

Business Systems Journal

Number 40

August 1983

345 Swett Road, Woodside CA 94062

(415) 851-8437

First IBM Personal Computer Faire to be Largest PC Event in '83

The First IBM PC Faire, focusing on the IBM Personal Computer and PC-compatible products, is expected to be the largest such event of this year.

Taking place in San Francisco's 4-story Civic Auditorium, plus all of Brooks Hall, the PC Faire will include approximately 120 Conference speakers, over 330 companies exhibiting in more than 520 booths, and is projecting at least 25,000 to 30,000 attendance for the 3-day event.

MAJOR CONFERENCE PROGRAM

The Tutorial & Technical Conference (admission to which, is included in the \$18 basic Faire registration fee) includes major presentations by key microcomputer industry leaders from IBM, Intel, Microsoft, and Future Computing. These speakers will discuss their views of the trends and future of microcomputing.

Information specialists from a large number of major corporations - B of A, University of California, Standard Oil, Fireman's Fund, Bechtel, Bekins, etc. - will participate in a full day of discussions of "Micros in Large Organizations."

Still other speakers will address such varied topics as "Tax Aspects of Computer Purchases," "Financial Management with Micros, and a variety of topics related to microcomputer and software business and marketing.

LARGEST PC EXPOSITION

Packed into all of Brooks Hall, plus the Arena and hallways of the Civic Auditorium, companies exhibiting include most of the major names in PC-oriented microcomputing such as IBM, Ashton-Tate, Capro, Compaq, Computerland, Condor, Corona, Corvus, Dysan, Eagle, Hewlett Packard, Houston Instruments, Intel, MicroPro, Novation, Novell, Peachtree, Phase One, Promedics, Quadram, Santa Clara Systems, Sigma Designs, Sorcim, 3-Com, 3M, VisiCorp, Wall Street Software, Xebec, and Zenith.

A number of the exhibitors are reportedly expecting to offer "show discounts" on their products during the Faire.

IN-DEPTH SEMINARS, HANDS-ON TUTORIALS, and USER GROUP MEETINGS

In addition to the large product exposition and the 120-speaker Conference program, the PC Faire also includes half-day and full-day tutorials, and hands-on micro training programs (extra fee).

It also includes several user group meetings, open to everyone interested in exchanging problems, solutions, and public-domain software with other microcomputer users.

Other sessions will offer tutorials for novices, and will discuss telecommunications, educational applications, biomedical computing, and will include a major discussion of the new applications of videodisc technology connected to micros for training and large-capacity information storage and retrieval (e.g., a single disc can easily store an entire encyclopedia).

Computer Faire Moves to New Offices

After seven years in the coastside redwoods of the San Francisco Peninsula, the Computer Faire has finally moved into more proper office facilities.

The Computer Faire is now located at 570 Price Avenue, Redwood City, CA 94063; (415)364-4294.

SAVE TIME (& MAYBE MONEY)

Preregister for the IBM PC Faire
(see details, inside)

The 1st West Coast IBM PC Faire

SAN FRANCISCO CIVIC CENTER • AUGUST 26-28, 1983

Friday, August 26, 9am-6pm

Saturday, August 27, 9am-6pm

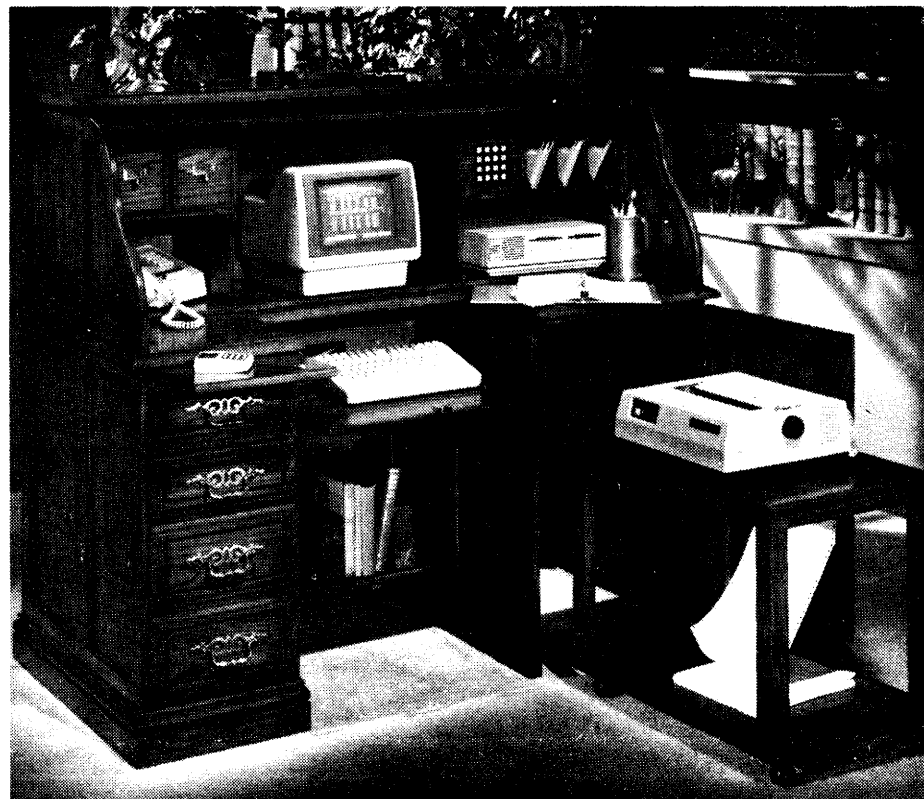
Sunday, August 28, 10am-5pm

\$18 Registration (No checks or charges at the site)

Pre-registration available at participating stores & clubs
Registration includes Conference Program & Exhibition for all 3 days

Computer Faire, Inc. 570 Price Avenue Redwood City CA 94063 (415) 364-4294

Roll-Top Computer Desk



Hidden under the old-fashioned styling of this traditional roll top desk from Riverside Furniture Corporation is a new-fashioned system for housing - and using - the most innovative of home computer systems. Crafted from select oak solids and pecan veneers, the desk was specifically designed with the home computer in mind. The work surface features a sliding panel that conceals the drop-lid keyboard compartment while the printer tray slides from behind the right-facing lockable door on heavy-duty casters. One of the three drawers on the left-facing side is a file drawer, complete with Pendaflex rods that adjust to either letter or legal size. A bookshelf, permanently attached to the modesty panel, provides extra storage space for operating manuals and computer books.

Features under the roll-top include: a telephone jack/compartments; space for a video display terminal; a built-in digital clock and remote control security system; six-inch storage racks for floppy disks and cassettes; two convenience drawers and space for a disc-drive unit. In addition, a concealed electrical compartment houses an outlet strip with a 10-foot cord, built-in circuit breaker, on/off switch and surge protector.

The fully grounded desk will retail for approximately \$1760. The model pictured above is Riverside's #775 Roll-top desk.

For further information, contact: Riverside Furniture Corporation, 813 Merchandise Mart, Chicago, IL 60654, (312) 642-8550.

IBM PC Design Group to Address Product Producers & Entrepreneurs

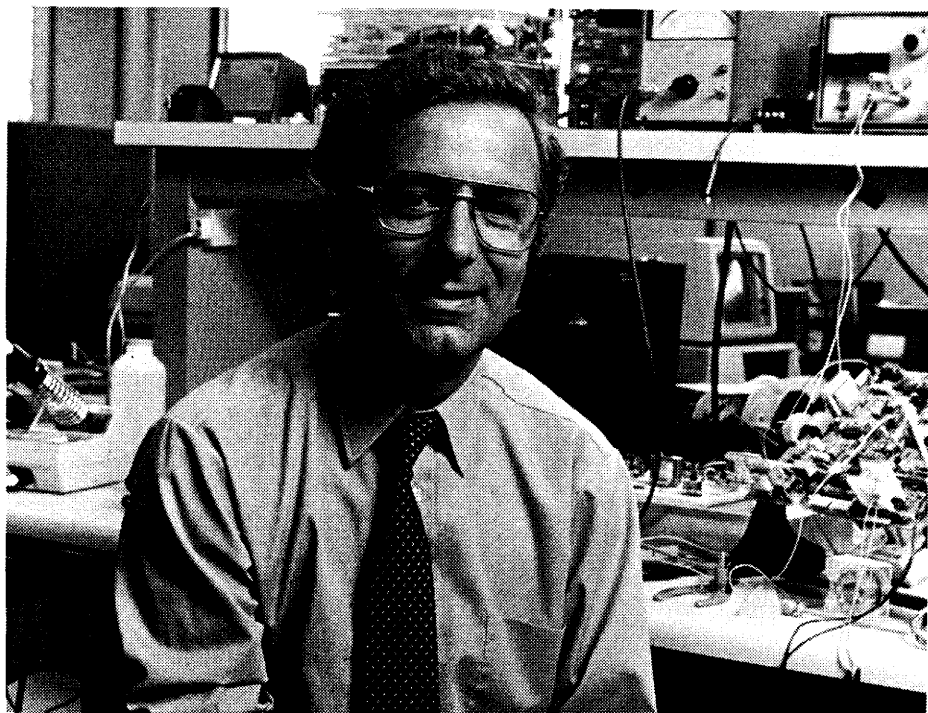
A key group of technical specialists from IBM's Personal Computer facility in Boca Raton will provide an in-depth discussion of major technical aspects of the IBM PC at the August 26-28 Faire. Still being finalized at press time, the speakers in this program will be key engineering and software professionals and managers affiliated with the PC product line.

