

# **DIARY97**

**The Secret Diary of Bill Gates, Aged 40¼**

## Credits

This book is based on the Web Site: The Secret  
Diary of Bill Gates, Aged  $40\frac{1}{4}$

Check it out at:

<http://www.tiac.net/users/billg40>

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sue your ass off, OK?

ISBN xxxxxxxxxxxxxxxxx

## Extravagant Praise for The Secret Diary...

Prestigious net awards such as...

MSN Pick of the Day

Windows Magazine Web HotSpot

DigiDay Site of the Day

Egotistical Site of the Week

Cruel Site of the Day

Web Snob's Pick of the Week

I-net's Site of the Day

and more...

And really, really cool comments like:

We think your secret diary is way cool. MSN  
(Microsoft Network) Webpicks

This satirical "secret diary" of Bill Gates is the  
best of many sites devoted to the Microsoft boss.  
CMP Publications

Is the lawsuit for real? I can't believe it! Your  
site is really funny. Dave Winer

One of the funniest parodies I've ever seen. Nice  
work. Keep it up. Dwight Silverman, Houston Chronicle

Oh, yeah, much better than Wired. Wired  
Magazine

I love, have loved, and will always love "Dancing on Apple's Grave". Cam Mayor, University of Manitoba

Please keep writing! This diary will become famous someday. George Mannes, NY Daily News

I really like your page! NOT! YOU ARE A PIECE OF SHIT! SHIT LIKE THIS DOESN'T DESERVE TO TAKE UP BANDWIDTH! YOU SHOULD HAVE YOUR HEAD PUT IN A MICROWAVE!!!!!!!!!!!!!!!!!!!!!!!!!!!!!! Mike Frager (Oops. How did that get in here?)

I absolutely love the Secret Diary of Bill Gates and was horrified to learn that Gates is trying to get it taken off the Internet. Thanks and keep up the good work. Rachel Oldroyd of the London Sunday Business Newspaper (apparently she's a babe, too)

It is brilliant. It's almost as good as Dilbert! :-)  
Rethea Deetlefs (note for non-techies: this IS extravagant praise!)

I'm sitting here laughing my guts out reading "The Secret Diary...". Truly an impressive wit. John Dunkelberg

This sounds nothing like BillG. Robert X. Cringely

Keep up a great site. Congratulations on having such a nice web destination! CMP's Fred Langa

If the wind blows hard enough, even turkeys can fly. Phillippe Kahn

## Contents

Introduction.....	7
The Diary.....	9
January .....	9
February .....	40
March .....	69
Microsoft Press Release (NOT!) .....	100
April.....	101
May .....	131
Seed & Berry letter .....	140
June.....	165
July.....	195
August .....	228
September.....	259
October .....	289
November .....	321
December .....	352
Who's Who in Bill's Little World .....	385
Disclaimer.....	391



"Man with no Windows will  
be forever in the dark" – Confucius

## Introduction

Oh, boy. Life in 1996 sure is tough as the go-getting CEO of Microsoft -- a mega corporation heading for global computer and technology domination. All those employees, meetings and important people to talk to... And juggling my new love commitments as Melinda's super-stud, and father-to-be of Bill, Jr. -- destined to follow in my footsteps. (Oh, God, what if he wants to be an artist? Or he's a girl?!)

And the Internet? It's so cool. It's not Word or Excel, of course, but it's still pretty significant. There are significant changes in my life too, and I'm feeling somehow more introspective. I've just turned 40, and that's a major guy milestone. Those 20 Microsoft years have just flown by. And I'm going to be a dad, real soon now. It changes your perspective on life, and suddenly, where you're getting your next billion dollars from doesn't seem so important.

That's why I decided to keep my Secret Diary on the Web, so that I could share some high bandwidth communication with Bill, Jr. someday soon. (Plus, more material for my follow-up to *The Road Ahead* wouldn't hurt.) And it gives me a chance to learn more about Internet tools, how to use them, and how to exploit the

massive opportunities here on the Net. So here's Bill Gates, Richest Man on Earth, Captain of Industry, Corporate King, and Big Cheese writing his Diary on the Internet and talking, via email, to the little people. Cool!

Of course, in true Microsoft tradition, I'm working on the Diary during 1996, but it won't be finished and ready for final release until late in the year. Hence Diary97. (And now, by popular demand, available in book form!) Enjoy! It's coooooool...

Sincerely,

*William H. Gates III*

Bill G.

“I have nothing to declare but  
my genius” – Bill Gates.

## **Monday, January 1**

New Year's Day - National Holiday

Cool! Another year, another billion dollars... I've made some great new resolutions, which I better get down before I forget. Resolution #1 is my “keep a diary” resolution! Hey, it'll be tough to fit diary writing into my hectic schedule, but I'll get one of the boys to ghost write the first draft. Myhrvold, my loyal lieutenant, thinks he's John Grisham since making his epic contribution to my world-wide best seller *The Road Ahead*. I'll pencil him in for diary duties...

It's a week since Christmas, and Melinda still hasn't tried on that underwear from Victoria's Secret that I bought her. It looked pretty good in their catalog. Perhaps she would have preferred a copy of *Fury* and the new Microsoft joystick.

## Tuesday, January 2

It's officially back to work here at Microsoft. I just don't believe that some of these guys actually took yesterday off - don't they understand the work ethic? And worse, they're still not fully functioning units: more Hangover City than Microsoft Campus... The number of brain cells that died, pickled in alcohol, this weekend. Wow! I figure there's a bunch of developers who are now sliding desperately down the wrong side of that bell curve to the 150s. Ha! Eat my dust, guys! But, seriously, I wouldn't be where I am today without their help, which I *\*truly\** appreciate. (Just practicing for my next talk show!)

## Wednesday, January 3

Admission Day (Alaska)

Today, I'm at breakfast with Melinda, and I'm doing my rocking backwards and forwards thing. Trying to intimidate her into seeing things my way. It doesn't work, of course, and she orders me to sit still for a few minutes. And that's when the realization hits me... I *\*can't\** stop. My body is this disconnected object which won't respond to my (object-oriented) commands. Like I'm using IBM 3270 protocol to communicate with a typewriter. So, this brings me to Resolution #2: to subjugate my body. I've lived in the playground of the mind too long. I mean, I know I'm a good looking guy and all, but I've never really made the effort to, like, tone my body. This could be the year of the buff Bill bod. Ha, Ha.

I tell Melinda I'm going to my bedroom. And I check out the push up situation. Is four any good? I'm guessing here, but I suspect I'm not quite ready for American Gladiators. But, hey, Microsoft wasn't built in a day...

## Thursday, January 4

Some of my other resolutions are:

#3: Be kinder to people less intelligent than myself.  
(There are plenty of them. Ha, Ha.)

#4: Be kinder to people poorer than myself. (Lord knows there are even more of \*them\*.)

#5: Stop watching the Microsoft stock price so much.

Melinda says that she saw me doing my push up yesterday. She says it was a most excellent push up, perfect in both form and function, but that a few more are usually required for beneficial cardio-vascular and muscular results.

## Friday, January 5

The builders told me about further delays on the house. Why can't people stick to their deadlines? They assure me it'll be completely done before the end of 1996, even if they have to cut out some features. I think I'll change the plans again: I forgot to include a gym, and this oversight is no longer compatible with my 1996 mission objectives.

Dr. Death at Adobe turned in pitiful financials with \$12m losses on Q4 sales. Who wants ATM now? And that Acrobat stuff is S---L-----O-----W. No wonder their stock dropped 30%. I don't have any. Ha, ha.

Resolution #6: Only have eyes for Melinda. My chasin' days are over.

Resolution #7: Get a dog. A man's best friend is his dog.

Resolution #8: Start reading Wired magazine. Apparently, the guys in the office think it's very cool.

## Saturday, January 6

The other Bill (Clinton, that is) wants to chat about the information superhighway and its repercussions for America. Al (Gore, that is) is really into this stuff and constantly encourages Bill to do more about it. We considered doing Sunday Brunch, but Washington DC is expecting the largest snowstorm in a decade. So we'll do it another time -- if I can fit him in...

Melinda says if we're not going anywhere, can we go out to dinner tonight. She wants to go to Myrhvold's hobby, one of Seattle's leading French restaurants. I've seen his software, why would I want to risk his cooking?

## **Sunday, January 7**

Went to Barnes & Noble. No new books about me.

Final resolutions:

#9: Be less competitive.

#10: Crush Lotus. (Oops. Did that last year.)

## Monday, January 8

More cool stuff from us... The consumer products group has just released the *Games for Windows CD*. I've been told that it has *Doom for Windows 95*, *Fury*, and *Beavis and Butthead* (whoever \*they\* are). For less than \$10! Strategic pricing to build market share fast...

Bad news on the Melinda front. Apparently, I suffered a catastrophic memory crash last week. I didn't remember our anniversary. (How could I forget January 1, 1994 in Hawaii? Sand, sea, sun and...) Now, I may have to buy her a small present. Like Brazil.

Read my Scorpio horoscope for this week. It says "individual inventors and entrepreneurs will continue to dominate the business spotlight as more conventional institutions struggle to keep up." Even the stars love me...

## **Tuesday, January 9**

One of the guys in the office sent me an e-mail message: "Bill, what's it like to be the richest man in the world?" I thought about ignoring him, but, hey, it's a fair question. On the one hand, it brings enormous pressure and responsibility as I continually seek ways to move technology and mankind forward. On the other hand... it rules! What's it like to be a poor person? I've forgotten. Ha, ha.

Tonight I did five push-ups! Three, then one... Then one more, two hours later, just before bed.

## Wednesday, January 10

Those Sun boys are at it again. They've set up a new division, JavaSoft, to turn their red-hot Java technology into a major money-making venture. I'll be watching this one with interest. Luckily for me, they've appointed some small-timer called Alan Baratz to head it up. I'll get someone to check him out, tomorrow. Warren (my pal Buffet) called to chat about it. (As if he doesn't have enough money already!)

Did the shuttle launch today? I wanted to get some footage.

Melinda's still frosty. She can't believe that I took a whole week, and *\*still\** didn't remember. This relationship stuff is whole new ball game...

Cindy Crawford's agent wants me to talk to Cindy about computers and the Internet. Right. She wants me bad.

## Thursday, January 11

I've started re-reading "The Private Life of Chairman Mao". Now that was a guy who was *\*really\** in charge. Maybe I go too easy on people at work.

Wow! That Internet really is hot. I just checked our stock portfolio and found our (Microsoft) investment in UUNET. From \$16m to \$300m. I just can't lose. They should remake Brewster's Millions about me...

Only two push-ups today. I hurt my arm re-arranging the giant photo of the Pentium processor in my office.

## Friday, January 12

Everyone's talking about us laying off 120 people. Lotus, IBM, Novell are all praying that it's a sign of some major Microsoft downturn... Sorry guys, it was at our floppy disk duplication facility -- just a sign of the continuing upturn in CD-ROM production. Keep praying! (Nothing else is going to help you.)

Perhaps we can retrain these people as programmers on Microsoft Money. Now *\*that's\** a product that needs all the help it can get. We had over 450,000 people download the free version, but our market share metric (vs. Intuit Quicken) still sucks. Add resolution #11: crush Intuit. I'm hard-core about beating Scott Cook...

## **Saturday, January 13**

The other Bill (Clinton again) is doing this one-day PR tour in Bosnia. Trying to raise his profile in election year. You know, the poor guy just doesn't have the job security I have.

Found that Victoria's Secret underwear in the dust rags bag. If Melinda didn't want them, I could have tried them myself. Ha, ha.

"What the hell you starin'  
at?" -- Duckman

## **Sunday, January 14**

Went to Barnes & Noble. Still no new books about me. I just don't believe it -- who else can these guys write about? Steve Jobs?

I think I'll call CVS and negotiate the electronic rights for all films developed nationwide. Think of the possibilities...

I've redesigned the push-up in a way that requires 57% less muscular power. Did ten!

## Monday, January 15

Martin Luther King Day

No. It can't be true! They really are writing about Steve Jobs... I just saw the latest Wired magazine with an in-depth interview with the Boy Wonder. Why is he a "visionary"? I'm a visionary too. Why don't they call me a "visionary"? I'm tired of being "ruthlessly competitive". This guy got lucky too. I mean, you know, they always say I got lucky when IBM licensed DOS. That wasn't luck, it was skill. I negotiated a great deal from IBM then ran over to Patterson's place and snapped up Q-DOS. That takes *\*balls\**. Jobs has no balls. Jobs is a guy who spends two weeks choosing a washer/dryer. Yes, *\*two\** weeks. For what? Like, \$500 or so. The guy has millions. Jobs is a guy who actually cares about his clothes "feeling really soft". What a loser...

Melinda says Jobs is a poor orphan boy, and that's why family stuff is so important to him. But, she says, he *\*does\** has a point about the clothes being soft...

(Insert silent scream here.) I want a divorce.

**Tuesday, January 16**

More big news from us about our Internet strategy... We announced our acquisition of Vermeer Technologies, and their cool Internet publishing technologies. That should worry Adobe and Netscape (PageMill and Navigator Gold). I'll have to figure out what to do with our Internet Studio product, though. And it's been doing really well since I had that stroke of inspiration and changed the name from "Blackbird". My empire just keeps on growing...

Jobs doesn't even have as much money as me. How can he be smart? And it's not like he's better looking than me. He's definitely a loser...

Got down and did 10 (old-fashioned) push-ups. Anger is power.

## Wednesday, January 17

Read about the Justice Department approving Disney's \$19 billion purchase of ABC. Just because Disney's cute and cuddly and has nice furry Bambis and Thumpers. But they keep hassling \*me\*. It's not \*FAIR\*. I want justice for Microsoft. I'm the smartest, richest man in the world - and they're jealous!

Looks like vindication for Kahn, as the ruling against Lotus has been upheld. Too late for Borland. And Kahn jumped shipped already. Now there's a guy who doesn't take two weeks to choose a washer/dryer. More like two minutes to choose a personal jet...

Melinda says that my fitness regime is already paying dividends. Apparently, last night, my stamina was awesome!

**Thursday, January 18**

Wow! My music heroes, The Pink Floyd, were inducted to the rock n' roll Hall of Fame. Dark Side of the Moon has sold more copies than Microsoft Office!

And it looks like another bunch of losers are out of the picture... This time it's WordPerfect, as the rumors are intensifying that Corel is going to buy this ailing division from Novell. Who will bring me a worthy adversary? Ha, ha! Oh, I must ask Ballmer why we don't have a drawing product. Why are we leaving this money on the table for Corel to pick up? We should announce a new, advanced drawing and illustration product with full Internet support. That should give Cowpland something to think about...

Melinda says I am a raging love beast. I know, babe...

## Friday, January 19

Hey, things are looking up! \*FREE\* tickets to the SuperBowl! In a skybox! (Microsoft are sponsoring it. And giving away Internet Explorer to everyone there -- football fans are very Internet-aware. And I'm doing a "live chat" thing on MSN about "PCs and Football. How to impress your friends by throwing your laptop 30 yards for a touchdown.")

Hey, maybe I should buy the Cowboys? Paul has the Trailblazers. I should have my own team...

## Saturday, January 20

Last night I woke up screaming, drenched in sweat. I had a major nightmare where Jobs, Kahn and Bingaman fed me poisoned Kool-Aid and danced around me chanting: "washer/dryer, washer/dryer..." It was way harsh. Melinda made me a mug of warm milk, gave me a big hug, and calmed me down. I miss my mom...

The space shuttle landed. I got some footage.

Looks like Yasser Arafat is heading for a landslide victory in the Palestine Presidential elections. Around 85% of the vote. Now, that's a market share metric that I can relate to...

## **Sunday, January 21**

Melinda went to Barnes & Noble. She bought me two books (I think they were reduced in a clearance sale.) Puerto Vallarta Squeeze is another stirring love story from Robert James Waller. I loved Bridges of Madison County... And, A Brief History of Time by Stephen Hawking. How come I don't have this already? It's cool, although the math is a little simple for my taste. Apparently, there were no new books about me.

Went a whole day without thinking about Steve Jobs...

## Monday, January 22

Today was a bad day at Microsoft. A real bad day. I can't believe that Melinda couldn't find any new books about me at Barnes & Noble yesterday. I sent Lisa to double check. It was worse than I thought -- not only is there no new Bill book, there's a new Microsoft book... but it's not about me!

