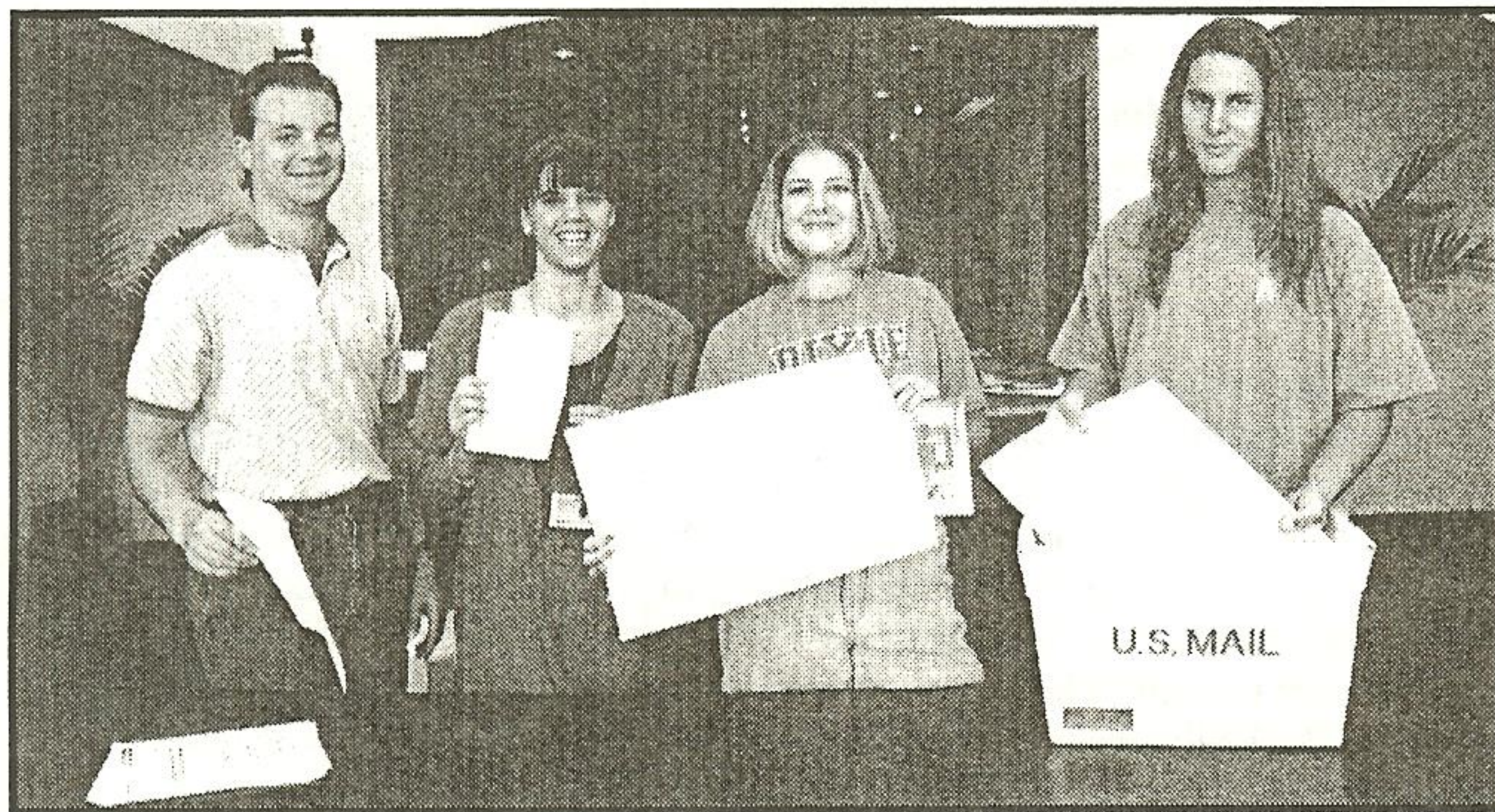


# Point of ORIGIN

Volume III, No. 45

Friday, August 27, 1993

Austin, TX



## Who ya gonna call?

The Administrative Support Department (l-r): Scott Blankenship, Jerrilyn Oates, Annmarie Mathis and Jeff Powell

## On the Run

### Support Staff Poised to Help

They move about the building, almost unnoticed, but they are like the oil that keeps the ORIGIN machine running. They are the Administrative Support Department: **Jerrilyn Oates, Scott Blankenship, Jeff Powell and Annmarie Mathis**, better known as the "runners." **Suzanne Taylor** serves as Dispatcher and **Lori Wiley** oversees the group. No longer the dominion of lazy, high-powered execs, runners are taking up the slack in every department.