They will discuss details of the

hardware, software, and interfaces for the PC. They will also detail the entrepreneurial opportunities and submissions program for the IBM-run PC Software Library.

This is a technical session for serious computer professionals and entrepreneurs who are knowledgeable of the IBM PC and are interested in developing hardware and software for the PC market.

Inventor of the Microprocessor to Speak at PC Faire



Dr. Federico Faggin, one of the three people whose names appear on the patent for the first microprocessor, and later the cofounder of Zilog, will speak at the First IBM PC Faire in San Francisco, August 26-28.

Now President of Cygnet Technologies, he will discuss an innova-

tive solution to the problem of optimizing the hardware and software architecture of an integrated work station. The "CoSystem" that he will describe may be used with an IBM PC to significantly enhance productivity by combining computing with communication capabilities for voice, as well as data, text and graphics.

Electronic Publishing Inc. On CompuServe

An agreement to add Grolier's Academic American, a multi-volume general encyclopedia, to the CompuServe Information Service was jointly announced by Grolier Electronic Publishing Inc., a subsidiary of Grolier Incorporated, and CompuServe Incorporated.

The Academic American will provide owners of personal com-

puters with a searchable nine-million word database of over 29,000 subject entries, accessible through a telephone connection.

For further information, contact: Richard A. Baker, CompuServe Corporate Headquarters, 5000 Arlington Centre Boulevard, Columbus, OH 43220, (614) 457-8600.

Micro Ease — PC World to Offer Hands-On PC Training

The world of personal computers is most easily understood when sitting in front of one—which is precisely what PC World has in store for participants at Micro Ease.

PC World, National Training Systems, Inc., and Businessland have joined forces to offer Micro Ease, a unique familiarization session to introduce business people to personal computers. By the end of one very full day, you'll understand why those who know how to use a PC have a distinct advantage over those who don't. Micro Ease's (ME) simple directions help people who have never touched a computer before start producing results the same day.

ME is based on National Training System's extensive experience teaching professionals how to use personal computers. ME features plain-speaking instructors who will give you the personal attention you need.

To offer seminar participants an extensive resource base, PC World has invited experts from PC World staff, Businessland, and IBM PC User Groups to be on hand to answer questions and offer information from their own experience to seminar participants. Their expertise involves extensive use of the computer in business and at home.

During the course of the day, you and other novices will use the powerful electronic spreadsheet, Lotus' 1-2-3 to ask "what if" questions, produce graphs showing the answers, and rapidly sort massive amounts of information to find specific items that match your criteria.

If you discover that a personal computer can really increase your productivity, you can buy your computer on the spot and take it with you, or you can arrange for additional training for yourself and others in your organization.

Micro Ease will be held from 9 a.m. to 6 p.m. in the Crystal Ballroom of the San Franciscan Hotel, 1231 Market Street, in conjunction with the IBM PC Faire, August 25, 26, and 27, 1983. Since attendance in each seminar is limited, the seminar has been extended and will be offered August 29, 30, and 31 at the Hyatt Regency Embarcadero.

The total cost of Micro Ease, including hands-on use of the Compaq Portable Computer, software, training materials, and lunch is \$195. To reserve your place at the computer write or call Micro Ease, PC World, 555 DeHaro, San Francisco, CA 94107, (415)861-3861, or visit the PC World exhibit booth during the Faire.

ME space is limited and is available on a first-come, first-served basis.

Faire Preregistration

Although Computer Faire, Inc., itself, is not staffed to handle individual preregistration, it has arranged for a number of sources for preregistration.

The stores prefer that you drop by to pick up your prereg — they'd like to see you and have you see what they have to offer. However, should you be unable to do so, several of them — marked by an asterisk — are accepting mail orders, IF

you do the following:

1. Phone the store for their reg fee. By FTC regulations, the Faire cannot tell them what to charge. Send full payment, and a stamped, self-addressed, legal-size envelope.

2. Send your mail order in time to reach the store by August 8. This is to allow sufficient turnaround time for your order to be processed.

Opamp Technical Books*

1033 N.Sycamore
Los Angeles CA 90038
(213)464-4322

Zackit Electronics

1193 10th St
Monterey CA 93940
(408)375-3144

Computerland

1625 El Camino #A
Belmont CA 94002
(415)595-4232

Computerland

264 Lorton
Burlingame CA 94010
(415)348-7731

Lotus Century*

287 Lake Merced Blvd
Daly City CA 94015
(415)992-5230

Keplers Books

821 El Camino Real
Menlo Park CA 94025
(415)324-4062

Heathkit Electronics Ctr

2001 Middlefield
Redwood City CA 94063
(415)365-8155

Computer Literacy

520 Lawrence Expwy #310
Sunnyvale CA 94086
(408)730-9955

Micro Plus Business Systems

1020 E.El Camino Real
Sunnyvale CA 94087
(408)737-2525

Softwaire Ctr

730 E.El Camino Real
Sunnyvale CA 94087
(408)737-1555

AIDS Computer Ctr

271 Sutter St
San Francisco CA 94108
(415)434-2980

Computer Connection

214 California St
San Francisco CA 94111
(415)781-0200

Sunset Electronics

2254 Taraval St
San Francisco CA 94116
(415)665-8330

Software Ctr

4720 Geary Blvd
San Francisco CA 94118
(415)751-2231

Bay Area Small Systems

11 Lakeshore Plaza
San Francisco CA 94132
(415)681-0888

Softwaire Ctr Intl

477 University Ave
Palo Alto CA 94301
(415)327-0520

Rent-A-Computer

2471 E.Bayshore Rd #515
Palo Alto CA 94303
(415)493-2310

Computerland

2791 N.Texas St #E
Fairfield CA 94533
(707)426-4003

Fanning's Bookstore

1348 9th Ave
San Francisco CA 94122
(415)564-7094

Stanford Bookstore*

135 University Ave
Palo Alto CA 94301
(415)327-3680

Data Bank of Fremont

3820 Peralta Blvd
Fremont CA 94536
(415)790-1060

3-E Software*

22408 Mission Blvd
Hayward CA 94541
(415)537-3637

Computerland*

22634 Foothill Blvd
Hayward CA 94541
(415)538-8080

Ken's Electronics*

605 Montgomery St
Napa CA 94559
(707)224-2493

Softwaire Ctr Intl*

5269 Broadway
Oakland CA 94618
(415)428-9333

Affordable Computers

3331 El Camino
Santa Clara CA 95051
(408)249-4221

Alltronics

15460 Union Ave
San Jose CA 95124
(408)371-3053

Software Connection

2843 S.White Rd
San Jose CA 95148
(408)270-0450

WCJ Computer Central

1458 Myrtle Ave
Eureka CA 95501
(707)445-9239

Birthday Presents to 10,000 IBM PC Users

Ten thousand free IBM PC keyboard dustcovers will be given away by Curtis Manufacturing as part of the company's first birthday celebration. The snap-fit dustcovers are now available at computer dealers nationwide as an integral part of the packaging for Curtis' EC-I and EC-II IBM PC extension cables.

For further information, contact: Tom Judd, President, Curtis Manufacturing Co., Inc., 20 Grove Street, Peterborough, NH 03458, (603) 924-7803.

FO' SALE

used *Ş*roc IQ120's \$100@
Teletype Model 40 and sound encl.
Micromation Mariner multiuser sys.
Calif. Comp. Systems CCS300 sys.
Alpha Micro multiuser system

Call Jim Warren at (415)851-7075.

Meeting Someone at the Faire?

Suggestion: Ask friends and associates to meet you in the balcony area of the Civic Auditorium. Specify the left, right, or center section. It has ample seating and overlooks the Civic Auditorium exhibition area.

Note: The public address system is NOT available for paging individuals, except for medical emergencies.

Get the REAL Thing!

This isn't a "real" newspaper; 'tis merely an 8-page shadow of its parent — the *Silicon Gulch Gazette* — a sporadically published free newspaper offering hot gossip, raging rumor, and latest information about the microcomputer world that is rapidly becoming one of the most viable and recession-proof industries in the United States.

