

THE COMPUTER MUSEUM'S 1991 COMPUTER BOWL

FRIDAY APRIL 26, 1991

A TECHNICAL KNOCKOUT



PAMELA

McCORDUCK

Captain, Author of *Machines Who Think*

EAST vs WEST

HEIDI
"POISON"



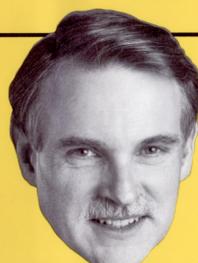
ROIZEN

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



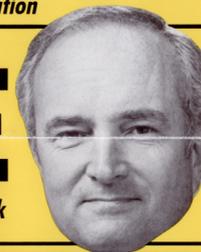
JAMES E. CLARK

High Performance and Fault Tolerant Systems Vice President, AT&T Computer Systems

vs

ED "HERE COMES THE" JUGE

Director of Market Planning, Radio Shack



SAMUEL "THE BRUSHMAN"

FULLER

Vice President, Research, Digital Equipment Corporation



THE EXAMINER
BILL GATES
Microsoft Corporation



JOHN "50%"

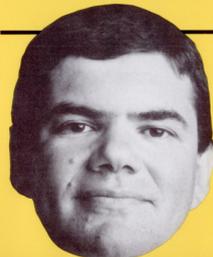
MARKOFF

Technology Writer, The New York Times



VS

VS



PHILIPPE "KING"

KAHN

President, Borland International Inc.

DAVID

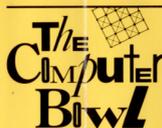
LIDDLE

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 pm—The High Tech Tailgate Party **6:00 pm**—The Pre-Game Show: The Most Valuable Players from 1988 & 1990 teams square off in a warm up for the 1991 Super Computer Bowl. East Coast: Mitch Kapor and Bob Frankston, West Coast: Bill Joy and Bill Gates **6:30 pm**—The Computer Bowl Game **7:30 pm**—The Post-Game Awards Ceremony and Dinner.



CLOSED CIRCUIT SITES **THE COMPUTER MUSEUM, BOSTON, MASSACHUSETTS**
6:30 pm—Cocktails, Dinner, High Tech Taunts and Teases **9:00 pm**—Satellite Broadcast of the Pre-Game Show **9:30 pm**—Satellite Broadcast of The Computer Bowl Game. **Additional Closed Circuit Site:** University of Washington, Seattle, Washington.

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

Committee
 Gwen Bell, National Chairperson
 Mimi Macksoud, Chairperson, Major Sponsorship
 East Coast Committee:
 S. Russell Craig
 Debbie and Ed Kramer
 Joseph Levy
 Christopher Morgan
 Joyce Plarkin
 Tony Rea
 Byron Reimus
 Dorrit and Grant Saviers
 West Coast Committee:
 Owen Brown

Nancy and Pat Forster
 Peter Hirschberg
 Linda Lawrence
 Claudia Mazzetti
 Terrylyn Pearson
 Lisa Quinones
 Kelly Richards
 Kathy Sulgit
 The Computer Bowl set designer:
 Paul Segal, Apple Computer, Inc.

SPONSORS (as of 2/22/91)

Presenter
 ACM

Founders
 Pat Collins Nelson and Dr. Dave Nelson

Underwriter
 Apple Computer, Inc.

Official Sponsors
 AT&T Computer Systems
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Cheerleaders
 Boston Computer Society

High Tech Tailgate Party Sponsor
 Business Week Magazine

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 International Data Corporation
 Massachusetts Computer Software Council, Inc.
 PARTNERS & Simons, Inc.
 Pride Printers
 Rand Typography, Inc.
 Video Express

Prepare yourself for The Computer Bowl. Test your computer smarts with the trivia questions on the enclosed official BASF diskette. (Requires Hypercard 1.2 or higher)

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

Order your tickets now to the live event in San Jose or to the satellite event in Boston by filling out one of the enclosed cards. Or call (617) 426-2800 ext. 399 for sponsorship and ticket information.

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

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vs ED

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Director of Market Planning, Radio Shack



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FULLER

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vs

THE EXAMINER
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Microsoft Corporation



JOHN "50%"

MARKOFF

Technology Writer, The New York Times



vs



PHILIPPE "KING"

KAHN

President, Borland International Inc.

