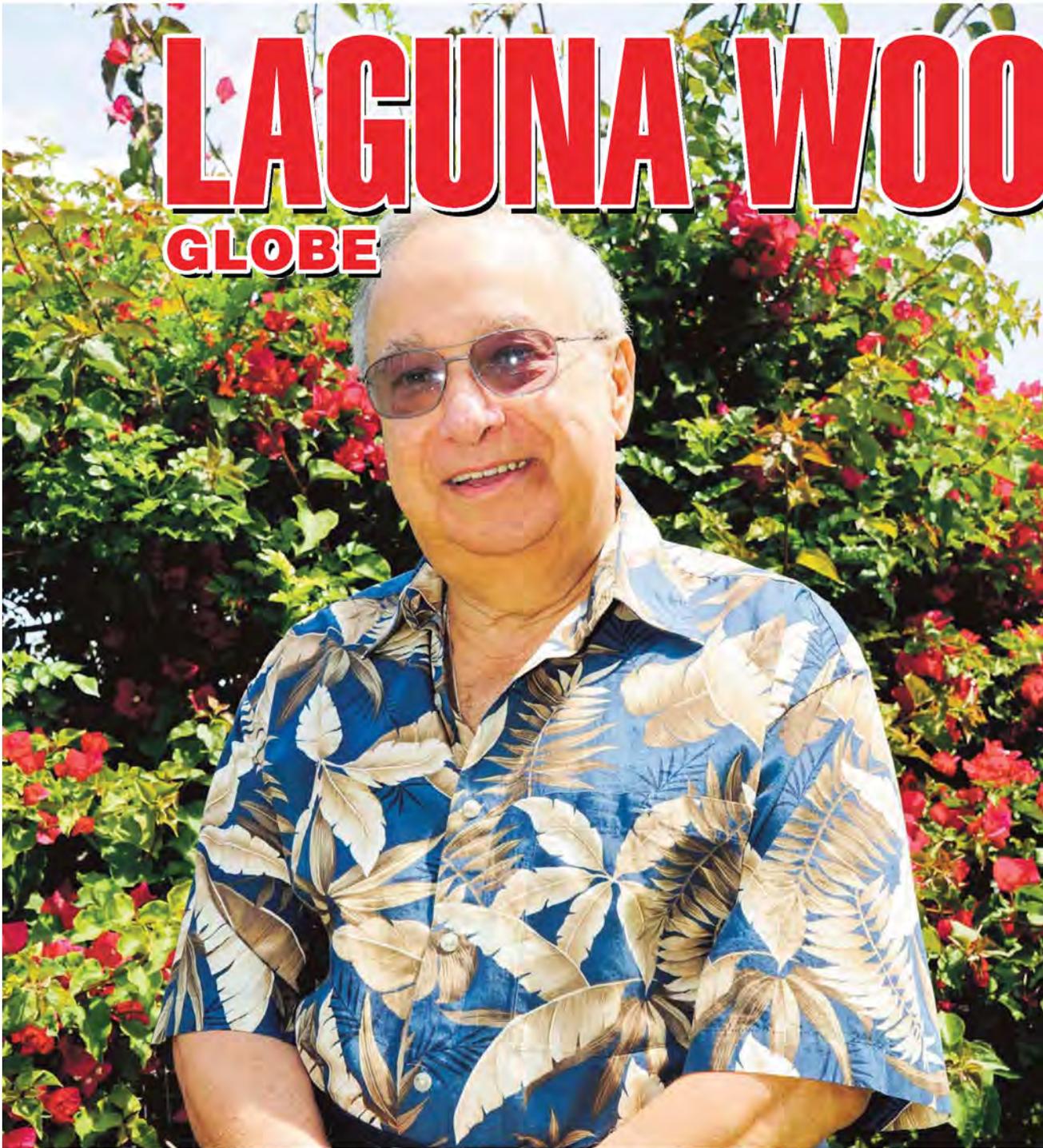


LAGUNA WOODS

GLOBE



The Laguna Woods' Historical Society's Honoree for June is Mark Stein. > JEFFREY ANTENORE, CONTRIBUTING PHOTOGRAPHER

JUNE HONOREE

HISTORICAL SOCIETY NAMES MARK
STEIN HONOREE OF THE MONTH PAGE 3

Mark Stein named Honoree of the Month for June

BY JANET WHITCOMB
FOR THE LAGUNA WOODS GLOBE

Ever used a computer keyboard? Then you have Mark Stein, the Historical Society's Honoree for June 2009, to thank.

