110
For tickets and sponsorship information (617) 426-2800 (415) 327-4749.

Creative: Commonwealth Creative Group/Carol Patch • **Typography:** Composing Room of New England • **Separations:** H. K. Graphics



April 27, 1990

MEDIA IMPACT CHART

Publication	Circulation	Ad Size	# of Runs	Value
Business Week				
National Edition	870,000	full page color	1	\$56,000
Northeast Edition	200,000	full page color	1	\$21,120
CIO	35,000	full page,color	2	\$22,000
Communications of the ACM	75,000	full page,color	2	\$ 6,400
Computer Reseller News	65,453	junior page,color	2	
Computer Systems News	85,398	tab size,color	2	\$22,189
Computerworld	147,899	junior page,b/w	2	
DEC Professional	103,765	full page,color	1	\$ 7,800
Fortune	741,000	junior page,color	1*	\$ 7,900
HP Professional	35,000	full page,color	1*	
Information Week	148,410	full page,color	2	\$15,790
InfoWorld	184,663	1/4 page,color	2	
Midrange Systems	36,000	tab size, color	1*	
Network World	77,668	full page,b/w	1	
PC World	731,317	full page,color	1	\$20,000
Upside	55,000	1/2 page,b/w	1	
Unix Today	48,000	junior page,color	2	
VAR Business	53,500	full page,color	2	\$19,600

Total

Circulation: 3,693,073 Value of ads known to date: \$237,524

* Professional Press have agreed to "drop in" the ad in their publications when there is space, so they may run the ad more than once.

<u>COMPUTER BOWL CATEGORY</u>	<u>FY 90 PLAN NUMBER</u>	<u>REVENUES as of PRICE</u>	<u>2/15/90 TOTAL</u>	<u>TO DATE</u>
MAJOR PRESENTER	1 @	\$ 50,000	\$ 50,000	
ACM	1 @	\$ 40,000		\$ 40,000
UNDERWRITER	1 @	\$ 22,500	\$ 22,500	
Bells	1 @	\$ 22,500		\$ 22,500
OFFICIAL	18 @	\$ 10,000	\$180,000	
AMD				
Andersen				
BASF				
Lotus				
MPAE				
Price Waterhouse				
Stratus				
Sun				
Thinx				
Visix				
	6 @	\$ 9,000		\$ 54,000
	4 @	\$10,000		\$ 40,000
SATELLITE	2 @	\$ 5,000	\$ 10,000	
Bank of America	1 @	\$ 5,000		\$ 5,000
TABLE	9 @	\$ 5,000	\$ 45,000	
Mitre				
Fredkin				
IDG	3 @	\$ 5,000		\$ 15,000
Hendrie				
Russell Reynolds	2 @	\$ 4,500		\$ 9,000
Media Sponsors	4 @	\$ 3,000		\$ 12,000
CHEERLEADERS	5 @	\$ 1,000	\$ 5,000	
	2 @	\$ 1,000		\$ 2,000
COMPLETE EVENT				
TICKETS EAST COAST	9 @	\$ 500	\$ 4,500	
	7 @	\$ 500		\$ 3,500
SATELLITE OR BOWL ONLY TICKETS	100 @	\$ 50	\$ 5,000	
	2 @	\$ 50		\$ 100
TOTAL			\$322,000	\$203,100

High-Tech Showdown

Techmart To Host Live Satellite Broadcast Of Computer Bowl

Computer trivia buffs won't want to miss The Computer Museum's second annual Computer Bowl pitting East Coast against West Coast high-tech whizzes. Techmart will be the host location for the West Coast. The event will be televised live using satellite feed to broadcast simultaneously from the East Coast at the World Trade Center in Boston, Massachusetts.

The event will be held at Techmart on Friday, April 27, 1990.

The West Coast team captain is John Doerr, former engineer-inventor and current partner at Kleiner Perkins Caufield and Byers venture

capital firm. Other high-tech mavens include Stewart Alsop II, Editor-Publisher of *P.C. Letter*; William H. Gates, Chairman of Microsoft Corporation; Charles House, General Manager of Software Engineering Systems Division, Hewlett-Packard; Lawrence Tesler, Vice President of Advanced Technology, Apple Computer, Inc.

