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The Greater Boston Chapter of the



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# The Real Times

Vol. 35 No. 7

[www.acm.org/chapters/gbc](http://www.acm.org/chapters/gbc) or (617)862-1181

April 1997

## The Realities of Web Performance and Usage Analysis

With Matthew Cutler  
Thursday, April 17, 1997

Time Light refreshments and informal discussion from 6:30 to 7:00 PM.

The formal part of the meeting starts at 7:00 PM.

The Newman Auditorium at Bolt Beranek and Newman (BBN), 70 Fawcett Street, Cambridge, MA

### ABSTRACT

This talk provides a technical overview of the Web site traffic analysis and performance monitoring. Material covered includes fundamentals of log file interpretation, primary factors affecting site performance, and practical applications of targeted analysis. Presented by an established industry leader, this session provides clear understanding of the increasingly complex field of site tracking.

### BIOGRAPHICAL INFORMATION

Matthew Cutler, net.Genesis Corp.'s director of business development, helped found the company in January of 1994. Today, he leads net.Genesis'

strategic product planning and marketplace education efforts. In addition to this role, Mr. Cutler also serves as President of the Webmasters' Guild, the country's first professional association of Webmasters. He frequently presents at major national and international Internet-related conferences and is a contributing columnist to Webmaster Magazine and Internet World Magazine. Prior to forming net.Genesis, Cutler performed basic and applied orthopaedic biomechanics research at Boston's Beth Israel Hospital, and earlier served as an Information Technology Analyst in Aetna Life & Casualty's Bond Department. Cutler graduated Tau Beta Pi from the Massachusetts Institute of Technology with a Bachelor of Science in Mechanical Engineering.

### Directions to Bolt Beranek and Newman (BBN)/Recorded directions: (617) 873-4567

**From Route 128, Lexington:** Take Route 2 inbound. The four-lane highway narrows to two lanes near Route 16. At the traffic light bear right onto Alewife Brook Parkway. Proceed past shopping centers to the Fresh Pond Rotary. Take the first right onto Concord Avenue. Fawcett Street is one block down Concord Avenue, on the right.

**From the Mass. Pike:** Take the Pike inbound to the Cambridge/Allston exit. Exit onto the Cambridge off-ramp and take Cambridge Street. Turn left onto either Storrow or Memorial Drive. (Storrow Drive is on the Boston side of the Charles River and Memorial Drive.)

**From Storrow and Memorial Drives:** Take Storrow or Memorial Drive west: follow signs to Route 2,3,16. Remain on 2. The road will become narrow and winding. This is the Fresh Pond Parkway. Several car dealerships and Fresh Pond Seafood will be on the right. At the 1st rotary, take the third right onto Concord Ave. Continue straight at the second rotary. Fawcett is one block further on right. Once on Fawcett St. the Newman Auditorium is about 1/2 block, on the right. Park in the lot on the right side of the street; the lot is adjacent to the auditorium building.

**Public Transportation:** Take the T to Harvard Square. From Harvard Square take the Concord Ave./Belmont Center bus. Get off at Fawcett St.

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Timely notices of events, meetings, and other activities of interest to the Chapter's Membership should be submitted by the 10th of the month before the intended issue and sent, with attention to the Managing Editor to:

**GBC/ACM, P.O. Box 465, Lexington, MA 02173.  
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The Chapter's mailing list is available to related professional organizations or for commercial use. Please contact the Membership Chair at the address above when requesting mailing lists.

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Postmaster: Address changes should be sent to the mailing address above. Allow eight to ten weeks for changes to address or membership renewal to become effective. Send old label with address modifications.

**SIGGRAPH/Boston April Meeting**

Fast — High Performance Graphics  
Rendering Engines

Wednesday, April 2, 1997  
6:30 (Networking / Refreshments)  
7:00 (Meeting)

GTE Labs  
40 Sylvan Road  
Waltham, MA

Free admission  
Wheelchair accessible  
Contacts WWW: <http://www.v-site.net/siggraph-ne>

Julie Satterfield [julies@world.std.com](mailto:julies@world.std.com)  
(617) 325-5351

**Abstract**

During the last few years massively parallel supercomputing technology has evolved to a point where it is entering the inexpensive PC and workstation markets. The supercomputing power can be used to accelerate compute intensive work such as graphics rendering and enables your PC or workstation to render complex special effects or 3D animations at tremendous speeds. This talk will describe how ICE software and hardware technology let PC-based graphics applications leverage such supercomputing power.

