THE ASSOCIATION FOR COMPUTING MACHINERY PROUDLY PRESENTS

THE COMPUTER MUSEUM'S 1991 COMPUTER BOWL

FRIDAY APRIL 26, 1991

A TECHNICAL KNOCKOUT

EAST vs WEST

PAMELA McCORDUCK
Captain, Author of Machines Who Think

HEIDI "POISON" ROIZEN
Captain, President and CEO, T/Maker Company

DR. JOHN "AREN'T HIS" ARMSTRONG
Vice President for Science and Technology, International Business Machines Corporation

DAVE "POWER" HOUSE
President, Microcomputer Components Group, Intel Corporation

JAMES E. CLARK vs ED "HERE COMES THE" JUGE
High Performance and Fault Tolerant Systems Vice President, AT&T Computer Systems
Director of Market Planning, Radio Shack

SAMUEL "THE BRUSHMAN" FULLER vs PHILIPPE "KING" KAHN
Vice President, Research, Digital Equipment Corporation
President, Borland International Inc.

JOHN "50%" MARKOFF vs DAVID LIDDLE
Technology Writer, The New York Times
President and CEO, Metaphor Computer Systems

TICKET PRICES: LIVE SITE—$250; SATELLITE SITE—$100

LIVE SITE: THE SAN JOSE CONVENTION CENTER, SAN JOSE, CA

5:00 p.m. - The High Tech Tailgate Party 6:00 p.m. - The Pre-Game Show: The Most Valuable Players from 1988 & 1990 teams square off in a warm up for the 1994 Super Computer Bowl. East Coast: Mitch Kapor and Bob Frankston, West Coast: Bill Joy and Bill Gates 6:30 p.m. - The Computer Bowl Game 7:30 p.m. - The Post-Game Awards Ceremony and Dinner.

CLOSED CIRCUIT SITES: THE COMPUTER MUSEUM, BOSTON, MASSACHUSETTS

6:30 p.m. - Cocktails, Dinner, High Tech Tours and Tennis 9:00 p.m. - Satellite Broadcast of the Pre-Game Show 9:30 p.m. - Satellite Broadcast of The Computer Bowl Game. Additional Closed Circuit Sites: University of Washington, Seattle, Washington.

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President, Borland International Inc.

DAVID LIDDLE
President and CEO, Metaphor Computer Systems

THE EXAMINER BILL GATES
Microsoft Corporation

PROGRAM
The Computer Museum’s

1991 COMPUTER BOWL

Presented by ACM
The Association for Computing Machinery
At The San Jose Convention Center
San Jose, California

Broadcast by satellite to:

The Computer Museum, Boston, Massachusetts
The Hub Ballroom, The University of Washington
Seattle, Washington
**East Coast Team**
Pamela McCorduck, Captain, Author
Dr. John A. Armstrong
International Business Machines Corporation
James E. Clark
AT&T Computer Systems
Samuel H. Fuller
Digital Equipment Corporation
John Markoff
The New York Times

**West Coast Team**
Heidi Roizen, Captain
T/Maker Company
Dave House
Intel Corporation
Ed Juge
Radio Shack
Philippe Kahn
Borland International Inc.
David E. Liddle
Metaphor Computer Systems

**Host**
Stewart Cheifet

**Pre-Game Show Host**
Peter Hirshberg
Apple Computer, Inc.

**"The Examiner"**
Bill Gates
Microsoft Corporation

**Judges**
L. John Doerr
Kleiner Perkins Caufield & Byers
Patrick J. McGovern
International Data Group

**Most Valuable Players**
East Coast:
Mitch Kapor, 1988
ON Technology
Bob Frankston, 1990
Slate Company

West Coast:
William Joy, 1988
Sun Microsystems, Inc.
Bill Gates, 1990
Microsoft Corporation

**SPONSORS**
(As of March 15, 1991)

**Presenter**
ACM

**Founders**
Pat Collins Nelson and
Dr. Dave Nelson

**Underwriter**
Apple Computer, Inc.

**Official Sponsors**
AT&T Computer Systems
The Networked Computing Company
Andersen Consulting
Bank of Boston
The Bank
BASF Information Systems
The Diskette
Digital Equipment Corporation
The Open Systems Company
Intel Corporation
The Microprocessor Company
Kubota Pacific Computer Inc.
The Graphics Supercomputer Company
Merrill Pickard Anderson & Eyre
The Venture Capital Firm
Metaphor Computer Systems
The End-User Computing Company
Price Waterhouse
The Accounting Firm
Robertson, Stephens & Co.
The Investment Bankers
Stratus Computer, Inc.
The Transaction Processor
Visix Software Inc.
The High Performance Workstation Software Company
Satellite Sponsors
Borland International Inc.
Fluent Machines Inc.
Microsoft Corporation
Washington Software Association
University of Washington/Student
Chapter of WSA
Washington University

