

Announcements for First Seminars on Startups 2.0™

UNIVERSITY STARTUP FEST

Make Your Startup Ready to Launch! (below)

For Guests, Staff and Students at Auraria, Regis and DU

Wednesday, February 17, 2016

Official presentation hours: 9:45 to 5:00

1245 Champa St, Denver CO

next to Light Rail Convention Center / DCPA Station

My Presentation: [YouTube Video of opening 5 minutes](#)

NEW DOWNTOWN DENVER MEETUP

Rocket your Ready-to-Launch Startup

Apr 4th, 2017, 4-5pm + networking up to 6pm

Metro-Denver Founders (*and remote Associates*):

- StartUps-2.0-MeetUp.pskhj.com
- Very Hi-Tech Oblong Mezzanine Conference Room
 - The (11-month-old) COMMONS on Champa
 - 1245 Champa St, Denver CO 80202
 - Between DCPA and the Convention Center
- JOIN, participate / stay informed, PROSPER! (Wait-listing now - 2 spots may open soon.)
 - Monthly on 1st Mondays

More on The Commons: [YouTu.be/zERWBoRvdrg](https://www.youtube.com/watch?v=zERWBoRvdrg)

Presentation (in the same Conference Room set):

[YouTube Video, first 11 minutes](#)



Courtesy of Wikipedia

Rocket Your Ready to Launch Startup (below):

Preliminaries

Superior Business Documentation

Attract a Great Team

Make Your “Startup Ready to Launch!” Parts One & Two

Posted on [Blog](#), then [LinkedIn](#), [Google+](#), [Twitter](#), etc.

When **telescopes** work [bringing an entrepreneur’s future closer to change the world], the world is full of stars. When they don’t, everyone whips out their **microscopes** [and focuses on the details and flaws],” says Guy Kawasaki in his first *The Art of the Start*. “The reality is that you need both microscopes and telescopes to achieve success, [and the key] is to survive the microscope tasks while bringing the future closer.”

As part of the **microscope tasks**, Entrepreneurs need to **set up their business with the following**, via attorneys, accountants, government resources, academic and community education, online courses and the many books.

Then you can “Rocket Your Ready-to-Launch Startup” using something like our [Startup 2.0™ Steps](#).

Start with a draft **Overview** using the **content** in our [Mission, Market, Management and Money™](#) 2-pager.



Preparing Rocket for Launch
Courtesy of US NASA

Mission – one paragraph – there are many **definitions** – pick one or use the following that makes up your **1-minute power pitch**.

- Problem – that needs solving.
- Solution – yours that is unique and powerful (**such as reduce marketing cost and time by 30% each**).
- Purpose – motivating to you, associates and partners.

Market – in which your solution can make a difference – another paragraph (**examples**)

- Target Demographics– type of business (**commercial real estate brokerage**); revenue range (**10mm+**); number of workers, if revenue doesn't define well enough (**40+**); typical expenses as a percentage of revenue (**80%, according to Forbes**); length of time in business (**3+ years**); growth rate (**5%+**).
- Size – number or monetary magnitude (**15,000**).
- Penetration – expected – percent or monetary magnitude (**10%**).
- See Library and Paid Market Databases.

Management – make a “deep bench” that is strong enough to adjust to a changing market and attract people and financial resources – show off the resumes, pictures and links to online profiles such as on [LinkedIn](#).

- Founders and CxO's – ask for full dedication in hours available; Founders generally earn a bill-paying salary and a percentage of profits via their equity;

offer CxOs a percentage equivalent to \$200K-\$500K in 5th year – more if bring money or IP to the table.

- Board of Directors – ask only 2-4 hours per month; offer a percentage equivalent to \$60-100K in 5th year.
- Advisors – few or no meetings; ask for only an hour or two a month; offer a percentage equivalent to \$30K in 5th year.

Money – Current or Projected – 3-5 years.

- Expenses – be as certain as possible; indicates how much you really know about your business; show contingency planning – even a restart.
- Income – reasonable estimates – 20%+/-; make sure exceeds expenses and soon; work backwards from Income to determine lead population.
- Net Income – straight math – don't advertise publicly in conjunction with an investment amount and percentage received (to avoid SEC complications); don't make ROI claims publicly – provide the data and let financiers figure their own ROI.

Show Use of Funds

- Investors of all kinds – time, connections, equity, debt and delayed payment – want to know
- Show how each tranche will be distributed
- Be as certain as possible

Establish your **Incorporation type** – Sole, Partnership, LLC, S-Corp, C-Corp

- LLCs are a good place to start
- An LLC can become a full C-Corp

Determine your starting **Location** – virtual, home, office, facility

- Home is a great choice
- Many work spaces are springing up at reasonable rates
- Check unused office or warehouse space
- Establish a legal address besides your home or a PO Box
 - Forward ALL your mail – to home or wherever you are in the world
 - The Post Office is not forwarding financial-type mail – or what looks like it

Part Two

According to consultant John Mullins, in his book, *The Customer-Funded Business*, only 1% of US startups receive equity funding, and it is worse in other countries.

Why? Most likely, the other 99% of entrepreneurs did not set up their business well then learn to “Rocket [their] Ready-to-Launch Startup” using something like our **Startup 2.0™ Steps**.