DAVID

LIDDLE

President and CEO, Metaphor Computer Systems



P R O G R A M

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
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The Diskette
Digital Equipment Corporation
The Open Systems Company
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Kubota Pacific Computer Inc.
The Graphics Supercomputer Company
Merrill Pickard Anderson & Eyre
The Venture Capital Firm
Metaphor Computer Systems
The End-User Computing Company
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Stratus Computer, Inc.
The Transaction Processor
Visix Software Inc.
The High Performance Workstation
Software Company

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Chapter of WSA
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PARTNERS & Simons, Inc.
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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

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.

The Computer Bowl Management

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

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 AAI 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."

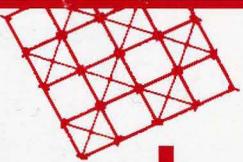
Julie Oates and The Computer Museum staff and volunteers for running the show in Boston and putting on a terrific party! Liz Armbruster, Martha Ballard, Catherine Collins, Wayne Cookson, Sue Dahling, MaryBeth Dorus, Karen Fosano, Joan Geoghegan, David Greschler, Dan Griscom, Bill Heyden, Sue Johnson,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



**The
Computer
Bowl™**

**A Sponsorship
Opportunity
Benefiting the
Educational Programs
of The Computer
Museum, Boston**

It's Official!



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!



OFFICIAL
SPONSOR

**The
Computer
Bowl**

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.

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



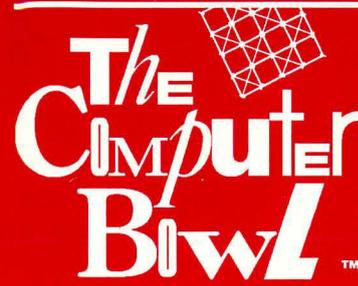
PLACE
STAMP
HERE

The Computer Museum

Museum Wharf

300 Congress Street

Boston, MA 02210



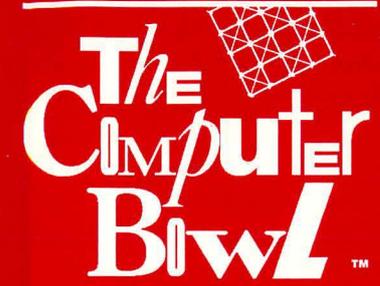
The Computer Museum

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.

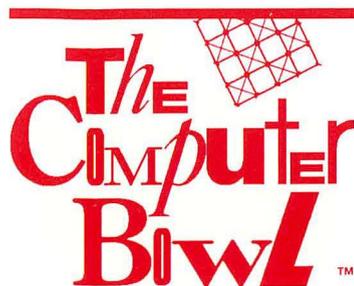
REACH A SELECT AUDIENCE

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 _____

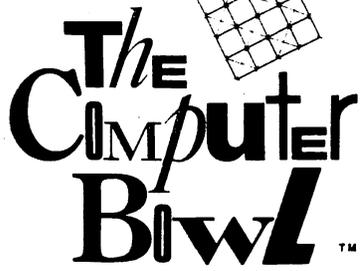
City/State/Zip _____ Telephone _____

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My company is _____

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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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and is tax deductible to the extent allowed by law.



™ 1991 COMPUTER BOWL MEDIA EVALUATION CHART

<u>Publication and Circulation</u>	<u># of full page four-color ads</u>	<u>Value (Total)</u>	<u>Issue Date(s)</u>
<u>Monthlies</u>			
Byte 461,000	1	\$18,720	March
CIO 35,000	2	\$25,900	March & April
Communications of the ACM 85,000	1	\$ 2,170	March
Compute 300,000	1	\$10,205	April
DEC Professional 96,009	1	\$ 8,500	April
MacWorld 375,000	1	\$18,270.75	April
PC World 575,369	1	\$23,600	April
Software Magazine 95,000	1	\$ 9,450	March
VAR Business 51,000	1	\$11,205	March
<u>Bi-Weeklies</u>			
Forbes 735,000	1	\$48,200	March 4
LAN Computing 60,000	1	\$7,450	February 26
<u>Weeklies</u>			
Business Week (Nat'l) 975,000	2	\$120,760	March 11 TBA

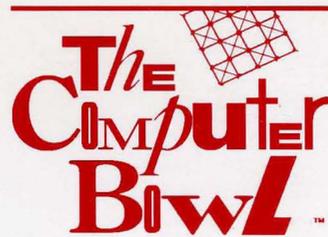
Page 2/Media Evaluation Chart

Computerworld 135,000	2	\$40,420	February 11 March 11
Information Week 160,000	1	\$15,028	February 18
InfoWorld 205,000	1 (tab)	\$16,750	March 18
MacWEEK 50,000	3 (tab)	\$22,223.25	February 5 March 5 April 2
Network World 150,000	1 (tab)	\$13,383.25	February 25