**About the Speaker**

Palle Pedersen is currently Chief Technology Officer and head of 3D graphics development at Integrated Computing Engines Inc. He has worked on high performance software and hardware development for many years — previously at Thinking Machines Corp. and lately working in the area of high performance graphics.

**Directions to GTE Labs.**

From Route 128 (interstate 95), get off at exit 27B, Winter Street, in Waltham.

From I-95 (128) South the exit leads you right onto Winter Street.

From I-95 (128) North,  
turn right at the light at the end of the exit onto Wyman Street.  
Turn right again at the next opportunity onto Winter Street and cross over I-95.

Go West on Winter Street through 3 closely spaced traffic lights, staying in the right lane. The Cambridge Reservoir appears on your right and the entrance to GTE Laboratories (40 Sylvan Road) is on the left. About halfway past the buildings, turn right under a pedestrian bridge joining two buildings. The entrance is in the building on your right from the central courtyard. Park in the central lot and sign in at the entrance from the courtyard from this northeast-most building.

**Web Tech  
April 15  
MIT, 1-390**

**Web Site: <http://www.acm.org/chapters/webtech>**

**D**uring the last month there have been several events for Internet/Intranet software developers: Java One, Java World Tour, Microsoft Developer Days, etc. Of course, each of us has been much too busy working to attend all of these events. This month's meeting will provide an opportunity to catch up in a single evening. The format will be a panel discussion. The panelists (volunteers from the Web Tech Group) will present the highlights from the event that they attended, and then we can all join in an open discussion/debate on what it all means and where the technology is headed.

<b>Seminar &amp; Book Titles</b>	<b>Advance Registration</b>	<b>Walk-in</b>	<b>Enter Amount</b>
<b>Building Custom Web Applications: An Overview</b>	\$75	\$85	
<b>Programming with COM &amp; ActiveX</b>	\$75	\$85	
<i>Inside COM</i>	\$20	\$20	
<i>ActiveX Controls Inside Out</i>	\$25	\$25	
<b>Needs Assessment &amp; Goal-Directed Design</b>	\$75	\$85	
<i>About Face: The Essentials of User Interface Design</i>	\$20	\$20	
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**May 17-20, 1997  
Symposium on Software Reusability (SSR'97)  
ACM, ACM SIGSOFT Event  
Back Bay Hilton  
[www.owego.com](http://www.owego.com) ~ssr97**

Tutorials open to All" On Saturday, May 17th, the Symposium of Software Reusability will kick-off with a day of tutorials that is also open to the general public (i.e., you don't have to register to the symposium in order to register to the symposium's seminars). These are half-day tutorials on a variety of reuse related topics. On Saturday morning you have:

- "Generative Reuse: A Survey of Tools and Processes" by Prem Devanbu and Bill Frakes
- "Designing High-Performance Reusable Code" by Gregor Kiczales and Chris Maeda
- "Extending the Software Process to Include Reuse" by Carma McClure
- "Requirements-driven Software Reusability" by Barry Keepence and Mike Mannion
- On Saturday afternoon you have:
- "Software System Generators, Architectures, and Reuse" by Don Batory
- "Design Delimmas that Impede by Charles Perkins

**May 18-23, 1997  
International Conference on Software Engineering (ICSE'07) Event Sponsor :  
ACM, IEEE-CS Event  
Sheraton Boston Hotel & Towers  
[//www.ics.uci.edu/icse97/](http://www.ics.uci.edu/icse97/)**

# Professional Development Seminars - 1997 Spring Series

## Building Custom Web Applications: An Overview

With Kee Hinckley, Founder & CTO of Utopia  
April 12, 1997 (Saturday)  
MIT

### OVERVIEW:

Application development on the World Wide Web is an area of explosive growth for our industry. This is an opportunity to get a hands-on expert's insights on the available technologies and resources, and to gain an understanding of their strengths, shortfalls, appropriate uses, and general architecture.

