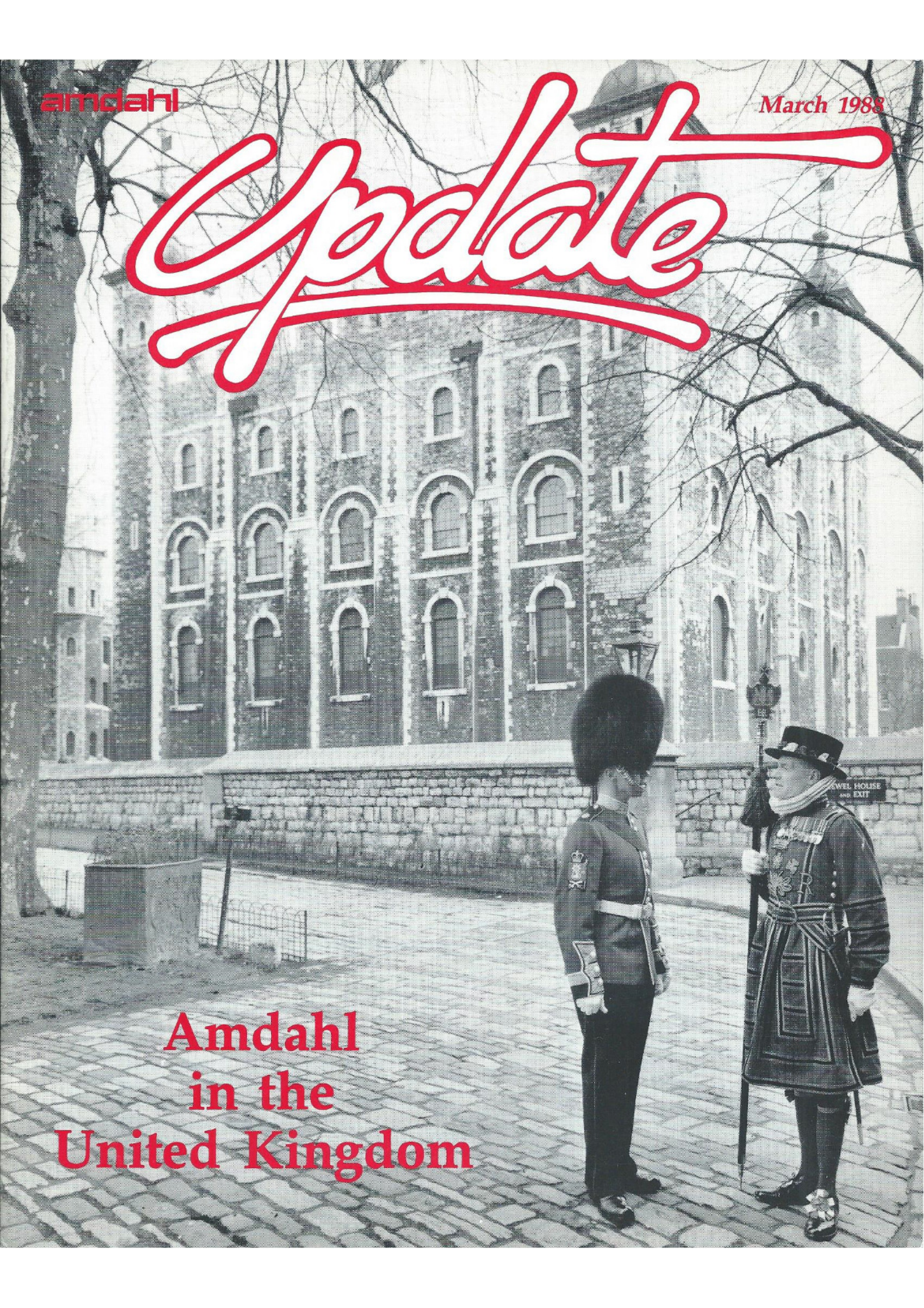


amdaahl

March 1988

Update

**Amdahl
in the
United Kingdom**



Update

March 1988

For Employees and Families of Amdahl Corporation

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The Tower of London, in London, England. Courtesy British Tourist Authority

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"These objectives represent the most comprehensive challenge and the largest opportunity we have ever faced as a company. If we continue to bring the same energy, the same level of individual contribution, and the same sense of fun to the job in 1988 that we brought in 1987, we'll sit together next year at this time and look back at 1987 and see it for what it was: simply a warm-up year for the truly outstanding performance that we, individually and collectively, will put together in 1988."

Joe Zemke, president and chief operating officer



1988 CORPORATE OBJECTIVES

The following summary was excerpted from a videotape entitled "Reach Beyond." In this tape, which was shown at various Kickoff meetings in January, Joe Zemke, Amdahl's president and chief operating officer, outlines the corporate objectives for 1988.

Maintain a high level of customer and employee satisfaction. Customers and their satisfaction with our products and services are the only reason we exist as a company. By working in this critical area, we can win every time. I believe there is still plenty we can do to increase employee satisfaction, and we are committed to continued improvement in this area.

Improve the quality of our work processes through the corrective action process. Now is the time for us to apply the principles and techniques of corrective action, to identify the root causes of our process problems, and to make appropriate changes.

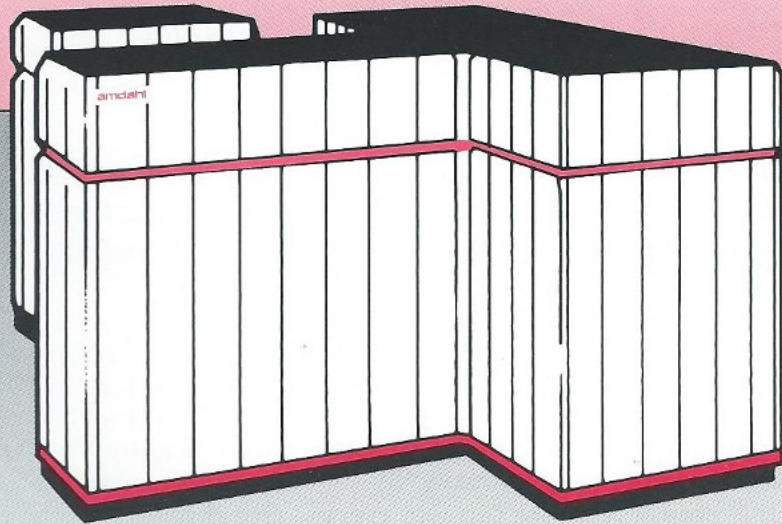
Become the choice in the storage products marketplace. This is a strategic long-term objective for us. Because of the greatly improved reliability of our product offerings, we are now positioned to become the number one alternative supplier of storage products.

