The Computer Bowl

The Computer Museum
300 Congress Street
Boston, MA 02210

East Side, West Side, all around the town, Which team will reach the heights of computer renown?

FRAGILE

Knock, knock. Who's going to be there?

Annie Body.

Annie Body Who?

Anybody who's anybody in the world of computers.

If East is East and West is West, Which is the team we call "The Best?"

Whichever team is quick to tap into its data base.

Who's on first?

This is Champion Kromekote 2000, 2S Cover/ 012, available through Ris Paper Co.

Invitation: Carol Lasky, Rochelle Seltzer, Kelly For

This is Lawrence

MardiGras, Annc. 75 # etc.

available through Ris Paper Co.

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THE COMPUTER
MANAGEMENT

TELLITE

The Computer Bowl. My comp

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You

If East is East and West is West. Which is the team we call "The Best?"

Whichever team is quick to tap into its data base.

Who's on first?

Q 1. What colossal event is destined to be the **ultimate** test of computer greatness?

a. Final exams at Stanford University. **b.** The 1989 New Year's laser show at Times Square. **c.** The world's first Computer Bowl. **d.** The forecasting of the next stock market surge.

Q 2. When will the world's first digital dual take place?

a. When R2D2 challenges C3PO for the heavyweight title. **b.** On Friday, October 7 at 8 PM. **c.** Exactly 2 clock cycles from now. **d.** When computers compete in the Olympics.

Q 3. Where will industry experts from the East face their peers from the West in a bit of byting combat?

a. At Boston's World Trade Center. **b.** In MIT's student dining center. **c.** In a little garage in Palo Alto where the audio oscillator was perfected. **d.** At the Roman Coliseum.

Q 4. Who is going to be there?

a. Some of the biggest names in the entire industry. **b.** An assortment of techie wizards who crunch numbers for breakfast. **c.** A brilliant hero from your childhood. **d.** You, if you know what's good for you. **e.** All of the above.

Q 5. How can you make absolutely sure that you won't miss all the fun?

a. Watch PBS Television's "Computer Chronicles" in late October. **b.** Reserve yourself a ticket to attend The Computer Bowl at Boston's World Trade Center, October 7, 1988. **c.** Reserve yourself a ticket to see The Computer Bowl Live Satellite Broadcast in Cupertino, California at De Anza College on October 7, 1988. **d.** Sit around and wait for your chip to come in. **e.** If not b, then c, but definitely a.
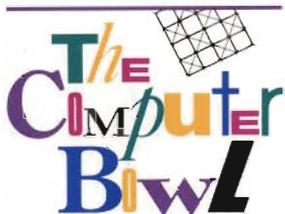
The Computer Bowl

Return one of the enclosed reservation cards today.
One card is for the East Coast event and the second is for the
West Coast event. Take your choice.

For sponsorship information, please call The Computer Museum:
617/426-2800
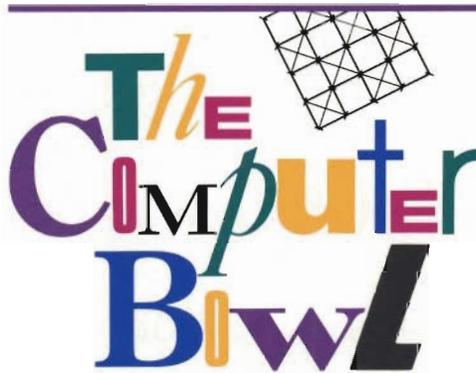
The Computer Bowl

EAST COAST TEAM

Richard Shaffer, Captain
Technologic Computer Letter

Esther Dyson
EDventure Holdings Inc.

David Hathaway
Venrock Associates

Mitchell Kapor
ON Technology, Inc.

Dr. John William Poduska, Sr.
Stellar Computer Inc.

WEST COAST TEAM

David Bunnell, Captain
PCW Communications, Inc.

Dr. Adele Goldberg
ParcPlace Systems, Inc.

William Joy
Sun Microsystems Inc.

Allen Michels
Ardent Computer

Casey Powell
Sequent Computer

"The Examiner"

William R. Hearst III

"The Judge"

Michael Perkowski

COUNT ME IN!

I want to attend the world's first **Computer Bowl** and help support
The Computer Museum's educational programs.

The fun begins on **Friday, October 7, 1988 at 6:30 PM** with a
High Tech Tailgate Party, followed by The Computer Bowl at 8,
followed by the Awards Dinner – three great events for the price of one!

Here's my check for _____ tickets @ $500.00 each
for The Computer Bowl at the World Trade Center, Boston.

Name _____

Address _____

City/State/Zip _____ Telephone _____
  ☐ I would also like information about corporate sponsorship of
The Computer Bowl. My company is _____ .

Kindly 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)

The Computer Bowl

Sponsored by

Dysan® Diskettes

and

***XEMAG*® Software Services**

A 1.c.
A 2.b.
A 3.a.
A 4.e.
A 5.e.

How did you do? Are you up to more challenges?
Keep going by testing your computer smarts with the trivia questions
that await you on this MS-DOS floppy disk.

Good luck!