East Coast competition includes team captain Patrick J. McGovern, Founder and Chairman of the International Data Group; William Foster, President and CEO of Stratus Computer, Inc.; Robert Frankston, Chief Scientist, Lotus Development Corpora-

tion; Edward Fredkin, President, Capital Technologies; and Russell Planitzer, Chairman of Prime Computer, Inc.

The award-winning PBS TV show *Computer Chronicles* will feature the Bowl nationwide in two later broadcasts.

The Bowl is a fundraiser for The Computer Museum in Boston, and is underwritten, in part, by The Association for Computing Machinery, one of the world's leading associations of computing professionals.

For more information on attending this event call Linda Lawrence at 408/974-4643. ❖

Training Increases at Renaissance Meeting Center

The Renaissance Meeting Center at Techmart is being used by an increasing number of Silicon Valley companies as their off-site

training center.

"While we are pleased with the overall volume we achieved — over 100 days of training by more than 200 individual clients in 1989, we measure our real success by our ratio of return clients," says David Van Etten, Vice President of Marketing at Renaissance.

"Ninety percent of our training clients come back to hold additional events with us."

One feature recently added to the largest training room is a ceiling mounted

camera that allows clients to more readily tape presentations or have simultaneous viewing in remote locations.

"The specific types of training now being conducted here run the gamut from management development and sales skills training seminars to software developers' institutes to customer training for new computer hardware and software products," David continued.

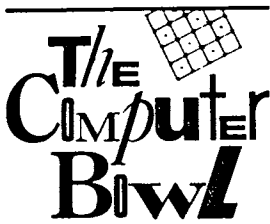
For more information on holding trainings, meetings, events, or other activities, call the Renaissance Meeting Center at 408/562-6205. ❖

Techmart Offers Marketing Services to Tenants and Clients

Techmart now provides a selection of marketing services and opportunities designed to support tenant marketing strategies and/or client activities in the building. Marketing tools include:

- ◆ Event Planning/Coordination
- ◆ Techmart Mailing Lists
- ◆ Direct Mail Opportunities
- ◆ Advertising/Public Relations
- ◆ Literature Distribution
- ◆ Registration Services
- ◆ Telemarketing Services

Services are only available for Techmart tenants or clients using the building for events, seminars or other activities. For more information call 408/562-5700. ❖



A project to benefit the educational programs of The Computer Museum, Boston.

TECHMART
SILICON VALLEY MARKETING CENTER

5201 Great America Parkway, Suite 532
Santa Clara, California 95051
415-552-5700

You've read about The Computer Bowl in TECHMART'S newsletter and you want to attend!!! Here are the details:

THE EVENT: Live satellite viewing of The Computer Bowl from the World Trade Center in Boston and post game festivities.

THE DATE: April 27, 1990

THE TIME: 5:00 - Game 6:30 - Festivities

THE PLACE: The Exhibition Center at TECHMART in Santa Clara, CA

TICKETS: - \$50.00 non-Museum members. \$40.00 Museum members.
- \$15.00 for one ticket if you become a member NOW
- FREE (one ticket) to current or new members at the \$100 or more membership levels.

As a member you are supporting the national traveling exhibits and education programs of the only Computer Museum in the world. You'll also receive The Computer Museum NEWS - a bi-monthly newsletter, The Museum Annual- a richly illustrated journal of computer history and Museum events; a 10% discount on purchases from The Computer Museum Store and Catalog, as well as free admission for a year.

YES, I WOULD LIKE TO ATTEND THE COMPUTER BOWL!!!!!!!

Name: _____

Address: _____

Telephone: home _____ work _____

I would like to order _____ tickets:
(total number)

___ \$50 ___ \$40 (members) ___ \$15 (new members)*

Enclosed is \$ _____ .

___ Please send me one free ticket. I am a currently a contributing member or am joining now as a contributing member of \$100 or more level.

*I WOULD LIKE TO JOIN THE COMPUTER MUSEUM AND TAKE ADVANTAGE OF DISCOUNTS ON BOWL TICKETS! (available to West Coast residents only)

Membership levels:

Contributing Membership levels:

___ Individual one year (\$30)

___ Donor(\$500)

___ Student one year (\$20)

___ Supporter(\$250)

___ Family one year (\$45)

___ Friend(\$100)

Enclosed is \$ _____ for a _____ membership.

