



the third annual

**OFFICE
AUTOMATION
CONFERENCE**

**APRIL 5-7, 1982 SAN FRANCISCO
MOSCONE CENTER**

**"The International Conference
for Decision Makers"**

Sponsored by the
AMERICAN FEDERATION OF INFORMATION PROCESSING SOCIETIES, INC.

Here's Your Golden Opportunity

Learn about the evolving office at

the third annual
OFFICE 
AUTOMATION
CONFERENCE

"The International Conference
for Decision Makers"

Follow the Leaders

Since its inception in 1980, our Office Automation Conference has experienced phenomenal growth. The initial OAC in Atlanta was attended by 6900 persons and drew 86 exhibiting companies with 296 booth units. This year in Houston, attendance and the number of booth units each increased about 25%. Quite a leap for a fledging conference.

OAC '82 in San Francisco is expecting to attract 11,000 attendees, with a sell-out of some 600 booth units virtually assured. Yes! The future of OAC is bright, and we invite you to share it with us.

Hans D. Puehse, Assistant Vice President at Firemen's Fund Insurance Company in San Rafael, California, is Conference Chairman. He heads his firm's Office of Strategic Systems Planning and Research and holds a degree in Business Administration and a Certificate in Commercial Banking. Puehse brings to the Conference Chairmanship 16 years of management experience. He is a member of the Association for Computing Machinery (ACM) and the Telecommunications Association (TCA).



Hans D. Puehse

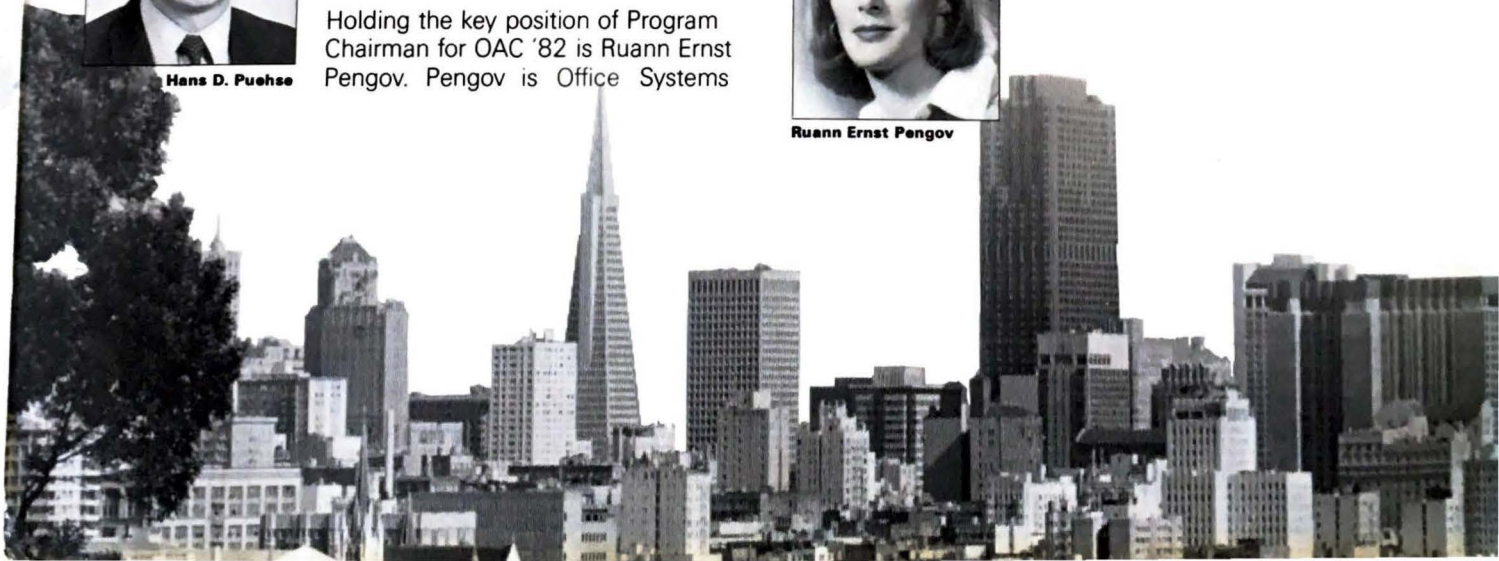
Holding the key position of Program Chairman for OAC '82 is Ruann Ernst Pengov. Pengov is Office Systems



Product Marketing Manager for the Information Network Division of California-based Hewlett-Packard. As Program Chairman, she is charged with the task of organizing and directing our technical program sessions. Pengov has chosen as her program theme "The Human Connection." A theme that focuses on you!