To be sure, computer keyboards existed before Stein's brainchild. But in the 1960s the typical cost of a keyboard was around \$500.

"I've always looked for ways to improve things," he says. "I've always asked, 'Can we make it better and less expensive?'"

So while on a flight from Chicago to New York Stein began thinking about those \$500 keyboards and the thousands of components that made them so expensive. Then he thought about how a central office telephone system worked. Within three minutes he had come up with a solution.

Now, looking back, Stein declares, "It was a fluke!" Then he adds, "If I hadn't designed it, someone else would have." Perhaps. But upon his return to Chicago, "I told my boss, 'I think we could reduce 98% of the cost of a keyboard by getting ridding of all the components and replacing them with one large integrated circuit chip.'" Eight months later Stein introduced his newly patented and far more affordable keyboard at a Las Vegas computer industry convention. The rest is personal computer history.

Not a computer user? How about TV? Whether you watch it or not, here's another reason to be grateful to Stein: While serving as Management Consult-



The Laguna Woods' Historical Society's Honoree of the Month for June, Mark Stein, sits with his wife Adrienne on his family's 125-year-old love seat that is on loan to his building's recreation room. > JEFF ANTENORE/CONTRIBUTOR

ant to Rossmoor Electric, provider of the Village's TV operation and maintenance services, he developed the TV 6 Ad Insertion Business Plan. It's a plan that has since generated revenue and helped offset Laguna Woods assessment increases.

Born in Chicago, Stein received a strong work ethic from his father, the owner of a plastics factory. Then, after attending the University of Chicago and the Illinois Institute of Technology, "I began my career as an engineer with a 12-year top secret clearance, serving all the military services in radar, sonar and countermeasures communications." Eventually Stein worked as an advisor

to NASA, developing a financial model that would accommodate future shuttle missions. Over the years Stein also has been associated with United Technologies, IT&T, General Instruments, IIT Research Institute, and TRW. At the latter, he adds, "Over 3000 people were under my direction."

By 1985, however, with their three children, twins Rhonda and Richard, and youngest daughter, Debra, now on their own, Stein, wife Adrienne, and his mother moved from Chicago to Laguna Hills, where he took on management of a division of Computer Automation. Seven years later Stein started up his own management consulting firm, Stra-

tegic Resources, which he continues to preside over today.

The Steins decided to move to the Village in September 1997 because, as he puts it, "The amenities are fantastic—the clubs and the sports—and we enjoy the people we've met and the friends we've made. It's a nice lifestyle!"

Stein served on the Golden Rain Foundation's Board from 2003-2006; during this time he chaired the Broadband Services Committee for two years and the Security Committee for one year. Stein also has served as a Garden Villa Association Area Representative and as a guest speaker for the Community Civic Association. Two years ago he joined the city's "Greening of the Woods" Committee, and concurrently has served as a member of Third Mutual's Nominating Committee. He also is a past member of the Computer Club and currently belongs to the New York, New Jersey and Chicago Clubs. And last—but certainly not least—Stein and his wife are the proud grandparents of Stephanie, who is currently attending college and planning to become an architect.

What does it take to slow down Mark Stein? Well, he recently underwent knee surgery. But as an "avid Tennis Club member and player," Stein hopes to be back on the courts as soon as possible. "When will that be?" he is asked.

"Not soon enough!" he laughs.

Stein will be honored by the Historical Society at 10 a.m. Wednesday, June 3 at Clubhouse 6.