It's "Microserfs" by some dude called Douglas Coupland. I just don't get it. "The real significance of Microsoft lies in the infoserfs, not the cyberlord." Huh? Although "Bill, be my friend... please" sounds about right. Ha, ha.

I think I've heard of Coupland before... Wasn't he the drummer in The Police? I checked in Microsoft Music Central (exclusively for Windows 95) and found I was only partially right. That was Stewart (Copeland). What does the acronym S.T.I.N.G. stand for?

## Tuesday, January 23

Today I decided to list the most powerful guys on the planet. After me, that is.

1. *Bill Gates*. (OK, I couldn't resist.)
2. Hey, this intellisense stuff really does work for numbered lists! *Paul Allen*.
3. Tie between *Steve Ballmer* and *Nathan Myrhvold*.
4. *Warren Buffet*.
5. *Craig McCaw*. \$9 billion for 840 satellites - what a thrifty guy. And fun, too!
6. *Jeffrey Katzenburg*.
7. *George Lucas*. (33 Academy Awards can't be wrong.)
8. *Steven Spielberg*. (Nice wife, too.)
9. *John Malone*.
10. *Andrew Grove*. (Thanks for the picture, Andy!)

## Wednesday, January 24

Now it's more fun... My list of the down and outs...

1. Louis Gerstner. (Ha! Even Ross Perot turned IBM down for this job.)
2. Jim Clark. (Just kidding!)
3. Steve Case. (Eat my shorts, scumbag. You wanted NBC bad. Ha, ha.)
4. Steve Jobs. (Personality-wise.)
5. Bob Frankenburg. (Who wants to be #2?)
6. Steve Jobs. (NeXT.)
7. Scott Cook. (Nothing personal. Intuit *\*will\** die.)
8. Doug Carlston. (I never wanted Dr. Seuss anyway - it's for kids.)
9. Steve Jobs. (Even his parents didn't want him.)
10. Everyone at Apple. (Another Jobs baby dies?)

## Thursday, January 25

Big meeting on Internet Studio vs. FrontPage strategy. I explain that, clearly, Internet Studio is "broad market", while FrontPage is our new "high-end" offering. Analogy-wise, it's just like Windows vs. OS/2 - I mean, Windows NT.

Deep trouble with Melinda tonight. Ann (Winblad) called me at home, but used the "helping Bill with his book" excuse. Too bad, it's out already - even Melinda couldn't miss that one. She's also uptight about some small-time competitor to her pet project Publisher. Apparently, these Serif guys are giving us a hard time, market share metric wise. What can I do?

Commiserated with John Malone. He blew the big satellite auction. Better luck next time.

## Friday, January 26

Wow! Steve Ballmer's on the case. He says we \*do\* have a 32-bit, rockin' drawing application engine. It's called "Escher", and in true Microsoft tradition we've pre-announced it. Ah, now the pupil is teaching the master. And we're including it in Office 97. If that doesn't make Grayson and Cowpland (not the drummer - the Corel CEO) cry in their soup...

Under threat from Melinda -- no sex till lawsuit - I caved in fast. Due to the vindication of Kahn, "look and feel" litigation on software is a no-no. I've gotten creative, and we're going for "look and feel" on product packaging. Plus I think I can get them for using "Page Wizards". We sent them a "cease and desist" for world-wide marketing as of next week. That should put PagePlus out of business fast. I'll be back in business tonight...

Meanwhile, my spies tell me that Cowpland is virtually certain to pick up WordPerfect. And that Novell are so desperate to unload, they'll take \$100m or so in stock. (Remember what Novell paid? Not exactly Bill-style economics.)

And Jobs' baby is going to be adopted. My money's on Sun.

## **Saturday, January 27**

Introduced sit-ups to my fitness regime. Abs of steel, here I come... I must buy something - like the Abdominizer, or the Ab Isolator - sit-ups are just too low-tech.

Spent a few hours surfing the net. I can't believe how much stuff there is about me. But it's so negative. Why do they hate me so? There are Microsoft Hate Pages and cruel jokes about Windows. I was so upset I had to go and look at my bank statement...

## Sunday, January 28

Went to Sunday brunch with Melinda. It's been a pretty good week, but it finished badly. We argued over the name for Bill, Jr. again. Melinda thinks it's too confusing to have another William in the Gates family. And what if it's a girl, she says. I'm voting for Willamina...

The Super Bowl was pretty exciting, but as expected the Cowboys won (27-17)...

## Monday, January 29

Wow! Everyone at work was talking about yesterday's game. It was the major talking point... How many copies of Internet Explorer did we give away? How many will become *\*real\** users? Didn't our MS-NBC ad look great? Isn't this new venture going to be cool? And, yes, how could the Steelers give away *\*two\** interceptions?

We also signed another major joint venture today - Microsoft and MCI. These big name alliances position us to be a key player as computers, content and communications continue to merge. Plus it doesn't hurt that MCI will replace Netscape Navigator with our Internet Explorer as their "preferred browser". I'm coming to get you, Marc...

Big day on the fitness front. Ten old-fashioned push-ups, ten low-tech sit-ups, and 15 minutes on the trampoline. Phew!

## Tuesday, January 30

I have a dream... Software that reveals itself, removes the barriers between you and capabilities old and new. Software that doesn't get in your way when you're trying to work. Features that can streamline the way you work now reveal themselves as you work. Everyday tasks as basic as entering text are easier. Spell-checking and formatting happen automatically, on the fly. Applications that you once used in a limited fashion now offer you new and easier ways to use them, to do more with them. Ah, one day...

## **Wednesday, January 31**

Melinda made me breakfast today. We sat, read the papers, and discussed business. Sometimes she can be OK.

Now it's official. Novell are selling WordPerfect to Corel for just under \$200m in cash, stock and licensing fees. It's still way short of what they paid about 18 months ago. It makes Corel a decent sized company now. But we'll still kick their butt in word-processing and spreadsheets -- and graphics too when our new drawing application comes out...

## Thursday, February 1

Today, Melinda and I chatted about clothes. She wants to update my image. Right. She thinks that I should be a Gap guy. Apparently, this store does all kinds of cool stuff like khakis and wild turtlenecks -- in gray, navy-blue, charcoal, forest green -- that are really "me". She talked me into ordering a new button-down oxford, but I couldn't find the Gap Home Page. These guys are still in the dark ages! Picture the scene, in our digital future: I'm on Letterman being interviewed about *The Road Ahead II*, in my stylish Gap khakis... the viewers are impressed... they click on my pants to get the full info, and... no link. Way un-cool!

I've almost decided to give up drinking Coke. My body is a temple.

## **Friday, February 2**

More stuff on the Jobs baby. Gilbert Amelio resigned from National Semiconductor. Everyone thinks he's going to do a turnaround job on Apple, replacing that loser Spindler. Bye, Bye, Michael. OK, so he's Mr. Fixit, but this is one company that needs a lot of fixing. I don't think Warren has any money in them. Did I say Sun would take them over? What I meant was that Apple will go it alone. Bill's Tip for 1996: don't buy a Mac...

## Saturday, February 3

I just heard that *Gene Kelly* died. That's so sad. Singing in the Rain is my favorite movie. Well, next to Terminator.

And guess who e-mailed me today?

From: Philippe Kahn, Starfish Software

I guess that you are way Richer than I am...

I read a funny anecdote on the Net. Someone was saying that you are amazingly smart, getting everyone to believe that it's OK to keep all that money because you "will" give it all away later... Very smart. Or is it very sad?

Good to see you're still in business, Philippe. It's a nice little company. You're right -- I am way richer than you, and I am amazingly smart. I *\*will\** give it all away later. Honest.

## Sunday, February 4

Things are going really well with Melinda. I Decided to work on the clincher, and show her my sensitive side. I wrote a poem about our wedding in Hawaii. I know how girls love that mushy stuff. It's called...

### **the beach**

toes curled in the wet sand  
smelling the scent of the sea  
i reach downward  
and i think a perfect hand  
might hold this perfect pebble  
and, throwing, might trace  
the perfect parabola  
suspended, neatly in time  
between the sunset  
and the waves  
then slowly dropping  
like that perfect, fiery sun  
reflected in these perfect waters  
then lost to me  
sinking to the sand  
finally resting, perfectly  
on this perfect beach.

Now will Melinda's software interface with my hardware? I think so...

## Monday, February 5

Melinda is still in shock. The unexpected outpouring of poetic expression has left her stunned. However, it did seem to have the right effect, as she didn't want me to leave for work this morning. This poetry stuff is way underrated. On the other hand, I can't stay at home all day. Another week, another company to crush...

Oops. InfoWorld arrived today, and Cringely's gone public on the Serif thing. They're such a teeny outfit, why would he care? And what's this about my "perpetually arrested adolescence"? His book "Accidental Empires" (way outsold by my *Road Ahead*) also took every opportunity to smear my character. Jealousy, I think.

No push-ups today. Way too tired.

## **Tuesday, February 6**

Al Gore was quoted in USA Today. Early in the 21st century, the information superhighway will link with every home in the country. He's been reading my book!

Big day for republicans. First votes cast in this year's presidential election. And Ronald Reagan's 85th birthday. I thought he was dead.

**Wednesday, February 7**

That Forbes journalist called again. They're still working on the big issue about me. I get to hold up *\*that\** copy of Popular Electronics again. Larry Steckler, the current owner and publisher is trying to find an original for the big photo shoot. Exciting! You know, I really believe its influence was critical. I can honestly say that I wouldn't be where I am today if Paul and I hadn't seen that issue. Sometimes all the success in the world comes down to one moment of serendipity. Right.

## Thursday, February 8

Today, the other Bill signs another Bill. Ha, Ha. Sometimes I'm such a funny guy. I should have my own special on HBO. Actually, it was Clinton and the Telecom Bill. This is no big deal except for the stuff about "indecentcy" on the Internet. A bunch of Web sites have turned black for 48 hours to protest against the restriction of free speech. I don't think it affects Microsoft... So that's OK then.

Still on Internet stuff, a bunch of guys just showed up unannounced at the office as a publicity stunt for "24 Hours in Cyberspace". Whatever.

## Friday, February 9

Noticed that Netscape are downplaying our bold move with Microsoft Web Server. I made it free. Now let's see how much money they can make from their Netsite competitor. This is a real aggressive market when you have to give everything away to build market share. We already give away the browser and the server. What's next? Maybe we could give away Internet Studio, too? (What else can I do with it?) As long as Netscape can't make any money either, it's fine with me. But, the smart thing is that Web Server is an NT product. This means I get to encourage Windows NT sales while hurting Netscape's server sales. Coool...

And I see that America Online is now claiming 5 million members. Made-up number alert!

## **Saturday, February 10**

Whoa! Someone showed me a copy of some car magazine: Road & Track. There's this way cool, street modified, McLaren F1 LM. 6.1 liter, 12 cylinder engine, 668 bhp, 0-to-60 in less than 3 seconds. And a top speed of around 225. This rocks. And only \$1 million. Best of all, the production run is only about 5. Maybe I can get one before Paul finds out and copies me.

## Sunday, February 11

Quiet day at home. Rented a video and bought some ice cream. Went to Ben & Jerry's Home Page, ordered 10 pints of Funky Monkey. Used Melinda's credit card in case the encryption isn't too secure. Watched the Bridges of Madison County. It's even better than the book. I wonder if Meryl Streep wants to talk about the Internet? Clint Eastwood is a little out of character, though. He plays the hero as the most sensitive, wonderful, loving and glistening kind of man. Kinda like me with Melinda, I guess...

## Monday, February 12

Lincoln's Birthday

What do I want to write today? Founded in 1975, Microsoft (NASDAQ "MSFT") is the worldwide leader in software for personal computers. The company offers a wide range of products and services for businesses and personal use, each designed with the mission of making it easier and more enjoyable for people to take advantage of the full power of personal computing every day. What happened to "a Bill Gates book on every desk"? I think the PR guys have been tampering with my vision statement...

## Tuesday, February 13

Depressed. Off-line for the day.

It doesn't help that I was thinking about my Top Ten list of Microsoft "Ahead of their Time" Products:

(Too far ahead, unfortunately. But, I really meant what I said at the time...)

1. Windows 1. The GUI for PCs.
2. Blackbird. *\*The\** content developer.
3. Word 1. Hmmmm. Word 7.0 *\*is\** pretty good, though.
4. MSN. The end of America Online and Compuserve. Right.
5. Excel 1. Do the math.
6. Internet Studio. The *\*Internet\** content developer.
7. Microsoft Money. The Quicken killer.
8. Windows 2. In hindsight, perhaps I'll admit it wasn't *\*great\**.
9. OS/2. That was IBM's fault.
10. Microsoft Bob. The social interface.

## **Wednesday, February 14**

St. Valentine's Day

Still off-line, but I notice that Melinda is behaving strangely. What have I done \*this\* time? Maybe she's unhappy that the other Bill (Clinton again) is visiting the state? (He's looking at the floods, and giving words of comfort to the poor people.)

## **Thursday, February 15**

Oops. Valentine's Day. "But, Honey, I've got a multi-billion software company to run" made her even angrier.

On the other hand, we announced the Microsoft/MCI "Schools on the Web" initiative. Offer free samples and get them hooked young. Then they'll keep coming back to you to buy more stuff. Way cool.

I'm a great lover, I'll bet" --  
Emo Phillips

**Friday, February 16**

Slept in one of the spare bedrooms. Again.

## Saturday, February 17

Melinda made me write "I must not forget Valentine's Day" 500 times. Doesn't she know about cut and paste?

And on the subject of Melinda, I've come up with my list of Melinda's Top Ten Excuses:

1. I'm having a baby. Honest.
2. I've got a date with Steve Jobs...
3. Let's wait until we move into the new house...
4. Only if I get half...
5. I've got my period. Some women are "on" for weeks, you know... (Dropping fast, for obvious reasons.)
6. I've fallen in love with Ann Winblad...
7. Not until you get a proper job. Like Bill Clinton's.
8. It doesn't feel right while your mother can hear... (Also dropping fast for obvious reasons.)
9. I've got a headache. A *\*big\** one...
10. Let's just cuddle...

## **Sunday, February 18**

Went to Barnes & Noble. Bought "Men are from Mars, Women are from Venus".

## Monday, February 19

Washington's Birthday (Observed)

This free software thing is getting way out of hand. Netscape stole major field possession with the freebie Navigator, and it's only the free version of Explorer that's gotten them back on the ropes. (Although the freebie Net Server doesn't hurt, either.) And now those boys over at Serif are spreading their free Intro95 publishing thing everywhere. It's like the smell from a codie's sneaker...

Look like it's time for (a) a huge lawsuit (again) or (b) 90 days of free Publisher95. Ha, ha.

At least no-one is doing a free Home Page product. What would I do with Internet Studio then?

## **Tuesday, February 20**

Aaaargghhh! I thought MSN had gotten Compuserve covered... But, no! As well as adding "vanity names" to CIS accounts (I hate people who don't innovate, and just follow) they're giving away a free home page product called Home Page Wizard. Surely we TM'd "Home Page Wizard" years back?

Hey, I must look out for voting in the first Presidential Primary in New Hampshire. I need to see how many votes Forbes is able to buy.

## Wednesday, February 21

Ash Wednesday

Someone once said to me "Bill, what do you think of free software?" and I said "It's great. I like the idea of free hardware, too." Boy, I'm such a funny guy.

Buchanan (more right-wing than Ghengis Kahn -- no relation to Phillippe Kahn) won, just beating Dole, and thrashing Forbes. I guess it shows you can't buy everyone. On the other hand, Forbes doesn't quite have the resources I could throw at it.

Today we started an Internet political talk show. Live on the Microsoft home page. Now that's a cool idea. And all so I can meet more MTV babes...

**Thursday, February 22**

Of course, it is possible that free hardware is getting ever closer. I mean, it's all about the market share metric, and some guys think that dumb, set-top boxes are the way forward. Ad revenue plus subscriptions would effectively make them *\*free\**. But, in the end, I'd guess that people will want more power, flexibility... and the ability to *\*create\** rather than just digest. You know, there's absolutely no way that a box that provides just passive entertainment could ever get into more than about 5% of American homes.