Media Sponsors
Business Week Magazine
Byte Magazine
CIO Publishing, Inc.
Communications of the ACM
Compute
COMPUTERWORLD
DEC Professional
Forbes Magazine
HP Professional
Information Week
InfoWorld
LAN Computing
MacWEEK
MacWorld
MIDRANGE Systems
Network World
PC World
Software Magazine
VAR Business
VAX Professional

Table Sponsors
American Association for Artificial Intelligence
Apple Computer, Eastern Research &
Technology
Arthur D. Little, Inc.
Gwen and Gordon Bell
Owen and Brooks Brown
Business Week Magazine
CIO Publishing, Inc.
Cirrus Logic, Inc.
COMPUTERWORLD
Digital Equipment Corporation
Digital Systems Research Center
Digital Western Research Lab
Nancy and Pat Forster
HaL Computer Systems, Inc.
Gardner and Karen Hendrie
IBM Corporation
InfoWorld
International Data Corporation (IDC)
International Data Group (IDG)
Robyn and Bob Metcalfe
Pat and Dave Nelson
Oracle Corporation
PC World
Sigma Partners
Wellfleet Communications, Inc.

Cheerleaders
Boston Computer Society
Object Management Group, Inc.

High Tech Tailgate Party Sponsor
Business Week Magazine

Trade Sponsors
American Typesetting, Inc.
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Apple Computer, Inc.
Arrow Composition, Inc.
Bontronic
ChipSoft, Inc.
The Composing Room of New England
Creative Gourmets, Ltd.
Cunningham Communication Inc.
H.K. Graphics
International Data Corporation (IDC)
Massachusetts Computer Software Council
PARTNERS & Simons, Inc.
Pride Printers
Rand Typography
Riverview Systems Group, Inc.
Video Express

The 1991 Computer Bowl Committee
Gwen Bell, National Chairperson
Mimi Macksoud, Chairperson,
Major Sponsorship

East Coast Committee
S. Russell Craig
Steve Golson
Debbie and Ed Kramer
Christopher Morgan
Joyce Plotkin
Susan and Bill Poduska
Tony Rea
Byron Reimus
Dorrit and Grant Saviers
The Computer Bowl Management

Dr. Gwen Bell, Founding President,
The Computer Museum
Janice Del Sesto, Executive Producer
Kate Jose, Project Manager

West Coast Committee
Owen and Brooks Brown
Nancy and Pat Forster
Peter Hirshberg
Linda Lawrence
Claudia Mazzetti
Terrylynn Pearson
Lisa Quinones
Kelly Richards
Kathy Sulgit

The Computer Bowl Set by
Apple Computer, Inc.
Paul Segal, Designer
Dave Billmaier, Producer

Public Relations Committee

East Coast:
Joann Anderson, Copithorne & Bellows
Joe Codispoti, Digital Equipment Corporation
Maura FitzGerald, Cunningham Communication Inc.
Roxanne Frisiello, Stardent Computer Inc.
Joan Geoghegan, Cudaback Strategic Communications
Leehanne Hosbon, Copithorne & Bellows
Patty Kachmer, Cunningham Communication Inc.
Carol Klingan, Bank of Boston
Mimi Macksoud, Price Waterhouse
Christopher Morgan, Christopher Morgan Communications
Heather Premru, Cunningham Communication Inc.
Byron Reimus
Sheryl Schultz, Public Relations Consultant
Susana Thompson, AT&T Computer Systems

West Coast:
Kevin Compton, AT&T Computer Systems
Deborah Conrad, Intel Corporation
Carol Moran, Metaphor Computer Systems
Terrylynn Pearson, Cunningham Communication Inc.
Judy Roberts, Borland International Inc.

Thanks and a Computer Bowl t-shirt go to the following for submitting creative, sometimes humorous and always challenging questions to The Computer Bowl script!
Edward Borasky
Thomas Burkett
Bob DuCharme
Raymond Chen
Rosemary Hirshfelder
Kjetil T. Homme
Wei Huang
Thomas Kraemer
Jason Levitt
Miles Lewitt
Jan Sandergaard
Lance Smith
Rob Spray
Thomas Turba
Special Thanks

PARTNERS & Simons, Inc., Tom Simons and Michele Fitzsimmons for brilliant creative work, invaluable assistance and never-ending patience.

