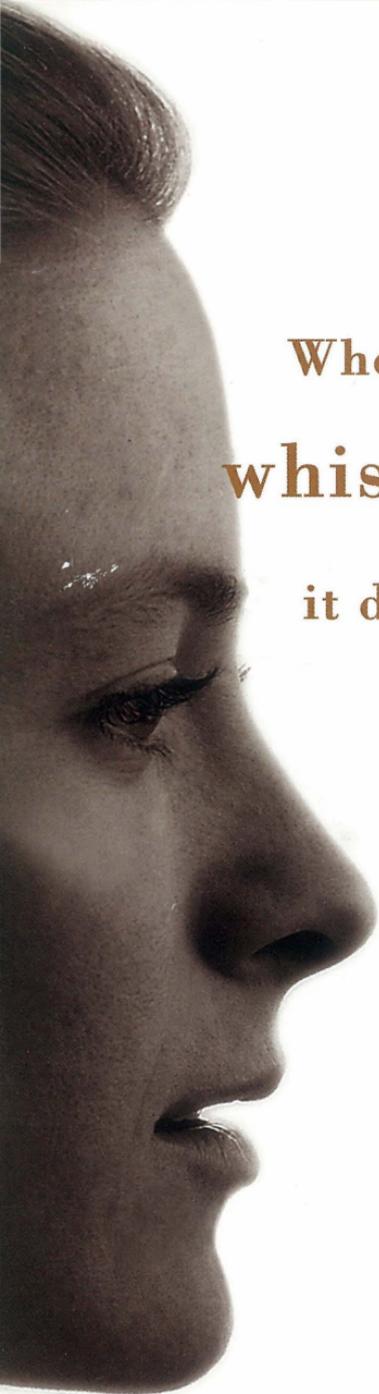


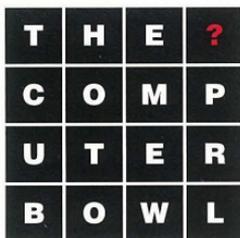


When she  
whispers... **SCSI**  
it drives me crazy.



Tell me  
I'm not alone  
in my **insanity.**





**The 1995 Computer Bowl**  
Thursday, April 20, 1995



Presented by Apple Computer

## **The Sponsors**

Apple Computer, *The Presenter*

Computerworld, *The Most Valuable Player Awards Sponsor*

Intel Corporation, *The Microprocessor/Virtual Set Sponsor*

## **Official Sponsors**

ACM, *The First Society For Computing*

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Progress Software, *The Enterprise Application Development Environment*

Stratus Computer, *The Fault Tolerant Computer Company*

Silicon Valley Bank, *The Bank*

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Computer Chronicles

A&a Lithographers

The 1995 Bowl is a live event on two coasts. Each team will be on its respective coast and play the game via high-speed video and audio link. A Computer Bowl first not to be missed, on April 20, 1995.

### **East Coast**

The World Trade Center  
164 Northern Ave.  
Boston, MA

Reception: 7:00 p.m.

Dinner: 7:45

Auction: 9:00

Bowl: 9:30

MVP Award: 10:45

### **West Coast**

The Santa Clara Convention Center  
5001 Great America Pkwy.  
Santa Clara, CA

Reception: 5:30 p.m.

Auction: 6:00

Bowl: 6:30

MVP Award: 7:45

Dinner: 8:00

### **East Coast Team**

Joseph Alsop

*Progress Software*

Katherine Clark

*Landmark Systems*

Paul Gillin

*Computerworld*

John Landry

*Lotus Development*

Carl Ledbetter

*AT&T Consumer Products*

### **West Coast Team**

Eric Benhamou

*3Com Corporation*

Steve Blank

*Rocket Science Games*

Andy Hertzfeld

*General Magic*

Roel Pieper

*UB Networks*

Cheryl Vedoe

*Tenth Planet*

- 1) Yes, I/we will attend the live 1995 Computer Bowl, April 20, 1995, at: (please choose a location)  
\_\_\_ The World Trade Center in Boston (doors open at 7:00 p.m.)  
\_\_\_ The Santa Clara Convention Center in California (doors open at 5:30 p.m.)

TICKETS:  I would like \_\_\_ tickets @ \$250 for reception, dinner and the Bowl  
 I would like \_\_\_ tickets @ \$50 for the Bowl only

TABLE:  I would like a table for 10 @ \$2,500, which includes reception, dinner, the Bowl AND a listing in the Bowl Program

2) **MULTIPLE TABLES:**

I would like #\_\_\_ tables of 10 @ \$2,500 each, which includes reception, dinner, the Bowl, and a listing in both the Bowl Program AND a post-Bowl ad in Business Week.

Please designate number of tables at each location:

#\_\_\_ tables in Boston

#\_\_\_ tables in Santa Clara

**To place your order:**

CALL: 415.323.1909

E-MAIL: [welsh@tcm.org](mailto:welsh@tcm.org). Please include ALL of the information requested here in your e-mail.

SEND A CHECK: Mail this card with check to the address below.

CHARGE: Mail this card with complete credit information to the address below.  American Express  Visa  MasterCard

Account #: \_\_\_\_\_ Expiration: \_\_\_\_\_

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: (Day) \_\_\_\_\_ (Evening) \_\_\_\_\_

I would also like more information about additional sponsorship opportunities for The Computer Bowl.

**Please return this registration with payment to: The Computer Bowl, The Computer Museum, 300 Congress Street, Boston, MA, 02210.**

For more information please call: 415.323.1909 or e-mail [welsh@tcm.org](mailto:welsh@tcm.org).

*Your contribution solely supports the educational programs of The Computer Museum and is tax deductible to the full extent allowed by law.*

The 1995 Computer Bowl.

