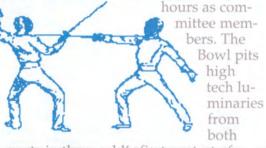


Behind the Scenes at Computer

Major fundraising events like The Computer Bowl on October 7, 1988, don't just happen. Steve Coit and Andy Rappaport, co-chairs, plus many other busy, resourceful people on the East and West Coasts, have logged long



coasts in the world's first contest of computer smarts.

One of the most effective members of the Bowl "team" is behind the scenes player Pat Collins Nelson, Bowl Project Manager and its first Individual Founder. Working alongside her is former Apollo Computer employee Trish Simeone, whom Nelson recruited as Project Coordinator.

Often Nelson arrives before the Museum opens and leaves long after sunset. Museum consultant and Bowl Project Developer Janice Del Sesto asked her why. "The Bowl is one of the most exciting things ever to hit the computer industry," says Nelson. "The icing on the cake is that it's also for a great cause.

"Ever since I worked at Digital, I have been loyal to the industry and wholeheartedly supported the need to record its history. I was also involved at Prime Computer in the early days and the startup of Apollo Computer (she was Employee No. 4). It was clear to me how fast the industry was moving. I'm really pleased that the computer world has its very own international computer museum so that all

"Since I 'retired' from the computer industry, my first priority has been raising my two children. The Bowl is the first thing since their birth I've gotten involved with. It's the computer world's answer to the music industry's

that valuable history won't be lost.

We Are The World! event. And everything about The Bowl is fun! Anyone seriously involved in hi tech knows what a small world our industry is. It's remarkable that important industry leaders — many of them rivals in business as well as



Computer Bowl Volunteer Pat Nelson

Pat Nelson the Bowl — so readily join together on behalf of such a worthwhile cause.

The Museum is counting down to the final days before the Bowl. If you want to help in any way, or come to the event, call Pat Nelson at ext. 346.

Step right up!

HOW TALL ARE YOU?

Outdoors on
the wharf in front of
the Museum, the "How
Tall Are You?" exhibit is
the newest member of our
family of smart machines. It
uses sonar (as bats do) to calculate height. Former Celtics great
Dave Cowens challenged this playful talking computer to reveal how tall
he is (six feet nine inches).

An ultrasonic distance sensor from above measures your height by emitting ultrasonic pulses. The pulses bounce off your head and travel back to the sensor. A personal computer calculates the time it takes the pulses to go between your head and the sensor to figure out your height. An engaging voice then tells you how tall you are.

Museum Exhibits Engineer Dan Griscom wanted to duplicate our popular "How Tall Are You?" exhibit, which is in the Smart Machines Gallery



After trying out the new
"How Tall Are You?"
exhibit, former Celtics
superstar Dave Cowens
greets Exhibits Engineer
Dan Griscom.

inside. But cloning it for outdoor use wasn't easy.

Since he couldn't use commercial hardware, he had to design and construct new hardware. He also redesigned the exhibit's construction to make it weather and

people proof. Software engineer Peter McA'Nulty adapted his original software for the new control system. Exhibits Specialist Tom Merrill fabricated the exhibit. Polaroid Corporation generously donated the ultrasonic transducers and driver boards.

"It's thrilling to me to see visitors outside experimenting with the exhibit," says Griscom. Cowens, who led the Celtics to two NBA championships, is Chairman of the Board of the New England Sports Museum. It plans to expand into Boston's Custom House in mid-1990.



Baffled By Bits, Bytes or RAM?

From July 13 to September 4, a prototype PC Resource Center helped people confused or threatened by personal computers. Visitors tried out five of the most popular home microcomputers and tested applications software free of sales hype.

Angela Boykins, Yolanda Thomas and Shawn Wilson, three high school students from the Massachusetts Pre-Engineering Program For Minority Students (MassPEP), answered visitor questions as the Museum's special

"hands-on" teachers.

Visitors received a free guide to buying PCs including a glossary of computer terminology, directory of useful computer organizations, and list of computer classes and resources.

Sponsored in part by Computer-Land Corporation, with equipment loans from Apple Computer, Computer Arts Resource of Brookline and Radio Shack Computer Centers, the Resource Center is being evaluated as a permanent addition to the Museum.

