

Remembering
Jack Kilby
1923-2005
www.ti.com/kilby

Save the dates!

- Sept. 12** - TIAA Charity Golf Tournament
- Sept. 14** - TIAA Medicare Drug Benefits Seminar
- Oct. 19** - 2006 Benefits Pre-Enrollment Seminar
- Nov. 9** - TI Retiree Big Event

Visit us online!

Visit the TI Alumni Association Web site at www.tialumni.org.
Click on "What's New!" Then click on TI in the News for current newspaper articles about TI

Alumni Association celebrates TI anniversary

75th year observed at TIAA annual meeting

The Texas Instruments Alumni Association celebrated the TI 75th anniversary at its sixth annual membership meeting May 25.

A 75th anniversary banner and a TI history of innovation timeline set the theme for TIAA members who gathered in the Hall of State at Fair Park in Dallas.

TIAA elected officers and heard Phil Ritter tell about the anniversary commemoration and talk about TI innovation - past and present. Phil is TI senior vice president and manager of public affairs.

New TIAA Officers

Officers elected are Ed Hassler, president; Francisco Escobar, executive vice president; Janelle Richards, secretary; and Ruth Lee, treasurer.

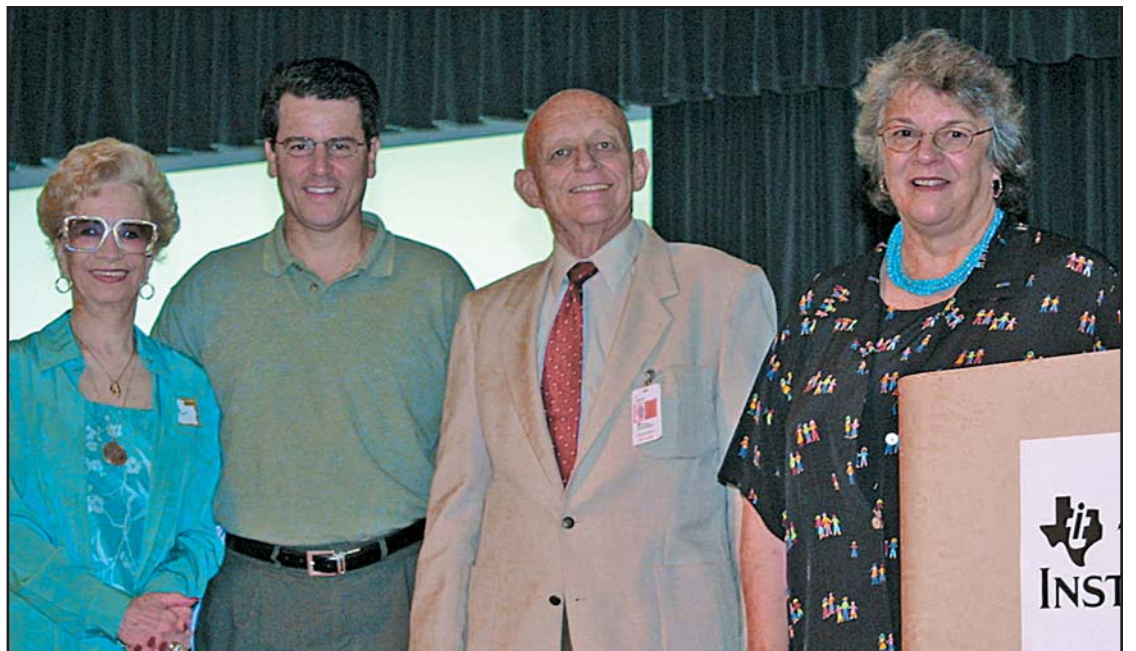
They will take office July 1 and serve one-year terms. Ed and Ruth will serve a second term in their capacities. Jerry Brandenburg presented the nominating committee report, and the slate was elected by acclamation.

TIAA vice presidents, who serve by appointment, are: Dot Adler, communications; Jerry Brandenburg, activities; John Byers, membership and Webmaster; and Jerry Pierce, ongoing education.

