

# SILICON GULCH GAZETTE

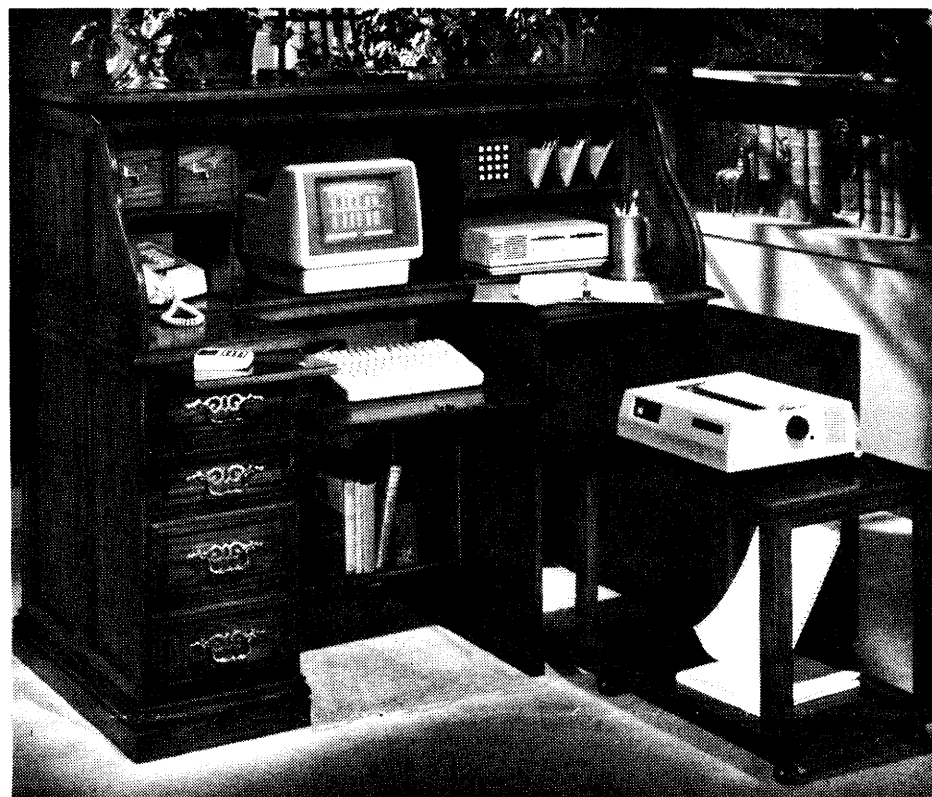
No. 39, August, 1983

345 Swett Road

Woodside, California 94062-9990

(415)851-8437

## 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/compartiment; 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.

## First IBM PC Faire to be '83's Largest PC Event

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. Approximately 90% of its 550+ exhibit booths have already been rented by over 300 companies, including IBM's 8-booth island exhibit displaying its latest products and enhancements.

A broad range of speakers have submitted papers for the Technical Conference, with more Conference sessions being organized, daily. Over 60 speakers are expected to make presentations at the IBM PC Faire.

### IBM'S PC MANAGER DISCUSSES FUTURE

Don Estridge, the Vice President of IBM's Systems Products Division, and – as General Manager of the group responsible for the IBM PC – the prime mover behind IBM's phenomenally successful entry into the personal computing market, will be one of the key speakers. He will discuss trends in the future of personal computing and of IBM's activities in this area.

### INTEL'S MICRO MANAGER SHARES VIEWS

David House, Intel's Vice President and General Manager of the Microcomputer Group will be another key speaker at the IBM PC Faire.

### COINVENTOR OF THE MICROPROCESSOR INVENTS AGAIN

Dr. Federico Faggin, the coinventor of the microprocessor while at Intel, later the founder of Zilog, and now President of Cygnit Technologies will introduce a major enhancement for personal office computing at the PC Faire – a highly integrated voice/data/graphics system that works with the IBM PC and other microcomputers. This product appears likely to be a major development in microcomputing.

### IN-DEPTH SEMINARS & TUTORIALS

The First IBM PC Faire, an event organized exclusively by Computer Faire, will take place in San Francisco's 4-story Civic Auditorium plus the adjacent Brooks Hall and San Franciscan Hotel. Preregistration is available from a number of stores in and out of the Bay area. On-site registration is \$18 and covers all three days of the exhibits and Technical Conference.

