

MARKETING SKIT FOR 50TH CELEBRATION

THE SCENE:

Disneyland Studio Engineering Lab, 1939

Background Music: Mickey Mouse Club

Actors: Mickey and Goofy

Mickey: Goofy, I called you in to find out if we're still in serious trouble on audio sound effects for Uncle Walt Disney's new movie, Fantasia?

Goofy: No problem Mick, a couple of days ago, I just heard a radio commercial, entitled, "What if...you needed some fancy audio sound effects?" So I called the local Neely Radio Parts Company in Burbank and he's going to be here in a couple minutes. He's bringing some electronics "hotshot" from Northern California who says he has a solution for us. Some Stanford guy with an address in a garage.

Mickey: Well, this better work because Uncle Walt won't tolerate just any old Mickey Mouse solution for his movies.

KNOCK ON DOOR

Packard (Minck in business suit) with 200A under arm, and Norm Neely (White in open shirt with gold chains) walk in.

Neely: Gentlemen (I mean gentlemouse and gentledog) you called and asked for a demo of the new HP 200A audio oscillator. I have often wondered if anyone ever paid any attention to those What-if? commercials.

Packard sets down instrument, twirls dials, sound track plays loud Fantasia music.

Packard: I think you can see that my partner Bill Hewlett has done an outstanding design job on this product. Notice that it has a wonderful and innovative human interface (oops, I mean mouse interface). In fact we call it a computer mouse.

We will attach a computer mouse to the 200A and fasten a mouse doll to the the top of the mouse.

Mickey: Very clever. I may want to discuss a royalty on the word mouse. And it looks like it needs a bigger microprocessor.

Packard: Sorry Mickey, but it will be 30 years before we invent integrated circuits.

Goofy: Well, it looks good to me, and I'm sure Uncle Walt will approve. How soon can you deliver 10 units?

Packard: Well, we're just moving into the "Tinkerbelle" building on Page Mill Road, and will have to get our production control and inventory control and marketing forecasts and automated shops to start cutting parts, so it could be 20 weeks. Besides, we don't have any income yet, so we'll need cash in advance.

Neely: Excuse me Dave, but we're going to have to teach you some sales techniques. Goofy, what delivery do you need?

Goofy: 4 weeks.

Neely: Sold. Dave, you figure how to do that. I'll drop you at the bus stop on my way back to be Commodore of my Yacht Club.

Packard: Thanks for the business, Mickey. By the way, can I get a free ticket for Disneyland?

Mickey: We won't get around to inventing Disneyland for about 20 years.

Packard and Neely depart.

Mickey: Boy, Goofy, those guys really seem flakey. No production, no manufacturing plant, no finance department, no marketing. Only one demo instrument. I don't think they are ever going to amount to anything. Neely is too laid back.