SPECIAL CONVENTION EDITION

SILICON GULCH GAZETTE

March 1982   Business Edition   Computer Faire, 333 Swett Road, Woodside CA 94062   (415) 851-7075

Dated Information PLEASE DO NOT DELAY concerns March 19-21 convention

(27ω)

7th Computer Faire Expects 25,000-40,000 Attendees

The 7th West Coast Computer Faire will take place in San Francisco's huge Civic Auditorium and Brooks Hall, March 19-21 (Fri-Sun). It drew 32,000 last year. This year, it has grown to over 600 exhibits, more than 120 conference speakers, and half a dozen full-day and half-day tutorials.

Since last year, IBM, Victor, Xerox, Hewlett-Packard, DEC, and a number of other major companies have entered the microcomputer market. In recent weeks, major cover articles on microcomputing have appeared in such magazines as *Newsweek* and *Time*. Microcomputer ads now regularly appear on prime-time television. Evening newcasts, as well as the feature-oriented television shows are giving increasing coverage to computer topics. There is even a weekly half-hour PBS television show exclusively devoted to microcomputing (KCSM-TV, San Mateo).

All of this predicts that the 7th Faire will be the largest such event ever held in the U.S.

R&D Partnerships and Software Development

"Research and development (R&D) limited partnerships for the development of software and other computer technology are a direct answer to the businessman's need for capital," says Attorney Fred Greguras of Omaha, Nebraska.

In his Faire talk, "Raising Capital for the Development of Software and Other Computer Technology Using R&D Partnerships," Greguras will explore the use of R&D limited partnerships in developing technology-based products. These partnerships can be important alternatives to the use of tax credits says the attorney.

"An R&D limited partnership can provide a means of financing the development of technology, of shifting the risk of development and the capitalization of a business activity without giving up control in the overall business enterprise," says Greguras. His talk will be published in the *Proceedings of the 7th West Coast Computer Faire.*

Apple users will meet on Sunday at the Faire to exchange aid and ideas.

In-Depth Seminars Provide Guidance for Business People

Two seminars will be offered Friday-Sunday of the Computer Faire providing introductory and decision-making information for business people who wish to know more about business computing and/or how to select computer equipment and software appropriate for their needs.

Both tutorials are presented by experienced businessmen who are knowledgeable of both business and computing, and who are independent of any vendor. Both will offer the seminar registrants an opportunity to address their specific needs and questions, as well as providing an invaluable presentation covering what a business person needs to know when considering the purchase or use of computing facilities. Fees are $95-$125 and include Faire registration and handouts. (see details, inside)

The IBM Personal Computer will be discussed by a wide range of key industry leaders during the 7th Computer Faire.

Conference Session
Legal Care of Software

Attorney Daniel Remer will present an overview of the protection offered software by today's legal system at the 7th West Coast Computer Faire. The talk, taken from his book "Legal Care for Software", will cover areas of the law which affect software developers and publishers. "What we call software law is actually a combination of several established fields of law which have in common that they affect the software industry" says Remer.

Remer will discuss such protection methods as Trade Secret, Copyright, Disk Copy Protection, and Patent Law. He warns, however, that there is no comprehensive body of law to protect developers: "The point to keep in mind for now is that computer software is probably the fastest moving technology in the history of the world and as the technology advances, the law tries to keep pace but of course is left in the dust."

In his talk, which will be published in the Faire Proceedings, Remer will cover how to choose and work with a lawyer. But, Remer advises, a computerist's best protection is knowledge: "Even if you do decide to routinely use a lawyer, a basic knowledge of software law will help you make intelligent business decisions and will keep you from making costly legal mistakes."

Conference Session
Stock-Market Software Review

"Stock-Market software to support the small investor on his desktop computer is a new product — even on the short-term timescale of computer technology," says R. E. Packer.

Packer's 7th Faire talk, "Which Stock-Market Software?" will present software for the small investor by division into four levels, with example packages described. Levels covered will include: straightforward accounting programs; building and managing a database of stock quotes and information; timing transactions; and total portfolio management.

User Groups Meet at the Faire

A large number of user group meetings will be held during the Computer Faire. These provide the opportunity for owners and users of specific computer systems to gather together, exchange information, address common problems, and trade solutions. Most major microcomputer lines will be represented in these user group meetings, including TRS-80, Apple, Heath, Zenith, Atari, North Star, Osborne, Commodore Pet, Digital Group, etc.

Additonally, there will be meetings for users of CP/M, UCSD Pascal, APL, and Logo software systems.

First Meeting on Micros in OB/GYN

The first computer conference sponsored by the American College of Obstetricians and Gynecologists for member education; pertaining to mini and micro computer tools to assist in better patient care, will be held in San Francisco's Fairmont Hotel, March 18th & 19th, the Thursday and Friday of the 7th Computer Faire weekend. For further information, call 202-638-5577.

Medical Topics to be Presented in Faire Conference Program

Eight different papers will be presented at the Computer Faire discussing applications of small computers in biomedical fields and in the physician's office. Applications areas include ambulatory information, academic medicine, medical image analysis, pulmonary lab, community health, etc.

Last Mailing on this List Request Your Free Gazette

This is the last time you will receive a *Silicon Gulch Gazette* or *Inexpensive Business Systems* newspaper via this particular mailing list. If you would like to continue to receive the Faire's free tabloid newspapers — discussing a broad range of microcomputer applications, topics, and products (not merely promoting the Computer Faire) - complete the enclosed coupon and turn it in at the Faire or mail it to the Faire address.

Bottom Line on Micros

First-time buyers of microcomputer ware face the grueling task of choosing one system from the many available. According to David M. Pittle, of Smart Management Systems in San Rafael, California, "Today the cost of using the computer has dropped so much that we can look at new uses with a more open mind and willingness to experiment."

Pittle will give a talk entitled "Bottom-line Micros" at the 7th West Coast Computer Faire. In his talk, to be published in the *Proceedings of the 7th West Coast Computer*, he will offer guidelines "for the acquisition of a microcomputer adequate to serve a small business or other small organization." He will cover the steps of requirements analysis, feasibility study, benefit/cost analysis, and choice of hard- and software.

Construction Software Directory

Contractors now have a single source reference to locate software written specifically for construction.

Construction Computer Applications Directory (CCAD) contains listings of over 1000 software programs for construction contractors produced by over 150 vendors. These include products for microcomputers, minicomputers and mainframes.

Also included in the Directory are two yearly updates, listings of construction consultants and a special section entitled "A Software/Hardware Evaluator for Construction Users" by Larry True of Demand Construction Services, Inc.

For more information, please write or call: Construction Industry Press, 1105-F Spring St., Dept D., Silver Springs, MD 20910, 301-589-4884.