The PC Faire will include 10 in-depth seminars covering a variety of topics including the very popular, "How to Select a Personal or Business Computer." PC World is offering full-day "Micro Ease" hands-on tutorials, familiarizing new users with the IBM PC and related products. (There is an additional charge for these half-day and full-day seminars and tutorials.)

## 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.

# The 1st West Coast IBM PC Faire

SAN FRANCISCO CIVIC CENTER • AUGUST 26-28, 1983

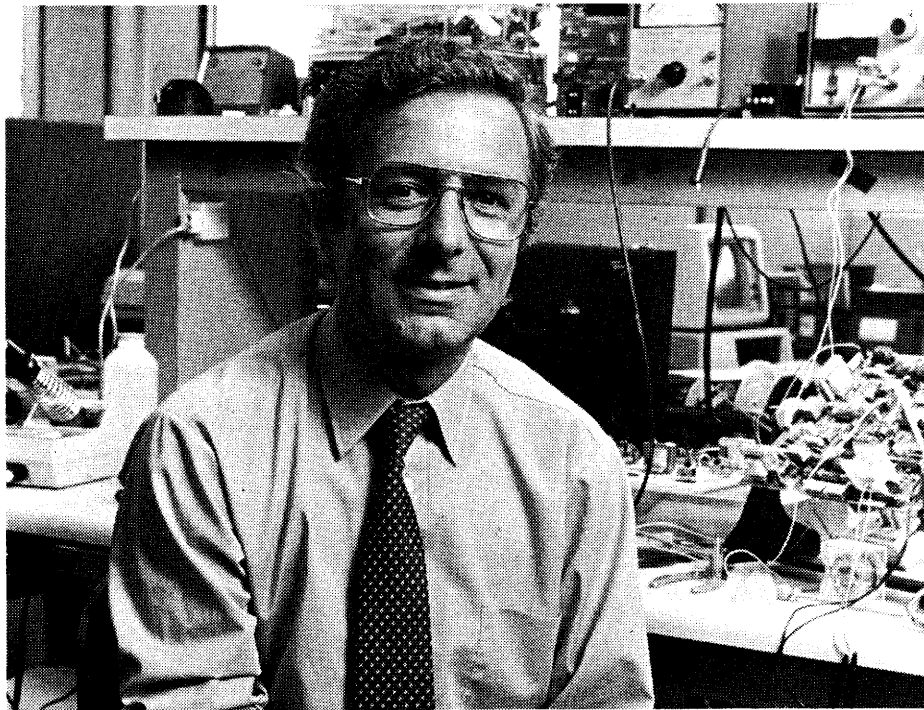
Friday, August 26, 9am-6pm  
Saturday, August 27, 9am-6pm  
Sunday, August 28, 10am-5pm

**\$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

# 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 Cygnit 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.

## 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.

# FREE!

A Subscription\* to the  
Silicon Gulch Gazette

Published in the center of the microcomputer industry, the San Francisco Peninsula

Hot News & Techno-Gossip

Rambling Rumor & Fascinating Features

News of Events

New Product Information

and, of course, all the details of the IBM PC Faire

(\*worth at least every penny you pay for it!)

Just Write or Call

345 Swett Road

Woodside CA 94062-9990

(415)851-8437

# 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

## Save on Faire Registration

By gathering your friends and associates together, you can all save \$4 on IBM PC Faire registration fees — paying \$14 each, instead of the \$18 "at the door" fee. (Or, you can "deal" registrations and earn a few extra dollars for yourself or your group.) Here's how:

Purchase IBM PC Faire registrations in blocks of ten or more, no later than August 15, advancing \$140 for a minimum order of ten (prepaid). (There is a small shipping and collection charge on COD orders.)

You can return up to half the number of registrations ordered, by August 25

(the day before the IBM PC Faire), for a refund of \$14 per returned/unused registration.

To take advantage of this offer send your check or COD order for ten or more registrations (advancing \$140 on prepaid orders) to:

Pre-registration Desk

Computer Faire, Inc.