## Friday, February 23

Arranged date, I mean, meeting with Patti Stonesifer. To discuss her new objectives for the new Microsoft Interactive Media Division. Does this make her my new beck and call girl? Ha, ha. I love internal reorganizations which bring chicks my way. I mean that's how I met my lovely wife, Melinda. Anyway, guys are just too competitive. And Patti may not be a babe, but she definitely knows how to handle my consumer software.

## Saturday, February 24

Quiet day with my PC. Tried creating help files using HTML. Hmmmm. Needs work. Went trolling for chicks on the net. They didn't believe I was \*the\* Bill.

Except for this...

From: Alissa Clough

I think that Bill Gates is a wonder and a marvel... irresistably cute, even without the money. Really. Is this normal?

Absolutely, babe. Except for the money bit...

## Sunday, February 25

Went to The Gap with Melinda and bought more stuff with my Turbo-Platinum Ultra-Gold Bill Card. I'm just so smooth. No wonder the babes dig me.

Here's my Top Ten Gap Clothing Items...

1. Sky blue turtleneck w/ long sleeves.
2. Navy wool v-neck with golfer motif.
3. Cream button-down oxford shirt.
4. Light-chambray button-down oxford shirt.
5. Gray button-down oxford shirt.
6. Forest Green polo shirt w/ short sleeves.
7. Lemon button-down oxford shirt.
8. Classic-cut Gap Khakis - Olive.
9. Gray turtleneck w/ long sleeves.
10. Classic-cut Gap Khakis - Stone.

## Monday, February 26

Orthodox Lent Begins

Checked out the Oracle Developers Conference where Larry Ellison previewed a working prototype of the Network Computer, their low-cost Internet access thang. For \$500, he's hoping that everyone will get wired. And, to make it that cheap, they said all they had to do was drop the Pentium and Windows. Ha, Ha. Very funny, guys. Can you spell O-E-M? You have to pay me whether you ship it with Windows or not... no, wait a minute... Oracle didn't sign *\*that\** contract. How do I get the better of Larry? Or is that called picking on someone my own size? Maybe I'll go crush Geoworks instead...

## **Tuesday, February 27**

More Internet developments. This thing is way hot. Good job I have my new Internet division. What a cool move. Remember? "Read my lips: no Internet division"... That fooled 'em! Anyway, today it's AT&T doing the demo of World Net, their new access service. Must sell our NETCOM stock tout-de-suite! And they're including Navigator! I'm switching our phone calls to MCI...

Chelsea Clinton, sweet 16 today. I wonder if \*she\* wants to talk about the Internet?

## **Wednesday, February 28**

Great going Steve! He wins Arizona! Maybe you can buy your way to the White House after all! I think he's used up about \$25m so far... by my reckoning that's about \$40 per vote... Hmm... Interesting possibilities... Well, if WalMart can have their first profits dip in 100 consecutive quarters, I guess anything can happen!

Bought the Batman Batmobile for \$200K. A bargain!

**Thursday, February 29**

4 Grammys for Alanis Morrissette last night. I wonder if \*she\* wants to talk about the Internet, eh?

“His is an historic level of genius” Microsoft Person.

## **Friday, March 1**

Baited Nathan Myrhvold today by saying: “Don’t you find the math in *A Brief History of Time* too simple? I know I do.” and “So, is it true that Stephen Hawking didn’t think you were smart enough to stay at Cambridge then?” and “I don’t know how technical you are, but being an assistant Chef must be much less intellectually stressful for you.”

I found out a bunch of my MSN guys are leaving to form their own Internet business. Just wait until they check their Microsoft employment contracts! We get a royalty whether they choose to create Microsoft products or not!

## Saturday, March 2

Compiled my list of favorite exercises. Here's my Top Ten:

1. The Super-Efficient Push-Up <sup>™</sup>.
2. Coding 29 hours straight. Yeh.
3. Trampolining.
4. Co-ed naked twister. (With Melinda, of course.)
5. Shopping at The Gap.
6. Getting it on with M. (Closely related to #4, I guess.)
7. Armchair jumping.
8. World domination. (While wearing wrist-weights.)
9. My rocking thing.
10. The regular push-up.

## **Sunday, March 3**

Still can't figure out what I can do with Microsoft Bob. But I won't give up yet. Or, maybe I should just blame Patti Stonesifer. "A really nice program that'll make your computer comfortable and friendly to you". Who writes this stuff?

Went to Barnes & Noble. Bought Paul Reiser's "Couplehood". I'm going to master this relationship stuff if it kills me.

**Monday, March 4**

Gave my buddy David Copperfield the Batmobile, \*and\* let him take all the credit for buying it. He deserves it. I loved the way he made the Statue of Liberty disappear. Way cool.

Hey, I wonder if Claudia would like to talk about the Internet? Now, she's a potential Net Chick!

## **Tuesday, March 5**

Dole picks up another 200 or so delegates, and it's looking bad for Forbes. I guess that terrible skin problem of his can't be overcome by frantic media spend. I would have thought that someone with his money would have checked into a Beverly Hills clinic for a little plastic surgery. Would I want him kissing my baby Bill? I think not...

## Wednesday, March 6

Just when I was thinking that the problem with Microsoft Bob is that it's too dumb for grown-ups and too boring for kids, along comes Patty Stonesifer with the killer app to resurrect it. She's a genius! I can see why I promoted her over that loser Brad Silverberg. It's "Bob does the Internet!" What a blast! And she's done this way cool cross-licensing deal with Walt Disney so that it has these pop-up "Net Friends" Bambi and Thumper, who tell you what to do! And an interactive tutorial narrated by Pocahontas! Yaaaaahhhh! And Walt Disney get... I'm not sure now... I bet they get to call themselves MS Walt Disney, and use Bob as the narrator for their next blockbuster.

**Thursday, March 7**

Boy, this Internet is such big news. One day you're an Internet nerd, next day you're an Internet "visionary." This stuff now reaches over 9m US households! It's so big that I hear that Broderbund is releasing "Where on the Internet is Carmen Sandiego?". If it was a Microsoft product it would be cool! (As a Doug Carlston idea, it SUCKS!!)

**Friday, March 8**

NY primary goes to Dole. It looks all over for Forbes. This is not encouraging news for the theory that you can buy your way to the White House. On the other hand, Forbes is a loser with bad skin, while Perot is a loser who has the unfortunate ability to make people think he's just a little... well, nuts, I guess. You know, I really should be giving this more serious consideration. I don't think it's too late for me to run as an independent...

## Saturday, March 9

With the incredible rise of the Internet, my electronic rights to the world's greatest art should be pretty useful. And it won't be a monopoly! Microsoft will own the software, and I'll own the content! But there's still a long way to go.

Here's my Top Ten List of Things I Don't Own Electronic Rights To... (Yet)

1. Every Star Trek episode.
2. Every Star Trek NTG episode.
3. Every Beatles song.
4. Every Michael Jackson song.
5. Elvis.
6. Ansel Adams.
7. The Catcher in the Rye.
8. The X-Files.
9. NASA.
10. The Bible (Old & New Testaments)

## **Sunday, March 10**

I just heard that *George Burns* died. That's so sad. *Singing in the Rain* is my favorite movie. Well, next to *Terminator*.

Had brunch with my old man, *Bill Sr.* I wish he'd stop talking about what a great nut salesman I was in high school. This is old news.

## **Monday, March 11**

Looks like Steve Case at America Online has done a deal with Netscape to bundle their browser with AOL. I better give him a call. And explain the facts of life to him...

## Tuesday, March 12

I was hot today. My keynote speech at our Developer's Conference had them eating out of my hand. Clinton! Keep your hands off the Internet! Am I good, or what?

Eat my shorts, Netscape loser boys. Check out the Microsoft/AOL pact! My buddy, Steve, is going to bundle Internet Explorer as the \*integrated browser\* with AOL. Now, Navigator's just a bunch of spare software on a disk! I'm giving Steve an icon in one of the Windows 95 folders. BFD. But he seems happy...

## **Wednesday, March 13**

Steve Forbes quits while he's behind. Ha, ha.

Me and Steve Jobs are friends again. He still likes his clothes "feeling really soft" but now he's happy to work with us to promote his web objects. Plus he likes the Microsoft pricing strategy: free stuff. Another endorsement for the Bill Vision Thing...

"Let's hope you don't need  
pants in cyberspace" – Dogbert"

**Thursday, March 14**

You know, this conference reminds me what a load of  
kiss-ass guys there are out there...

## Friday, March 15

Back at Microsoft campus. Home Sweet Home. Even when it comes to kissing my ass, Microsoft guys are the best...

Decided to compile my Top Ten Favorite Phrases:

1. Cooooool!
2. Way Cooooool!
3. The Cooolest!
4. Rock n' Roll! (Thanks Paul!)
5. High-bandwidth!
6. Into Orbit!
7. Pre-pre-emptive.
8. Bitchin'.
9. Boy, I'm a smart guy!
10. What a blast!

**Saturday, March 16**

Boy, Melinda is getting really weird. I found her in the basement eating a pickles and ice cream sandwich. At least it was Ben & Jerry's. Otherwise I would be seriously worried...

## Sunday, March 17

St. Patrick's Day

Had brunch with Melinda. Man, she's getting fat. Bill, Jr. looks like he could be a \*big\* boy, if you know what I mean...

Went to Barnes & Noble and bought "Life's Little Instruction Book" by H. Jackson Brown, Jr. This guy is just \*so\* profound. I'm going to license these quotes for the Tip of the Day in the next version of Word...

**Monday, March 18**

Hey, that Upside magazine interview is out. Boy, I'm a smart guy! These guys couldn't question their way out of a paper bag...

**Tuesday, March 19**

Dole gets it. I bet Buchanan wants to be his VP.

## Wednesday, March 20

Looks like Winnie Mandela is suing for half of Nelson's fortune. (I use the term loosely, as it's only \$10.5 million.) I better get a second opinion on Melinda's pre-nuptial agreement, just in case my hotshot lawyer at Sue, Billem, Overcharge & Run (my little joke, ha, ha) missed anything.

## Thursday, March 21

More work on my Top Ten lists. This time it's my list of the Top Operating Systems Ever..

1. Windows NT
2. Windows 95
3. Windows 3.1
4. Windows CE
5. MS-DOS (all versions)
6. Erghhh....
7. The Human Body!
8. There aren't any more...

## Friday, March 22

Atlantis launches. Yawn. With a chick! Yeeeeeaaah!

I really should think about running for President. I'm going to talk to Warren about it, get his advice. So here's my list of the Top Ten Reasons to Run for President:

1. I want to buy an old Cessna, paint it flashy colors, and call it Air Force 95.
2. Gennifer Flowers will want me too.
3. I have way more money than Steve Forbes.
4. Then I can fire Anne Bingaman and close the Justice Department.
5. Warren Buffet can be Secretary of the Treasury.
6. As head of Microsoft, I only have 3000 people kissing my ass.
7. I'm much better looking than Ross Perot.
8. Microsoft Money would be great for balancing the budget.
9. I could make sure \*three\* things are certain: death, taxes, and Windows 95.
10. It would be way cool to be President of two big thingies.

## Saturday, March 23

Took Melinda out to the movies. Saw *The Bird Cage*. Hmmmm. Not too sure what it all means, but *Gene Hackman* sure makes an ugly chick. Reminds me of my Top Ten Dates with Melinda:

1. Night in with Ben & Jerry's from CostCo, plus pretzels and Tab Clear... then rent a movie chosen using Cinemania.
2. A major Microsoft product launch (like Windows 95), especially the Karaoke part...
3. Microsoft annual picnic.
4. Comdex Keynote speech party.
5. Working late in the office, Melinda coming over with Ben & Jerry's, pretzels and Tab Clear.
6. Virtual cell-phone-go-see-movie-in-different-towns date thing.
7. Real go-see-a-movie date.
8. One of those ball game things.
9. Shopping trip to the Gap to buy new outfits.
10. Shopping trip to Gap Kids!!!

**Sunday, March 24**

It was a tough week. Caught up on my beauty sleep.

## Monday, March 25

Warren says that running for President would be fun. He'll even be my running mate. He says he's always wanted to get into politics. Cooooo!

Today was the start of Internet Electronic Commerce. Another show, another Keynote Speech. Yawn.

Watched the Oscars. Toy Story won one, so I bet Steve Jobs is really proud. The Director mentioned everyone except Jobs. Not even a "thanks for the money, Stevie". You know, there should be the Ugliest Chick and Ugliest Guy Oscars - for Whoopi Goldberg and Lyle Lovett. Boy, Ted Danson and Julia Roberts must have had really messed-up childhoods...

**Tuesday, March 26**

Asked the guys in the office if I'd make a good President. They all said that I'd make a *\*great\** President.

MSN just reached 1 million subscribers, which proves that my "Internet for Everyone" strategy is right on target.

I spent the night with Microsoft 3D Movie Maker, but I still couldn't get anything as good as Toy Story out of it. I guess Stevie paid his millions though, while I didn't pay a *\*dime\** for Movie Maker - as President I get special privileges like Free Evaluation Software and Free Soda...

## **Wednesday, March 27**

Bummer! Turns out *\*everyone\** at Microsoft gets Free Soda. No wonder profits aren't as high as I'd hoped. And Melinda's not being very productive either. She's spending all her time goofing around with the Beta of our new Microsoft Muppets product. She got home and shouted "Hi, Kermy-Wurmy, Miss Piggy-Wiggy wants some porky-worky!" So I went to the kitchen and fixed her a BLT.

## Thursday, March 28

Wow! Latest sales figures for Windows 95 so far are a cool 25 million users... That's substantially over the 24.5 million that we projected. I'm certainly not disappointed. No, I'm really pleased. It's great. Awesome. Well done everyone.

## **Friday, March 29**

During the development of Windows 95, the team gave birth to 65 kids, drank 4,340,450 cans of (free) soda, and ate enough pizza to cover the Microsoft Campus four times over. That's the kind of information I have at \*my\* fingertips... but I'm not a control freak. I just believe that knowledge is power. And I guess that money is power, too.

**Saturday, March 30**

Big discussion with Melinda about running for President "if that's OK with you, honey"... She says that she *\*wants\** to be First Lady...

## **Sunday, March 31**

Palm Sunday

Went to Barnes & Noble and bought Ross Perot's biography. It's easy. I can do that. So it's official, then. I'm going to run for President. I'll tell them tomorrow...

## Media Alert ... Media Alert ... Media Alert

*Microsoft Announces that Bill Gates is to Take an Extended Leave of Absence to Run for President as an Independent Candidate*

REDMOND, Wash. - April 1, 1996 - Microsoft Corp. today announced that Bill Gates is taking an extended leave of absence in order to run for President as an independent candidate. During his absence, Steve Ballmer will assume day to day responsibility and will be joined by Paul Allen. Paul Allen, who founded Microsoft with Gates, and currently serves on its Board of Directors, will assume an executive role until such time as Gates returns to the company.

While the timing of the announcement was unexpected, Microsoft was aware that Gates had been considering his candidacy for some time, and this issue was discussed at a recent Microsoft Board of Directors meeting. A full Press Briefing will be held later this week.

At 40, Gates will be one of the youngest candidates of recent times, and certainly one of the richest. "Following my keynote speeches at the Microsoft Developers Conference, and the Internet Electronic Commerce show (iEC), I became more keenly aware of my position at the pinnacle of the industry. There really has to be more to aim for. And what higher office than that of the President? The time is right, and I believe I can do for this country what I have already done for Microsoft", said Gates, earlier today.

Gates has already confirmed that he has the full support of his wife, Melinda, and that he is willing to spend \$2 billion to achieve his goal of reaching the Oval Office. "Bill Gates is a man who really could run the country the way he runs Microsoft", stated one White House observer. "It wouldn't surprise me if he had us turn the budget deficit into a profit."

At this early stage, Gates has not indicated who he would choose as his running mate. However, observers suggest that Warren Buffet, his close friend and fellow multi-billionaire, would be the most likely candidate. Both men have long harbored political ambitions, and are likely to make a formidable team in the upcoming contest with Clinton and Gore.

Founded in 1975, Microsoft (NASDAQ "MSFT") is the worldwide leader in software for personal computers. The company offers a wide range of products and services for business and personal use, each designed with the mission of making it easier and more enjoyable for people to take advantage of the full power of personal computing every day.