Expert on Computers in Education Named Education Director

Adeline Naiman, a prominent authority on computers in education, became the Museum's new Director of Education August 1.

Naiman "understands computing and education, and has a passion to transmit the results of this understanding to everyone else," said Museum Executive Director Joseph F.

Highly respected for the breadth and depth of her experience in the use of computers in education, Naiman "understands how vital education in its broadest sense is to our mission, and

Active Year

how valuable computers are to education," he said. "These are the qualities we want in a Director of Education."

"My personal mission has long been to bridge the two worlds of science-technology and the lay public," said Naiman. "As an international center for nonformal education about computers, The Computer Museum is ideally placed to do just

Naiman is responsible for enhancing the design and implementation of the Museum's entire educa-



New Education Director Adeline Naiman wants to "bridge the two worlds" of tech-nology and the general public.

tional program including its onsite operations and outreach programs.

In 1988, she was Director of Publications of the National Science Resources Center, sponsored by the National Academy of Sciences and the Smithsonian Institution. The Center's focus is to improve science and math education. From 1982 until 1988, she was Director of Software for HRM Software, developing award-winning computer software, hardware, and teaching guides focusing on science, health, and psychology for middle school through college level students.

She was also Managing Director of Technical Education Research Centers, Inc. (TERC), a nonprofit corporation engaged in educational research and development with a primary focus on science and computer-based education. In addition, she was formerly assistant to the President of Education Development Center, Inc. (EDC).

The author of a book entitled Microcomputers in Education: An Introduction, Naiman has written regularly for Personal Computing, Computer Update, and BYTE, among other periodicals.

Vice-chair of the Massachusetts Educational Technology Advisory Council, she is a frequent speaker and workshop leader on the use of computers in education. A graduate of Radcliffe, she began her career at 19 as a trade book editor at Little, Brown, publishers.

Annual Meeting Caps

Marking the end of a busy and active year, the Museum's Board of Directors elected a new slate of officers and four new Directors at the Annual Meeting on June 17.

Gardner Hendrie, a partner with Sigma Partners and a longtime Museum supporter, is the new Chairman of the Board. He succeeds John William Poduska Sr., Chairman of Stellar Computers, who will keep a seat on the Museum's Executive Committee and the Board.

Ed Schwartz, another enthusiastic and longtime Museum activist, was elected Chairman of the Executive Committee. He succeeds David Donaldson, a partner with the Boston law of firm Ropes and Gray, who will remain on the Executive Committee and the Board.

Nicholas Pettinella, Chief Financial Officer of Intermetrics, was elected Treasurer. He succeeds Harvard Business School Professor James McKenney who has served since the Museum's incorporation in 1982. These outgoing officers have served the Museum with tireless devotion, and we look forward to their continued participation.

Four new Board members were elected: Dr. Jon Eklund, Curator, Computers, Information and Society, The Smithsonian Institution; Edward Fredkin, President, Capital Technologies, Inc.; Richard E. Greene, founder and Chairman of the Board, Data Switch Corporation; and Theodore G.

Johnson. Dr. Koji Kobyashi, Chairman, NEC, became a Museum Trustee.

After review and approval of the Museum's financial and other business, we initiated our first open forum on exhibit planning and educational programming. Curator Oliver Strimpel led the exhibits session, which focused on long and short term goals. Then, Adeline Naiman, the Museum's new Director of Education, led the education discussion. Both sessions were lively. Many Board members commented on the value of the sessions and encouraged using the format in future meet-

Various committee areas were discussed. We owe the committee chairs special thanks for their effort throughout the year. Committee chairs are: Gwen Bell, Collections; Gwen Bell and Paul Severino, Co-Chairs, Development; Robert Everett, Education; Gardner Hendrie, Exhibits; James Mc-Kenney, Finance; Ed Schwartz, Nominations.

The Museum's Board of Directors meets three times a year, including the Annual Meeting each spring, when Trustees also attend.

Our Board — comprised of some of the finest minds and talent in the industry — is one of the Museum's greatest strengths. We will meet future challenges with even greater confidence as the Board and the Museum continue to mature.