Micro Applications in Medicine

Original papers, and proposals for workshops and tutorials, are now being solicited for presentation at the Sixth Annual Symposium on Computer Applications in Medical Care which takes place October 30 through November 2 at the Sheraton Washington Hotel in Washington D.C. The deadline for submission is March 15.

The Symposium will inform physicians, health care administrators, biomedical scientists, engineers, and other health care professionals about current and potential applications of computer technology to health care and to identify areas of research and development that need to be addressed. Participation is solicited from the medical and computer science perspectives. Topic areas include medical applications, computer systems and techniques, and demonstrated benefits. Papers accepted will be reviewed and published in the Proceedings of the Symposium.

For further information, please contact the Symposium Program Chairman: Bruce I. Blum, Johns Hopkins University, Traylor 514, Baltimore, MD 21205, 301-955-8379; or SCAMC, Office of CME, 2300 K Street, N. W., Washington, D.C. 20037, 202-676-4285.

A full day of speakers on Educational & Preschool Computing will make presentations on Saturday at the Faire.

Note: CHILDREN AT THE FAIRE

The Computer Faire is a conference and trade exposition about computing and information processing. It is designed for mature individuals who have a sincere interest in learning about (or learning more about) computing, information management, computers, and "the information society".

These topics are presented at the Faire, presented by adults, and presented for adults.. and mature, seriously interested young people and students. Although the Faire includes some element of entertainment and occasional electronic games, the Faire is not appropriate for children nor for immature young people. (Among other things, this is reflected in the single registration fee, for adults.)

Parents and teachers are discouraged from bringing immature individuals to the Faire. To do so is unfair to the other attendees, unfair to the speakers, unfair to the exhibitors,.. and unfair to the children.

Therefore:

Children found playing or otherwise causing a disturbance in the convention center may be ejected from the building — just as they would if they were being disruptive in a university classroom, business office, engineering lab, or training seminar (or, for that matter, in a theatre, play, or symphony). The park in front of the Auditorium may be appropriate for children's play; the Faire is not.

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.

ORDER FORM

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Best of the Computer Faires

Conference Proceedings of the

West Coast Computer Faires

BULK ORDERS

Computer Faire proceedings may be ordered in bulk quantities at a discount.

For complete details, write or phone Computer Faire, 333 Swett Road, Woodside CA 94062. (415) 851-7075.

In-Depth Tutorials

The 100+ speakers in the 7th Computer Faire's conference program, and the 600+ trade exhibits provide wide insight into inexpensive computing facilities and applications in home, business, education and industry.

The following half-day and full-day seminars are offered to compliment and supplement that variety by providing in-depth, carefully prepared, pragmatic tutorials on the subjects indicated. Each includes complete seminar handouts and valuable reference notes.

Introduction to Business Computing

This 4-hour tutorial is for the business decision-maker wishing to obtain a solid overview and understanding of the uses and limitations of currently available inexpensive business computers.

Questions that will be addressed include:

What can a business executive really do with an inexpensive computer?

How can a microcomputer be applied to decision-making, job quotes, financial planning, government and tax reports, graphic presentations, staff efficiency, electronic filing, information management, etc.?

How can a small computer be effectively and practically used in a fast-paced, highly competitive, rapidly changing business environment?

What does a business person need to know about how the equipment works, what computer programs are and what they do, what equipment and programs are currently available, what they really can and cannot do, and how they apply to modern business?

The Seminar

Business problems and available problem-solving tools
The state of business/financial systems/programs
Computer features a businessperson should know
Comparitive survey of popular business micros
What you see, and what to look for, in a computer
Software — getting a computer to do what you want
Applications software for business and financial users
Discussion focusing on registrants' specific problems

The Lecturer
Michael Levy
Independent management consultant
Business systems analyst
Trouble-shooter for Massachusetts venture capitalists
Experienced business executive, including several years as President of GRI Computer Corp, a multi-million dollar, east coast manufacturer (specialized systems, not represented in the Faire exhibition).

Schedule
This seminar will be offered on Friday, March 19th, and repeated for second and third groups on Saturday and Sunday, March 20-21.

Each group will meet 9:30-12:30 for a formal presentation, and will reconvene at 4pm-5pm for an in-depth question-and-answer session. This will give particpants an opportunity to apply what they have learned in the morning session as they tour the 600-or-so exhibits, and return to ask questions about their own applications, plus questions that will undoubtedly arise during the day.

Registration Fees
$95, includes registration for the Faire, handouts, and reference notes. Preregistration is *strongly* advised.

Pascal & Software Development

Pascal is a major computer language of wide popularity and considerable power as a software development tool. This 4½-hour tutorial will provide a strong introduction to the language and the powerful facilities it offers to the userr.

The Seminar
Overview of Pascal development & implementation
General form of a Pascal program
UCSD Pascal vs. standard Pascal vs. others
Thinking in Pascal, software engineering techniques
Simple Pascal commands and program components
Application examples — financial, stocks, real-estate
Text and string processing, a dictionary program
Large programs, separate compilation, linking, library
Pascal file facilities, database application example
Pascal graphics and music applications, examples

The Lecturer
T. G. (Ted) Lewis
Assoc. Prof., Computer Sci., Oregon State Univ.
20 years of experience in computing
Extensive work with micros in education, business
Industry consultant, author of 10 books, regular technical writer, author of the 1981 book, *Pascal Programming for the Apple*, past Associate Editor, *Computer* Magazine

Schedule
This seminar will be offered only once, Sunday, March 21st. It will meet 10am-noon, and reconvene 12:30-3pm.

Registration Fees
$95, includes registration for the Faire, handouts, and reference notes. Preregistration is *strongly* advised.

Fundamentals of Microcomputers

This full-day tutorial provides a comprehensive overview of microcomputer equipment, programs and programming, applications, and sources of additional information.

The Seminar
What is a microcomputer?
Differences between micros, minis, and large computers
What microcomputers can and cannot do
Basic components of microcomputer hardware
Families of micros defined by central processing units
Computer terminals and their characteristics
Peripheral devices, interfaces, standards & types
Computer networking and telecommunications
Microcomputer systems software & utility software
Computer languages and applications programs
Getting started, costs, purchase options, expansion
Review, sources of additional information and assistance, questions & answers

The Lecturer
Colin Mick
V. P. & Dir. of Res., Decision Information Sciences
Decade+ in information science & communications
Extensive research in aspects of information usage
Ph.D., Communication Research, Stanford U.
Regular user of multiple microcomputers for word processing, financial modeling, etc.
Note: If this seminar is as large as expected, Dr. Mick will be joined by Dr. Robert Mason, a regular lecturing partner of comparable skill and experience.

Schedule
This seminar will be offered once on Saturday, March 20th, and repeated for a second group on Sunday, March 21st. It will meet 9am-12:15, break for an hour, and reconvene 1:15-5pm, with 15-minute breaks in the morning and afternoon sessions.