Ed praised TIAA volunteers for their work, including the Retiree Advisory Council working on the TI 75th anniversary history project and the TI Health Benefits Interest Group.

Telling the TI Story

Phil Ritter said he was happy to



Ruth Lee, Francisco Escobar, Ed Hassler and Janelle Richards are newly elected TIAA officers.

Photo by John Byers.



celebrate TI's impact on the world with members of TIAA.

"You are the people who built TI," he said. "We stand on your shoulders."

Retirees have been deeply involved in researching TI's history for the history book, the full-page ads that ran in the Dallas Morning News in May and other celebration elements.

"Thank you for helping TI tell

the story," he said.

Phil referred TIAA members to the timeline - a virtual museum of TI history - now on the company Web site. (To access it, go to www.ti.com, then click on the 75th anniversary logo at the bottom of the page.)

The timeline is rich with detail about the company's founding as a geophysical exploration contractor and the many markets TI has served through the decades. The Web site includes videos that viewers with broadband connections can watch.

"I want you to know that the voices from our past still resonate throughout the halls of TI in the form of this company's legacy and culture," Phil said. "We're lucky

to have it."

TI Innovations - Past

Phil recounted the changes in TI's business, starting in the oil patch in the 1930s, building on those skills to manufacture submarine detection systems in the 1940s, and evolving into a major player in the electronics industry.

"TI's innovations along the way have had a tremendous impact on our world and the people in it," he said.

The company was the first to produce commercial silicon transistors, which helped spark the Information Age. A few years later, the invention of the integrated circuit truly launched the modern

See TIAA, Page 4

TI 75-year history book coming soon

By Max Post

The TI history book, *Engineering the World: Stories from the First 75 Years of Texas Instruments*, is near completion and is expected to be off the press later this summer.

Southern Methodist University (SMU) Press is handling the book distribution through the Texas A&M University Press Consortium. The TI Alumni Association will handle distribution of books to its members.

Does TI Have Your Current Address?

If you have moved and not updated your mailing address, do as soon as possible by calling TI SmartLink toll-free at 1-800-890-2600.

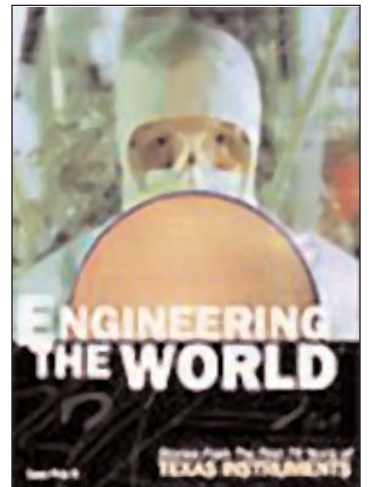
TIAA members should also update their personal data in the TIAA Member's Directory when moving or changing e-mail addresses. This is easily done online on the TIAA Web site at www.tialumni.org or by calling the TIAA office, 972-995-8393.

TIAA has been allocated a quantity of books to offer as a membership benefit. Members will pay only a nominal shipping and handling charge. This special offer will be available to current dues-paid members as of

Aug. 31 or former members who renew their membership by Aug. 31.

As an incentive to expand membership, a limited quantity of the books will be offered at a

See TI, Page 4



TI Alumni Association
P.O. Box 740181
Dallas, TX 75243

BULK RATE
U.S. POSTAGE
PAID
DALLAS, TX
PERMIT NO. 2758

ALUMNI NEWS

CALENDAR

July

11 — Richland College Emeritus Program. Back to school kickoff features John McCaa, WFAA-TV Channel 8 news anchor. Continental breakfast furnished. 8:30 a.m. till noon, G140 Guadalupe Hall. Call 972-238-6953 or 972-238-6972 by July 7.

21 — Senior Connection support group for job seekers 50+. Topic: "Being a World Famous Employee." 10-11:30 a.m., The Senior Source, 1215 Skiles St. Dallas. RSVP required. Call 214-823-5700.