Ruann Ernst Pengov



...in the Golden City!



Leave Your Heart

Ranked as one of the country's top computer markets and rated as one of its most charismatic cities, San Francisco is a sure lure for OAC attendees. One of its attractions is this very blend of newfangled tech and old-fashioned charm.

The compact size of this global crossroads makes it eminently walkable — a real plus for the visitor. And it's said that within the confines of only eight of its blocks, you can eat in 26 languages and stroll through 10 countries! Best of all, San Francisco's new George R. Moscone Convention Center is located just two blocks off its beautified Market Street, which now covers a segment of the convenient Bay Area Rapid Transit (BART) system.

Come to San Francisco to attend the Conference. Stay on to enjoy more completely the exciting sights and sounds which are the hallmark of the Golden City.

Visit the Exhibits

Here are a few of the products and services you'll find at OAC '82:

- | | |
|------------------------------------|--|
| AUTOMATED OFFICE SYSTEMS | INTERFACES |
| COMPUTER GRAPHICS SYSTEMS | LOCAL COMMUNICATIONS NETWORKS |
| COMPUTER SYSTEMS | MICROFILM-MICROFICHE EQUIPMENT |
| COMPUTER TERMINALS | NATIONWIDE COMMUNICATIONS NETWORKS |
| CONSULTING | OFFICE FURNITURE |
| COPIERS | OPTICAL CHARACTER RECOGNITION SCANNERS |
| DATA BASE MANAGEMENT SYSTEMS | PERIPHERALS |
| DATA COMMUNICATIONS EQUIPMENT | PERSONAL COMPUTERS |
| DICTATION SYSTEMS | PHOTOCOMPOSITION EQUIPMENT |
| ELECTRONIC MAIL SOFTWARE & SYSTEMS | PUBLISHING |
| ELECTRONIC WORKSTATIONS | SUPPLIES |
| FACSIMILE EQUIPMENT | TELECOMMUNICATIONS SYSTEMS |
| IMAGE PROCESSING SYSTEMS | TELECONFERENCING (AUDIO & VIDEO) |
| INTEGRATED DATA & WP SYSTEMS | TELEPHONE SYSTEMS |
| INTELLIGENT TYPEWRITERS | TIME SHARING |
| | WORD PROCESSING SYSTEMS |
| | WORLDWIDE COMMUNICATIONS NETWORKS |



Expand Your Knowledge

The Human Connection: that's the vital theme of the 1982 Office Automation Conference, and it will encompass five program emphases. Each will be chaired by a recognized leader in the field, as will our series of Industry Workshops.



James H. Bair

Individuals in the Automated Office. Chairman for this interest area is James H. Bair, of Bell Northern Research, a consultant of international reputation. He is co-author of **The Office of the Future: Communication and Computers**, and his research has developed a methodology for productivity measurement in the automated office and an implementation strategy for automated offices. Bair has also developed a comprehensive description of the impact of office automation on individuals as well as on organizations.

Organization and Management Concerns.

Robert Johansen serves as chairman of this area. He came to the Institute of the Future, where he is now Senior Research Fellow, to help design and implement a project assessing the social effects of computer-based teleconferencing. As part of this work, Johansen organized an international workshop on the social evaluation of person-to-person telecommunications media. The results of the recent Inter-media Project, for which he was the principal investigator, have been published as **Electronic Meetings: Technical Alternatives and Social Changes**.



Robert Johansen

User Interface and Usability. Chairing this program area is Eric D. Carlson of the IBM Research Laboratory. His research has centered on improved hardware and software for inter-active applications. Currently, he is manager of a research department working on advanced office workstations and their applications in a distributed computing environment. Carlson's published writings have covered such subjects as computer graphics, software engineering, and decision support systems.



