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OCTOBER 1996

THE BEAK SPEAKS

The Newsletter of the Grey Eagles, the National Association of Data General alumni.

MA CHAPTER CHRISTMAS PARTY
THURSDAY DECEMBER 5TH
AT THE PILLAR HOUSE, NEEDHAM

See Page 8 For Details and to RSVP!

DUES RENEWAL TIME
WHO SHOULD RENEW?
Dues are owed by all Grey Eagles in September and paid in advance for the upcoming year. Only those members who are new and have paid their dues since 6/96 are not required to pay at this time. If you are an existing member that has renewed since June (and your dues were PREVIOUSLY up-to-date) you are not required to pay at this time. Dues paid data for 1996 is on the website. If you have any questions re your dues history, contact Mary Jo at (508) 366-9866.

WHY SHOULD YOU RENEW?
*The Website! View the membership list on-site where the data is as current as possible - through our quarterly update procedures. Review your own info and email your updates; check the status of your dues; locate fellow eagles by individual or by company; read the most current news; find a new job through the vacancies posted by five search firms (Eagle companies); recruit personnel by perusing member resumes; find out what companies are up to in the business/services listings; and take advantage of the links to other member/group sites such as Digital, Prime, DG Users’ Group, Weather, and NASE - the National Association for the Self-Employed. In the last 6 months, over 60 DG alum’s have joined the Eagles - most using our on-line web registration, and the site has received over 400 visitors in just the past 4 months. These site services will be operational by February 1997.

Hard Copy: two newsletters/year; annual membership list*; invitations to local chapter functions, and the bi-annual inter-networking event held in Boston (see “When Brains Collide” review on page two). The Grey Eagles membership list is a PRIVATE networking tool. It is not available to non-Grey Eagle members. Pre-printed labels are available to members for mailings that have been pre-approved by the President and Directors. Approval is based on whether the mailing is beneficial to most members. If you wish to advertise your business or services to Grey Eagles, or inform them of an event/function/opportunity - advertising on our website is the most efficient and cost effective way. Advertisers also get a mention in the newsletter, meaning they reach all 1200+ members. See page 8 for more info on Advertising.

To Cover our Costs: The maintenance fee for the website, significant admin costs, printing, postage, and utilities. Help us meet these costs so that we can maintain the quality of The Grey Eagles Membership.

*Only paid members receive the passcode to the website. The existing passcode will be changed in February, and printed on the membership list - which is only mailed to paid members.

WELCOME TO OUR NEW DIRECTORS!

Mary Jo, who was known as Executive Director of the Grey Eagles. MJ has been a huge help over the years, planning and executing functions for The Grey Eagles, and is now looking forward to a more challenging role. I leave confident that you’re in GREAT hands! It’s time for me to play with the kids - who are almost all out of diapers! I’ve had a great time with the Grey Eagles, and I look forward to helping in an advisory capacity in the future. I hope you will join us at the Christmas Party on December 5th to welcome Mary Jo and to say “so long” to me... Kim

We expect there will be times when Mary Jo could use some help - particularly with the newsletter and the next fundraiser at The Computer Museum. We have allowed room on page 8 for you to indicate your areas of interest. All you need is a love of Eagles and some free time, in return for which you could enjoy member contact, advertising and personal exposure, and have a lot of fun! You can reach Mary Jo at (508) 366-9866 or email: mjoherter@aol.com. Our sincere thanks to Kim for 7 years of devotion and best wishes for fun with the children and success at whatever she turns her hand to.

We also welcome aboard Angelo Buono as a Director. As many of you know, Angelo is with The Docker Group, and has been an active member and participant at Grey Eagles functions for many years. We look forward to his contribution to the management of this auspicious organization.

Enjoy the Fall - and we hope to see many of you on December 5th! David, Mary Jo and Kim
"When Brains Collide"

...was a huge success, raising over $10,000 to benefit The Computer Museum's educational programs. The Press published a number of excellent articles and photos (these may be viewed at www.globalinteraction.com/eagles/museum). Over 300 Alumni from Data General, Digital, Apollo, Prime, Computervision and Wang attended and were wined and dined on very elegant fare and then entertained by founding members of the alumni groups via a Trivia Contest that had everyone on the edge of their seats - laughing! Our own Ed McManus set the tone, as Master of Ceremonies. Ed Geithner used his many talents to come up with previously un-used questions, that were then approved and presented on the night by Chris Morgan (famous for his official ComputerBowl Trivia Book). Team members sported tee shirts with the colorful "When Brains Collide" invitation/program cover on the front, and coordinat­ing beanie propellerhead hats. The proceedings were carefully judged by Steve Gaal and Barry Fidelman, and scores were kept by Simon Beaumont and Ryan Burdeno, of Price Waterhouse LLP, who pronounced Ed deCastro and Herb Richman as the successful duo! No this was not a set-up (even if the event was our "brainchild"). Following this was a rousing performance by The Talking Propellerheads, who had the "groups" rocking and rolling. This group of ex-DG'ers put original "computer egghead" lyrics to golden oldie rock tunes. One "modern number" was "What If Gates was one of us/Just a slob like one of us/Just a strange nerd on the bus/Tryin' to make his way home/He's tryin' to make his way home/Up in Seattle all alone/Nobody callin' on the phone/Cept for Perot that freakin' gnome..."