570 Price Ave.

Redwood City CA 94063

Include your street address for certified UPS delivery. We pay shipping on prepaid orders. You pay shipping and collection charges on COD's.

### Get the REAL Thing!

This isn't the "real" Silicon Gulch Gazette; 'tis merely an 8-page shadow of its former 24-page self, distribution of which has been kindly underwritten by the Faire folks.

For a FREE subscription to the real SGG — worth at least what you pay for it — carrying news and bemuse of micro mania, send yer name and mailing address to:

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### FO' SALE

used Soroc 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.

### The Silicon Gulch Gazette

produced by Wireless Digital, Inc.  
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Jim Warren

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# 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



# IBM PC Faire Speak

*(Trends in Personal Computing)*

**Don Estridge, Vice President**

IBM Systems Products Division

&  
General Manager,  
IBM PC group  
Boca Raton, FL

*Trends in Microcomputer Software*  
**Bill Gates, Executive V.P. & Chairman of the Board**  
Microsoft Corporation  
Bellevue, WA

**Using Technology to Learn Technology**

*Allen Lee Adkins  
Interactive Research Corporation  
San Mateo CA*

**Marketing Software Effectively and Inexpensively:  
PC Demo**

*Rick Alber  
San Francisco CA*

**Microcomputers and Job Satisfaction**

*Peter Andres  
Hackettstown NJ*

**Starting a Business With Your Computer**

*Daniel Ashby  
Sector Software  
San Mateo CA*

**Microcomputers, McLuhan, and the Mainframe Mafia**

*Phillips Baily  
Temecula CA*

**SCSI Compliments the IBM PC**

*Richard Barrett  
Adaptive Data & Energy Systems  
Pomona CA*

**Personal Computers in Large Organizations:  
Implementation and Support**

*Alvin S. Begun  
UC Berkeley  
Berkeley CA*

**Personal Computers and Personal Instrumentation for  
Semi-Automated Test Equipment**

*Dave Biggs, Kurt Christner  
Nevada Personal Instrumentation  
Minden NV*

**Personal Computing from Ground Zero**

*Dave Bunnell  
PC World Magazine  
San Francisco CA*

**PALASM: Doorway to the Silicon Revolution**

*Vincent Coli, Earle Jennings  
Monolithic Memories  
Santa Clara CA*

**Trends in Microsoftware: The User Interface**

*Mike Connor  
MicroPro  
San Rafael CA*

**PC's in the Corporate Environment**

*Steve Cook  
PC World Magazine  
San Francisco CA*

**Implementing Distributed Local Area Networks for  
IBM Personal Computers**

*John F. Costello, Tom Burt  
Xcomp, Inc.  
San Diego CA*

**Truly Interactive Batch Files With DOS 2.0**

*Warren Craycroft  
Digital Automation Corp.  
Corte Madera CA*

**Using Computers to Plan for Profit**

*Michael J. Cummins  
Petrinovich, Pugh & Jones  
San Jose CA*

**Using the IBM PC to Teach Speed Reading**

*Janice Davidson  
Upward Bound  
Rancho Palos Verdes CA*

**Typesetting from Disk**

*Kevin Dwan  
Dwan Typography  
Nevada City CA*

**People Literacy: The Direction in Software**

*Jim Edlin  