For a FREE subscription to the real *Silicon Gulch Gazette* — worth at least what you pay for it — send your name and mailing address to:

Silicon Gulch Gazette
345 Swett Road
Woodside, CA 94062-9990

Business Systems Journal

produced by Wireless Digital, Inc.
345 Swett Road
Woodside, California 94062-9990

Distributed compliments of Computer Faire, Inc., 570 Price Avenue, Redwood City, CA 94063, (415) 364-4294.

circulation:

3-7 issues per Computer Faire event
300,000-500,000 copies per Faire

editor: Jim Warren
production: Jeannie Ditter
Julie Clements
typesetting: Unidot
Nancy Bentley
Vicki Rupe
operations: Bruce Quinn-Briggs
Judy Smith
Mike McDermott
facilities: Lee West
Larry Dean
Video Initiative: David Carlson
Dave Ratto

For free subscription or extra copies:
Silicon Gulch Gazette
345 Swett Road
Woodside, CA 94062-9990

The IBM PC Faire

550 Exhibits by 300 Companies

Hardware Services
Software Instruction

Full 3-day Conference Program

Tutorials for Novices
Technical Talks for New Users
Product Discussions & Presentations

10 In-Depth Seminars

How to Select a Computer
Detailed Applications Tutorials
Valuable Reference Materials
(extra fee for seminars & hands-on seminars)

and

Plan to attend *PC World's* "Micro-Ease" Hands-on Seminars

Conference & Exhibits: \$18 for all 3-days

door prizes including an IBM PC
San Francisco Civic Auditorium & Brooks Hall
August 26-28, 1983
9am-6pm (Fri & Sat) 10am-5pm (Sun)

an independent event by Computer Faire, Inc., 570 Price Avenue, Redwood City, CA 94063, (415) 364-4294

Computer Faire Becomes Prentice-Hall Company

Computer Faire of Woodside, California, has recently been acquired from Jim Warren by Prentice-Hall, Inc., one of the nations' leading publishers of computer books and software, educational text books, and business information services.

Computer Faire is the sponsor of the annual West Coast Computer Faire and currently the 1st IBM PC Faire taking place August 26 - 28, 1983, in San Francisco.

Founded in 1976, Computer Faire expositions have become the nation's largest microcomputer trade shows for end users. The expositions, regularly held in California, will be expanded by Computer Faire, Inc., a subsidiary of Prentice-Hall, to other United States locations to offer seminars and exhibits to a greater number of microcomputer users.

Jim Warren will serve as Conference Chair for the 1st IBM PC Faire, and also continue with Computer Faire, Inc. as a key consultant.

David Sudkin has joined Computer Faire, Inc. and is the General Manager of the 1st IBM PC Faire. Mr. Sudkin, with over 20 years experience in the computer industry, has been active in BOSCOM, AFIPS, and with the Interface Group, as well as holding key marketing positions with several companies within the industry.

Computer Faire, Inc. has announced that over 70% of the exhibit space for the 9th West Coast Computer Faire in March, 1984, has already been taken by about 250 companies.

GE's Homenet to Spur Home Automation Market

General Electric has announced a format for computerized "communication" with consumer products and services that the company hopes will be adopted as an industry standard in the development of home automation technology.

Called "Homenet," the format is a specific "language" of computer communication rules and codes (also known as a "local control network") that will allow the coordination and control of electronic and electrical devices in the home from several locations, or by telephone from outside the home.

Home controllers such as the GE system use existing house wiring and electrical current to send signals to appliances, so special wiring is not required. The Homenet format has two-way addressability, allowing appliances and sensors to send signals back to the computer for the purpose of monitoring their status.

"An industry-wide adoption of a standard format for home control systems is necessary before the market for diverse consumer products and services can grow successfully," according to Jack Francis, Systems Engineer for the GE Video Division.

For further information, contact: General Electric, Video Products Division, Portsmouth VA 23705; or phone Judy Ziegler at (804)-483-5062.

PLENARY SESSION: TRENDS IN PERSONAL COMPUTING

Friday, 12:30pm - 1:30pm Civic Auditorium 105
Coordinator: Jim Warren

Don Estridge, Vice Pres., Systems Products Div. & General Mgr., Entry Systems
IBM, P.O. Box 1328
Boca Raton, FL 33432

EDUCATIONAL COMPUTING

Friday, 9:30am - 12:30pm Civic Auditorium
Coordinator: Leigh Zeitz

The Future of Learning by Computer
Alan C. Elliott
Southern Methodist University
Dedman College #204, Dallas Hall
Dallas, TX 75275

H.L. Gray
Southern Methodist University
Dedman College #204, Dallas Hall
Dallas, TX 75275

What Role Do Computers Play in Today's Education?
Leigh Zeitz, Education Editor
Personal Computer Age Magazine
5737 Magnolia Ave. #15
Whittier, CA 90601

Children, Computers & Education
Tony Fabbri
Route 1, Box 447
Dunlap, TN 37327

Using the IBM PC to Teach Speed Reading
Janice G. Davidson, Ph.D.
Davidson & Associates
6069 Groveoak Place, #12
Rancho Palos Verdes, CA 90274

The Computer Tutor Project: IBM's in the School
Joan Targ
Interactive Sciences
1010 Harriet
Palo Alto, CA 94301

Jeff Levinsky
Interactive Sciences
1010 Harriet
Palo Alto, CA 94301

WRITING ABOUT COMPUTING

Friday, 10:30am - 12:30pm Civic Auditorium 421

Writing for Computer Magazines
Kearney Reitmann, Editor of Special Issues
PC World Magazine
555 DeHaro St.
San Francisco, CA 94107

Tips On Writing On Your PC
Jeremy Joan Hewes, Book Division Editor
PC World Magazine
555 DeHaro St.
San Francisco, CA 94107

Publishing Opportunities in Personal Computing
Lance A. Leventhal, Consultant
Emulative systems, Co.
11722 Sorrento Valley Rd.
San Diego, CA 92121

MICROS IN LARGE ORGANIZATIONS (PART I)
Friday, 9:30am - 12:30pm Civic Auditorium 415
Coordinator: Alvin S. Begun

Personal Computers In Large Organizations: Implementation and Support
Alvin S. Begun, Principal Systems Analyst
University of California
426 Banway Bldg.
Berkeley, CA 94720

Panel: Personal Computers in Large Organizations - Issues & Answers
Alvin S. Begun, Principal Systems Analyst
University of California
426 Banway Bldg.
Berkeley, CA 94720

Milind Amladi, Senior Systems Analyst
Standard Oil of California
325 Market St.
San Francisco, CA 94105

Judy Ano, Management Consultant
Coppers & Lybrand
1 Almaden Blvd., Suite 500
San Jose, CA 95113

Coby Dunn, V.P., End User Computing
Bank of America, Dept. 3434
P.O. Box 37000
San Francisco, CA 94137

John F. Hoover, V.P., District Financial Services
Federal Reserve Bank of San Francisco
P.O. Box 7702
San Francisco, CA 94120

Jay Kelley, Systems Consultant
Fireman's Fund Insurance Companies
Dept. CPSD/FOS, 1600 Los Gatos
San Rafael, CA 94911

Rosemary White, Information Services Mgr.
Bechtel Power Co.
P.O. Box 3965 350/4/A30
San Francisco, CA 94119

MICROS IN LARGE ORGANIZATIONS (PART II)
Friday, 1:30pm - 4:00pm Civic Auditorium 421
Coordinator: Phillips B. Baily

Microcomputers, McLuhan, and the Mainframe Mafia
Phillips B. Baily
36150 Pauba Rd.
Temecula, CA 92390

Evolution of IBM PC Use at McGraw-Hill
Kenneth A. Hough
McGraw-Hill, Inc.
Princeton Rd.
Hightstown, NJ 08520

Panel: The PC in the Large Corporation: Management, Applications & Politics
Phillips B. Baily
36150 Pauba Rd.
Temecula, CA 92390

Kenneth A. Hough
McGraw-Hill, Inc.
Princeton Rd.
Hightstown, NJ 08520

Robert W. Forstrum, V.P. M.I.S.
Bekins Corp.
777 Flower St.
Glendale, CA 91201

John Toellner, President and Chairman
Spectrum International, Inc.
6101 W. Centinela Ave., Suite 150
Culver City, CA 90230

MICROS IN LARGE ORGANIZATIONS (PART III)
Friday, 4:00pm - 6:00pm Civic Auditorium 421
Coordinator: Steve Cook

Microcomputers and Job Satisfaction
Peter A. Andrea
105 Spring Lane
Hackettstown, NJ 07840

Microcomputers in the Federal Government
Bill Leary, Deputy Dir. of Information Resource
Department of Defense
1746 Chain Bridge Rd.
McLean, VA 22102

PC's in the Corporate Environment
Steve Cook, Technical Mgr.
PC World Magazine
555 DeHaro St.
San Francisco, CA 94107