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"Older men with lots of money  
are cool" -- Pammy

## **Monday, April 1**

Oh, boy. That April Fool's prank about me running for President sure had them fooled. Nearly as good as Taco Bell's ad announcing their purchase of the "Taco Liberty Bell". Well done, guys! And nearly as good as CompuServe announcing that their new President/International is the ex-CEO of a bakery. Real funny. It just goes to show that even those CompuServe guys have a sense of humor. I must tell my new pal, Steve at AOL, all about it...

## Tuesday, April 2

Another day, another keynote speech. This time: Las Vegas and the NetWorld+Interop '96 show. At least it gave me a chance to talk about Microsoft Exchange, our Notes killer. It's here at last!

Ha! They fooled me! Apparently the CompuServe announcement wasn't a fake. They really have hired the CEO of Sara Lee Bakery! You know, I don't know how technical they are, but the cakes biz and the online biz seem pretty different to me. I guess these guys will try anything to try and compete with MSN and my buddy Steve over at AOL.

## **Wednesday, April 3**

You know, these shows give the people a chance to come up and tell me how great I am. Freedom of expression really is a wonderful thing.

Melinda went wild on the slot machines. I couldn't get her to stop. "But I want us to be rich" she kept saying. Gee, honey, I guess I better try harder.

## Thursday, April 4

First Day of Passover

I noticed that today was the anniversary of Martin Luther King's death, 28 years ago. I know he didn't invent BASIC or Windows, but in his own way he was a pretty influential guy.

## Friday, April 5

God Friday

Made a few bucks on yesterday's stock market frenzy on the offering for Lucent, the AT&T spin-off. You know, 24 million shares must have made this one of the biggest IPOs in history. But will it be as big as Microsoft or Netscape?

Got this anonymous e-mail today:

Bill, is it true that if you use a word-processor other than Microsoft Word, you'll eventually go blind?

a WordPerfect developer, Utah

Yes. (Hey, I thought you guys had all left by now...)

## **Saturday, April 6**

Melinda was very philosophical at breakfast today. I guess that impending motherhood can do that to a woman. She wants to know how I can live with myself after ruthlessly crushing my competitors. "You know" I said "I'm healthy, I'm sane, I'm happy, I'm rich." I guess that about sums it up...

## **Sunday, April 7**

Easter Sunday / Daylight Savings Time Begins

Bought Melinda a huge chocolate Easter Egg to show my caring, sharing side. She said it was great, but that it needed a few pickles to spice it up. I entered into the spirit of Easter by eating 13 Cadbury's Cream Eggs in 2 minutes. If anyone can beat that, they can have Internet Studio.

## **Monday, April 8**

FrontPage is out! FREE download! Into orbit! I think I'm really getting the hang of this ruthless competition thing. My Internet strategy really seems to be coming together pretty nicely. You know, it really does look like I had it planned all along... Sometimes I'm so smart, it hurts...

## Tuesday, April 9

On the other hand, I can't have it all my own way. There are a few little places where my ass is grass. Here's my Top Ten Bottom Ten MS Products...

1. Microsoft Bob. Ironically, this doesn't have any competition.
2. Microsoft Network vs. The Internet. 'Nuff said.
3. Microsoft Money. Even the immortal "Free Money" couldn't save this loser. Well done, Scott Cook! I've tried copying Quicken, and I've tried buying it. What options are left?
4. Microsoft NT Server. Improving fast, but Novell's still hanging on to the networking biz.
5. Microsoft Exchange. Notes still has the better market share metric.
6. Microsoft Publisher. Nice try, but even suing those Serif guys doesn't seem to stop PagePlus.
7. Microsoft Draw. Just kidding. I'm not really trying to beat Corel. Yet.
8. Microsoft Fury. The boring version of Terminal Velocity. Gobble, gobble.
9. Microsoft Explorer. Closing fast on Netscape Navigator. No, really. It is, honest...
10. Microsoft Bob. So bad, I named it twice.

**Wednesday, April 10**

Hey! Is there no end to my popularity with the fairer sex? My mailbox is full of e-mail from cyber chicks in England! Why? Well, apparently Bob X. Cringely's *Accidental Empires* has been made into a software documentary and aired on England's Channel 4. Coool. Seems like I didn't get the usual Cringely abuse, and I came across as amazingly intelligent, handsome and stylish. And rich. The truth does come out, sometimes. Anyway they're sending a tape \*by FedEx\* so I can add it to my archive of personal appearances...

## Thursday, April 11

What is it with those Europeans? Still in the dark ages? "Sending a tape by FedEx"? What's wrong with compressed MPEG via e-mail? Anyway, I used the all-formats VCR in my office to watch it, most of the morning...

Big High Five to Bob X for showing England his ass (and a near full-frontal) although it's a shame he had to stand next to the big fat dude to make himself look better. (Pammy will be looking for a younger man soon. Or a richer one.)

My mailbox is filling up fast. Those English chicks sure have active imaginations... I think it was the forest green lambswool sweater from The Gap that really did it for me!

## **Friday, April 12**

Oops. On the 10th rerun, I noticed that I was wearing my wedding band. And it was in shot for almost the whole interview! I guess that blows my chances of scoring big in the on-line seduction stakes... Still, they may not be as observant as me...

**Saturday, April 13**

Or, they may just like really, really, really rich guys. (Melinda did.) On the other hand, there is a theory that having a wedding band, or a small furry dog, or a cute baby, is a great seduction tool because it lowers the defences of the target. And soon I'll have all three! Then Bill's in like Flynn... Bitchin'

## **Sunday, April 14**

Orthodox Easter

Microsoft Exchange Server includes e-mail and built-in groupware to allow group scheduling, discussion databases and document sharing, for users to view and share information stored in public folders. In addition, it enables system administrators to monitor and troubleshoot a corporation's entire messaging system - including Internet connections and usage - from a single workstation. Cooooool...

## Monday, April 15

Patrics' Day (MA, ME)

Decided to do my little self-assessment thing. I found an "Are you like *Bill Gates*?" quiz in this month's Software Entrepreneur magazine. Like one of those Cosmo quizzes that Melinda loves so much...

Q1. You're shown a Beta of a hot new software product that defines a whole new category. Do you...

- (a) Begin preliminary licensing negotiations, then pull out of the deal... but only after you've reverse engineered, and prepared a competitive product?
- (b) Attempt to buy the company, but get blocked by the FTC?
- (c) Do both of the above?

Ha! Easy. Has to be (c)!

"We want to monopolize the software business" -- Bill Gates

## Tuesday, April 16

This one's impossible, but I guess I can suspend disbelief for a moment, hypothetically speaking...

Q2. You hear that the forthcoming release of a competitive word-processor beats the hell of out of Microsoft Word. Do you...

- (a) Pre-announce that the next version of Word does *\*everything\** the competitor does, but faster, easier, and more intelligently... and it's out next week?
- (b) Act philosophical? After all, competition breeds great products, right?
- (c) Just laugh? Who cares about features? Nothing is going to shake Word from the top spot.

Hmmm... I guess it's (c).

**Wednesday, April 17**

Q3. You need a great game to hang the “Windows 95 is a great games platform” flag from. Do you...

- (a) Launch Flight Simulator 13?
- (b) Tie-up with a major developer like EA?
- (c) Panic, and quickly license the first 3D shoot 'em up that looks a little like Flight Simulator, but with lasers?

I'd go for (c). But I didn't panic! It was the plan!

**Thursday, April 18**

Q4. Microsoft Office is under serious price pressure from SmartSuite and PerfectOffice in the European OEM market. Do you...

- (a) Improve the feature set of MS Office?
- (b) Get down to some serious price negotiations?
- (c) Slash the Gateway and Dell buy prices on Office to virtually zero? After all, no revenue for you is better than *\*any\** revenue for them!

This is too easy! It has to be (c) again!

**Friday, April 19**

Q5. Corel buys the WordPerfect family, ready to launch an assault on MS Office. Do you...

- (a) Feel smug? After all, you've got a great new version of Office up your corporate sleeve.
- (b) Pre-announce that the next version of Office does *\*everything\** the competitor does, but faster, easier, and more intelligently... and it's out next week?
- (c) Not even notice?

Could be a trick question! I'll go for (c)!

**Saturday, April 20**

Q6. The entire software market shifts from being corporate driven to consumer dominated. Do you...

- (a) License, develop, beg, borrow and steal an enormous range of titles for the home market... get some boring old peripherals, add a marginally novel twist, then brand them ready for those home-user suckers... and do some TV ads with Rolling Stones tunes?
- (b) Add "and in every home" to the corporate motto of "On every desk"... get Patti Stonesifer to setup the Consumer Division... then get a wife and kid to support the image of Microsoft as a caring, sharing, 90s kind of company?
- (c) Do both of the above?

These guys must be Microsoft insiders, eh? I *\*think\** it has to be (c). (But Melinda and Bill, Jr. are really important to me.)

**Sunday, April 21**

Q7. Microsoft is in the unheard of position of generating more revenue from interest on cash in the bank than from sales. Do you...

- (a) Worry?
- (b) Rock backwards and forwards, pondering future corporate strategy?
- (c) Laugh?

Got to be (c)... I mean, it *\*is\** pretty funny. "Gloat" would be a good word, too.

**Monday, April 22**

Q8. You completely miss a huge, fundamental change in technology as the market shifts away from personal computing to the Internet. Do you...

- (a) Pretend you knew all along? After all, MSN is the "Internet made easy for everyone..."
- (b) Rush out a book of your own predictions about how great the Internet will be... buy up as many Internet tools as possible... feel relieved that you bought all that electronic content over the last few years?
- (c) Do both of the above?

Obviously (c). But I did know all along. I mean, Microsoft has an Internet Division, right?

**Tuesday, April 23**

Q9. You launch a strongly branded new operating system with a cute clouds motif, then find that third-party, compatible products are using this motif. Do you...

- (a) Think: That's great... It means that consumers can tell what will - and won't - work with the new operating system?
- (b) Insist that those third-party guys use a teeny, half-inch square logo to show consumers compatibility?
- (c) Sue the ones with competitive products... ignore the ones without?

Can they mean Windows 95? It could be (b). Nah. I'll go for (c). Those Serif guys deserved it anyway.

**Wednesday, April 24**

Q10. Home is...

- (a) The world's leading, and most strongly recognized, software brand?
- (b) A massive underground bunker complete with movie theater, dining for 400, and smart systems that play music and light up your footsteps as you walk around?
- (c) Both of the above?

It's (c)! It must be! Into orbit!

## Thursday, April 25

Ten fab, Bill-centric questions. I checked my scores...

1 point for each (a). 5 points for each (b). 10 points for each (c).

That's ten, dead-on (c)s, for a maximum 100. I always come top of the class!

60 - 100. Hey, you're getting there! You're ready for complete global software domination, brutally crushing competitors, wearing clothes from The Gap, and generally being a nice guy. Scores over 75 are serious Bill material, who could be called upon to stand in for the real Bill in the event of a crisis.

16 - 59. Still some way to go. In software terms, you're still at the level of VP, Strategic Marketing in Emerging Eastern European Markets. (i.e. selling Word for DOS in Poland.)

less than 15. Two words describe your level of Bill-ness. Steve. Jobs. (And you probably like your clothes "really soft").

**Friday, April 26**

What about Microsoft Show Tunes? Classics like "If I were a rich man..." This speaks to \*me\*...

Looks like those PagePlus guys can't take the pressure! They're selling out to some tiny New Jersey outfit, so that's another competitor out of the way. And I don't even get out of bed for \$4m. Hey, loser boys! Eat my dust!

**Saturday, April 27**

Or, "If I ruled the world..." But, I do...

On the other hand, I'm not averse to making a few bucks on the stock market. I did pretty good on Yahoo's offering. I'll put some money on Allegro to go up on Monday...

**Sunday, April 28**

Or, "Some enchanted evening, I will find you there..." for Melinda, my honey-bunny... And speaking of Melinda, I found out where she's been the last few days! She was in the hospital giving birth (on Friday, in fact) to Baby Bill! Damn, I thought the house was pretty quiet. Unfortunately, a design flaw means that it's Baby Jennifer. Jennifer Katharine Gates. A bouncing, 8.5lb baby girl. Yeeeeaaaaahhhh...

**Monday, April 29**

A loud, screaming, puking, bouncing baby girl.

**Tuesday, April 30**

Boy, Baby Jennifer sure has a mean pair of lungs on her. I think she gets that from her mother's side. I hope Melinda will keep doing most of the work. My efficiency will be seriously impaired if I have to get up in the night to do this baby stuff. Luckily, my years of all night coding sessions is the perfect training.

"I like 'em small and toasty"  
– Garth, Wayne's World

## **Wednesday, May 1**

You know, I'd always thought that babies were ugly (apart from me, of course), but now I'm not sure. Baby Jennifer is sooooo cute. She's got these little dimples, and... I wonder when she's gonna write her first VB applet?

**Thursday, May 2**

Went to Barnes & Noble. Hey, Dr. Spock sure knows his stuff.

**Friday, May 3**

I'll need to be careful. All this baby stuff might distract me from my real mission: crush Netscape.

**Saturday, May 4**

Crush Netscape. Yeeaaaaahhhh. Browsers are a zero revenue business. Especially if you have Microsoft as your competitor.

## **Sunday, May 5**

Bill Sr. came round *\*again\**. What's with him and this baby stuff?

Oh, yeh. Another week at Microsoft comes to a close. Like, what happened man? It was a blur.

## Monday, May 6

My boys seem to have found my diary. Like I said, at Microsoft they really know how to kiss my ass. But good...

Dear Bill,

We first noticed your secret diary on the "It's Time to Parody" page that was our April 1st Pick of the Day. Too bad we didn't get it sooner, but we hope you picked up some extra hits on that day anyway.

Because we're your employees, we think your secret diary is way cool, and we might just use it one day . . . if you continue to write.

Sincerely, MSN Webpicks

**Tuesday, May 7**

So I said:

Hi, MSN Webpicks dudes:

You know how it is. Busy, busy, busy... Thanks for the support. I'll remember your kind words at pay review time.

Sincerely, Bill G.

Do I mean it? Like hell, I do. They have their Microsoft stock options, so salary is irrelevant.

**Wednesday, May 8**

You know, I recently got a message from my old principal at Lakeside. He said that even back then he could see that Me and Paul were destined for greatness, that such intellect and talent was rare indeed... He also said thanks for the new Bill Gates and Paul Allen building. Yeaaaahhhh!

## Thursday, May 9

We sent Doug Henrich to this Software Growth conference in SF this week. He's strictly one of our minor league pitchers. But, hey, you gotta give these guys a trial sometime. Surprise! Phillipe Kahn was there too! Oh, how the mighty have fallen! He said: "If the wind blows hard enough, even turkeys can fly". I guess he means Starfish Software! He, he, he...

My ex-chick Ann Winblad was there too. She didn't even mention me. Not even: "I've slept with the richest guy in the world. Beat that loser boy." She always wanted to make it on her own merits, so I guess it's OK really.

May 8, 1996

Re: The Secret Diary of Bill Gates  
Right of Publicity and Privacy Violations  
Our Reference: 660005.700v27

Dear XXXXXXXX:

We represent Bill Gates and Melinda French. We are writing to object to your unauthorized use of Mr. Gates' and Ms. French's identities, names and likenesses and your publication of private information and false and disparaging statements concerning them, all in violation of their rights of privacy and publicity, as well as the Lanham Act and state laws governing, inter alia, misrepresentations of fact, sponsorship and association. We request your voluntary cooperation in discontinuing such activities which are causing our clients immediate and irreparable harm.

We refer specifically to "The Secret Diary of Bill Gates", which appears at <http://www.tiac.net/users/billg40/index.htm>. We understand that you control, either directly or under your Terms of Service agreement, (i) the contents of this site and (ii) its appearance on the Internet. If either of these assumptions is in error, please let me know as soon as possible so we can deal with the appropriate party. We also request your cooperation in identifying any other persons or companies responsible, in whole or in part, for this web site or its content.

