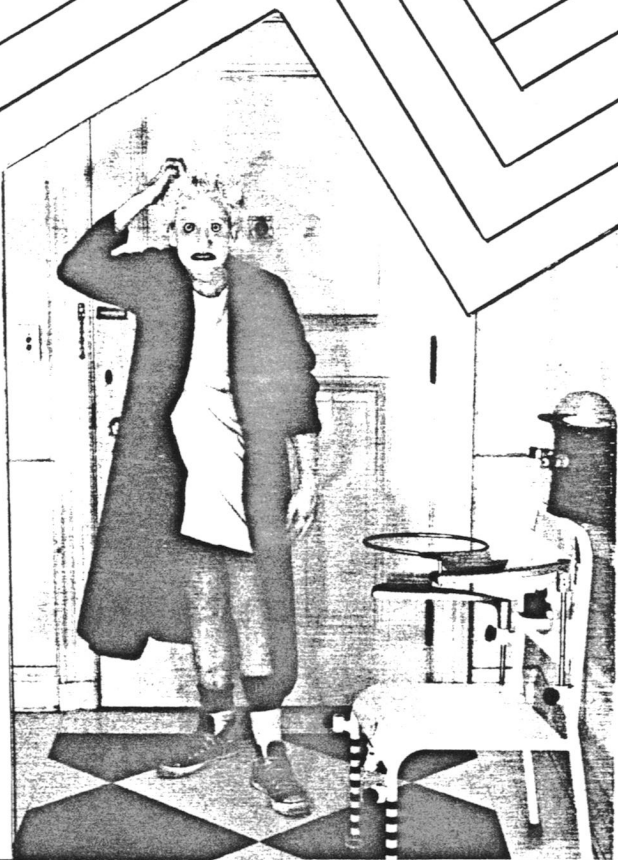


# THE ALL NEW GRUNT PROCES ISSUE 3



SPOT, WHERE  
ARE YOU?

## THE ALL NEW GRUNT PRESS

### EDITOR'S PAGE

Coming to work at NABU these days is a little like being on a daytime game show. You can guess the sex of the baby and the date of birth for any one of 4 expecting mothers. You can submit ideas for new software content. You can rally your friends together and sell them NABU computers. If you are a high scorer, you can send in a picture of your high score screen to the Network News. And, now, today, we announce a slogan contest.

If you do participate actively in all of them you stand to win hundreds of dollars, a trip to the Carribbean, a certificate of merit, mention on the Network, the admiration and envy of your peers and friends and perhaps even a few pats on the back.

The neat thing about the NABU contests is that they cost you nothing to enter. Just open up your mind and let the intuition, ideas, and talent flow. The other thing about contests is that they require you to be creative (with the exception of our Baby Boomer Lottery perhaps). We've heard creative thinking referred to as the "sex of our mental lives." Ideas are born, developed, they reach maturity and then they die.

What does it take to be creative? Perhaps it's looking at the same thing as everyone else and thinking something different. That's what Gutenberg did when he combined the wine press with the coin punch. Nolan Bushnell also looked at something previously only thought of as a passive machine, the television set and saw it as an interactive game playing device.

Teachers used to tell us to "put on our thinking caps." Perhaps we should put on our creative caps and get those ideas rolling!





*"So long, Mr. Schwartz. I'm leaving. Nowadays, software's where it's at."*

## LETTER TO THE EDITORS

Dear Grunt Press Editors:

I write to you out of fear! Yes, fear that my life will be shortened by several years, if the air in this "warehouse" is not improved. When one enters the building you can immediately smell smoke and general foulness in the air. I'm sure we would all be more productive and healthier if there was some fresh air let into this closed system. Have you noticed how rapidly colds and illnesses spread among us? Surely, this is a sign that some action should be taken to have Minto "sanitize" our air.

I would like to encourage others of like mind to make their opinions known and to ask those in NABU who have charge over such matters to put the FRESH AIR cause before Minto.

--Maria Cioni

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CROOK

By Edmond Hum

Do NABU people think Barbara Crook is 'bad news'?

"When the prices were changed without being announced, and then when they were lowered again, I was rather critical," says The Citizen high tech columnist and business reporter. "I don't think that's good marketing. And I raised some questions when the product was being announced as to whether it should be made compatible with other types of personal computers."

"I think I've been pretty fair. In fact, I'm a NABU customer. I had one of the first NABU PCs. I don't think I've been out to get NABU because it is a good product. I'd like to see it succeed."

