

## Quote to live by: Anything worth doing is worth overdoing. – TQ, age 21

When I worked for Krause America, I ended up taking responsibility the marketing function, though it wasn't the job for which I was hired. After designing a trade show presence that embodied our product difference and message, I felt that we needed an overall plan. I spent some time with brain-storming software called Inspiration and devised a com-

prehensive roadmap. I wanted to get some validation before revealing the plan. So, I set up a meeting with owner of the small agency we used. I showed him this plan. He said, "TQ, I think you are the most creative person I have ever known."

I believe in fun!

In my early career, I worked on an R&D project inventing digital pre-press technology. When we started making production systems, I was responsible for designing the data paths through the system (ethernet was not yet practical) and we used 'dual-ported' disk drives. I drew complex diagrams, integration after iteration, until the proper workflow pathways appeared and there was enough redundancy for reliability. On principle, I never used a straight line to connect elements. The best network was always the one with the most beautiful diagram.

We started doing national advertising. We bought a full page on the left side. The magazine's weekly editorial was on the inside right. We got an 'advertorial' in the outside column on the right. It fell to me to write the copy every month. It was a sort of 250 word poem that had to make an interesting point about the industry that lead to a conclusion that supported our brand message. I loved the challenge of engineering a very tight communication that bridged the gap between technology and the uneducated reader.

TQ's Philosophy: Where ever I go, I want to be known for being generous and helpful.

My employer was a company that sold computers to the printing industry. I was a technical sales support person (that's what I think I would do wonderfully well at my next job). Because I was a schmoozy guy as well as founding-member level expert in the digital graphic arts, I was way over-scheduled by the sales guys. To get the work done, I eventually captured the product catalog into a database program that I integrated with QuarkXpress. The result was a point and click proposal generator. It opened up in Quark with a complete proposal except for the cover letter which was there in boilerplate. It freed enough time so that my analyses of customer needs were able to be very thorough. That made me so popular that I still never had any free time.

Around 1985, I was given the job of figuring out a potential relationship between my employer and the MIT Media Lab. I toured the place, had long meetings and dinners with the principal researchers, thought and pondered. I was inspired to design a five-year program I called the Intelligent Publication. I figured out how it would

work, the research programs that were needed to complete the idea, the spinoffs that would benefit my employer along the way, etc. Turns out, I accidentally invented the hypertext web browser

Hobbies: science, books, politics

How I chose my career: In college, I was good at math and programming but I loved the liberal arts. I took every kind of literature and philosophy class. I took a class that combined field botany and poetry (they do that in northern California). After a while, I had almost enough credits for a liberal art degree. When it came time to choose a major, I thought I should be an actor or a lawyer, but the University of California would not accept any of my long career in literature as credit for English 100. Only the engineering department didn't care. I was delighted to find out that 'engineering' means 'making computers do great things for people.'



Gunga Din for thirsty tennis players



My babies are grownups but still very cute

When the internet became available, I had an account immediately. In 1994, we had the White Family Home Page. It was nice, but static. A couple of years later, I got a copy of Frontier, a scripting platform for the Macintosh. I'm a writer and was frustrated with the annoying rigmarole of moving old text to archive, putting new text on the page, linking the archive page in, etc. So, I wrote proto-weblog software in Frontier. I was able to open a window, write whatever I wanted, and, with the click of a menu, revise the website and upload. Long before Blogspot, I ported my scripts to PHP. I love writing automated tools to support self-expression.

I really want to work for you. Please call TQ White II at 708/763-0100