Panel Discussion
Promoting APL

Patricia A. Buteux

Pat is Vice President of STSC's software publishing group. After joining STSC in July 1982, as Director of Marketing Services, Pat managed the market delivery of STSC's APL*PLUS/PC product and developed a long-range business plan for the company's software publishing business. Prior to joining STSC, she was employed for 12 years by General Electric Information Services Company. She holds a BA degree in mathematics.

Sheryl Winton

Sheryl began her career with IBM as an application programmer. Her first introduction to APL was in an information center where the primary tool was APL/DI. After dividing her time between traditional programming and assisting end users with APL/DI, she accepted an assignment dealing with operations management. She has also held positions managing an IMS applications development group, coordinated software product strategies, and currently manages the development of APL2 and IBM BASIC at IBM's Santa Terese Laboratory. Sheryl holds a BA in mathematics, a Masters in mathematics and a Masters in business information systems.

Eugene McDonnell

Gene is publisher of APL Press Books, and since 1978 has been a development programmer for I.P. Sharp Assoc. He spent many years before that in the APL group at IBM, contributing to several aspects of the language and system, including the notation for the circular functions, the design of the APL printer train, and time sharing design. He is the former recreational editor of *APL Quote-Quad,* and was the first chairman of SIG APL, having worked to get ACM approval to convert the former technical group STAPL to the full SIG status.

Edward M. Cherlin

Ed turned down the opportunity to learn FORTRAN when he was in high school. He started using APL in 1977, working for his father. In 1980, Ed and Ray Jordan started newsletters on APL which eventually merged. Since 1981 Ed has been a reseacher, writer and editor of computer market research reports and an occasional marketing consultant to APL vendors. Ed is currently managing editor of *APL Market News,* now a Springer-Verlag publication.

Jim Lucas

Jim became "addicted to APL" about seven years ago as a result of being exposed to the language through a time sharing service. His interest in the language, its promotion and evolution keeps him very active in the APL community. Jim has been chairman of New York SIG APL for two terms, has presented papers at several APL conferences and continues to work with APL at Morgan Stanley.

Michael Sunday

Michael operates an executive search and contract programming office, Sunday & Associates, in California. He has been actively recruiting and placing people in the APL market place since 1980. Along with their APL activities, his company specializes in search work for the Unix market and for DEC product areas. Michael periodically threatens to publish a second issue of "The Sunday News".