More often than not, it is Crook's columns and articles in The Citizen that bring news about NABU to Ottawa. Gordon Gow, NABU's Chief Operating Officer, says Crook is a fairly good reporter, considering that she doesn't have any control over the headlines on her stories. "I have no problem with her," says Gow. "She'll take the time to understand something, and she's quite factual. I can't say that for the rest of them at The Citizen. Whoever writes the headlines is a very creative genius."

"She's doing an excellent job," says Debbie Dowling, The Citizen's business editor. "In less than a year she's absorbed every facet of what she needs to know about high tech." "She's very professional," says Beth Burgess, who does consumer reporting in the news department. "She works hard and does a good job, and that's very special these days."

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CROOK - cont'd

To find out more about this influential journalist, The Grunt Press sent an intrepid reporter to turn the tables, and interview the interviewer.

Crook had heard of The Grunt Press. In fact, she read the article in the last issue that mentioned her in the Delta Sessions article.

"I have a bone to pick with you about the last newsletter," she said. Apparently a NABU employee tore off the one page that referred to her and sent it to her in the mail.

"The information in that newsletter was wrong. You said I got the story about the market research seminar from my editor, Russell Mills. It was the people who were running the Delta project that gave me everything I wanted to know. I just wanted to know what kind of questions they were asking. I resented the implication that first of all, I tried to break into a private seminar, and then, that I had used under-handed methods, because I didn't."

Crook, 26, has an honors degree in English from Queen's University in Kingston, and graduated in 1979. She then went to work in Toronto for three years at Campeau Corporation, starting off as a secretary and winding up as executive assistant to the vice-president. The next step for her was to become a shopping centre manager, but then she left. "I was at the stage where I really wanted to pursue my first love, which was journalism," says Crook.

She was a gold medalist when she graduated from the University of Western Ontario's journalism school last year with an M.A. While there, Crook worked at The London Free Press, did some freelance public relations work and spent a month in an internship with The Financial Post.

Crook was then hired as one of ten summer students at The Citizen, and was given the high tech beat two weeks after she became a staff reporter. "One of my first thoughts was, 'How am I going to write a column every week?', says Crook. "I was just scared. I had really only been in journalism for about a year."

Does Crook think her writing is influential in high tech? "My articles are influential in helping keep people informed," she says. "A lot of people are interested in the information that go into my column. I don't think the way I write tends to sway people one way or another, because I consider myself very objective."

Some in the high tech industry would criticize Crook on her lack of technical background on the subject she writes about.

## CROOK - cont'd

But Crook says it's been an advantage. "I'm writing for people who aren't computer programmers or software designers. If I have to ask someone to explain things to me in laymen's terms, then I think I'll be in a better position to explain that to my reader. I think that's my strong point: explaining something quite complicated in a simple way."

Ironically, the one gaffe Crook looks back on with embarrassment had to do with NABU. In one of her first columns, she wrote about the demise of the Osborne portable microcomputer. One of its drawbacks, according to Crook, had been that it was not IBM-compatible. "I went on to say that local companies should learn from this lesson, including NABU. And as Richard Lamothe, NABU's Director Corporate Development, pointed out to me, IBM compatibility is very important in a business environment, but probably not so important in the home. I had just started out and my lack of technical knowledge was a bit of a drawback there."

For relaxation, Crook is quite happy to go home and read a book than go partying, according to Beth Burgess. Burgess and Kathryn May, another Citizen reporter, went to school with Crook at Western. "She's a very outgoing, friendly person who is interested in people," Burgess says. "But she does have a private side to her and it's important to her to have time alone."

She lives with Scott Honeyman, the editor of The Citizen's Weekend Observer section and contact for NABU's Dining Out program. On weekends, Honeyman's two kids visit and use the NABU PC frequently. "That thing is the hottest item when the kids are over," says Crook. "I don't personally use the NABU PC unless one of the kids asks me to play along. But I enjoy it."

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## WELCOME

February is a good month for welcoming new people whose first names start with the letter "I". We are more than fortunate to have two new recruits, IAN MCCALLUM and IAN RAE. Please note that in an effort to better acquaint everyone, we will soon publish pictures of employees so you can place faces with names!

IAN MCCALLUM comes to us with a strong background in cable and pay tv. Between 1979 and early 1983, he developed and operated Canada's first profitable pay television network -- The Cablecom Corporation of Saskatoon, Saskatchewan. His consulting career has been in film and television program production and with the federal government on communications and broadcasting matters, both national and international.

