



# IBMSFQCCAA

## IBM South Florida Quarter Century Club and Alumni Association

<http://www.ibmsfqccaa.org>

This newsletter is produced by the *IBM South Florida Quarter Century Club and Alumni Association* (IBMSFQCCAA), a non-profit organization established in 2011 and based in Boca Raton, FL, for our dues-paying membership. The purpose of this newsletter is to keep members informed of IBMSFQCCAA-sponsored social and volunteer activities as well as general items of interest. Newsletter content is provided in the spirit of camaraderie and to help foster IBM alumni connections.

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### Special Reminder:

#### Oktoberfest October 15th

Join other IBMSFQCCAA members and guests at the 38th Annual Oktoberfest in Lake Worth on Saturday October 15 at 1PM. We will gather at one of the first tables after entering the main entertainment pavilion. More information can be

### Upcoming Events:

#### Oktoberfest—October 15!!

Join other IBMSFQCCAA members and guests at 1PM Saturday October 15 at the 38th

### President's Message



I want to extend my appreciation to everyone who has helped make our Association a success. By spreading word of our existence, you have enabled us to grow to almost 300 members. We invite anyone with at least five years of IBM service, or the surviving spouse of a former IBMer, to join. If you know anyone satisfying this criteria, who isn't already a member, invite him or her to go to our website at [www.ibmsfqccaa.org](http://www.ibmsfqccaa.org), and click "JOIN" from our homepage to start the registration procedure.

July, August and September have been pretty eventful. We were pleased to see many of you who joined us in July for the lovely evening cruise along the Intra-coastal, serenaded by steel drum music. In early August we held our first, thrice yearly retirees luncheon since taking responsibility from *Dave Pavek*. We had 41 attendees at the Yamato Road Ale House, and everyone I spoke with was very satisfied with the venue. There was a similar good turnout at the August Meet 'n' Greet at *Blue Martini* at Town Center Mall in Boca Raton, where Frank Sinatra music entertained us. If you attended, you

got a free drink and some tasty finger foods.

In September, we hosted, along with the Boca Raton Historical Society, a "Watson & More" event which gave a presentation about IBM's Jeopardy champion, coupled with a panel discussion on future implications of Watson and other technologies being developed by IBM in Boca Raton. In October, we are planning an Oktoberfest celebration, and our Annual Meeting on the afternoon of December 5 will include entertainment and light refreshments. You'll find more information about these and other upcoming events in the yellow area at the bottom of page 1 and 2 of this newsletter.

If you have suggestions about how we can better serve our local and remote members, please let us know. If you are willing to put forth some effort in advancing a good idea, we would be willing to add resources to bring it to fruition. We hope many of you will be able to take advantage of your membership benefits and join us at some, or perhaps all, of our upcoming events.

*Justin "Jud" McCarthy*

Annual Oktoberfest in Lake Worth.

This world class event attracts thousands every year over its six day run (October 7,8,9,14,15 & 16 this year). The event features live music (including two authentic Oktoberfest bands from Munich), food, beverages, other entertainment, a carnival ride area and more! If you enjoy the brass sounds of an 8+ piece oom-pa-pa band, this is the place for you! The *American German Club of the Palm Beaches* has a huge property with two giant fixed pavilions, as well as a large air conditioned clubhouse. (5111 Lantana Rd, Lake

Worth, approx. 3.5 miles West of I-95)

For more information and detailed directions, Go to <http://www.americangermanclub.org/oktoberfestagc2011.html>. This link also leads to a coupon for \$2 off the regular adult admission of \$7. Veterans, bring your military ID, and your admission will be free!

We will gather on Saturday, October 15 around 1 pm at one of the first tables you will encounter when you enter the main entertainment pavilion, and a board member

(See Events on page 2)



## Recent Activities

### Recent Social Events

July 21st: Everyone enjoyed our Sunset Cruise on the Lady Atlantic. Over 40 IBMSFQCCAA members embarked on the two hour cruise, from Delray's Veteran's Park to Boca Raton and back. The 105 foot, 3-deck ship featured drinks, light bites, and steel drum entertainment. Afterwards, about a dozen of us walked across Atlantic Ave to the Blue Anchor Pub to, yes, have even more food and listen to the American Rock sounds of The Bob MacDonald Band. (*Photos on Page 6*).

On August 4th, several dozen of us had Luncheon at Miller's Ale House (Yamato Road, in one of the new malls built in front of our old IBM main site). This was our second luncheon at that venue and reviews from those attending lead us to continue to choose this location for our thrice-annual lunches. Unfortunately, our old main site cafeteria has scaled back on their offerings and the Ale House keeps us close to our old geographic home base, while featuring great food and drink at very reasonable prices. Be sure to mark your calendar for our final luncheon of 2011 on December 1.