Registration Fees
$125, includes registration for the Faire, handouts, and reference notes. Preregistration is *strongly* advised.

How to Register

These tutorials are expected to be heavily subscribed. Enrollment is limited to 110 per section. Although you may register on-site during the Faire (March 19-21), seminars may be filled to capacity by Faire time. Preregistration is *strongly* advised. Preregistration also speeds up check-in and entry.

Each seminar registration fee includes the $15 Computer Faire registration/admission. If you register for more than one seminar, or if you pay the $15 Computer Faire fee separately, seminar fees will be reduced so you pay the $15 Faire registration only once.

To preregister, call:
Seminar Registration Desk
Faire Headquarters
(415)851-7075, 10am-4pm, Monday-Friday.

MasterCard and Visa accepted by phone or on-site.

All seminars will meet in San Francisco's Civic Auditorium, in the Civic Center, near 9th & Market. The seminar entrance is at the front of the Auditorium on Grove Street near Larkin Street.

How to Select a Business Computer

This 6-hour seminar is for the business person who is seriously considering the purchase of a computer for their business, but has major questions regarding choice of machine, software, support, best buy, etc.

Questions that will be addressed include:
Should you really get your own computer?
What do you need to know in selecting your system?
How do you define your system needs?
How can you get the best value from your suppliers?
How can you insure that your selection will be your best selection?

The Seminar
Alternatives to getting your own computer
What you are really getting into
Sources of information and assistance
Introduction to computer terminology & operation
Determining the size of the system you need
What to look for (and look out for) in equipment
What to look for in business applications software
How to select the best vendor for your needs
Selecting and using specialists & consultants
Cost-saving techniques for dealing with vendors
Criteria to use in your final selection

The Lecturer
Arnold M. Roberts
Twelve years experience in business data processing
Manager of systems software development while with the American Broadcasting Co.
Regular lecturer in Professional Development Seminars
Producer of computer software packages for business
Experienced in marketing and management
Currently President of ADC Associates
Strong background in pragmatic analysis and design of business computer systems, their implementation, technical support, and in-house training

Schedule
This seminar will be offered in two 3-hour sessions on Friday, March 19th, and will be repeated for another group in another pair of 3-hour sessions on Sunday, March 21st. The sessions will be 9:30-12:30 and 2:00-5:00pm.

Registration Fees
$125, includes admission to the Faire, handouts, and reference notes. Enrollment is limited to 110. Preregistration is *strongly* advised (see below).

Introduction to UNIX and C

Unix is a popular operating system now appearing on a variety of 16-bit microcomputers. It is accompanied by and written in a language called "C", a powerful language that provides the programmer with comprehensive access to the computer's capabilities. This 7-hour seminar provides in-depth introductions to both Unix and C.

The Seminar
Unix overview, origins, licensing from AT&T
Unix directories, moving around in your filespace
You and files — file creation, editing, copying, moving
Files, filters, pipes, command language
Getting started in C — structure in C
C control statements, variables, pointers, arrays
Programming techniques in a Unix environment

The Lecturer
James Joyce
Experienced lecturer & computer educator
Has taught over 2,000 people how to use Unix and C
Experience on over a dozen different Unix systems
Documentation specialist
Regular consultant to government and industry
Taught Computer Science, full-time for 7 years, at the University of California - Berkeley

Schedule
This seminar will be offered only once, Sunday, March 21st. It will meet, 9am-noon, and reconvene 1pm-5pm.

Registration Fees
$125, includes admission to the Faire, handouts, and reference notes. Preregistration is *strongly* advised.

7th COMPUTER FAIRE CONFERENCE PROGRAM

UNUSUAL APPLICATIONS (Part I)
(Friday, p.m.)
A Microcomputer-Based Geographic Information System
Benjamin Pierce, Stanford University
More for Less: The Microcomputer in Local Government
M. F. Groat, City of San Francisco
The Word Processing — Phototypesetting Interface with Automatic Pagination
Donald H. McCunn, Design Enterprises of S. F.
Fifteen Variations on a Theme: A Computer-Oriented Algorithm
Dmitri Thoro, et al, San Jose State University

PANEL: WHAT IS THE UNIX OPERATING SYSTEM & WHY IS IT SO HOT?
James Joyce, Gene Dronek, Bill Tuthill (Friday, p.m.)

INEXPENSIVE BUSINESS COMPUTING (Part I)
(Friday, p.m.)
Which Stock-Market Software?
R. E. Packer, Ph.D.
An Introduction to Buying a Business Computer
Arnold M. Roberts, ADC Associates

PROJECTIONS OF THE FUTURE
(Friday, p.m.)
The First Computer/Videodisc Game: A Glimpse into the Future
David H. Ahl, et al, Creative Computing
The Microcomputing Industry Today and Tommorrow,
Rodnay Zaks, Sybex

INTERNATIONAL NETWORKS & MICROCOMPUTING
(Friday, p.m.)
Computer Networks in the U. K.
Rod Goodman, University of Hull, England
Microcomputer Networks in Japan
Toshiaki Yasuda, Tokyo Denki University
The Microcomputer Industry in France
J. P. Lamoitier, Sybex
Viewdata — The Beginning of the End
Graham G. Hawker, Metrotech, England

MICROCOMPUTER SOFTWARE
(Friday, p.m.)
MINMAX: A Minimum Executive — or — What to Do While Waiting for a Long Printout
Tom Pittman
Evaluation of Your Pascal, Basic or Fortran
Alan R. Miller, New Mexico Tech & Interface Age Magazine
Fun with APL
Mokuri Cherlin, Strategic, Inc.
"Blaise": A Portable CMOS Bioterminal Programmable in Pascal
H. Tavernier, et al, Faculte de Medecine Pitie-Salpetriere, Paris

COMPUTER AIDED DESIGN
(Friday, p.m.)
The Initial Graphics Exchange Specification: A Key to Future CAD/CAM Systems
Paul Hollingshead
Design Automation Techniques
David W. Russell, Dasoft Design Systems

VIEWS ON WORD PROCESSING
(Friday, p.m.)
The Antry Consumers' Guide to Word Processing
Martin L. Dean, Attorney
Open Discussion: Working with a Microcomputer Word Processor
Hal Glatzer.