Ten of the computer

industry's Titans in a

contest of computing

trivia and knowledge

to benefit the Computer

Museum, Boston.

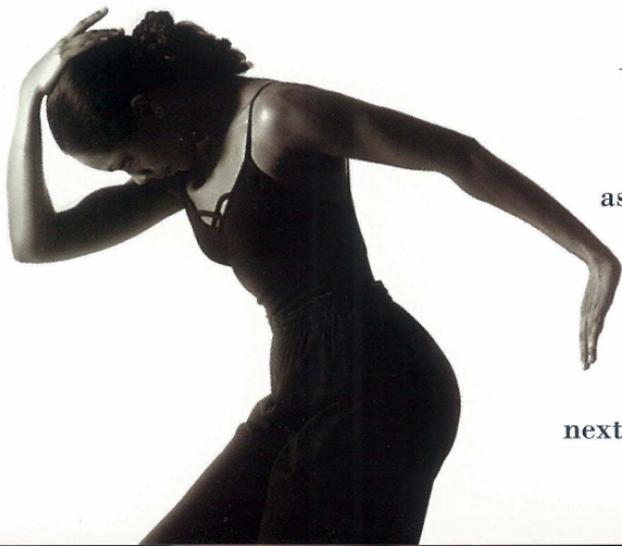
Your attendance will

assure that the passion

will be passed to the

next generation.

If **computer** technology fires  
your **passion**, join me.





**The Computer Museum**

300 Congress Street

Boston, MA 02210

102653689

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

He left me swimming  
 in a stream of compression  
 algorithms

I could never get him back.

Would never want to. I alone

could reformat my hopes and

dreams. I alone must match wits

in a challenge of intellectual

stamina and tenacity, test my

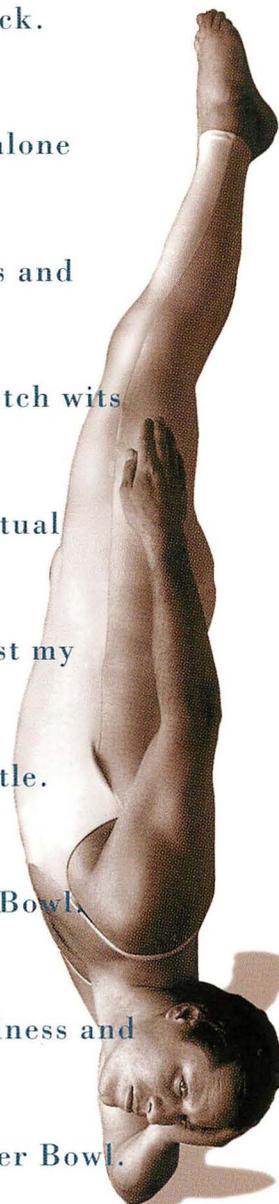
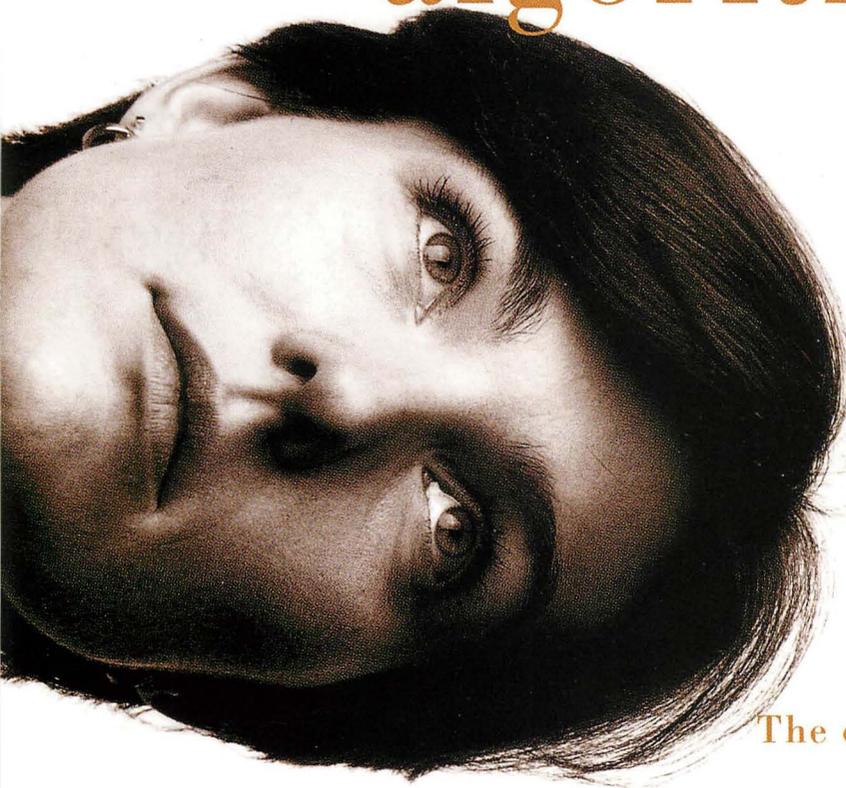
computer trivia and mettle.

Conquer The Computer Bowl.

Somewhere between madness and

success lies The Computer Bowl.

The obsessive passion of technology.



Sponsor The Computer Bowl, April 20. Broadcast on "Computer Chronicles." Check your local PBS listings for day and time. Ten industry leaders in a contest of computing and trivia knowledge to benefit The Computer Museum, Boston.

Call 415-323-1909, or e-mail [welsh@tcm.org](mailto:welsh@tcm.org). Presented by Apple Computer. 