Make sure your Patents are submitted

Licenses and Licensing

- Obtain your Business Licenses
 - Be registered properly
 - In-Home zoning restrictions could be an issue if too much traffic, employees, **noxious chemicals or noise**
- Obtain all other Licenses that you will need
- Think seriously about Licensing your IP if it is the majority of your startup, since:
 - Inventions will generally net about 20% of the profit – when up to speed
 - Allows you to invent, license then move on to the next invention

Decide on and begin to use your **Bookkeeping method** and **Software**

- Start out with something that's transferable to other systems
- Software allows quick Profit/Loss Statements and other Financials
- Need to be very current – not more than 30 days – for banks and many other financiers

Select and start using your **Professionals**

- | | |
|--|--------------------------------------|
| <input type="checkbox"/> Attorney | Accountant |
| <input type="checkbox"/> Accountant | <input type="checkbox"/> Consultants |
| <input type="checkbox"/> Bookkeeper – find through | <input type="checkbox"/> Coach |

Initial Funding will show other sources how you're managing the money

- | | |
|---|--|
| <input type="checkbox"/> Credit Cards | <input type="checkbox"/> Customers |
| <input type="checkbox"/> LOC | <input type="checkbox"/> Associates |
| <input type="checkbox"/> 2nd Mortgage(s) | <input type="checkbox"/> Convertible Notes |
| <input type="checkbox"/> Friends & Family | <input type="checkbox"/> Seed Capital |
| <input type="checkbox"/> Suppliers | |

Join **Professional Groups**

- | | |
|-----------------------------------|-------------------------------------|
| <input type="checkbox"/> LinkedIn | <input type="checkbox"/> Clubs |
| <input type="checkbox"/> Meetup | <input type="checkbox"/> Chamber(s) |

Here are some more **Resources for set up**

- Gale Courses – online and free at many libraries
- Guy Kawasaki's *The Art of the Start* books
- City, State, SBA, SCORE, some Chambers – though schedule may not be frequent enough, sometimes retreaded information from last Century; no consistent plan; and worth about what's paid
- More of this information is available by contacting us

More to come on the Startup 2.0™ Steps.

Feedback and suggestions are always appreciated here, by message or email.

Rocket your Startup with Superior Business Documentation

Posted on [Blog](#), then [LinkedIn](#), [Google+](#), [Twitter](#), etc.

Let's continue our [Startup 2.0™ Steps](#) to "Rocket your Ready-to-Launch Startup," from [the Preliminaries](#) to Phase I, Step 1:

Analyze, Upgrade or Prepare your Business Documentation, in formats such as our [Overview format](#), which references our [Business Plan format](#):



Preparing Business Documents
Courtesy of the State of Montana

State a succinct **Mission**

- Problem that needs solving
- Solution – unique and powerful.
- Purpose – providing a universal benefit

Define your **Market**

- Demographics – type, revenue, workers, expense percentage, stage, growth rate, where you can make a difference
- Size – number or \$\$
- Penetration – percentage or \$\$
- Use library and paid Market Databases

Show off your **Management Team** – what the Founders become:

- Members – 3-5
- Total experience – at least 125 years
- The Best Fit for each Founder – not every Founder is a CEO
- Deepen your Bench with Candidates for the Mgt Team: Board of Directors; Board of Advisors; few meetings – call/email 1-4 hrs/mo; small equity = \$30k-\$60k+ in years 3-5; show off those resumes!

Clearly outline the **Money** – your Financial projections:

- Detailed, reasonable Expenses – indicates your business knowledge and includes capitalization
- Realistic Income
- Net Income
- 1st 12 months
- Next 4 quarters
- Next 3 years – longer if needed for decent ROI
- Reviewed by qualified Accounting Advisor (generally a CPA)
- Be careful disseminating too much information so it doesn't become an illegal "public offering" of an investment

Establish written **Agreements** with:

- Team Members – duties; compensation; exit contingencies; other negotiated
- Early Investors – shows interest
- Vendors – shows reality
- Potential Customers – LOIs, MOUs or Purchase Orders

Write robust **Plans**:

- Full Business Plan, such as our suggested format
- Marketing, such as our GOgitMMM™ Power Internet Marketing system
- Sales
- Operations
- Growth
- List all possible – detail at least one in each category

More to come on the Startup 2.0™ Steps.

Feedback and suggestions are always appreciated here, by message or email.

Thank you very much, [Kenton](#), USA 302KentonJ

[LinkedIn](#) • [BRIEF](#) • [TEAM & Aggregate Resume](#) • [Startups 2.0™ Meetup \(Denver, 4pm Mondays: main, 1st; work session, 3rd\)](#)

Attract a Great Team to Rocket Your Ready-to-Launch Startup

Posted on [Blog](#), then [LinkedIn](#), [Google+](#), [Twitter](#), etc.

Continuing our *Startup 2.0™ Steps* to “Rocket your Ready-to-Launch Startup,” from *the Preliminaries* and *“Creating Superior Business Documentation”* now to attracting additional Team members paid on future income.

A strong Team will not only help your business become more successful, it will impress financial organizations and the other sources of capital. □ You have your core Management Team, generally Founders who are or will become CxOs, and perhaps some Advisors and candidates for a Board of Directors.



Your Team - Founders, CxOs, Directors, Advisors and Others
Towson Univ (MD) Student Launch Pad
Startup Weekend*

Additional Team Members are:

- CxOs – CEO, COO, CTO, CIO, CMO, CSO (Chief Sales/Science/Security Officer), CCO (Chief Capital/Creative Officer), CFO and CLO. Some Founders have grown to realize that being CEO is not the best use of their time or talent – CTO, CIO or CMO could be better “positions.” Finding and attracting the additional CxOs to round out the Management Team is not easy, but will create a stronger Team in the long run.
- Board of Directors, if wanted or required for your corporate structure, have fiduciary responsibility as do the CxOs. Don’t overwork your non-Founder and non-CxO Directors with meetings and other engagements. Ask only 2-4 hours per month to review, make constructive suggestions, encourage and promote to company, until opportunities demand more time.
- Advisors – as a Board or independent – typically do not have fiduciary exposure. Ask only 1-4 hours monthly. These people are powerful additions to your Team.
- Others – Professionals (Attorney, Accountant, Bookkeeper), Partners, Coaches, Suppliers and Interns.
- Many of these Team Members are excellent CxO and Manager candidates.
- Show off names, pictures, summaries and online profile links of all your CxO-level Team in your Overview and Pitch Deck to show your powerful and deep “bench.” Also add names and short summaries of your Manager-level and other Team members in your Business Plans – they’ll feel appreciated, and it further increases the size of your Team “bench.”