August 17: A few weeks later, we returned for a Meet 'n' Greet Happy Hour at The Blue Martini in Boca's Town Center Mall. 41 of our members got together to not only renew old friendships, but also to enjoy a complementary beverage (thanks to Blue Martini) and complementary lite bites (thanks to the IBMSFQCCAA Board of Directors). We also were treated to the live entertainment sounds of Tony Martelli singing Frank Sinatra tunes and other similar classics. It is likely we will return again in 2012.

September 14: We gathered for an after-event at Piñon Grill (South end Town Center Mall). following the Watson & More presentation. About 15 of members went to enjoy beverages and appetizers in a reserved area that Piñon Grill was kind enough to set aside for us. We will continue to choose a location to gather at following our popular talk programs

### Suggestions for other events?

Email your ideas to Larry Salerno ([bocalarry@comcast.net](mailto:bocalarry@comcast.net)). We are always seeking new and interesting forums which provide opportunities for our membership to get together and have fun and/or get informed on a topic of interest to our group.

at Sugar Sand Park. On previous occasions, we have gone to Duffy's on St. Andrews Blvd and will likely return to one of those two venues after future programs at Sugar Sand. We have found that these after-events provide a nice time for members to re-acquaint and relate, sometimes, to the dismay of spouses and guests, some of the "IBM war stories" since many of us shared same or similar "foxholes" while active at IBM.

### September 14: Watson & More Presentation (*Photos on Page 6*)

IBMSFQCCAA shared the hosting for this event with the Boca Raton Historical Society (BRHS). There were more than 100 IBMSFQCCAA and BRHS members and guests in attendance. The meeting began with Jud McCarthy introducing IBM Retiree Pete Martinez, former IBM Boca Senior Location Executive and now Chairman of the Board for Palm Beach Medical Education Corporation, who served as moderator for the program. The first portion was devoted to the IBM Watson computer, which became the Grand Champion on the Jeopardy TV program.

After exploring ways the Watson computer could be applied to the medical diagnostic area, Pete introduced Robert Vila, IBM Product Manager, Websphere Connectivity and Integration Portfolio, who discussed some of the thinking behind the Watson computer logic and some of the challenges in balancing between logical analysis, intuition, and response speed in implementing the Watson computer. A video of the Jeopardy experience was also shown, which gave the audience an appreciation of how the actual completion progressed. For more on the possibilities for the Watson Computer, see Rick Quallman's op-ed article that appeared in the Palm Beach Post that is reprinted on page 5 of this Newsletter.

Following a 10-minute break, the program continued with a panel discussion that focused on advances being developed by IBM in Boca Raton in the areas of speech, logic, and mobility platforms. Participants on the panel included Pete Martinez, Robert Vila, Neal Alewine, Senior Staff Member and Architect for DataPower and Speech Technologies, and David Jaramillo, Master Inventor and Enterprise Mobility Technical Lead. While the Watson computer's public achievement has been as a Jeopardy champion, the panel felt its capabilities could also be applied to many other areas including medical diagnostics and environmental man-

(*See Activities on page 3*)

The Newsletter is circulated by email to most of our members and friends. It is sent by USPS to those who are not on email. Please provide feedback by email to [info@ibmsfqccaa.org](mailto:info@ibmsfqccaa.org) or by USPS to: *IBMSFQCCAA, P. O. Box 273284, Boca Raton, FL 33427-3284. WE WELCOME YOUR INPUT. HELP US MAKE THIS A GREAT ORGANIZATION.*

**PLEASE PASS THIS NEWSLETTER ON TO A FRIEND WHO MIGHT ALSO BE INTERESTED.**

(*Events - continued from page 1*) will be there to give you a name tag. The gate opens at noon, so come early if you wish for better free parking. The event also features a closer VIP parking area for a \$10 charge.

### **Thursday, December 1:**

We will host our third and final tri-annual luncheon for 2011. We will again be meeting at 11:30AM at Miller's Ale House, 1200 Yamato Road.

### **Monday, December 5:**

IBMSQFCCAA Annual Meeting and Holiday Party. We promise less meeting and more party for our final gathering of the year in the Maple Room at Sugar Sand Park, starting at 2:30pm on Monday, December 5th. Join other members to celebrate our first full year of activities. There will be light refreshments and live entertainment!

### Future Events (preliminary):

January: Wine Tasting Party - details TBD.