SPONSORS INCLUDE: AMERICAN AIRLINES, AMERICA ONLINE, ASSOCIATION FOR COMPUTING MACHINERY, CIRRUS LOGIC, CKS PARTNERS, COMPUTERWORLD, CUNNINGHAM COMMUNICATION, ELECTRONIC CAFE INTL., INTEL CORP., KLEINER PERKINS CAUFIELD & BYERS, POWERSOFT CORP., PRICE WATERHOUSE, PROGRESS SOFTWARE, SILICON VALLEY BANK, STRATUS COMPUTER, UB NETWORKS, AND VISIX SOFTWARE.

Film output and production: Wace USA/Walker Graphics.

P  
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## The 1995 Computer Bowl

The obsessive passion of technology.



The Computer Museum's

# 1995 Computer Bowl

Thursday, April 20, 1995



Presented by Apple Computer, Inc.

The World Trade Center, Boston  
The Santa Clara, CA, Convention Center

The Computer Bowl is a project to benefit the educational  
programs of The Computer Museum, Boston.

**THE EAST COAST TEAM**

Joseph Alsop, Progress Software  
Katherine Clark, Landmark Systems (*Captain*)  
Paul Gillin, Computerworld  
John Landry, Lotus Development  
Carl Ledbetter, AT&T Consumer Products

**THE WEST COAST TEAM**

Eric Benhamou, 3Com Corporation  
Steve Blank, Rocket Science Games  
Andy Hertzfeld, General Magic  
Roel Pieper, UB Networks  
Cheryl Vedoe, Tenth Planet (*Captain*)

**THE QUESTIONER**

Nicholas Negroponte

**THE GAME MASTER**

Chris Morgan

**THE SCOREKEEPER**

Steve Golson

**THE JUDGES**

Dave Nelson  
Bob Frankston

**THE COMPUTER BOWL SPONSORS**

**FOUNDERS**

Pat Collins Nelson & Dr. David L. Nelson

**PRESENTER**

Apple Computer

**UNDERWRITERS**

Computerworld, The Most Valuable Player Awards Sponsor  
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**OFFICIAL SPONSORS**

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Price Waterhouse, The Accounting Firm  
Progress Software, The Enterprise Application Development Environment  
Silicon Valley Bank, The Bank  
Stratus Computer, The Fault Tolerant Computer Company  
UB Networks, The Network Solutions Company  
Visix Software, The Application Development Environment

## The 1995 Computer Bowl Volunteers

### WEST COAST COMMITTEE

Kathy Sulgit Johnson  
*Co-Chairperson*

Mary Brown  
Vince Emery  
Linda Lawrence  
Lisa Payne  
Dorrit Saviers  
Del Thorndike  
Greg Welch

Mark Johnson  
*Co-Chairperson*  
Kelli Richards  
Vera Kark  
Claudia Mazzetti  
Diane Nelson  
Stacy Peña  
Linda Marie Strunk  
Gerry Van Zandt

### EAST COAST COMMITTEE

Eileen deCastro  
Steve Golson  
Monisha Kumar  
Lauren Lampinen

Pam Erickson  
Karen Johansen  
Pat Kreger  
Chris Morgan

### WEST COAST VOLUNTEERS

Yasutara Aoyama  
Cecil Dye  
Colleen Gleason  
Yoshitaka Kanagaki  
Debbie Maddock  
Robert Morris  
Paul Sanford  
Steve Teicher

Gary Brown  
Joyce Dye  
Marilyn Gleason  
Debbie Karmer  
Ted Matsumaura  
Maureen Mudge  
Ken Schwarz  
Paul Thorndike

Jackie Burness  
Amy Fritche  
Cheryl Johnson  
Ed Karmer  
Peter Moore  
Mako Nakano  
Mike Smolenski

Tom Chang  
Lindsey Gerzacio  
Bonnie Kao  
Sandie Knott  
Akiko Morita  
Samir Patel  
Jan Sneiderman

### EAST COAST VOLUNTEERS

Alison Bartold  
Libby Curtis  
Anne Fish  
Steve Henkenmeier  
Cathy McQuinn  
Marilena Santos  
Gus Warren

Todd Barton  
Bill Davis  
Emily Fisher  
Kevin Kelly  
Nancy Perez  
Rebecca Seel

Elizabeth Barton  
Alan Deane  
Cheryl Gill  
Sallie Lanza  
Susan Pernice  
Anthony Sinnott

Glenn Chamuel  
Christine DeGraan  
Kathy Hazlett  
Violet Markowski  
Scott Rumrill  
Lisa Sinnott

### COMPUTER BOWL QUESTIONS

Special thanks and a videotape of the 1995 Computer Bowl to the following people who submitted creative, challenging and often humorous questions to this year's game. (We apologize that due to time considerations, not all questions are used for the game.)

Gwen Bell

Mark Brehob

Sean D. Ennis

Steve Golson

Michael Hyman

Toben Mogensen

Chris Morgan

### MUSIC

Peter Morgan, The Computer Bowl Show Musician  
Darryl Patrick Band, West Coast Dinner

### **MEDIA SPONSORS**

Business Week	InfoWorld
Byte	Interactions
Cardinal Business Media	LAN Times
CIO	Midrange Systems
Communications of the ACM	PC Technique
Computerworld	PC Week
Forbes ASAP	PC World
Fortune	The Red Herring
HP Professional	Software Magazine
Information Week	Wired

### **IN-KIND SPONSORS**

A&a Printers & Digital Graphics  
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Computer Literacy  
CKS Partners  
Cunningham Communication  
Floral Reflections  
Tech Productions

### **TABLE PATRONS (2+ TABLES)**

AT&T Consumer Products Division  
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Miller Communications  
Network General Corporation  
Object Management Group  
Progress Software  
Rourke & Company  
The Weber Group

### **TABLE SPONSORS**

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Asset Management  
Gwen & Gordon Bell  
Steve Blank  
Chipcom  
Cisco  
Karen Johansen & Gardner Hendrie  
Andy Hertzfeld  
Interval Research  
Mary & Jim McKenney  
Lois Paul & Partners  
Lotus Development  
Mathworks  
Russell Reynolds Associates, Inc.  
Tenth Planet

### **VERY SPECIAL THANKS**

Gwen Bell, for championing The Computer Bowl and guiding its success!  
Chris Morgan, for boundless energy in simultaneously assembling the 1995 Bowl questions,  
authoring "The Computer Bowl Trivia" book AND hosting tonight's show!