Eric D. Carlson



Joseph Ehardt

Communications and Systems Technology. Chairman Joseph Ehardt is contributing editor for Seybold Publications, a company known throughout the world for its in-depth evaluations of products. His articles evaluate word processing and office automation systems as well as publishing systems. Ehardt has given lectures and seminars on these subjects in the United States, Canada and England.

Integration Issues and Case Studies. The Information Systems Management Center for SRI International offers research and consulting services in diverse disciplines; and Alexia Martin, chairperson of OAC's fifth program area, serves the Center as a Management Systems Consultant. Martin has developed long-range plans for office support systems in industry and has assisted manufacturers in the development of market, sales, and support plans for their office systems products.



Alexia Martin

With leaders like these, you can be assured of sessions that feature topnotch speakers and top-drawer content. Don't miss them!

Join Your Peers

At OAC '82, our series of Industry Workshops will present a collection of real-life experiences with office automation and will encourage an atmosphere of open exchange.

On Tuesday afternoon, April 6, you'll be able to share with others in a leading-edge industry your personal experiences, both good and bad, with integrating automated office technologies into day-by-day office operations.

The seven forums will cover a broad spectrum:

- Banking
- Insurance Carriers
- Manufacturing
- Independent Insurance Agents
- Educational Institutions
- Defense-Related Government Agencies
- Energy-Related Firms

Workshop organizer is Steven M. Abraham of the Los Angeles office of Price Waterhouse and Co.'s Management Advisory Services. There, he consults in the area of office systems and concentrates upon productivity improvement. Under Abraham's direction, each workshop will feature representatives of at least two organizations in order that contrasting approaches be discussed. At the close of the session, you'll be able to continue this discussion on an informal basis at a no-host reception.

Then, perhaps, on to dinner with new-found friends!



Steven M. Abraham



Use Our Services

If you are a visitor to the United States, you'll find a special welcome at OAC '82. Our International Visitors Lounge will have a multilingual staff to help make your visit a memorable one. Should you require the services of an interpreter, please notify us in advance; we shall be happy to arrange for the service.

For every Conference registrant, we'll provide **free** shuttle service on the official hotel/Moscone Center circuit. We'll post convenient schedules, and you'll have prompt and efficient transportation during regular conference hours.

By taking advantage of the attached housing and registration forms, you can save both time and money. We have reserved blocks of rooms at ten of the city's finest hotels, and the immediate use of the housing form can assure you our special Conference rate.

Save \$25.00 on full Conference registration by pre-registering before the March 5 deadline. You'll also avoid standing in line on site—and have more time to enjoy both OAC and San Francisco.



Bring Your Badge

For those of you who register by April 4, we plan a gala Early Bird Reception. Your badge will admit you to the Sunday evening event complete with the music of San Francisco's own Red Garter Jazz Band.



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OFFICIAL HOUSING FORM

1982 OFFICE AUTOMATION CONFERENCE
 April 5-7 • Moscone Center • San Francisco, California

COMPLETE FORM — SEPARATE, STAMP AND MAIL

The Housing Bureau will confirm reservations to you directly. After receipt of confirmation, all CHANGES in accommodations must be made directly with confirming hotel. All CANCELLATIONS must be made directly with the Housing Bureau. Please check hotel confirmation for required check-in time. The hotel may require a deposit.

- | | | | |
|----------------------------|----------|------------------------------|----------|
| 1. Holiday Inn/Con. Cntr.* | \$58-83 | 6. St. Francis | \$65-120 |
| 2. Holiday Inn/Finan. D. | \$77-105 | 7. San Franciscan* | \$65-85 |
| 3. Hyatt/Union Square | \$85-130 | 8. San Francisco Hilton | \$64-143 |
| 4. Hyatt Regency S.F. | \$85-125 | 9. Sheraton Palace | \$65-85 |
| 5. Mark Hopkins | \$90-150 | 10. Four Seasons Clift Hotel | \$95-140 |