□ There are many **Creative Compensation Plans:**

- CxOs – ramp up from stipend, to a bill-paying salary plus profit sharing via small ownership equivalent to \$200K-\$500K in 5th year – more if bring Capital, Intellectual Property or key/voluminous customers to the table.
- Non-employee Directors and Advisors – tiny ownership equivalent to \$30K-\$100K in 5th year.

- Others – reasonable fees or salaries, reduced by equity or profit sharing which could be more in the long run to off-set the waiting and risk.
- Overpaying, especially early on, is frowned upon by financial sources expecting their principal returned with a reasonable ROI or interest.
- All earn their stake as they participate over a period of time – six months to two years, depending on the ramp up of the company product or service.

Where do you find **excellent people?**

- Networking: friends, family and associates; professional groups; social media – good way to let your social media friends know your expanding; Meetup, such as Founders Lab; LinkedIn – groups and individuals – see what they are saying in posts and comments (via their activity logs); Google+, Twitter, etc – check groups/lists, activity logs, comments, likes and shares; especially notice those looking for opportunities or asking to be on boards.
- Advertise on Craigslist, other free outlets and trade publications, all of which can give very good exposure.
- Recruiters may be necessary for critical positions.

More to come on the Startup 2.0™ Steps.

Feedback and suggestions are always appreciated here, by message or email.

Thank you very much, [Kenton](#), USA 302KentonJ

[LinkedIn](#) • [BRIEF](#) • [TEAM](#) & [Aggregate Resume](#) • [Startups 2.0™ Meetup](#)

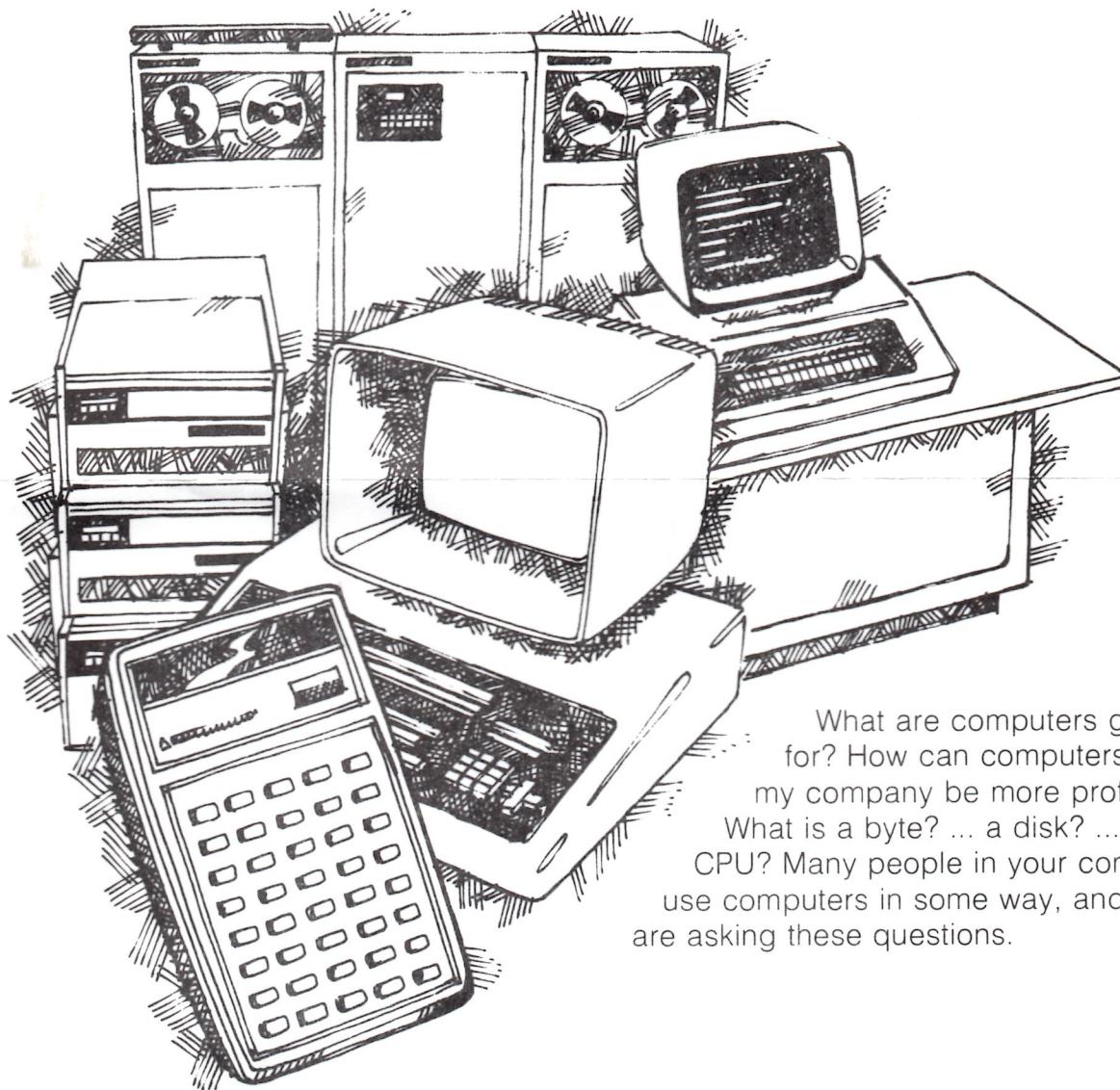
*Picture via [LinkedIn article by Zachary Jones](#)



WHAT IS A COMPUTER?

Half-day seminar. Colorado Computer Consulting. Kent Johnson (303)771-5307

“WHAT IS A COMPUTER?”



What are computers good for? How can computers help my company be more profitable? What is a byte? ... a disk? ... a CPU? Many people in your company use computers in some way, and they are asking these questions.

Where can we get answers? ...