HARDWARE STANDARDS
(Friday, p.m.)
The IEEE-488 Bus for Personal Computers: An Overview
Peter Baum, Apple Computer
Reaching Out — Computer Communications Means More Terms and Standards
David L. Shaughnessy, University of California at Berkeley

HARDWARE DESIGN
(Friday, p.m.)
A Fifth Generation Amateur Radio Repeater Controller
Ed Ingber, Advanced Computer Controls
Implementing a Video Controller Using Programmable Array Logic
Ehud "Udi" Gordon, Monolithic Memories, Inc.
FIFO's: Rubber-Band Memories to Hold Your System Together
Chuck Hastings, Monolithic Memories
Microprogrammable Filter
Kiran Majithia, et al, IBM & San Jose State University

KEYBOARD KONSIDERATIONS
(Friday, p.m.)
Four Switchable Keyboards for Computers
Albert Kolb, Carmel Middle School (California)
Increasing Throughput with the Dvorak Keyboard
Don Fitchorn, Tandy Electronics

INFORMATION FOR COMPUTER NOVICES
(Saturday, a.m.)
Microcomputing Languages, or How to Talk to Your Computer
June B. Moore, J. D.
Towards Computer Literacy
James D. Milojkovic, Stanford University
Computer History for Beginners
Peggy Comer, Sunburst School (Arizona)

INEXPENSIVE BUSINESS COMPUTING (Part II)
(Saturday, p.m.)
The Manager's Desktop Computer
Nicholas Rosa, Nicholas Rosa Associates
The Throwaway Computer
Michael Levy, Mindware, Inc.
Bottom-Line Micros
David M. Pittle, Smart Management Systems
Personal Computers on Business Games
Mituo Takahashi, Seikei University, Tokyo

PANEL: DATA MANAGEMENT SYSTEMS FOR CP/M MACHINES
(Saturday, p.m.)
Access/80: Report Generation to Data Management in Three Steps
Frederic C. Gey, Friends Software
FMS-80
Rick Merlich, Systems Plus
MDBS
Mike Gagle, Micro Data Base Systems, Inc.
An Overview of Condor Series 20 RDBMS
Robert A. Cohen, Condor Computer Corp.
Overview of SELECTOR-V
Bob Goodman, Micro.Ap, Inc.
DBASE-II
Wayne Ratliff, Ashton-Tate

PANEL: THE IBM PERSONAL COMPUTER: IT'S IMPACT & POTENTIAL IN THE MICROCOMPUTER INDUSTRY
John Reutter, Megasoft (Saturday, a.m.)
The P. C. and the Small Business Applications Market
Ben Dyer, Peachtree Software
P. C. — It's Impact on the Microcomputer Industry
Bill Gates, Microsoft
The P. C. as a Productivity Tool in the Office of the Future
Seymour Rubenstein, Micropro International
The IBM P. C. in the CP/M World
John Katsoras & Jim Handy, Digital Research
Add-in Memory & Mass Storage for the IBM P. C.
Bob Lindgren, DataMac
The IBM P. C. Hardware Peripherals Market
Dave Wertman, Tecmar, Inc.
A Publisher's View of the IBM P. C.
Dave Bunell & Jim Edlin, P. C. Magazine
The IBM P. C. & It's Impact on Retail Computer Sales
Ab Abbley, Computerland Corporate

APPLES & 6502's
(Saturday, p.m.)
Enhancing Your Apple II: Exact Field Sync
Don Lancaster, author
A Thermometer in an Apple for Agriculture, Home and Laboratory
Walter Maclay, Strawberry Tree Computers
Simple Communications Between Apples
Keith E. Schubert, Blue Mountain Community College
Inexpensive Expansion for Your 6502 Computer
Winfried Wofacker

DETAILS FOR COMPUTER NOVICES
(Saturday, p.m.)
How to Buy Your Own Computer
Jerry Willis, et al, Texas Tech University
Software Development and Operating Procedures for Personal Computers and Microcomputers
Paul Holliday, Computer Sciences Corporation

COMPUTER CAMP: Purpose, Technique & Educational Success
Garry White, Computer Camp, Inc. (Saturday, late p.m.)

PERSONAL COMPUTER GRAPHICS
(Saturday, a.m.)
Snail Graphics: A Graphics Kit for Runic
Marty Franz
Interpas and Rascal: A Playful Pascal Cartoon Programming System
Michael Moshell, et al, Gentleware Corp.
Computer Animation Comes to Personal Computing
David Fox, et al

MICROCOMPUTING IN MEDICINE (Part I)
(Saturday, p.m.)
Public Domain Software in Medicine: The MUMPS Connection
Larry L. Stoneburner, M. D.
Implementation of an Ambulatory Medical Information System on an LSI-11 Based PDP-11/23 Microcomputer
Frederick R. Jelovsek, et al, Duke University Medical Center
Microcomputer Applications in Academic Medicine
Thomas N. Abdella, et al, University of Tennessee College of Medicine
Implementing Full ANS MUMPS on a Microprocessor
David J. Marcus, et al, Micronetics Design & Med Logic Systems

MICROCOMPUTING IN MEDICINE (Part II)
(Saturday, late p.m.)
Medical Image Analysis with a Microcomputer
Michael L. Richardson, M. D.
Design of a Computerized Pulmonary Laboratory
G. B. Rothbart, et al, Science Applications
The Community Health Information Project (CHIP): Developing a Community-Based Information Utility for the Disabled Using Microcomputers
Joel S. Yudken, Mid-Peninsula Conversion Project
Systems Analysis for Small Computers: A Case Study
Rodert van Spyk, California State University at Hayward

ARTISTIC APPLICATIONS
(Saturday, noontime)
Computer Assisted Design of Tiffany Lamps
Mike Higgins, Space Glass
Art and Intelligence: An Artist's Approach to Artificial Intelligence
Stephen W. Long, Canada

PRESCHOOL COMPUTING
(Saturday, a.m.)
Foundations for the Use of Computers in Preschool Classrooms
Jerome R. Schmidt, et al, Education Services
A Review of Preschool Children's Use of the Computer
Kathleen M. Swigger, North Texas State University
Visual Discrimination and Preschoolers
Deborrah Smithy-Willis, et al, Texas Tech University
Electronic Interaction with the Preschool Handicapped Learner
David L. Craig, Texas Tech University
Computer Applications in Assessment and Evaluation for Preschool Children
Dee LaMont Johnson, Texas Tech University

EDUCATIONAL COMPUTING (Part I)
(Saturday, p.m.)
Recommendation for Logo Learning Centers
Vicki Carver
Special Education Management System Using Microcomputers
Leonard T. Meuer, Travis School District (California)
Benefits of Using Computers in Special Education
Mary M. Humphrey, et al, Teaching Tools

EDUCATIONAL COMPUTING (Part II)
(Saturday, late p.m.)
A Suggested Model for Establishing the Validity of Computer Assisted Instructional Materials
Sherwin Steffin, Edu-Ware Services
Microteach —.Courseware Production Made Easy
Thomas P. Bun, Compumax
Microcomputers on Education in Japa..
Atsuro Takemoto, Chiba Institute of Technology, Japan
Computers Free for the Asking
Michael Potts, Educational Counseling Institute