22-25 — TI Family Weekend at the Dallas Zoo. Dates are subject to change. Contact Marissa Anchia, 214-480-6720.

26 — Texins Genealogy Club, Jeri Steele speaking on "Researching for Tennessee Ancestors." 7 p.m., Dallas Texins Activity Center. Call Roy Long, 972-234-3437, to confirm date.

August

4 — Senior Connection support group for job seekers 50+. 10-11:30 a.m., The Senior Source, 1215 Skiles St., Dallas. RSVP required. Call 214 823-5700.

8-19 — Tech Smart Big Heart "On My Own Time Art Show" works displayed at TI South Campus. Contact Marissa Anchia, 214-480-6720.

12-15 — TI Family Weekend at Fair Park. Contact Marissa Anchia, 214-480-6720.

23 — Richland College Emeritus Program. Potluck supper for those wanting to become tutors/mentors. 6:30 p.m., Medina Hall, Room 216. Contact Chris Sanders, 972-761-6743.

23 — Texins Genealogy Club, Tres Tatytrek speaking on "Tracing a Wilson Family Tree: How to Research Common Surnames." 7 p.m., Dallas Texins Activity Center. Call Roy Long, 972-234-3437, to confirm date.

September

1 — Senior Connection support group for job seekers 50+. 10-11:30 a.m., The Senior Source, 1215 Skiles St., Dallas. RSVP required. Call 214 823-5700.

10 — Reunion Club Breakfast, 10 a.m., Denny's Restaurant on Motor Street. Call Gladys Jones, 214 376-9725, or Fannie Rose, 214 352-1978.

15 — Senior Connection, support group for job seekers 50+. 10-11:30 a.m., The Senior Source, 1215 Skiles St., Dallas. RSVP required. Call 214 823-5700.

20 -Texins Retiree Club, 10 a.m., Dallas Texins Activity Center. Covered dish lunch, with entertainment by Rose Mary Rumbley. Call Tom Gregory, 972 412-9332 .

27 — Texins Genealogy Club, William B. Dow, Jr., speaking on "Factors Influencing Upper Midwest Migration Routes." 7 p.m., Dallas Texins Activity Center. Call Roy Long, 972-234-3437, to confirm date.

October

1 - Texins Genealogy Club Introduction to Genealogy Workshop, 8:30 a.m., Dallas Texins Activity Center. Call Roy Long,

6 — Senior Connection, support group for job seekers 50+. 10-11:30 a.m., The Senior Source, 1215 Skiles St., Dallas. RSVP required. Call 214 823-5700.

8 — Reunion Club Breakfast, 6/5/05 10 a.m., Denny's Restaurant on Motor Street. Call Gladys Jones, 214 376-9725, or Fannie Rose, 214 352-1978.

18 — Texins Retiree Club, 10 a.m., Texins Activity Center. Covered dish lunch with entertainment by Catherine L'Harrison and the Texas Poetry Society. Call Tom Gregory, 972 412-9332 .

TI-ALUMNI CONNECTED

The TI-Alumni edition of *Connected* is sponsored by the Communications Team of the TI Alumni Association. The Alumni edition's goal is to help foster and maintain a sense of community among the retirees of Texas Instruments.

TI-ALUMNI EDITION EDITORIAL COUNCIL

Communications Team

Dot Adler rtx535adler@earthlink.net
 Ronnie Brandenburg jrb66@sbcglobal.net
 Paula Calvert Texans@ponymail.com
 Hector Cardenas h.cardenas@comcast.net
 Mary Ann Eschrich
 Linda Lambert lambert500@aol.com
 Bill Stearns bill747@sbcglobal.net
 Anita Stinchcombe alouhas@sbcglobal.net
 John W. Wilson JWil85@sbcglobal.net

Contributing Editor

Paula Felps prosehak@comcast.net

Retirees interested in contributing to the publication should contact any member of the Communications Team.

The TI Alumni Association is funded in part by TI Human Resources, under the direction of the TI Public Affairs organization.