"When Brains Collide" was the first of what we hope will be a bi-annual event between the Alumni groups. An Auction is being planned for May of 1998 as our next fundraiser/internetworking event. If you are interested in being involved - on a committee, as a sponsor, or contributing auction item(s) - indicate this on the response form on page 8, or call Mary Jo directly at (508) 366-9866.

Our thanks to all Grey Eagles that attended, and especially to the following sponsors:

Eagle companies: Ed McManus (Data General); Jit Saxena (Applix); Barry Fidelman (Atlas Venture); Don Bateman (Executive Alliance); Charley Polachi (Pemwick Partners); Ed Geithner and Peter McGowan (Geithner/McGowan); Todd Kurland (Global Interaction); Chris Robert (Keyfile Corporation); Microcom; Angelo Buono (The Docker Group); Kevin Steele (Winter Wyman); David Schwartz (Productive Environments); John Barstow (Xionics); Tom Price (Thomas E. Price, Jr. & Assoc.). Other Sponsoring companies included: Fullbright & Jaworski LLP, Hutchins Wheeler & Dittmar, Price Waterhouse LLP, Alden Electronics, The Kleven Group. Individual Eagle Sponsors: Stephen and Wendy Gaal; Chuck and Gayle Holland; Brigitte Casemery; Bob Caron; William Frank; Tony Helles; Robert Vitale.

And a very special thank you to the pro-bono sponsors:

Peter McGowan (Geithner/McGowan) and John Bergdoll (Creative Solutions), who came up with the ingenious 'tag' of "When Brains Collide", not to mention their exhaustive efforts in creating a sensational invitation and program; and Ed Geithner for the official questions and for his PR expertise. Todd Kurland, who created a most impressive website dedicated to the event, and which may be viewed at www.globalinteraction.com/eagles/museum. Eileen deCastro for identifying, locating and securing the Team Members. Steve Gaal, David Herter, Bob Washburn and Kim Beaumont - the official fundraisers! Peter Cronan of RR Donnelley, who printed the rather brilliant invitation and program, and who continue to support The Grey Eagles in assisting with our printing needs.


OCTOBER 1996
In The News... (a grand 4 pages of it)

News items are posted on the website at the beginning of each quarter, and then printed in The Beak Speaks twice yearly.

Gary Angell (DG 1973-1975). "I am now living in San Francisco and VP of Business Development for Telenetworks in Petaluma, CA. Northern CA is paradise to me. I love it here, people and nature. Telenetworks is the 11 year old leading supplier of ISDN C code portable software protocol stacks. We do all the associated software and ready to manufacture custom hardware designs. This is a hot area right now! We also do Frame Relay, ATM and X.25. Regards to all!" Ph: (707) 778-8737, email: angell@tn.com.

Michael Backer (DG 1977-1979). Elected to the Board of Directors of the Independent Human Resource Consultants Association (IHRCA) a newly formed (not-for-profit) Association of independent human resource consultants. (Michael is also the President of Salitube, Inc.) Ph: (508) 481-7338.

John C. Barstow (DG 1973-1990). "I am a Trustee, Secretary, and website designer and administrator for Pro Arte Chamber Orchestra of Boston (www.proarte.org). Come visit our site and then come to a concert! The concert programs are described in detail online at least a week before each concert. We post essentially all the text printed in our program books, including descriptions of the compositions and bios of guest artists. At Xionics, I am one of the senior members of the engineering team that has made Xionics’ PostScript language interpreter into Adobe’s strongest competitor for printer OEM business. It’s been an exciting 5 years since I joined the PhoenixPage division of Phoenix Technologies in Cambridge in March 1991, joining Grey Eagles Bob Downs (division GM), Bill Leigh, and C.C. Fitzgerald. Frank Horton consulted occasionally, and Bill Churchill joined later from Wang. Bob Downs left to become COO of a small company in Peabody (Xionics), joining Grey Eagles Peter Santusenasio (CEO) and Bill Trail. From his new position, Bob eventually engineered the purchase of the PhoenixPage division by Xionics, taking over the same group he had left not so long before. Like lots of others these days, I found myself doing the same job with the same people, but working for a new company. After eighteen months as part of Xionics, I’m very impressed with the quality of the engineering and management teams here!" John can be reached at (617) 229-7039, email: jcb@zipnet.net.