February: Meeting at Sugar Sand Park - details TBD

March: Luncheon - location TBD, Meet 'n' Greet Happy Hour - location TBD



**Recent Activities, Continued**

*(Activities - continued from page 2)*

agement. Other exciting applications that were discussed include real-time speech translation and integration of GPS positioning with video on mobile devices to enable us to have a better understanding of the environments we find ourselves in. Following the presentation, there were several drawings and four lucky attendees came away with prizes:

- Dave Dickler ..... IBM Cup
- Mary Louise Perry. Mexican Cook Book
- Linda Fuchs ..... Pouter Coffee Mug
- Jerry Leitherer ..... Tee Shirt: Let's Make a Smarter Planet

**September 16 – IBM Couples Sebring Golf Week End**

*(Photos on Page 6)*

The IBM Thursday night mixed couples golf league had 14 players and some non-playing spouses head up to Sebring, Florida for three days of golf and fun. The weekend was organized by Fred Goetz and Jud McCarthy. Sy Schulman, having had the good fortune of being partnered with some pretty capable golfers (Faye Dunn and Ted Davis), took home 20 bucks. This made him the leading money winner on our tour this year with nearly 40 bucks in prize money. Better watch out PGA – Sy is on his way!!

**IBM 100<sup>th</sup> Birthday Celebration: BRHS**

*(Photos on Page 6)*

The IBM exhibit at the Boca Raton Historical Society honoring IBM's 100th anniversary was extended through September 30, 2011. This highly successful exhibit featured photographs and videos representing IBM Boca Raton since its arrival in the 1960s. The highlight for many visitors, were the vintage computers – from the original IBM PC 5150 announced in 1982, through the PS 2. Many families enjoyed a few rounds of “Jeopardy” (old school) throughout the summer and all youngsters wonder “Where is the mouse?” on these oldies but goodies. The BRHS staff and members enjoyed our shared activities with IBM South Florida and IBMSFQCAA: the 100th birthday party, open house, and of course the “Dr. Dave” lecture. We have had super coverage in literally all the area newspapers not to mention Channel 10, WPLG TV. During

the month of June alone, BRHS recorded 2400 visitors to Town Hall, almost double from June 2010.

**Membership Interest Survey**

Our thanks are extended to the nearly 60 members who responded to our recent survey. Your Board of Directors intends to again offer a dozen or more events in 2012. Survey results indicate the highest interest in events such as the Talks at Sugar Sand Park (e.g., Dave Bradley, Watson Computer, and Jerry Merkel) and our Meet ‘n’ Greet Happy Hours. Also high on the list were Wine Tastings and a Theater event, although there was a lower interest level for a specific performance of *Guys and Dolls*. As we find local theater offerings in the future, we will see if there is enough interest for a specific production to attend as a group. There was also moderate interest in a Dolphins game with bus transportation and an evening at Pompano Harness Track. For a Dolphins game, we would likely piggy-back on a package offered by others – Duffy’s has an \$89 total price for bus, game ticket and a tailgate-type food offering. If you are interested in a specific Dolphins game, please email us at [info@ibmsfqcaa.org](mailto:info@ibmsfqcaa.org). If there is enough interest, we will pull an event together. Pompano Harness Track now has free admission and periodically includes entertainment (Live Jazz or Live Dixieland). We will look at their schedule later this year and perhaps set a date at that venue. Additionally, the periodic luncheon get-togethers will continue in the future.

**Where is Dennis Andrews?**

After leaving IBM in 1989 (from Austin Lab), we moved to the Bay Area where I ran a division of Xerox. Bill Lowe pulled me in. Good run and then off to Southern California as CEO of a telecom software company, CEO of a pure startup, CEO of a managed service company, and then for the last seven years as CEO of Emida (software transaction company). Some successful and some not but all were fun and learning experiences. My days in Boca taught me that I prefer small-



er and faster types of business... It also taught me that we at IBM were so privileged to work with the caliber of people that made up the IBM I knew and loved.

I tried to retire in 1998 but lasted 6 months – the boredom overcame me and I have been hard at it ever since. Maybe someday I will try it again. My kids are grown and doing fine with two lovely granddaughters....can’t ask for more than that. I remarried just 4 years ago to a special lady and am very happy. You can contact me at:

[dandrews@emida.net](mailto:dandrews@emida.net).

**Where is Joyce Wrenn?**

I left IBM after 23 years in May, 1985 and took a position as Sr. VP at Bank of America in San Francisco. Max Hopper hired me and I had responsibility for Data and Application Management. We put in Decision Support technology (using Teradata) which became fundamental to all critical decision making at the Bank. After 6 months, Max went back to American Airlines. After completing some initiatives at B of A, I joined Max at AA in November, 1986 as VP Information Systems Technology. It was a dream job, as I was responsible for selecting, piloting, and introducing new technology to address American's business goals. We had many successes, including AI/Expert systems, Decision Support, and automating American's back office.