### WHO SHOULD ATTEND:

Any technical person wanting to understand the state of this rapidly evolving art of web-based application development. Engineers needing to select development tools for their next project.

### SEMINAR TOPICS:

- **Server-Side Applications**
  - The CGI protocol
    - Using CGI from Perl
    - Using CGI from other languages
  - OpenMarket's FastCGI mechanism
    - Using FastCGI from Perl
    - Using FastCGI with other languages
  - Server Plug-in's with Netscape's NSAPI
  - Server Plug-in's with Apache's API
  - Server Plug-in's with Microsoft's ISAPI
  - Server-Side Database Access
    - Some examples of mechanisms
  - Server-Side Java
- **Client-Side Applications**
  - JavaScript
  - Java
  - Client Plug-ins
  - Microsoft's Active-X
  - Netscape's LiveWire

### LECTURER:

Kee Hinckley, founder of Utopia, has been an information technology innovator for more than 15 years and has been involved with the Internet since 1981. Prior to founding Utopia, Hinckley worked at Wildfire Communications, was founder of Alfalfa Software and held positions at Apollo Computer, the Open Software Foundation, and Bell Laboratories. Hinckley is the founder and one-time administrator of the Motif and NT online forums. He has published several papers on graphical user interfaces, taught courses on using the Motif toolkit, and given talks on the future of cyberspace.

### SESSION CHAIR:

Jay Conne, conne@acm.org

## Programming with COM & ActiveX

With Shankar Vaidyanathan of Microsoft  
April 26, 1997 (Saturday)  
MIT

### OVERVIEW:

COM (Component Object Model) is the foundation on which ActiveX and OLE are built. Contrasting approaches to building components, Microsoft Foundation Classes (MFC) and ActiveX Template Library (ATL), will be compared. ATL will be presented in great detail.

### WHO SHOULD ATTEND:

Practicing software engineers and consultants should attend. Some of the earlier topics will benefit software engineering managers.

### SEMINAR TOPICS:

- Fundamentals of COM
- OLE and ActiveX
- ActiveX Template Library (ATL)
- Building of controls
- ActiveX Controls for the internet
- VC++ environment, wizards, and component gallery

### LECTURER:

Shankar Vaidyanathan is a Software Design Engineer in the Visual C++ group at Microsoft Corporation. He currently focuses on the IDE (Integrated Development Environment). Shankar designed and developed new wizards for and the data view for VC4.2. Prior to the IDE work, he was involved with the VC5.0 linker and incremental linker technologies.

### SESSION CHAIR:

Jim Byrd, Byrd@acm.org

## SEMINAR BOOK OFFERS

### Inside COM

by Dale Rogerson, Microsoft Press  
List: \$34.95 PDS Price: \$20.00

### Active-X Controls Inside Out

by Adam Denning, Microsoft Press  
List: \$39.95 PDS Price: \$25.00

*(Offers only good when included with registration fee.)*

# Professional Development Seminars - 1997 Spring Series

## Needs Assessment & Goal-Directed Design

With Jared Spool, User Interface Engineering & Alan Cooper, "The Father of VisualBasic"

May 3, 1997 (Saturday)  
Northeastern

### OVERVIEW:

Discover the right design questions, answer them, and then design software to meet your users' needs. Jared will present techniques to collect accurate data about who your users are and what they will actually do with your product. Alan will show you how easy it is to identify your users' real goals and how to

### WHO SHOULD ATTEND:

Application designers, developers, and their managers who want to understand the role and methods of effective application design.

### SEMINAR TOPICS:

- **Techniques for Needs Assessment - Jared Spool**
  - User myth reconciliation — discovering what you know
  - Contextual Inquiry (Users in the mist) - detail insights
  - Focus groups - quickly talk with your users
  - Usability testing with paper mockups
- **Goal Directed Software Design - Alan Cooper**
  - Goals vs Tasks
  - The Goal Stack: False; Corporate; Practical; Personal
  - How to avoid Excise and Navigation waste
  - Exercises to practice making these design distinctions
- **Panel Q&A**

### LECTURERS:

Jared M. Spool is a Founding Principal at User Interface Engineering (UIE) and is on the faculty of Tufts University's Gordon Institute. UIE is a consulting firm specializing in the design and implementation of computer product user interfaces. Jared specializes in Usability Engineering and Rapid Prototyping technology. His clients include the Harvard Business School, Lotus, Bank Of Montreal, Powersoft, Progress Software, IBM, and Viewlogic.