A three-hour seminar titled “What is a Computer?” can answer these questions and many more. It is well suited to any group with little or no computer background. It builds on

How much does it cost? ...

This seminar is offered at the very reasonable price of \$300 plus \$5 per participant. Most seminars of this caliber cost \$50 or more per person.

A State-of-the-Art Training Program
Available at Your Location . . .

Offered more than 20 times in three years . . .

COMPUTERS & YOU

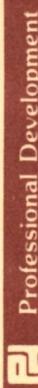
A Two-Day Intensive
Program to Bring You into
the Computer World

**"Offered 20 times
(successfully) in three
years" 6/81 - 3/84**

Department of Engineering & Applied Science
University of Wisconsin—Extension

One of three Special Programs

COMPUTER APPLICATIONS FOR
ARCHITECTS AND ENGINEERS
May 3-4, 1982



COMPUTERS & YOU

2- then 3-day, 20 times

SUMMARY OF PROGRAM: However you view the world, the computer and you will be partners for the foreseeable future. Are you putting to use the power and assistance offered by today's computers?

If you have not used a computer terminal or microprocessor more than two or three times during the last year, then this program is for you. Its purpose is to provide a current introduction and review of today's small computers and microprocessors, with emphasis on what they are, what their terminology is (computerese), and what is available today. The goal of this program is to help you become part of the computer-using world.

PARTICIPANTS: The knowledge this program provides is of general applicability, but it is especially suited for architects, civil and mechanical engineers, managers in engineering firms, and technicians. Every day, engineering and science professionals are dealing more and more with today's computer hardware, software, and the related computerese. And each year, computers offer more capabilities at lower cost. But whether your need is for assistance with engineering design, error-free computations and analysis, industrial processes, word-processing/storage/data processing, or just for leisure games, personal security, and financial growth, this program can be of benefit to you. Make your entry into a life of satisfaction with computer technology.

NOTE: This course has been offered twelve (12) times during the last two years. Over 25 percent of the participants have been other than architects and engineers. They have given the course high praise and confirmed that the material applies basically to everyone allied with the engineering professions. If you have any doubts, please call Chuck Dorgan or Mary Danielson.

Some computers will be available for participants to use, although time is limited.

8:00 Registration

The Wisconsin Center
702 Langdon Street
Madison, Wisconsin

8:20 Introduction and Welcome

Charles E. Dorgan

Day One - Introduction to Computers

Kenton H. Johnson, P.E.
Editor and Publisher
Engineering Computer Applications Newsletter
(ECAN)
Englewood, Colorado

8:30 Overview

- Computer Technology
 - Short History
 - Microprocessors
 - Chips
- Computer Classification
 - Hand-Held/Pocket Computers
 - Personal Computers
 - Professional Micro and Desktop Computers
 - Micro-Minicomputers
 - Minicomputers
 - Large Computers
- Applications
 - Control
 - Data Analysis
 - Design Calculations
 - Graphics Output
 - Computer-Aided Design and Drafting
 - Computer-Aided Instruction
 - Accounting
 - Management Information
 - Word Processing
 - Record Keeping
 - Data Base Management
 - Inventory

10:00 Coffee and Conversation

10:30 Computer Concepts

- Calculator to Hand-Held Computer
 - Internal Computer Components
 - Programming/Instructions
 - Card Reader/Printer
 - Commands
- Small Computer to Timeshared Computer
 - More Programming Instructions
 - Expanded Computer
 - Character Coding and Combination
 - Instruction Decoding
 - Example Program
 - Terminals
 - Assembler
 - Operating System
 - Timesharing
- Computer Components
- Mass Storage Media
 - Magnetic Tape and Cassettes
 - Magnetic Disk and Diskettes
 - Files
- Languages
 - Assembler
 - Interpretive
 - Compiler
 - Command
- Processing Modes
- Computer People
- Capabilities/Restrictions



Integrating and Managing Microcomputers in Architecture and Engineering

June 18-19, 1984

Microcomputer Applications Tutorials

June 20-21, 1984

What You Will Learn

This course is specially designed to assist A/E firms to successfully introduce and manage a powerful, yet volatile, resource—microcomputers. Experience has shown many firms that implementing micros is not as easy as vendors advertise. This course will dispel the myths and provide the guidance necessary for successful installations.

This course is a workshop, not a lecture. It gives you the opportunity to work with experienced seminar leaders and the other participants. They bring a wealth of experience and viewpoints from which you can learn.

Objectives

- To learn how to introduce microcomputers smoothly into your business.
- To learn ways to implement and control microcomputer applications effectively without discouraging creativity.

Who Should Attend

Building professionals including engineers, architects and contractors who are familiar with computers will be interested in this course. We will briefly review computer hardware and software, but you should have a minimal background in active computer use, management of groups using computers, in-house mini or large computer management, or extensive home computer use.

Daily Schedule

Registration will begin at 8:00 A.M., Monday, June 18, in the Wisconsin Center Guest House (Lowell Hall), 610 Langdon Street, Madison, Wisconsin.

The typical daily schedule will be from 8:00 A.M. to 4:30 P.M., with conveniently scheduled midmorning and midafternoon breaks and a one-hour luncheon period.

An evening social hour is scheduled for Monday.