**Al Nelson** can testify. "I had no idea the runners could do things off-site, too," Al says. "I had guys from the sound department going all the way into town to return rented equipment. They'd be gone for hours. Now, I get a runner to do it and we don't have as much down time."

Since the runners came into existence, they've handled almost 600 requests. "Basically, they do the gorilla work," Lori says. "They help build sales and press kits, deliver office supplies, service the coffee bars, prep the conference rooms, make airport runs, assemble picnic tables, sort software, set up and break down Happy Hours, handle the recycling, build welcome kits for new employees, do database entry, stock the fax machines, copiers and printers—you name it."

Lori says she'd like to see Product Development utilize runners even more. "They're eager and willing to learn and they do great work." But anyone in any department can put in a runner request. Forms are located next to **Mindy Stringer's** desk on the third floor. You can also e-mail your request to Suzanne (it's a good idea to cc Lori as a backup in case Suzanne's away from her desk).

(1)

## Pulse Check

### New and Improved

In the formation of the new and improved Product Support Department (formerly QA and Customer Service), some changes are being made. **Michelle Lindner** has become the contact for Product Support at EA locations in the U.K., Australia, Canada and San Mateo, called the "God Squad." **Marie Williams** is attempting to contact EA Victor in Japan to exchange information, and **Rebecca Heidt** will become their liaison. **Brian Wachhaus** and **Dan Orzulak** have both been promoted to Senior Customer Service Reps and Dan is putting the finishing touches on our new ORIGIN Product Support BBS. When finished, it will be a 4-line/4-computer system with support for all of our products, including updates, GIFs and hint files. In case

(See "Pulse" on next page)

## In this Point...

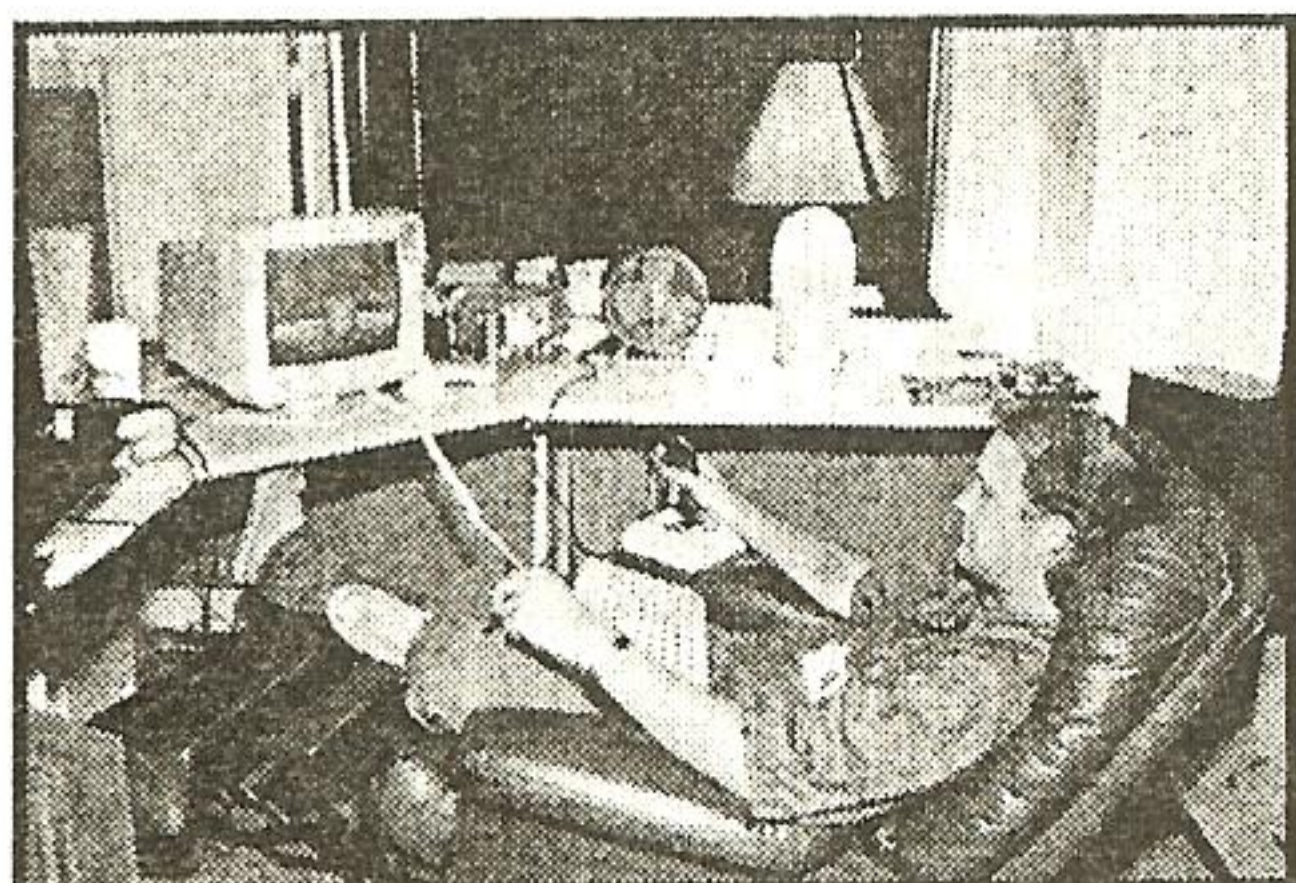
Where's the \$\$\$ coming from?  
*Dear Point Man* Pg. 2

