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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!
The 1997 Computer Bowl

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THE COMPUTER MUSEUM
P.O. BOX 3038
STANFORD CA 94309-3038

CONTACT: CAROL WELSH

INVOICE NUMBER: 0004616-IN
INVOICE DATE: Mar21/97
SALESPERSON: MISCELLANEOUS
SALES TAX CODE:

CUSTOMER No.: 00-TCM0001
CUSTOMER P.O.: 
SHIP VIA: 
TERMS: 
TRADE ACCOUNT: 

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April issue. Please reference our invoice number on your check.

INVOICE TOTAL: .00
## Invoice

### Details

- **Invoice Number:** 0004616-IN
- **Invoice Date:** Mar 21/97
- **Salesperson:** MISCELLANEOUS
- **Sales Tax Code:**
- **Customer No.:** 00-TCM0001
- **Customer P.O.:**
- **Ship Via:**
- **Terms:**

### Contact

- **CONTACT:** CAROL WELSH

### Items

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*April Issue: Please reference our invoice number on your check.*

### Invoice Total:

0.00
The Computer Museum  
300 Congress Street  
Boston, MA 02210  
FROM: Carol Welsh / West Coast Office  
P.O. Box 3038  
Stanford, CA 94309-3038  
415.323.1909

**INSERTION ORDER**

| Client: The Computer Museum | IO Order #: |
| Division: | Original: |
| Product: The Computer Bowl | Revision: |
| P.O. #: | Cancellation: |

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

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<td>2/21/97</td>
<td>Pg. 4/C</td>
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<td>“On April 18th we'll...”</td>
<td>Pro Bono</td>
<td>Pro Bono</td>
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**Materials:**  
New: New materials by close  
Repeat:  
Revise:  

**Rates:**  
Frequency: 1x

**Position/ Comments:**  
Best possible position

**Production/ Contact:** Carol Welsh, 415.323.1909

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

**Authorized:** Carol Welsh  
Date: 2/5/97
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.

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.
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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Maryl Guiland
Marlene Kabb
Ed Kane
Barry McPherson
Lisa Malas
Kris Richards
Kate Sherwood
Steve Vargis
Risa Wade
Tom Wilson
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 Leigh, for generosity and gracefulness in supporting The Computer
Bowl cause as host. We are forever indebted to a true CyberAngel.
Dyk Halstead, Computer Sentry Software, for his foresight, kindness, and
exceptional efforts on behalf of The Computer Bowl.
Betsy Rags, for fundraising achievement above and beyond.
Kathy & Mark Johnson, for expertise, yet gently, hosting the talented and
vastly creative West Coast Committee.
Dan Knight, Jamie Hag, Steve Cantor, Kristen Peterson, Todd Grate.
Tony Hirsh, and the rest of the very gifted staff at EURO ISP/CA.
Darin 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 Kelle, Jessica McNulty, and the staff of
Cunningham Communication, for superior pro bono public relations
strategy and execution.
Ken Schneier, Baker Winckler, Ryder, for great public relations efforts on
behalf of Robert Linch and The Computer Bowl.
Cynthia Ahern, Fortune Magazine, for being the exceptional person that she is.
Martino Ferris, for diligence, persistence, and making us laugh while
pregnant, fundraising, and managing the East Coast Event. The Bowl
would not be without her!
Zoe Allison, for her true gift of always knowing where and how to help.
Thank you.
Vince Emti and Mark Johnson, for lots of late-night volunteer work on the
Bowl baseball cards, and being irreplaceable 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.
Oliver Mylly, for amazing technical achievements.
Marina Balint, for her grace and behind-the-scenes miracles.
John MacKenny, for expertly executing the East Coast event activities.
David Warren Johnson for his wondereomen 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 Shimpel, Executive Director.