UCSD PASCAL: USUS' DAY AT THE FAIRE
(Saturday, all day)
An Introduction to the p-System
Jim Bandy, SofTech Microsystems
An Introduction for Pascal Programmers to the UCSD Pascal Language & System
Rich Gleaves, Volition Systems
Concealed Application Successes from the p-System
Jim Bandy, SofTech Microsystems
The Incredible Text Printer: Achieving Version Independence in an Ambitious Program for the UCSD Operating System
James Gagne, Datamed Research, Inc.
Modular Programming Using UCSD Pascal Units in the UCSD Pascal Advanced Operating System 1.0
Barry Damchak, Advanced Computer Design
The Modula-2 Interface to the Apple II and Apple Pascal
Roger Sumner, Volition Systems
An Expert Users' Panel on Pascal Language Topics
Richard Gleaves, Barry Damchak, Russ Daniels, Tom Pittman, John Hoot, Michael Hadjioannou

PANEL FOR PROGRAMMERS: GETTING INTO THE PACKAGED SOFTWARE BUSINESS
David Ferris, David Ferris & Associates, England (Sunday, p.m.)
What Software Publishers Can Do for Program Developers
Seymour Rubenstein, Micropro International
What Distributers Can Do for Program Developers
Bob Leff, Softsel
Financing Necessary for the Programmer Going into Business & How to Raise the Money
Jacqueline Morby, TA Associates
What Programmers Will Have to Do If They Market Their Package by Themselves
Gordon Eubanks, Digital Research

LEGAL ASPECTS OF SOFTWARE
(Sunday, p.m.)
Legal Care for Software
Daniel Remer, Attorney
Electronic Game Pirates: The Scramble for Viable Protection
Michael D. Scott, The Scott Report

EMPLOYMENT: OLD & NEW
(Sunday, noontime)
How to Leave and Compete with Your Employer Without Getting Sued
James H. Pooley, Mosher, Pooley, Sullivan & Hendren
Getting the Best Computer Job
Kent D. Kitts, Omicrom

WRITING & DOCUMENTATION
(Sunday, p.m.)
Instructing the Lowly Human Customer: The Survival Value of Providing User-Friendly Documentatin and Manuals
Nicholas Rosa & Sharon Roas, Sharon Rosa Technical Writing Services
Writing for the "Special Interest" Computer Press
John Walker, Sextant Magazine
Systems Documentation and System Malfunctions
John P. Walter, California State University Dominguez Hills
Documentation for Human Beings
Arthur Naiman

7th COMPUTER FAIRE CONFERENCE PROGRAM

COMPUTER & ELECTRONIC MUSIC
(Sunday, noontime)
Delayed Playback Music Synthesis Using Small Computers
Hal Chamberlin, Micro Technology Unlimited
The Medieval Melody-Maker: A LISP Program
Arthur Hills, Sonoma State University
The Soundchaser Computer Music System
David M. Kusek, Passport Designs

BUCHLA ON MUSIC SYSTEMS
(Sunday, p.m.)
Some Aspects of High-Tech Musical Instrument Design
Don Buchla, Artists Research Collective

PHILOSOPHICAL CONSIDERATIONS
(Sunday, noontime)
A Bionic Approach to Speech Processing
Bradley C. Stewart, Covox
Information Processing by the Computer and the Central Nervous System (A Comparison)
C. Torda, Stanford University

COMPUTER RETAILER'S OPEN MEETING
(Sunday, noon)

3-DAY DEMO: AMATEUR RADIO TELETYPE & PACKET DATA TRANSMISSION
Stuart Neblett, Communication Society

UNUSUAL APPLICATIONS (Part II)
(Sunday, p.m.)
The Well Behaved Home
Carter Compton Collins, University of the Pacific
Speed Reading and Peripheral Vision Techniques for Computers,
Myron Zeissler, Eagle Software
Simulation Training Research with Microcomputer Systems
Allen Munro, et al, Behavioral Technology Laboratories

THE COMPUTER BUSINESS
(Sunday, p.m.)
Raising Capital for the Development of Software and Other Computer Technology Using R&D Limited Partnerships
Fred M. Greguras, Attorney
MISA: The Insurance Program for the Microcompputer Industry
David S. Chen, MISA & MPA Insurance Services, Inc.

ANNUAL AWARDS PRESENTATIONS
(Saturday, noontime)
Creattive Computing Award for 1981
David Ahl, Creative Computing Magazine
Softalk Award
Jo Hilliard, Softalk Magazine

USER GROUP & SPECIAL INTEREST GROUP MEETINGS
(open to all interested parties) (primarily Sunday a.m.)
TRS-80 Users' Open Meeting
(no host)
Apple Users' Open Meeting
(no host)
Heath Users' Group L Nancy Strunk
First International Atari Computer Users Group Forum
James Capparell (sponsored by independent user groups)
International North Star Users' Group
Bill Banaghan
First Osborne Group (FOG) Open Meeting
Frank Morton
Commodore Pet & Vic Users' Open Meeting
(no host)
Apple Medical Users' Group Meeting
Larry Stoneburner
NorCal Digital Group Owners
James Jacobsen
CP/M Users' Open Meeting
(no host)
USUS Informal Meeting & Birds-of-a-Feather Sessions (UCSD Pascal)
Winsor Brown
APL Users' Group
Mokurai Cherlin
Logo Learning Activities
Lois Flynne

Next Fall, Watch for Business Faire

In September, San Francisco will host the Business Faire, a large, business-oriented conference and trade exposition focusing on products and equipment for business. This will include, but not be limited to, business computers, private telephone systems, electronic banking, "intelligent" postage meters and shipping systems, etc.

For details as they become available, complete and return the enclosed coupon.

Managing the Knowledge

Mark Cummings, of the Systems Architecture Department of the Bank of America in San Francisco, will speak at the 7th West Coast Computer Faire on "Managing the Knowledge Industry." In his talk, which will be published in the *Proceedings of the 7th West Coast Computer Faire*, he will discuss "designing organizational structures that can preserve small group productivity in large organizations."

Cummings says that "small group productivity results from the small group's natural tendency toward balanced communication," whereas large corporate structures, though able to implement large-scale projects such as the personal computer, suffer from lack of effective input at the lower levels of their heirarchies.

Cummings says that if the personal computer industry hopes to meet "the challenge of realizing the productivity gains inherent in the technology" it ought to consider "restructuring the institutional and social contexts in large organizations to create more balanced communication patterns."

Conference Session

The Well Behaved Home

For a home to be truly organized today it helps to have a home control system that not only feeds the cat and waters the plants, but turns off lights after people leave a room, irrigates a dry vegetable garden, and greets guests with a spoken message.

Carter Compton Collins developed just such a system as a hobby and will talk about his "Well Behaved Home," at the 7th West Coast Computer Faire.