This site uses Mr. Gates' name, likeness and identity without his permission. It similarly uses Ms. French's name and identity without her permission. Your use goes beyond legitimate, newsworthy topics to invade Mr. Gates' and Ms. French's rights of privacy. In addition to false representations of source and sponsorship, the site contains false information, placing Mr. Gates and Ms. French in a false light, which we believe you either know to be false or have included in the product without taking sufficient care to verify its truthfulness. Further, this site includes unauthorized reproductions of photographs of Mr. Gates and other copyrighted material, all in violation of 17 U.S.C. §§ 101 et seq.

In view of the above, we request that you take immediate action to discontinue the activities objected to herein. We ask that your representative contact us as soon as possible after reviewing this letter so we can discuss a prompt resolution of this matter.

Very truly yours,

SEED and BERRY LLP  
William O. Ferron, Jr.

cc:  
Mr. Bill Gates  
Ms. Melinda French

July 22, 1996

Re: The Secret Diary of Bill Gates  
Your Reference 660005.700v27

Dear Mr. Ferron:

Thank you for your letter of May 8, 1996 (to TIAC) in connection with my web site "The Secret Diary of Bill Gates, Aged 40 ¼" which I produce as one of TIAC's individual (and anonymous) subscribers. TIAC passed a copy of your letter to me, and I have taken the liberty of responding directly.

TIAC has no connection whatsoever with the content of this web site, and no connection with me personally except for the simple provision of Internet service according to their standard terms and conditions. I believe it is their policy not to interfere with the content of any subscriber's pages, and their action is limited to termination of service. I understand that, in this instance, they do not believe that termination of my service is justified. Furthermore, I believe that they are unwilling to reveal my identity.

I am most surprised by the comments contained in your letter. This site is a satire or parody, which, as you know, is a protected form of free speech. The Yahoo search index lists this site under "Microsoft Humor:Bill Gates". I clearly label the site as fiction using the following disclaimer: "This is a work of fiction for entertainment purposes only. Any reference to real people (living or dead), actual locales, historical events, stock trading, and computer products are used solely to lend the fiction an appropriate cultural, historical and technological setting. All other names, characters, places and incidents portrayed here are the product of the author's imagination, and any resemblance to actual persons, living, dead or in cryogenic suspension, is entirely coincidental."

Finally, I have provided the following comments from journalists, and the Microsoft Network. I hope they are useful in confirming the nature of this site as light-hearted entertainment.

"This is one of the funniest parodies I've ever seen. Nice work. Keep it up."

Dwight Silverman, The Houston Chronicle.

"We first noticed your secret diary on the 'It's Time to Parody' page that was our April 1st Pick of the Day. Too bad we didn't get it sooner, but we hope you picked up some extra hits on that day anyway. Because we're your employees, we think your secret diary is way cool, and we might just use it one day . . . if you continue to write."

MSN Webpicks.

"Congratulations! I'm pleased to inform you that your site will be the featured Windows Magazine Web HotSpot. Keep up a great site. Again,

congratulations on having such a nice web destination! Hope you get a ton of new visitors!"

Fred Langa, Editorial Director Windows Magazine, NetGuide, HomePC

"It's such an obvious parody. Is the lawsuit for real? I can't believe it! Your site is really funny."

Dave Winer, DaveNet and Wired Magazine.

In view of the above information, I'm sure we can consider the matter closed. In the circumstances, a brief letter to that effect to TIAC would be appropriate. (Or you can e-mail me at: [billg40@tiac.net](mailto:billg40@tiac.net))

Sincerely,

Bill G.

Anonymous Author of "The Secret Diary of Bill Gates, Aged 40 ¼"

(No further response from Bill Gates' lawyers, as of 1/1/97.)

**Friday, May 10**

I take my eye off the ball for a week and what happens? I end up suing myself! One of my whip smart lawyers has also found my Secret Diary...

"...publication of private information and false and disparaging statements concerning them, all in violation of their rights of privacy and publicity, as well as the Lanham Act... ..activities which are causing our clients immediate and irreparable harm."

I have to admit that old Bill Ferron, over at Seed and Berry, really is on the case. And that Lanham Act stuff was a real nice touch...

**Saturday, May 11**

Today I got this strange e-mail from my buddy Dave Winer, of Wired magazine and DaveNet fame. It says:

Re: Bill Gates against Free Speech

It's such an obvious parody.

Is the lawsuit for real?

I can't believe it!

Your site is really funny.

Too bad this came in just as I was releasing a DaveNet.

I hope he responds to my last piece, I'll put a pointer to your site at the bottom if he does.

OK?

Dave

What does he mean "parody"? Or "really funny"? This is a serious page, Dave. These are my thoughts on serious stuff, Dave. It's not funny being sued by myself. It doesn't look smart. I hate not looking smart.

## **Sunday, May 12**

Mother's Day

Today is the day of rest. Phewwww! Baby Jennifer sucks big time. (Ha, ha. I made a pun.)

You know, babies *\*really\** are a subset.

## Monday, May 13

It's that E3 show this week. I love shows. Yet another perfect opportunity to have my ass kissed by fawning industry types like Stewart Alsop. And yet another perfect opportunity to demonstrate Microsoft's dominance of all sectors of the market - even entertainment. Just look at these Microsoft successes: Flight Simulator (the best selling PC game ever. Nobody actually \*paid\* for Doom), Encarta (outsells paper-based encyclopedias)... er... Microsoft Fury (well, the ad campaign was huge). And with DirectX (mark my words: only 3% performance hit vs. direct hardware access) and SoftImage, how can we fail?

**Tuesday, May 14**

Of course, the downside of shows is being away from family, friends and loved ones. (Well, family and loved ones.) But modern technology makes it all easier. I'll be going on plenty of cool, virtual cellphone movie dates with Melinda and Baby Jennifer this week!

"A rat is dinging to my leg"

– Dilbert

## **Wednesday, May 15**

You know, I was worried about the tight, nine month development schedule on Baby Bill, but it looks like we really made it. (Although a slip of the blind watchmaker's hand resulted in a Jennifer rather than a Bill.) Melinda didn't have a whoopee cushion up her shirt after all. Ha, ha.

**Thursday, May 16**

E3 is all about games. And Games is the area which is driving the PC market. And Games is where Microsoft is making its next big push, especially now that the applications market is, like, who cares? Our previews of kick-ass products like Full Court Press are coooool! And even if we don't have the best selling games, they'll all be using our SoftImage 3D stuff to develop them!

## Friday, May 17

One booth with \*great\* games is Konami. But, even better, is their array of gorgeous chicks in skimpy outfits! Yeaahhhhhh! I had to stand in line for 20 minutes to have my photo taken with Rachel Moore. Major babe: 21 and 36D. My kind of statistics! Yeaahhhhh! Why don't we have swimsuit models on the Microsoft booth? What a waste!

**Saturday, May 18**

In fact, why don't we have any "glamor" products? There's loads of stuff at E3. Some of these companies are making major bucks! Should we be leaving this money on the table? Microsoft Babes. Hmm. That has a certain ring to it. Or an MS-SI joint venture on the Swimsuit Issue? I could interview the models as part of the selection process. Huh, hu-hu, huh...

**Sunday, May 19**

At last! Firm stools! I've been spending way too much time on the MAPI (Man And Porcelain Interface) since that Thai Chicken Curry at E3... but I finally seem back to normal. Damn caterers!

## **Monday, May 20**

Victoria Day (Canada)

Idiots! Heads will roll! I just found out (and they almost got away with it) that our big revenue boost from the expiration of the Office 95 Trial CD isn't going to happen. Apparently, although the copy of Windows 95 expired on the 30<sup>th</sup> of April, Office will keep running if the user buys a genuine copy of Windows 95! Damn!

**Tuesday, May 21**

But at least our massive, world-wide anti-piracy effort will get them in the end. (And in the shorter term, no money for us is still better than any money for Lotus or WordPerfect.) It's just the sheer incompetence and stupidity that I can't stand. It was never like this in the good old days when I did everything myself.

## **Wednesday, May 22**

Jeez. Everyone thinks that just because I'm consolidating my online strategy by making a couple of deals with a couple of other people, I'm admitting that I can't do it all on my own. Well, it just ain't true. Everyone knows my policy on deals, partners and joint ventures: "If you can't beat 'em, join'em. Then beat 'em."

**Thursday, May 23**

Just joking.

**Friday, May 24**

No, really. Just a cheap laugh. A partner is for life... just ask Melinda. And anyway, read the small print in the contract.

## **Saturday, May 25**

Will my problems never end? I was cruising the Net today looking for any Bill-based material and what did I find? An \*UNOFFICIAL\* Bill Gates Diary... And a pretty pathetic attempt it is too. It sounds nothing like me. I'm just so annoyed. Furious, in fact. I mean, I don't mind the odd Bill tribute and, of course, I've got a great sense of humor... but when sad, low-life, anti-Bill stuff starts appearing I just can't imagine the serious and irreparable harm that's being done to me and my family...

## **Sunday, May 26**

Melinda agrees. This "Bill Diary" stuff goes way too far. She says I'm nothing like that. And including Melinda and Jennifer is just outrageous. It's obviously written by a pathetic loser. Probably the President of a competing software company with a grudge to bear because he didn't invent DOS, BASIC, Windows, or the Internet. It has to stop. I'm not the most powerful guy on the planet for nothing. Attorneys at dawn.

## Monday, May 27

Memorial Day

You know, I've been thinking about Baby Jennifer... Babies are like Corel products. They may arrive on time (induced if necessary), but always in very shaky condition with pitifully inadequate documentation. Nobody warned me about diaper rash. Or post-natal depression. (Melinda's still not playing ball.) This PND stuff seems a lot like those moral (and financial) pangs you get when you've just flooded the market with a flaky new product. Guilt, remorse, recriminations... At least, so Cowpland tells me. So I spend another evening in the den, watching that Weezer video we included on the Win95 CD, while fantasizing about Scully from the X-Files. (Or is it Mulder? I'm NOT having a crisis with my sexuality, I just can't remember the chick's name.)

**Tuesday, May 28**

Tried to get Baby Jennifer interested in the Microsoft EasyBall and Microsoft Magic School Bus Explores the Oceans... No luck. In fact, she just regurgitated her lunch all over it! Luckily it was a free evaluation unit I was given, so no harm done really. Melinda thinks that Baby Jennifer will be using a PC when she's just 6 months old. Surely that can't be correct... I was writing decent commercial software for measuring traffic flow by the time I was six, and I'm sure if I'd had a PC I would have invented BASIC years before that. She'd better get moving if she's going to be as smart as her pop!

## Wednesday, May 29

I've had a few weeks to experience the joys of fatherhood, so I believe I'm qualified to come up with my Gates Baby Specification Top Ten:

1. Two hours between recharges
2. Infinite capacity removable storage
3. EnergyStar shutdown (non programmable)
4. SCSI port
5. Multiple Registry entries
6. Compact laptop design
7. Plug and Play accessories
8. Small footprint
9. Software-only audio controls
10. Bidirectional cereal port

Sounds about right to me.

**Thursday, May 30**

Now he's sending me e-mail. What's going on? This guy is trying to impersonate me! I hope nobody looks at this site. I mean, I'm the real Bill, and this is the \*REAL\* diary!

Dear Bill:

Such is the price of fame... "The Secret Diary of Bill Gates, Aged 40 1/4"

Your friend as always, Yourself, the one and only, Bill G.

**Friday, May 31**

Wow! My diary getting noticed by the journalists. Can't be that secret any more, eh? Obviously, they find my insider tips on Microsoft and the industry invaluable. Here's Bill Gates, Richest Man on Earth, Captain of Industry, Corporate King, and Big Cheese writing his Diary on the Internet and talking, via email, to the little people. Or, maybe, they just want to read about me and Melinda getting it on. Ha, ha.

Congratulations!

I'm Fred Langa, the Editorial Director for Windows Magazine, Netguide Magazine and Home PC Magazine, and I'm pleased to inform you that your site will be the featured Windows Magazine Web HotSpot.

After its spotlight presentation on the date above, your site will be permanently listed in the HotSpot Hall-of-Fame archives. Nothing further is required---you don't have to do anything---except keep up a great site.

Again, congratulations on having such a nice web destination! Hope you get a ton of new visitors!

Best, Fred Langa, Editorial Director, CMP Group

That Fred. He's such a kidder.

"Electronic mail is an early  
harbinger of the Infosphere" -- Bill Gates

## **Saturday, June 1**

I hear that Philip K. Dick wrote some of his novels using the I Ching. I too like to consult the mystical bamboo tiles when I get stuck writing tight, sharp code.

## **Sunday, June 2**

Surfing the Net to see if that Bill Diary thing has been taken down. I can't wait to see a "Error 404 -- URL not found" message. Instead, I found the "Bill Gates Wealth Clock". Now, that's what I call humor. According to this site, on average, every man, woman and child in the country has paid me \$55. God Bless America!

## **Monday, June 3**

I'm so disappointed. Finally, I got some samples of those Ansel Adams photos I recently bought from Corbis... and most of them are BLACK AND WHITE! It's just the same as those huge clipart libraries with 50,000 images you see advertised - they just don't tell you that 45,000 are black and white highway signs and boring symbols. It just goes to show that you just can't trust anyone these days.

## **Tuesday, June 4**

Hey, it gets worse! They're all of mountains and lakes and trees and dull stuff like that. I've gone through them all and there's nothing interesting... No Porsches, no cool dudes break dancing, and no bikini'ed supermodels stepping out of the surf, covered in sand. Whose stupid idea was this?

## **Wednesday, June 5**

Received the SPA Conference report from Pete Higgins, live in Cannes, France. As the Group VP of Applications and Content, this guy takes every opportunity for junketing in sunny climes. I guess it sure beats Redmond. And it sure beats working. We've been grooming him for stardom for about 10 years now, and he can talk about "Encarta localization" and "software distribution on the Internet" like a pro. He even believes that MSN is an Internet-based content service. Truly believes. That's the power of Microsoft employee training...

## Thursday, June 6

Apparently, the Softkey dude, Kevin O' Leary, was pretty impressive at SPA. At least for a bald guy. (And he, at least, has already done something with the Sports Illustrated Swimsuit Issue.) Alex Brown still rates them as "neutral" though, so I won't be putting any of my money into their stock.

I'd guess the best time was on the beach anyway. The chicks go \*topless\* in France! Yeaahhhh!

But they \*don't\* shave their pits! Gross!

**Friday, June 7**

He, he, he. We beat Netscape! We've acquired eShop for some great Internet commerce technology for the Microsoft Merchant Server. Cooool. This stuff saved us at least two years development time (given that I wasn't doing the coding). Netscape really wanted this one. Eat my shorts, losers!

**Saturday, June 8**

Today was exciting. Finally got some babe-mail!  
Yeaaaaahhhhhh!

Dear Bill:

I have long been an extreme admirer of yours and would just simply LOVE to see personal photos of you on this page, and since I am a really hot babe, I would LOVE IT MORE if those photos were just the slightest bit naughty. Your haircut is such a turn on, maybe you could put a photo of the comb you use online. Wow, I am already hot for it!

Signed, Nina. Rich, hot, smart babe who bofs only nerds in San Francisco

Exciting, eh? Although I have to be careful in case it's Phillippe Kahn or Steve Jobs luring me into an indiscretion...

**Sunday, June 9**

So I decided to reply:

Hi, Nina:

Of course, that's only natural. And it's not just my body that's impressive -- I have a big, ahem, IQ too. I find that most women find a powerful intellect to be a major turn-on. Surprisingly, despite what people say, money seems a relatively minor concern. I'm glad - I believe that a woman should want me for \* myself\*.

Regards, Bill G.

Maybe she's really cute, like Melinda. Ha, ha.

**Monday, June 10**

Yeaaaahhhh! All that working out has made all the difference! I really have the Buff Bill Bod that all the Microsoft chicks lust after. So much so, I had no hesitation posing semi-naked for *Wired Magazine*. (Hey, is this like my third cover or something?).

**Tuesday, June 11**

Today I pondered a serious question that's been running through this industry of mine right since the start... Beards. I've always made the decision to remain boyishly clean shaven (the high school freshman look), but it's a decision not made by many of my peers, competitors and minions. Why do so many grow beards? Would they be more productive without beards? What about those goatee things? Does grooming reduce the amount of time you can devote to thinking (and competitor crushing)?