TOTALS:

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

kpj/7/15/91



The Computer Museum

Museum Wharf
300 Congress Street
Boston, MA 02210
(617) 426-2800



Apple Computer, Inc.
The power to be your best.®



The Society for Computing
and Information Technology



AT&T
Computer Systems
Provider of
Global Networked Systems



BASF

BASF — Diskettes, Computer Tape,
Cartridges, Audio and Video Cassettes



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Put our strength to work for you.

digital™

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Stratus®

We Keep Business On-Line.

metaphor

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The High Performance Workstation Software

**MERRILL
PICKARD
ANDERSON
& E Y R E**

Venture Funding
For Tomorrow's Leaders in Technology

intel®

The Computer Inside

Price Waterhouse



Price Waterhouse, Expect More From Us

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.

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

Account # _____ Expiration Date: _____

Name _____

Address _____

City/State/Zip _____ Telephone _____

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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.

JUN - 6 - 90 WED 11:02

P. 01

Baker Business Forms & Supplies Corp., Inc.
 d/b/a BAKER INDUSTRIES
 BOX 6233 • HOLLISTON, MA 01746
 FAX # (508) 429-7604
 (508) 879-1444 • (508) 429-1195

memo

LETTER

Date 6/5/90

Subject Quotation

To The Computer Bowl
 Attn: Kate

Kate,

Below are prices for the stationary products which you requested.

✓ 5M #10 Envelopes 24# White Wove PMS 193 ink:	\$30.65/M	<i>\$153.25</i>
10M 8½ x 11 Letterhead 24# Strathmore Bright White premium paper with watermark PMS 193	\$48.90/M	
✓ 8½ x 11 20# Bond white, PMS 193	\$29.48/M	<i>\$294.88</i>
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,

 Please reply

 No reply necessary

SIGNED

PURCHASE ORDER

THE COMPUTER MUSEUM, INC.

PH. 617-426-2600 FAX 617-426-2943

300 CONGRESS STREET
BOSTON, MA 02210

No.

2342

Show this Purchase Order Number
on all correspondence, invoices,
shipping papers and packages.

DATE

1/23/92

REQUISITION NO.

SHIP TO

TO

Baker Industries
Box 6253
Hellenston, MA 01746

Kate Jose
The Computer Museum
300 Congress St.
Boston, MA 02210

REQUISITIONED BY

WHEN SHIP

SHIP VIA

F.O.B. POINT

TERMS

K. Jose

QTY. ORDERED

QTY. RECEIVED

STOCK NO. / DESCRIPTION

UNIT PRICE

TOTAL

5M

#10 Envelopes
24# White wave
PMS 193 ink

\$30.65

153.25

10M

8 1/2 x 11 20# Bond white
PMS 193

\$29.48

294.88

508 429 -
1195

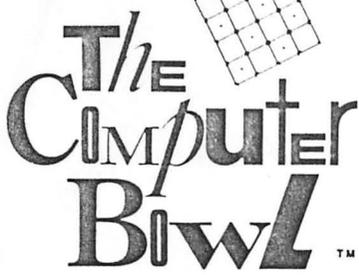
FAX 429 -
7604

Same price

1/30/92
Take off
20% for
prompt
payment
\$439.17

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.

K. Jose
AUTHORIZED BY



The Computer Bowl™

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. ~~P#~~ final

1 color PMS 193

low cost envelopes:

Six Speedy

\$ 5000 sheets \$ 238.87 w/o setup costs

paper + envelopes \$ 524.60 color

10,000 sheets \$ 432.14 w/o setup costs

Printing for 5000 1 pf. 27

" " 10,000 336.14

(save c. \$50 in printing)

} 147.87 more

Bellis Printing 426-3185

Susan WCB

Kellerhead 5000 \$225 10,000 \$380.

2500 \$115.00 5000 \$195

Baker Industries: Paul Boulanger

508-879-1444

wil call Thursday

I N T E R O F F I C E M E M O R A N D U M

Boston Childrens Museum
and
The Computer Museum

Date: 06-Jun-1990 03:51pm EST
From: Kate Jose
JOSE
Dept: Computer Museum
Tel No:

TO: Jan DelSesto

(DELSESTO)

Subject: Stationary

I've gotten a good price on stationery:

10,000 sheets of letterhead @	\$294.88
5,000 businss 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