The OUTSTANDING West Coast Volunteer Committee, skipped brilliantly by  
Kathy & Mark Johnson

The HARD WORKING East Coast Volunteer Committee, with  
exceptional contributions by Eileen deCastro, Steve Golson,  
Karen Johansen and Monisha Kumar

Bill Cleary, Traci Gifford, Rob Gemmell, John Avilla, Adrienne Wannamaker,  
Suzan Packee, Scott Gripenstraw, Rich Nelson—all of CKS Partners, for tireless  
efforts and wonderful creative inspiration in creating The Bowl advertising,  
image, invitation and this program, all pro bono!

Gerry Van Zandt, Cunningham Communication and the PR volunteers  
for top-flight public relations guidance and implementation  
Lisa Payne, for pulling the rabbit out of the hat, again!

Dave Nelson, for working so diligently to overcome technical challenges  
Julie McGrew of Tech Productions, for being so generous with time and resources  
Stewart Cheifet, Sarah O'Brien, Crystal Burgos of PCTV  
for their help in creating the "cyber" Bowl

John DuBois of KICU-TV, Channel 36, for his continuing support  
Marjorie Ferris, for courageously anchoring The Bowl on the East Coast  
John Marchiony, for skillfully managing the East Coast production  
Martha Ballard, for expert consultation on the East Coast event  
David Greschler, for kind advice and assistance on technical challenges  
and David Warren Johnson, for reminding us all why we do this!

### **COMPUTER BOWL MANAGEMENT**

Dr. Gwen Bell, National Chairperson  
Carol Welsh, Project Manager  
Betsy Riggs, Director of Development  
Marjorie Ferris, East Coast Event Manger  
John Marchiony, East Coast Production Manager  
Gail Jennes, Director, Public Relations  
Geoff Sellers, Public Relations  
Jane Hussey, Marketing Associate  
Susanne Schantz, Auction Coordinator

Watch for the "Computer Chronicles" broadcast of The Computer Bowl during  
the week of May 29, 1995. 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 educational programs of  
The Computer Museum, 300 Congress Street, Boston, MA, 02210.  
Oliver Strimpel, Executive Director



**intel.**

**COMPUTERWORLD**



**Powersoft.**



**Stratus**



**PROGRESS  
SOFTWARE**



**UB Networks**

**visix**

*PriceWaterhouse LLP* 



Your **passion for technology** is surpassed  
only by your **generosity** towards the  
Computer Museum, Boston.

**Thank you** for helping assure  
the next generation will be just as passionate.



## 1995 Computer Bowl Auction Items

### - East Coast -

One tour, for four, of the Volpe Transportation Center in Cambridge and the FAA's Boston Center in Nashua, N.H.

An afternoon for you and five friends on a "Champagne Flight" to Nantucket or Martha's Vineyard, via "deCastro Air," with Captain Ed and attendant Eileen.

A book of essays, *Albert Einstein: Philosopher Scientist*, signed by Einstein himself. This book is virtually untouched. Some of the pages are still lightly bound together, as found only in new books. Donated by Allen Michels.

Become publisher of *Computerworld* magazine for one week in the U.S., plus take one all-expenses-paid trip to any Computerworld office in the world, including Beijing, Prague, London, Paris, etc.

Original artwork by Aaron, the Computer Artist, as seen on "The Today Show," with a videotape copy of the program.

### - West Coast -

A "multi-autographed" copy of the Mid-Peninsula Free University Catalogue, presented by ex-faculty member Larry Tesler.

Spend a day boating, with five of your friends, on San Francisco Bay with Skipper Grant Saviers and First Mate Dorrit Saviers.

Be the first one on your block . . . to own one of the first Macintosh clones, from "King Kahng." Use it or put it away for the next auction!

Fred Hoar, himself, will be your "toastmaster" at the occasion of your choice.

A Rubylith of the Intel 8008. This classic product is the basis of a true work of industrial art.

## **1995 Computer Bowl**

**We'd like to gratefully acknowledge these table sponsors  
who joined us after our program printing deadline:**

**Chuck House**

**Dave Nelson**

**SunSoft**

**Unison Software**

## **The Computer Museum**

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Gail Jennes  
The Computer Museum  
(617) 426-2800 x341  
jennes@tcm.org



FOR IMMEDIATE RELEASE

## **NEW FORMAT AND CONTESTANTS USHER COMPUTER BOWL® INTO THE 'NET GENERATION**

### **1995 Computer Bowl To Be Held Bicoastally in Cyberspace With Live Electronic Simulcast on America Online™**

BOSTON, MA (April 6, 1995)—Launching The Computer Bowl firmly into the next generation of technology, The Computer Museum announced today that the seventh annual Computer Bowl trivia contest will be held Thursday, April 20, 1995, in two locations. Via "cyberspace," the Bowl will be connected simultaneously to The World Trade Center Boston, and the Santa Clara, California, Convention Center.