I often got calls from recruiters but got one I couldn't resist: Union Pacific RR was looking for a CIO. It was a chance to run my own shop within a well established company while learning another business so, with my husband's concurrence to move again, I took the job. I left AA on a Friday in March, 1992, drove to Omaha, and started the following Monday at UPRR as CIO and VP of Information Technologies. I helped move the company from a mainframe orientation to a distributed computing environment and successfully introduced many of the technologies, including AI, which we had piloted at AA, into the RR environment. During this time I was also involved in many extracurricular activities including: on the board of a software company; a member

*(See Where is Joyce Wrenn on page 4)*



## Welcome 30 New Members

since our last Newsletter

- Robert Baer, Jr
- Pat Ciresi
- Fred Crane
- Robert Dornblaser
- William Dykas
- Jim Geis
- Donald Gibbons
- Ben Gray
- Peggy Gray
- Ron Hoekzema
- Charles King
- Thomas Krieger
- Jerald Leitherer
- Douglas Lipscomb
- Fredric Luckfield
- Timothy Mannix
- Marian Norton Miller
- Leslie Mulvania
- William Paul
- James Petrovsky
- Bruce Phifer
- Louis Rodino
- Russell Rogers
- Ronald Schott
- Peter Schulz
- Ed Shapanka
- Nick Smiciklas
- Jose Sotillo
- Bill Stahl
- Charles (Chuck) White

(Where is Joyce Wrenn - continued from page 3) of Intel's Board of Advisors; Chairperson of AIM Institute (a non-profit consortia of university, government, and business in greater Omaha); member of Board of Policy Advisors for Univ. of NE Omaha Institute of Information Science, Technology, and Engineering, etc.

After 8 years at IPRR, I retired and started my own LLC doing IT consulting, initially for the CEO of an international travel firm. However, my husband (Gus Gregory of Boca Raton whom I married Feb. 1985) said he had looked forward to my spending full time with him. Thus I shut down the LLC and he and I have traveled extensively for the past 10 years. We have been able to see most of the planet. We also support non-profit groups, with special emphasis on the O'Neill Sea Odyssey which teaches ocean ecology to less advantaged middle school'ers. We live on the ocean near the Santa Cruz harbor. The weather is ideal year round; thus staying fit is a natural by-product.

My daughter graduated from Univ. of Cal. at Santa Cruz, is married, has 2 children, and is currently moving to Shanghai with her husband, where he has a 3 year assignment with a large US Corp. Gus' 3 children still live and work in south Florida and we see them often. Net: I have enjoyed a very rewarding career and a fun and fulfilling personal life. I could not ask for more.

Friends can contact me at [jmwrenn@yahoo.com](mailto:jmwrenn@yahoo.com).



### Use an On-Demand Community Resource and Request a Community Grant!

Calling all IBM employees and retirees: Celebration of Service events in South Florida were hugely successful and I thank you for volunteering for one of our events. With more than 150 volunteers throughout South Florida and double that number statewide, we have an opportunity to enhance our time and talent contributions with some treasure!! As part of the Centennial service days, the Community Grants program is available, enhanced and can make a continuing and lasting contribution to our local non-profit partners.

First, please review the eligibility criteria at the IBM On Demand Community website under Community Grants to determine how you can request a Community Grant for a nonprofit or school with which you've worked. This Centennial year there are enhanced options to receive even more cash for the non-profit that you have volunteered with! It is as easy as 1 - 2 - 3!!

1. To qualify for a 2011 Community Grant, please log volunteer hours at the On Demand Community sites: Employees: <https://w3-01.ibm.com/ibm/ondemandcommunity/grants.wss>

Retirees: <https://www-01.ibm.com/ibm/ondemandcommunity/home/index.jsp>

2. Once you've entered your volunteer hours, determine which grant you are eligible for!!
3. Apply for the appropriate Community Grant by clicking on eligibility details, then click on the Centennial Community Grants and submit your grant. Each application must be submitted online under your Intranet ID or the email ID you registered with.

Do this now - the offer expires on November 15! Don't leave money on the table!!

Sherry L. Lautenbach,  
Vice President, General Business  
Southeast Boca Raton  
Senior Location Executive

## Reminder

**2012 Dues should be received by October 31, 2011.**

**Please mail your check for \$20 to IBMSFQCAA**

**P.O. Box 273284**

**Boca Raton, FL 33427-3284**

**Help us continue to serve the South Florida IBM community.**

## Credits

Content: Dennis Andrews, Bill Gee, Susan Gillis (BRHS), Larry Salerno, Emily Santos, Sy Schulman, Joyce Wrenn.