The Computer Bowl
October 18,1988
Cash & Expense Update

Cash In June 1988 FY88		Expenses	
6-15-88 XRE Corporation	$1,800	Contract Personnel	$3,600
6-88 Pat Nelson	$14,400	Photocopying	$1,163
6-22-88 Xerox	$900		
6-27-88 Amid	$9,000		
6-27-88 IDG	$4,500		
6-24-88 Stratus	$4,500		
6-27-88 Deloitte	$900		
Total 6-30-88	$36,000	Total Expenses	$4,763

Cash In July 1988			
7-7-88 Charles Bachman	$1,800	Telephone	$50
7-19-88 Stellar Computer	$5,000	Photocopying	$120
7-20-88 Merrill,Pickard, Anderso	$10,000	Postage & Mailing	$118
7-20-88 Chris Morgan	$1,000	Shipping	$11
7-25-88 Ropes and Gray	$1,000	Photo Development	$19
		Other	$25
Total 7-30-88	$18,800	Total Expenses	$343

Cash In August 1988			
8-12-88 Ed Schwartz	$500	Contract Personnel	$3,718
8-19-88 Gwen & Gordon Bell	$5,155	Office Supplies	$90
8-31-88 Venrock	$5,000	Photocopying	$216
8-31-88 Hewlett Packard	$10,000	Postage	$110
8-22-88 CJ Rotella	$1,000	Shipping	$34
		Graphic Design	$991
		Mailing Services	$340
		Photo Development	$8
		Other Expenses	$641
		Telephone	$816
Total 8-31-88	$21,655	Total Expenses	$6,964

Cash In September 1988			
9-7-88 Coopers and Lybrand	$5,000	Postage	$1,677
9-8-88 Price Waterhouse	$5,000	Legal	$425
9-8-88 Joseph Cashen	$1,000	Shipping	$190
9-12-88 Xidex	$3,000	Mailing Service	$152
9-20-88 Apollo	$5,000	Other Expense	$2,646
9-26-88 Kubota	$5,000	Printing	$308
9-26-88 James McKenney	$1,000	To Accrue	$3,884
9-26-88 Nick Pettinella	$1,000	Graphic Design	$989
9-26-88 Fontaine Richardson	$1,000		
9-28-88 Tec-Con	$2,000		
9-29-88 Tom Marill	$1,000		
9-29-88 Paul Severino	$1,000		
Total 9-30-88	$31,000	Total Expenses	$10,271

Cash in October 1988

[handwritten] 10/21/88

Total Bowl FY88 & FY89 *(thru 10/13)*

Cash In	$147,610
Expenses	$48,459
Net	$99,151

[handwritten]
PROJ. ADD'L. REV. $31 K
PROJ. ADD'L. EXP.   30 K
LOSS ON SECURITY   (5.4 K)

TOTAL PROJ. REV.   178.6 K
TOTAL PROJ. EXP.   83.8 K
TOTAL NET   94.8 K

TOTAL '89 NET   63.5 K
BUDGETED '89 NET   40 K

Date	Name	Amount		Category	Amount
10-4-88	Sun Microsystems	$5,000		Meals/Food	$8,326
10-4-88	Charles Waite	$1,000		Other	$5,323
10-4-88	Ann Roe Hafer	$100		Supplies	$5,594
10-5-88	Laura Barker Morse	$500		Graphic Design	$2,740
10-6-88	William Poduska	$5,000		Shipping	$45
10-6-88	Research Investments	$500		Telephone	$74
10-6-88	Linda Holekamp	$50		To Accrue	$4,016
10-6-88	Linda Holekamp	$50			
10-6-88	Mark Hunt	$250			
10-6-88	Steve Goldson	$1,000			
10-6-88	Theodore Johnson	$1,000			
	Poster & T-Shirts Cash Sales	$200			
	Poster & T-Shirts Amex Sales	$60			
10-7-88	PC Computing	$5,000			
10-7-88	Cash From Bowl	$50			
10-7-88	Ann Roe Haffer	$50			
10-7-88	Dorian Lightbrown	$50			
10-7-88	Gwill York	$50			
10-7-88	Gwill York	$50			
10-7-88	Cheryl Macdonald	$50			
10-7-88	Michael Lytton	$50			
10-7-88	Bryan Kocher	$50			
10-7-88	David Korkosz	$100			
10-7-88	Patricia Hillis	$100			
10-7-88	Goeffory Del Sesto	$100			
10-7-88	Cunningham Communcations	$500			
10-7-88	Allen Michels	$1,000			
10-11	Gardner Hendrie	$5,000			
10-11	Technology Research	$5,000			
10-11	Software Garden	$100			
10-12	Hill and Knowlton	$3,000			
10-12	Ed Fredkin	$3,000			
10-12	Moco	$200			
10-12	Michael Warren	$50			
10-13	Christine Rose	$50			
10-13	Lisa Peabody	$50			
10-14	Norbuo Takahashi	$50			
10-14	Applications Research	$40			
10-14	Jennifer Jones	$100			
10-14	Robert Garner	$35			
10-14	Tony Kobine	$50			
10-14	Nobuo Takahashi	$10			
10-14	Mary Artibee	$40			
10-14	Lawrence Tresler	$100			
10-14	Ann Doerr	$100			
10-14	Russell Engle	$35			
10-14	L.W. Hambly	$35			
10-14	Asset Management	$50			
10-14	Steven Rosenfield	$100			
10-14	Ronald Conway	$50			
10-14	Kathy Kolder	$50			
10-14	Shelly Floyd	$50			
10-14	Ann Winblad	$150			
10-17	Patricia Nelson	$750			