Who reports to whom?  
*Revised Org Chart* Pg. 3

A deadly Employee of the Month  
*EOM* Pg. 4

Introducing the Resource Coordinators  
*Old Faces, New Places* Pg. 5





## Creature comforts...

Toby Shelton has found ways to make  
Product Support feel just like home

## ...Pulse

you'd like to call from home, the  
number is 331-4446.

### The Front Line & Behind the Scenes

Serpent Isle is still a popular title for hints, and although Silver Seed is fresh out of the gate, people out there are already using the cheats. "This seems to be a very popular for recent releases," says **Kay Gilmore**, "and all we can do is help people get out of jams the best we can." In testing: Shadowcaster, which is "tracking," (is anyone else getting tired of that story yet?); Privateer, which is reportedly shaping up nicely; and Tactical Ops, which, according to playtesters, is great and should sign off Monday or Tuesday. PS is even getting a head start with Ultima VIII. That can only help in the long run.

## Top Product Support Calls 8/10-8/24

253	Serpent Isle Hints
128	Strike Commander Hints
72	Strike Commander Boot
55	Serpent Isle Boot
44	Serpent Isle Installation
44	Strike Joystick Calibration
43	Strike Installation
6	Silver Seed

Total Strike Calls 287  
Total Serpent Isle Calls 373

# Dear Point Man,

## Taking stock of the situation

Dear Point Man,

*There's been a fair amount of alarm shown over the massive dumping of EA stock by EA's top brass. Any news as to why they're doing this? What can you tell us to soothe our frazzled nerves? Or, for that matter, should we all be selling off our vested shares as well?*

Thanks,  
Puzzled

Dear Point Man,

*I'm curious to know where EA/Origin thinks their profit is going to come from in the next 6-18 months. As I see it, the cartridge business is quickly dwindling (according to EA execs), the 3DO is a complete unknown, and PC floppy and CD titles don't make enough money to support a company the size of EA. So, where is the money going to come from?*

Signed,  
Nostradamus

Dear Puzzled and Nostradamus,

Your two letters are clumped together—not because they have the same answer—but because they pose a similar problem. Now that ORIGIN is part of a public company, restrictions have been slapped on a lot of the information we used to take for granted. The fact is: the SEC (Securities and Exchange Commission) is incredibly short-tempered when you do anything that even *smells* like insider trading. That would include expectations or projections for the future. "Basically, we can't say anything to employees (positive or negative) that the general market doesn't know," according to former ORIGIN employee **Robert Garriott**. "Anything beyond that would be considered insider information, and whoever was privy to it would lose the ability to trade stock without potential legal problems from the SEC." Even the information included here in Point of ORIGIN should be treated as privileged and confidential and for internal use only.

With that in mind, neither ORIGIN nor EA can say anything to soothe your nerves or advise you on buying/selling stock (as in the first letter). You'd have to ask each executive who sold stock for an answer as to why he/she individually reached that decision. Remember, though, that key executives are subject to very small windows of opportunity to trade—four times or maybe fewer in a year. Add in equations like tax advantages and total numbers of shares held, and you can see that it is a very personal decision whether to buy, sell or hold any company's stock.