Mark Your Calendar for TIAA Group Travel

Get away from it all with the TI Alumni Association. Here are some of the excursions planned for later this year:

July 9 - Go by TI bus to Parker County's 22nd Annual Peach Festival in historic downtown Weatherford. This event features more than 200 arts and crafts vendors; sweet, juicy peach treats (ice cream, cobbler, juleps/smoothies, or just plain peaches to eat!); non-stop entertainment and food court. Depart from Texins Activity Center at 9 a.m. on TI bus and return at 5 p.m. Cost is \$10 for round-trip transportation, plus any personal purchases.

Aug. 11 - Visit the new Cabela's store in Fort Worth. Ride the TI bus to this fabulous store featuring museum-quality dioramas, a walk-through aquarium, a 40-foot-tall mountain, a 12,000-square-foot wildlife museum and a bronze sculpture at the entrance. Eat lunch at Joe T. Garcia's. Cost of roundtrip bus is \$10 per person, with food and personal purchases at your own expense.

Aug. 31 - Sept. 11 - Enjoy an Alaskan cruise tour with voyage on the Island Princess. Fly to Fairbanks and ride a sternwheeler riverboat down the Chena and Tanana Rivers. Go by railcar to Denali National Park and sightsee by motor coach. Board a railcar at Talkeetna for Whittier, and cruise on Island Princess to College Fjord, Glacier Bay, Skagway, Juneau, Ketchikan, and Vancouver. Return from Vancouver to D/FW International Airport. Prices per person are: Inside cabin, \$2,751; outside cabin, \$3,021; balcony, \$3,176. Tour package includes roundtrip airfare from D/FW, transfers, land package (meals on land not included), cruise,

port charges, fees and taxes. Immediate deposit of \$350 per person is due now. Phone Kathleen Humphrey, 972-675-0832.

Oct. 6 - Take in the State Fair of Texas Senior Day, with free admission for those over 60 and regular admission price for others. Travel to Fair Park on a TI bus for a day of fun, exhibits and food. Depart Texins Activity Center at 9 a.m. and return at 4 p.m. for \$5 per person roundtrip. Food and other purchases are at your own expense.

Dec. 3 - Go to Farmers Branch by TI bus for Christmas tree-lighting ceremony. Leave at 6:30 p.m. to Historic Park for a fun night to get you in the Christmas spirit! Tour heritage structures in the Historic Park, get your face painted, see Santa's arrival, fireworks, tree lighting. Enjoy hot chocolate, coffee and cookies. Roundtrip bus cost is \$5 per person. Admission is free. Any personal purchases are at your expense.

Jan. 22, 2006 - Depart Galveston for a seven-night cruise of Western Caribbean on Carnival Elation. Visit ports of Progresso, Cozumel and Belize and spend several days at sea to relax and beat the cold! Prices per person are: Inside cabin, \$501.50; oceanview, \$601.50. Deposit of \$250 per person is due now! Phone Kathleen Humphrey, 972-675-0832.

For all activities above except cruises, phone Doris Mott, TIAA, 972-995-8393 for more information or to sign-up. Check the TIAA Web site, www.tialumni.org, for latest travel news.

Where to call

Save this reference list of useful phone numbers for TI and TI-Raytheon retirees.

TI Health and Financial Benefit Plans

1-800-890-2600 TI SmartLink. Consolidates all benefit phone numbers into voice recognition 24-hour telephone system. To talk to TI Benefits Center representative Monday - Friday 8:30 a.m. to 4:30 p.m. Central Time, enter or speak your Social Security number, select TI Benefits Center item from menu and then enter your Hewitt password. Or you can direct dial service providers at the following numbers:

- 1-888-377-7896** — Employee Stock Purchase Plan Service Center - Computershare.
- 1-800-888-2273** — Employee Assistance Program - Magellan.
- 1-866-866-2300** — Blue Cross Blue Shield (BCBS) PPO Plan (www.bxbstx.com/members).
- 1-800-557-5749** — Caremark (formerly AdvancePCS) (www.advancercx.com).
- 1-800-942-0854** — MetLife Dental Basic/Dental Plus.
- 1-800-772-1416** — Aetna DMO.
- 1-800-422-4234** — DeltaCare DHMO, Main Number.
- 1-800-804-4384** — Vision One Eye-Care Discount Program.
- 1-877-719-9860** — HFC LivingFree Smoking Cessation Program.
- 1-800-633-4227** — Medicare benefits and claim status.
- 1-800-888-9560** — PNT nutrition network. (In Dallas area, call 972-238-1811.)
- 1-800-597-7516** — UBS Financial Services (Stock Options).
- 1-800-981-8676** — Computershare Investor Services (TI Stock Accounts)

You may also access Your Benefits Resources (YBR) web site via TI Alumni web site at www.tialumni.org. (Social Security number and password required for logon to YBR).

Raytheon Health Benefit Plans

(TI-Raytheon Systems retirees should have your Social Security number and personal identification number available when you call.)

- 1-800-358-1231** — (TDD 1-800-562-2307) Raytheon Benefits Center, or visit www.raytheon.benefitcenter.com
- 1-800-638-8884** — United Health Care (www.myuhc.com).
- 1-800-559-4244** — Wausau Benefits Medicare Plus Plan (www.wausaubenefits.com).
- 1-800-866-7008 (TDD 1-800-562-2307)** — 24-Hour Employee Assistance Program (www.liferesourcesray.com).
- 1-800-864-1431** — Prescription Services (www.medcohealth.com).
- 1-800-877-7195** — Vision Service Plan (www.vsp.com).
- 1-888-262-4877** — MetLife Dental Customer Service.

Check with the Raytheon Benefits Center or Web site for latest benefit contact information.

Texins Retiree Club (Dallas area)

972-242-3939 — Lucy Salas, president, and
972-412-9332 — Tom Gregory, vice president, have information on activities, dues and meeting schedule.

TI Alumni Association

972-995-8393 — Main number for TIAA. (Or visit website at <http://www.tialumni.org>.) Also call for questions about quarterly newsletter *TI Alumni Connected*.

214-808-4964 or 972-231-3417 — Ed Hassler, president, has information on membership dues and activities.

ALUMNI NEWS

Kate Rose helps seniors manage their money

By Dot Adler

Kate Rose read a Dallas Morning News article on The Senior Source Money Management (MM) program about a year before she retired from TI. "This might be something I would be interested in doing if I had time," she thought.

In 2001, Kate took early retirement and helped with the TIAA Charity Golf Tournament, which benefits The Senior Source, a United Way partner agency. She decided it was time to check into the money management program, so in 2002 she finally applied to The Senior Source.

The MM program helps seniors with their money. Therefore, volunteers are thoroughly vetted with personal and employment reference checks and annual criminal background checks. Subsequently, Kate attended a volunteer orientation and training program.

Soon, a client became available in Kate's area, and Kate was "matched" (assigned) to her. Since then, Kate has had several clients and has been "promoted" to area manager, supervising several volunteers and their clients.

"No special background is required to volunteer with the program," Kate says. "Mostly, it just requires common sense, some organizational skills and a willingness to help people."

How the program works

Friends, neighbors, apartment managers, Adult Protective Services or other sources refer seniors to the MM program. Clients must meet age and income criteria and agree to share their financial information with the volunteer and the program.

The staff support structure is there to help volunteers as they meet new situations (also Medicare, Social Security and



Kate Rose at TIAA annual meeting.

Photo by Hector Cardenas

other social services agencies) and to oversee their efforts.

"It's a great way to learn more about resources for eldercare in this area," Kate says. "Most of us have or will be involved in helping our older relatives."

A volunteer's role in this program is much more limited than the demands of a family situation. "As a MM volunteer, I have balanced the client's checkbook, reminded my client when it was time to pay a bill, made suggestions about more cost-effective telephone plans, researched the pro's and cons of the traditional Medicare program vs. a Medicare HMO, and helped a client make the tough decision that it was time to move to a nursing home," Kate said.

