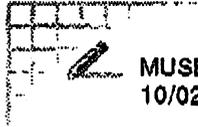
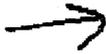


1 of 5 pages



MUSEUM_ALPHA.tcm.org
10/02/97 03:44 PM

Sent by: Gail Jennes



To: Gwen Bell/TCM, Carol Welsh/TCM,
cc: Mary McCann/TCM,
Subject: Annual donor list order



The donor list order from Betsy is:

Program Support (250, 50, 25, 10, 5, 1K)
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Library Members
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Let me know if this is okay with you and also where you'd like to put the Bowl in the order. I am also faxing for your review the edited down Bowl list that will be added to the Donor pages. The teams will be mentioned in the caption, as you suggested.

Also, the designer will be working in four-color throughout so if you have color slides or photos, great. Otherwise send b/w.
Thanks!

2 of 5

The 1997 Computer Bowl

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Ziff-Davis

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Intel Corporation

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The First Society For Computing

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3 of 5

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Colleen Gleason
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Jessica McNulty
Lisa Payne
Dorrit Saviers
Linda Marie Strunk

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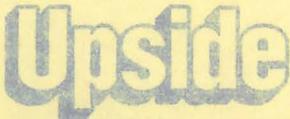
5 of 5

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Denise Listol
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INVOICE

PAGE: 1



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The Computer Museum

300 Congress Street
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FROM: Carol Welsh / West Coast Office
P.O. Box 3038
Stanford, CA 94309-3038
415.323.1909

INSERTION ORDER

Client: The Computer Museum
Division:
Product: The Computer Bowl
P.O. #:

IO Order #:
Original:
Revision:
Cancellation:

Publication: Upside
2015 Pioneer Court
San Mateo, CA 94403
ATTN: Jennifer Lindig
415.577.2523
415.377.1961 fax

Local Sales: Upside
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Issue Date	Closing Date	Unit Size & Color	Job Number	Headline	Client Cost	Net Cost
4/1/97	2/21/97	Pg. 4/C		"On April 18th we'll..."	Pro Bono	Pro Bono

Materials:
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Rates:
Frequency: 1x

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Discount:

Revise:

Other:

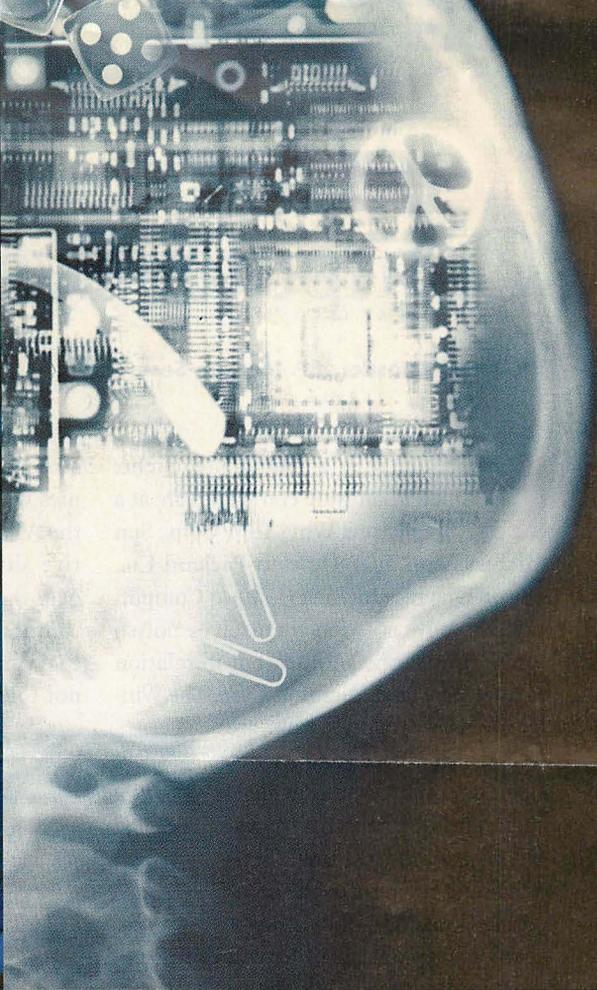
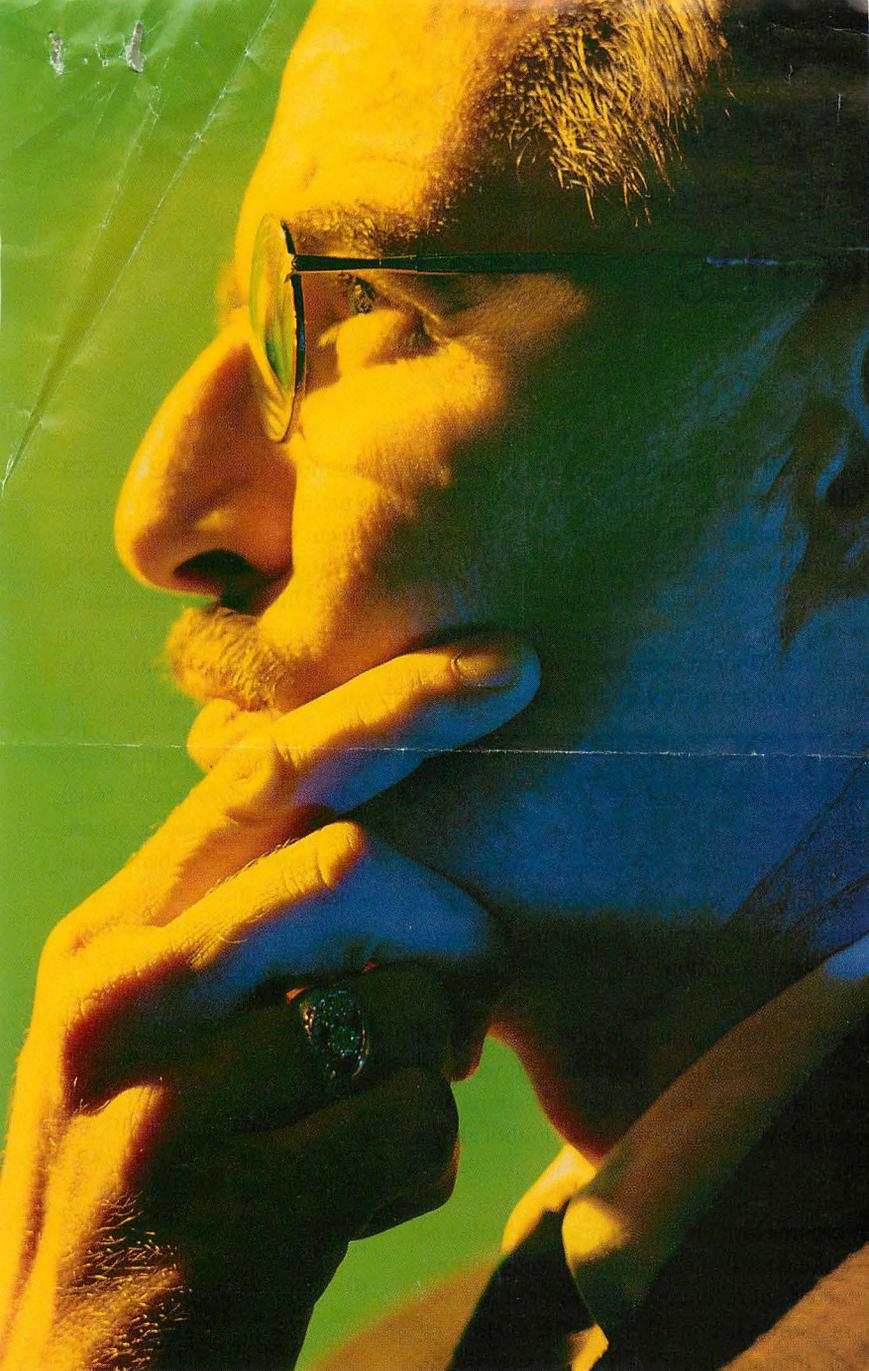
Position/ Best possible position
Comments

Production/ Production Contact: Carol Welsh, 415.323.1909
Film:

Billing/ This is a non-profit organization.
Conditions: Pro bono as per Maddie Mukhar. Thanks!

Authorized: Carol Welsh

Date: 2/5/97



On April 18th
we'll put their RAM
to the test.

T	H	E	?
C	O	M	P
U	T	E	R
B	O	W	L

The sharpest minds in the computer industry today go head-to-head in a raucous game of ultimate computer trivia. The 1997 Computer Bowl, with celebrity host Robert Urich, April 18th at the Santa Clara (CA) Convention Center and The Computer Museum, Boston. All proceeds benefit The Computer Museum's educational programs.

Presented by Ziff-Davis.
Underwritten by Intel and Bay Networks.
Sponsored by ACM, Adaptec, Coopers & Lybrand, Kleiner Perkins Caufield & Byers, Silicon Valley Bank, Shiva, Mathsoft, and Stratus.