As for the second letter, **Dallas** says, "Although the cartridge market currently appears to be softer than was previously anticipated, it does not mean that it is '...quickly dwindling.' It just means the cartridge market has flattened out somewhat and become more of a sales challenge. The majority of worldwide revenue for FY95 is anticipated to be generated by cartridge products. There is projected to be an increased cartridge SKU count and, additionally, EA is aggressively channeling marketing and development resources into building a line of action products to match their immensely successful sports products. Building the worldwide business plan for FY95 is an ongoing process for the next many months, and it will be *continuously* changing." Robert adds that as an independent company, ORIGIN saw ten platform changes in ten years. "We see the potential problems and believe that we are planning appropriate responses to these so that EA worldwide will be positioned as one of the



(Continued on next page)



## ...Point Man

industry leaders, no matter what happens regarding format/market changes.”

There *are* people who predict how well EA and ORIGIN will do this year and whether it's a good idea to buy or sell: market analysts. They take the numbers and information provided by **Stan McKee** and project everything from earnings per share to market trends. Most of us already have accounts with Smith Barney (1-800-477-6484) or Alex Brown & Sons (1-800-334-2640). Those firms can talk freely about what they expect to happen during the next year. In any case, the best plan is to always make your own stock decisions based on your own criteria.

Dear Point Man,

*What happened to being a “wholly owned independent subsidiary of EA?” When did EA start telling ORIGIN what to do and when to do it? I thought Richard said we would remain independent and that EA wouldn't touch us?!? Did I miss something here?*

Signed,  
Out of the Loop

Dear Loop,

If you've noticed a pattern here, it's that I always farm out the really tough letters. This one went to **Richard** himself. He says: “EA has made *no* requests of ORIGIN which were not decided at ORIGIN's Steering Committee meetings. San Mateo's involvement has always been very helpful, but so far, it's been only in an advisory capacity. When Bing was down here, it was to offer ideas on improving our SKU plan. In the end, any project we decide we want to do or not to do is completely an internal decision. The only exception which has not been our own personal choice was a worldwide decision dealing with finance, trying to hold down expenses. But that is something that affects us all—EASM, EA Victor, EA Canada and EAUK—not just ORIGIN. In fact, the last round of growth we had was not funded from ORIGIN profits, but from the EA 'World Bank.'”

“Now, everybody has options, profit sharing, real salary increases even though we had a break-even year, HR improvements, defined career growth opportunities—all at a time when some other entertainment software companies are struggling. About two or three times every week, someone comes in my office and says they see a change on the horizon and it scares them and they have some negative comments about them. On the other hand, I have an equal number who come in and say, ‘Hey, you know, it sure is about time ORIGIN got serious and started doing things appropriately,’ whether it's human resources or finances or benefits. They say it's great that ORIGIN's getting its act together and they're happy to see the changes.”

“So are we changing? Sure we are, but in my mind, there haven't been any negatives yet. If you have a problem, let me know. If you see anything negative occurring, I'm interested in hearing it, because that's something we should fix.”

Dear Point Man,

*We have an amazingly talented art department. Why don't we let it paint some of our walls with murals, etc? I think it would be a good way to show off to visitors, and it would certainly liven things up a little.*

Signed,  
Artless in Seattle

Dear Artless,

What a good idea! In fact, it's so good, we had it about two months ago. **Bill Narum** even built a scale mock-up of the lobby area for design proposals. The problem we ran into (and still have) is that there's simply not enough time  
(Keep going—next page)

(3)

## Revised ORIGIN Org Chart

### Dallas

Okay, okay...there's still no official org chart, but this much we know:

Dallas Snell is a direct report to Bing Gordon, Executive VP at EA.

Mike Harrison is a direct report to Jack Heistand, Senior VP of Marketing at EA.

Marten Davies is a direct report to Nancy Smith, Senior VP of Sales at EA.

Richard Garriott, Chris Roberts, Mike Grajeda, Andy Hollis, Warren Spector, Thomas Blom, and Eric Hyman are direct reports to Dallas Snell.

Both Mike and Marten are “dotted line” (indirect reports) to Dallas Snell regarding their support of ORIGIN products.

A graphic organization chart complete with titles and department names is still forthcoming. Sharon and Cindy are also working on complete job descriptions for every position in the company so you'll know where each fits in the global salary structure.

## Ticker



Stock prices at press time (noon).