Sincerely,

Joseph F. Cashen **Executive Director**

seph I Cashen

The Computer Museum NEWS (September/October 1988)

Contributors: Gwen Bell, Joseph F. Cashen, Michael Chertok, Janice Del Sesto, Laura Goodman, Mark Hunt, Pat Collins Nelson, Michael Oleksiw, Scott Reilly, Paul Severino, Oliver Strimpel. Editor: Gail Jennes Staff Photographer: Linda Holekamp Design Directors: Carol Lasky, Rochelle Seltzer Layout: Capital Letters

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The Computer Museum

CAPITAL CAMPAIGN

The Computer Museum Sets \$6.75 Million Campaign Goal

by Paul J. Severino, Co-Chairman The Computer Museum **Development Committee**

We hope this periodic update on the Capital Campaign helps you understand the exciting and sometimes difficult challenges we face as we build the Museum into a

major institution.

The Computer Museum Capital Campaign is the most crucial activity The Computer Museum ever has undertaken. The Campaign is in its second phase. The goal for this phase is \$6.75 million. It will fund our building and provide the basis for an endowment fund. But more importantly, it will assure our viability. Is the Museum's endeavor important enough to receive your

We think it is important, and we want to

show you why.

First, ask yourself these questions: Has the computer industry played an important role in my career? Does it matter if the history and milestones of the computer revolution

are preserved and chronicled? — Do I believe the technology of my industry should be better understood by

the general public?

— Is it crucial to my industry's future to interest young people in pursuing a

career in computing?
If you answer "yes" to any of these questions, you should support the Museum. We think you can help meet the Campaign goals with a 1 percent commitment. If you have stock from a successful project in the computer industry, we would like you to reinvest just 1 percent of that stock in a pledge to the Capital Campaign. Alternatively, we suggest a pledge of 1 percent of your yearly salary over a 4-year period. Once you calculate the tax benefits of the pledge, you will find that it is an easy commitment to make

Or, if you prefer to contribute through your company, we propose a yearly pledge of 1/10 of 1 percent of your corporation's annual after-tax profit. This is a small part of the average 2 to 3 percent of after-tax profit companies normally allocate to

charitable giving.

It would take five pages to tell you about all the Museum's exhibits, programs, archives, speakers, and activities. Rather, we encourage you to take the time to set up a visit. When you see and understand The Computer Museum, the importance of this institution to you and your company will become clear.

A robot family portrait taken for "Smart Machines," the world's first permanent exhibit devoted to an historic and modern overview of artificial intelligence and robotics, which opened last year at The Computer Museum.

Directors Spell Out Importance of Museum to History, Community by Joseph F. Cashen

The Computer Museum has many areas of strength, one of which is its Board of Directors. One thing that impresses me about each of them is the genuineness and depth of their commitment to the Museum. I recently asked them why the Museum was so important to them, and I would like to share their answers with you.

Mitch Kapor, Founder of Lotus Development Corporation and Founder/Chairman of On Technology, speaks of our role in documenting the computer revolution and our role in creating a sense of history for

future generations.

Bob Metcalfe, Founder of 3Com Corporation and inventor of Ethernet, is concerned about the decline of science and technology in this country. He believes The Computer Museum can excite young people, show them how interesting computing is, and help counteract this decline. Bob, like Mitch, also believes our collection is unique and significant.

Laura Morse, Managing Director of Russell Reynolds Associates, believes programs such as the Breakfast Seminar Series, which Russell Reynolds sponsors, help make the Museum relevant to a whole new group of people: those who are affected by

or use computers, but who are not necessarily computer manufacturing "insiders."

Bill Spencer, Vice President of Corporate Research for Xerox Corporation, says our educational system is lagging, compared to both Europe and Japan, and that The Computer Museum



Executive Director Joseph F. Cashen

can play a role in attracting people to the field of computing. Bill also is interested in the benefits of learning from history, and the Museum's role in helping people under-stand how computers affect their business and personal lives.

Your Gift to the Campaign

A donation to the Museum's Capital Campaign will place you among other industry leaders who already support The Computer Museum. As a major donor you will be invited to participate in exclusive social functions and events with others who have influenced our technological age and

There are many exciting naming opportunities available to make the public aware that you support the Museum, and to inspire others to follow your lead.