"Computer control of the home has long been a dream of many visionaries," says Collins, an associate professor at the University of the Pacific, "The real secret of success lies with peripheral input and output devices with which the microcomputer can exert control of the environment. The peripheral functions I describe here are some I could design and readily build at home in a few weekends each."

Illustrations and diagrams accompany Collin's paper which will be published in the *Proceedings of the 7th West Coast Computer Faire*, available at the show.

AVOID LONG LINES! PRE-REGISTER FOR FAIRE

Although the Computer Faire, itself, is not staffed to handle preregistration, it has arranged for a number of cooperating stores to carry prereg packets. A partial list is below.

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. ("Know your dealer.") However, should you be unable to do so, several of them are accepting **mail orders.** . .*if you* do the following:

1. Send your mail order *early*. (Remember, the U.S. Mail Service will be handling its delivery in both directions.)

2. Send full payment (phone the store for their reg fee; by FTC regulations, the Faire cannot tell them what to charge), *and* a stamped, self-addressed, legal-size envelope.

The stores accepting **mail order preregistrations** are marked in the following list with an asterisk.

Data Domain of Schaumburg*
Plaza De Las Flores
1612 E.Algonquin Rd
Schaumburg IL 60195
(312) 397-8700

Opamp Technical Books*
1033 N. Sycamore Ave
Los Angeles CA 90038
(213) 464-4322

Computerland South Bay
16720 Hawthorne Blvd
Lawndale CA 90260
(213) 371-4624

SCR Electronics
5303 Lincoln Ave
Cypress CA 90630
(714)527-2554

Thorpe Datasystems Inc*
7114 Owensmouth Ave
Canoga Park CA 91303
(213) 703-6900

Computerland
289 E. Highland
San Bernardino CA 92405
(714) 886-6838

Computer Ware*
6791 Westminster Ave
Westminster CA 92683
(714) 891-2584

Computers Plus*
204 W.Canon Perdido
Santa Barbara CA 93101
(805) 963-4542

MicroXchange
222 E.Carrillo St No. 101
Santa Barbara CA 93101
(805) 963-4187

Coastal Computers
986 Monterey St
San Luis Obispo CA 93401
(805) 543-9339

Computerland
223 S.Broadway
Santa Maria CA 93454
(805) 928-1919

National Computer Center
3202 E.Ashlan Ave
Fresno CA 93726
(209) 227-8479

Zackit/Monterey*
350 Del Monte Ave
Monterey CA 93940
(408) 375-3144

Affordable Computer*
716A Lighthouse Ave
Pacific Grove CA 93950
(408) 373-7177

Lotus Century*
64 Westlake Mall
Westlake Shopping Ctr
Daly City CA 94015
(415) 992-5230

Computerland
4546 El Camino Real
Los Altos CA 94022
(415) 941-8154

Kepler's Books
821 El Camino Real
Menlo Park CA 94025
(415) 324-4321

Byte Shop
1415 W.El Camino Real
Mtn View CA 94040
(415) 969-5464

Digital Deli
80 W. El Camino Real
Mtn View CA 94040
(415) 961-2670

Heathkit Electronics Ctr
2001 Middlefield Rd
Redwood City CA 94063
(415) 365-8155

Computer Plus
1328 S. Mary Ave
Sunnyvale CA 94087
(408) 735-1199

Arrow Computer Supply*
1301 Harrison
San Francisco CA 94103
(415) 864-0900

American Ink Products*
527 Howard St
San Francisco CA 94105
(415) 982-0161

Computerland
117 Fremont St
San Francisco CA 94105
(415) 546-1592

AIDS
271 Sutter
San Francisco CA 94108

Computerland the Castro
2272 Market St
San Francisco CA 94114
(415) 864-8080

AIDS
301 Balboa St
San Francisco CA 94118
(415) 221-8500

Computerland El Cerrito
10042 San Pablo
El Cerrito CA 94530
(415) 527-8844

PC Computers*
10166 San Pablo Ave
El Cerrito CA 94530

Byte Shoppe
1122 B St
Hayward CA 94541
(415) 537-2983

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

North Bay Computers*
6526 Washington
Yountville CA 94599
(707) 944-8885

Berkeley Computer*
1569 Solano Ave
Berkeley CA 94707
(415) 526-5600

Computerland Marin
1930 4th St
San Rafael CA 94901
(415) 459-1767

Marin Computer Center*
50 El Camino Dr
Corte Madera CA 94925
(415) 924-1955

Affordable Computer Systems
3331 El Camino Real
Santa Clara CA 95051
(408) 249-4221

Computerland
1077 S.Saratoga-Sunnyvale Rd
San Jose CA 95129
(408) 253-8080

Byte Shop 1
6041 Greenback Ln
Citrus Hts CA 95610
(916) 969-2983

Computerland
1537 Howe No. 106
Sacramento CA 95825
(916) 920-8981

Computer Store Corvallis*
2015 NW Circle Blvd
Corvallis OR 97330
(503) 754-0811

Finally! DataCast — A Reference Publication

for Microcomputer Users!

DataCast is a Reference Series for Microcomputer Users

DataCast is the reference publication for *users* of major microcomputer software systems – particularly CP/M users, and for those interested in mass digital telecommunications.

It presents comprehensive software documentation, written in a clear and simple style.

It offers in-depth surveys and tutorials about the major information utilities now being created to serve large user communities.

Experienced, full-time staff documentation professionals write the majority of the contents of each publication.

All articles are carefully edited to assure the consistent style, accuracy, and quality expected in a good reference book.

The unsolicited praise in the letters responding to the first issue reflect the value and quality of *DataCast*.

DataCast is for Both Novices & Experienced Users

DataCast offers tutorials for new users, reference documentation for experienced users, and – from time to time – internal systems documentation for those who wish to modify a system or understand its internal operation.

DataCast Offers Consistent Coverage of Many Systems

DataCast covers a wide variety of systems and applications software from a number of suppliers. However, all the documentation has the same style, organization and clarity.

DataCast is More of a Book than a Magazine

You can call it a "bookzine" or a "magabook".

Its content is that of a permanent, often-used reference book. Its physical format makes it easy to use as systems documentation.

On the other hand, it is like a magazine in that it is slender, available by subscription, and carries some advertising.

It is an ongoing series, published on a bimonthly basis. This assures that the documentation is timely and reflects the current version of the systems being documented.

Think of it as a magazine, and it's expensive. Think of it as a user's reference book, and it's very inexpensive.

DataCast Subscriptions Save Time and Money

Save 25% over the single-copy price by subscribing to *DataCast*.

You receive each new issue when you subscribe.

Prompt posting of each issue to your mailbox is assured when you are a subscriber.

Charter Subscribers have Complete Documentation

This is your last chance to be a charter subscriber. Issue *No. 001* is nearly sold out. Subscriptions can start with *No. 001* only while the supply lasts.