Grow the customer base by 15%, emphasizing large accounts. The percentage is down slightly from last year (20%), simply because we have a larger base. But the objective remains the same: to add new, prestigious, large, national, and multi-national accounts to the Amdahl fold.

Achieve operating and asset management plans each quarter. This continues to be a key test of our skills. 1988 will be a challenging year, since we have targeted healthy growth in our revenues and in our profits over what we accomplished in '87.

Achieve our stated goals for reliability, cost, function, performance and delivery for current and new products. During 1988 we will be announcing and shipping several new hardware and software products. It is important that we execute these plans as we did with similar products over the last several years. Achievement of this year's and our future years' operating plans depend upon it.

Amdahl joins forces with Sun Microsystems



Amdahl and Sun Microsystems, Inc., recently announced a product development and marketing agreement that will lead to the integration of operating environments in Sun's technical workstations and Amdahl's mainframe computers.

"Linking our two product lines will allow Sun workstation users, whose applications require large amounts of processing power and storage capacity, to gain easy access to Amdahl's large processors," said Scott McNealy, Sun president. "This level of access will amount to true interoperability. It will be

particularly important to scientists and engineers who depend on workstations for specialized operations and who need the performance and memory of a mainframe."

The basis for integration of the two companies' products is the UNIX* operating environment, the foundation upon which both the Sun Operating System (SunOS⁺) and Amdahl's UTS** operating system are based. According to McNealy, SunOS is a recognized standard in the workstation marketplace, while UTS is the only native implementation of the UNIX system available for large System/370-compatible computers. Under the

agreement, components of SunOS will be incorporated into UTS, giving workstation users transparent access to Amdahl mainframes.

A major technical objective of the alliance is to enhance the networking capability and interoperability of the Sun and Amdahl systems, making it easier for workstations and mainframes to communicate with one another, and allowing users to run programs on different machines without modifying source code.

As the first step toward giving workstation users remote access to mainframes, Amdahl has licensed Sun's Network File System (NFS⁺) and will port it

Top of the News

to the next release of UTS later this year. NFS, a component of Sun's Open Network Computing (ONC) platform, is the industry standard networking software for transparent file access across a multivendor network. It has been adopted by more than 175 computer manufacturers and universities worldwide.

Under the new agreement, Amdahl joins Sun's Strategic Industry Partners Program, which was established to give workstation users access to a wider variety of computing resources on a network. Similar pacts have been signed with six other companies that make fault-tolerant computers, graphics accelerators,

minisupercomputers, and supercomputers.

Joe Zemke, Amdahl president and chief operating officer, also believes the agreement will help to broaden the two companies' markets. "The alliance with Sun will further strengthen Amdahl's ability to serve the scientific and engineering community," he said, "and Sun anticipates greater penetration of financial services and other commercial markets that have always relied heavily on mainframes to conduct their business."

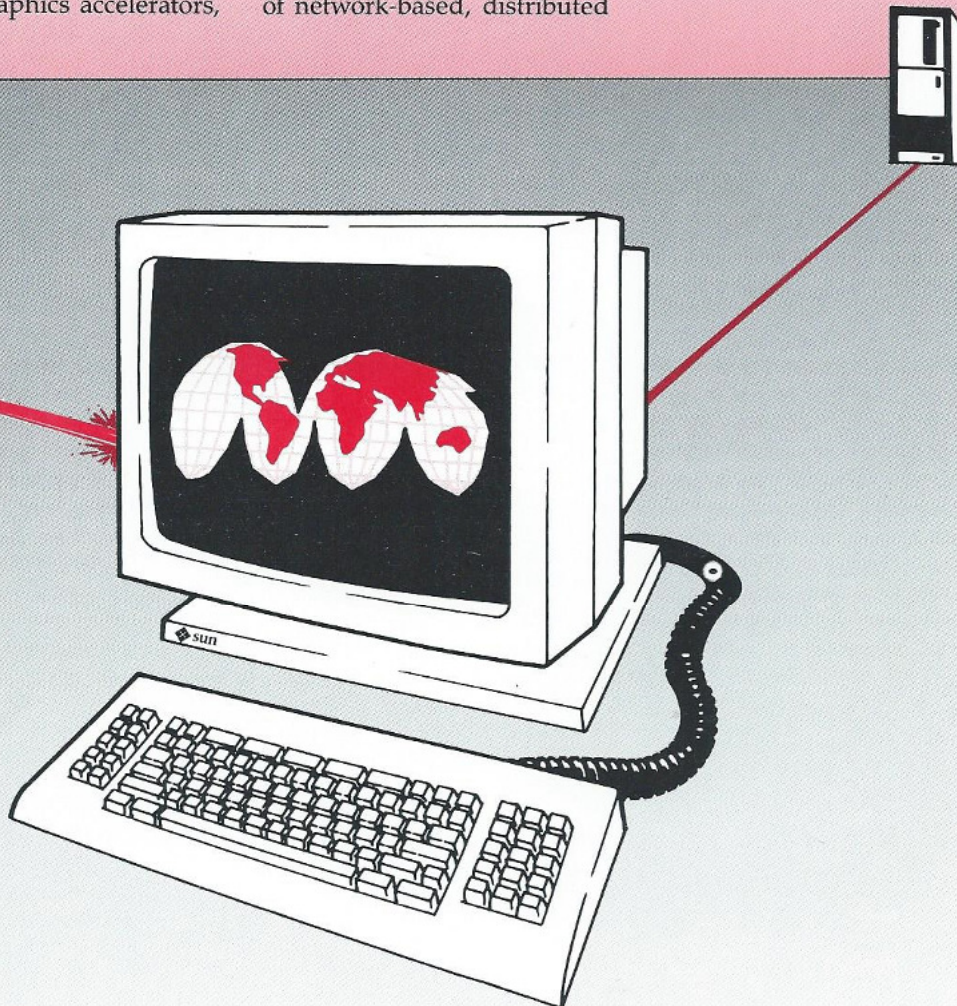
Sun Microsystems, Inc., headquartered in Mountain View, California, is a leading supplier of network-based, distributed

computing systems, including technical workstations and UNIX operating system and productivity software. **u**