Your contribution to the Museum can be made in cash, securities, personal property or bequests. A multi-year pledge is a popular way to make your donation.

The Museum's Director of Development can help you plan an individual donation program that best meets your needs. You can call Michael Oleksiw at the Museum at (617) 426-2800 for a consultation.

A Visit to the Computer Museum Shows its Impact

It is not until you see the SAGE, an IBM 1401, a SUN Microsystems workstation, a Macintosh, Shakey, and the Mars Rover under one roof that you fully understand The Computer Museum's impact. The Museum strives to provide a rich environment of exhibits and programs that help people understand and appreciate computer technology

Over 100,000 people visit the Museum every year. Some come to keep up on technology, some are teachers bringing students to learn the history of computing, some come to special events and programs, and some come as guests of companies hosting functions at the Museum.

Whether a person comes to learn about current technology, understand the history of computing, see their "creation" on display, or simply to have a good time, each receives a better understanding of the computer revolution and its impact on society. Visitors not only have the chance to see current technology, they have the opportunity to see the history behind that technology, and glimpses of the future as

The Computer Museum is centrally located in downtown Boston and is easily reached by all forms of transportation. Even if you are passing through Boston, the Museum is only minutes away from Logan

International Airport by water taxi.
The Museum is open Tuesday through Sunday, 10 a.m. to 5 p.m. (Fridays 10 a.m. to 9 p.m.) If you would like to discuss a gift to the Museum, you can arrange a a special visit by calling Michael Oleksiw at (617) 426-2800, extension 337.

Contributions Continue to Offer **Attractive Tax Benefits**

Contributing to a publicly supported organization like The Computer Museum continues to offer excellent tax benefits.

The contributions, whether cash, appreciated property or appreciated securities, are deductible as long as they do not exceed 50 percent of your adjusted gross income. Contributions to other "public-type" organizations, such as private foundations, have a deduction limit of 30 percent of your adjusted gross income.

Contributions of appreciated property or securities can provide the greatest tax advantage. That's because you can deduct the value of the unrealized appreciation, (gain), that is, the difference between the fair market value of the property and its cost or tax base.

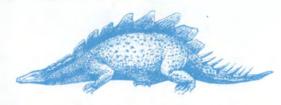
In addition, contributions that exceed either of the deductible limits can be carried over as a deduction for five succeeding

Thank You New Members

Individual and corporate membership income supports the Museum's continuing educational and exhibit programs. Corporations or individuals who contributed \$100 or more within the past 12 months will be listed in the *News*. New or renewing individual members will be listed in the *News* annually.



"Dinosaurs" Move to Museum



On June 20 and 21, artifacts stored in a rented warehouse were moved into a 4,000 square foot Visible Storage Area on the Museum's sixth floor.

Four truckloads of vintage artifacts arrived from the warehouse, and were hauled in and set up with the help of Ed Potter's American Van Lines crew and the Museum's interpreters. Many of the machines, such as the 1958 Philco 212, weighed thousands of pounds and required the entire crew to maneuver into place. Now our collections are all under one roof.

"Supercomputer Alley" starts with the IBM Stretch, 360-195, CDC 6600, ILLIAC 4, and TI-ASC. Space is reserved for the arrival of the CDC 7600 and Cray-1. All of the major artifacts stored in boxes since moving from Marlboro are unpacked and organized in this area.

Museum members and researchers can apply for access to Visible Storage by calling Registrar Allison Stelling at ext. 342.



A Salute to Our Supporters!

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Paul Severino, Co-Chair Gwen Bell, Co-Chair Joseph Cashen Stephen Coit Gardner Hendrie Laura Morse Hal Shear



From Board to Bowl, Bill Poduska's a Real Champion

Dr. John William Poduska Sr. ended his four year term as Chairman of the Board in June, but this venturesome high tech pioneer will keep playing on The Computer Museum's team. This fall, he goes to bat for the East Coast team in the world's first Computer Bowl, October 7, 1988.

"The East will knock 'em dead," says Poduska. "Our team combines northern efficiency, southern charm and eastern savoir faire," while the West Coast offers only "northern charm, southern efficiency and western

savoir faire."