Featuring an all-new cyberspace format that will be conducted interactively from both coasts using state-of-the-art audio/video technologies, this year's Bowl departs radically from past years, when the game was played in a single location. In addition, America Online (AOL) will conduct a real-time "cybercast" of the Bowl on-line, allowing AOL users to play along with Computer Bowl contestants during the event. The Computer Bowl also will be televised on PBS's "Computer Chronicles" during the week of May 29, 1995. (Check your local station for date and time.)

---

#### **At a Glance:**

- 1995 Computer Bowl to be Held April 20, 1995
  - America Online to Hold Live, On-line Computer Bowl "Simulcast"
  - Use of Computer Technology Allows Bowl to be Held Bicoastally
- 

- MORE -

## **1995 Computer Bowl Contestants**

The West Coast Bowl team includes Captain Cheryl Vedoe, Tenth Planet; Eric Benhamou, 3Com; Steve Blank, Rocket Science Games; Andy Hertzfeld, General Magic; and Roel Pieper, UB Networks.

The East Coast team consists of Captain Katherine Clark, Landmark Systems; Joe Alsop, Progress Software; John Landry, Lotus; Carl Ledbetter, AT&T; and Paul Gillin, Computerworld.

Nicholas Negroponete, director of MIT's Media Lab, will ask the questions for the game, and Chris Morgan will serve as the host.

## **1995 Computer Bowl Sponsors**

The 1995 Computer Bowl features an all-new slate of lead sponsors that includes Apple Computer, Intel Corp., Computerworld, American Airlines, America Online, Association for Computing Machinery, BusinessWeek, Cirrus Logic, CKS Partners, Cunningham Communication, Inc., Kleiner Perkins Caufield & Byers, Powersoft Corp., Price Waterhouse, Progress Software, Silicon Valley Bank, Stratus Computer, UB Networks and Visix Software.

## **America Online**

Complementing The Computer Bowl's new format, America Online hosted a pre-Bowl game for its two million subscribers on March 29. During the one-hour game, contestants competed against each other for prizes, including free hours on AOL. On April 20, AOL will play the Bowl on-line in real time, allowing subscribers to play along and compare their scores with those of the Bowl contestants and other AOL subscribers.

The Bowl is an annual fundraising event benefiting the educational programs of The Computer Museum in Boston. Featuring two teams of top high-tech industry CEOs, the Bowl is a spirited, hour-long trivia contest loosely based on the "College Bowl" concept. Since it was first held in 1988, the Bowl has become an industry fixture celebrating computing's "best and brightest," while raising more than \$1.7 million to foster computer literacy and education.

For more information, sponsorship opportunities, or tickets to the Bowl, please contact Carol Welsh at (415) 323-1909 or via the Internet at [welsh@tcm.org](mailto:welsh@tcm.org)

---

The Computer Museum is the only museum in the world devoted solely to people and computers, with more than 160 interactive exhibits featuring the information highway, the award-winning Walk-Through Computer™, two theaters, including a multi-media robot show and the finest collection of vintage computers and robots in the world.

The Computer Bowl is a registered trademark of The Computer Museum.  
The Walk-Through Computer is a trademark of The Computer Museum.

## **The Computer Bowl® Background Information**

The Computer Bowl is an annual fundraising event benefiting the educational programs of The Computer Museum in Boston. To date, The Computer Bowl has raised approximately \$1.7 million to foster computer literacy and education.

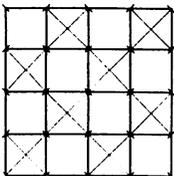
Conceived in 1988, The Computer Bowl brings computer industry leaders together for a one-hour, televised, computer trivia contest. Designed (loosely) around the "College Bowl" concept, team members buzz-in to answer toss-up questions of varying degrees of difficulty and win a shot at a bonus question which their team can exclusively answer for extra points.

The first series of Computer Bowl games took place from 1988 through 1994. This series of games was presented annually as a special broadcast of PBS's "Computer Chronicles." The Bowl aired nationally over 289 PBS stations and garnered a million viewers eager to test their computer smarts against the top names in the industry. In addition to airing on "Chronicles," The 1994 All-Star Computer Bowl was broadcast on the Jones Computer Network and distributed to over 200 major foreign cities for a total viewership of over 31 million people.

This year's Computer Bowl will be held April 20, 1995, and played simultaneously at both the Santa Clara, CA, Convention Center and the World Trade Center Boston. The Computer Museum, and the computer industry that loyally supports The Computer Bowl Project, have exciting plans for the next generation of the games. The Bowl will remain true to the question-answer format that has made it popular. The program itself will become even more entertaining and engaging for all involved.

The Computer Bowl is the only computer-industry event designed exclusively to raise funds for ongoing support of computer education for all.

For further information, please call Carol Welsh at (415) 323-1909.



# The Computer Bowl®1995

## The 7th Annual Computer Bowl Fact Sheet

### WHEN

Thursday, April 20, 1995

9:30 p.m. East Coast

6:30 p.m. West Coast

### WHERE

The World Trade Center Boston, Boston, Massachusetts  
Santa Clara Convention Center, Santa Clara, California

### WHAT

East and West Coast industry leaders vie for supremacy in a trivia contest of computer smarts to benefit The Computer Museum.

### CONTESTANTS

**West Coast team:** Cheryl Vedoe, Tenth Planet (Team Captain); Eric Benhamou, 3Com; Steve Blank, Rocket Science Games; Andy Hertzfeld, General Magic; Roel Pieper, UB Networks.

**East Coast team:** Katherine Clark, Landmark Systems (Team Captain); Joe Alsop, Progress Software; Paul Gillin, Computerworld; John Landry, Lotus; and Carl Ledbetter, AT&T.