Send to:

THE COMPUTER BOWL, The Computer Museum,
300 Congress Street, Boston, MA 02210 (617)426-2800

**THE COMPUTER MUSEUM
STATEMENT OF REVENUES AND EXPENSES
COMBINED OPERATING AND CAPITAL FUNDS
(\$ - Thousands)**

	12/31/88 ACTUAL	FOR THE SIX MONTHS ENDED			ANNUAL FY1990 BUDGET	ANNUAL PROJECTED FORECAST	
		BUDGET	12/31/89 ACTUAL	FAV(UNFAV)			
REVENUES:							
Operating Fund	590	687	722	35	5%	1,518	1,568
Capital Fund	115	273	868	595	218%	1,100	1,228
Total Revenues	<u>705</u>	<u>960</u>	<u>1,590</u>	<u>630</u>	<u>66%</u>	<u>2,618</u>	<u>2,796</u>
EXPENSES:							
Operating Fund	765	825	706	119	15%	1,650	1,471
Capital Fund	241	383	437	(54)	(14%)	1,053	1,299
Total Expenses	<u>1,006</u>	<u>1,208</u>	<u>1,143</u>	<u>65</u>	<u>5%</u>	<u>2,703</u>	<u>2,770</u>
NET REVENUES (EXPENSES)	<u>(\$301)</u>	<u>(\$248)</u>	<u>\$447</u>	<u>\$695</u>	<u>480%</u>	<u>(\$85)</u>	<u>\$26</u>

SUMMARY:

For the six months ended December 31, 1989 the museum operated at a surplus of 447K compared to a budgeted deficit of (248K). As of December 31, 1989 total cash and cash equivalents amounted to 706K.

OPERATING: Operating revenues were 5% over budget due mainly to strong unrestricted contributions, admissions, functions and store revenues. Expenses were 15% under budget due mainly to lower personnel costs (vacant positions).

CAPITAL: Revenues were 218% over budget due to receipt of additional exhibit related revenue. Expenses were 14% over budget all of which is related to exhibit costs.

THE COMPUTER MUSEUM
STATEMENT OF REVENUES AND EXPENSES
OPERATING FUND
(\$ - Thousands)

	12/31/88 ACTUAL	FOR THE SIX MONTHS ENDED				ANNUAL FY1990 BUDGET	ANNUAL PROJECTED FORECAST
		BUDGET	12/31/89 ACTUAL	FAV(UNFAV)			
REVENUES:							
Unrestricted contributions:	17	\$135	168	33	24%	\$279	\$285
Restricted contributions	214	99	90	(9)	(10%)	400	387
Corporate memberships	66	94	40	(54)	(57%)	188	150
Individual memberships	32	41	24	(17)	(41%)	82	67
Admissions	118	135	166	31	23%	247	282
Store	69	86	117	31	36%	163	200
Functions	63	79	95	16	20%	124	156
Other	17	18	22	4	22%	35	41
Gain/Loss on Securities	(6)	0	0	0	0%	0	0
Total Revenues	590	687	722	35	5%	1,518	1,568
EXPENSES:							
Exhibits & education	175	174	154	20	11%	324	286
Marketing & memberships	105	149	115	34	23%	298	258
Management & general	172	206	136	70	34%	409	302
Fundraising	87	39	30	9	23%	127	117
Store	73	86	108	(22)	(26%)	160	183
Functions	31	38	34	4	10%	70	67
Museum Wharf expenses	122	133	129	4	1%	262	258
Total Expenses	765	825	706	119	15%	1,650	1,471
NET REVENUES(EXPENSES)	<u>(175)</u>	<u>(138)</u>	<u>16</u>	<u>154</u>	<u>21%</u>	<u>(132)</u>	<u>97</u>

THE COMPUTER MUSEUM
 STATEMENT OF REVENUES AND EXPENSES
 CAPITAL FUND
 (\$ - Thousands)