## WELCOME- cont'd

He joins NABU as Director of Product Marketing, otherwise known as Grand Pooba of Programs.

IAN RAE left Deep River (or as he calls it, Depriver) in 1976 to attend Queen's University where he majored in Engineering Geophysics. He has done seismic survey work (that's what it says), search and rescue for the Coast Guard and computer camp coaching for NABU. Last year, after a 2 month computer workshop stint with NABU, Ian took 6 months off to cycle across Europe.

We are pleased to welcome Ian back to NABU as the Turtle Club Show coordinator. Be sure to catch the show Saturdays at 12 noon on cable 12.



*Ian Rae*

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**GOOD GOW!!**

--by Gordon Gow, as told to Mary Bermel

Nothing quite peps up your day like an unexpected pat on the back, no matter how well deserved. While engaged in business we tend to focus on problems and how we'll solve them. Instead, we should take note of the perks. Gordon Gow passed a couple along to us for this week's Grunt Press.

A little over a month ago, Gordon was rushing to catch a plane when he was stopped in midtracks by a young man in his 30's who breathlessly asked, "Are you Gordon Gow?" Not sure whether or not to admit to so being, Gordon took a second to reply affirmatively that indeed he was Gordon Gow. Assured that he had the right man, the fellow proceeded to tell Gordon about the effect the NABU PC has had on his family life.

It seems the fellow was a video game addict, one of those three piece suited businessmen who are now crowding the kids out of the arcades at lunchtime, on breaks and after work. Dinner sits cold on the stove while they challenge themselves to another round of PAC-MAN, the wife is angry, the kids wonder where Daddy is. At \$5 - 8 a night in quarters, the cost of the habit adds up -- \$40 a week, \$160 a month. Eventually the marriage disintegrates as quickly as PAC-MAN gobbles dots.

Such is the plight of those afflicted with video game mania.

Just as things have gone from bad to worse, NABU appears on the scene. "The fellow signs up for a system, receives it in due time, and the turnaround begin. Now he's home after work, the

...more

GOOD GOW!!

wife is happy, the kids are happy, they use their NABU together, and best of all, he still gets to play PAC-MAN and a host of others, too.

"You have saved my marriage." the fellow tells Gordon.

You can imagine our own Gordon Gow, following intently, nodding as the fellow spells out the immeasurable benefits of owning a NABU, smiling proudly as the fellow credits NABU with saving his marriage. But by now, the engines are roaring, so after thanking the fellow and encouraging him to spread the good word to his friends, Gordon disengages himself politely and speeds to the jetway.

"I thought of getting his name. I almost stayed missed the flight just to get it." says Gordon.

Here's another:

At a recent board meeting of CIDC (Gordon Gow is Past President and a member of the board) the discussion turned to how the ever-changing esoteric world of high technology could be reduced to a level understandable and interesting to the layman. Exasperated by the technical jargon and the welter of information, Mayor Marion Dewer exclaimed, "But how do we learn? Where do we enter in? Where can we get help?"

Now most chartered organizations that have been around for any length of time have their legends and mavericks. The CIDC is no exception. It has one itself, an old geezer who had no qualms about speaking up and clarifying for the Mayor what was completely evident to him.

From the back of the room, his scratchy Scrooge-like admonishment began, "Well, you get a NABU of course. (How could Marian not know?) "It's wonderful. It will teach you. You can learn all about computing with it." Emphatically, he added, "It teaches you to type everything...You get a NABU."

Maryann Sullivan's response to this one was "Right on!" Keith Soley said, "Go for it!" We felt good too and so have asked Gordon to keep the stories coming down the pipes.

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TURTLES, TURTLES, RAH, RAH, RAH

By Maria Cioni

"They've come out of their shell."

--TV critic, Ottawa Review

...more

## TURTLES, TURTLES - cont'd

"James Gregory and Ian Rae are destined for Broadway."

--Dance Instructor, Arthur Murphy Dance Studio

"We'd love to hire the whole cast..turtle, kids, et. al."