Claudia Mazzetti of AAAI for her diligence, efficiency and good advice.

Stewart Cheifet and Sarah O’Brien of Computer Chronicles for the television production and management of the satellite broadcast.

Business Week for sponsoring the High Tech Tailgate Party.

David Greschler for designing and programming the Computer Bowl disc.

Merrill Walsh at International Data Corporation for fact checking the Computer Bowl questions.

Watch for the PBS broadcast of The 1991 Computer Bowl on Computer Chronicles the weeks of May 7th and May 14th.

The Computer Bowl is a project to benefit the educational programs of The Computer Museum, 300 Congress Street, Boston, MA 02210
WHO ELSE DO WE WANT TO THANK?

Table Sponsors:
Advanced Micro Devices
Apple Computer, Advanced Technology Group
Digital SCCD
Roger Heinen/Apple Computer, Inc.
John William Poduska, Sr. and Stardent Computer Inc.
Larry Tesler and Colleen Barton
Weiss, Peck & Greer

Trade Sponsors:
Cupertino Florist; Doug McLean; Ridge Winery

East Coast Satellite Party Hosts: Bill and Susan Poduska

Pre-Game Show Host: Christopher Morgan

Special Thanks to:
Gwen Bell, National Chairperson of the 1991 Computer Bowl, for the inspiration to make the Computer Bowl a great success, and for her generous hospitality to the Computer Bowl staff and committee in providing dining and accommodations at the "Bell Hotel."

Julie Oates and The Computer Museum staff and volunteers for running the show in Boston and putting on a terrific party! Liz Armbruster, Martha Ballard, Catherine Collins, Wayne Cookson, Sue Dahling, MaryBeth Dorus, Karen Fosano, Joan Geoghegan, David Greschler, Dan Griscom, Bill Heyden, Sue Johnson, Gillian Ley, Natalie Rusk, Sheryl Schultz, and Peter Somers.

Chris Morgan for sifting through stacks of questions to gather the best of them to stump the experts.

Debbie Kramer for taking on many important projects with great organization and enthusiasm.

Ted Groves and Asa Chibas for the production of the Computer Bowl signs.

Peter Hirshberg and Doug McLean for generously providing housing for members of the Computer Bowl staff.
A Sponsorship Opportunity
Benefiting the Educational Programs of The Computer Museum, Boston
AND WE'RE EXCITED TO JOIN THE FUN!

Price Waterhouse is proud to be named once again the Official Accounting Firm of the 1991 Computer Bowl sponsored by the Boston Computer Museum and presented by the Association for Computing Machinery.

On April 26, 1991 at the San Jose Convention Center with live broadcast via satellite to the Computer Museum in Boston, East and West Coast computer industry heroes will battle for the title of "Computer Masters of the Universe".

It's classic East-West Coast rivalry at it's best!

WEST COAST TEAM:
Heidi Roizen (Captain) T/Maker Company
Dave House Intel Corporation
Ed Juge Radio Shack
Philippe Kahn Borland International Inc.
David Liddle Metaphor Computer Systems

“The Examiner”
Bill Gates Microsoft Corporation

EAST COAST TEAM:
Pamela McCorduck (Captain) Author
Dr. John Armstrong International Business Machines Corp.
James Clark AT&T Computer Systems
Samuel Fuller Digital Equipment Corporation
John Markoff The New York Times

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

For ticket information, contact the Boston Computer Museum at (617) 426-2800 extension 346.
The Computer Museum
Museum Wharf
300 Congress Street
Boston, MA 02210
(617) 426-2800

A Sponsorship Opportunity
Benefiting the Educational Programs of The Computer Museum, Boston
EAST VS. WEST
The Computer Bowl is a legendary contest of computer smarts between East and West Coast computer industry leaders. Similar to a T.V. quiz show, it takes place before a live audience and is broadcast by satellite to other locations. It is a unique fund-raising vehicle created by The Computer Museum to benefit its educational programs and has become the computer industry's own celebrity classic.

INDUSTRY LEADERS AND PIONEERS
Team members are high tech industry leaders, pioneers and opinion makers. Team members have included:
- Esther Dyson, EDventure Holdings, Inc.
- Bill Gates, Microsoft Corporation
- Bill Joy, Sun Microsystems
- Mitch Kapor, ON Technology
- John Armstrong, IBM
- Pat McGovern, IDG
- Bill Poduska, Stardent Computer

MAJOR CORPORATE SPONSORS
The Computer Bowl attracts more than $600,000 in cash, products and services each year, as a grand spoof — high tech style — of sports sponsorships. "Sponsors see the Bowl as an advertising opportunity as well as a philanthropic venture," according to Marketing Computers. ACM is the Presenter of the Bowl. One third of all major sponsors are Fortune 500 Companies. Corporations can take advantage of several different sponsorship levels.
Major sponsors of the Bowl have been:
- Apple Computer, Inc.
- AT&T Computer Systems
- BASF
- Bank of Boston
- Digital Equipment Corporation
- Intel Corporation
- Price Waterhouse
- Stratus Computer, Inc.