Course Outline

Day One — Integrating Microcomputers

Hardware and Software Review

Analysis of Needs

- Short Term and Long Term
- Multiple Disciplines

Meeting All Needs

- Single or Multiple Solutions
- Hardware and Software Compatibility

Education

- Upper Management
- Typical Users

Compatibility

- Hardware and Software
- Between Systems

Preparation for Automation

- Justification/Prioritization
- Organization

Coordination

- In-house Users
- With Vendors

Resources

- Information Sources
- User Groups
- Professional Societies

New Software

- In-house Development
- Vendor Modification

Planned Expansion

- Multi-User and Multi-System
- New Users

Networking

Day Two — Managing Microcomputers

Maintenance

- Agreements
- Local versus Factory

Support

- Vendor and Third Party
- In-house

Continuing Education

- Seminars
- Self-Teaching

Contracts

- Good Clauses to Have
- Vendor Promises

New Versions Problems

- Updating Data Base
- Educating Users

Site Problems

- Space
- Environment

Customizing Software

Contract Computer People

Buying Special Peripherals

- Uses/Justification
- Shared Resources

Device Independence

- Advantages
- Additional Costs

Speakers

M. Kevin Parfitt, PE, is a registered professional engineer in Pennsylvania, New York, and New Hampshire. He is the founding partner of the consulting engineering firm, PL & B Associates in State College, Pennsylvania. Mr. Parfitt is the author of numerous papers on microcomputers and computer-aided design that have been published in *Civil Engineering*, *Computer Graphics News*, and *Design Graphics World*. Mr. Parfitt holds a BAE from Penn State and a master's in civil engineering from Cornell University. Professionally, he is active in ASCE, ICES Users Group, and the National Computer Graphics Association (NCGA).

Kenton H. Johnson, PE, is the editor and publisher of the *Engineers Computer Applications Newsletter (ECAN)*, the monthly publication on computers for practicing engineers and related professionals. He is an active speaker, consultant, and author whose writing has appeared in *Civil Engineering*, *Construction Computer Applications Newsletter*, the *Engineering News-Record Seminar Handbook*, *Computers for Design and Construction*, and *Dodge Constructions News*. Mr. Johnson is a graduate of California State University at San Jose with a BS in general engineering and an MS in cybernetic systems engineering. He is registered in Colorado and is a member of IEEE, ACM, and NSPE.



American Society of Civil Engineers CONTINUING EDUCATION SERVICES

Offers Two-Day Intensive Short Course

BUYING SMALL COMPUTERS SUCCESSFULLY

DENVER

June 29-30, 1982

SAN FRANCISCO

July 1-2, 1982

ATLANTA

July 20-21, 1982

ALEXANDRIA

July 22-23, 1982



American Society of Civil Engineers

CONTINUING EDUCATION SERVICES

Offers Two-Day Intensive Short Course

BUYING SMALL COMPUTERS SUCCESSFULLY

Computers are unlike any engineering tool you have ever used, no matter how complex or expensive. Expectations are high, but so are the true costs. And the results are often disappointing. Why? What is a computer? What do all these computer words mean? How can you put computers to work for you (not vice versa)? What should you buy? How should you buy?

This course will answer these questions and more. Not only will you spend two full days with a computer-seasoned engineer, consultant, writer, and course leader, you will take away over 75 pages of handouts and approximately \$100 worth of publications: *Introduction to Small Computers*; *Software Guide for Small Computers*; *Buying a Small Computer*; and over a one year's back issues to the monthly, *Engineering Computer Applications Newsletter*.

Why just talk about small computers? Because every firm, of any size, is a strong candidate for a small computer: as a desktop work station, a dedicated word processor, a terminal to a larger computer, or as the main computer for a small firm or department. Through the short course, booklets, newsletters, and question/answer periods, you will be well on your way to successful use of today's computer technology.

COURSE OUTLINE

OVERVIEW

- Computer Technology
- Computer Classifications
- Small vs Mini/Large Computers
- Applications

COMPUTER CONCEPTS

- Calculator to Hand-Held Computer
- Small Computer to Timeshared Computer
- Computer Components
- Mass Storage Media
- Languages
- Full Computer System
- Software Examples
- Processing Modes
- Computer People
- Capabilities/Restrictions
- Computer Terminology Wrap-Up

BUYING A SMALL COMPUTER

- Criteria for Computer Use
- What Kind of Computing
- Justification (with Case Example)
- Evaluation
- Selection
- Purchasing
- Installation
- Successful Computer Use
- Billing Computer Time
- Resources

NOTE: If qualified computer vendors or dealers are available, the equipment and perhaps their representative will be included during the course.

Instructor: KENTON JOHNSON, P.E., editor and publisher of the *Engineering Computer Applications Newsletter (ECAN)*, a monthly publication on computers for the engineering community in the U.S. and abroad. Based in Englewood, Colorado, he is also an active speaker and computer consultant. Mr. Johnson is a graduate of California State University at San Jose with a B.S. in General Engineering and an M.S. in Cybernetic Systems Engineering. He is registered in the State of Colorado and is a member of IEEE, ACM (Association for Computing Machinery), and NSPE.

Institute of Traffic Engineers

March 25, 1983

110+ attendees

The Section has an exciting program for the membership during the March 25, 1983 meeting, "Micro-computers and Transportation Engineering." Since this is our first meeting dealing with this topic, we are going to kick off the meeting with an overview of computer and application by Kenton Johnson. Mr. Johnson is the editor and publisher of the Engineers Computer Applications Newsletter (ECAN), a monthly publication on computers for the engineering community in the U. S. and abroad. Based in Englewood, Colorado, he is a very active speaker and computer consultant.