--Ottawa-Carleton-Catholic-Protestant Schools

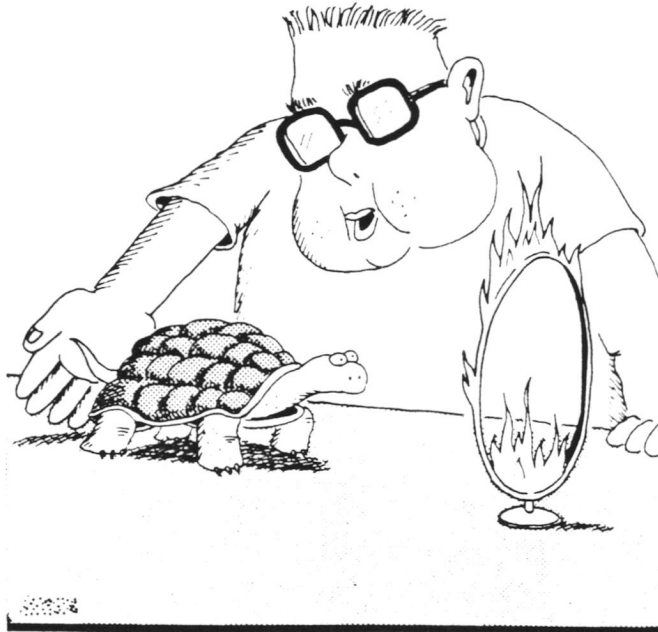
If you haven't seen The Turtle Club on channel 12, Ottawa Cablevision on Saturday at noon, you've been missing a lot. Don't fret, there are 6 more shows to go.

Ian Rae and James Gregory host a half hour of fun, instruction, interviews and LOGO antics set to funky music. To help out, an assortment of talented kids lend their considerable knowledge. The result is a well-prepared support for those using LOGO in their homes.

Last week's show introduced the dynamic turtle or sprite. A promo for the coming show lists "working with several dynamic turtles at once" for March 3rd.

OCL wants to repeat the show in a weekday time slot. Stay tuned, we'll let you know when.

Isn't it nice to know that we have stars in our midst?



"Through the hoop, Bob! Through the hoop!"

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### TYPO FAUX PAS - WE APOLOGIZE!

In the article "A POEM IS WORTH A THOUSAND WORDS" in the last GP, we incorrectly printed 'James Gregory was bent enough to help...' The article should have read 'James Gregory was KIND enough...'

## REAL ESTATE

By Fay Kolpin

Q. Why should I list my house "MLS" and why do I have to pay extra commission to do so?

A. "MLS" stands for Multiple Listing Service, and this service can be offered by a Broker who is a member of a Real Estate Board.

There are basically two ways of listing a property - Exclusive or on MLS.

If you list Exclusive, this means that the Broker just circulates the listing within his own office and it will have limited exposure to the market.

If you list MLS, the details of your property will be circulated to all members of the Real Estate Board (some 1500 brokers and agents) and obviously will have a far wider circulation within the industry.

The reason you pay extra commission (usually a percentage point higher than an Exclusive listing) is because this extra fee goes direct to the Real Estate Board as an administration or listing fee.

Q. Should I take an Agreement of Purchase & Sale to my lawyer?

A. Yes! Yes! Yes!

And for heaven's sake take it **BEFORE** you sign it. Most agents are honest, conscientious people, and they would not intentionally screw you - BUT they are not lawyers, and there might well be some legal complication they have missed. This could cost YOU plenty of money and heartache, so it's better to be safe than forever sorry.

Once the Agreement is signed it is usually too late for your lawyer to undo any legal faux pas. Remember the old Buyer Beware adage.....

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### ARE YOU A CREATIVE GENIUS?

McDonalds tells us "You deserve a break today!", Ford says "Quality is Job 1" and Panasonic claims "Just slightly ahead of our time." What will NABU's message be? Here's a few suggestions we've already received:



1. Your pipeline to information  
From the NABU Network Corporation
2. Your computer does its best work  
When plugged into the NABU Network
3. The NABU Network is the solution  
for electronic software distribution.
4. No software blues with NABU!
5. Banish computer blues with NABU!
6. Every day, in every way, NABU will make you better and  
better! (Apologies to Emil Coue)
7. Have you hugged your NABU today?
8. Put your hands on my NABU.

SUBMIT YOUR IDEAS TO CHRIS WALLACE OR MARY BERMEL TODAY!!

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**TRADING POST**

Isabel Staudinger suggested this new GP feature. As Isabel wrote, "One man's junk is another man's treasure." To place an ad (free!), just send the info to the Editors.