ERTS	34	+0.500
THDO	28.75	-0.500
MPRS	8.25	+0.375
SIER	16.500	unchanged
BROD	36.750	-0.25
MSFT	72.250	+0.125

For more news on EA stock and the latest from Wall Street, see the next page.



## EOM: Karl Kabler

Don't expect to see much of September's Employee of the Month during his reign. "I'm on the road about 50% of the time," says National Sales Manager **Karl Kabler**. He learned about the award on the phone from Minneapolis, just a stop-over on his way to Chicago for an Egghead show. That's what it takes, though, in the fast-paced world of hawking the ORIGIN product line. And it's what helped Karl land an order for 10,000 units of Strike Commander from Tandy (owners of Radio Shack), the feat that put him over the top in this month's balloting.

Karl came to ORIGIN in 1990, after a short stint at CompuAdd "like everybody else in Austin." Prior to that, he was the District Sales Manager for Coca-Cola. "There,



File photo courtesy of K Hall Modelling Agency (Really!)

you're basically selling price, because everyone already knows the product so well. Here at ORIGIN, I'm selling *quality* with each title I take to the buyers. It's new every time."

When he does manage to stay at home, Karl spends a lot of time with family: his wife, **Cheryl** (also a rabid reader of Point of ORIGIN), his son, **Josh**, and his daughter, **Kelly**. Karl enjoys coaching little league and playing pinball. He's also a black belt in Tae Kwon Do, a disciplined fighting machine who repeatedly

denies that you can kill a man by pushing his nose up into his brain (even though we've all seen **Chuck Norris** do it a hundred times).

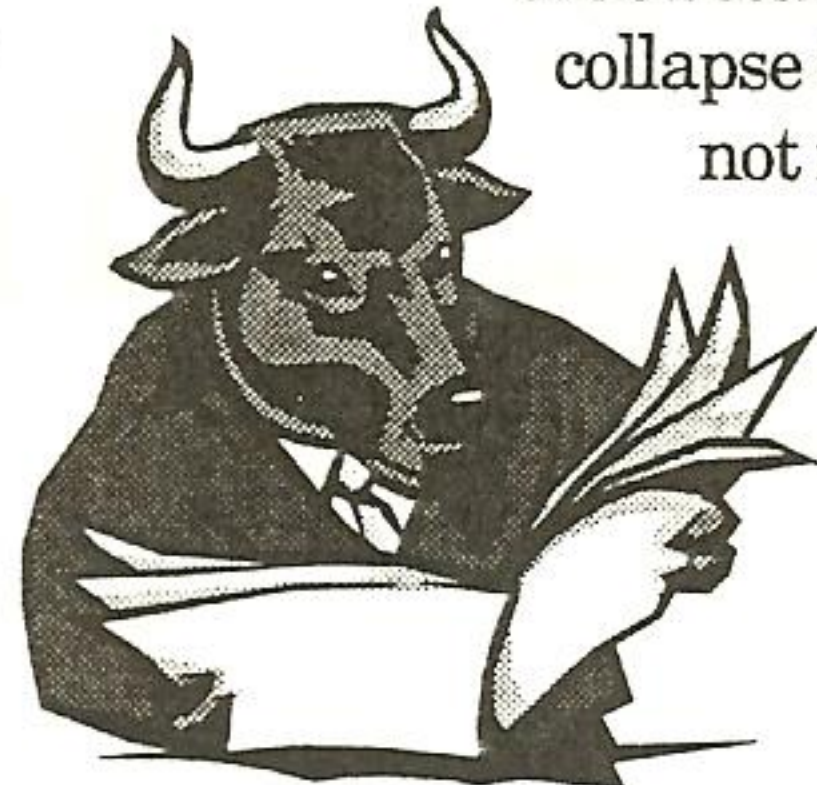
Karl says there's a simple secret to his selling success. "I work on building a rapport, because people do business with people they like. And I always give the buyer the benefit of the doubt."

## Firm Upgrades EA Stock

NEW YORK, Aug 24 (Reuters)—Salomon Brothers analyst Luci Painter initiated coverage of Electronic Arts Inc. with a buy rating, a report from the brokerage said.

The Salomon summary report listed earnings per share estimates on Electronic Arts of \$0.85 a share for the company's fiscal March 1994 year and \$1.15 for fiscal 1995. The report described the company as a pioneer in the rapidly growing entertainment software industry.

Electronic Arts has the most diverse product portfolio spanning several segments, from sports to "edutainment" titles, the report said. The report said positive factors included strong market position, market growth, secular trends, diverse revenue stream, strong financial management and enhanced technology focus.