Total 10-13-88	$40,155		$26,118		
Total FY89	$111,610	Total FY89	$43,696	NET FY89	$67,914

THE FUTURE OF THE COMPUTER BOWL

Evaluation of 1988 Bowl

Organization

Staff project director - Gwen Bell . Took bottom line responsibility for lining up all volunteers, the players, and the event. Managed the broader Museum issues of resource allocation. Set the tone for the volunteer committee on both the East and West Coast via personal donations and sponsorship. Major editor of the questions and script for Chris Morgan. Sold sponsorships and tables. Put money in. If egg were to be on anyone's face, this was it.

Producer and Chief Sales Person - Jan Del Sesto. Positioned and sold the event to the sponsors. Worked closely with the PR Committee. Produced the event with Computer Chronicles and West Coast Committee. Also did a variety of managerial and detail work due to the insufficient support staff at the Museum. Spent own money on tickets. Paid a fractional percentage of the time/energy worked.

National Chairperson - Pat Nelson. Volunteer who was the chief contributor and provided much of the glue that kept everything flowing. At the event was the ultimate hostess; brought in a variety of volunteers; sold sponsorships and tables.

East Coast Chairmen. Steve Coit and Andy Rappoport. Steve provided the original questions, promoted the event, selling sponsorships, making introductions for the Museum and put money in. Andy never came through other than his own table.

West Coast Chairmen. Ann and John Doerr, Nancy and Jim Anderson. With support provided by John Doerr's secretary, the accountant in Jim Anderson's office (Ted Meyer), the engineering secretarial staff at Ardent who were given an afternoon off, and the PR work of Shirley Gines of PCW and ..... of SUN, a 180 person event was "barely pulled off." The Committee did not come through with their target of clearly raising $10,000. This is partially because none of them are really committed to The Computer Museum.

Author and Moderator. Chris Morgan volunteered many hours to research and write the entire script. Put money in.

Show Set Developers. Allen Simonds and Michael Callahen (design, light, and sound) spent over 100 hours. They work by the hour, and the Museum used up time they might otherwise have given to exhibits. Two weeks was also spent by the Exhibit's Technician and Exhibit's Carpenter. (An opportunity cost.)

Public Relations Committee. The incredible PR came out of a set of professionals who were brought into the planning and development of the Bowl at the beginning. Some of these also brought in cash.

• Vote of Thanks is needed from the Board of Directors to all of the Committee Members.

Media Evaluation
> Over 50 major articles so far. More quality press than on opening.
> Two Computer Chronicles Shows.

Dollar Evaluation (Jan to fill in)
> Sponsors
> Tickets
> East vs. West

Reaping Short Term Benefits
> • Contributions from 180 West Coast attendees (expect to be asked).
(MarkH)
> • Follow up with sponsors who are not corporate members for more involvement with the Museum, eg., Price Waterhouse becoming breakfast seminar sponsors. (GwenB/LauraM)
> • Capital gifts from the team and other attendees (PaulS/GwenB/GardnerH)
> • Recruitment of Board Members from team and committee members (for the first time we have some tested, proven workers and contributors). (GardnerH)
> • Development of good soft stories on the Museum from the writers that got involved via the Bowl. (MarkH, PR Committee)
> • Greater commitment, excitement from Board Members. (EdS, GardnerH)

Planning the next Computer Bowl: How do we make the Museum's best fundraiser into a needed cash cow? $250 profit every other year. Need to do a budget/plan for the 90 Bowl to be set in motion by March 1. Big issues include the following:
> • Do we sell the name? The Apple Computer Bowl? The Oldsmobile Computer
> Bowl? The Virginia Slims Computer Bowl? How much? $50K? $100K? If not how do we get the equivalent $$$.
> • A sponsorship benefit portfolio
> • Free ads need to be lined up for the next bowl based on this event.
> • Put together organization for the next event.
> • Decide on the television contract.
> • Criteria for teams:
>> Recognizable names - media like them
>> Quick on their feet
>> Funny or emotional
>> Represent various segments of industry
>> At least one woman on each team
>> Good sports to participate in early promotion - time is involved
>> Will be potential donors/supporters of the Museum.
> • Actual team selection done by GwenB with past East and West Captains.
> • Set a date. Suggestions are that it be a Saturday night after a Board or Annual Meeting: as early as February and as late as October 90.

• Set a calendar of lead-in events, eg., if Tiffany will buy in to "produce and design a wonderful bowl", then the unveiling of the bowl at a Tiffany's cocktail party; a press conference at a West Coast event announcing the West Coast Team and how they will get back at the East, etc.

Presentation to Board of Directors November 4.