*Not served by shuttle buses

PLEASE PRINT OR TYPE

NAME: _____
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PLEASE SELECT 3 HOTELS IN ORDER OF PREFERENCE. INDICATE TYPE OF ROOM REQUIRED:

s=single db=double t=twin
 ROOM TYPE _____
 NUMBER OF OCCUPANTS _____
 ARRIVAL _____ DEPARTURE _____
 HOTEL CHOICE #1 _____
 CHOICE #2 _____ CHOICE #3 _____



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APRIL 5-7, 1982 MOSCONE CENTER SAN FRANCISCO CALIFORNIA

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COMPANY					
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CITY				STATE	ZIP
COUNTRY				POSTAL CODE	
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- CODE
 (Check all applicable)
- 11 PREREGISTRATION DISCOUNT: Full Conference Program & Exhibits—includes Conference Digest.....\$100
 - 33 STUDENT—As Above—No Digest.....\$10
 - 55 MONDAY ONLY—Program & Exhibits.....\$50
 - 56 TUESDAY ONLY—Program & Exhibits.....\$50
 - 57 WEDNESDAY ONLY—Program & Exhibits.....\$50
 - 44 EXHIBITS ONLY—Monday through Wednesday.....\$30
 - 66 MONDAY—Exhibits Only.....\$10
 - 67 TUESDAY—Exhibits Only.....\$10
 - 68 WEDNESDAY—Exhibits Only.....\$10

TOTAL CHECK OR MONEY ORDER ENCLOSED \$ _____

Make checks and money orders for the EXACT AMOUNT payable to 1982 OAC.

PURCHASE ORDERS AND FOREIGN CURRENCY ARE NOT ACCEPTED.

Registration will not be accepted after March 5, 1982.

CANCELLATION:

In order to receive a refund, notice of cancellation must be received in writing prior to March 5, 1982.

**Mail to: OAC '82 Registration
 AFIPS P.O. Box 9659
 Arlington, Va. 22209**

For questions regarding your registration, please call 703-558-3608.

Thank You.

INDUSTRY CATEGORY (check one)

- AB Computer/DP/Peripheral Equip. Mfg.
- AC Electrical/Electronic Component/Equip. Mfg.
- AD Other Mfg.
- AE Government
- AF Education
- AG Computer/DP Services
- AH Banking/Insurance/Real Estate
- AJ Wholesale/Retail
- AK Medical/Legal
- AM Transportation
- AN Utilities
- AP Construction
- AQ Research/Development
- AR Other Business Services
- AS Other

JOB FUNCTION (check one)

- BC Company Management/General Corporate
- BD Financial Management
- BE Administrative Management
- BF Other Administrative
- BH Data Processing Management
- BJ Systems Analysis Programming Management
- BK Other Systems Analysis Programming
- BM Engineering Manufacturing-Management
- BN Engineering Manufacturing-Staff
- BP Communications Management
- BQ Sales Marketing Management
- BR Other Sales Marketing
- BS Consultant
- BT Educator
- BU Student
- BV Other

AREAS OF INTEREST (check one)

- CD Computer Systems
- CE Consulting Services
- CF Copiers
- CG Data Communications Equipment
- CH Dictation Systems
- CJ Electronic Mail Software & Systems
- CK Facsimile Equipment
- CM Integrated Data & Word Processing Systems
- CN Microfilm/Microfiche Equipment & Services
- CP Microprocessor Systems
- CQ Optical Character Recognition Scanners
- CR Peripheral Equipment
- CS Records Management Systems & Supplies
- CT Software Services
- CU Supplies & Accessories
- CV Telecommunication Systems
- CW Typewriters
- CX Word Processing Systems
- CY Computer Graphic Systems
- CZ Teleconferencing (audio & video)

SOCIETY MEMBERSHIPS (check all applicable)

- DE ACM
 - DF DPMA
 - DG IEEE
 - DH SCS
 - DJ ASIS
 - DK ASA
 - DM ACL
 - DN AEDS
 - DP ISA
 - DQ SIAM
 - DR SID
 - DS IWP
 - DT Non-Member
 - DU Other
- (please specify)

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