## iNTEL Stock Could Rise 50%

Intel Corp. stock is expected to reach "significant new highs," possibly gaining as much as 50 percent over the next year, forecasts Merrill Lynch analyst Thomas Kurlak.

According to Reuters, Kurlak said that because a feared summer collapse for personal computers did not materialize and, in fact, demand actually improved, the stock has broken out of the \$50 to \$65 a share range that he had earlier forecast.

"The stock has broken out of that trading range and is going to move to significant new highs," he said. "The fear factor has dissipated so investors are more confident." Merrill Lynch has forecast Intel earnings of \$7.20 a share in 1994, which is much higher than other analysts, although some are raising their lower estimates. Kurlak's earnings estimates for 1993 are \$5.50 a share.

## ...Point Man

for some of the artists to pull away from pressing projects to work on it. So we're resorting to Plan B now. That's the one where we dress up the lobby with magazine covers, trophies, artifacts and pictures of the ORIGIN "culture." It doesn't mean we'll never have a mural; it just means we won't have bare, white walls for visitors in the near future.

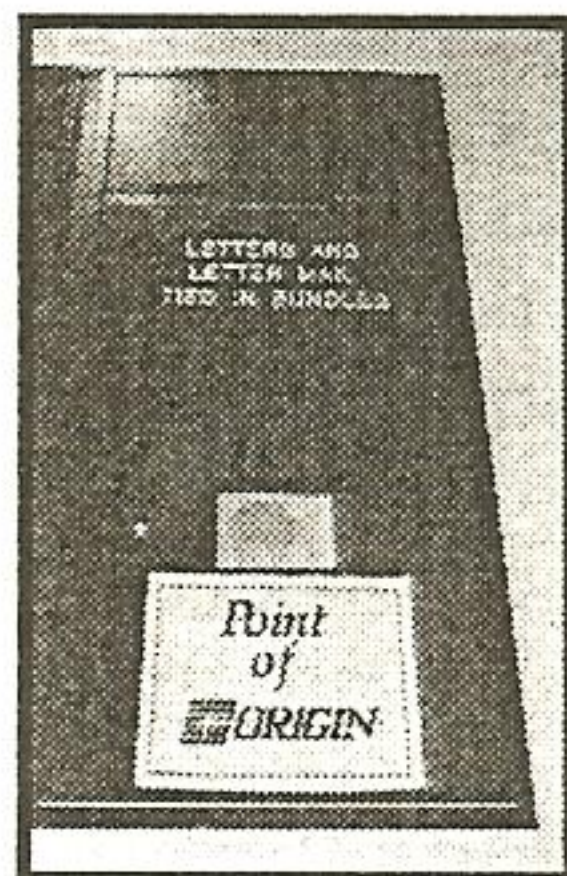
Dear Point Man,

I see a lot of highly detailed new hire and promotion announcements on the EA Worldwide BBS, complete with information on where these people sit in "building 1400," and what they used to do in their spare time. Are they receiving similar news about us, or does the whole world revolve around them?

Signed,  
Remembers When Origin Was an Only Child

Dear Remembers,

You're not the only person who's written with that question. To tell the truth, nobody's ever taken on the responsibility of passing along the info. So our human and resourceful **Sharon Miller** has agreed to become the conduit. But she'll need help. Department managers and employees alike should make sure Sharon knows when someone moves up (or out).



Believe it or not, there's about to be a new Point of ORIGIN Drop Box. For those of you who have seen the defunct mailboxes located inside the hallway leading to MIS, the largest of the boxes will serve as a place to drop those notes, ideas, gripes, etc. which may be a little too sensitive for e-mail. Please fight the oh-so witty urge to drop anything in there except Point letters.



# Rising Temps

Like thousands of other fans out there, **James D. Morris** (not pictured) wrote to Lord British after playing Ultima. Like the masses, his eventual dream was to work at ORIGIN, which is exactly what he is doing as a Software Engineer. James used to work at Ericsson/General Electric Mobile Communications, Inc. He says that he likes to "lift heavy objects" (whatever that means) and that he has no claims to fame whatsoever.