**UNIX is a registered trademark of AT&T.*

+SunOS and NFS are trademarks of Sun Microsystems, Inc.

***UTS is a registered trademark of Amdahl Corporation.*





Amdahl UK currently has eleven offices spread across England, Scotland, Wales, and the Republic of Ireland.

Amdahl in the United Kingdom



Of modern quests and true high-tech tales

If there's one thing our friends in the United Kingdom appreciate, it's a good quest. English, Irish, and Scottish history are replete with tales of magical journeys, chivalrous searches, and all manner of courageous pursuits.

No wonder, then, that the UK has taken to Amdahl.

You see, once upon a time (eleven years ago to be exact), Amdahl undertook an exciting, and challenging mission: to create a market niche in an area of the world in which the company hadn't ventured. There would be new marketing strategies to develop and new business opportunities to explore.

And as you may have guessed, the effort was worth it.

At left: Windsor Castle, Berkshire, England
Courtesy British Tourist Authority

Amdahl Around the World



"Tossing the caber" at the Highland Games in Scotland. Courtesy British Tourist Authority.

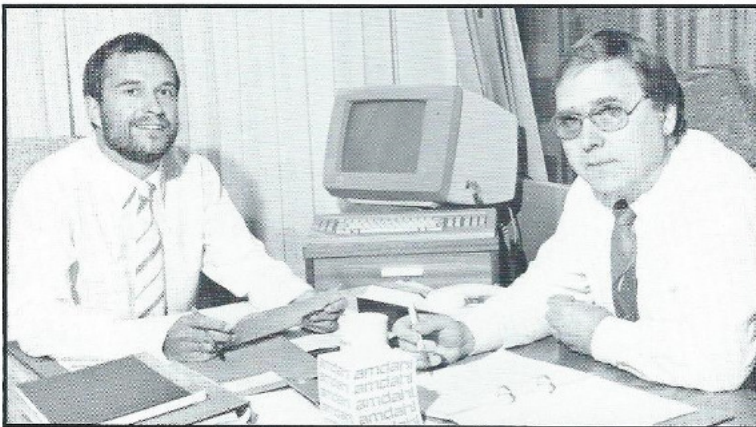
The quest that began in an office above Cromwell's Bookstore in Hounslow, England (just west of London) did indeed yield good fortune. During the past decade, Amdahl UK has grown and prospered, making it Amdahl's most successful operation in Europe (capturing about twenty percent of the UK market share in mainframe processors). The unit boasts eleven locations throughout the UK and the Republic of Ireland, and nearly 250 employees. Yet those early digs above a bookstore are still

"home": Amdahl UK's headquarters are in that same location (called Viking House), only now, we occupy the whole building. *Editor's note: As a point of clarity, Amdahl UK's headquarters office in Hounslow should not be confused with Amdahl's European Operations headquarters in Dogmersfield Park in Hampshire, England.*

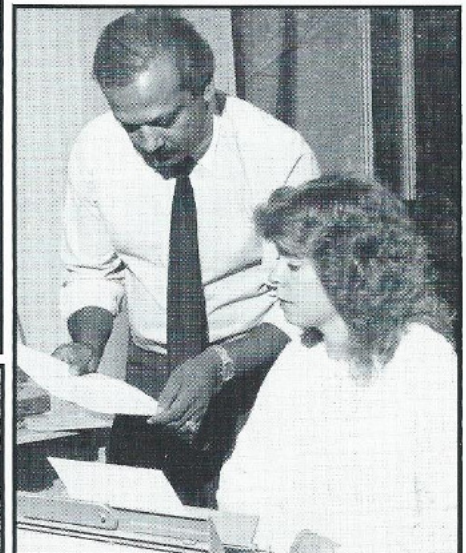
A steadily improving economy has made Amdahl's success in the UK possible. "In the early '80s," reflects Doug Smith, Amdahl UK's general manager, "the economy was in bad shape.

But today, it is doing quite well. The gross national product is growing quickly and lots of computers are being bought to support that growth."

Among the many companies that are busily buying Amdahl computers are British Telecom (the UK equivalent of AT&T—as it was before deregulation); British Airways; General Electric Company (the largest manufacturing firm in the United Kingdom); Dun & Bradstreet; Great Universal Stores and Grattan (two large mail-order retail companies); and



Just a few members of the Amdahl UK team (clockwise, from top left): (l.) Peter Faulkner, manager, Account Operations and (r.) Brian Terry, manager, Commercial Administration; Peter Patel, Legal & Commercial Support manager and Lynn Bull, legal assistant, Contracts; Barbara Nodwell, executive secretary to the managing director.



Courtesy Ken Seddington

Amdahl Around the World



House of Parliament, London
Courtesy British Tourist Authority

Royal Dutch Shell (an international oil company). In addition, a number of major universities in the UK and the Republic of Ireland use Amdahl computers. Among them are the universities of London, Manchester, Durham, Newcastle, and Dublin.

According to Doug, one of Amdahl UK's current goals is to win additional sales in the financial sector of London—a smart business move, since London is one of the three great financial centers of the world. (The others are New York and Tokyo.) To date, Amdahl's financial service accounts include the Halifax Building Society (a major savings and loan organization) and the Bank of England. Another high priority is increasing Amdahl's presence in London and in Scotland, where most high-tech business is concentrated.