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**SUBLET**

3 bedroom garden home  
in Kanata  
available March 1984

\$550/month til Nov 84

presently paying \$600  
but am willing to pay  
down \$50/month until  
present lease expires

Contact: Alex Vorobjec  
Ext 212  
H 592-2889

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**DUPONT APIARY**

container size price

1 kg \$ 4

2 kg \$ 7

3 kg \$10

available in light amber  
and dark

Contact: Anna Dupont  
Ext 209

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**DEADLINE FOR NEXT ISSUE IS MARCH 5**

**PLEASE SUBMIT ARTICLES ON WORDSTAR**

## TRADING POST

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### WANTED

An alternative to  
SLO'C TRANSPOR

If you can offer me a  
regular or an occasional  
ride to and from the  
Baxter Ctr, I'll gladly  
pay \$1.00 each way. I'm  
at Riverside & Smythe

Call Terry ext 436

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### DISCOVER A NEW WORLD

LEARN TO SCUBA DIVE

Contact:  
Alex Vorobjec  
Extension 212

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### HOUSE FOR SALE

- on 5 acres of land
- west side is bordered by  
a large woodlot
- 4 bedrooms, 1 1/2 bathrooms
- kitchen, living room, den,  
summer kitchen, 10'  
ceilings

- excellent structural  
condition

- located 5 miles south  
of Russell & Embrum
- travel to Ottawa is on the  
417
- 25 mins to Lancaster
- 35 mins to Baxter

If interested, see Bruce  
Extension 417

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WANTED: TURTLE CARTOONS for use in TURTLE CLUB NEWSLETTER  
and on TURTLE CLUB SHOW. Please submit to Ian Rae, Ext. 328

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## SALES AND MARKETING SOCIAL AND REC CLUB

-- Laurie Smith

Well here we are again, enjoying the spring weather and saying  
good-bye to winter blues. As part of this celebration, we would  
like to get everyone together on MARCH 14 AT EL TORO's FOR PIZZA  
AND BEER ! We could all head over right after work for dinner  
and socializing. If you would be interested in attending, please  
let me know at your earliest convenience. I urge everyone to  
come out for a good time.

With only a few short weeks until our new moms are due, I will be  
collecting money for the Baby Boomer Lottery. To save myself  
running around after everyone, I would appreciate it if you would  
see me over the next week to pay for the tickets you have  
purchased. Once again, I thank everyone who participated in the  
contest.

...more

## SOCIAL AND RECcont'd

Over the next month, I will be coming around to collect signatures for a petition to have a sidewalk constructed between Baxter Centre and the shopping mall. I constantly feel like I am risking my life day after day! Please support me in my efforts and if you are by my desk please sign the petition. After I have several names from NABU and the other companies in the Baxter Centre the petition will be sent to our MP! Please support!

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## MSXは、もう日本だけのものではない。

ナブネットワークコーポレーションは、カナダのオンタリオにあるCATVを利用したコンピュータネットワークのハードウェア、ソフトウェアを作っている会社である。クリス・ウォレス氏にMSXについて語ってもらった。

「コンピュータユーザーは、コンピュータテクノロジーの進歩に恐怖をいだいています。次から次へと新しいコンピュータが発売され、とまどいを起こしています。また、コンピュータを買いたいけれど、という人は、もう完全に混乱していると思います。コンピュータがあらゆる意味で落ちつくのを待っていると思うんです。技術的に成熟して、コンピュータが安くなるのが一番ではないかと思っています。ハードウェアの構成



NABU  
NETWORK  
Corporation

ナブネットワークコーポレーション

■ナブネットワークコーポレーションのクリス・ウォレス氏。



がシンプルであることも大切ですね。使い易いということです。

MSXがアメリカで普及するには、安定すること、つまり、すぐに消えないこと。買う方にとって、MSXがすぐに消えてしまう要素の多いものではない、安心できないということになります。IBMのように、なくならないというイメージがなくてはだめです。

ナブでは、MSXに興味を持っています。私たちの得意なネットワークに利用できないかと考えています。ナブは、カナダの会社なので、行くことができます。とても残念だった。具体的なMSXのソフトの話はなかったけれど、MSXに対する期待は大きいようだ。カナダから、熱いメッセージがとくくも近いだろう。

# HOCKEY



**HEY, NABU!**  
**Put on your skates!**

Computer Innovations is getting pretty cocky about its hockey expertise... and is challenging the NABU NETWORK SUPERpros to a game in the March/April timeframe.

## **HERE'S THE CHALLENGE FROM CI:**

"If you do not accept, Computer Innovations will understand your apprehension about putting your total corporate reputation on the line against this young company's sextet (is that what you call it?)"

## **CAN WE LET THEM GET AWAY WITH THAT??**

Apparently CI is also throwing the party afterwards. (Let's hope it's better than their game!)

Vic Oliver is arranging for ice time, and will be meeting with Jim Yeates to define rules, etc.