Bruce & James  
San Francisco CA*

**The Future of Learning by Computer**

*Alan Elliott, H.L. Gray  
Southern Methodist University  
Dallas TX*

**Children, Computers & Education**

*Tony Fabbri  
Dunlap TN*

**Computers in Management**

*Tony Fabbri  
Dunlap TN*

**The Communication CoSystem: An Innovative Archi-  
tecture for the Integrated Work Station Market**

*Federico Faggin  
Cygnit Technologies, Inc.  
Sunnyvale CA*

**Vertical-Market Software**

*Gene A. Finkler  
Silicon Valley Micro, Inc.  
San Jose CA*

**Communications With the IBM PC**

*Andrew Fluegelman  
PC World Magazine  
San Francisco CA*

**Quantum's QNX Operating System**

*Syd Geraghty  
Quantum Software, Inc.  
San Jose CA*

**Scientific or Exotic Word Processing for the IBM PC**

*Dr. Larry Goldstein  
Robert J. Brady  
Silver Springs MD*

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

*Adam B. Green  
SoftwareBanc  
Arlington MA*

**The Microcomputer Managers Association**

*James L. Haner  
Dynamic Computer Services  
Palmdale CA*

**Tips on Writing On Your PC**

*Jeremy Joan Hewes  
PC World Magazine  
San Francisco CA*

**Evolution of IBM PC Use at McGraw-Hill**

*Kenneth Hough  
McGraw-Hill, Inc.  
Hightstown NJ*

**Software Integration**

*Gilbert Hoxie  
Context Management Systems  
Torrance CA*

**Investment Software for the IBM PC**

*Andy Hyde  
I.T.M.  
Lafayette CA*

**Software Standardization and Your Future**

*C.A. Irvine  
SoftTech Microsystems  
San Diego CA*

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

*Jim Joyce  
International Technical Seminars  
San Francisco CA*

**Venture Capital and the IBM PC**

*Frank Kline  
Pacific Technology Venture Fund, Inc.  
San Francisco CA*

**Inventory Management**

*W. Robert Knapp  
Retail Solutions, Inc.  
Sunnyvale CA*

**Accounting Software for the IBM PC/XT...What  
to Look For**

*Sherry Knight, CPA  
Knight & Company CPA's  
Oakland CA*

**Using Computers to Help Teach Computer Science**

*Barry Kurtz  
San Francisco State University  
San Francisco CA*

**Computers in A Medical Practice**

*Hank Landau  
Data-Dex Information Management  
Sepulveda CA*

**Small Business Automation: What it Takes**

*Joe Landau  
Applied Software Technologies, Inc.  
Los Gatos CA*

**Teaching Data Processing**

*Joe Landau  
Applied Software Technologies, Inc.  
Los Gatos CA*

**Microcomputers in the Federal Government**

*Bill Leary  
Department of Defense  
McLean VA*

**Word Processing Doesn't Byte**

*Mark Lees  
San Francisco CA*

**PC Compatibility and the Portable Market**

*Alan Lefkof  
GRiD Systems Corporation  
Mountain View CA*

**Publishing Opportunities in Personal Computing**

*Lance Leventhal  
Emulative Systems, Co.  
San Diego CA*

# ers — A Partial Listing

*IBM PC Compatibles: The Future*  
Dr. Portia Isaacson, President

&  
Dr. Egil Juliussen, Chairman of the Board  
Future Computing  
Richardson, TX

*VLSI and the PC Revolution*  
David House, Vice President & General Mgr.,  
Microcomputer Group  
Intel Corp.  
Santa Clara, CA