Ronald Bloch (DG 1980-1981). "I’m back at DG and so can you! I am recruiting for the Special Systems Group and we are looking for hardware & software engineers. Whom do you know that might be interested in these career opportunities?" Ron is with Bloch & Brown Associates, and can be reached at (508) 473-6503, email: rtbloc@juno.com.


Richard Boyink (DG 1982). "I have returned to DG - currently working in the Channels Organization." Ph: (714) 724-3993.

Bob Buchheister. "I was layed off from DG last year and enjoyed all the support from a number of Grey Eagles during my search. I joined Ascom Nexion, a small startup networking company; however, I've recently rejoined DG in the Special Systems Group. (508) 898-5003, email: buck@chopper.us.dg.com.

Kelly Cash (DG 1988-1995). "My life at DG had two parts: First as a pre- and post-sales SE. I got RIFed in "Black October", and came back a year later as a post-sales SE in the consulting group. (Some still remember me as "Mr. TermServer") I got put on a long-term onsite. When that ended, they threatened to put me back in the "Flying Squad" again. I left Virginia and moved back to my home state, California, to go solely into UNIX performance analysis with AIM Technology. Network General then bought AIM, so I may wind up a networking person too." Kelly can be contacted at (408) 756-7763, email kelly@aim.com.

Michel Castro (DG 1972-1982). "I am (finally) retiring this year and will be moving away from Silicon Valley to the peace and quiet of British Columbia. For my "swan song" I have written a market report on CCD Projection Devices, which has been well received by the industry. It is for sale @ $2,495 - with a special discount to Grey Eagles members! Call if interested, Ph: (408) 732-5133, email: 103262.261O@compuserve.com.


Don Clements (DG 1978-1990), working in Wisconsin as VP of Sales, developing and selling computer and LAN furniture for Mayline Company. Ph: (414) 457-0222, email: dclement@excel.net.


Gerry Cromwell (DG 1979-1995). Left DG in May ’95 and joined Oracle Corporation as Region Manager for the Atlantic Coast Region in Charlotte, NC. Ph: (704) 341-9714, email gcromwel@us.oracle.com.

Jagdish “Jay” Dalal (DG...). "I continue to be Vice President, Information Management at Xerox with responsibility for worldwide operational delivery of Information Systems and managing two large global re-engineering programs. My primary office has shifted to Stamford, Connecticut from Rochester, NY. Ph: (203) 968-3227.

WEBSITE PILOT PROGRAM
Integrated Online Personal Finance Service
Harold Rhodes, VP Marketing
FarSight Financial Services
"We are pilot-testing an application that combines brokerage investing, checking and savings, bill payment, credit/debit cards, and other services into a single, convenient online account. If you are interested in becoming a Pilot user, and fine-tuning this service (scheduled for release in 1997), please contact us." www.farsight.com, email: pilot@farsight.com or telephone (800) 830-7483.
more News...

Gary "Pappy" Dixon (DG 1986-1994). “Since my retirement as District Sales Manager in the Charlotte office of DG, I have moved into the software world. I am currently the Alliance Manager for the ten southeastern states at Oracle, with offices in Charlotte and Atlanta.” Ph: (704) 423-1322, email: gdxion@us.oracle.com.

Harris Freeman (DG 1979-1986). recently joined The Santa Cruz Operation as Director, Strategic Business Partners, where he is trying to herd enterprise-class ISVs in the direction of UnixWare. He writes that after leaving Data General on April Fool's day of 1986 he joined the “last great American computer systems company” three times: Metaphor, MIPS, and HAL. He is extremely happy to be at SCO, even though it is incredibly weird for a 1960’s UCSC graduate to drive into Santa Cruz in a suit to go to work.


Jim Hebert (DG 1978-1990). Jim is now the President of HAHT Software, Inc. in Raleigh, NC. Ph: (919) 783-7803, email: hebert@haht.com.