Test your wits now — play The Computer Bowl online at Internet Shopping Network, www.isn.com.

Sponsorship and seats are limited. Call now, 415.323.1909, browse www.tcm.org or e-mail, allison@tcm.org, for ticket or sponsorship information.

The Computer Bowl contest is taped for broadcast as a special edition of PBS' "Computer Chronicles," airing the week of June 3rd. Check your local PBS listings.

T H E 1 9 9 7 C O M P U T E R B O W L



T	H	E	:
C	O	M	P
U	T	E	R
B	O	W	L

The Computer Museum's

1997 Computer Bowl

Friday, April 18, 1997

The Santa Clara, CA, Convention Center

The Computer Museum, Boston

The Questioners:

Robert Urich, Host, ABC-TV's *Vital Signs*

Stewart Chiefet, *Computer Chronicles*

The Judges:

Mitchell Kertzman

Eric Schmidt

The Computer Bowl Script:

Chris Morgan

The Webcast:

PC Week Radio

Music:

Peter Morgan Studio Band -

The Computer Bowl Production

Suddenly Hip - West Coast Dinner

The West Coast Team:

Steve Kirsch, Infoseek (Captain)

Steve McGeady, Intel

Nathan Myhrvold, Microsoft

Kim Polese, Marimba

Grant Saviers, Adaptec

The East Coast Team:

Sam Whitmore, Ziff-Davis (Captain)

Chuck Digate, Mathsoft

Frank Ingari, Shiva

Ilene Lang, AltaVista

Steve Vana-Paxhia, Inso

A very special thanks to Upside for photographs and the loan of the life-size caricatures of industry "celebs" on the set.

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Carol Welsh, Project Manager
Marjorie Ferris, East Coast Event Manager
Gail Jennes, Director, Computer Museum Public Relations
Zoe Allison, West Coast Coordinator

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Marlene Kalb
Ed Kramer
Barry McPherson
Lisa Miskinis
Kelli Richards
Kate Sherwood
Steve Vargas
Rika Watbe
Tom Wilkin

Very Special Thanks:

Gwen Bell, for championing The Bowl project and challenging us all to achieve greater goals.

Chris Morgan, for brilliantly crafting this evening's Computer Bowl game.
Robert Ulrich, for generosity and graciousness in supporting The Computer

Bowl cause as host. We are forever indebted to a true CyberAngel
Dryk Halstead, Computer Sentry Software, for his foresight, kindness, and exceptional efforts on behalf of The Computer Bowl.

Betsy Riggs, for fundraising achievement above and beyond.

Kathy & Mark Johnson, for expertly, yet gently, herding the talented and vastly creative West Coast Committee.

Dan Knight, Jaimi Haig, Steve Cardon, Kirsten Peterson, Todd Gorzitze,

Tony Hirsch, and the rest of the very gifted staff at EURO RSCG/
Dahlin Smith White for all their pro bono work on our beautiful,
clever advertising and collateral. Our most heartfelt appreciation.

Mike Perry, at Color Image, for his exemplary service under tight deadlines.

Andy Cunningham, Cathy Keller, Jessica McNulty, and the staff of
Cunningham Communication, for superior pro bono public relations
strategy and execution.

Ken Schramm, Baker Winoker, Ryder, for great public relations efforts on
behalf of Robert Ulrich and The Computer Bowl.

Cynthia Ahart, Fortune Magazine, for being the exceptional person that she is.
Marjorie Ferris, for diligence, persistence, and making us laugh while
pregnant, fundraising, and managing the East Coast Event. The Bowl
would not be without her!

Zoë Allison, for her true gift of always knowing where and how to help.
Thank you!

Vince Emery and Mark Johnson, for lots of late-night volunteer work on the
Bowl baseball cards, and being true-blue friends in the hour of greatest need.

Lisa Payne, for being the supreme dinner host who is always underbudget.

Linda Strunk, for challenging the status quo to come up with the win.

Owen Mysliwy, for amazing technical achievements.

Martha Ballard, for her grace and behind-the-scenes miracles.

John Marchiony, for expertly executing the East Coast event activities.

David Warren Johnson for his wonderment and curiosity.

Watch for the *Computer Chronicles* broadcast of The Computer Bowl during
the week of June 3, 1996. Check your local PBS listings during that week for
exact air date and time in your area.

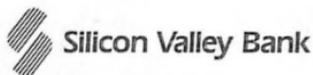
The Computer Bowl is a project to benefit the computer education programs
of The Computer Museum, 300 Congress Street, Boston, MA, 02210.

Oliver Strimpel, Executive Director.



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