REACH A SELECT AUDIENCE
Sponsorship of the Bowl offers an excellent promotional opportunity to reach directly a select audience of influential industry leaders. Sponsors receive:
- Over $400,000 worth of advertising in national publications including Business Week.
- Visibility on the set of Computer Chronicles, a PBS television show with an audience of over 700,000 households.
- Exposure to several million people through coverage in the national print and electronic media. This has included coverage in the Wall Street Journal, Business Week, Fortune, USA Today, The Boston Globe, The San Francisco Examiner, and the Associated Press.
- Signage at all Computer Bowl events and listing in many Museum publications.
- A table for 10 at the Computer Bowl Dinner and 10 tickets to the Computer Bowl.

AN INDUSTRY TRADITION
Over 1000 people buy tickets to The Computer Bowl either at the live site or at a satellite site. They are executives, board members and clients of leading national companies. An annual industry tradition, "The Computer Bowl is fun, educational and a great way to raise money for The Computer Museum" says Bill Gates, Chairman of the Board, Microsoft Corporation.

Please send me more information on The Computer Bowl!
- Sponsorship Information
- Ticket Information

Name

Company

Address

City

State Zip

Telephone
DON'T COUNT ME OUT!

Count me in on the fun at the East Coast Satellite Broadcast of The Computer Bowl at The Computer Museum in Boston, Massachusetts.

____ I want to attend the cocktail party, dinner and satellite broadcast of The Computer Bowl.

     Here’s my check for ________ tickets @ $100.

____ I want to be a Table Sponsor (20 $100 tickets for $2,500 to the Satellite Broadcast Party and listing in the program and Post-Bowl Business Week ad). Enclosed is my check for $2,500.

____ I want to be a Cheerleader (four $100 tickets for $1,000 to the Satellite Broadcast party and listing in the program and Post-Bowl Business Week ad). Enclosed is my check for $1,000.

____ Please charge my ticket(s) to MasterCard, VISA or American Express:

     Account #__________________________________________ Expiration Date:____________________

     Name________________________________________________

     Address________________________________________________

     City/State/Zip________________________________ Telephone________________________

____ I would also like information about other sponsorship opportunities for The Computer Bowl.

     My company is __________________________________________

Please return this registration form with your check for tickets to:

     The Computer Bowl Satellite Broadcast Event

     % The Computer Museum, 300 Congress Street, Boston, MA 02210

     (Call for information: 617/426-2800 x 399)

Your contribution helps support the educational programs of The Computer Museum and is tax deductible to the extent allowed by law.
COUNT ME IN ON THE FUN AT THE COMPUTER BOWL® ALL-STAR GAME SATELLITE BROADCAST PARTY AT THE COMPUTER MUSEUM IN BOSTON, MASSACHUSETTS!

☐ I want to attend The Computer Bowl Satellite Broadcast Party, which includes cocktails and dinner. Here's my check for ______ tickets @ $100.00 each.

☐ I want to be a Table Sponsor (20 $100 tickets for $2,500 to the Satellite Broadcast Party and listing in the program and post-Bowl Business Week ad.) Enclosed is my check for $2,500.

☐ Please charge my ticket(s) to Mastercard, Visa, or American Express:

Account # ____________________________________ Expiration Date __________________

Name _______________________________________

Address _____________________________________

City/State/Zip __________________________ Telephone ________________

☐ I would also like information about other sponsorship opportunities for The Computer Bowl.

My company is _______________________________

Please return this registration form with your check for tickets to:
The Computer Bowl, c/o The Computer Museum, 300 Congress Street, Boston, MA 02210
(Call for information: 617/426-2800 x399)

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### 1991 COMPUTER BOWL MEDIA EVALUATION CHART

<table>
<thead>
<tr>
<th>Publication and Circulation</th>
<th># of full page four-color ads</th>
<th>Value (Total)</th>
<th>Issue Date(s)</th>
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<td><strong>Monthlies</strong></td>
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<td>Byte</td>
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<td>CIO</td>
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<td>MacWEEK</td>
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<td>February 5, March 5, April 2</td>
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<td>Network World</td>
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**TOTALS:**

- Circulation: 4,543,378
- Value: $412,235.25
- Number of insertions: 22

kpj/7/15/91
DON'T COUNT ME OUT!