Brian Johnson (DG 1972-1980). After sixteen successful years as Supreme Command of B.J., Inc., and :SYSMGR, B.J. is shopping around for a position in the real world. In the past five years he’s primarily been involved in current/open technologies, including the design of a major wide area network based on TCP/IP and frame relay for a Left Coast client. He even does UNIX (gasp!) and Windows. If anybody knows of anything that might take advantage of B.J.’s (some might say bizarre) technical and marketing talents feel free to email BJ at bj@sysmgr.com. Location is not an issue, except for Greece (been there, done that). B.J. can also be contacted by phone at (415) 550-1454.

P.S. re California Chapter Party: Due to some unexpected last minute travel plans (Knoxville and Amman, Jordan) plus waiting for Mike Paul to return from six months in Paris so that he could avoid being voted the next Fuhrer of the No. California Eagles, I haven’t yet scheduled the back room at the Brass Rail topless joint for our next meeting. Regards, B.J.


John Kowalonek (DG 1974-1987) is now Director of PC Development at PureSpeech, Inc., Cambridge (617) 441-0000, email: johnk@speech.com.

Elizabeth A. Kunze (DG 1986). “Survived first year in Chile by working on my Spanish and driving skills, both equally important. Completed five interviews in Spanish and had three articles printed in trade pubs. Shall be launching a Utility Automation study for ’96. Should be interesting between the outdated phone systems across South America and the different Spanish accents.”

Harvey Lawner, proudly announces the creation of a new corporate identity which will stand independently. This change will allow us to provide even greater attention to our current customers while expanding services to new clients in need of impact employees and executives. This change is not simply cosmetic but reflects an even greater commitment of money and resources needed to accommodate the increased demand for classical retained search. Contact Harvey at Walden Associates, Ph: (617) 890-8885.

Tom Lilburn (DG 1975-1979). “I recently joined CONTINUUM Performance Systems, after almost fifteen years at ROLM, ROLM-IBM and ultimately Siemens-ROLM. We are located in Madison, CT, which is a seashore community halfway between NYC and Boston: not a bad pit stop if you are on the road. CONTINUUM develops and markets software in support of the sales management process. We are looking for customers that have a relatively large sales force, in a complex selling environment, with multiple channels of distribution. We have significant expertise in linking inside telemarketers to the field sales organization, without sacrificing management control.” Tom can be reached at (203) 245-5000.

Robert P. Lusignan (DG 1985-1990). Doctoral Candidate at Boston University: Administration training and policy studies. Former adjunct faculty at Clark University. Graduate School of Management (MBA program). Recently accepted pertinent position at Synercom, Division of Logica - with strong alignment to doctoral dissertation (which concerns mutual adaptation of organization with integrated work management information systems). Ph: (713) 954-7325, email: lusignanb@hn.logica.com.

Richard McAndrew (DG 1971-1974). “ASIC Alliance is a new company providing consulting services and products for the design verification of systems using ASIC and FPGA technologies. We can provide individual consultants or bring in the entire team and setup the verification process as well as the implementation.” Phone: (617) 229-2742, email: rmandrew@asic-alliance.com.
**James Matteson** (DG 1984-1990). “Things are going well at INSCI. John Gillis, Steve Levitt, and George Berelson and I are always interested in hearing from Grey Eagles.” Ph: (508) 870-4100, email: matteson@insci.com.

**Dave Miller** (DG 1991-1995). has created an “Ed-DG” page on the web, that lists contacts for a large number of engineers who left between ’92 and ’95. Address is: www.tiac.net/users/dmiller1/where.html - there is also link to it directly from the Grey Eagles site, “Links and Legacy” section. Dave is Sr. Hardware Engineer for 3Com Corporation, Ph: (508) 264-1545, email: dmiller@tiac.net.

**Joanna Nikka** (DG 1975-1981). “Recently left Fidelity Investments where I was VP Product Dvlpt for a new Benefits Outsourcing business. Expect to see me in a more entrepreneurial role by the Fall of 1996.” Home ph: (617) 275-6974.

**Mark Novick** (DG 1984-1990). Recent promotion to Branch Services Manager servicing all hardware and integration services for the Edison, NJ office of ENTEX Information Services, a 2 billion dollar computer reseller and integrator. Ph: (908) 225-6532.

**Robert Primmer** (DG 1980-1996). “I’m leaving DG to head up the Engineering group at Aura Systems.” Robert can be reached at (508) 263-4141, email: rpmrimer@fastcall.com.

**Pat Scannell** (DG 1981-1987). “I am presently at Applix as the VP of Finance and Chief Financial Officer since September 1992, working with Jit Saxena, another Grey Eagle (after having come on board from another DG spin off Alliant computer Systems). Whilst at DG I held a variety of financial management and controller positions. Applix has done very nicely and has grown to a company with approximately 350 individuals worldwide and continuing to expand. The company was founded back in 1983 by four DG’ers Jit Saxena, Paul Dale, John Butler and Bob O’Donoghue, with Jit the only remaining founder. Applix went public in December of 1994 and has done well in that period as a public company.” Pat can be contacted at (508) 870-0300, email: psccancell@applix.com.


