



# Landmark Computer Laboratories, Inc.

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## Resume: Bud Stolker

### Position

President of Landmark Computer Laboratories, Inc. in Alexandria, Virginia, a personal computing consulting firm which he founded in 1981.

### Summary

Twenty-three years experience in all phases of personal computing: hardware, software, and network sales, integration, documentation, and support; product design, development, and promotion; client relations, training, and problem resolution. Founder and manager of a corporation dedicated to consulting and systems integration. Thirteen years Federal government experience as a program manager, spokesman, and product publisher.

### Significant Accomplishments

As President and founder of Landmark Computer Labs, Bud Stolker manages a consulting firm specializing in personal computer-related issues. He developed a unique line of personal computers with value-added features that include customized help files, emergency recovery resources, automatic software updates, and ongoing user support and training. His functions include marketing, client and public relations, training, systems integration and documentation, technical support, maintenance and repair, and day-to-day management of the company. Landmark's client services currently include consulting, training, systems integration, maintenance, repair, and user support.

While a program development consultant with Time-Life Books in Alexandria, Va. (1984), Stolker developed the core concept for a proposed line of personal computer software. He designed a unique operating system with graphical user interface that emphasized user customization and multiple input/output opportunities (touch screen, speech recognition, speech synthesis, children's interface, pay telephone interface, etc.). The software was designed to be hardware-independent in an era when users were running Apple, Atari, and Commodore computers, and when IBM-compatible computers were mostly text-based. He recruited staff and authors of new and existing software and assisted in negotiation for purchase of major database engine. The project was positioned as a competitor to Microsoft Windows®, which was just coming onto the market as a text-based product. It was one of five secret operations abandoned by Time-Life in a financially challenging year.

As a microcomputer consultant, author, lecturer, and teacher (1979-84), Stolker wrote, consulted and taught about personal computers for major corporate, academic, and government clients. He lectured nationally on several tours to groups of 300-2500 people, employing interactive computer-aided presentation techniques of original design. He generally spoke with a joystick in hand and a keyboard near the lectern. His self-developed

graphical lecture software (written in Basic) helped guide and clarify the discussion, illustrate concepts, and supply detailed information in response to questions. His suite of original programs integrated color graphics and animation with voice input, synthetic speech, music, and sound effects.

Stolker originated and presented "train the trainer" classes around the country to acquaint educators with microcomputer issues under the auspices of the US Department of Agriculture. He taught Basic and Logo programming to private grade school students. He also wrote and produced a series of seven adult education classes on personal computers and their applications for the general public. This Open University lecture series was the only one of its kind in the Washington, DC area.

Stolker designed, prepared and demonstrated the trade show prototype of a computer with light-pen interface for Maytag Corporation's "Kitchen of the Future." He also designed and demonstrated prototype on-line shopping software for a client seeking venture capital.

He conceived, designed and wrote curricula and training materials, including client-tailored materials (briefing papers, cassette tapes, resource lists, etc.). One teacher's handbook written under government grant went to schools in 22 states. He also prepared and moderated a series of audio teleconferences that involved 150 educators in 13 states.

As senior project manager for Kappa Systems Inc. (Arlington, Va., 1983), he planned and coordinated the software acquisition program for PC Telemart, a developer of electronic on-line merchandising of personal computer software via kiosks in book shops, drugstores, and convenience food stores. He recruited technical support staff and software reviewers.

Prior to 1981, Stolker had a 13-year career in Public Affairs for the Federal government – for the US Administration on Aging, Washington, DC, and prior to that for the US Army Materiel Command, Alexandria, Va. While at AMC he founded a national newspaper which received the Army's coveted Blue Pencil Award within six months of startup.

During the Vietnam conflict he was a spokesman for the Army's Frankford Arsenal, Philadelphia, Pa. In the early 1970s he briefed community groups and press on the installation's research activities. He wrote, edited, and published two in-house newspapers and managed a community relations program.

While working toward his undergraduate degree (University of Delaware, B.A. 1969), Stolker was a television studio crew chief and chief student engineer for the campus instructional TV facility. He supervised an 11-member production crew, and was principal cameraman for an elegant classical music production that aired on WHYY-TV in Philadelphia.

Stolker has authored articles for the personal computer trade press: software and hardware reviews, "plain English" technology reports, opinion pieces, and other topics of interest to personal computer users. He continues to be active as a resource in the local PC community.