## Davong Multilink Local Area Network

Tim Lundeen  
Davong Systems, Inc.  
Sunnyvale CA

## The PC's Role in Telecommunications

Larry Magid  
Knowhow, Inc.  
San Francisco CA

## Getting Personal With TEX

Robert McClure  
Unidot  
Sunnyvale CA

## Modula-2: A Worthy Successor to Pascal

Joel McCormack  
Volition Systems  
Del Mar CA

## A Technological Marriage Made in Heaven

David McElhatten  
D'Video and Associates  
Del Mar CA

## Integrating PC's in a Mainframe Environment

Harry Miller  
PC World Magazine  
San Francisco CA

## Measuring Quality and Testing Thoroughness of IBM PC Applications

Edward Miller, Jr.  
Software Research Association  
San Francisco CA

## Personalize Your IBM PC: Integrating Application Software

Terry Myers  
Quarterdeck Systems  
Santa Monica CA

## Writing Maintainable Assembly Language Programs

Steve Newberry  
Protocols  
Los Altos CA

## Mass Storage Backup for the IBM PC

John Nguyen  
Corvus Systems  
San Jose CA

## Current and Future Directions of the IBM PC

Peter Norton  
Norton Utilities  
Santa Monica CA

## Problems of a One-Man Software House

Peter Norton  
Norton Utilities  
Santa Monica CA

## Overcoming Executive Computerphobia

Karen Orton  
National Training Systems  
Santa Monica CA

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

Glenn Ouchi  
Nelson Analytical  
Cupertino CA

## Consult-1: Developing Artificial Intelligence Systems on the IBM PC

Edward Patrick  
Patrick Consult, Inc.  
Cincinnati OH

## Ethernet Local Area Network for the PC

Steve Pomeroy  
3com  
Mountain View CA

## PC's in the Corporate Suite: Uses and Applications

Ron Posner  
National Training Systems  
Santa Monica CA

## A New Approach to Integrated Software

Richard Rabins  
Alpha Software Corporation  
Burlington MA

## Tactics for the Computer Widow(er)

Diana Randle  
Harbinger Consultants  
San Mateo CA

## Writing for the Computer Magazines

Kearney Reitmann  
PC World Magazine  
San Francisco CA

## Spellbinder — More than Just a Word Processor

Mary Lynne Robinson  
Mark I Consultants & UC Davis Computer Ctr  
Davis CA

## How to Use dBase II Without Opening the Manual

Kevin Rogers  
Axel Johnson Corp.  
San Francisco CA

## Introduction to APL

Allen Rose  
STSC, Inc.  
Rockville MD

## Using the IBM PC for 35mm Slide Production

Chet Sandberg  
Professional Computer Graphics  
Palo Alto CA

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

Wan Seegmiller, James DeVires  
Laser Video, Inc.  
Anaheim CA

## Connecting Computers, Printers, Terminals, and Modems

Martin Seyer  
American Bell  
Aurora CO

## Income Tax Aspects of Hardware and Software

Andrew Stokes, Theresa Baudier  
Tucson AZ

## The Computer Tutor Project: IBM's in the School

Joan Targ, Jell Levinsky  
Interactive Sciences  
Palo Alto CA

## Learning to Speak Mainframe

Dr. E. Arlin Torbett  
ICOT Corporation  
Mountain View CA

## Conography: Is to Curves What Vectors Are to Straight Lines

Luis Villalobos  
Conographic Corporation  
Newport Beach CA

## MUMPS — Another Language for the IBM PC

J. Edward Volkstorf  
New Venture Systems  
Chesapeake VA

## Packaging and the Microcomputer Products Market

David Wetzel  
Compromt  
San Francisco CA

## Interactive Video Teaching Comes of Age With the IBM PC

Robert Whitney  
Whitney Educational Services  
San Mateo CA

## The Impact of Electronic Spreadsheets in Business

Bob Williams  
Business Software Magazine  
Portland OR

## How to Win Fame and Fortune by Marketing Your Own Software

Leon A. Wortman  
Success Analysis Corporation  
Palo Alto CA

## What Role Do Computers Play in Today's Education?

Leigh Zeitz  
Personal Computer Age Magazine  
Whittier CA

## PANEL: IBM PC Design and Interfacing

IBM PC design group  
Boca Raton FL

## PANEL: Videodisks and Microcomputers

Allen Lee Adkins, coordinator  
Wan Seegmiller and James DeVires

## PANEL: Use of the PC's in Large Corporations

Phillips B. Baily, coordinator  
with representatives from:  
McGraw-Hill Publishing, Bekins Corporation,  
Spectrum International, Inc.

## PANEL: Personal Computers in Large Organizations - Issues and Answers

Alvin S. Begun, coordinator  
with representatives from:  
Bank of America, Bechtel, Federal Reserve  
Bank of San Francisco, Fireman's Fund,  
Standard Oil of California, University of  
California Systemwide Administration

## PANEL: Bio-Medical Computing

Chuck Clanton, coordinator  
Mark Earbaum, M.D., Bill Feaster, M.D.,  
Phil Harris, Hank Landau, Frank Stitt

## PANEL: High Performance Numerics With the 8087 Option for the PC

Jane Kerr, coordinator  
Intel  
Santa Clara CA

## PANEL: Effective Documentation

Fred Waters, coordinator  
John Pruyn and Elna Tymes  
Tymes & Associates, Inc.  
San Jose CA