**Betty Shanahan** (DG 1978-1983). “I’ve relocated to Chicago. (A great time to relocate - I’m here in time for the basketball finals)”. Phone: (312) 595-9353, email: eashanahan@aol.com

**Malcolm Sheinkler** (DG 1974-1995). Involved with a hardware intranet security device that can “open-up” commerce on the net. To-date, the device has not been hacked. See [www.integrated.com]. Ph: (201) 445-6333, email: mal@integrated.com.


**Steve Sidman** (DG 1975-1978). Steve is at Sharp Microelectronics Technology, along with Jon Shroyer, President (was head of DG’s fab in Sunnyvale, replacing Jeff Kalb); and Dave Sell, Director of Operations. “Sad story - DG had a high performance 16-bit up in 1975, the microNova. I still remember one of the sales guys saying "microNova goes for $2500, Eclipse goes for $25,000 and up. How many of these things do you think we can sell?" Sadly, Intel has provided us the answer. DEC made the same miscalculation with LSI-11 and Rainbow. The biggest failures are failures of the imagination.” Phone: (360) 834-8711, email: sidman@sharpwa.com


**Kevin Steele** (DG 1975-1978). “After leaving D.G. in 1978, Kevin joined Winter, Wyman & Company where he has been instrumental in helping this professional recruitment firm grow to be one of the largest in New England (currently employing more than 50 consultants!) In 1995, Kevin was promoted to President and is currently leading the firm to new growth with the opening of an Atlanta office in March, 1996. Visit Winter, Wyman’s Web site at http://www.winterwyman.com.” To reach Kevin direct, call (617) 890-7000 or email: global@winterwyman.com.

**James Stewart** (DG 1976-1980). Jim owns a successful placement firm (Stewart Systems, Natick) specializing in placement of software professionals at all levels. Enjoys traveling to the Caribbean (most recently Belize) and coaching (baseball, basketball & soccer). Also actively involved in community theater. Ph: (508) 653-0515, email jstewart@world.std.com.

**Next Issue:** “Biker Mania” - Bill Jobe (roving reporter) is working on an article for the February issue of The Beak Speaks on Eagle Bikers. So if you have a Harley (or similar) parked in the garage (I’m not sure Kawasaki’s qualify...) give Bill a call at (970) 923-4448. We’re also considering an article on internet services. If you would like to contribute something, or be included - send us an email sample. We’re always looking for suggestions...
still more News...

Nancy E. Swenson (DG 1982-1987). "I left DG to become a co-founder of an on-demand vertical market software publishing business that has developed into a graphic design and public relations company. We provide corporate identities, brochures, advertising, and help small businesses grow. Some of our clients include Bob Cousy - I'm on the executive committee for his 6'2" and Under Basketball International Tournament coming to Worcester in July 1996, Viel Software, Orchid Systems, Inc., the Main Street Brewing Co., Worcester Historical Museum, and the Worcester County Convention & Visitor's Bureau. We are a MAC based electronic studio and provide print management services from letterpress to digital printing. ideas is located in Worcester, right of I-290." Ph: (508) 798-6782.

Tex Texin (DG 1978-1982). "I am thoroughly enjoying developing products used around the world as well as making friends in all corners of the Globe. I am always on the lookout for others interested in internationalization, especially Grey Eagles." Ph: (617) 280-4271, email: texin@progress.com.

Maria Tseng (DG-1985). "I've been in semiconductor marketing since leaving DG in 1985, with an excursion into entrepreneurship. Competing against Microsoft's Visual Basic was enough to drive me back to the relative haven of competing against Intel. My current employer is hiring so let me hear from you if you'd like to check out beautiful downtown Tempe." Ph:(602) 752-6330, personal email: pchapman@earthlink.com; business email: maria.tseng@tempe.vlsi.com.


David J. Young (DG 1975-1985, 1995 to pres.) Things are so different than when I was here between 1975-1985! (David is the Area Business Manager at Data General) Ph: (508) 898-5765, email: dave_young@DGC.ceo.dg.com.

Bill Zan (DG 1981-1990). "Of Counsel to the general practice law firm of Uehlein, Cunningham & Machanic in Natick. In private practice since 1990, I concentrate in the areas of Employment Law (predominantly management-side counseling and defense of discrimination and other discharge-related matters) and Commercial Litigation since 1990." Bill can be reached at (508) 651-7524, email: NLJE45A@PRODIGY.COM.