FRIDAY CONFERENCE PROGRAM

	Room 105	Room 106	Room 415	Room 421
9AM				
10AM				PANEL: High Performance Numerics on the PC
11AM	Tele-Communications	Educational Computing	Micros In Large Organizations (Part I)	Writing About Computing
NOON	Plenary Session: Room 105 TRENDS IN PERSONAL COMPUTING Don Esteridge, IBM			
1PM	Plenary Session: Room 105 TRENDS IN PERSONAL COMPUTING Don Esteridge, IBM			
2PM	PANEL: Room 105 Integrated Applications Under Concurrent CP/M			Micros In Large Organizations (Part II)
3PM	PANEL: Room 105 Integrated Applications Under Concurrent CP/M			Micros In Large Organizations (Part II)
4PM		Tax Issues of Computer Purchases	Financial Management With Micros	Micros In Large Organizations (Part III)
5PM	Local Area Networks	PANEL: Effective Documentation	Financial Management With Micros	Micros In Large Organizations (Part III)
6PM				

PANEL: HIGH PERFORMANCE NUMERICS ON THE PC

Friday, 9:30am - 10:30am Civic Auditorium 421
Coordinator: George Alexy

Intel
3065 Bowers Ave.
Santa Clara, CA 95051

TELECOMMUNICATIONS

Friday, 9:30am - 12:30pm Civic Auditorium 105
Coordinator: Andrew Flugelman

Communications With the IBM PC
Andrew Flugelman, Editor-in-Chief
PC World Magazine
555 DeHaro St.
San Francisco, CA 94107

File Transmission Using CP/M: Bootstrapping Your Way to the Candy Store
Steve R. Riskin, Ph.D., J.D.
Computer Assisted Law, Inc.
1327 Palms Blvd.
Venice, CA 90291

Learning to Speak Mainframe
Dr. E. Arlin Torbett, Dir. Systems & Technology Development
ICOT Corp.
830 Maude Ave./P.O. Box 7248
Mountain View, CA 94039

The PC's Role in Telecommunications
Larry Magid
Knowhow, Inc.
4 Embarcadero Ctr. #1970
San Francisco, CA 94111

PANEL: INTEGRATED APPLICATIONS UNDER CONCURRENT CP/M

Friday, 1:30pm - 3:30pm Civic Auditorium 105
Coordinator: Gordon E. Eubanks, Jr.

Gordon E. Eubanks, Jr., V.P., Commercial Systems Div.
Digital Research, Inc.
160 Central Ave./P.O. Box 579
Pacific Grove, CA 93950

Seymour I. Rubinstein, President and CEO
MicroPro
31 San Pablo Ave.
San Rafael, CA 94903

Dash Chang, President
Chang Labs
5300 Stevens Creek Blvd. #200
San Jose, CA 95129

Geoffrey Sinclair, President
Wordcraft
3827 Penniman
Oakland, CA 94619

PANEL: EFFECTIVE DOCUMENTATION

Friday, 5:00pm - 6:00pm Civic Auditorium
Coordinator: Fred Waters

Elna Tymes
Tymes & Associates, Inc.
1601 Provincetown Dr.
San Jose, CA 95129

Fred Waters
Tymes & Associates, Inc.
1601 Provincetown Dr.
San Jose, CA 95129

John Pruy
Tymes & Associates, Inc.
1601 Provincetown Dr.
San Jose, CA 95129

TAX ISSUES OF COMPUTER PURCHASES

Friday, 3:30pm - 5:00pm Civic Auditorium

Income Tax Aspects of Hardware and Software
T. Andrew Stokes
United Micro Systems, Inc.
711 E. River Front Dr.
Tucson, AZ 85719

Theresa Eaudier
United Micro Systems, Inc.
711 E. River Front Dr.
Tucson, AZ 85719

FINANCIAL MANAGEMENT WITH MICROS

Friday, 3:30pm - 6:00pm Civic Auditorium 415
Coordinator: Andy Hyde

The Impact of Electronic Spreadsheets in Business Speak
Bob Williams, Publisher & Editor-in-Chief
Business Software Magazine
3453 N.E. Broadway
Portland, OR 97323

Investment Software for the IBM PC
Andy Hyde, Consultant
L.T.M.
936 Dewing Ave. #E
Lafayette, CA 94549

LOCAL AREA NETWORKS

Friday, 3:30pm - 6:00pm Civic Auditorium 105
Coordinator: Steve Pomeroy

Ethernet Local Area Network for the PC
Steve Pomeroy
3com
1390 Shorebird Way
Mountain View, CA 94043

Davong Multitask Local Area Network
Tim Lundeen, V.P. Software Engineering
Davong Systems, Inc.
217 Humboldt Ct.
Sunnyvale, CA 94086

Implementing Distributed Local Area Networks for IBM Personal Computers
John F. Costello, President
Xcomp, Inc.
7566 Trade St.
San Diego, CA 92121
Tom Burt, Software Engineer
Xcomp, Inc.
7566 Trade St.
San Diego, CA 92121

Free Future Copies of the Business Systems Journal

Just send your name and mailing address to *Business Systems Journal*, 345 Swett Road, Woodside CA 94062.

SATURDAY CONFERENCE PROGRAM

	Room 105	Room 106	Room 415	Room 421	Room 315
9AM					
10AM	For Computer Novices	Videodiscs & Micros (Part I)	Exotic Computing	Phototypesetting With Microcomputer	Tactics for the Computer Widow(er)
11AM	Plenary Session: Room 105 TRENDS IN MICROCOMPUTER SOFTWARE Bill Gates, MicroSoft				
NOON					
1PM	Unusual Applications	Videodiscs & Micros (Part II)	The dBase II Database System	Computer Education	Assembler Software
2PM	Plenary Session: Room 105 IBM COMPATIBLES: THE FUTURE Portia Isaacson & Egil Juliussen, Future Computing				
3PM				PANEL: Videodisc - An Emerging Microcomputer Peripheral Technology	
4PM	Integrated Systems	DESIGNERS' PANEL: Designing Hardware & Software for the IBM PC	Operating Systems		Prognostications
5PM				Hardware & Software	
6PM					

Voice Development System Lets Computers Have Their Say

Centigram Corporation, a Silicon Valley, California company specializing in products based on digitized and compressed speech, designed the VoiceWare Development System to create, test and integrate speech files into a host computer.

"It's a development tool that allows you to custom design, experiment with and control vocabulary development for your product," said Carl Berney, vice president, corporate development.

"The VoiceWare Development System can best be compared to a sophisticated tape recorder," said Berney. "Instead of storing information on tape, it stores it on a computer disk allowing random access to the speech."

For more information, contact: Callan Data Systems, 2645 Townsgate Road, Westlake Village, CA 91360, (213) 991-9156.

IBM PC User Guide

Osborne/McGraw-Hill announces the publication of *Your IBM PC: A Guide to the IBM Personal Computer* by Lyle Graham.

Graham's book follows the same format as the other user guides in the Osborne series. There is a functional overview of PC hardware and software, clear step-by-step operating instructions, and an introduction to IBM Basic programming. Where appropriate, the author provides detailed explanations of the computer's internal operations for additional clarity.

For the experienced PC user, Graham covers PC DOS, CP/M-86, advanced IBM Basic programming, color graphics and sound. A chapter on trouble-shooting and IBM's PDP (Problem Definition Procedure) is also included. Several appendices provide summaries of PC DOS, CP/M-86, and Basic commands.

For further information, contact: Osborne/McGraw-Hill, 2600 Tenth Street, Berkeley, CA 94701, (415) 548-2805. TWX910-366-7277.

SATURDAY CONFERENCE PROGRAM, continued...

FOR COMPUTER NOVICES

Saturday, 9:30am - 11:00am Civic Auditorium 105
Coordinator: Karen Orton

Personal Computing from Ground Zero
Dave Bunnell, Publisher
PC World Magazine
555 DeHaro St.
San Francisco, CA 94107

Overcoming Executive Computerphobia
Karen Orton
National Training Systems
1111 Broadway
Santa Monica, CA 90401

PLENARY SESSION: IBM PC COMPATIBLES: THE FUTURE

Saturday, 1:30pm - 2:30pm Civic Auditorium 105
Coordinator: Jim Warren

Dr. Portia Isaacson, President
Future Computing, Inc.
900 Canyon Creek Ctr.
Richardson, TX 75080
Dr. Egil Juliussen, Chairman of the Board
Future Computing, Inc.
900 Canyon Creek Ctr.
Richardson, TX 75080

INTEGRATED SYSTEMS

Saturday, 2:30pm - 6:00pm Civic Auditorium 105
Coordinator: Richard Rabins

The Communication Cosystem: An Innovative Architecture for the Integrated Work Station Market
Federico Faggin, President
Cynet Technologies, Inc.
1296 Lawrence Station Road
Sunnyvale, CA 94089

Trends in Microsoftware: The User Interface

Mike Connor
MicroPro
33 San Pablo Ave.
San Rafael, CA 94903

Software Integration

Gilbert Hoxie
Context Management Systems
23864 Hawthorne Blvd. #101
Torrance, CA 90505