Subscribe now and have a complete set. Don't delay!

About the Technical Staff . . .

Jim Warren

Jim has been a consultant, lecturer, writer and editor specializing in small computers since 1968. Back in the first days of microcomputers, he was the first editor of *Dr. Dobb's Journal*, the first publication to provide in-depth software articles and documentation, and a publication that took a strong consumer-advocacy position. He went on to create the microcomputer community's first newspapers (the *Silicon Gulch Gazette*, and later the *Intelligent Machines Journal* – now called *InfoWorld*). He founded and currently chairs the West Coast Computer Faires – the largest microcomputer conventions, held annually. He is the permanent host of "Computer Chronicles", the first weekly television show focusing on micro-computing and oriented to a computer-literate audience. He has chaired Chapters of the ACM, SIGMICRO, and SIGPLAN, and has served on the Program Committees of the National Computer Conference, IEEE Compcom, and the Computer Society's Asilomar Microprocessor Workshop. He holds a Bachelor's, three Master's degrees and has completed all but his dissertation for a Ph.D. in computer engineering at Stanford University.

Tony Bove and Cheryl Rhodes

Tony Bove and Cheryl Rhodes are a writing and editing team. Tony Bove is a co-author of a Wiley Self-Teaching Guide on using the TRS-80 Model III computer, to be released in the Spring of 1982. As a technical writer for Data General Corp., Tony wrote many tutorials and reference guides, including a prize-winning manual on Business BASIC. As a technical writer for Sybex (a Berkeley publisher of computer books), he provided much of the material for *The CP/M Handbook With MP/M*. As a senior technical writer for Intel, Tony Bove wrote a user's guide that is used as a model for all software tutorials, and as project leader for operating systems documentation he designed a library of fifteen manuals to support a new Intel computer system.

Prior to joining DataCast, Cheryl Rhodes worked extensively with ComputerTown USA!, a project of the People's Computer Company (Menlo Park, CA). Her contributions included writing and designing courseware and teaching microcomputer literacy classes for adults and children. She also designed and taught computer literacy classes for the Peninsula School (Menlo Park), and for the Lawrence Hall of Science (Berkeley, CA), where she coordinated the Apple Van Project. Prior to teaching, Cheryl Rhodes spent five years in data processing, computer operations and documentation, including two years at Data General Corp.

Here's what DataCast USERS have to Say

Unsolicited comments from our first readers (and subscribers).

"This first issue should become a collector's gem."
– Bill Roch, Elliam Associates, Woodland Hills CA

"Finally, THE PUBLICATION that covers CP/M from a user's standpoint! ... I suspect that your *DataCast* magazine will soon be in the forefront as 'The User's Reference' . . . your magazine fills the specific needs of CP/M users . . ."
– Kelly Smith, CP/M-Net News, Simi Valley CA

"I think the magazine will make a name for itself not only through its unique orientation but by being well-focused and practical. Unfortunately good publishing like this is becoming a real rarity these days."
– Stephen C. Keeble, Lifetime Learning Publications, Belmont CA

"I found your first issue to be excellent! I'm at a loss to say which article was best. I found they were all very readable, useful, and relevant."
– Carl Burlin, The Software Group, Anaheim CA

"The idea of three approaches to CP/M for various levels from beginner to existing users is well executed. ...Nice mixture of user oriented material and a general overview of the status of CP/M ..."
– Herb Moore, Palo Alto CA

"The articles on telecommunications for personal computerists were particularly needed these days."
Walter Zintz, Uni-Ops, Walnut Creek CA

Save 33% on Faire Registration

By pooling with friends and associates, you can each save $5 on 7th Faire registration fees — paying $10 each instead of the $15 "at the door" fee. (Or, you can "deal" registrations and earn an extra coupla dollars for yourself or your group). Here's how:

Purchase Faire registrations in blocks of 10, advancing $100 (prepaid or COD). You can return up to 5 of those 10, any time after the Faire and prior to April 15th, and promptly receive a refund of $10 per returned/unused registration.

To do this, send your check or COD order for 10 or more registrations (advancing $10@) to:

Pre-registration Desk
Computer Faire
333 Swett Road
Woodside CA 94062

Include your street address (necessary for certified UPS shipping). The Faire pays shipping charges on prepaid orders. You pay shipping and collection charges on COD's.

The Computer Plus Bus

For the third year in a row, the Computer Plus Bus will carry people from Sunnyvale to the Computer Faire and back. This service is offered by Computer Plus at the corner of Mary and Fremont, at De Anza Square Shopping Center in Sunnyvale. There will be a charge for the round-trip bus service.

On Friday, March 19, the bus will leave Computer Plus at 8:30 a.m., and begin its journey back from the Computer Faire at 3:30 p.m. On Saturday, March 20, the bus will leave Sunnyvale at 9 a.m. and leave the Faire at 3:30 p.m.

Reservations with full payment must be made by Wednesday, March 17. For more information call: Computer Plus, (408) 735-1199, 11 a.m. - 7 p.m., Tuesday through Friday, and Saturday 11 a.m. - 6 p.m.

7th COMPUTER FAIRE EXHIBITORS

(as of 82 Feb 15)

3M Data Recording Products Division
80-U. S. Journal
A. I. D. S. Compu-Center Stores
Acorn Software Products
Addison-Wesley Publishing Co.
Addison-Wesley Publishing Co., Inc.
Advance Data Corporation
Advanced Computer Controls
Advanced Computer Products
Adventure International
Allen Gelder Software/ALGORIX
Allenbach Industries
Alliance of Personal Computers Owners
Alpha Computing Supply, Inc.
Altos Computer Systems
A. M. Electronics, Inc.
Amdek Corporation
American Word Processing Co.
Anchor Pad oof Northern California Inc
Anvil Cases, Inc.
APL Press
Apple Medical Users Group Int'l
Applied Microcomputer Technology
Arcade Plus
Arcadian Newsletter
Arrow Computer Supply
Arrow Electronics, Inc.
Artec Electronics Inc
ASAP Computer Products, Inc.
Ashton-Tate
Cosmos/Astar
Addcom Electronics, Inc.
Atari, Inc.
Automated Simulations, Inc.
Avant-Garde Creations
Axlon, Inc.
Bench Collection
Berkeley Microcomputer
Beta Computer Devices
Big Five Software
BIT 3 Computer Corporation
Broderbund Software
Buss-Independent Heath/Zenith Newsletter
Byte Publications, Inc.
C. D. E. Software
California Computer Systems
Calsoft
Casemaker
Casheab
Cavalier Computer
Caxton Publishing Company Ltd
Checks-To-Go
Coast Computer Supply
Commercial Mailing Accessories Inc
Commodore Computer Center
Commsoft
Community Health Information Project
Comp-U-Card of America, Inc.
Component Sales, Inc.
Compute! Magazine
Computer Alternatives
Computer Camp Inc
Computer Center Inc
Computer Discount of America
Computer Furniture & Accessories, Inc.
Computer Gaming World
Computer House
Computer Shopper
Computers For You, Inc.
Computing!
Concord Computer Products
Controlled Data Recording Systems, Inc.
Creative Computing
Creative Publications
Cromemco, Inc.
Citizens Tech & Employment Program
Cuesta Systems, Inc.
Cybertext Corporation
Dasoft, Inc.
Data Bank Stores
Data Compass-Peripheral Products Group
Data Technology Industries
Datamation
DataMost
DataSoft Inc.
Desk Tech
Diablo Systems, Inc.
Dialog Information Services, Inc.
Digital Deli Computer Store
Digital Marketing Corp
Digital Research, Inc.
Digital Words Unlimited
dilithium Press
Doss Industries
Double-Gold Software
Durango Systems Incorporated
Dysan Corp
Eakins Associates, Inc.
Elcom System Peripherals Inc.
Elcomp Publishing, Inc.
Electronic Arts Productions
Electronic Systems Furniture
Empirical Research Group, Inc.
Encyclopaedia Britannica
Evryware
Exatron Corporation
Fifth Generation & FOLK