FIVE GREY EAGLES UNITE FOR SECOND TIME AROUND

Steve was part of the original crew that launched Banyan, Rob was an early Epoch’er and later GeoTel, Greg founded Epoch and came back to found HighGround after three years in Colorado and Dave Therrien and Mark Hecker were founding engineers at Epoch.

What amazes me most about the Data General team that has gotten back together to found HighGround Systems is the transition that several of the hardware engineers have made along the way from Data General to HighGround" states Gregory Kenley, co-founder of HighGround Systems. "Mark Hecker and Dave Therrien have expanded their skillsets enormously since leaving their Hardware focused jobs at Data General. Mark, Dave and Rob built the Epoch-l System boards that powered the first Epoch-l Infinite Storage Servers. Today Rob Kenna is THE head Software Toolsmith at HighGround Systems. Mark Hecker and Dave Therrien are developing Object Oriented Windows/NT components at the heart of a complex I decentralized software project. "What Steve is building really scared the heck out of the first groups we talked to" jokes Kenley. "I was a little concerned myself until I convinced Steve to come join us."

HighGround is "grounded" out in Boxborough and is still hiring great engineers. Although with the team in place today they’ll soon need the next team of customer service engineers and Salespersonnel. “Now there’s where we can use the next crop of Grey Eagles.”

Chapter Parties: Thank you so much for the offers of help! Most of them were for the MA area and we will definitely be in contact as the need arises, especially for the '98 inter-networking function.

From Left to Right - Steve Evilia, Rob Kenna, newly arrived Mark Hecker, Greg Kenley, Dave Therrien.
THE "BATCH IS A BITCH" PAIR ARE AT IT AGAIN

They’re back. Dick Brown and Carol Wright, the DG advertising and PR couple that gave you ads like: The Bastard’s Say Welcome and Batch is a Bitch; product names like Eclipse, Dasher, Enterprise, and the DG/One; the “circuit” trade show booth at the NY Coliseum (the one that turned DG into a Ringling Brothers spectacle, complete with ringmaster, juggler, and belly dancer). And — in the PR arena — the talent that produced over 40 DG press conferences including the MicroNova at New York’s Four Seasons, the DeskTop Generation at Windows-on-the-World, and the DG/One at Lincoln Center.

Dick and Carol are principals of Direct Works, a north shore marketing agency that provides creative, strategy-driven advertising and marketing. DW works for a variety of clients — consumer and high tech — producing general advertising, direct marketing, market research, and product positioning. Because much of their work is for young companies with new products, DW also develops promotional tag-lines and product/company names (the most recent was DOMAIN for BBN; another was Don Bateman’s Executive Alliance). And because so many DW clients are high tech, the company also produces electronic response offers such as floppy disk product tours and CD/ROM product demos.

Dick and Carol say that as an agency, they are research-driven and results-oriented. They have built their reputation developing creative promotional campaigns that tightly execute client marketing strategies. “We’ll respond to an old friend’s request for a quick ad or a rushed direct mail project,” says Carol, “But we do our best work when let us learn their business in fact, we really demand that kind of partnership.”

DW believes its clients have the right to hold the agency accountable for results. But, says Dick, “If we’re going to deliver results, we must also have the access and information we need to learn our client’s situation: their product advantages, competition, reputation in the marketplace, and — above all — the needs and wants of their customers.” “Then we can produce not just provocative work,” he says, “But provocative work that achieves results.”

If you want to contact Dick and Carol, call them at Direct Works (508) 465-5015, Fax (508) 465-4001, email: dbrown@dirworks.com and cwright@dirworks.com, located at 50 Water Street, Newburyport, MA 01950. And yeah — they’re still having fun!

In addition to running Direct Works, Dick Brown and Carol Wright are fly fishing enthusiasts who have published two nationally acclaimed books (both praised as definitive works by critics) on fly fishing (Fly Fishing for Bonefish, and Bonefish Fly Patterns). In between advertising and marketing assignments, the couple make regular appearances at fly fishing shows and seminars around the country. Not surprisingly — Direct Works is located on Boston’s north shore on the banks of the Merrimack River one of the finest striped bass rivers in the country. By the way, a third book written by Dick and Carol, Reengineering Your Direct Marketing, is available free to all Grey Eagles.