Poduska earned his bachelor's, master's and PhD in six years at MIT. At 50, he's the founder of two thriving computer companies — Prime and Apollo. His latest enterprise, Stellar Computer, is developing a powerful graphics superworkstation for scientists and engineers.

Q: Why are you participating in the Bowl?

A: I wouldn't miss it for the world. It's a sporting event and good fun. As with professional athletics, in the venture business, you learn how to compete, take a shot and a couple of bruises, and you don't sulk. We beat each other's brains out and go have a beer.

Q: Why do you support the Museum? A: The computer business is the most important force in my life. People blessed by it need to retell the story of this explosive business so the public can understand. Since the computer industry has treated me well, I've tried to put something back into it as Chairman of the Board.

O: What role do you see for yourself

with the Museum now?

A: My family and I will be very involved. My wife Susan ran a fashion show here. I'll still serve on the Board

and Executive Committee.

Q: What will your focus be?

A: The rapidity of the technological revolution prompts me to focus on the Museum's collecting mission — preserving the artifacts of this young business. We've already had to haul a few out of swamps. That's what happens when things move so fast." Q: What else? A: Recording the history and events of



Last June, Stellar Chairman and CEO Bill Poduska (on left) turned over the reins as Museum Chairman of the Board to Gardner Hendrie, who works with Sigma Partners, a venture capital firm (on right).

computing with exhibits like Smart Machines, Seymour Cray, and the computer graphics gallery

Q: What about reaching the public? A: The third mandate is reaching out to the local community and the world at large. We are an international institution. Computerdom involves the whole world. Our basic purpose is to explain computerdom to people and make our resources available internationally. Q: How?

A: Programs like the Breakfast Seminar Series and Sunday afternoon lectures involve and appeal to computer pioneers and experts from across the world. The Museum's Annual Kids' Computer Fair introduces young people from New England to entertaining, educational software.

Q: How has the Museum evolved since you took over as Chairman? A: It's grown from a small, regional organization to a national and internationally known organization, from inward bound goals to outward bound goals. It's not my doing, but the people at the Museum.

O: What especially ignites you? A: Using computers to increase our understanding of the world, graphics and visualization. The whole idea behind computing is that it helps human beings, who have the best computers right between their ears, to understand things better. Graphics specifically can be used to help people see with the eyes in their head and the eyes in their mind.

Q: What lies ahead for the Museum? A: I have total confidence in Gardner Hendrie, especially regarding our financial growth, stability and outreach program.

Q: And for you?

A: I'm a devoted fan of the Museum. I'll continue to work to make it as successful as I can. I'd be surprised if there weren't major developments in graphics in my corporate life and at the Museum.

School Days, School Days...

This fall, The Computer Museum offers teachers who want to introduce their students to computers a new, revised edition of its Educational Activities Kit.

Available this fall, the kit features a short history of computer technology, notes on how a computer works, and 20 different ways to teach computer skills without a computer. For example, teachers can show their students what's involved in programming a computer by asking them to write directions to make

a peanut butter and jelly

sandwich.

The kit includes a list of computer education publications and resources, a glossary of computer terms, and information about the Museum. There's also an

update of resources for teachers and more creative learning activities.

The kit's free when you make a reservation for 10 or more students to visit the Museum. Otherwise just send a \$5.00 check or money order (to cover mailing and production) to: Michael Chertok, Education Coordinator, at the Museum.

Technology Leader Talks Future Trends

On June 17, Dr. Ralph E. Gomory, Senior Vice President for Science and Technology, at International Business Machines Corporation, discussed "Trends in Computing" at an occasion coinciding with the Annual Meeting of the

Museum's Board of Directors. From 1970 to 1986, Gomory ledthree of IBM's topflight research laboratories. In a witty evaluation of his own tenure directing research, he said the Nobel Prize probably went to the electron scanning microscope because of its name — if it had been more appropriately tagged as a development in mechanical engineering, its fame would've been less. When asked about superconductivity, Gomory said someday it would open a door to a whole new area of development that we can't even imagine today.