These objectives should not be hard to attain. "We've reached the size where we can provide quality support," says Doug. "We have a first-class sales force and are typically rated Number One in customer surveys. Many of our products are in blue chip** companies."

But things weren't always so rosy. The road that led to our

**Companies that have a long record of steady stock earnings.

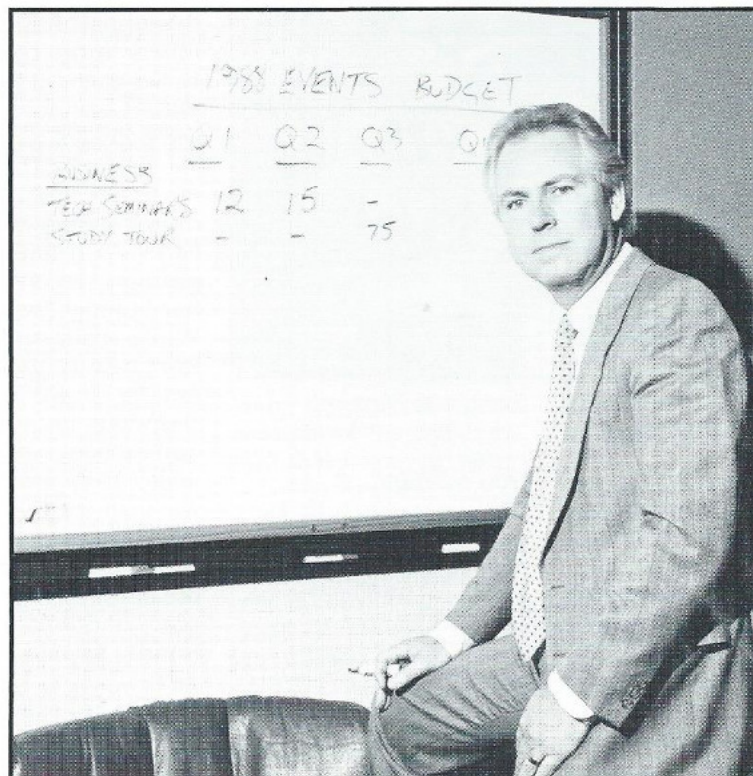
Ken Gorf, director of Marketing,
Amdahl UK

current success in the UK was paved with hard work. "The early days were tough," says Peter Williams, general manager of European Operations. "Like all new business ventures, we had to establish our credibility. Amdahl just wasn't so well known back then. Now, with over 120 systems installed and a reputation for quality service, our credibility is rarely questioned."

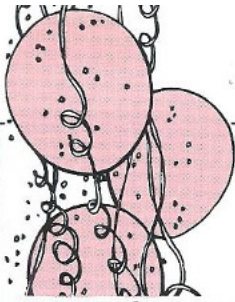
Sales manager Stuart Jefcoate, who has been with Amdahl UK since 1978, agrees. "With a twenty percent market share, we are no longer asked whether we'll be around in ten years," he says.

And according to Doug, Amdahl UK is a great place to work. "Joining Amdahl is thought to be a terrific career opportunity," he says. "As a result, our employees have enthusiasm, they support the company, and they demonstrate team spirit."

As a matter of fact, "team spirit" was a phrase that popped up a number of times when we asked UK employees to identify what they liked most about working at Amdahl. Which is good to hear, since that's the magic (so to speak) that will make this story end "happily ever after." u



Courtesy Ken Seddington



KICKOFFS promote 1988 theme: "Reach Beyond"

The recent Kickoff meetings, held in every region for representatives of Sales, Sales Support, and Customer Services, had a special mission: to celebrate Amdahl's spectacular performance in 1987 and to motivate employees to achieve another successful year.

The meeting's theme was "Reach Beyond," indicating the challenge that lies ahead in 1988. "1987 was a fantastic year, and many people are asking if we can do two in a row," says Dave Beamer, vice-president of US Sales Operations. "The answer is that there is no choice. We must keep the momentum going."

To provide the inspiration for continued success, recognition awards were presented at the meetings to outstanding contributors. The Great Lakes Region

was voted the Number One Region, as well as Number One in a number of other categories such as Regional Vice-President of the Year (Tony DeMory) and Number One District Manager (Jim Wahlstrom). In addition, Tony received letters of thanks from government representatives in each of the four states in the Great Lakes Region—Pennsylvania, Indiana, Ohio, and Michigan—for contributing to the economy of the states.

In addition to recognizing the outstanding achievements of the Great Lakes Region, all of the regions were praised for exceeding their quotas. Also, 350 representatives from Sales, Sales Support, and Customer Services were invited to the next Field Business Conference in Laguna Nigel, California. And two special announcements were made: in Washington, D.C.,

Elmer Clegg was formally named the Federal Region's new regional vice-president; and at the Northwest Region's meeting, Charlie Pratt was promoted to "consulting account executive." "This promotion and new position was a recognition of both the leadership role Charlie has taken and the enormous sales contribution he has made in the past twelve years," says Keith Smith, San Francisco district manager. "He will not only be involved in the day-to-day work of selling products and interfacing with customers, he will also act as a consultant to the Northwest sales force."

The primary message of the 1988 Kickoff meetings was a simple one. Though Amdahl has enjoyed an outstanding year, we must not rest on our laurels. We must continue to "reach beyond" for continued success. **u**

Courtesy Viola Corona



Anita Torres, a Quality Control inspector for LTS, spends a little "quality" time with a resident of San Jose's Parkview nursing facility.

LTS cares

In December, Amdahl's Long Term Support (LTS) group discontinued its traditional gift exchange. Was this the act of a departmental Scrooge? Hardly. Instead of giving gifts to each other, LTS employees exemplified the

true meaning of Christmas when they provided gifts for residents of San Jose's Parkview nursing home.

"We wanted to show that LTS really cares," says LTS's Viola Corona, who organized the event. "When we saw

this opportunity to help others in the community, we knew it was the perfect way to celebrate the holidays together."