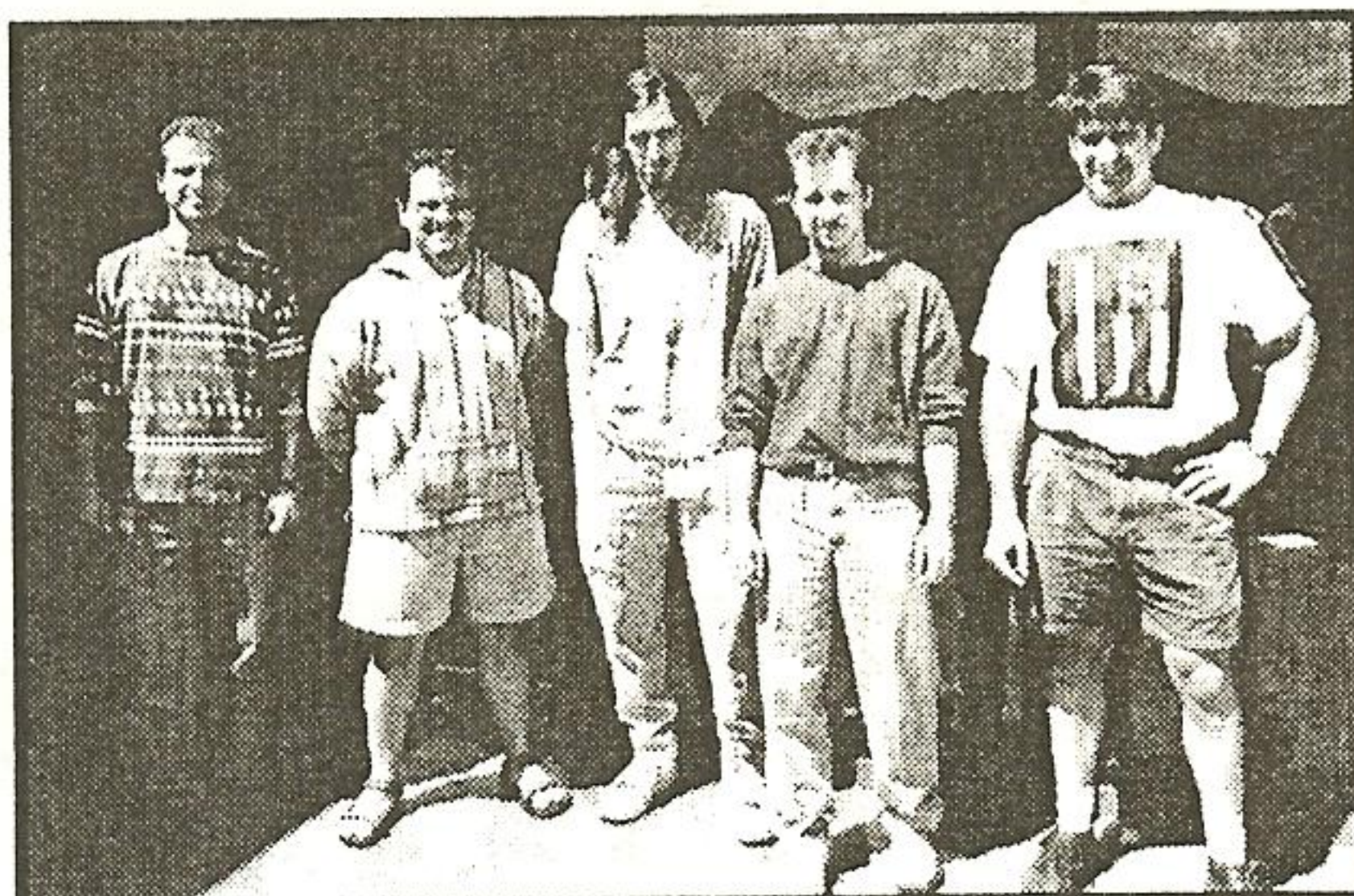
**Trey Hermann** is new to our Creative Services Team. He was Senior Graphics Designer at the UT Performing Arts Center when he was interviewing someone who mentioned ORIGIN as a possible great place to work. So, Trey hired the person and came to work here himself shortly after. (Talk about connections!) Trey likes any kind of racing, although he prefers auto and mountain bike. In an earlier life, Trey was a race car mechanic and driver.

A difficult transition for new hire Software Engineer **Anthony Morone** was, believe it or not, the dress code. He wants to start a support group for those who previously wore neck-ties to work. Anthony is interested in jazz piano music and his hero is Bill Evans: "for his piano work, not his heroin addiction."