His talk was the final in the Breakfast Seminar Series for this fiscal year. There are 8 to 10 Breakfast Seminars a year. They are open to Corporate Members and their guests. This fall's speakers include Max Toy, President, Com-



modore Computers, and Pier Carlo Falotti, President and Chief Executive Officer, Digital Equipment Corporation

International (Europe).
BayBank Boston, Coopers & Lybrand, Eastech, Fenwick Partners, Gaston & Snow, Hambrecht & Quist, Pell Rudman & Co., Ropes & Gray, and Russell Reynolds Associates sponsor this forum for industry leaders and pioneers. For more information, call Scott Reilly at ext. 338.

Robots Teach Kids Computer Literacy Lesson

For the second year, the Education Department brings its lively "What's A Robot?" presentation to New England schools. A visiting "human" teacher helps transform familiar robot playthings into learning objects in the classroom to encourage students to think about what robots are and can do.

A hands-on activity shows what it's like to be a robot. There's also a checklist students can use to see if a device really is a robot. The program uses robots to introduce computer terms and concepts, and includes a

short video of robots in action.

This outreach presentation is one of many ways the Museum introduces the public to the world of computing. Offered throughout the year, it's appropriate for students in grades 3-8. Fee for a class presentation (up to 30 students) is: \$50.00; \$150 for four (4) presentations (plus transportation fee to sites more than 25 miles from Boston,

Anyone interested may call Education Coordinator Michael Chertok at ext. 345 or write him at the Museum.



"Imagine: Art With the Macintosh"

The Computer Museum presents a dazzling exhibition of full color art created with the Macintosh computer. Selected works emphasize original and creative use of the medium. Produced by *Verbum*, a quarterly journal of personal computer aesthetics. In the Museum's William C. Norris Gallery.



"Imagine: Art With the Macintosh" in the William C. Norris Gallery.

October 7, 1988

"Pro Computer Bowl"

The Computer Museum launches the world's first Pro Computer Bowl Friday, October 7, in Boston. High tech luminaries on teams from the East and West Coast are now training to win the Bowl. This bi-annual fundraising event will support the Museum's educational programs.

October: Computer Learning Month

Contests, materials and events designed to foster learning about computers by people of all ages. For details, write Computer Learning Month, P.O. Box 60007, Palo Alto, CA 94306-6007.

WINTER HOURS

September 6 through June 1989: open Tuesday-Sunday, 10am to 5pm (Fridays until 9pm). Closed Monday except Boston school holidays and vacations. Closed Thanksgiving, Christmas and New Year's Day. Public tours Saturday and Sunday at 1:30 and 3pm. Summer hours: daily.

ADMISSION: Adults \$4.50, students and elders \$3.50. Halfprice Friday evenings. Free to Museum members and children under five.

For more information, call our talking computer at (617) 423-6758.

New Store Catalog Arrives This Fall

Wondering what to buy the techie who has everything? Keep your eyes peeled for the Museum Store's new catalog in your mailbox this fall. It will feature computer-related gifts hand-picked by the Museum Store from this season's most imaginative offerings.



The "blinking pin" inspired lots of admiring conversation at a recent MIT event.

Leading the list and combining the best in art and technology — pins and earrings made from sparkling Austrian crystal gems and circuit boards set in dazzling blues, greens and purples. For all you blinking pin fans, Cube Root is introducing a blinking pin with "adjustable speed control" and "extreme power efficiency."

The catalog also offers a high fashion raw silk tie handscreened in gold and black circuit designs sure to enhance the sartorial splendor of your favorite man.

If you know people who'd like the catalog, send their name and address to The Computer Museum Store. Phone orders are always welcome at ext. 307 during Museum hours.

To Join:

Members get free admission for one year; The Computer Museum *NEWS*, a bi-monthly newsletter of Museum activities; the *Annual Report*, a richly illustrated journal of computer history; invitations to exhibit previews and member-only events; advance notice of exhibitions and lectures; a 10% discount on purchases over \$5 in The Computer Museum Store; and the opportunity to buy admission pass booklets at significant savings.

Individual Memberships \$30 One-year \$50 Two-year \$20 One-year student*	Family Memberships \$45 One-year \$80 Two-year	Contributing Memberships \$500 Donor \$250 Sponsor \$100 Friend
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