Each client's situation and

needs are different. "In some cases, I've had to set limits about what I am able and willing to do for a client," Kate said. "Many clients literally have no one in their lives to call on for help. In most cases, they can qualify for other programs, but they don't know about them or how to apply. I have helped educate clients about other available programs."

The amount of time a volunteer spends "is up to you," Kate says. A reasonable estimate is four to eight hours per month, unless the volunteer wants to do more. Kate usually puts in more hours, "but that's because I want to," she said.

Applying TI skills

Skills Kate developed at TI have been useful in the MM pro-

gram. "Setting priorities, organizing records, researching options, presenting to clients, writing reports - these are all things I did every day at TI. Now, I use the same skills to help seniors in our community," Kate says. "How great is that!"

Kate was born in Electra, Texas, but her stepfather was an Air Force officer, so the family moved often. Kate lived in Ardmore, Okla.; Smyrna, Tenn.; Naha, Okinawa; Fayetteville, N.C.; and Durant, Okla., before moving to Dallas and going to work for TI.

She completed a BS in Mathematics from Southeastern State College (now Southeastern Oklahoma State University) in 1969, an MS in Computer Science from Southern Methodist University in 1976, and an MBA from the University of Texas at Dallas in 1995. She earned both graduate degrees while working full time for TI.

Kate joined TI in 1969 as a programmer in the Semiconductor Design Automation Department. Off and on (1969-1989) she worked for DAD for 16 of her 32 years at TI.

She also spent two years in the Science Services Division (1971-1973) developing geophysical survey software on the TI-built Advanced Scientific Computer

(ASC) and she spent two years in Freising, Germany, supporting the computer needs of an SC integrated circuit design group (1975-77).

Back in DAD, she developed graphical software systems used in IC design. Then she moved into computer operations (still in DAD), managing several Level II (mainframe) computer centers supporting the TI worldwide IC design community. When these centers were merged back into Information Systems & Services, Kate transferred to IS&S (1989-1991), working in various operations and support groups.

Next, she transferred to the DLIN Wafer Fab as their Information Technology manager and was also the IT manager for the DFAB Wafer Fab after DLIN and DLOG merged (1997-1999). Then, she moved back into SC Manufacturing as a project manager to deploy engineering software (1999-2001).

Kate, who took early retirement in April 2001, soon joined TIAA and volunteered for the Activities Committee. She worked on the Charity Golf Tournament in 2001 and 2004 and on the Big Event in 2003. She also serves on the TIAA Travel subcommittee that organizes local sightseeing trips and selects tours from travel vendors that TIAA will sponsor.

Contact The Senior Source

To learn more about the Money Management program, call The Senior Source. 214-823-5700 and ask for Kitty Price or Suzanne Cobb in the Money Management and Guardianship Program. Or send e-mail to gmm@TheSeniorSource.org. The Web site www.theseniorsource.org/ has information on all The Senior Source programs. From the home page, look under "volunteer opportunities," then "Volunteer opportunities all ages," then specifically "money management" or "guardian for a frail senior."

TIAA Golf Tourney benefits area seniors

By Courtney Miller

The TI Alumni Association Sixth Annual Charity Golf Tournament is set for Monday, Sept. 12, at the Oakridge Country Club, 2800 Diamond Oaks Drive in Garland.

The tournament benefits The Senior Source, a non-profit organization dedicated to improving the quality of life for older adults in the North Texas area. This highly respected organization has been helping older adults since 1961.

The Senior Source programs serve frail elderly to very active retirees through eldercare counseling and support, foster grandparent services, guardianship and money management, employment assistance, In-home companion services and nursing home ombudsmen

TI retirees can help sustain the important work of this agency by participating in the golf tournament, by sponsoring a hole (\$100

contribution) or cart (\$50) or making a donation in any amount.

Texas Instruments and the Texans Credit Union totally underwrite the tournament costs, so 100 percent of the contributions benefit The Senior Source. Contributions to The Senior Source are tax deductible.