Each of LTS's ninety-six employees drew the name of a Parkview resident, and promptly received his or her holiday "wish list." While wishes ranged from beauty products to *Readers' Digest* subscriptions in large print and "a book on animals," they were no problem for LTS's resident Santas, who spent their lunch hours and breaks shopping, wrapping, and boxing the rapidly growing pile of gifts.

On Saturday, December 19, twenty

LTS employees and their children (many dressed as elves) visited the Parkview nursing facility. The LTS group distributed their gifts, then spent some time caroling and chatting with residents. "The senior citizens really seemed to enjoy both the gifts and the interaction with young people, especially the kids," says LTS's Carolyn Timmons, who brought along her ten-year-old son. "We're going to try to do this every year. Giving to people who don't have very much is very rewarding. It really makes you remember what the holidays are all about." **u**

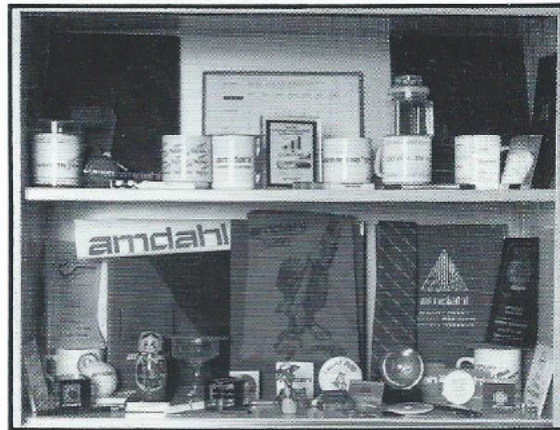
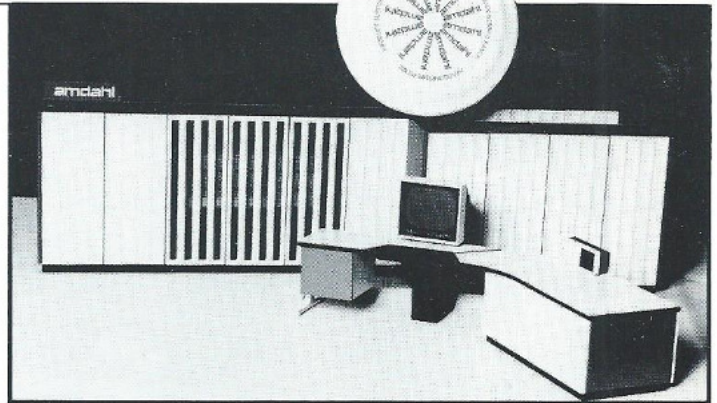
Thanks for the memories

Allan "Lanny" Jennings is a collector—but not of gems, nor wines, nor works of art. The Federal National Account Manager is an Amdahl pack rat—his collection of T-shirts, calendars, coffee mugs, and other artifacts serves as the Federal Region's answer to the nearby Smithsonian Institution (well, nearly).

Lanny began his Amdahl "museum" way back in 1980. The collection contains souvenirs that were handed out at every Marketing and Users Group meeting he has attended (plus a few borrowed from friends). Among the interesting pieces in his collection are a 1980 "Amdahl—The First Decade" T-shirt, an advertisement from when we joined the American Stock Ex-

change, a golf umbrella from the Northeast Region, and a book of matches from Amdahl's German offices. Lanny's personal favorite is the scale model of an Amdahl 470-V/6 (photographed with an Amdahl frisbee on top for perspective) which is a gift from a former supervisor.

Lanny's impressive collection soon outgrew his office: it's now housed in a large trophy case in the Federal Operations lobby. As extensive as the collection already is, Lanny is sure that he's missed some interesting Amdahl items along the way. If you have any souvenirs that you would like to have displayed in the Federal Operations memorabilia case, please contact him at (202) 362-7772. **u**



Courtesy Razi Studios

(Top) Is it "Attack of the Giant Killer Frisbee?" Not exactly. It's a life-size toy atop Lanny Jennings' favorite piece of Amdahl memorabilia, a scale model 470, complete with work station. (Bottom) Tennis balls, ties, and T-shirts, as well as dozens of other Amdahl souvenirs, can be viewed in the trophy case housing Lanny's collection.

Amdahl announces new communications product

In February, Amdahl introduced a new product: the 4635 Communications Interface Unit and supporting software. With the 4635, users of AT&T's Datakit⁺ Virtual Circuit Switch (VCS) can significantly expand network size and increase throughput with low-cost links to UTS*, Amdahl's mainframe operating system based on UNIX⁺ System V.

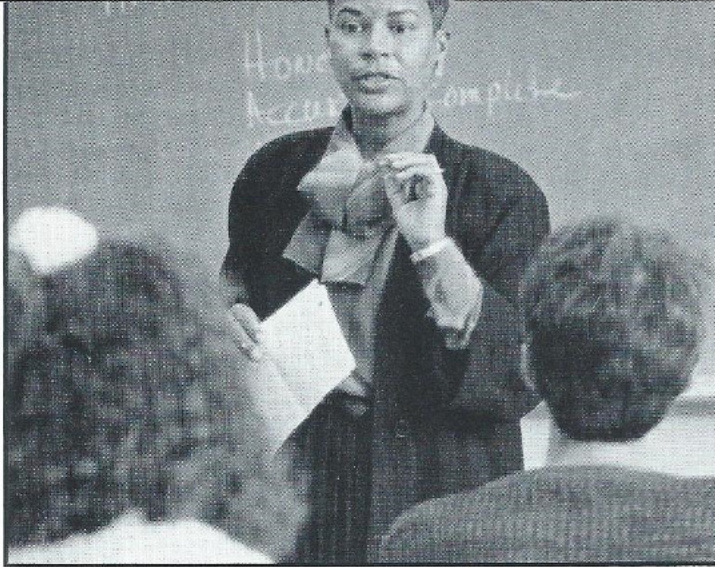
Unlike traditional front-end processors, the 4635 does not require separate cabling and driver circuitry for each circuit, saving hundreds of dollars per circuit in hardware and installation costs. Savings become significant when multiple 4635s and Datakit switches connect hundreds or even thousands of asynchronous terminals to a mainframe.