60+ New Members Since February! - Welcome

Lee Ashcraft, (508) 699-0931; Chris Barr, Sales Dir., Integrated Medical Systems, (614) 442-7626, barc@corp.iims.net; Paul Broyer, VP Finance, Integrated Genetics, HM: (508) 897-6245; Bob Buchheister, SQA Mgr, DataGenie Systems, Data General, (508) 898-5003, buck@chopper.usdg.com; Bob Caron, Inbound Global Sales Mgr, Hewlett-Packard, (847) 342-2178, bob_caron@hp-usa-om2.com; Kelly Cash, Sys. Engineer, AIM Technology/Network General, (408) 748-8699, kelly@aim.com; Yen-Ling Chiang, Strategist, (617) 745-0455, chuang@usa.com; Bill Cole, Content Director, DataGenie Systems, Data General, (617) 270-3320, bdalton@east.sun.com; Dilvo Diplacido, (508) 483-7866; Gary N. Dixon, Sr., SE Alliance Mgr, Oracle Corporation, (704) 423-1322; Joe Duggan, Partner, Impact Compensation Resources, (508) 435-5888, jdimpact@iamic.com; John Duncan, Consultant, Domestic Automation, (508) 393-4875, john_duncan@m.com; David N. Ellis, Systems Engineer, Silicon Graphics, (770) 475-0464, deliis@alanta.sgi.com; Rich Fecher, Account Executive, Data General, (508) 898-6165, rich_fecher@4ge.co.oo.com; Alyse E. Ferguson, Dir. FA & Manager, Software Products, (517) 863-5800, aferg714@aol.com; Marc Fine, Application Sales, Oracle Corporation,(770) 551-6214, mfnfe@us.oracle.com; Thomas W. Gately, VP HR, Precision Value Corp., (914) 966-4494; George C. Hawkins, Five Paces Software, Inc., (404) 679-4436, gwhawk@fivepaces.com; Donna Hutchinson, Sr. HR Admin, Stratos Computer, (508) 490-6818, donna_hutchinson@stratos.com; Trina Jofe, Mktg Mgr, StorageWorks, (508) 841-2598, trina.jofe@shrs.nscs.com; Maureen L. Johnson, Grp Engineering Mgr, Digital Corp., (603) 841-2934, maureen.johnson@shrs.nscs.com; Henry Katz, Consultant, EDA Plus, Inc., eda.mrv.com; Ted Kennedy, tedk@taol.com; Ken Kurkoski, Course Despl Mgr, Banyan Systems Inc., (508) 871-2224, kalkurkoski@banyan.com; Ann-Mara S. Lanza, Principal, Strategic Transformation Grp, (508) 237-7702; John D. Lanza, Attorney at Law, Testa, Hurwitz & Thibault, LLP, (617) 248-7000, lanza@dir.com; David Le Claire, Sr. LAN Specialist, Women & Infants Hospital, (401) 274-1122, dleclair@wiihr.org; Annette Lemieux, (603) 329-8197; Mark Lippitt, Sr Prod Mktg Mgr, EMC Corp., (508) 435-1000, 72143.755@compuserve.com; Bob Lussier, Sr Acct Exec., KELAUSUSA(603) 886-8711, bob@kaw.mv.com; Richard McAndrew, President, ASIC Alliance Corp., (617) 297-2474, mcanrew@asic-alliance.com; Mary McCusker, Account Executive, Digital Corp, (603) 898-7211; Scott McKinnon, Sales Manager, Teloquent, (508) 436-3065, scott@teloquent.com; Michael K. Mills, Director of Mktg, Sybase, (517) 564-6324; Susan N. Mills, VP, Fenwick Partners Inc., (617) 676-1905; Harry Molloy, Grp Finance Mgr, Digital Equipment Corp., (508) 841-3811, harry.molloy@ug.mts.dec.com; James Montagnino, Sr Prctice Director, Oracle Corporation, (415) 506-2970, jmontagn@us.oracle.com; Barbara Odenwalder, Project Mgr, Hewlett-Packard Corp, (404) 648-5753, barbara.odenwalder@hp-usa-om14.com; Bob Palmer, Principal Consultant, Sunray Marketing, (508) 429-5713, rpalmer@ultracet.com; Mark Randall, HM: (603) 649-7652, randallm@ao.com; Harold S. Rhodes, VP Marketing, FarSight Financial Services, L.P., (617) 621-4200, hr@kersur.net; Del Richmond, Practice Leader, Charles J. Singer & Co., (508) 246-7585; Larry Rutter, Sun Microsystems, (508) 270-7261, larry.rutter@east.sun.com; John Ryan, Healthcare Industry Mgr, Sun Microsystems, (216) 528-5323, john.ryan@central.sun.com; Patrick J. Scannell, Jr., VP Finance & CFO, Applix, Inc., (808) 870-0300, psccanelt@applix.com; Dick Schmoekel, President, DIGINET, Inc., (713) 789-2384, dick@diginetine.com; Roy Scozzari, EMC Corporation, (508) 885-0707, ounleroy2@gm.com; Jeanne Seltzer, Sr Project Cons, SCA, (617) 272-4100; Steven Sidman, Dir./GM, Sharp Microelectronics, Inc., (360) 834-5711, sidman@ix.netcom.com; Dan Silva, Partner, Paradigm Management Group, Inc., (508) 443-4891, evesi@ix.netcom.com; William Wing, Sr. Commodity Engineer, EMC Corporation, (508) 435-1000, wing_william@ius.emc.com; Randi L. Winterman, President, Winterman Ink, (716) 248-8577 wink@ivinanet.com.