Alan Cooper, author of About Face: The Essentials Of User Interface Design, is known as the "Father of Visual Basic." He is the President of Cooper Software, a leading software design consulting firm in Silicon Valley whose clients include Logitech, Adobe and Zoran. Their proprietary Goal-Directed software design process allows them to achieve a simplicity and effectiveness of design unique in the industry."

### SESSION CHAIR:

Jim Ganino, JSGanino@tasc.com

## SEMINAR BOOK OFFERS

### About Face: The Essentials of User Interface Design

by Alan Cooper

List: \$ 29.99, PDS Price \$20.

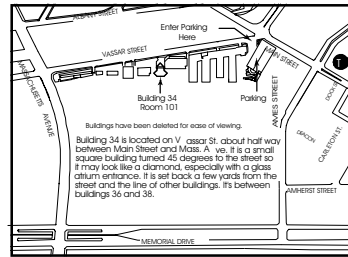
(Offers only good when included with registration fee.)

## GBC/ACM Professional Development Seminars

### General Information

#### Location

The first two seminars are held at MIT located in building 34 room 101 on Vassar St. in Cambridge and the last one at Northeastern University, Boston, within walking distance of the MBTA Green



Line (Arborway/ETrain) Northeastern station and the Orange Line Ruggles station. Free parking is available is available at both locations. Parking lots are provided at Northeastern University and street parking is available at the MIT location.

### Schedule

- |                  |                                      |
|------------------|--------------------------------------|
| 8:30am - 9:00am  | Registration (continental breakfast) |
| 9:00am - 12:15pm | Morning session (break at 10:30am)   |
| 12:15pm - 1:30pm | Lunch(providedon-site)               |
| 1:30pm - 4:30pm  | Afternoon session (break at 2:30pm)  |

### REGISTRATION FEES

Included in the \$75 fee are seminar materials, lunch, and refreshments. Registrants not current members of the GBC/ACM are charged an additional \$10, and become members of the chapter for a year. This is distinct from ACM membership. Surcharge for on-site registration is \$10. Purchase orders, credit cards, faxes and e-mail cannot be accepted. Enrollment is limited and on a first come, first served basis. Early registration must be made by a check or money order at least three weeks in advance of the seminar to receive confirmation from GBC/ACM.

### CANCELLATION & REFUND POLICY

Cancellations must be received in writing. The full fee will be refunded if the PDS Registrar receives written notification on or before the day of the seminar, addressed to GBC/ACM, PO Box 465, Lexington MA 02173. Refund requests received after the seminar date will be subject to a \$15 administrative fee. The \$10 membership fee will not be refunded.

### Any Questions?

See: <http://www.acm.org/chapters/gbc>

Call (617)862-1181

**Boston SPIN April Meeting Announcement**

**Project Management Tools-Helping People Do Their Jobs**

**Elin Evans - Project Schedulers, Inc.  
Margaret Hannemann - Island Way Corporation  
Moderator: Jack Nevison - Duncan-Nevison**

**Tuesday, April 15, 1997**

**at 6:30 PM (refreshments)  
7:00-8:30 PM (meeting)**

**Boston Area - Software Process Improvement Network (SPIN)  
(Admission Free)**

**GTE, Building #5, 77 A Street, Needham, MA  
(Wheelchair accessible)**

**MEETING OVERVIEW:**

Whether you are responsible for a project or a set of tasks, you face a set of challenges:

- Managing a schedule
- Tracking and analyzing how much time you spend on which activities
- Determining your progress versus what you had planned
- Scheduling and planning time realistically for the next project

This evenings program focuses on 2 tools that can help us with these challenges. We will start with a panel presentation and discussion focused on how these tools are being used in a variety of project environments and how they handle the different project demands. There will be tools demonstrations after the presentations.