According to Eric Miles, Amdahl's vice-president, Systems Software, the 4635 is a good example of the collaboration that began in 1981 between Amdahl and AT&T on development projects related to the UNIX system. "We have worked closely with AT&T for the past seven years to develop and perfect a UNIX operating system for mainframes," he said, "and

this latest product will make UTS attractive to a broader segment of the large systems marketplace."

⁺Datakit and UNIX are registered trademarks of AT&T.

*UTS is a registered trademark of Amdahl Corporation. **u**



Elizabeth Holmes, an Organizational and Management Development trainer at Amdahl, gives resume writing pointers to students at Lincoln High in San Jose, California.

Amdahl employees REACH OUT to the community

One of Amdahl's fundamental objectives is to be a good corporate citizen, to reach out to those in the community around us and lend a hand to educational institutions, environmental concerns, and a variety of charitable organizations. While all of these are worthwhile efforts, few things are as rewarding as helping young people move one step

closer to their professional aspirations, particularly if they face cultural or other obstacles. This is a philosophy jointly shared by Amdahl's MESA, SHPE, and JA volunteers.

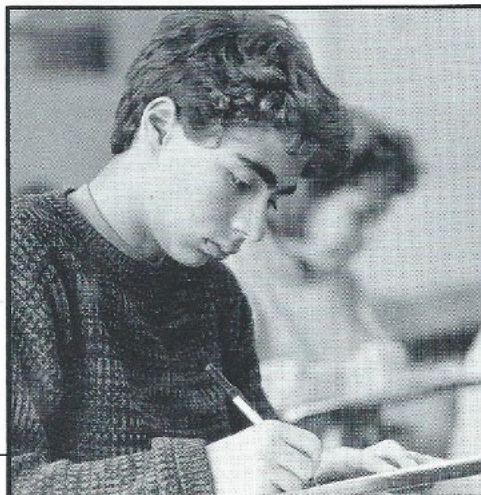
The Mathematics, Engineering, and Science Achievement (MESA) program was designed to increase the number of minority junior and senior high school students in California who have sufficient academic preparation to successfully complete a post-

secondary education in science or math-related disciplines. MESA is a collaborative effort, involving students, teachers, parents, and industry.

Amdahl has been an active MESA member for the last six years. MESA activities involve, among other things, "adopting" a school, attending monthly industry advisory board meetings (along with many other Silicon Valley companies), contributing equipment, and making scholarships and summer internships available to qualified MESA students.

Volunteers from many Amdahl organizations, including Engineering, Manufacturing, and Industrial Relations, give their time to MESA on a regular basis. Engineering has brought in several MESA students to "shadow" employees, so the students can get a firsthand view of a typical day's work. And Organizational and Management Development (OMD) trainer Elizabeth Holmes recently held a

A student at Amdahl's "adopted" school, Lincoln High.



resume writing seminar at Amdahl's adopted school, San José's Lincoln High.

The goals of the Society of Hispanic Professional Engineers (SHPE) are similar to those of MESA, but SHPE concentrates on increasing the participation of Hispanics in the fields of engineering and science. To extend the professional development of Hispanics already in industry, SHPE membership includes professionals as well as students.

SHPE offers its members a variety of educational and training programs which include guest speakers, "hands-on" workshops, and positions on the SHPE executive committee. Several Engineering employees have been invited to speak at SHPE functions during Amdahl's four-year involvement with the program, and Staffing regularly participates in SHPE job fairs and biannual career days (in fact, they attribute attracting five new employees to Amdahl directly to their work with SHPE). Amdahl's extensive participation in the program has not gone unnoticed—

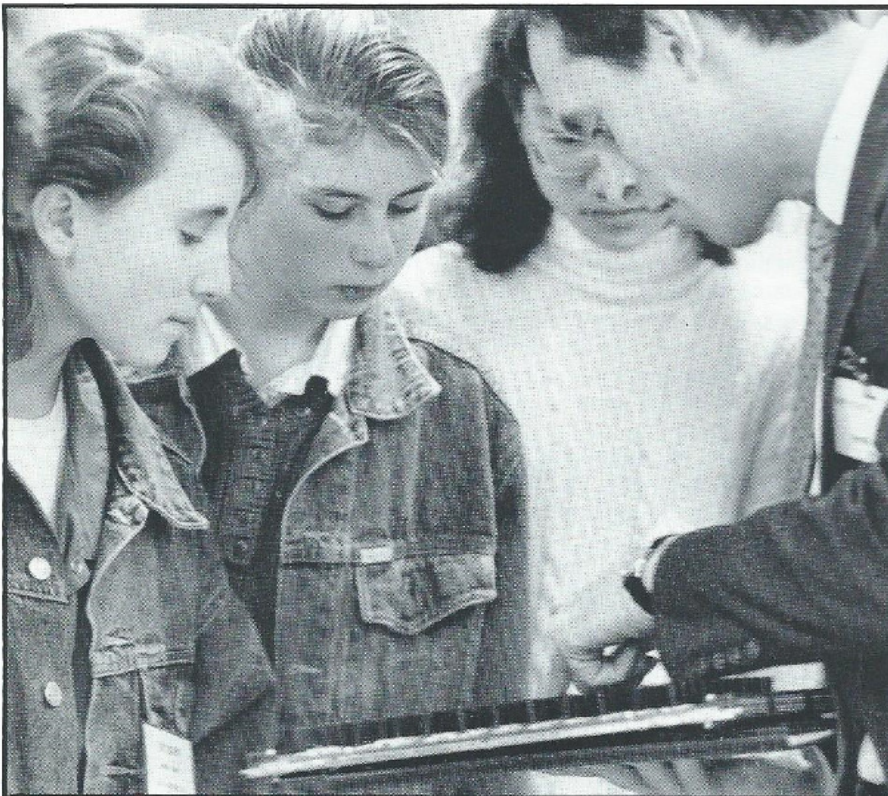
we were voted the National Corporate Support Award in 1986, and received SHPE's Region I Outstanding Corporate Member award in 1987.