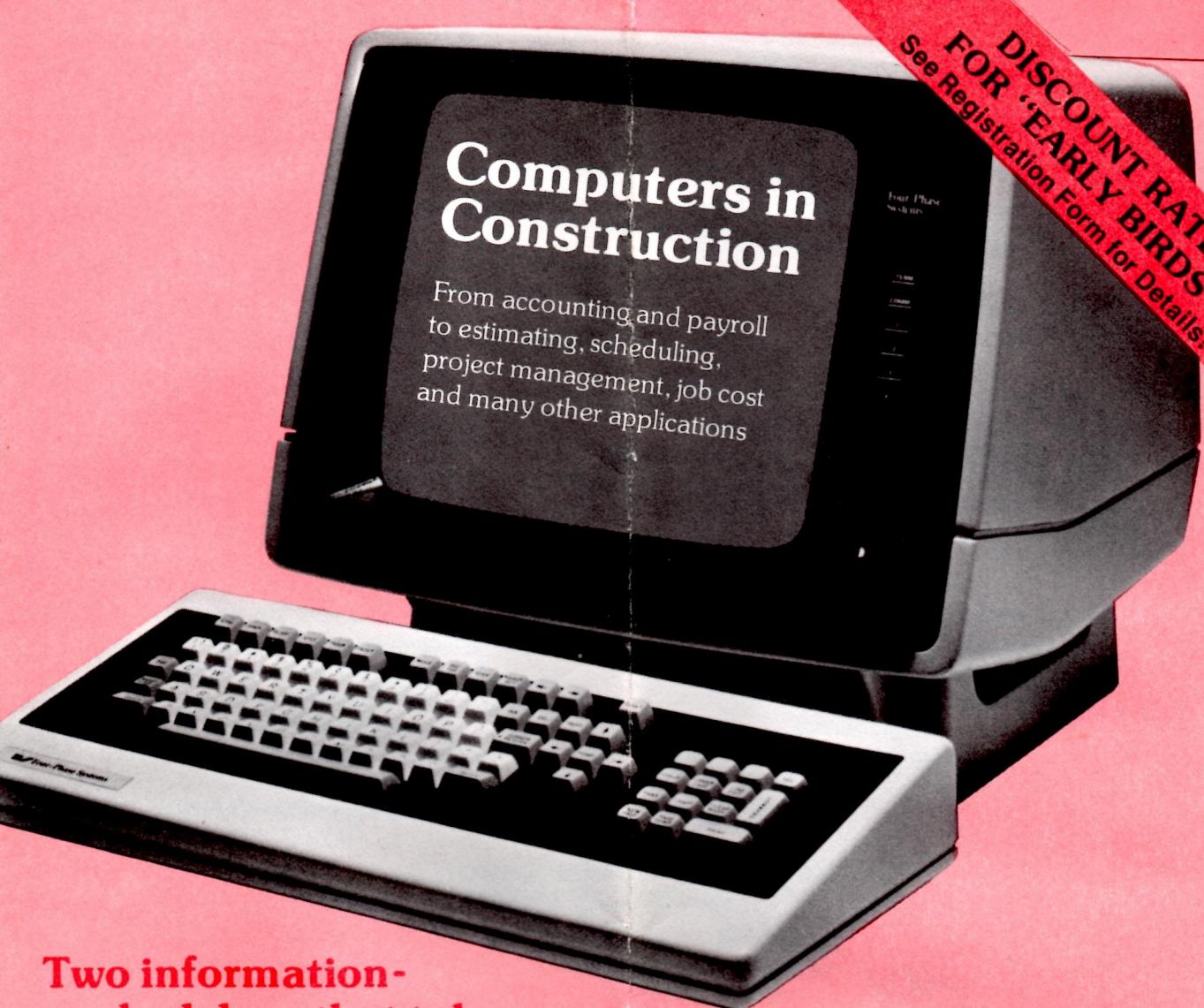
Our second scheduled speaker will be Al Grover of ATEMs Computer Systems Inc. Mr. Grover is President of ATEMs, a California based computer company providing transportation engineering application programs. Third and last, the City of Fort Collins will demonstrate the Adams 85 computer system utilizing ATEMs computer software. For more details refer to the following agenda.

OUTLINE

11:00 AM	Registration	
	Lunch 11:45	
1:00 PM	Overview of Computers and Applications	
	. Computer Technology	- Control
	- Short History	- Inventory
	- Microprecessors	- Accounting
	. Components Overview	- Management Information
	. Computer Classifications and Examples	- Data Base Management
	- Hand-Held (Pocket) computers	- Word Processing
	Small Computers	- Electronic Worksheet
	- Personal Computers	- Computer-Aided Instruction (CAI)
	- Professional Micro and Desktop Computers	- Other Applications
	- Micro-Minicomputers	
	Mini/Large Computers	2:30 PM Purchasing
	- Minicomputers	. Software
	- Large Computers	. Sales
1:50 PM	Applications	. Support
	- Data Analysis	. Service
	- Design Calculations	. Systems
	- Estimating	
	- Space Planning	3:00 PM Al Grover ATEMs
	- Graphic Output	
	- Computer-Aided Design and Drafting (CADD)	4:00 PM ATEMs Demonstration by Fort Collins

In addition to the presentations, we will be providing handouts of sources of computer software for transportation engineering and planning applications.

**DISCOUNT RATE
FOR "EARLY BIRDS"**
See Registration Form for Details!



Two information-packed days that take you step-by-step through selecting, acquiring and using a small computer in your construction business.

INCLUDES ON-LINE DEMONSTRATIONS OF SEVERAL CONSTRUCTION APPLICATIONS

1981:

Sep 24-25, Arlington VA Dec 3-4, Denver CO

1982:

Jan 28-29, San Diego, CA Feb 18-19, New Orleans LA Mar 25-26, Palm Beach Gardens FL
Sep 9-10, San Francisco CA Oct 7-8, Washington DC Oct 14-15, Chicago IL Nov 4-5, Scottsdale AZ



Computers in Construction

A CONSTRUCTION INDUSTRY PRESS SEMINAR

Step-by-step...
from computer selection
and acquisition
to estimating,
scheduling and
job costing

September 24-25, 1981
Sheraton National Hotel
Arlington, Virginia

Greater opportunities—and pitfalls—than ever before

Five years from now, at least half of all contractors—small firms as well as large ones—will be using computers in their daily activities as regularly as they now use calculators and typewriters.

Many who don't anticipate the new technology will be left by the wayside—unable to grow, unable to keep up.

COMPUTERS IN CONSTRUCTION is an intensive, two-day seminar designed specifically to help construction contractors and construction management firms to plan and develop their computer systems NOW—so they can grow with the trend.

The agenda for this seminar was carefully developed by the staff of Construction Industry Press—publishers of the acclaimed periodicals **CONSTRUCTION COMPUTER APPLICATIONS NEWSLETTER** (today's only regular publication devoted exclusively to the effective use of computers in construction) and **CONSTRUCTION CLAIMS MONTHLY**.