Personalize Your IBM PC: Integrating Application Software

Terry Myers
Quarterdeck Systems
1918 Main St.
Santa Monica, CA 90405

A New Approach to Integrated Software

Richard Rabins, President
Alpha Software Corp.
12 New England Executive Park
Burlington, MA 01803

DESIGNERS' PANEL: DESIGNING HARDWARE & SOFTWARE FOR THE IBM PC

Saturday, 2:30pm - 6:00pm Civic Auditorium
Coordinator: Lionel Maxwell

Members of the IBM PC design group:

IBM
P.O. Box 1328
Boca Raton, FL 33432

Joe Becci

Dave J. Bradley

Mel Hallerman

Bill R. Lee

Dave Litton

Tom Perry

HARDWARE & INTERFACING

Saturday, 4:00pm - 6:00pm Civic Auditorium 421
Coordinator: Richard A. Barrett

Connecting Computers, Printers, Terminals, and Modems

Martin Seyer
American Bell

3190 S. Vaughn Way
Aurora, CO 80014

SCSI Complements the IBM PC

Richard A. Barrett, President
Adaptive Data & Energy Systems

2627 Pomona Blvd.
Pomona, CA 91768

Mass Storage Backup for the IBM PC

John Nguyen
Curvus Systems

2029 O'Toole
San Jose, CA 95131

PLENARY SESSION: TRENDS IN MICROCOMPUTER SOFTWARE

Saturday, 11:00am - 12:00pm Civic Auditorium 105
Coordinator: Jim Warren

Bill Gates, Exec. VP, Chairman of the Board

Microsoft Corp.
10700 Nurthup Corp.

Bellevue, WA 98004

PANEL: VIDEODISC: AN EMERGING PERIPHERAL TECHNOLOGY FOR MICROS

Saturday, 2:30pm - 4:00pm Civic Auditorium 421
Coordinator: Allen Lee Adkins

Allen Lee Adkins
Interactive Research Corp.
2855 Campus Dr.
San Mateo, CA 94403

Frank McLaughlin
Pioneer Video, Inc.
1700 Montgomery St. Suite 221
San Francisco, CA 94111

David McElhatten
D'Video and Associates
21381 Stans Lane
Laguna Beach, CA 92651

Wan Seegmiller, President
LaserVideo, Inc.
1120 Cosby Way
Anaheim, CA 92806

PROGNOSTICATIONS

Saturday, 2:30pm - 6:00pm Civic Auditorium 315
Coordinator: Jim Edlin

PC Compatibility and the Portable Market

Alan Lefkof, Director of Product Marketing
GRID Systems Corp.
2535 Garcia Ave.
Mountain View, CA 94043

Future of Software

Dr. Edward H. Currie
Lifeboat Associates
1651 3rd Ave.
New York, NY 10028

People Literacy: The Direction in Software

Jim Edlin, President
Bruce & James
680 Beach St. #357
San Francisco, CA 94109

Current and Future Directions of the IBM PC

Peter Norton
Norton Utilities
2210 Wilshire Blvd.
Santa Monica, CA 90403

OPERATING SYSTEMS

Saturday, 2:30pm - 6:00pm Civic Auditorium 415
Coordinator: Warren Craycroft

Truly Interactive Batch Files With DOS 2.0

Warren Craycroft, Project Mgr.
Digital Automation Corp.
2 Filar Ave.
Corte Madera, CA 94925

What is Unix and How Can I Find Out More About It?

Jim Joyce
International Technical Seminars
520 Waller St.
San Francisco, CA 94117

Quantum's QNX Operating System

Syd Geraghty
Quantum Software, Inc.
7219 Shea Ct.
San Jose, CA 95139

Software Standardization and Your Future

C.A. Irvine
SoftTech Microsystems
16885 W. Bernardo Dr.
San Diego, CA 92127

VIDEODISCS & MICROS (PART I)

Saturday, 9:30am - 11:00am Civic Auditorium
Coordinator: Allen Lee Adkins

Interactive Video Teaching Comes of Age With the IBM PC

Robert V. Whitney, President
Whitney Educational Services
1777 Borel Place Suite 416
San Mateo, CA 94402

Using Technology to Learn Technology

Allen Lee Adkins
Interactive Research Corp.
2655 Campus Dr.
San Mateo, CA 94403

EXOTIC COMPUTING

Saturday, 9:30am - 11:00am Civic Auditorium 415
Coordinator: Edward Patrick

Consult-I: Developing Artificial Intelligence Systems on the IBM PC

Edward Patrick, President
Patrick Consult, Inc.
810 Matson Place
Cincinnati, OH 45204

Building A Better Mousetrap

Jean Renard Ward, Software Technical Director
Pencept, Inc.
39 Green St.
Waltham, MA 02154

PHOTOTYPESETTING WITH MICROCOMPUTERS

Saturday, 9:30am - 11:00am Civic Auditorium 421
Coordinator: Kevin Dwan

Getting Personal With TEX

Nancy D. Bentley
Unidot
568 Weddell, Suite 4
Sunnyvale, CA 94089

Typesetting From Disk

Kevin Dwan
Dwan Typography
427 Spring St.
Nevada City, CA 95959

TACTICS FOR THE COMPUTER WIDOW(ER)

Saturday, 10:00am - 11:00am Civic Auditorium 315

Diana M. Randle
Harbinger Consultants
259 Laurie Meadows, Suite 137
San Mateo, CA 94403

COMPUTER EDUCATION

Saturday, 12:00pm - 1:30pm Civic Auditorium 421
Coordinator: Barry L. Kurtz

Teaching Data Processing

Joe Landau
Applied Software Technologies, Inc.
170 Knowles Dr.
Los Gatos, CA 95030

Using Computers to Help Teach Computer Science

Barry L. Kurtz
Computer Science Dept.
San Francisco State University
San Francisco, CA 94132

VIDEODISCS & MICROS (PART II)

Saturday, 12:00pm - 1:30pm Civic Auditorium
Coordinator: Allen Lee Adkins

A Technological Marriage Made in Heaven

David McElhatten
D'Video and Associates
21381 Stans Lane
Laguna Beach, CA 92651

Videodisc Technology: Where Is It & Where It's Going

Wan Seegmiller, President
LaserVideo, Inc.
1120 Cosby Way
Anaheim, CA 92806

UNUSUAL APPLICATIONS

Saturday, 12:00pm - 1:30pm Civic Auditorium 105
Coordinator: Chet Sandberg

Using the IBM PC for 35mm Slide Production

Chet Sandberg, President
Professional Computer Graphics
P.O. Box 50070
Palo Alto, CA 94303

Conography Is to Curves What Vectors Are to Straight Lines

Luis Villalobos, President
Conographic Corp.
2268 Golden Circle
Newport Beach, CA 92660

THE DBASE II DATABASE SYSTEM

Saturday, 12:00pm - 1:30pm Civic Auditorium 415
Coordinator: Kevin Rogers

What is dBase II and Why Are People So Excited About It?

Adam B. Green
SoftwareBanc
661 Massachusetts Ave.
Arlington, MA 02174

How to Use dBase II Without Opening the Manual

Kevin Rogers, Technical Support Consultant
Axel Johnson Corp.
666 Howard St.
San Francisco, CA 94105

ASSEMBLER SOFTWARE

Saturday, 12:00pm - 1:30pm Civic Auditorium 315
Coordinator: Vincent J. Coli

Writing Maintainable Assembly Language Programs

Steve Newberry
Protocols
24225 Summerhill Ave.
Los Altos, CA 94022

PALASM: Doorway to the Silicon Revolution

Vincent J. Coli
Monolithic Memories, Inc.
2175 Mission College Blvd. M/S 08-26
Santa Clara, CA 95050

Earle Jennings

Monolithic Memories, Inc.
2175 Mission College Blvd. M/S 08-26
Santa Clara, CA 95050

Faire Smoking

By city ordinance, smoking is permitted only in the entrance lobby of the Civic Auditorium. It is explicitly prohibited in the conference halls, perhaps due to limited ventilation.