**Richard Zinser** came to work at ORIGIN because he "wanted a job." He's into 4x4's and says the best piece of advice he ever received was "Why ask why?" Richard's claim to fame is "mind power" (which should be obvious based on the answers given to the questionnaire). Welcome to ORIGIN. Oh, by the way, he's a tech support temp.

In fact, tech support temps are just streaming in. **Jeremy Mappus** went to A.C.C. and is now here to give us a hand. He's a serious kind of guy who has an appreciation for cat tossing, water skiing, skateboarding and guitar playing.

**Sean Mustakas**, in case you don't recognize the name, is the former Tequila King of the Taco King (Serrano's 183). He's another new tech. temp. Sean



*New to the payroll are (l-r): Sean Mustakas, Anthony Morone, Jeremy Mappus, Richard Zinser and Trey Hermann*

may be here to help out, but watch out: he also claims to be a closet philosopher and B.S. artist.

## Old Faces, New Places

**Kai Stringer** and **Kevin Potter** have been promoted to the newly created positions of Resource Coordinators. Basically, Resource Coordinators are assigned to producers or teams and handle administrative/HR tasks for all of the people and equipment. Kai will be working with **Richard**. Kevin will be working with **Andy, Warren, Eric and Chris**.

Meanwhile, **Alan Gardner** is pioneering another new position: Director of International Technical Support. (What the hell is that?) This position will be directly reporting to **Marten Davies** and will be responsible for supporting all international sales and production centers in regards to the ORIGIN line of products. Alan will also be attempting to provide whatever support possible to the Sales and Marketing Departments in terms of technical operation. Alan will continue as a Producer as well until his current projects wrap up.

And, alas, too soon (September 17) we will be bidding a fond farewell to **Cindy Meier**. Her husband, **Roger**, is being transferred back to their old stomping ground, Sioux City, Iowa. This after Cindy was just promoted to Human Resources Manager. In any case, we know she'll do just as well in her new/old digs and we wish both of them the best of luck.

# New in the Library



## Sega Genesis

Art Alive  
Buck Rogers  
Cool Spot  
Jungle Strike  
Marble Madness  
Might and Magic  
Mutant League Football  
Toxic Crusaders  
Wings of Wor

## Super Nintendo

B.O.B.  
Bubsy  
John Madden Football '93  
Mech Warrior














## PC and Mac products

7th Guest (FINALLY!!)  
Ambush At Sorinor  
Betrayal At Krondor  
Black Crypt  
Commanche Mission Disk #1  
Deja Vu 1 & 2  
Dinosaurs  
Harvard Project Manager 3.0  
Island of Dr. Brain  
Iron Helix - Macintosh CD-ROM  
Legend of Kyrandia CD-ROM  
Legends of Valour  
LHX Attack Chopper  
Michael Jordan In Flight  
Microsoft Golf for Windows  
Might & Magic Dark Side of Xeen  
More After Dark  
Norton Utilities Version 7.0  
P3 Primavera Project Planner 5.0  
Project Scheduler 5  
Putt-Putt Joins the Parade - Macintosh CD  
RightPaint  
Rome : Pathway to Power  
Shadowgate (both IBM and Mac)  
Space Hulk  
Squeegee  
Star Trek: The Screen Saver  
Syndicate  
Terminator 2029 Operation Scour  
Tornado  
V for Victory D-Day Normandy 1944  
World Tour Tennis



# ORIGIN September Events

Please let the Human Resources Department know about any needed additions.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1  <u>M-M-M..Company Cookout!</u> Beth really moves those buns! Burgermeister Bart & Hotdog Holley are there to serve, along with other EC memebers!	2	3  Pay Day!	4
5	6  Swing..Bat Games...hotdog anyone?	7 <u>Product Review Meeting/Open</u> Usually the first or second Tues. of every month, check with your Producer for specifics.	8	9	10  Happy Hour!  Happy Hour!	11
12	13  Swing..Bat Games...hotdog anyone?	14	15  <u>M-M-M..Company Cookout!</u> Beth really moves those buns! Burgermeister Bart & Hotdog Holley are there to serve, along with other EC memebers!	16	17  Pay Day!	18
19	20  Swing..Bat Games...hotdog anyone?	21	22	23	24  Happy Hour!	25  Red Letter Day! 1 year anniversary EA !!!
26	27  Swing..Bat Games...hotdog anyone?	28	29  <u>M-M-M..Company Cookout!</u> Beth really moves those buns! Burgermeister Bart & Hotdog Holley are there to serve, along with other EC memebers!	30		