First Osborne Group
IMSAI Division
Forth Interest Group
Friends Software
G and G Engineering
Gallaway Enterprises Inc (GEI)
Gebelli Software Inc.
George Associates
CompuPro div. Godbout Electronics
Gold Software
Gould Inc.
H & E Computronics Inc.
H. A. L. Labs
Hayden Book Co
Hayes Microcomputer Products, Inc.
Heath Co.
High Tech Software Prod
Houston Instrument
Howard W. Sams & Co., Inc.
Huntington Computing-Hardware & Software
HW Electronics
I-Protect, VTD Screen
Imprint Software
(IUS)Information Unlimited Software, Inc.
InfoWorld
Inmac
Inner Access Corporation
ISA-Spellguard
Insoft
Interface Age Magazine
Int'l Apple Core
International North Star Users Assn
International North Star Users Accoc.
Inversions
Island Graphics
Jade Computer Products
Japan Microcomputer Club
JDR Microdevices, Inc.
John Bell Engineering
John Wiley & Sons, Inc.
Kern Publications
Kesa Company
Kraft Systems, Inc.
Krown Computing
L & S Computerware
L-5 Society, Bay Area Chapter
Lazer Microsystems, Inc.
Lifeboat Associates
Lightening Software
Little, Brown and Company
LNW Research Corporation
Lo-Ball Computers
Loadstar Technology Corporation
Macrotronics, Inc.
Magna Soft
Magnolia Microsystems, Inc.
Management Information Source
Marinchip Systems
Matthew Jew & Eric Kilk
McGraw-Hill Book Company
McGraw-Hill Book Company
Med Logic Systems
Memory Merchant
Merrill Lynch, Pierce, Fenner & Smith
Micon, Inc.
Micro Business Associates, Inc.
Micro Business Solutions, Inc
Micro Data-Tek
Micro Focus Inc
Micro Ink, Inc.
Micro Lab
Micro Technology Unlimited
Micro-Ap, Inc.
Micro-Tech, Ind.
MicroAge Computer Store
MicroComPac
Microcomputer Consultants
Micromation, Inc.
Micronetics Design Corp
Microperipheral Corp
MicroPro International Corp
Morrow Designs
Mountain View Press
MPC Peripherals Corporation
MUMPS' Users Group
National Micro
DataMac Computer Systems
Northwest Instrument Systems, Inc.
Oasis Systems
olive branch Association, Ltd.
Omega Data Peripherals
On-Line Systems
Optimized Systems Software, Inc.
Options Research
Oracle Electronics & Trading
Orange Micro, Inc.
Original Apple Corps
Osborne Computer Corp.
Osborne McGraw Hill
OSM Computer Corporation
Pacific Mountain States Corp.
Pacific Software Manufacturing Co
PALHMA Systems
Pan-Tec
Panamax Line Conditioning

Passport Designs, Inc.
Patrick & Co.
PC Magazine
PCE Systems
Percom Data Co.
Performance Software Corporation
Phase One Systems
Philips Test & Measuring Instruments
Piconet Users Group
Practical Peripherals
Prentice Corporation
Prentice-Hall, Inc.
Program Design, Inc. (PDI)
Purchasing Agent
Quadram Corporation
Quality Software
Quantum Series
Quest Electronics
Quiet Designs of California
Racing Services, Inc.
Radio Shack
Rana Systems
RCA
Relational Systems International Corp
Reston Publishing Company, Inc.
R. H. Electronics
Robotek
Robotics Age Magazine
Rothenberg Information Systems, Inc.
Sage Computer Technology
San Francisco Apple Core
Sandow Enterprises
Hard Disk Subsystem Manufacturer
Santa Cruz Educational Software
Small Business Technology
Sebree's Home Computers
Select...The Word Processor
S. G. C.
Shasta General Systems
Sigma Sales
Simple Soft, Inc.
Sinclair Research Ltd.
Sir-Tech Software, Inc.
Sirius Software, Inc.
Skyles Electric Works
Sof/Sys, Inc.
Soft Warehouse
Softalk/Softline
Softape
Softsel Computer Products, Inc.
Softside Publications
Software Emporium
Software Hows
Software Works Inc
Sorcim Corporation
Source Edp
Southern Pacific Software
Southwestern Data Systems
SSM Microcomputer Products
Stacey's Bookstore
Stahler Co.
Stellation Two
Stock Market Software
Stoneware, Inc.
Strategic Simulations
Strawberry Tree Computers
Street Electronics Corp
Structured Systems Group
Supersoft
SuperSoft, Inc.
Swifty Software
Sybex Inc
Synapse Software
Synergistic Software
Syntauri Corporation
SZ Software Systems
T G Products
Tab Books Inc.
Fotocomp
Taranto & Associates, Inc.
Taurus Software Corporation
Technical-Soft, Sanwa Shoji Inc
Technology & Society Committee
Tecmar, Inc.
Texas Instruments Incorporated
TLB Associates, Inc.
TNW Corporation
Trace Systems, Inc.
TriStar Business Systems, Inc.
TRS Nybblers-TRS 80
Unicorn Systems
United Microware Ind. Inc.
U. S. I. International
Verbatim Corporation
Veritas Technology Inc
Videx, Inc.
Votrax Company
Wabash Tape Corporation
Wadsworth Electronic Publishing
Wayne Green Inc.
Webster McEvoy Documentation Srvcs
West Coast Business Products, Inc.
Western Micro Systems
WIP (Women in Information Processing)
Xcomp Incorporated
Yumm Inc.
Zircon International, Inc.