**Wednesday, June 12**

I suspect that contact lenses are pretty time consuming too. Solutions, eye exams, putting them in and out. Phew! I feel tired already. Glasses are way more efficient. I just slide these babies on and go. And it's not true... chicks do make passes at men in glasses...

Hey Bill, you smart looking sexy babe:

Is it true that you have hair on your chest like Roger Moore? Are you just as sexy as you appear in your photos? Are your glasses heavy and are they built by the bottom of two Pepsi bottles?

Yours Faithfully, the two Swedish girls in Denmark

Yeeeeaaaaahhhh!

## Thursday, June 13

Now that I think about it, this shower-every-morning-thing that Melinda insists on seems way over the top, time wise. I mean, like how much can a guy sweat writing VB? Yeah, and I'm pretty sure that one shirt can last for a week too, provided you hang it up at night to air.

**Friday, June 14**

Flag Day

In fact, I got this e-mail on the personal grooming issue.

Bill Gates, you're my hero...

Could you possibly tell me where you get your hair cut? I've been really groovin' for a sh'nazzy doo... and you've got the hip- hoppiest one around... I saw once when you were doing an interview, and I saw your make-up artist \*actually\* comb your hair... into what it looks like normally... I thought it was just naturally groovy like that... boy was I heart-broken to learn that if I wanted a kick-ass haircut like yours that I'd have to be followed around by a microserf too...

Catch ya later, big brother... Ben

So it's not just chicks who dig my personal style! I'm a role model! Yeaahhhh!

**Saturday, June 15**

My e-mail babe correspondence continues with:

Nina:

1. I've been hunting all over for that "hot" pic of me. I should find it soon. I hope that's OK.

2. Also if you have a small gif you can e-mail, I might enjoy that. (If you really are a "hot, smart, rich babe".)

And, you know, boffing nerds is really out. Unless they own Microsoft or...

Regards, Bill G.

I figure there's no harm in asking, right?

**Sunday, June 16**

Father's Day

Wow! Nina responds. Usually they don't believe it's me!

Bill:

Please be discreet. I fear innundation of my mailbox from the general Internet population at every turn. And besides Stevie (Jobs) always get very anxious and jealous when I even mention your name at home.

Really do wish I had a small gif to send you but maybe you could find one of Cindy Crawford 'cause that is who I really look like.

Boffing RICH nerds is exactly what I meant. And that NEVER goes out of current fashion.

Nina.

And she looks like Cindy!! Yeeeeaaaaaaahhhhhh!!!

"If you can dream it, you can  
do it" -- Adobe

## **Monday, June 17**

I can't help but think that, in some ways, people have it all wrong about me when they refer to me as America's richest man. OK, so I have a current net worth in excess of \$14 billion, but they don't realize that this is \*paper\* wealth. A correction in the Microsoft stock price would slash this value. And as the major Microsoft stock holder, I can't sell any substantial amount of my stock without causing a major loss of market confidence... I bet if I tried to sell all my stock today and retire, I'd barely make \$5 billion. And then there's taxes of around \$2 billion. A long way shy of richest man... Hey, what can a guy do with \$3 billion?

**Tuesday, June 18**

On the other hand, maybe I'll just cash in, liquidate, and live on a boat somewhere. There's nothing worse than a billionaire who doesn't know how to relax. Ha, ha.

## **Wednesday, June 19**

On the other, other hand (ha, ha) if you sit still, the value of what you have drops to zero pretty damn quickly. I can't afford to start thinking about taking it easy. If I don't crush \*them\*, they'll be coming to get \*me\*...

## Thursday, June 20

Boy, am I glad I don't have a Netcom account. (I hope I don't have any Netcom stock left, either.) Over 400,000 customers, no service for 12 hours! Wow! This makes MSN look pretty damn good. Uh, what's Netcom's motto, again? "The network works. No excuses." Ha, ha.

Meanwhile back on campus, all is not well... Continued discussions about Microsoft's transformation into a content company is causing disquiet among our software guys. For developers, *\*content\** is *\*not\** what they want to hear...

## Friday, June 21

I've been checking our Windows 95 sales, and while they're good, they could always be better. So here's my Top Ten Reasons to Buy Windows 95...

1. The access number for AOL is always busy, so you'd rather join MSN. And there's an icon \*right\* there!
2. Fewer Mac sales will mean GOODBYE APPLE.  
Yeeaaaahhhh!
3. It's just the excuse you need to upgrade your system.
4. You want plug and play. (Ha, ha.)
5. Your mom is a Mercedes dealer in Seattle.
6. The Internet is too full of information, so you'd like me to decide what you should see.
7. You think the Justice Department should be fighting monopolies not crime.
8. Microsoft Fury.
9. You always wanted Microsoft to maintain a database of your hard drive. That way you'll never miss out on an upgrade offer. (Ha, ha.)
10. Do you know how much it costs to build a 40,000 square foot house in Seattle?

**Saturday, June 22**

I decided to play it cool for a while, until:

Bill:

Sadly, I return again and again to my mail box, never to find a response to my letter to you... It has become almost painful for me. Bill, are you leading me on? Was my earlier letter too graphic or perhaps filled with too much raw emotion?

I feel forgotten and now know well what Melinda was implying all along. You can love no person who does not want to talk about the Internet thing.

Love, Nina.

She wants me!

## **Sunday, June 23**

I craft a reply, designed to draw Nina further into the net of my charms. She will be powerless to resist. And then we can have some cybersex!

Nina, honey:

Way harsh. You must know I really want to talk about the Internet with you... And only you. I've always wanted a "rich, hot, smart babe" and now I've found one. I couldn't be happier. But I couldn't reply to you until my body was in better shape. I didn't want you to be disappointed. But now I'm ready for you.

Bill G. (you can call me Bill)

## Monday, June 24

Hey! Check this one for stupidity... We've only gone and bought a whole bunch of shares in some UK company called Helicon... that owns Hutchinson... that publishes a product called... Multimedia Encyclopedia. Great. A competitor. Give money to guys who are snapping at our ankles. And their Press Release says "The Microsoft money allows us to do things we haven't been able to do for ages." Yeh. Like compete *\*seriously\** with Encarta. Why-oh-why do we do it? I just can't get the staff these days...

**Tuesday, June 25**

Phew! It's OK after all. We're going to steal all the cool ideas from Multimedia Encyclopedia, incorporate them in Encarta, then close Helicon down. Cooool! I knew that. There's always a cunning Microsoft plan behind every industry move. I don't recruit all those super-smart college-grads for nothing.

## **Wednesday, June 26**

In fact, that's one of the things I love about working at Microsoft. The people. It's just so cool being surrounded by such powerful, creative, smart individuals. Some of the best brains in America. In fact, I'm sure there must be one or two that are nearly as smart as me. And boy, have these guys got their fingers right on the pulse. Always one step ahead of the (rapidly dwindling) competition. Always knowing every detail of our entire corporate strategy for the coming years. It's cool...

## **Thursday, June 27**

An example? Well, I'm the first to admit that, in the past, we've sometimes not been quite sure when our new operating systems would ship. But Steve Ballmer has changed all that. He's just released a Press Release confirming, way ahead of schedule, that our next significant operating system release isn't planned until "the end of '97 or '98". It's that kind of pinpoint strategic planning that makes Steve such a great guy to work with.

## Friday, June 28

My buddy Andy Grove over at Intel called me today to chat about the computer biz. "Thank God" he said "that we live in a society that is so gullible that it will accept any standard pushed onto them by true visionaries like ourselves..." Yeeeeaaahhhh! I'll see you on Saturday, Andy, for the usual game of 'Kick the Peasant'.

## **Saturday, June 29**

I think the secret of my success is simple: I keep my feet on the ground, my head in the stars... and a big bowl of strawberry jello under my pillow, just in case I get hungry in the middle of the night.

**Sunday, June 30**

More e-mail from Nina. This time about my birthday...

Bill Babe-

Aren't you more like aged 40 1/2 by now?

Later, Nina.

Ha, ha. That's funny. I wonder if I'll get lots of presents this year on OCTOBER 28??!!

"Eventually, Microsoft will  
crumble because of complacency" – Steve Jobs

## Monday, July 1

Canada Day (Canada)

Hey, it's official! Just another \$10 billion or so, and I'm the richest person in the world! Ever! A little fine tuning of our Internet (and intranet, of course) strategies, and doubling my net worth should be no problemo. Of course, the Sultan of Brunei is a pretty easy target. A real sitting duck in fact. It's easy to calculate the intercept on our respective wealth curves: his is on a plateau (like, how much oil can one teeny little country produce?) while mine is... well, we all know the shape of *\*my\** wealth curve... There'll be no problem *\*sheiking\** old tea-towel head from the top spot. Ha, ha.

## Tuesday, July 2

There's been a lot of talk about Microsoft becoming a New Media company, and moving away from our core business of operating systems and applications. Well, it just ain't true. Our moves into new media are small, insignificant experiments. The media business is just too competitive and too fragmented for me to want to play. And besides, it'll never match our \$5 billion revenues from real software. (Certainly not until Bill Jr. takes the helm.) But it doesn't help when bungling idiots inside Microsoft go on record to contradict me. If I hear Nathan say "Yes, we are becoming a media company" again, he can look elsewhere for his stock options. He's not even replying to my e-mail. And he's wasting all his time hanging out with those 2,000 losers at RedWest. Me and Nathan need to discuss his rapidly diminishing career prospects.

## **Wednesday, July 3**

I'm thinking of buying Kurt Cobain's brain to put on my desk at work. I mean, we're both from Seattle, and we both rock, each in our own way. I heard this famous exchange... Courtney: "Kurt, you're drugged." And the reply "Yes, and you're ugly and a lesbian. But tomorrow \*I'll\* be clean and sober."

**Thursday, July 4**

Independence Day

Day off. Even at Microsoft.

## Friday, July 5

Melinda and I decided to have an early night. Melinda has her coool IBM ThinkPad in bed, finishing the new PageWizard Specification for Publisher 4. It's gonna be so coooool!

I'm having a real blast reading the organic version of the "Catcher in the Rye", one of my all time favorite books. Guess I still feel like a smart kid just trying to figure the world out...

**Saturday, July 6**

More from Nina!

Bill Love,

I am flattered, I always knew that a little bitching would go a long way into your heart! And now I see that you are the ultimate \*power\* nerd, how my heart went pitter-patter!

Hey Babe, meet me at the Palace Hotel on the 30th, I think I can talk Stevie into a threesome by then. I'll fax you with the details and I promise to \*disappear\* at the right moment this time.

Your Fantasy is Mine, Nina

This is so exciting!

**Sunday, July 7**

Yeaaaahhhh!

Nina, darling:

Ah, "bitching" is too strong. It was merely a gentle reminder. And I was happy to get my ass into gear on this one for you. It seems that it had the right effect. I could only dream of your heart going "pitter-patter" over me. I'm sure you now agree that I'm both richer \*and\* better looking than Stevie...

I did notice that I can't decide whether you're a "rich, hot, smart babe" or a "hot, smart, rich babe". And anyway it's useless trying to prioritize your attributes: rich + hot + smart + babe (in any order) = perfection. You also have great spelling. I like that in an on-line woman.

As for the 30th. Well, that day's kinda jammed, already. But e-mail your plans anyway, with some alternative dates. I'm not sure that a threesome with Stevie would be my top priority. What about a threesome with you, me and Melinda, talking about the Internet? Or you and me, one on one, discussing Microsoft Office?

Aching for your reply. My Fantasy is your Fantasy. (Well, probably. I guess it depends on exactly what you have in mind. I try to be flexible.)

Regards, Bill G.

## Monday, July 8

Today I had a high-powered meeting with Steve Ballmer and Nathan Myrhhvold to discuss our Internet Strategy (well, today's version of it, anyway). It was pretty tense. Just before lunch, we hear Steve emitting a beeping noise. "Oh, that's my emergency beeper" he says and lifts his watch to his ear and talks into the end of his tie. After the call, he notices that we're staring at him, and he explains: "It's my new emergency communication system: I have an earpiece built into my watch and a microphone sewn into the end of my tie. That way, I can take a call anywhere."

Impressive. Anyway, we continue, but five minutes later, the meeting is again interrupted. This time it's Nathan beeping. "Hey, this must be an emergency" he says, taps his earlobe and begins talking into thin air. When he's finished, he sees me and Steve are staring at *\*him\** and he explains: "I also have an emergency communication system. But my earpiece is actually implanted in my earlobe, and the microphone is actually embedded in this fake tooth. Our future products group is doing some really good stuff, huh?"

Pretty neat. So we continue. Five minutes later, I decide to go for it, and I let off this thunderous fart! Steve and Nathan look at me in shock, and I say: "Uhh, guys, get me a piece of paper... I'm receiving a fax." That showed them! Yeaaaahhhhh!

**Tuesday, July 9**

I've been thinking. And, for a change, not about the computer biz. I've come to the conclusion that what we all call "Stress" is really "Adrenaline Addiction". This is the idea that we use Intensity (in any form - Fear, Anger, Excitement, The Internet, Crushing one's Competitors) to repress deeper underlying feelings of Loss, Abandonment, and Disconnection. It certainly explains a lot...

## Wednesday, July 10

Sitting in my office today, busy saving the planet, when I get some e-mail from Melinda. It's her Top Ten Reasons that PCs are Male...

1. Size does matter.
2. They'll do anything you want if you press the right buttons.
3. Despite years of evolution they can't think for themselves.
4. It's easy to turn them on.
5. They never live up to the marketing claims.
6. Even the best ones are unreliable. (They'll all go down on you occasionally.)
7. You always need a backup.
8. They look great until you get them home.
9. An improved model is always just around the corner.
10. They are full of data, but remain clueless.

I don't get it. Must be this post-natal depression stuff...

## Thursday, July 11

Sometimes I feel I should just keep my mouth firmly shut. When you're as famous as I am, everything you say gets taken out of context and quoted all over the place. It's just so depressing to see journalists try to rearrange my sentences to mean completely new things. What can I do? Take, for example, "There won't be anything we won't say to people to try and convince them that our way is the way to go." I never, never said that. I wouldn't say something like that. Never. It's just not in my nature. Surely everyone knows that by now.

## **Friday, July 12**

On the other hand, sometimes I produce such a pearl of wisdom that it's totally satisfying to see it in print. I've been quoted as saying "If you don't know what you need Windows NT for, you don't need it." I certainly don't know what I need it for.

**Saturday, July 13**

Today, I discovered a rival to Brad Silverberg in the brown noser of the month contest. Nice try, Rich!

Mr. Gates:

I loved reading your book. It was so interesting to read. It is hot!!! I am glad to hear that Microsoft is growing and making better products. CONGRATULATIONS and HAPPY BIRTHDAY!!!! 40 is a high number. And Congrats on your baby. I bet you can't wait until you see your child in the world. I am happy for you. Well, all I can say is that I loved your book and I watch every interview I get to. Keep up the good work Mr. Gates. Oh Yeah, nice house!!!!

Rich Lawson.

Hey, Rich, you want a job at Microsoft? I need guys like you around me.

**Sunday, July 14**

While this is the kind of stuff I have to deal with from those Eastern Europeans...

Mr. Gates:

I am 22, I speak 13 different languages fluently, I used to be a pianist at home (Europe), but have decided that I did not like my profession, and am now seriously considering a combined MD/PhD Program in Neurolinguistics. I am currently in the MS Biochem. Program.

How much smarter do you think you are than me?

Respectfully, Mattea De Leonni Stanonik

Well, Matt old buddy, I'd guess about \$15 billion smarter...

"This is the week in rock"

— Kurt Loder

## **Monday, July 15**

It's good to be humble. I still keep an old CP/M machine running the GEM GUI, that old clunker developed by DR and used on the Atari ST. It looks pretty quick. I'm going to try a Commodore 64 and run GEOS on it! Maybe it would make a great \$500 net computer? Maybe I can do one of my famous joint ventures... McDonalds could sell them in happy meals as the MicroMcGeo64 Net Computer.

## **Tuesday, July 16**

On the other hand, why be humble? Lotus, Apple, WordPerfect, Borland etc. did a good job of crushing themselves. They could all be dominating their markets if they were more competitive. I watched their downfall wondering why they were such a bunch of screw-ups. I thought their course of action should have been obvious. Microsoft was the only company that consistently went in the right direction and even told everyone in advance where they were going. I rock, dudes!