The agenda, you'll see, has been painstakingly outlined to progress step-by-step from basic computer fundamentals to specific construction appli-

cations. Complete details are listed inside.

Not listed, however, is the unique opportunity to spend two days with fellow construction professionals in which you can exchange ideas and experiences with computers and programs, form new friendships and make valuable contacts.

This seminar has also been scheduled to coincide with the Second Annual Mid-Atlantic Computer Show. Your registration kit will include a ticket to this annual event so you can follow up on your seminar experience with hands-on inspection of 100,000 square feet of the latest mini, micro and medium-sized computer technology available today.

Complete details on the seminar, registration and accommodations are listed inside.

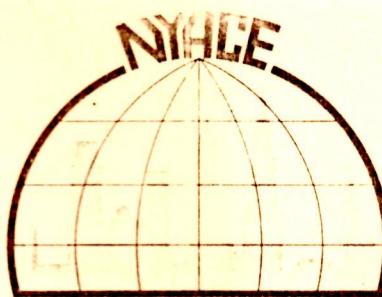
One caution: Please register as soon as you possibly can. Hotel space at the Sheraton National is definitely limited, and our block of rooms cannot be held for us beyond the end of August.

Looking forward to seeing you soon here in the National Capital Area. . .

**Initial Offering -
85 attendees**


Paul Levin
Chairman
Computers in Construction

NEW YORK ASSOCIATION



OF CONSULTING ENGINEERS

January 5, 1982

MEMORANDUM TO ALL MEMBERS:

On Thursday, March 4th, NYACE is sponsoring an all day seminar (8:00 a.m. to 5:00 p.m.) at the CUNY Graduate Center, 33 West 42nd Street, entitled

"BUYING SMALL COMPUTERS SUCCESSFULLY"

Computers are unlike any engineering tool you have ever used, no matter how complex or expensive. Expectations are high, but so are the true costs. And the results are often disappointing. Why? What is a computer? What do all these computer words mean? How can you put computers to work for you (not vice versa)? What should you buy? How should you buy?

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"Buying Small Computers Successfully" will answer these questions and more. It is a one-day version of the popular, two-day seminar given at University of Wisconsin-Extension, Madison. Not only will you spend a full day with the computer-seasoned engineer, consultant, writer, and seminar leader, Kent Johnson, you will take away the 31-page booklet, Buying a Small Computer and a one-year subscription to the monthly, Engineering Computer Applications Newsletter.

Through the seminar, booklet, newsletter, and question/answer periods, you will be well on your way to successful use of today's computer technology.

Registration is limited and on a first come basis. The Registration Fee, including work book, reference material, coffee breaks and luncheon, is \$145 for the first registrant and \$125 for each additional registrant from the same firm.

Please complete the attached registration form and return it to the Association Office. A detailed course outline will be sent to you as soon as you register. For those of you that might be interested in Computer Consultants we are enclosing a list that we received from Kent Johnson. Remember seating is limited so make your reservation now.

Irwin G. Cantor, Chairman
Program Committee

RJF/jm
Enc.

COMPUTER AWARENESS SEMINAR
MISSISSIPPI ENGINEERING SOCIETY

UNIVERSITY INN - STARKVILLE
Thursday Morning - February 10, 1983

FOR: Professionals who desire a current introduction and review of today's small computers and microprocessors, with emphasis on what they are, what their applications are, what their terminology is, and what is available today. The goal of this program is to help you become part of the computer-using world.

ENROLLMENT & FEE: Advance registration is strongly encouraged and the course fee should accompany each enrollment request.

A registration fee of \$35.00 per person (\$45.00 to non-members). Meals are not included. A \$5.00 late registration fee will be charged after February 1, 1983.

A minimum of 20 enrollments is required to conduct the course. Full refund will be made if the course is cancelled or if notice of cancellation by an enrollee is received by February 1, 1983.

INSTRUCTOR: Kenton Johnson, P.E., is the Editor and Publisher of the Engineering Computing Applications Newsletter (ECAN), a monthly publication on computers for the practicing engineering community in the United States and abroad. He is also an active speaker, a computer consultant, and author whose writing has appeared in Civil Engineering, Plant Engineer, Construction Computer Application Newsletter, and the Engineering News-Record seminar series. Mr. Johnson is a graduate of California State University at San Jose with a B.S. in General Engineering and an M.S. in Cybernetic Systems Engineering. Based in Englewood, Colorado (near Denver), he is registered in Colorado and is a member of IEE, ACM (Association for Computing Machinery) and NSPE.

COURSE OUTLINE:

7:30 - 8:00 A.M.	Registration
8:00 - 8:50 A.M.	Computer Overview
8:50 - 9:00 A.M.	Break
9:00 - 9:50 A.M.	Computer Applications
9:50 - 10:00 A.M.	Break
10:00 - 10:50 A.M.	Computer Components & Concepts
10:50 - 11:00 A.M.	Break
11:00 - 12:00 Noon	Purchasing

ADDITIONAL INFORMATION: Contact Jim White, P.E., P. O. Box 5654, Meridian, MS 39301, (601) 693-6156 or Aaron E. Masters, P.E., P. O. Box 205, Lucedale, MS 39452, (601) 947-8619.



.....All Systems Go.....

.....Small Computer Selection Made Easy....

.....An All-Day Seminar and Dinner.....

.....8:00 AM - 5:00 PM.....

.....March 23 or 24, 1982



Cosponsored by

The Consulting Engineers Council of Maryland
& The Engineering Society of Baltimore

.... The Engineering Center 11 West Mount Vernon Place Baltimore

... Computers are unlike any engineering tool you have ever used, no matter how complex or expensive. Expectations are high, but so are the true costs. And the results are often disappointing. Why? What is a Computer? What do all these computer words mean? How can you put computers to work for you (not vice versa)? What should you buy? How should you buy?