SUNDAY CONFERENCE PROGRAM

	Room 105	Room 106	Room 415	Room 421
10AM				
11AM	Word Processing	Financial & Accounting Applications	Marketing Software	Computer Languages
NOON				
1PM	Plenary Session: Room 105 VLSI AND THE PC REVOLUTION David House, Intel			
2PM	Venture Capital		Micros In Business & Management	Real-Time Applications
3PM		Biomedical Applications		
4PM	The Computer Business			In-Depth Tutorial: Modula-2
5PM				

WORD PROCESSING

Sunday, 10:30am - 12:30pm Civic Auditorium 105
Coordinator: Mark Lees

Scientific or Exotic Word Processing for the IBM PC

Dr. Larry Goldstein
Robert J. Brady Publishing
2 Redgate Court
Silver Springs, MD 20904

What Makes A Good Word Processing Program

Camilo Wilson, President
Litetree Software, Inc.
411 Pacific St., Suite 315
Monterey, CA 93940

Spellbinder - More Than Just A Word Processor

Mary Lynne Robinson, Dir. of Education & Support
Mark J Consultants & Davis Computer Ctr.
P.O. Box 5000
Davis, CA 95617

Word Processing Doesn't Bite

Mark Lees
Speech & Communication Consultant
1376 32nd Ave.
San Francisco, CA 94122

COMPUTER LANGUAGES

Sunday, 10:30am - 12:30pm Civic Auditorium 421

MUMPS - Another Language for the IBM PC

J. Edward Volkstorf
New Venture Systems
Box 2141
Chesapeake, VA 23320

Introduction to APL

Allen J. Rose, Consultant
STSC, Inc.
2115 E. Jefferson St.
Rockville, MD 20852

FINANCIAL & ACCOUNTING APPLICATIONS

Sunday, 10:30am - 12:30pm Civic Auditorium
Coordinator: W. Robert Knapp, Jr.

Using Computers To Plan For Profits

Michael J. Cummins
Petrinovich, Pugh & Jones
100 Park Center Plaza #450
San Jose, CA 95120

Inventory Management

W. Robert Knapp, Jr., Vice President
Retail Solutions, Inc.
1211 Alderwood Ave.
Sunnyvale, CA 94086

Accounting Software for the IBM PC/XT: What To Look For

Sherry D. Knight, CPA
Knight & Company, CPAs
6644 Heartwood Dr.
Oakland, CA 94611

MARKETING SOFTWARE

Sunday, 10:30am - 12:30pm Civic Auditorium 415
Coordinator: Gene A. Finkler

Measuring Quality and Testing Thoroughness of IBM PC Applications

Edward F. Miller, Jr., Technical Research Dir.
Software Research Association
580 Market St.
San Francisco, CA 94104

Marketing Software Effectively and Inexpensively: PC Demo

Richard Alber
3853 18th St.
San Francisco, CA 94114

Vertical-Market Software

Gene A. Finkler
Silicon Valley Micro
4010 Moorpark Ave., #213
San Jose, CA 95117

How to Win Fame and Fortune by Marketing Your Own Software

Leon A. Wartman
Success Analysis Corp.
743 Holly Dr.
Palo Alto, CA 94303

PLENARY SESSION: VLSI AND THE PC REVOLUTION

Sunday, 12:30pm - 1:30pm Civic Auditorium 105
Coordinator: Jim Warren

David House, Vice President, Gen'l Mgr.

Intel Corp.
3065 Bowers Ave.
Santa Clara, CA 95051

MICROS IN BUSINESS & MANAGEMENT

Sunday, 1:30pm - 5:00pm Civic Auditorium 415
Coordinator: Harry Miller

Small Business Automation: What It Takes

Joe Landau
Applied Software Technologies, Inc.
170 Knowles Dr.
Las Gatos, CA 95030

Computers in Management

Tony Fabbri
Route 1 Box 447
Dunlap, TN 37327

PC's in the Corporate Suite: Uses & Applications

Ron Posner
National Training Systems
1111 Broadway
Santa Monica, CA 90401

Integrating PC's in a Mainframe Environment

Harry Miller, Editor
PC World Magazine
355 DeHaro St.
San Francisco, CA 94107

Starting a Business With Your Computer

Daniel Ashby, President
Sector Software
P.O. Box 585
San Mateo, CA 94401

PC Proliferation: How to Control and Take Advantage of PC's in the MIS/DP Environment

Charles Morel, President
CXL, Inc.
10011 N. Foothill Blvd.
Cupertino, CA 95014

BIOMEDICAL APPLICATIONS

Sunday, 1:30pm - 5:00pm Civic Auditorium
Coordinator: Chuck Clanton, M.D.

Computers in a Medical Practice

Hank Landau, President
Data-Dex Information Mgmt.
9800 N. Sepulveda #50
Sepulveda, CA 91343

A Microcomputer Based Drug Interaction Program

Peter Harrison, Postdoctoral Fellow in M.I.S.
UCSF Section on Medical Information Science
Room A16
San Francisco, CA 94143

Panel: BioMedical Computing Issues

Chuck Clanton
Horizon Software
220 Downey St.
San Francisco, CA 94117

Hank Landau, President

Data-Dex Information Mgmt.
9800 N. Sepulveda #50
Sepulveda, CA 91343

Peter Harrison, Postdoctoral Fellow in M.I.S.

UCSF Section on Medical Information Science
Room A16
San Francisco, CA 94143

Bill Feaster, M.D.

710 Harbor Rd.
Alameda, CA 94501

Frank W. Stitt, M.D.

Medix Software Systems, Inc.
340 Lombard St.
San Francisco, CA 94133

Mark Earlsbaum, M.D.

UCSF Medical Information Science Program
5136 Geary Blvd. #3
San Francisco, CA 94118

Franchise Opportunity In Computers

Michael Shinn, President of World of Computers, has announced that he will launch an international computer franchise operation from the newly established base of operations in Denver. The new venture, which will be known as "World of Computers, Inc.," will be in the business of franchising retail computer stores. The stores will specialize in selling business and personal microcomputer systems. World of Computers, Inc. will offer 50 master franchises for large geographical territories within the United States. The master franchises will, in turn, market an eventual 1,500 individual franchises nationally. World of Computers also plans expansion into international markets.

The average size master franchise region will have a population base of 4 to 5 million people and will sell for \$25,000 per 1 million population (total \$100,000 - \$125,000). Individual retail franchises will then sell for \$25,000; however, this fee is expected to rise with company growth.

Royalties, which will be paid by the retailer, will decrease as sales volume rises on a sliding scale from a high end of 8% down to 5% for stores which exceed 1.5 million in gross sales. In addition, the franchisee will contribute 1% of his gross to a national advertising fund for promoting World of Computers and its products.

For further information, contact: Dixie Jones, World of Computers, 6600 East Hampden Ave., Denver, CO 80224, (303) 758-7777.

VENTURE CAPITAL

Sunday, 1:30pm - 3:00pm Civic Auditorium 105
Coordinator: Frank R. Kline, Jr.

Venture Capital and the IBM PC

Frank R. Kline, Jr. President
Pacific Technology Venture Fund, Inc.
332 Pine St., Suite 610
San Francisco, CA 94104

Locating, Marketing and Finding Venture Capital

Bill Lee, President
Monarch Venture Fund
1720 S. Amphlett Suite 120
San Mateo, CA 94402

Keith Thomas

Monarch Venture Fund
1720 S. Amphlett Suite 120
San Mateo, CA 94402

THE COMPUTER BUSINESS

Sunday, 3:00pm - 5:00pm Civic Auditorium 105
Coordinator: James L. Haner

Packaging and the Microcomputer Products Market

David Wetzel, President
COMPROMT
1201 Howard St.
San Francisco, CA 94104

The Microcomputer Managers' Association

James L. Haner, CDP
Dynamic Computer Services
38240 N. 6th Street West
Palmdale, CA 93550

Problems of a One-Man Software House

Peter Norton
Norton Utilities
2210 Wilshire Blvd.
Santa Monica, CA 90403

REAL-TIME APPLICATIONS

Sunday, 1:30pm - 3:00pm Civic Auditorium 421
Coordinator: Glenn I. Ouchi

Personal Computers and Personal Instrumentation For Semi-Automated Test Equipment

Dave Biggs
Nevada Personal Instrumentation
P.O. Box 2439
Minden, NV 89423

Kurt Christner, P.E.

Nevada Personal Instrumentation
P.O. Box 2439
Minden, NV 89423

Laboratory Data Acquisition, Display and Reduction with the IBM PC: Chromatography Data Handling

Glenn I. Ouchi, Ph.D.
Nelson Analytical
10061 Bubba Rd.
Cupertino, CA 95014

IN-DEPTH TUTORIAL: MODULA-2

Sunday, 3:00pm - 5:00pm Civic Auditorium 421
Coordinator:

Modula-2: A Worthy Successor to Pascal

Joel McCormack
Valition Systems
P.O. Box 1236
Del Mar, CA 92014

PC-to-PC Data Transmission One Page/Second

Intelligent Technologies International Corporation, has announced a software package that permits users of the firm's PC Express communications package to employ their IBM Personal Computers for synchronous communications with other IBM PCs at 4800 baud over voice-grade lines.

Called PC-to-PC 4800 Baud, the new software allows users to rapidly and economically transmit and receive files and electronic mail at a rate of more than one typewritten page per second. The package's automatic error recovery feature ensures that any data transmission errors will be immediately detected and corrected.

According to Verlaine Crawford, Intelligent Technologies' vice president of marketing, "Users of the IBM PC can now upload and download files with other PCs and send messages and memos at a fraction of the cost of conventional 1200 baud transmission. What's more, they can rest assured that the integrity of their data is maintained despite such a high transmission speed."