Count me in on the fun at the East Coast Satellite Broadcast of The Computer Bowl at The Computer Museum in Boston, Massachusetts.

_____ I want to attend the cocktail party, dinner and satellite broadcast of The Computer Bowl.

   Here's my check for _________ tickets @ $100.

_____ I want to be a Table Sponsor (20 $100 tickets for $2,500 to the Satellite Broadcast Party and listing in the program and Post-Bowl Business Week ad). Enclosed is my check for $2,500.

_____ I want to be a Cheerleader (four $100 tickets for $1,000 to the Satellite Broadcast party and listing in the program and Post-Bowl Business Week ad). Enclosed is my check for $1,000.

_____ Please charge my ticket(s) to MasterCard, VISA or American Express:

Account #________________________ Expiration Date:________________________

Name______________________________________________________________

Address____________________________________________________________

City/State/Zip________________________ Telephone________________________

_____ I would also like information about other sponsorship opportunities for The Computer Bowl.

My company is________________________________________________________

Please return this registration form with your check for tickets to:

The Computer Bowl Satellite Broadcast Event
% The Computer Museum, 300 Congress Street, Boston, MA 02210
(Call for information: 617/426-2800 x 399)

Your contribution helps support the educational programs of The Computer Museum and is tax deductible to the extent allowed by law.
Kate,

Below are prices for the stationary products which you requested.

- 5M #10 Envelopes 24# White Wove PMS 193 ink: $30.65/M
- 10M 8½ x 11 letterhead 24# Strathmore Bright White premium paper with watermark PMS 193 $48.68/M
- 8½ x 11 20# Bond white, PMS 193 $29.48/M
- 2.5M 9 x 12 Booklet Envelopes printed PMS 193 28# White Kraft (better quality than your existing one) $87.45/M

Delivery approximately 2-3 weeks. Can be less if needed.

Sincerely,

[Signature]

Please reply ☐ No reply necessary ☐
**PURCHASE ORDER**

TO: Becker Industries
   300 Congress St
   Haverhill, MA 01835

SHIP TO: The Computer Museum
         300 Congress St
         Boston, MA 02210

Authorized by: [Signature]

<table>
<thead>
<tr>
<th>DATE</th>
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<td>#10 Envelope</td>
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<td>#30.65</td>
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<td>10M</td>
<td>81/2 x 11 20# Bond White</td>
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<td></td>
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</table>

**Notes:**

1. Please send ___ copies of your invoice.
2. Order is to be entered in accordance with prices, delivery and specifications shown above.
3. Notify us immediately if you are unable to ship as specified.

**Payment:** #439.17

**Take off:** 20% for prompt payment

Authorized by: [Signature]
June 7, 1990

Paul Boulanger, President
Baker Industries
P.O. Box 6233
Holliston, MA 01746

Dear Paul,

Enclosed are the mechanicals for both the stationary and the #10 envelope. I assume the envelope mechanical can be used for both envelopes. Make sure to delete the date from the letterhead. Our order again is:

5M #10 envelopes 24# White Wove PMS 193: $30.65/M
10M 8 1/2 x 11 20# Bond White, PMS 193: $29.48/M
2.5M 9 x 12 Booklet Envelopes printed
   PMS 193 28# White Kraft: $87.45/M

I’ll look for delivery around June 25th.

Thanks so much.

Sincerely,

Kate Jose
Project Manager
The Computer Bowl
Stationery + Envelopes

70 lb. *matte* finish
1 color PMS 193

low cost envelope:
Site Specialty
5,000 sheets $238.87 w/o set up costs
paper + envelopes $524.60 each
10,000 sheets $436.14 w/o set up costs

Printing for 5,000 $187.27
10,000 $336.14 $147, &7 more

save c. $50 in printing

Belliss Printing 426-3145

Lurian Web

Felllehead 5000 $225 10,000 $310
2,500 $115.6 500 $195

Baker Industries  Paul Boulanger
508-779-1444

will call Thursday
INTEROFFICE MEMORANDUM

Boston Childrens Museum and
The Computer Museum

TO: Jan DelSesto

Subject: Stationary

I've gotten a good price on stationery:

10,000 sheets of letterhead @ $294.88
5,000 business envelopes @ 153.25
2,500 9 x 12 envelopes @ 218.63

TOTAL: $666.76

Do we have this in the budget? If so, we should order right away.

Kate