## **Wednesday, July 17**

In fact, the only competition I have left is from Sun, Oracle, and Netscape. And are they serious competitors?

Sun builds workstations, but pins its hopes on Java. People don't want workstations, they want PCs (to the tune of about 60 million per year). And certainly no one makes money creating languages. (Not even me.)

Oracle thinks they can create a low-cost network computer. But it's predicated on people wanting less features in their PC. Not likely. The whole PC revolution is founded on personal empowerment.

And finally there's little Netscape. With nothing but a free browser and a hot IPO on the back of Internet mania. We can embrace and extend. We can keep making money (from Operating Systems, at least) even if all Internet software is free. The reality is this: game over.

**Thursday, July 18**

I really do believe that the information highway has finally become an integral part of my life. I deeply resent it when a piece of information I need is not available via the network. (You can tell I'm smart because I can use 'via' correctly in a sentence.) My mountain bike had a flat today, and I spent ages hunting through all my stuff, looking for the repair manual. Boy, was I annoyed! It's a book which I could (and have) misplaced. It obviously should be an interactive, electronic document... always on-line, always available.

**Friday, July 19**

Went out to buy a new bike.

**Saturday, July 20**

More from Nina...

Dearest Bill,

For the record, here is the correct order:

hot

smart

rich

Write it down. It is in an order similar to the question: what came first, the chicken or the egg. Chronologically, I had to be hot first, then smart and finally rich. A girl's gotta do what a girl's gotta do!

As for the 30th, this is again a misunderstanding, you must be forgetting the night you did your cross-dressing routine and we fooled Stevie? Were you too drunk? Gawd, that was so much fun! All that talk about the \*new\* community and all. And that was before the Web really developed!

And one more thing, please tell me more about the next release of Microsoft Excel. Is it really going to be 18 install disks? That would be so \*BIG\* (I am hot already).

Fantasy Dom, Nina

**Sunday, July 21**

But I'm still playing it cool...

Hello Bill Babee-

Are you on vacation or did Melinda go into labor?

Nina

## Monday, July 22

Everyone knows that Windows 95 is the best gaming platform around... Well, today I was due to take a look at our Q4 entertainment products, all of them Win95 exclusive. I'd been hoping for some serious thumb candy for a long time, not just to showcase how great Win95 is, but also to make some real dough in the games category. And of course, I'll be damned if our own products don't thrash the pants off anything out of our DreamWorks joint venture... And I'd been hearing great things about our new, kick-ass, 3D football game, so I decided to check it out first. Shock... Horror... It's not even *\*real\** football! It's that soccer game that foreigners play! And I don't know how technical these guys are, but the collision detection and AI are total crud. I guess I'll have to rewrite the code myself, as per usual...

**Tuesday, July 23**

Maybe our games strategy isn't so bad... Windows 95 does give those hardcore gamers some serious advantages. All those Doom freaks are dying to be able to play a game *\*and\** be able to receive a fax in the background... Or be able to hit a button and go over and look at something else... Anyway, I'm too busy to do code and stuff. *\*I'm\** having lunch with Gillian Anderson's agent to discuss her fee for doing voice-overs for some crucial Microsoft product I'm just about to think of. Huh, hu-hu, huh...

## Wednesday, July 24

Decided to make one of my routine, random quality checks. Microsoft TQM for zero defect software. I pick Encarta. Is it as totally comprehensive and all-encompassing as we claim? I pick, utterly at random, Altair, Elephant, Apple, IBM and "Catcher in the Rye" ...

Plenty on the Altair (hmmmm, halcyon days) with some real neat video of me and Paul standing outside Harvard, clutching \*that\* issue of Popular Electronics.

Plenty on Elephants, and most other mammals...

Plenty on apples, and most other fruits, food and drink...

A line on IBM, in the Ancient History section...

And "The Catcher in the Rye" in its entirety... with clips from the 1974 movie of the same name starring a youthful John Travolta as Holden...

## **Thursday, July 25**

Looks like Internet Studio will live again. We're releasing it as a key development tool for HTML-based Internet and intranet applications in conjunction with Viper96. Phew! That was close!

**Friday, July 26**

OK, maybe I'd better reply to Nina's last e-mail...

Nina, my Hi-tech NetChick, my Wired Goddess:

As you should know, Melinda has recently delivered my bouncing, baby Bill, but that is not the reason for my absence. I've been busy with various Conferences and the ensuing media hoopla. I'm so in demand.

And, as I'm sure you know, Stevie and I made up recently at a Developers Conference. Stevie wowed them with his speech. (Nearly as good as mine!) Looks like we could be buddies again. So, how is that new washer-drier, Nina? I think you've been telling me little white lies! I asked Stevie about you, but he wasn't very forthcoming. What's he trying to hide?!

I think you're pretty damn witty, actually. As for Hot, Smart, Rich... I was going to comment. But, hey, like I said, who can argue with perfection?! Tell me more about *that* night. Maybe I really was wasted?! I think I remember that you were in that little Alaia number. Wow! That was hot! At least, I think it was you. It might have been that chick from Sun corporate PR, though. She's a major babe, too. (She also wants me bad.)

So, how do you feel about me, now that I'm a married guy? In fact, a devoted family man, ha, ha. It doesn't seem to worry Ann Winblad too

much. (But she's a venture capitalist. She'd sleep with anyone, provided that the ROI is greater than 10. Ooh. Maybe that was harsh?)

Are we going to get together soon? With your looks and brains, and my money, we should be some team. Especially now that I understand your fantasy. I'm tired of being on top all day, with a bunch of Microserfs fawning for my attention. You're right. I like to be whipped into shape in my leisure time. I *\*need\** a strong woman to put me in my place.

I gotta run. Melinda wants me to put out the trash.

Regards, Bill G.

**Saturday, July 27**

Nina quickly replies:

Bill Babe-

I tire of all this talk about Stevie and you.  
What about me????

Anyways, your marital status is of no interest to me. Did you think I did not know? Did you think I cared? Hell, I don't need another husband and I think that may be illegal. Funny how all software dudes think chicks want substantial meaningful relationships when all we really want is some fun.

However, I will cherish the thought of you being my bottom. I think I have just the thing to make your day. Screw the Gap shopping, I got more style that you will ever find in a hip chain store and besides their profits have been sliding for at least three quarters.

I do have a minor confession to make, I use Netscape 2.0. Sorry baby, but I just love the comets that stream by in that mini-logo in the upper right corner. Besides, I am a Mac-slut.

I have a great weakness for Netscape, really, who cannot admire a company with no real hard income valued at such ridiculous heights. I think they did such a cool job of pre-selling their going public and all. Not to say that Win95 was such a

bad PR job, but Microsoft is not even close to being the vapor corp. that Netscape is.

BTW, your recent AOL trump was very impressive.

Later, Nina

**Sunday, July 28**

I must get this going somewhere. In the den having fun...

Nina, Darling:

Are you really married? That's too bad. I thought you were just messing with my head. But, anyway, I didn't think you were looking for a substantial meaningful relationship. I thought it might, in my dreams, be you and me having fun. I mean, I can keep a secret if you can. What Melinda doesn't know, can't hurt her.

So what do you have to make my day? Nina, you are a \*bad girl\*... Nina. For you, I could accept Macs. For you, I could even accept NetScape. For you, I might even concede that they're not bad compared with Windows 95 and Internet Explorer. (But only for you.) I too liked the animated logo in Netscape, but they stole that idea from Internet Explorer. Honest.

I'm waiting for \* you\*. Take me now. Bill G.

## Monday, July 29

Those press guys are it again. Freedom of speech is great (well, except for totally untrue, slanderous, and morally reprehensible stuff... like that Bill's Diary thing). Freedom of the press is great, in principle anyway. But freedom of the press to drag all kinds of skeletons and dark secrets out of my closet? I don't think so. I've made some mistakes in the past, done and said some things I've come to regret. I'm human, right? I was young and inexperienced. I was finding out what's right and wrong in life. It's just not fair when they drag my misdemeanors out into the open. We \*all\* mistakes. OK, I know I once wrote "I believe that OS/2 is destined to be the most important operating system, and possibly program, of all time." And I know that I'm obviously way too smart to believe that. But it's a guy thing, right? Basically, if you've got testes and a johnson, you're sometimes economical with the truth. It's just our nature, we can't help it. We're from Mars, right?

## **Tuesday, July 30**

These new Internet Assistants for Microsoft Excel, Word and PowerPoint are just something else. You can use them to create home pages on the World Wide Web. All you have to do is download the tools from our Web Site. When you save a document, choose HTML format, and it's ready to post on the Web. You can also use Microsoft Word to communicate more clearly through e-mail or the Internet. Create your message inside Word, using its formatting options like italic, bold, indented paragraphs, and bulleted lists to emphasize your point. Then send the message without ever closing Word. Hmmmm... This would make great copy for a Microsoft Office ad. I'll e-mail marketing right away. Oh... How do I e-mail direct from Word, again?

## **Wednesday, July 31**

Looks like I've found another potential way into the games market. Buy Psygnosis, the UK games developer that Sony's been trying to unload. Cool! The name of their big hit is on the tip of my tongue...

"Good artists copy, great  
artists steal" -- Pablo Picasso

## **Thursday, August 1**

Browser Wars? I don't think so. Battle of the  
Browsers? It's just not me. Nuking of Netscape. That's  
more like it, thanks very much.

## **Friday, August 2**

But why should I worry? Our business model works even if all Internet software is free. Netscape doesn't look very good, but we're still selling Operating Systems...

## **Saturday, August 3**

That Stewart Alsop? Now he's a Partner in a Venture Capital Firm... And now he'll be using his InfoWorld column to write about his investments. Now that's what I call "power of the press".

## **Sunday, August 4**

Isn't it ironic?

"Blessed are the poor...

Blessed are the meek...

Blessed are the merciful..."

Thirty years ago I learnt the Sermon on the Mount.  
And today, I'm not poor, or meek, or merciful... Is there a  
moral to this story?

## Monday, August 5

Constantly reassessing my plans and priorities is one of the keys to my amazing ability to adapt to changing circumstances and new competitors. So here's my Top Ten Priorities (for the next few weeks):

1. Dominate the Internet
2. *Get into Games*
3. Buy more Content
4. Er...
5. *Get Laid*
6. Er, there aren't any more

## **Tuesday, August 6**

Why didn't I take over Apple? Having conquered the software industry in almost all aspects, I could go into hardware. Wouldn't that be the final link in my success chain? Building my own PCs and putting all our own software on it. That sounds like total domination to me. With my knack for turning a profit, I could have probably turned that company around in no time.

## **Wednesday, August 7**

It's rare that I do the rich celebrity thing, but I recently attended the opening of Planet Hollywood in Seattle, and it just goes to show why I don't bother. Since the star-studded premiere I've been subjected to constant e-mail from Sylvester Stallone asking for help with Internet Explorer. "Yo, Bill! I ain't punchy, or nothin' but..."

**Thursday, August 8**

And he keeps trying to sell me the electronic rights to his art collection...

**Friday, August 9**

I wouldn't mind, but his girlfriend Jennifer just didn't want to talk about the Internet at all. Just babies, babies, babies...

## **Saturday, August 10**

Looked up "Stallone" in Word's thesaurus. Boy, was I surprised when it came up with "rich, actor, wop"...

## Sunday, August 11

Internet Explorer 3.0 final release is here! Cool!

IE3 takes the latest in advanced Web technology -- ActiveX, extended HTML features, Java, Multimedia -- and molds them into the best browsing experience you've ever seen. Not only that, you'll be able to take advantage of incredible free offers from some of the top content providers around like the Wall Street Journal Interactive Edition and ESPNET Sportszone. Into orbit!

A little "midnight madness" session with glow-in-the-dark T-shirts seems appropriate...

**Monday, August 12**

Victoria Day (RI)

Rock n' roll! Over 1m downloads of IE3 in just 24 hours!  
Into orbit! I couldn't resist a quick e-mail to Marc over at  
Netscape...

Marc:

As leaders of the software industry we should try  
to work together, even though, as competitors,  
there is sometimes discord. You've done a great  
job in establishing the Internet, but I'll be  
happy to carry on from here.

Regards, Bill G.

PS IE 3 rocks! Over 1m downloads in 24 hours!  
Into orbit!

**Tuesday, August 13**

And yet another award...

Subject: Cruel Site of the Day winner

Congratulations, Bill!

Your site has been chosen as the Cruel Site of the Day, which recently sold its soul to the devil in exchange for a positive review in this month's Yahoo! Internet Life.

This selection is a great honor that is achieved by only a select few. If you have any questions, don't expect to get answers from us because we revel in human suffering.

Thanks for doing your part to make negativity, bitterness, fear, recrimination, and/or loathing more common on the Net!

Rogers Cadenhead

But cruel? How can they think I'm being cruel? All I do is talk about the pathetic losers that represent my competition in the industry today. I prefer to think of myself as "hard, but fair". Right!

"No sleep till Brooklyn" --  
Beastie Boys

## **Wednesday, August 14**

Every day that I go to Microsoft is just one big buzz. I'll know that it's time to retire when I stop shouting "Wheeeee!" on the elevator at work! Then I'll hand over to Steve "slap-head" Ballmer. NOT!!!!!!!

**Thursday, August 15**

Received a prompt reply from Marc at Netscape:

Bill:

Thank you for your comments. We at Netscape are committed to supporting Open Standards and providing greater freedom of choice to our customers.

Marc (still only 24) Andreessen

PS Our site gets over 80m hits a day, and we have 40m Navigator users. Beat that!

## Friday, August 16

Admission Day (Hawaii)

Actually Open Standards is quite funny. Netscape's home page locks out non-Navigator browsers. Netscape is the company that doesn't provide documented interfaces for Navigator and its plug-ins. We document EVERYTHING with IE. (Oh yes we do.) I wrote:

Marc:

I want to add JavaScript as a plug-in to Navigator, but you don't publish the interface specification. Please give it to us.

Bill G.

PS Usability Sciences confirm that 79% of people prefer IE3 to Navigator. Yaaaaahhhhh!

**Saturday, August 17**

Wow! My diary is just SO cool! Yet another accolade!

Subject: DigiDay Site of the Day

Bill:

Congratulations! Your site has been chosen as the DigiDay Site of the Day! Your site has been selected for inclusion in this month's exclusive group of cool Web sites!

Once again, congratulations! You deserve it!

Michael Ricci, Webmaster

**Sunday, August 18**

Inspiration! E-mail marketing... "At Microsoft, Quality is job 1.1"

## Monday, August 19

Had a great Mexican meal this evening with Melinda. Boy, is she a great cook! And, boy, do those Mexicans know food! What a great nation! Fantastic food, gorgeous women (although slightly on the hairy side), and an incredible breeding ground for hotshot programming dudes. Our very own Charles Simonyi, Chief Architect (after me, of course) of Excel, Word and Word's Thesaurus is a Mexican (and one of my best friends). He studied at the University of Mexico City (a real fine school) and his ground-breaking 1976 paper "Meta-Programming: A Software Production Method" was based upon the ancient systems of Meta-Bean-Farming practiced in his home country. God bless Mexico. (And America, of course.)

**Tuesday, August 20**

Marc (die, die, die) Andreessen, replies...

Bill:

Thank you for your comments. We at Netscape are committed to supporting Open Standards and providing greater freedom of choice to our customers. Including Microsoft.

Marc, xoxoxo

PS Did you know that independent market research shows that Navigator has 85% market share. Nice metric, huh, Bill?

## Wednesday, August 21

Really, this market share research can be VERY misleading. I like to think of research into what people already have as "trailing edge" analysis. It tends to promote the status quo. Of course, for mature markets, such as word-processors and spreadsheets, these kinds of numbers are appropriate. However, for emerging markets, such as the Internet browser market, they make no sense. You need "leading edge" numbers. That's why I commissioned a totally independent survey on browsers from an independent market research company. And the large Microsoft check that I signed in no way compromised their independence...

This MR group polled over 10,000 calls to Microsoft and found that "over 95% of those callers were considering using Microsoft Internet Explorer 3.0"! Wow! Look out Marc!