Junior Achievement (JA) is probably Amdahl's most widespread community outreach program, in terms of employee involvement. Over forty Amdahl employees volunteered their services to JA in 1987, and that number will increase to over seventy in the first half of 1988. Through its Project Business and Applied Economics programs, JA provides junior high and high school students with insights into the business world. Amdahl recently made a lasting impression on twenty-four students from Kennedy Junior High in Cupertino, CA, by treating them to a tour of the Sunnyvale facilities.

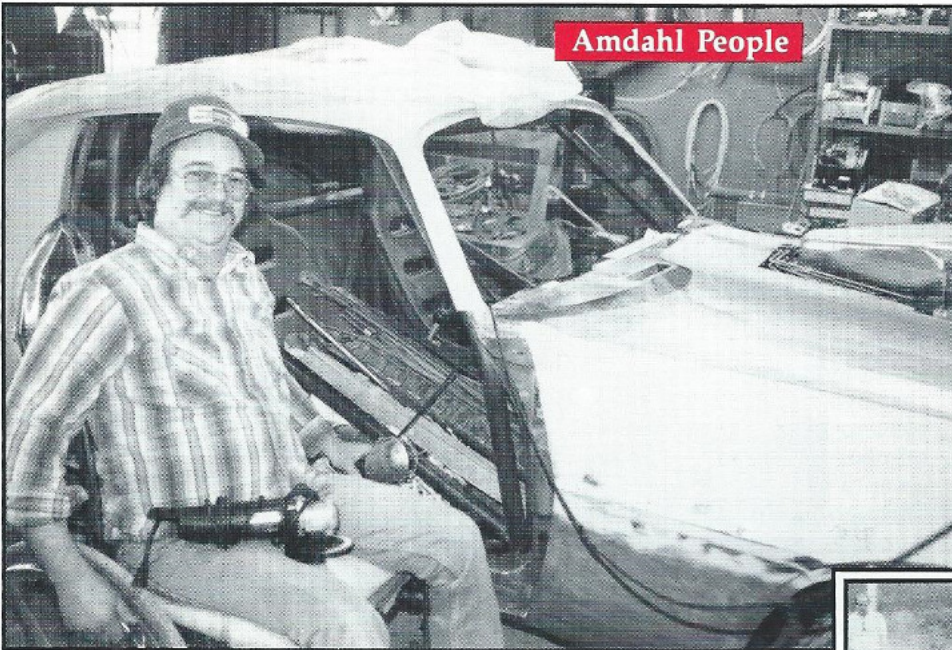
"I wanted the students to get an inside view of the management and manufacturing processes," says JA volunteer Irene Bowlby, manager of Lease Operations. The students viewed an orientation slide show prepared

by Marketing's Executive Briefings group, visited the MCC manufacturing floor, and ended their tour in the Corporate Computer Center. "Most of the students already had an interest in personal computers, and so they were very eager to see how Amdahl's larger central processing units are put together. I knew they were genuinely interested when I found out that they had paid for their own bus trip to come for the tour!"

While it's obvious what MESA, SHPE, and JA members get out of their participation in the programs, how does Amdahl benefit from the involvement? Staffing manager Marion Montgomery sees Amdahl's relationship with the three groups as ongoing "building blocks" for the future. "MESA, SHPE, and JA all allow students to learn how to handle themselves professionally," she says. "Through our association with them, we are enlarging the pool of qualified candidates from which we can hire high-caliber people in the future." **u**



Dave Mungenast of Amdahl's Executive Services explains the function of an MCC board to a group of Junior Achievement students on a recent visit to Amdahl.



Courtesy Kenneth Robson

(l.) Dave, with one of his "pro-street" cars in progress; (below) behind the wheel of his '68 Camaro at a drag strip.



Dave Robson has a driving passion

Dave Robson, a senior systems engineer in Amdahl's Chicago office, is a driven man. Or rather, he loves driving, and building a class of vehicles called "pro-street" cars. Though they do not perform quite like race cars, pro-streets resemble them in appearance, and are built with supercharged, fuel-injected engines—and they run on pure alcohol.

The primary value of pro-street cars lies not in what they do, but in how they look. "These cars create a strong visual impact," says Dave. "When I occasionally drive down the street in one of them, people nearly break their necks to get a good look."

Dave's passion for cars began when he was in grade school. "I would ride my go-cart all the time," he says, "and in high school, my interest turned to motorcycles." But Dave's dream of racing was tragically thwarted. In 1967 he was involved in a motorcycle crash that left him a paraplegic.

Despite this tragedy, Dave maintained his zest for life, and his enthusiasm for riding motorcycles was transferred to building

race cars. His first purchase was a '68 Camaro, supercharged with a Chrysler "Hemi" engine. His current project is a '71 Camaro powered by a 500 cubic inch Chevrolet engine. On each car, he either rebuilt or replaced everything from the sheet metal exterior to the engines themselves. The goal was to enhance the cars' appearance and performance.

When Dave is not busy tink-

"When I occasionally drive down the street in one of them (pro-street cars), people nearly break their necks to get a good look."

ering, he is busy learning. He regularly reads such publications as *Hot Rod*, *Car Craft*, and *National Dragster*.

Because of his disability, Dave makes certain adjustments on each car: he builds hand controls, modifies the automatic transmission, and adjusts the roll cage (the steel pipe structure placed in the car to prevent the driver from getting crushed in the event of a crash). He also

makes adjustments in other areas: "Sometimes I have to think a little harder about the way to approach something," he says. "But usually if I get stuck, a friend will drop by to offer a helping hand."

Dave makes sure his hard work gets recognition. Every year he enters a number of car shows and has won first-place at several of the events in his area.

Dave is serious about his hobby and usually spends about twenty-five hours a week on it. "I am pretty good with tools," he says. "I like building parts you can't buy and figuring out how machines work."