### EXAMINER

Nicholas Negroponte, professor and director, MIT Media Lab

### HOST

Chris Morgan, author, *Computer Bowl Trivia Book*

### SPONSORS

Apple Computer, Computerworld, Intel Corporation, Association for Computing Machinery, Cirrus Logic, Kleiner Perkins Caufield & Byers, Powersoft Corporation, Price Waterhouse, Progress Software, Stratus Computer, Silicon Valley Bank, UB Networks, Visix Software

### SCHEDULE

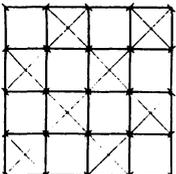
#### East Coast

Reception 7:00 p.m.  
Dinner 7:45  
Auction 9:00  
Bowl 9:30  
MVP Award 10:45

#### West Coast

Reception 5:30 p.m.  
Auction 6:00  
Bowl 6:30  
MVP Award 7:45  
Dinner 8:00

-END-



### **Cheryl Vedoe, CEO, Tenth Planet (Team Captain)**

Vedoe joined Tenth Planet as president and CEO in June, 1994. Tenth Planet is a venture-backed startup developing innovative multimedia curricula for the education market. Prior to that, she served as vice president and general manager for Apple's K-12 Education Division, responsible for the company's product marketing and sales strategies for the K-12 market. Vedoe directed all marketing and sales activities for elementary and secondary educational institutions in the United States as well as leading the company's academic affiliations with organizations at the regional, state, and national levels.

Vedoe joined Apple in 1992 following 3 1/2 years at Sun Microsystems, where she served as vice president and general manager of SunConnect, an independent business unit responsible for UNIX-based networking integration technologies and products. In that capacity, Vedoe directed all engineering, marketing, and sales functions. She also served as vice president of product marketing during her tenure at Sun.

Prior to joining Sun, Vedoe spent four years with Apollo Computer, serving as director of product marketing and product manager for the computer workstation manufacturer, and nine years at Digital Equipment Corporation in a variety of software engineering and marketing positions.

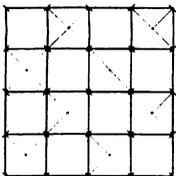
She holds a B.A. in Mathematics from Wheaton College and an M.B.A. from Northeastern University.

### **Eric Benhamou, President and CEO, 3Com Corporation**

Joining the 3Com Corporation in 1987, Benhamou moved up the company to become president and CEO in September 1990. Benhamou was previously the executive vice president responsible for all product operations including development, marketing and manufacturing. A co-founder of Bridge Communications in 1981, he was vice president of engineering until its merger with 3Com in September of 1987.

In 1990, Communications Week named him an Industry Visionary for their report on the 25 most influential people in business. In 1992, he received the President's Environment and Conservation Challenge Award, the United States' highest environmental award.

Benhamou holds a Master's degree in electrical engineering from Stanford University and a Diplome d'Ingenieur from Ecole Nationale Superieure d'Arts et Metiers, Paris.



## **Steve Blank, President and CEO, Rocket Science Games, Inc.**

As co-founder of Rocket Science, Blank has grown company from \$40 million to over \$200 million in 3 1/2 years.

At Rocket Science, the mission is to become the leader in an emerging new class of entertainment companies by developing the best library of interactive content across a range of video-game platforms and cable-set boxes.

Blank was vice president of marketing at SuperMac Technology before starting Rocket Science.

From 1986 to 1990, he was vice president of marketing and a co-founder of Ardent Computer, a graphics supercomputer company; and vice president of marketing and co-founder of MIPS Computer Systems, a RISC processor and technology company.

## **Andy Hertzfeld, Co-founder, General Magic**

Hertzfeld is a co-founder of General Magic as well as the leader of the Magic Cap engineering team. His goal is to make useful and fun software that will reach people who do not use computers today.

Hertzfeld spent five years working at Apple Computer. He was the principal member of the original Macintosh team, where he wrote a major portion of the Macintosh system software, including the User Interface Toolbox and desk accessories like the Control Panel and the Scrapbook.

After leaving Apple in 1984, Hertzfeld designed and produced a number of ground-breaking products for the Macintosh. Best known among them are Thunderscan™, a low-cost, high-resolution scanner; Switcher™, the first multitasking environment for the Macintosh; and QuickerDraw, a graphics package that tripled the speed of key Macintosh graphics routines.

He was also a founder of Radius, Inc. At Radius, he developed software for Radius Full Page Display, which pioneered the use of multiple screens in a single coordinate space. Hertzfeld also wrote the system software for the Radius Accelerator and several other Radius products.

## **Roel Pieper, President and CEO, UB Networks**

In addition to being president and CEO of UB Networks, Pieper is also senior vice president of UB Networks' parent company, Tandem Computers. UB Networks is one of the world's largest network communications vendors providing organizations with solutions such as ATM, Ethernet, FDDI and Token Ring. Pieper is a champion of open systems, networking, and client/server computing.

Prior to joining UB Networks, Pieper established his record as a strong president and CEO while at UNIX Systems Laboratories (USL), the former AT&T subsidiary that merged with Novell. In particular, he was instrumental in establishing the strategic and financial viability of the company with the introduction of UNIX System V Release 4.2 in 1992. The success of UNIX SVR4.2® paved the way for USL's eventual sale to Novell. Before moving to USL, Pieper spent ten years at Software AG as chief technical officer and senior vice president of the technology division.

Fluent in Dutch, French and German, as well as English, Pieper is a frequent keynote speaker and panelist at international software, networking and end-user conferences and seminars. A Summa Cum Laude graduate of the University of Delft in the Netherlands, Pieper holds a doctoral degree in computer sciences and mathematics.

## E A S T C O A S T

### **Katherine Clark, President and CEO, Landmark Systems (Team Captain)**

As president and CEO, Clark is responsible for the overall strategic direction of the company and the operational execution of that strategy.