Crawford notes that the PC-to-PC 4800 baud capability requires both transmitting and receiving IBM PCs to incorporate the Intelligent Technologies software as well as the company's PC Express integrated hardware/software communications package.

The PC-to-PC 4800 Baud package - including diskette and complete user documentation - is priced at \$350. The package will be available for delivery early in the fourth quarter of 1983.

Intelligent Technologies International was formed in January 1983 to create affordable solutions for the communications needs of business and personal microcomputer users. The company's products provide a wide range of microcomputer-to-microcomputer and microcomputer-to-mainframe communications capabilities, as well as a full range of sophisticated telephone management software.

For further information, contact: Verlaine Crawford, Vice-President of Marketing, Intelligent Technologies International, Corp., 151 University Ave., Palo Alto, CA. 94301, (415)328-2411.

Lost Children & Lost Parents

The Faire is intended for mature individuals. If you take young children to the Faire (which we do not encourage), please instruct them to go to the IBM PC Faire office if they get lost.

Older children, family, friends & business associates might be asked to meet you in the balcony (left, right or center; seating available overlooking the main arena.)

The Faire will not use the public address system to page for lost children or adults.

The 1st West Coast IBM PC Faire

Exhibitors

As of August 4th:

- ABM Computer Systems
ACI Computers Corp.
ACP Technology Center, Inc.
AIDS Computer Centers
AST Research, Inc.
Abacus Associates
Abacus+
Add-MEM
Advanced Software Interface
Alexander Grant & Company
Almanac Computer Supply Co.
Alpha Software Corp.
Amber Systems
American Ink Products Co.
American Training International
Anadex Inc.
Analytic Information Processing, Inc.
Analytical Engines, Inc.
Anchor Pad of Northern California
Apatov Designs
Apparat, Inc.
Applied i
Archive Corporation
Ashton-Tate
Avalon Hill Microcomputer Games
Awareco
Axel Johnson Corp.
BASC
BDS
BIT Software, Inc.
Bay Area Computing Guide
Bemis Company, Inc.
Ben Torres Ribbon Service
Benchmark
Berkeley Microcomputer
Best Programs, Inc.
Bickle Enterprises, Inc.
Blaise Computing, Inc.
Bluebush, Inc.
Business Computer Systems
Business Software
Businessland, Inc.
c-systems
CAL
CBS Educational
CTS Services, Inc.
CXI, Inc.
Call Manager, Inc.
Capro, Inc.
Carousel MicroTools, Inc.
Casemaker, The
Casemaker, The
Cses Inc.
Cdex Corporation
Celestial Software, Inc.
Central Point Software, Inc.
Chen Information Systems, Inc.
Chiropractic Information Bureau
Cody's Books
Cogent Data Technologies, Inc.
Colby Computer
Columbus Books, Inc.
Communications Packaging/Compromt
Communications Packaging
Compaq Computer Corp.
Comprehensive Software
CompuLine Corporation
Computer Biz, Inc.
Computer Classifieds
Computer Connection
Computer Discount Products
Computer Greetings
Computer Intelligence Corporation
Computer Professionals for Social Responsibility
Computer-Age
Computerland of San Francisco
Computing!
Comsis Consulting
- Condor Computer Corp.
Connexions
Conographic Corporation
Corona Data Systems, Inc.
Corvus Systems
Courseware, Inc.
Creative Research Systems
Crunch Software
Cuesta Systems, Inc.
Custer Computers
Custom Computer Furniture
Cybernetic Micro Systems
Cygnet Technologies, Inc.
Cypher
Cypress Software
Data Base Decisions
Data*Easy Software
Datamac Computer Systems
Deltak Microsystems, Inc.
Desktop Computer Software
Diablo Valley PC
Diamond Software Supply, Inc.
Digital Deli Computer Store
Digital Marketing Coordinator
DisCopyLabs
Disc Tech One, Inc.
Disclone Corporation
Discortex Corp.
Ditechs
Durant Software
Dysan Corporaton
E/Z CAD Inc.
Eagle Computer, Inc.
Edco Electronics, Inc.
Edick-Gee Computer Covers
800-Software, Inc.
Emerging Technology Consultants, Inc.
Encyclopaedia Britannica, Inc.
Enter Computer, Inc.
Europro, Inc.
Execuware
FMJ, Inc.
FRA, Inc.
FlipTrack Learning Systems
Formaster Corporation
Forth Technology
Heigen Corporation
Hercules Computer Technology
Hewlett Packard
Home Base Supply
Houston Instrument
I. B. Magazine
IBM Corp.
IBM Personal Computer Club - S.F.
INET Corporation
Independent Computer Consultants Assoc.
Individual Software, Inc.
InfoWorld
Information Unlimited Software, Inc.
Insoft, Inc.
Intel Corporation
Intelligent Technologies
Interactive Sciences, Inc.
International Disk
Interphase Corporation
JNZ, Inc.
JWK Engineering
Jade Computer Products
Jobline
John Bell Engineering, Inc.
John Wiley & Sons
Kawa Systems Int'l.
Kennen Publishing
Key Solutions
Key West Business Systems
LNW Computers
LPKF Pacific
Lassen Software, Inc.
Lexisoft, Inc.
Lifeline Information System, Inc.
- Lifetree Software, Inc.
Lightning Software, Inc.
Logical Systems
Logitech
MAI Sorbus Service
MB International, Inc.
MPA Insurance Services, Inc.
Madera Group, The
Marc Software International
Marin Computer Center
Marina Business Systems, Inc.
Mathtech, Inc.
Max Software Publishing, Inc.
Maxell Corporation of America
MediSoft
Memory Technologies, Inc.
Mercator Corporation
Metrosoft, Inc.
Micro Business Applications
Micro Courseware Corp.
Micro Data Tek
Micro Discovery Magazine
Micro Flash Computer Systems
Micro Focus, Inc.
Micro Information Publishing, Inc.
Micro Line
MicroGraphics Technology
MicroPotentials
MicroPro International Corp.
Microcomputer Business Industries Corp.
Micron Technology, Inc.
Microtie Systems Corp.
Mitsuba Corporation
Monarchy Engineering, Inc.
Morgan Computing Company, Inc.
Mountain Computer, Inc.
Mouse Systems Corp.
National Memory Systems Corp.
Network, Inc.
Next Generation Systems
Novation, Inc.
Novell, Inc.
Number Cruncher Statistical Systems
Oh So Softwear
Olive Branch Software
Omega Electronics
Orange Micro Printer Store
Orion Software
Osborne/McGraw-Hill
PC Centre
PC Supply
PC World Communications, Inc.
Panamax Line Conditioning
Peachtree Software, Inc.
Pegasus Computer Peripherals
Pencept, Inc.
Performance Dynamics Assoc.
Personal CAD Systems, Inc.
Personal Computer Age
Personal Micro Computers, Inc.
Persyst-Personal Systems Technology, Inc.
Phase One Systems, Inc.
Plantronics/Frederick Electronics Corp.
Prentice-Hall, Inc.
Prentice-Hall, Inc.
Prentice-Hall, Inc.
Presta Digital, Inc.
Price Waterhouse
Princeton Graphic Systems
Prism Computer Systems, Inc.
Professional Computer Graphics, Inc.
Professional Software, Inc.
Professional Systems Corp.
Promedics Data Corp.
Proper Software
Protocols
Quadram Corporation
Que Cororation
Quest Computers, Inc.
Quicksoft
- RAC Computers
RTCS/Real-Time
Raytronics
ReadiWare Systems, Inc.
Reference Magazine
Renaissance Technology Corp.
Reston Publishing Company, Inc.
Robert J. Brady Company, The
Robotics Society of America
Rogue River Software
Roland Corp US
S.V.C.S.
STSC, Inc.
Samna Corp.
San Francisco IBM PC User Group
Santa Clara Systems, Inc.
Satellite Software International
Scitor Corp.
Screen Data Corp.
Sentinel Computer Products
Sigma Designs, Inc.
Simple Software, Inc.
Small Business Technology
SoftCraft, Inc.
Softalk Publishing, Inc.
Softsel Product Services
Software Connections, Inc.
Software Galore
Software Magic
Software Options, Inc.
Software Publishing Corp.
Software Strategies, Inc.
Sorcim Corporation
Stacey's Books
Stanford Bookstore - Palo Alto
Storex Corporation
Strategic Simulations, Inc.
Sunol Systems
Sure-Wing Systems
Switalski Computer Supply
Symmetric Software, Inc.
TPS Electronics
Tall Tree Systems
Tallgrass Technologies Corp.
TechArt Associates
Techne Software Corp.
Tecmar Inc.
Televox International
TexaSoft, Inc.
Thoughtware
3 Com Corporation
3Design
3M/Data Recording Products Division
Time Arts Inc.
Trade West
Tymes & Associates, Inc.
Type Source, Inc.
ULKA Corporation
USI Computer Products
USUS
United Computer Corp.
Urban Pacific Data Services
User's Guide
Uveon Computer Systems, Inc.
Vertex Systems
VisiCorp
Wadsworth Electronic Publishing Co.
Wall Street Software, Inc.
Westminster Software, Inc.
Wood & Clay Hi-Tech Gameware
Woodpecker Mfg.
Word Associates
Xebec
Xor Corporation
Xycor International, Inc.
Zencom, Inc.
Zenith Data Systems Corp.
Ziatech Corp.
Ziff-Davis Publishing Co.
Zyword Corporation