OCTOBER 1996
MASSACHUSETTS CHAPTER CHRISTMAS PARTY
THURSDAY DECEMBER 5TH AT THE PILLAR HOUSE

Join us at this very elegant restaurant for cocktails and hors d’oeuvres starting at 6pm, cash bar. No invitations will be mailed but this information will be posted on the website for anyone who misplaces it. Please RSVP now by sending in your $30pp (covers food) with your dues (total of $50pp). We look forward to welcoming Mary Jo aboard, and wishing Kim luck. The Pillar House is located in Needham (heading south on 128 take exit #21a, entrance on your right. Heading north on 128 take exit #21, turn left at top of ramp, and left at lights, entrance on your left).

ADVERTISERS ON THE GREY EAGLES WEBSITE

We give special thanks to our website Advertisers, in particular to Data General, our newest advertiser and official sponsor of The Grey Eagles Website. We also welcome FarSight Financial Services, Harold Rhodes - a new member - and who are seeking pilot users for their internet program - see page 3 or visit their site at www.farsight.com. In addition we thank our first advertisers: Coordinate.com (a Banyan Systems, Inc. company offering an online USA-wide Switchboard for business and residential listings) and Corporate Services, Limited (Joe Valo’s consulting company offering a new service to small corporations to update and maintain corporate records and stock books). These are the first advertisers on the Eagles site. We also thank Todd Kurland, of Global InterAction, who has done an outstanding job on our website - in fact several other alumni groups have used it as a model for their own sites. If you haven’t visited it yet, or lately, find out what you’re missing at - www.globalinteraction.com/eagles. For Eagles website info contact Todd at todd_kurland@globalinteraction.com, (508) 620-6470. Global InterAction is a website development company.

To advertise on our website, contact Mary Jo (508) 366-9866 or Todd (508) 620-6470 (our website manager). Category (1) advertisers receive a mention in the newsletter (which is received by over 1200 members) - encouraging readers to view their ad on the site. There are 3 ways to advertise:

(1) Your own graphic with a link to your site or info (Todd can design this for approx. $45). $95/mth; $195/3 mths; $365/6 mths; or $695/1 yr.
(2) List your Service / Company / Website. For a one-time fee of $60 be listed in our services directory - this includes your company name, contact info, and a 3 line description. It also includes a link from your company name to your website if you have one. The update fee is $25.
(3) Resumes. For $45 you receive a one page listing in our resume directory. Update fee $25.

GREY EAGLES MEMBERSHIP RENEWAL/UPDATE FORM

Return form to:
Mary Jo Herter
Four Fox Lane
Westboro, MA 01581

Last Name First Name (DG Badge) Years at DG

Title Company Business Phone

Business Address Facsimile

Home Address Home Phone

NOTE: All mailings go to the home address if one is listed. Newsletters are produced in February & September. Membership lists are mailed in Feb. once all updates and renewals have been received. *Family membership rate of $135pp avail. where there is more than one Eagle living at an address. Entitles each member to a listing in the membership list, and one hard copy.

Please check the appropriate boxes and any areas you wish to participate in (we really need your help):

Renewal
New Member
$14.95 incl. for "When Brains Collide" video
$20.00 Membership fees enclosed* $30.00pp for Christmas Party enclosed

Basic Accounting Newsletter - Editor Newsletter - Writing an Article /Profile Database Arranging Website Advertisers (on commission!)

Function Planning 1998 internetworking fundraiser

Listing Business / Services on the Website ($90)

Placing your resume on the Website ($45)

Graphic + Link on website ($95-695)

Name(s) of those attending the Party Currently employed Seeking employment Recently Changed Jobs

Personal Email address: Business Email address: Website URL (www.)

I hereby authorize the Grey Eagles to send me infrequent member notices via email.

I hereby request the Grey Eagles do not use my email address for infrequent member notices.

OCTOBER 1996