One of the original founders of Landmark, Clark has used her industry and business knowledge to position the company as a leading provider of performance management solutions across the enterprise. Under her leadership, Landmark has grown from a one-product company to a corporation with management solutions for both distributed and mainframe environments.

Since Landmark's founding in 1983, Clark has provided many valuable contributions, including establishing the industry's first unconditional customer satisfaction guarantee. She played an integral role in the development and introduction of The Monitor for CICS®, Landmark's very first product.

Before co-founding Landmark, Clark held numerous positions at Blue Cross Blue Shield and worked as an independent consultant.

### **Joseph Alsop, President, Progress Software Corporation**

Joseph W. Alsop, co-founder of Progress Software, developer and marketer of the market-leading PROGRESS fourth-generation language (4GL) and relational database management systems (RDBMS), has been president of the company since it was organized in December 1981.

Under Alsop's leadership, the firm's revenues have grown steadily from \$8 million in 1985, Progress Software's first full year of product sales, to beyond the \$15 million mark in 1988. In 1991, Progress' first year as a publicly traded company, revenues surpassed \$58 million. Since then the increases have been more substantial, with revenue expectations of more than \$100 million for 1993.

With over 20 years of management and technical experience in the computer industry, Alsop was founder and CEO of Intercomp Inc., and later served as president and CEO of Aristonics Corporation. He is director of M/A/R/C Inc., a leading national marketing research company.

Among his professional honors, Alsop received INC. Magazine's 1990 New England "Entrepreneur of the Year" award in the software category.

Alsop received a B.S. degree in Electrical Engineering from MIT, where began his career as a researcher for PROJECT MAC — the principal organization within the Institute devoted to research in computer sciences.

## **Paul Gillin, Executive Editor, Computerworld**

Gillin has 12 years of experience as a writer and editor of the computer industry, including the past seven years as executive editor and editor of Computerworld. He has written about all aspects of corporate computing from microcomputers to corporate information systems. Gillin is a frequent speaker at industry shows, user group meetings, and on college campuses. He has been interviewed on many radio and television stations, including NPR, CNN and CNBC. He also is on the advisory boards of several major computer industry trade shows.

Prior to joining Computerworld in his current position, he was executive news editor of Digital Review, where he helped manage that publication's conversion from magazine to newspaper. He was also a senior editor at PC Week in the early days of personal computing. He began his career in computer journalism at Computerworld in 1982, where he covered large systems software and worked to establish that paper's first PC section.

He holds a B.S. in journalism from Boston University.

## **John Landry, Senior Vice President and Chief Technology Officer, Lotus**

Landry has more than 18 years of experience in the software industry, developing financial systems, tools and mail-enabled applications for hardware platforms. As Lotus Development Corp.'s senior vice president of Lotus' Communications Business Group and Chief Technology Officer, he oversees all aspects of development for the company's communications products and is responsible for defining the company's technical direction.

Prior to joining Lotus, Landry was executive vice president of software development and chief technology officer at Dun & Bradstreet (D&B) Software. Preceding his position at D&B, he was chairman and CEO of Agility Systems, Inc., the developer of technology for mail-enabled applications. Previously, he served as executive vice president and a member of the board of directors of Cullinet Software. Landry joined Cullinet when the company acquired Distribution Management Systems (DMS), where he was chairman. Prior to DMS, Landry served as executive vice president at McCormack & Dodge Corp., where he was responsible for the development of the Millennium software operating environment.

Landry serves on the board of directors of many companies, and is also president of the American Software Association, and serves on the board of trustees of the Massachusetts Computer Software Council.

## **Carl Ledbetter, Jr., President, AT&T Consumer Products**

Ledbetter is president of AT&T Consumer products, the division of AT&T that designs, manufactures, sells, and leases high quality communications products for personal use.

Ledbetter began his career as a professor of mathematics at Clark University and Wellesley College. Soon after moving to Sonoma State University as academic dean, he was appointed by then-Governor of California Jerry Brown as director of a state agency.

Ledbetter left state government in 1981 to take a position as senior scientist in IBM's Los Angeles Scientific Center. He worked for IBM in a number of posts, eventually reaching the position of director of the company's Scientific and Engineering Processor Products Laboratory. In 1987, he became vice president for operations of ETA systems, a subsidiary of Control Data Corporation (CDC), and was later named president and CEO.

Ledbetter left Control Data to open his own company, Decision Point Marketing, in 1989. Decision Point provided marketing, financial and management consulting services to technology companies and venture capital groups. 1991, he was appointed vice president of Sun Microsystems, Inc., and general manager of one of the \$4 billion computer maker's eight operating divisions, SunSelect.

He holds a B.S., masters and doctoral degrees in mathematics, from the University of Redlands, Brandeis University and Clark University, respectively.

## **Examiner Biography**

### **Nicholas Negroponte, Director, MIT Media Lab**

Nicholas Negroponte is a founder and the director of the Massachusetts Institute of Technology's uniquely innovative Media Laboratory. The ten-year-old Media Lab, an interdisciplinary, multi-million dollar research center of unparalleled intellectual and technological resources, focuses exclusively on the study of and experimentation with future forms of communication from entertainment to education. Media Lab research is supported by federal contracts and by more than seventy-five corporations worldwide.

Negroponte studied at MIT, where as a graduate student he specialized in the then-new field of computer-aided design. He joined the Institute's faculty in 1966, and for several years divided his teaching time between MIT and visiting professorships at Yale, Michigan and the University of California at Berkeley. In 1968 he founded MIT's pioneering Architecture Machine Group, a combination lab and think tank responsible for many radically new approaches to the human-computer interface. Out of this experience came several influential texts by Negroponte, including: *The Architecture Machine*, *Soft Architecture Machine* and *Computer Aids to Design and Architecture*.