**ABOUT THE SPEAKERS:**

Elin Evans has been involved in the Project Management industry for twelve years. Elin Evans is currently President of Project Schedulers, Inc. Located in Cambridge, MA. The primary focus at Project Schedulers is to provide project management solutions that work utilizing the project management tools that Primavera Systems software provides.

Margaret Hannemann is CEO and co-founder of Island Way Corporation, a Wellesley, MA company providing innovative tools for project-driven organizations. Island Way develops and markets TeamWay,

the collaborative project management tool. Ms. Hannemann has more than 18 years high tech hardware and software development, management and executive experience.

The panel moderator, John M. Nevison, is a partner in Duncan - Nevison, a management consulting firm that develops outstanding project managers. He is the author of six books and numerous articles on computing and management.

**UPCOMING MEETINGS:**

May 20 - Donna Johnson and Judi Brodman  
Software Maturity for Smaller Organizations and Projects  
June 17 - Metrics

**MEETING CANCELLATIONS** due to inclement weather will be announced on radio WRKO 680 AM, WBZ Channel 7, and sent e-mail by 3 PM on day of meeting.

**DIRECTIONS**

To get to GTE, Building #5: From Route 128 in Needham, take exit 19A onto Highland Avenue East. At first traffic light turn RIGHT onto Second Street. Go 1/4 mile (passing hillside Sheraton entrance on right) and turn RIGHT onto A Street. Go 1/5 mile and immediately after GTE HQ building on left (multi-story glass facade - this is Building 5), turn LEFT into Visitor Parking lot. Go around to back of building and you will see the entrance. The security guard will direct you to the cafeteria.

## APRIL GB/SIGCHI MEETING ANNOUNCEMENT

**Designing for the \*Real\* World: Are you sure you know your**Carol Baroudi, author of *The Internet for Dummies***Thursday, April 10, 1997**

Refreshments at 6:30, meeting 7:00 - 9:00

Lotus Development Corp.  
One Rogers St.  
Cambridge, MA

(directions below)

Free and open to the public.

For more information please contact the program chair:

Ron Perkins  
rperkins@shore.net  
508.465.6083

**Abstract**

The target audience for computer products has changed more in the last year than in the previous twenty. Computers are rapidly crossing many boundaries, demographically as well as technologically. They are no longer strictly in the realm of professionals. For the first time, in 1996 personal computers out sold television sets in the United States. This talk addresses who the new users are, how their needs and expectations are different, and what we need to consider in new design.

**About the Speaker**

Carol Baroudi has been working with software for more than 25 years. Initially a software developer, she's been writing about software for the last 13. She's co-author of *The Internet for Dummies* (the best-selling computer book in the world,) *Internet Secrets* and *Internet E-mail for Dummies*. Before becoming a best-selling author, she worked for Sun Microsystems, Phoenix Technologies, Arthur D. Little Systems, Data General and Wang Labs. She currently lectures world-wide on the "Information Revolution and the Future of our Society." For more information, check out her web site at <http://www.iecc.com/carol>.

Carol Baroudi (carol@iecc.com) <http://www.iecc.com/carol>  
Speaker, "Welcome to the Information Revolution"  
CoAuthor, *The Internet for Dummies* (IDG Books 1993, 1994,

1995, 1997)

*Internet Secrets* (IDG Books 1995), *E-mail for Dummies* (IDG Books 1996)

**Directions**

The Lotus building is on the corner of First St. and Rogers St. in Cambridge, a few blocks from the Science Museum. (Note that there is another Lotus building on Cambridge Parkway next to the Sonesta hotel. Don't go to that one.) The meeting will be held in Auditorium A, on the first floor. If you need detailed directions, contact the editor.

**PARKING** - Parking is available in the Lotus garage provided you arrive before 7:00 p.m. If you tell the guard that you are there for the SIGCHI meeting they should let you in. Some street parking is available but you might have to walk a few blocks.

**MBTA Directions**

Ride the Green Line to the Lechmere stop. Exit Lechmere station, walk to the right about 100 feet and turn right to walk through the tunnel. When you exit the tunnel, continue walking straight across through the traffic light and down First street. Go past the Galleria Shopping Mall on your left and past the traffic lights. The entrance to the Lotus building is on First St. You go under an archway between two sides of the building and enter the lobby to the left.