This ability to understand how machines work not only has enabled Dave to enjoy a rewarding pastime, but to excel in his work at Amdahl as well. "There's a lot of admiration for Dave," says Roy Uden, Dave's former manager and longtime friend. "He is technically very competent, and he's well-respected by his customers and his peers."

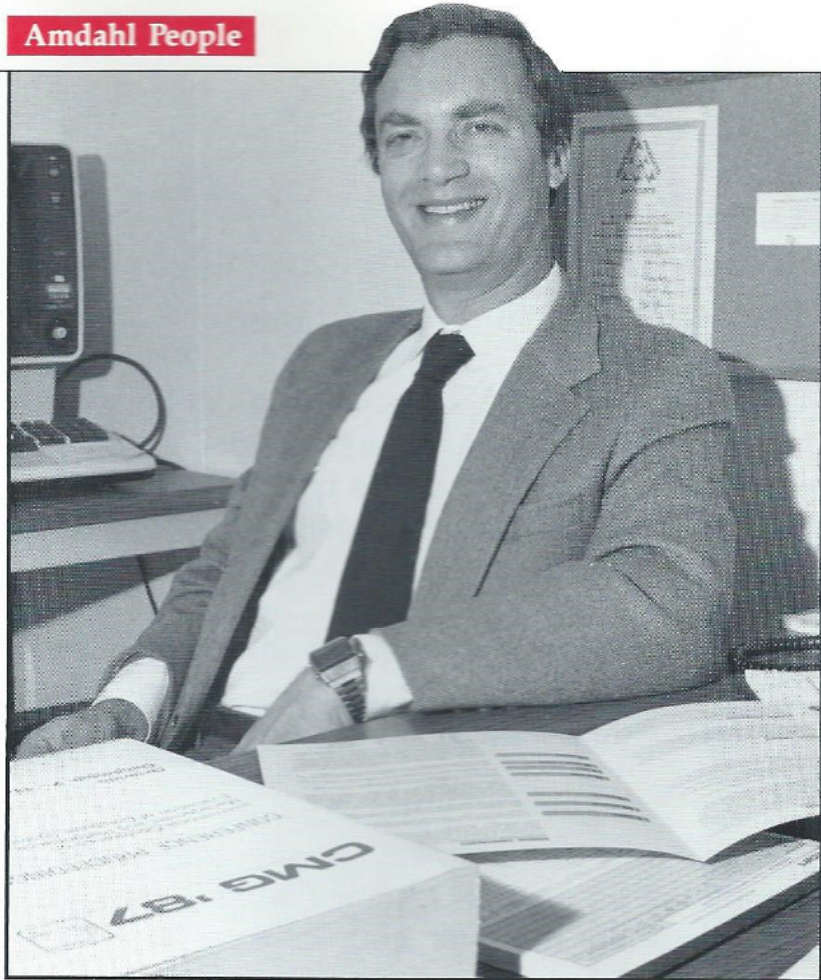
So when it comes to his job and his hobby, "There is nothing that I'd be rather be doing," concludes Dave. **u**

Mel Boksenbaum measures our success

On the surface, Mel Boksenbaum is a mild-mannered product planner. But underneath that quiet exterior lies a leader at heart—this Processor Products employee was recently elected president of the Computer Measurement Group (CMG), the premier non-profit association of computer professionals who focus on the performance measurement, capacity planning, and management of large-scale computer systems. CMG has a roster of nearly 3,000 members internationally.

These days, there's a great deal of interest in computer performance/capacity evaluation. Vendors are interested because their profitability is directly tied to these aspects of their products. And managers and technicians know that performance/capacity management affects their ability to do their jobs.

CMG allows computer performance evaluation (CPE) professionals to exchange information and further develop their education. With a ten-year CMG history behind him, Mel is practically a charter member of the organization. He joined CMG while working at Gulf Oil (now Chevron), through Gulf's involvement in SHARE-CME, a users group that specializes in the performance planning of IBM machines. When many SHARE-CME members began feeling limited because the meetings were restricted to IBM products, they split off to join CMG (formerly the Boole and Babbage users group).



"We like to think we're helping the growth of the entire computer industry. If we are, we must be doing something right." Mel Boksenbaum

Once a year, CMG sponsors a conference for mainframe computer users (technicians and managers alike) looking to improve their systems. "When I first started going to meetings in 1977, only about 150 people attended our yearly conferences," says Mel. "At the time, there wasn't a lot of acceptance to doing performance and capacity planning. Most companies just didn't realize how important it is." Now, the annual conference averages 2,500 attendees and features close to a hundred vendors, including Amdahl. This visibility provides excellent business opportunities for Amdahl, for most of the attendees have the computer buying power for their companies.

Along with overseeing this conference, Mel administers a

budget of over \$1 million, runs biannual board meetings, and oversees CMG's administrative office in Washington, D.C. He also approves the quarterly technical journal on various aspects of computer operating and storage systems that CMG publishes, and tries to attend CMG's frequent regional meetings throughout the US, UK, Europe, Australia, Canada, and Japan.

In the two years that he will be president, Mel hopes to see CMG's tremendous growth rate continue. "Computer performance evaluation really helps us estimate what users will want out of products in the future," he says. "We like to think we're helping the growth of the entire computer industry. If we are, we must be doing something right." **u**

First, a word from us . . .

We're having a lot of fun at *Update*.

Over the past year, we've made a concerted effort to improve the magazine, and that effort has yielded some well-received results. We've included more of the type of articles you've said you want to read, we've improved the design, and we've increased our international coverage.

And in 1988 (and beyond), we intend to build on these improvements. You'll see shorter, livelier articles, intermixed with timely, provocative features. You'll notice more contests and more calls for contributing writers.

There's only one problem. As much fun as we're having, there's only a handful of us on staff to cover what is newsworthy at Amdahl. The good news is, there are over 7,000 of you.

Wouldn't you like to join the fun?

Now, a word from you . . .



YES! I'd love to contribute news leads to *Update*. Please contact me.

My name is: _____

My department name is: _____

My extension is: _____

My mail stop is: _____

Please send to: *Update*, M/S 300, Bldg. 3