## **SO SIGN UP NOW!**

CALL Connie Nield AT EXT. 201

# Computer People Are Creating a Valley of Babble in California

By ROBERT REINHOLD

Special to The New York Times

SANTA CLARA, Calif., Feb. 18 — Unhappy with the way her job was going, an engineer with one of the semiconductor makers here went in to see her manager the other day. Later she told a friend she had "core dumped" on the boss.

Translation: She had got everything off her chest, really unloaded. The term was borrowed from computer jargon meaning to empty out a computer's central memory.

She might have added that the experience was a "gating event," that is, a crucial turning point, again taken from computerese. A gate on a silicon microprocessor chip is a key element in controlling its logic.

Such high-technology jargon is rapidly entering the everyday language of the hordes of computer workers here in Silicon Valley, much to the chagrin of the guardians of the mother tongue. The computer industry has already laden the language with such terms as "interface" and "input," but that is nothing compared with what is to come if eavesdropping on the unusual creatures that inhabit

the big electronics region here is any indication.

John A. Barry has made himself into the valley's word hawk, trying to catch and exterminate the worst of the excesses escaping from the industry before they proliferate. Until recently he wrote the "computer illiteracy" column in InfoWorld magazine, a widely read weekly published just up the road in Menlo Park. The illiteracy he refers to is not meant in the usual sense of ordinary people's being unable to understand the machines but the inability of what he calls the "computerists" to grasp the English language.

"Some terminology is useful," he said. "It enables people to take contorted phrases and compress them. But taken to extremes it clutters conversations. People overstep usefulness and use it gratuitously."

Next month, Mr. Barry and a colleague, Eva Langfeldt, will give a talk on "Computers and the Destruction of the English Language" at the West Coast Computer Fair in San Francisco.

The carnage is everywhere. Computer people love to convert nouns into transitive verbs, such as "to ac-

cess" or "to format." They also have a bent for taking a simple noun, converting it into a verb and then back into a noun by adding "ing." For example, "window" is much in vogue these days, a term that refers to a new technology that allows a computer user to keep a dozen or more items on his screen at any time, like a cluttered desk. This leads to the verb "to window" and then "windowing." It has also been extended to marketing, as in "our window for this product is very small," meaning that it will be obsolete very quickly.

## Examples of Phrases

Here are a few phrases that are often heard here around the valley:

"I'm interrupt driven." The speaker is complaining his life is hectic and he seems unable to schedule his life. Computers are designed to cope with such human failings.

"He's a read-only memory." That's a rather nasty thing to say about a friend. It means he never learns anything, keeps saying the same thing over and over again. It comes from ROM, or read-only memory, a computer part that cannot be altered by the user. A more sophisticated version is the FROM, or pro-

grammable read-only memory, and there are even EPROM's, E for erasable.

"He's pushing things on the stack." This means he is getting overwhelmed, getting behind. It comes from the term for stacking trays of circuit boards in a computer.

"Bandwidth." This is the amount of information exchanged in a conversation. It is derived from a technical term for breadth of information in certain computer devices. You might want to end a conversation with someone whose bandwidth is small because he is probably not following very well.

Use of such argot is certainly not peculiar to the computer industry. Government officials and business leaders are past masters at it. In those cases, jargon and euphemism are often employed to deceive or at least to obfuscate unpleasant reality.

But such mendacity does not seem to be the motive with the computer "nerds," according to Mr. Barry of InfoWorld. He sees it as a manifestation of their inadequacies.

"Computerists and programmers tend not to relate well to other people," he said. "They are more comfortable spending the night in front of

a terminal. This leads to anthropomorphic terms like 'user friendly.' Some are close to sociopathic personalities." Anyone who has tried to use a manual that comes with a computer can verify that, Mr. Barry said.

Mr. Barry has a fantasy about a new language made from merging two California tongues — computerese and "pyschobabble." One conversation goes like this:

Babbler 1: "I'm starting to relate to what you're saying. At first I was as down as my computer is when power spikes and bad vibes surge through the lines and don't go with the data flow, but now I think I'm beginning to feel a sense of wellness about this thing."

Babbler 2: "Yeah, and you know, if you think of bad vibes on a power line as an analogue to bad vibes in the central nervous system, you've really accessed something important. People are really computers. They feel good; they feel bad — just like you and me. They relate to each other and interface with each other; people interface with each other; people interface with computers. Really cosmic parameters!"

Babbler 1: "Wow! I'm accessing it!"