	12/31/88 ACTUAL	FOR THE SIX MONTHS ENDED			ANNUAL FY1990 BUDGET	ANNUAL PROJECTED FORECAST	
		BUDGET	12/31/89 ACTUAL	FAV(UNFAV)			
REVENUES:							
Contributions	\$77	\$85	\$45	(\$40)	(47%)	\$400	\$220
Exhibit Funding	38	188	822	\$634	1337%	700	1,007
Interest Income	0	0	1	\$1	100%	0	1
	-----	-----	-----	-----	-----	-----	-----
Total Revenues	115	273	868	595	218%	1,100	1,228
EXPENSES:							
Exhibits	4	76	244	(168)	(221%)	481	873
Exhibit Administration	98	164	87	77	47%	313	201
Fundraising	58	65	28	37	56%	105	71
Wharf mortgage	81	78	78	0	0%	154	154
	-----	-----	-----	-----	-----	-----	-----
Total Expenses	241	383	437	(54)	(14%)	1,053	1,299
NET REVENUES (EXPENSES)	<u>(\$126)</u>	<u>(\$110)</u>	<u>\$431</u>	<u>\$541</u>	<u>591%</u>	<u>\$47</u>	<u>(\$71)</u>

THE COMPUTER MUSEUM
BALANCE SHEET
12/31/89

	OPERATING FUND	CAPITAL FUND	PLANT FUND	TOTAL 12/31/89	TOTAL 6/30/89
ASSETS:					
Current:					
Cash	\$99,255			\$99,255	\$149,212
Cash Equivalents	606,475			606,475	121,117
Investments		\$69,436		69,436	37,500
Receivables	11,872			11,872	36,427
Inventory	64,020			64,020	43,708
Prepaid expenses	16,821	578		17,399	7,227
Interfund receivable		895,493		895,493	492,907
	-----	-----	-----	-----	-----
TOTAL	798,443	965,507	0	1,763,950	888,098
Property & Equipment (net):					
Equipment & furniture	-		\$11,482	11,482	11,482
Capital improvements	-		699,126	699,126	699,126
Exhibits	-		336,276	336,276	336,276
Construction in Process	-	26,311		26,311	26,311
Land	-		24,000	24,000	24,000
	-----	-----	-----	-----	-----
Total	0	26,311	1,070,884	1,097,195	1,097,195
TOTAL ASSETS	\$798,443	\$991,818	\$1,070,884	\$2,861,145	\$1,985,293
LIABILITIES AND FUND BALANCES:					
Current:					
Accounts payable and accrued expenses	\$53,686	\$9,038		\$62,724	\$76,446
Deferred income	11,940	-		11,940	22,230
Line of credit/Loan Payable	50,000	-		50,000	0
Interfund payable	895,493	-		895,493	492,907
	-----	-----	-----	-----	-----
Total	1,011,119	9,038	0	1,020,157	591,583
Fund Balances:					
Operating	(212,676)			(212,676)	(229,083)
Capital		982,780		982,780	551,909
Plant			\$1,070,884	1,070,884	1,070,884
	-----	-----	-----	-----	-----
Total	(212,676)	982,780	1,070,884	1,840,988	1,393,710
TOTAL LIABILITIES AND FUND BALANCES	\$798,443	\$991,818	\$1,070,884	\$2,861,145	\$1,985,293

THE COMPUTER MUSEUM
STATEMENT OF CHANGES IN CASH POSITION
12/31/89

	OPERATING FUND	CAPITAL FUND	PLANT FUND	TOTAL 12/31/89	TOTAL 6/30/89
Cash provide by/(used for) operations:					
Excesss/(deficiency) of support and revenue	\$16,407	\$430,871		\$447,278	(\$606,578)
Depreciation				0	283,311
Cash from operations	16,407	430,871	0	447,278	(323,267)
Cash provided by/(used for) working capital:					
Receivables	24,555			24,555	(5,654)
Inventory	(20,312)			(20,312)	(4,011)
Investments		(31,936)		(31,936)	81,173
Accounts payable & other current liabs	(14,424)	702		(13,722)	(11,602)
Deferred income	(10,290)			(10,290)	7,980
Prepaid expenses	(13,121)	2,949		(10,172)	1,482
Cash from working capital	(33,592)	(28,285)	0	(61,877)	69,368
Cash provided by/(used for) Fixed assets	-			0	(33,147)
Net increase/(decrease) in cash before financing	(17,185)	402,586	0	385,401	(287,046)
Financing:					
Interfund rec. & pay.	402,586	(402,586)		0	-
Transfer to Plant				0	-
Line of credit/Loan Payable	50,000			50,000	0
Cash from financing	452,586	(402,586)	0	50,000	0
Net increase/(decrease) in cash & investments	435,401	0	0	435,401	(287,046)
Cash, beginning of year	270,329	0	0	270,329	557,375
Cash, end of period	\$705,730		\$0	\$705,730	\$270,329