In 1980, he served a term as founding chairman of the International Federation of Information Processing Societies' Computers in Everyday Life program in Amsterdam, The Netherlands. At the French government's invitation, he became the first executive director of the Paris-based World Center for Professional Computation and Human Development, an experimental project originally designed to explore computer technology's potential for enhancing primary education in underdeveloped countries. Since then, Negroponte has delivered hundreds of presentations worldwide, including the prestigious Murata "People Talk" address in Kyoto in 1990. In addition, he consults to both government and industry, serves as an active member on several corporate boards of directors and is a special general partner in a venture capital fund dedicated to new technologies for information and publishing. Negroponte is a senior columnist for Wired magazine and the author of *BEING DIGITAL*, his latest book.

# The Computer Bowl®1995

## The 7th Annual Computer Bowl Fact Sheet

### WHEN

Thursday, April 20, 1995

9:30 p.m. East Coast

6:30 p.m. West Coast

### WHERE

The World Trade Center Boston, Boston, Massachusetts  
Santa Clara Convention Center, Santa Clara, California

### WHAT

East and West Coast industry leaders vie for supremacy in a trivia contest of computer smarts to benefit The Computer Museum.

### CONTESTANTS

**West Coast team:** Cheryl Vedoe, Tenth Planet (Team Captain); Eric Benhamou, 3Com; Steve Blank, Rocket Science Games; Andy Hertzfeld, General Magic; Roel Pieper, UB Networks.

**East Coast team:** Katherine Clark, Landmark Systems (Team Captain); Joe Alsop, Progress Software; Paul Gillin, Computerworld; John Landry, Lotus; and Carl Ledbetter, AT&T.

### EXAMINER

Nicholas Negroponte, professor and director, MIT Media Lab

### HOST

Chris Morgan, author, *Computer Bowl Trivia Book*

### SPONSORS

Apple Computer, Computerworld, Intel Corporation, Association for Computing Machinery, Cirrus Logic, Kleiner Perkins Caufield & Byers, Powersoft Corporation, Price Waterhouse, Progress Software, Stratus Computer, Silicon Valley Bank, UB Networks, Visix Software

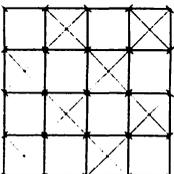
### SCHEDULE

#### East Coast

Reception 7:00 p.m.  
Dinner 7:45  
Auction 9:00  
Bowl 9:30  
MVP Award 10:45

#### West Coast

Reception 5:30 p.m.  
Auction 6:00  
Bowl 6:30  
MVP Award 7:45  
Dinner 8:00



-END-

## 1995 Computer Bowl Auction Items

### - East Coast -

One tour, for four, of the Volpe Transportation Center in Cambridge and the FAA's Boston Center in Nashua, N.H.

An afternoon for you and five friends on a "Champagne Flight" to Nantucket or Martha's Vineyard, via "deCastro Air," with Captain Ed and attendant Eileen.

A book of essays, *Albert Einstein: Philosopher Scientist*, signed by Einstein himself. This book is virtually untouched. Some of the pages are still lightly bound together, as found only in new books. Donated by Allen Michels.

Become publisher of *Computerworld* magazine for one week in the U.S., plus take one all-expenses-paid trip to any Computerworld office in the world, including Beijing, Prague, London, Paris, etc.

Original artwork by Aaron, the Computer Artist, as seen on "The Today Show," with a videotape copy of the program.

### - West Coast -

A "multi-autographed" copy of the Mid-Peninsula Free University Catalogue, presented by ex-faculty member Larry Tesler.

Spend a day boating, with five of your friends, on San Francisco Bay with Skipper Grant Saviers and First Mate Dorrit Saviers.

Be the first one on your block . . . to own one of the first Macintosh clones, from "King Kahng." Use it or put it away for the next auction!

Fred Hoar, himself, will be your "toastmaster" at the occasion of your choice.

A Rubylith of the Intel 8008. This classic product is the basis of a true work of industrial art.

# The Computer Museum

300 Congress Street  
Boston, MA 02210

(617) 426-2800

## The Computer Bowl® Background Information

The Computer Bowl is an annual fundraising event benefiting the educational programs of The Computer Museum in Boston. To date, The Computer Bowl has raised approximately \$1.7 million to foster computer literacy and education.

Conceived in 1988, The Computer Bowl brings computer industry leaders together for a one-hour, televised, computer trivia contest. Designed (loosely) around the "College Bowl" concept, team members buzz-in to answer toss-up questions of varying degrees of difficulty and win a shot at a bonus question which their team can exclusively answer for extra points.

The first series of Computer Bowl games took place from 1988 through 1994. This series of games was presented annually as a special broadcast of PBS's "Computer Chronicles." The Bowl aired nationally over 289 PBS stations and garnered a million viewers eager to test their computer smarts against the top names in the industry. In addition to airing on "Chronicles," The 1994 All-Star Computer Bowl was broadcast on the Jones Computer Network and distributed to over 200 major foreign cities for a total viewership of over 31 million people.

This year's Computer Bowl will be held April 20, 1995, and played simultaneously at both the Santa Clara, CA, Convention Center and the World Trade Center Boston. The Computer Museum, and the computer industry that loyally supports The Computer Bowl Project, have exciting plans for the next generation of the games. The Bowl will remain true to the question-answer format that has made it popular. The program itself will become even more entertaining and engaging for all involved.

The Computer Bowl is the only computer-industry event designed exclusively to raise funds for ongoing support of computer education for all.

For further information, please call Carol Welsh at (415) 323-1909.