SEMINARS

to be held at the
IBM PC Faire

Personal Computer Networks: Getting Down to Business

Session: F1 (Fri-8/26/83, 1:30 to 5:00, \$55)

This seminar deals with the problems and solutions facing an organization with the task of tying together the various micro's on the market. Topics include: Hardware/Software Considerations; The Communication Mode; Software; Resource Sharing; Security & Data Sharing.

dBASE™ II Fundamentals

Session: F2 (Fri-8/26/83, 10:00 to 1:30, \$55)

An introduction to the most widely used data base system available for the IBM PC. This seminar will present an overview to dBASE II functions and capabilities along with specific examples of how to establish & use dBASE II. Topics include: Create and Modify a Data Base; Enter Information; Ad-Hoc Inquiries; Report Generation; Indexing & Sorting; Developing a procedure.

dBASE™ II Programming

Session: S1 (Sat-8/27/83, 10:00 to 5:00, \$95)

This seminar will prepare you to develop application systems on the IBM PC utilizing the dBASE II programming language. Subject matter covers: Data Base Design and Creation; a presentation of the dBASE II language syntax; Procedure Calls; Creating Screen Formats; Indexing; performance considerations and utilities.

Advanced dBASE™ II Techniques

Session: N2 (Sun-8/28/83, 10:00 to 1:30, \$55)

This seminar will cover advanced topics and will benefit the attendee with prior dBASE II experience. Specific areas include: Combining dBASE II commands; Advanced dBASE II Programming; Linking Multiple Files; and other "Gerson's dSECRETS" as published in The Data Base Advisor Magazine.

Integrating Personal Computers In The Corporate Environment

Session: F3 (Fri-8/26/83, 10:00 to 5:00, \$95)

At this seminar you will learn how to put the personal computer to work for the individual and the corporation and plan for it's integration. Office automation is happening now; whether one by one, department by department or through centralized purchasing. Integrating existing micros into the corporate system or adding new ones, requires an approach based on proven techniques. Without a systematic plan for managing the information of both personal computers and established corporate data bases, the "information management" equilibrium is lost and problems result. This seminar is recommended for any manager, administrator or decision maker responsible for implementing Office Automation or the proliferation of Data Processing resources in their organization.

Problem Solving with MultiPlan™

Session: F4 (Fri-8/26/83, 1:30 to 5:00, \$55)

This seminar will cover the fundamental and advanced features of the most powerful spreadsheet available. Topics covered include: editing, sorting, iteration techniques, linking multiple spreadsheets and other features.

How To Select A Personal or Business Computer

Session: S2 (Sat-8/27/83, 10:00 to 5:00, \$95)

At this seminar you will learn how to select the features you need... What to look for --and look out for-- in your hardware and software...How to determine what to spend...Determine what size computer you really need...How to select the right software package...How to simply define your computer system requirements...How to select the best system and suppliers... and much much more. This seminar is recommended for any individual responsible for the selection of a Personal or Business Computer.

Lotus™ 1-2-3 Advanced Techniques

Session: N1 (Sun-8/28/83, 10:00 to 5:00, \$95)

1-2-3 is the new software sensation that integrates spreadsheet, data base and graphics features. This seminar goes beyond the typical introductory class, showing you many different advanced techniques that put 1-2-3's remarkable features to work. Topics covered include: optimum spreadsheet design, data base query, graphics, macro programming & testing, menu generation, input data validation and sharing data with other programs and computers.

Project Management Survival Course

Session: N3 (Sun-8/28/83, 10:00 to 5:00, \$95)

This seminar offers a "no-nonsense" approach to the successful application of Project Management Skills, which is rapidly becoming one of the most critical tools of today's computer professional. All participants will learn a practical approach on how to develop a Project Plan; Estimate, Schedule, Control and Manage their Project. This Course is Intended For: Any: - DP Manager; Project Manager/Leader/Participant; Lead Programmer/Analyst; Software Engineer; Corporate Project Manager (DP and non-DP).

How To Become A Computer Consultant

Session: N4 (Sun-8/28/83, 10:00 to 5:00, \$95)

This seminar is designed to show you that while consulting is not for everyone, for those it appeals to, success can be virtually unlimited...as long as you know the ropes. The need for experienced programmers and computer professionals has never been greater. This day long session will show you How to: begin...tools of the trade...sell yourself...find markets...evaluate your skills and the client's...set fees...expand your business...handle money and legal matters...close the sale...and much much more.

INSTRUCTORS

Instructor For Sessions: F1, F2, S1

Jeff Cassel is with Slavin Associates, a management consulting firm specializing in helping business to manage and control the computer through Project Management and Executive Education. Mr Cassel specializes in the use of small computers in the business environment. His 16 year career in data processing includes technical support and systems management.

Instructor For Session: F1

Bill Slavin is the President of Slavin Associates a Management Consulting firm specializing in assisting client companies, to develop strategic systems planning. He is a Certified Management Consultant (CMC) who has been consulting for the past 15 years. A past president of ASM and a frequent speaker before professional groups. He is a member of the National Speakers Association and is the west coast seminar leader for the American Management Association's course on, "The Fundamentals of Data Processing for the non-EDP Executive".

Instructor For Session: F4

Chris Doner a member of Alex Systems has 5 years experience in the computer industry. He received his BS from Syracuse University and his MS from Michigan State University. The focus of his graduate work was applied Mathematics and Computer Simulation. He is familiar with a wide variety of hardware and software. He is active as a consultant for MicroPro International and Voice Recognition Systems.

Instructor For Session: N2

Alex Gerson, President & CEO, Alex Systems. Has 8 years experience in Data Processing. He received his BS in Mathematics from the University of Mexico and his Masters degree in Operation Research from Stanford University. He has proven his capabilities with a wide range of computer software. Mr Gerson has developed software for several firms in the San Francisco Bay Area, including Arthur Andersen & Co, Stanford University and Lehman Bros.

Instructor For Session: N4

Dick Kent has spent 23 years in the data processing profession; the last fifteen as a consultant. He is the president of DLM Consultants, Inc. He is a member of ACM and the ICCA, he has taught DP courses at New York University and DeAnza College. With Alan Canton, he co-authored the book "ComputerMoney, How to Make it in Data Processing Consulting".

Instructor For Session: N4

Alan Canton has been a consultant in Data Processing for over ten years. He is the President of Computer Programming Associates, a programming and educational consulting firm in the Sacramento Area. He has taught data processing at the College of Marin. He is the co-author of "ComputerMoney", he is a founding member of the Independent Computer Consultants Association.

Instructor For Session: N1

Dick Anderson is the Director of Advanced Micro/Mainframe Solutions, a consulting firm specializing in developing software for the IBM PC. He has been in the data processing field for 17 years, has taught at John F. Kennedy University, and has given seminars and workshops for the last 8 years. He is in the process of writing a book on advanced spreadsheet programs.

Instructor For Sessions: F3, S2, N3

Arnold Roberts has spoken before groups of the Data Processing Management Association (DPMA), Association for Systems Management (ASM), and the Association for Computing Machinery (ACM). He was selected to speak at the 1983 Rocky Mountain Data Processing Expo & Conference and at the 1983 National Computer Conference (NCC'83). He has over twelve years experience in the field of Business Data Processing, with a strong background in systems analysis and design, technical support, in-house training and project management. He formed ADC Associates in 1980 which provides in-house training as well as assisting corporations in the selection and integration of Personal Computers.

How To Register

All seminars will meet in San Francisco's Civic Auditorium, in the Civic Center. The seminar registration fees noted above do not include the IBM PC Faire registration/admission, which is \$18 additional. If you register for more than one seminar you only pay the Faire admission once.

These seminars are expected to be heavily subscribed. Since enrollment is limited, pre-registration is highly recommended. You can register for the Faire and these seminars by phone or mail, to the address below.

At any time during the IBM PC Faire you may register for these seminars on a first-come, first-served basis at the Seminar Registration Desk located at the east (Larkin Street) end of the Civic Auditorium Front Lobby.

For Registration & Information on These Seminars:

ADC/Seminar Registration Bureau
960 San Antonio Rd, Palo Alto, CA 94303
(415) 493-5500

Make checks payable to ADC Associates.