## 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 nation's 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.

### 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.

### 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.

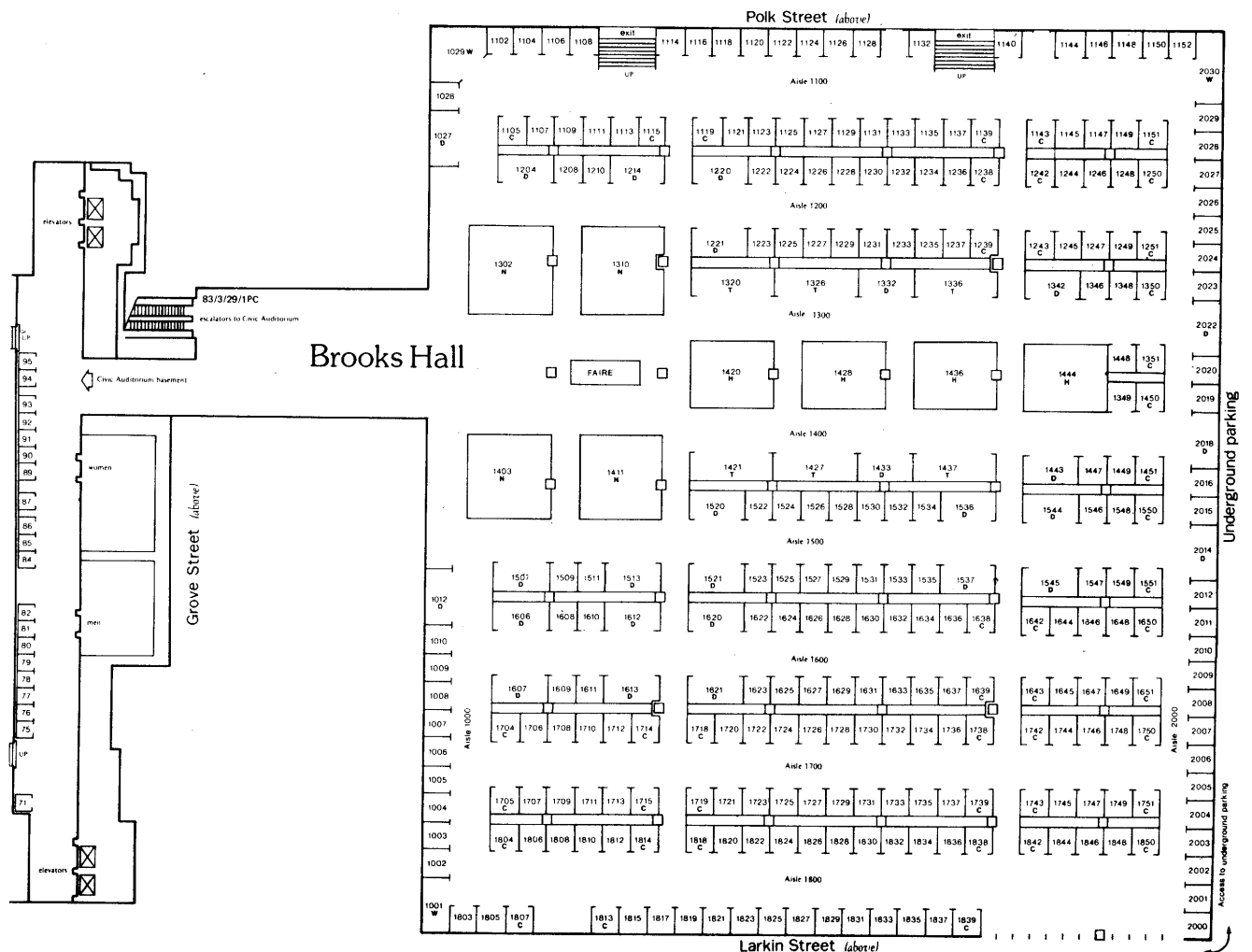
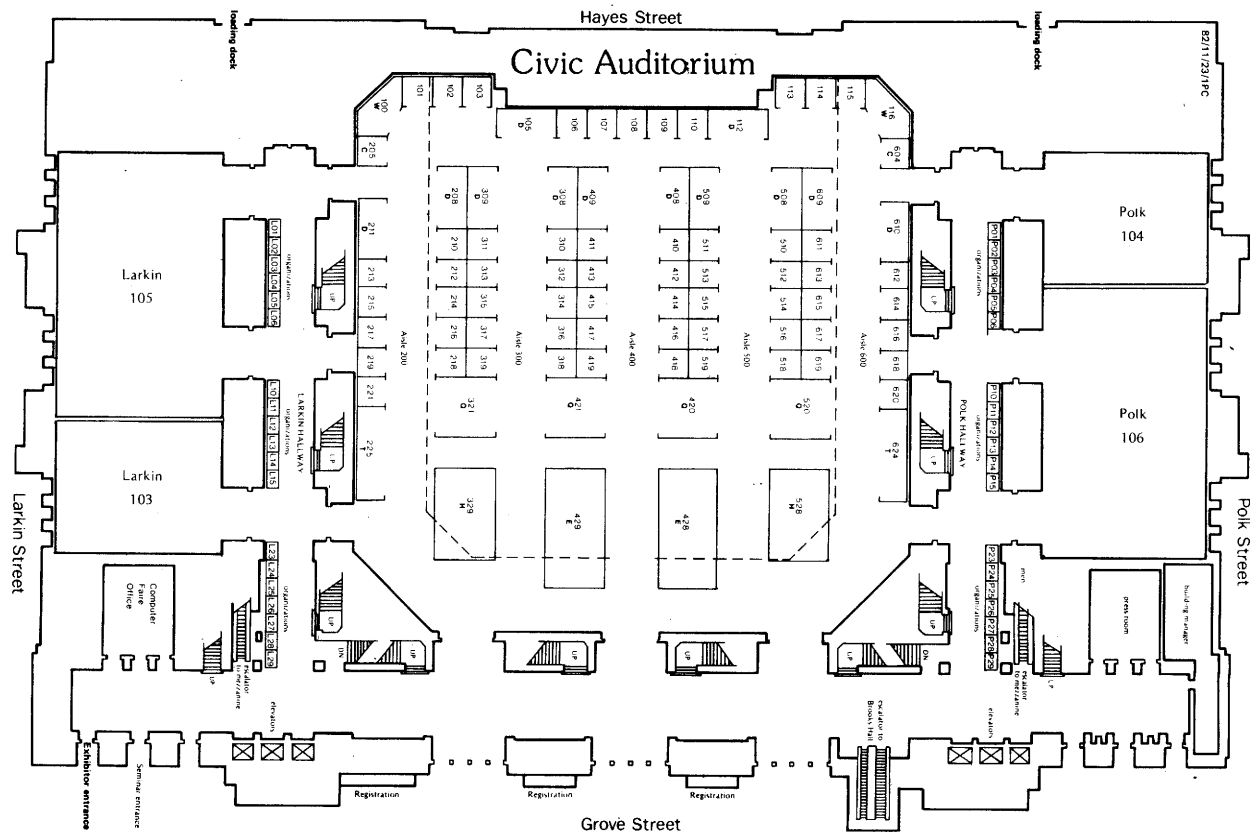
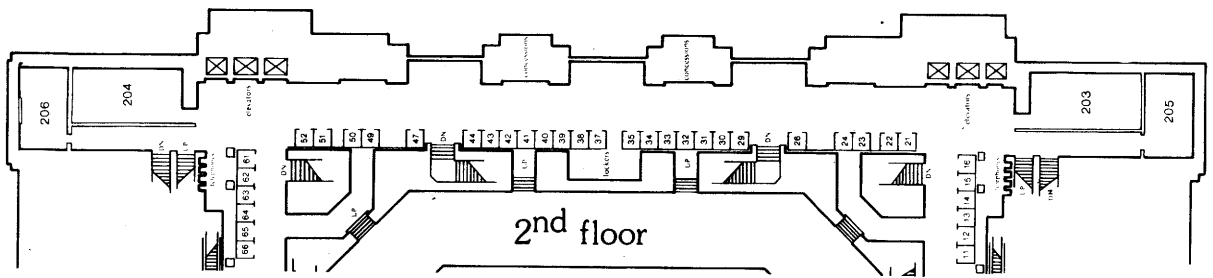
Older children, family, friends & business associates might be asked to meet you in the balcony (left, right or center; seating available overlooking the main arena.)

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

### Regarding Food Concessions

Facilities Management, Inc., under contract to and with the city of San Francisco, exercises exclusive control over the food concessions at the Computer Faire. They control what is offered, when it is offered and what is charged for it. The Faire does not receive any part of the fees paid for concession food and has no say-so regarding food or pricing.

# The 1st IBM PC Faire



# IBM PC Faire Exhibitors

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# 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 (NCC83). 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.