TIAA raised \$23,000 for The Senior Source at its 2004 tournament. We hope to do better this year, but we need your help to accomplish this.

Mail your donation or player application plus check to: The Senior Source, ATTN: TIAA Golf Tournament, 1215 Skiles, Dallas, TX 75204. A form is inserted in this newsletter. For more information about The Senior Source, go to www.theseniorsource.org on the Internet.

If you have questions or need more information about the tournament, phone Doris Mott at TIAA, 972-995-8393 or Courtney Miller, 972-664-9699.



TIAA members and their guests went on a Bluebonnet Trail bus trip April 15 to Ennis, Texas.

GSI Plans 75th Anniversary reunion in Houston Nov. 7

The Geophysical Service Inc. 75th anniversary reunion is set for 5 to 9 p.m. Monday, Nov. 7, in Houston at Kim Son Restaurant, 2001 Jefferson.

For reservations, send a check for \$25 per person to GSI Reunion, P.O. Box 11, Fulshear, TX 77441. Make the check payable to GSI Reunion and, for badges, include names of people attending.

For more information, phone

Walt Thomsen at 713-782-3035, or write Walt at the Fulshear address. GSIers in Dallas can contact Dot Adler at 972-235-5703 or send e-mail to rtx535adler@earthlink.net.

The Kim Son Restaurant is six blocks from the George R. Brown Convention Center, where the Society of Exploration Geophysicists will be holding its 75th anniversary meeting.

Texins Genealogy Club sets workshop

The Texins Genealogy Club will present an Introduction to Genealogy workshop from 8:30 a.m. to 4:30 p.m. Saturday, Oct. 1, at the Dallas Texins Activity Center.

Cost for the seminar, including a box lunch, is \$25 per person for registrations post-marked on or before Sept. 24 or \$30 at the door (call for lunch reservation).

Make checks payable to Texins Genealogy Club and mail to Roy Long, 1802 Marquette Dr., Richardson, TX 75081-3910. Roy can be contacted at 972-234-3437 or via e-mail at roygenea@aol.com.

A seminar registration form and information will be posted on the Texins Genealogy Club Web site at www.geocities.com/heartland/prairie/4934/.

ALUMNI NEWS

General Products reunion brings back many memories

By Doris Mott

The TI Semiconductor General Products reunion May 14 in the Semiconductor Cafeteria brought together approximately 150 members of the original Diode Department, dating back to 1958.

Long-time co-workers enjoyed fellowship and barbecue catered by Eddie Deen's. A walk through the SC building brought back many memories.

Attendees included Jay Rodney Reese and managers who reported to Jay from 1954 to 1973. They came from as far away as Connecticut, Massachusetts and California as well as from various parts of Texas.

The Diode Department was formed and managed by Jay Rodney Reese, who moved to

Texas from a TI east coast sales office. Subsequently, the department changed its name to Diodes & Rectifiers (commonly known as D&R).

Later, resistors, capacitors and optoelectronics were added to the portfolio, and the name was changed to General Products Department.

During this time, all front-end (now called wafer fab), manufacturing, testing and shipping of devices were performed in the SC Building.

In 1983, the original Diode Department was sold to Unirode. Eventually, capacitors were sold to Corning Glass, and the other groups of the department were either sold off or absorbed into the SC Components Group. TIers from these



The General Products Reunion Committee members are: Front row – Doris Ondeck, Jeanie Edwards, Joann Nelson, Doris Mott. Back row – Noah Coulon, Obie Joe Draper, Jilt Hicks, Bobby Prather. Not pictured -- Hal Camp and Jim Hamilton.

groups dating back to 1958 attended the reunion.

This was the third reunion for the group. Attendance has grown with each meeting. Photos of this

and past reunions are posted on the Web site www.general-products.net.

For more information, contact Joann Nelson at 972-247-6277 or

nelsonpj@flash.net, Obie Draper at 972-247-6277 or obiedelois@sbcglobal.net or Bobby Prather at 972-642-9241 or blp204@sbcglobal.net.