"Small Computer Selection Made Easy" will answer these questions and more. It is a one-day version of the popular, two-day seminar given at University of Wisconsin-Extension, Madison. Not only will you spend a full day with the computer-seasoned engineer, consultant, writer, and seminar leader, Kent Johnson, you will take away the 31-page booklet, Buying a Small Computer and a one-year subscription to the monthly, Engineering Computer Applications Newsletter.....

Through the seminar, booklet, newsletter, and question/answer periods, you will be well on your way to successful use of today's computer technology.

..... one Seminar and Dinner \$125.00 Seminar only \$100.00

(Binder, all course material, ACEC booklet

Buying a Small Computer, and a one-year subscription to ECAN
are included in seminar fee.)

.... RSVP NO LATER THAN MARCH 19, 1982 ... CEC/MD OFFICE ... (301) 539-1592 ...

REGISTRATION FORM

Return to:
Consulting Engineers Council of Maryland
Suite 401, 3 East Franklin Street
Baltimore, Maryland 21202

Please reserve the following space(s) for ALL SYSTEMS GO ... COMPUTER SELECTION MADE EASY.
Enclosed is a check in the amount of \$ _____ for: (please list)

____ Seminars 3/23/82
 3/24/82

____ Dinners 3/24/82

UNDERSTANDING SMALL COMPUTERS

An ASME Colorado Section Seminar

8:00 AM Registration
(Coffee and Donuts Available)

8:30 AM Introduction and Welcome
Richard J. Fay, M.S., P.E.

8:45 AM Overview (35mm slides)
Kenton H. Johnson, P.E.

* Computer Technology
-Short History
-Microprocessors
-Chips

* Computer Classifications
-Hand-Held (Pocket) Computers
-Personal Computers
-Professional Micro and Desktop Computers
-Micro-Minicomputers
 Mini/Large Computers
-Minicomputers
-Large Computers

* Small vs. Mini/Large Computers

* Applications
-Data Analysis
-Design Calculations
-Graphics Output
-Computer-Aided Design and Drafting (CADD)
-Computer-Aided

Manufacturing (CAM)

-Control

-Inventory

-Data Base Management

-Management Information

-Accounting

-Word Processing

-Computer-Aided Instruction (CAI)

-Other Applications

10:00 AM Coffee and Conversation

10:15 AM Computer Concepts
(overhead graphics)

Kenton Johnson

* Calculator to Hand-Held Computer
-Internal Computer Components
-Programming/Instructions
-Card Reader/Printer
-Commands

* Small Computer to Timeshared Computer
-More Programming Instructions
-Expanded Keyboard
-Character Coding and Combination
-Instruction Decoding
-Example Program
-Terminals
-Assembler
-Operating System
-Timesharing

* Mass Storage Media
-Magnetic Tape and Cassettes
-Magnetic Disk and Diskettes
-Files

* Languages
-Assembler
-Interpretive
-Compiler
-Command

* Capabilities/Restrictions

12:00 PM Lunch

1:00 PM Hardware Demonstration
Bart Richardson, President
Computerlands of Denver and Lakewood.

2:15 PM Refreshment Break

2:30 PM Hands-on Computer Demonstration

5:00 PM Official Adjournment

PROGRAM

KENTON JOHNSON

Kenton Johnson, P.E., is the editor and publisher of the **Engineering Computer Applications Newsletter (ECAN)**. Based in Englewood, Colorado, he is also an active speaker and computer consultant. Mr. Johnson has a B.S. in General Engineering and an M.S. in Cybernetic Systems Engineering. He is from San Jose State University, California, and is a P.E. in Colorado. He is a member of IEEE, ACM and NSPE.

BART RICHARDSON

Bart Richardson is the President of Computerland of Denver and Computerland of Lakewood. While claiming to be a farmboy from Nebraska, he has an impressive 12 year background in computers which includes experience at Bell Labs in New Jersey and NCR in Kansas. He holds an MS degree in Electrical Engineering from Stanford. Mr. Richardson is an experienced and effective speaker.

October 16, 1981
Denver, CO
\$100
17 attendees

ACEC Conference Seminars **100s of attendees**

Understanding and Buying Computers

Computers are unlike any engineering tool ever used, no matter how complex or expensive. Expectations are high, but so are the true costs. This very popular one-day seminar highlights *for first time buyers* the whys, whats and hows of computer technology and the use of computers today. The seminar will give you "hands on" experience in:

- Computer Concepts
 - calculator to hand-held computer
 - small computer to Timeshared computer
 - computer components
 - mass storage media
 - languages
 - capabilities
 - computer terminology
- Buying a Computer System
 - criteria for computer use
 - justification
 - evaluation
 - selection
 - purchasing
 - installation
 - successful computer use

The seminar fee of \$135 includes course booklet, one-year subscription to the Engineering Computer Applications Newsletter (ECAN) a monthly newsletter, ACEC publication, *Buying a Small Computer* by Mr. Johnson, and luncheon.

Preliminary Program 25th Anniversary Board of Directors Meeting

Wednesday, October 21

- | | |
|----------|--------------------------|
| 8:30 am- | ACEC Executive Committee |
| 5 pm | Meeting |
| 5-7 pm | Registration |

Thursday, October 22

- | | |
|---------------------------|--------------------------|
| 7:30 am- | Registration |
| 5 pm | |
| 8:30 am- | ACEC Executive Committee |
| 5 pm | Meeting |
| Three Concurrent Seminars | |

Seminar Topics

Achieving Results through Performance evaluations

Career and manpower planning

Motivation and rewards

Kenneth Barlow
Barlow Associates
Ontario, Canada

Understanding and Buying Computers

Kenton Johnson, P.E.
Engineering Computer
Applications, Inc.
(ECAN)
Englewood, Colorado

Improving Partner Communications

Peter B. Wylie, Ed.D.
Management Consultant
Washington, DC

Mardy S. Grothe, PhD.
Management Consultant
Lincoln, Massachusetts