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## Farewell

*We have learned of the following former IBMer who has passed away.*

\* Dave Muffat,  
8/9/2011

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**Palm Beach Post Article - Friday, Sept. 23, 2011**

**HOT TOPIC: AVOIDING THE NEXT DROUGHT**  
**'Watson' could put South Florida water supply in less jeopardy**

By RICK QUALMAN

Water is the most abundant natural resource on our planet, but in South Florida we're still concerned about its availability. The record drought was an eye-opener for many. Recent rains have alleviated some of the conditions, but valuable lessons remain.

South Florida experienced its driest October-to-June stretch in about 80 years. Lake Okeechobee, our region's backup water supply, dropped to its lowest level since 2008. In the face of growing demand and finite supply, something's got to give.

I was surprised to find that South Florida does have an abundance of one resource - data relating to water. The U.S. Geological Survey monitors groundwater conditions through a series of sensors at wells. These sensors upload data every four hours, providing a near real-time view of the ground water supply.

Also, the South Florida Water Management District monitors weather conditions using data collected at more than 6,000 stations. This sophisticated network helps the district make decisions relating to the opening of floodgates and maintenance of water levels in canals. The data is available to the public through an online database called "DBHYDRO."

Technology can't control the weather, but by using advanced analytics and topographic modeling, we can better anticipate and prepare for floods and droughts. While much data is being collected, however, we must find ways of using that data to make smarter decisions.

I've been asked by friends and family recently what impact Watson, IBM's Jeopardy!-playing computer, could have on South Florida's water woes. For those of you who missed it, the IBM system named Watson competed and won against the game's best performers, Ken Jennings and Brad Rutter, in a series of matches aired in February. Watson answered complicated questions filled with literary allusions, puns, and wordplay, the sort of things that delight humans

but traditionally baffle computers. While IBM has no immediate plans to apply the technology in South Florida, the question did make me think about the potential of such a system here.

One example of the potential role Watson could play relates to analysis of potable water production. Electronic information on raw water intake systems could be made available to a Watson-like system for analysis to constantly adjust the formula used to produce water that is drinkable and exceeds Clean Water Act standards. This could help experts operate the water treatment plant at maximum efficiency, wasting less water.

The big breakthrough was Watson's ability to take data in natural language forms and in real time provide answers to questions. What all this means is that there are solutions that focus on smarter use of water and other natural resources. As the technology from Watson becomes more pervasive, it points to data itself becoming a precious commodity to cities facing challenges to their standard of living.

This data is just the sort of material Watson uses to come up with answers to questions.

This capability in understanding natural language also provides an on-ramp for citizens to provide critical data on water. For example, IBM created a free iPhone application being used by the California State Water Control Board. Creek Watch allows community members to snap a photo of a stream and answer three questions about the waterway. The data is uploaded to a central database, accessible by water authorities responsible for monitoring local water supplies.

The Watson victory in Jeopardy! is really a victory for humans. Human ingenuity, and the innovative work of many intelligent people, developed this technology, and humans can use it as we use other tools, from calculators to cars, to advance water management.

If we embrace these advances and use technology to protect our natural resources, we can avoid potential crises.

*Rick Qualman works in Boca Raton as IBM's senior executive for Florida.*



## Activities Photos

**Sunset Cruise:** L to R - *Lew & Leilani Miller, Janet & Dennis Crompton, Barbara Schulman, Jackie Somers, and Sal Caccarile*



**Sunset Cruise:** L to R - *Leilani Miller, Sy Schulman, Janet & Dennis Crompton, Barbara Schulman, and Jackie Somers*



**Sunset Cruise:** L to R - *Mary & Paul Reder (Paul is hidden), Joe Herko & Carol Esser*



**Sebring Golf Weekend:** 1 L to R - *Jud McCarthy, Barbara & Ed Hecker, Pam Yuen, and Bob & Faye Dunn*



**Sebring Golf Weekend**



**Watson & More Meeting:** L to R - *Pete Martinez, Bill Dykas, and Chet Heath*



**Watson & More Meeting**



**Watson & More Meeting:** *Pete Martinez*



**Watson & More Meeting:** *Robert Vila*



**Watson & More Meeting:** L to R - *Robert Vila, Neil Alewine and David Jaramillo*



**Watson & More Meeting:** *Pete Martinez, Robert Vila, Neil Alewine and David Jaramillo*



**Watson & More Meeting:** L to R - *Lew Miller and Mary Louise Perry*