TIAA ANNUAL MEETING

From Page 1

electronics industry. TI created the world's first handheld electronic calculator, and today TI calculators are educational rites of passage for students around the world.

Present Innovations

"We're proud of those accomplishments, but innovation is still alive and well at TI today," Phil said. Recent examples include:

- The world's first single-chip cell phone, which ultimately could reduce the cost to build a basic cell phone to \$40 or less;
- The world's first 1- gigahertz digital signal processor - a DSP that can process several billion operations per second;
- Digital Light Processing tech-

nology that can actually recreate 35 trillion different colors for movie theaters; and

- TI's OMAP 2 processors, which will bring extreme multimedia applications to cell phones.

TI Reinvents Itself

During TI's history, the company has reinvented itself as the electronics industry has evolved. TI's recent focus on real-time signal processing puts TI in the driver's seat of a major shift occurring early in the 21st century - from the personal computer era driven by microprocessors to the digital communications and entertainment era utilizing real-time signal processing.

The cell phone is the world's best-selling electronics device. TI

believes wireless will become even more important as cell phones incorporate multimedia applications and become the world's primary means of Internet access.

In entertainment, all content is going digital. Radio broadcasting is going digital, and a huge change is in the works as television moves from analog to the digital domain.

Virtually all the communications and entertainment applications taking hold in the world are built around real-time signal processing. TI is the world's leading supplier of both DSPs and analog semiconductors.

Phil said TI sees outstanding opportunities to revolutionize many other aspects of daily life. Future real-time signal process-



Phil Ritter speaks at TIAA annual meeting.

ing opportunities range from cars that run more efficiently to advanced medical equipment "that we can make portable -

and far more effective and affordable to the benefit of billions of people around the world."

TI 75-YEAR HISTORY

From Page 1

discount to non-member retirees who join the TIAA by Aug. 31.

Check Membership Status

To check your TIAA membership status, go to the TIAA Web site, www.tialumni.org, and click on the link to "Renew Membership." Those without Internet access can call the TIAA office, 972-995-8393, to verify membership.

A mailing to TIAA members will give details on the book offer and tell where to send the order blank with shipping instructions. There will also be a mailing to non-member retirees with details of how to join the TIAA and obtain a book at a discount.

Watch for the mailing in early August and check the TIAA Web site for further details. In the meantime, make sure TI has your correct mailing address. (See box.)

TIAA will also offer TI history books as prizes in connection with donations to the TIAA Charity Golf Tournament benefiting The Senior Source.

TIAA members and retirees who want additional copies may purchase them through the SMU Press at the Web site www.tamu.edu/upress/SMU/smugen.html, at local bookstores and from Amazon. The book is also being advertised on the Barnes and Noble Web site.

What the Book Tells

The SMU Press has started advance publicity on the 272-page hardcover book, saying:

"This volume celebrates the can-do, risk-taking, creative pioneers of Texas Instruments from its inception in the 1930s as a tiny geophysical exploration company working out of the back of a truck in the oilfields of the Southwest, to its status in the world today as one of the world's leading electronic companies. From the determination of its founders - Eugene McDermott, Erik Jonsson, Cecil Green and Pat Haggerty - to the genius of its inventors such as Nobel prizewinner Jack Kilby, TI has transformed the world in seven



TI Chairman Tom Engibous (shown at the far right) and Senior VP Terri West (next to Tom) hosted a luncheon on May 16 for those helping with the 75th celebration. The TI History Book Committee includes: Front row - Gene Helms, Amy Treece, Cindy Sheets, Sherel Horsley, Max Post, Ralph Doshier, Linda Lambert, Dot Adler, Jon Jackson. Back row - Jim Adams, John Byers, Jim Peterman, Ed Millis, Phil Bogan, Harvey Cragon, Ed Hassler, John Wilson.

Photo by David Drake.

and a half decades.

"In photographs and anecdotes, the book tells TI's history

of innovation in products and technologies, including the development of the first commercial

silicon transistors, the first integrated circuits, and the first electronic hand-held calculators."