**Thursday, August 22**

In the end, market share in the browser market will be determined by technical excellence and marketing savvy. With IE3 we've already achieved technical superiority over Navigator with true object orientation and support for ActiveX. And our latest deals with CompuServe, AOL (thanks, Steve), Netcom, AT&T and EUnet International (one of the largest Internet access providers in Europe), means that (together with MSN) we'll be dominating the new user segment.

In fact, I was thinking that "forever" is a long time. I'd guess that free "for the next year or so" should be sufficient! (It's not as catchy though, so I don't think I'll e-mail marketing with \*that\* suggestion.)

## **Friday, August 23**

I've changed my mind. Yahoo! is way cool. Especially now that another of my famous joint ventures is underway... We've announced that we're working together with Yahoo! to make searching the Web easier for users of IE3. As part of this agreement, Yahoo! will be the default provider of Web site search results for Microsoft's new Autosearch feature and will distribute a customized Yahoo! version of the browser on its main site. Marc didn't get this deal. Oh no he didn't. I did. It's all mine...

## **Saturday, August 24**

Windows 95 Day

Wow! It's the anniversary of Windows 95! Over 40m customers in one year. Yeaahhhh! Now that's what I call sales and marketing! And in celebration? Stay tuned for special announcements to learn how you could chat with industry luminaries, download a really cool screen saver, or win lunch with a VIP... Me! Rock n' Roll!

**Sunday, August 25**

Looks like Andy Warhol was wrong. Some people get 30 minutes. Like me. Yeaahhhhhh!

## Monday, August 26

And here's my Top Ten over-hyped, over-mentioned, makes-me-sick list for the week:

1. Quake
2. Quake Beta
3. Quake Release Date
4. id software
5. John Romero (even if he leaves to lead the Microsoft games group)
6. Nintendo Ultra 64
7. NCs (Network Computers, stupid.)
8. EC price probes
9. Marc Andreessen
10. The phrase "Marc Andreessen reminds me a lot of Bill Gates when he was 24"

## **Tuesday, August 27**

Anyway, who wants Quake when you can have Microsoft Return of Arcade? One basic 3D Shoot 'Em Up against four towering pillars of mesmerizing gameplay glory. It's like choosing between Independence Day or a four-movie-mega-bill of Star Wars, Return of the Jedi, Terminator 2 and Jurassic Park. No choice at all for anyone in their right mind.

## **Wednesday, August 28**

Today, Princess Di of England becomes a single woman again, divorcing Prince Jug Ears. Now, she's a woman with a few million dollars of her own... I wonder if she'd like to talk about the Internet?

## Thursday, August 29

Picture this... I've got an orchard that yields a crop, of say, 100 apples a year. (It's a small orchard, but, for this example, small is OK.) I need to make at least \$100 to feed my loving wife and delightful daughter (who, for privacy reasons, shall remain nameless). Let's say you come to me and you want to buy just one apple. I'll charge you \$2. But if you came to me and wanted to have 50 apples, I'd maybe only charge you \$1.50 each. And if you wanted the whole crop, you could maybe bargain me down to \$1.25 or less. It's called economy of scale... the law of the free market economy. (Of course, if I had a major apple orchard competitor then my apples are free. For ever. But that's another story.)

So, if a Top Five PC builder comes to me with an order for a few trillion units of MS Office, he gets a decent bulk-buy discount and can buy the product for, say, \$20 per unit. But if you're Mr. No-Name-San trying to buy a handful of units to bundle with your shoddy, far-eastern clone machines, you're gonna have to pay the full \$200 a pop. It's how the world works. It's not my fault.

So stick that where the sun don't shine Mr. European Community and crawl back to Brussels, or Paris, or wherever it is you come from. It's called VOLUME DISCOUNT.

## **Friday, August 30**

Hey! What about the Microsoft and Verifone strategic agreement to deliver commerce-enabled Internet retailing solutions? Cool, huh? We'll deliver and distribute a comprehensive solution for Internet retailing by incorporating VeriFone virtual point-of-sale (vPOS) software into the Microsoft Merchant System. The combination of Microsoft Merchant System and VeriFone vPOS software represents the first deployment of a dual retailing and payment solution and is available today to merchants participating in the Microsoft Merchant System beta program. The combined product is designed to provide companies with a complete and easy-to-use solution for selling on the Internet. Rock n' Roll!

## **Saturday, August 31**

And while I'm thinking about Europe, here's one that really makes my day. We're about to get \$750,000 in damages from a teeny UK company called Atlantic Business Systems for one of those "sold our PCs with DOS installed, but didn't know we had to send Bill a check" cases. Their defense goes along the lines of "we didn't know the copyright to DOS is owned by Microsoft". As if! Everyone knows who owns DOS. (And as long as nobody calls Ray Noorda as an expert witness, we should be fine.)

"Success is a lousy teacher, and  
an unrdiable guide to the future" -- Bill Gates

## **Sunday, September 1**

Talking of Ray Noorda, it seems his new outfit is Caldera... And those wacky guys at Caldera (the Linux people, you know?) bought the rights to DR DOS and are suing my butt somewhat retroactively for my nasty, NASTY business practices. Do they have a chance? Well, if Bingaman couldn't do it, Noorda certainly can't! Loser!

## **Monday, September 2**

Labor Day

Bye-bye Bob! I just noticed that Bob Frankenburg got kicked out of Novell. But by who? I didn't realize there was anyone left to do the kicking! I guess Novell just didn't notice the Internet. It's a good job we were so way ahead of the game on that one! I just hope that Netscape buys Novell - that would finish Marc at one stroke!

## **Tuesday, September 3**

Went to Barnes & Noble again. This time I bought Feynman's *Lost Lecture*, a book about my favorite modern scientist, Richard Feynman. I'll never forget the time I spent with Ann Winblad watching a series of his great Physics lectures. Like me, he was good looking, witty and brilliant. And, like me, he enjoyed spending time with hot chicks (although, sadly, as a happily married man, those days are behind me). It's interesting to note that even Feynman was unable to follow the math in Newton's *Principia*, which I found pretty straightforward. I rock, math dudes!

## Wednesday, September 4

By coincidence, I also saw the Ann Winblad interview in Wired magazine. Boy, the memories came flooding back... Ann was pretty influential in my pre-Melinda days. She also introduced me to biotechnology, and showed me how significant this stuff would be. In fact, if I wasn't at Microsoft, I think I'd be working in biotechnology. I expect to see breathtaking advances in medicine over the next two decades, and biotechnology researchers and companies will be at the center of that progress. The emerging medical revolution, spearheaded by the biotechnology industry, is critical to the future of humankind. The biggest breakthroughs in medicine will result from the mapping and understanding of the human genome -figuring out the exact sequence of the 3 billion nucleotides that make up the estimated 100,000 genes that are the collective blueprint for human beings.

Of course, the big attraction is the huge P/E ratios of these biotech companies. There's gold in them thar genomes. Maybe my lucky investment streak will continue with ICOS and Darwin. Cool!

## Thursday, September 5

Actually, while not wanting to give Ann \*all\* the credit, she also got me to start Corbis, a company I founded in 1989 that is entirely separate from Microsoft (just in case the unthinkable and unimaginable happened). For the last seven years, the mission of Corbis has been to take images of all types -- from great photographers like Ansel Adams, from leading museums, and from historical collections such as the Bettmann Archive -- and make them easily accessible in electronic form. We're digitizing images at very high quality, and we'll make it straightforward for people to use (well, \*buy\* the right to use) the images.

## Friday, September 6

I'm very excited about Corbis. I expect most of its transactions to take place on the Internet. Eventually millions of people all over the world will have access to electronic images from the Bettmann Archive, including the entire UPI (United Press International) photojournalism library. The idea that millions of people will be able to draw on millions of images would have been almost unimaginable only a few years ago. It's exciting to help play a role in making this happen. And, even at just a few cents an image, think of the revenue stream! And it's all mine! Yeaahhhhh! Thanks Ann!

## **Saturday, September 7**

Ann was really a smart chick. And rich too. And pretty decent in the sack, in fact. I guess basically she was too short and too old, and I couldn't bring myself to give her the baby Bill that she craved. Life is hard sometimes. But, hey, I ended up with a younger, taller and better looking woman (by marrying my darling Melinda) and a bouncing baby Jennifer. So I'm OK. Life is good. Rock n' roll!

## Sunday, September 8

And, naturally enough, I hear that the 18th hole on the Hawaiian golf course where I got married has become a kind of shrine! A variety of computer industry types (both lower order nerds and higher order executives) have been spotted rolling around on the green "trying to pick up some of Bill's karma, man". I really am a role model. Yeaahhhhh!

## **Monday, September 9**

OK, folks, it's blatant plug time. This site is now created using new Microsoft FrontPage - the easiest and fastest way to create and manage your web site. And, boy, is it easy and fast? It sure is. If you can click, drag and drop, you can do it! It really is the best tool for creating and managing professional web sites without programming. There's no code between you and your web site. Well, that's the Microsoft ad over for today. (This baby kicks Blackbird's ass. Into orbit!)

## **Tuesday, September 10**

Although, I should have added that FrontPage is available from a reseller near you for only \$149. Go buy it now... because I get \$23 from every sale! Yeaaaahhhh!

## **Wednesday, September 11**

I've heard that Phillippe Kahn is in discussion with SPC for Starfish Software to acquire them. With his typical eye for detail, Kahn's getting THEM to pay HIM a cool \$5m in cash - in exchange for some worthless Starfish stock. Nice try, Phillippe!

## Thursday, September 12

How are Seed and Berry are doing with that Secret Diary thing? You know, I will stop at nothing to get that vicious imitation of my diary off the Internet. Have the author killed. No, wait, pay him \$5 million. My lawyers explained that either solution would violate freedom of the Web. OK, then have him killed. My lawyers noted that this would only confirm people's unfair preconceptions about Microsoft. Then offer him \$10 million! Sadly, the author is no doubt far too principled to accept. NOT! Just have him killed...

**Friday, September 13**

OK, I'll admit that I was interested in Psygnosis, but Sony want, like, around \$300m! They only paid about \$30m. Nobody makes that kind of profit out of me!!

## **Saturday, September 14**

First Day of Rosh Hashanah

Melinda and I just watched Independence Day on video. Totally non-credible! AS IF! I mean, the Alien mother ship's Operating System wasn't even Windows!

## **Sunday, September 15**

More e-mail from my fans. Oh, maybe there are a few dissenters out there. But, hey, you can't please all of the people, all of the time...

Dear Bill,

Your diary is boring. You need to get out from behind the computer and get a life!! Best of luck!!!

"I'm still kind of pumped  
from using the mouse" -- Dilbert

## **Monday, September 16**

I'm tired of all this Justice Department hassle. The things you see Microsoft doing, like innovative content, lower prices and things like that, it's sort of what capitalism wants to happen. **SO GET OFF MY CASE, OK!**

## **Tuesday, September 17**

40 million copies of Windows 95! This time it's Michael Jackson eat my dust! We've overtaken sales of Thriller, the best-selling album of all time! And I get over \$10.00 (personally) for every copy sold! I bet he only gets a couple of bucks at the most. And I've never been accused of child molesting. And my nose is still entirely original.

## **Wednesday, September 18**

I've decided that Gap polo shirts are passé. Even the neat pink ones. No, the hip thing now on campus is a Cutter & Buck - the world's best basic shirt - with Microsoft logo. 100% combed cotton deluxe jersey, fine weave twill placket and neck taping, custom buttons, generous fit, stripped collar and sleeve rib. Now *\*that's\** what I call cool...

## Thursday, September 19

Melinda and I had a test today to see who's best at producing anagrams - a great test of mental agility. We picked "information superhighway" as the topical starting phrase and gave ourselves 10 minutes..

Melinda came up with "Hey, ignoramus - win profit? Ha!" and "Waiting for any promise, huh?" and "New utopia? Horrifying sham!" and "Inspire humanity, who go far" and "A rough whimper of insanity" and "Oh, wormy infuriating phrase". Well done, baby.

I came up with "Enormous hairy pig with fan".

Hmmmm...

But I was multitasking how to crush Netscape, OK?

## Friday, September 20

I've heard a rumor that one of the TV networks is thinking of producing a drama series loosely based on my life. They're trying to entice Matthew Perry and David Schwimmer from *Friends* to play me and Paul in our early days at Harvard, sharing an Altair... I'm not sure they're good looking enough to play me, but, hey, these networks think they know it all. Ha!

## **Saturday, September 21**

I've been talking with Melinda, and as a caring, sharing 90s kind of guy, I've got a new mission... I think "motherboard" is too gender specific, and I'm going to campaign to get it changed to "parentboard". And I know that Andy, over at Intel, is right with me on this one!

## **Sunday, September 22**

I've been thinking that now that I'm building my humble estate, maybe I should pave a large section of the land and make my own autocross course. That way, I could finally get that Porsche 959 out of customs that the Gov't won't let me drive on our roads - I'll tell them it's an off-road only car. Ha, ha.

## Monday, September 23

Yom Kippur

Am I good, or what? Microsoft Office automatically fixes typing errors and corrects spelling, remembers your appointments and schedules your meetings. Microsoft IE3, on your Windows 95 desktop, goes to the front of the line for you at the ticket office or the airlines, and snoops around the world for the title of that Pulitzer Prize-winning novel from 1963 that you can't remember. Microsoft Bookshelf helps you do your research and cross-referencing and looks up the word *sesquipedalian* and, in a nice friendly voice, tells you how to pronounce it. Microsoft Money balances your checkbook, double-checks your bank's sums and runs all the figures to see if remortgaging (note: I must ask Melinda what a mortgage is) is a good idea or not. Microsoft software will happily handle mindless chores. Unless, of course, you work at Netscape and like that sort of thing.

## **Tuesday, September 24**

With Apple bundling Microsoft Office with Macs, it's just like the good old days! As the world's largest Mac software developer I feel that this reaffirms our commitment to the Mac. We're so generous that even people using outdated, inferior and obsolete hardware can have the pleasure of using Microsoft software. And it's great to lie awake at night and imagine what it must have felt like making that bundling decision down in Cupertino! Yet another pirouette on Apple's grave!

## **Wednesday, September 25**

It's great being a media mogul! Since I got MSNBC and Slate, I'm never out of the news! And it's all positive, too! Hey, who says editorial control is a bad thing? It's done wonders for my popularity with a 97.3% increase in fan mail (by volume, after seasonal adjustments, based on the corresponding period of fan mail in the preceding quarter). And I now control over 90% of the technology CEO fan-mail market. Of course, I don't count autograph signings at public appearances in retail stores because that's a tiny, insignificant market that I have no interest in. (Steve Jobs is welcome to it.)

## **Thursday, September 26**

And I'm getting back on top (heh, heh, heh) of the "e-mailed sexual suggestions from female fans to technology CEOs" market. After a late start (I was busy building Microsoft) I now control nearly 40% of this emerging hi-tech market... And while I haven't calculated an exact growth rate, last week I only had 1% share. Explosive growth -- even by Microsoft standards!

**Friday, September 27**

AppFoundry. Do I look bothered?

## Saturday, September 28

Last night, at my local Shop n' Save with Melinda, my eye was caught by the "50% Extra Free" slogan on a large packet of Raisin Bran. I mean, you have to watch the pennies. You can understand my disappointment this morning, when, instead of my usual toast, I decide to have some brand new Raisin Bran... I pour some into my bowl, but it doesn't have any raisins. So I stop pouring (the bowl's about half full) and (guessing that the raisins have simply settled to the bottom) shake the box contents vigorously before filling my bowl. No luck. Still no raisins. So I pour the bowl contents back into the box, and holding the end of the inside bag closed, I turn the box upside down (the raisins are denser than the bran, right?) and, again, shake vigorously. I pour again. And still no luck. Finally, I take the plastic bag out of the box and shake it while watching it carefully to see where the raisins go. Where do they go? Nowhere, because there aren't any! My conclusion? There simply aren't any raisins in my Raisin Bran!

## **Sunday, September 29**

Now, it's not that I'm anal or anything, but those Bran Flakes really ticked me off. Now, I don't know how technical those Kelloggs guys are, but here's the scoop: Bran is Boring. The only reason people eat bran is because they think it's healthy and good for them. No one actually likes bran. And that's why raisins are great: they're chewy, juicy, tasty and fun. That what turns tedious bran flakes into Raisin Bran, a hit cereal. I'm going to e-mail Mr. Kellogg, RIGHT NOW, and complain...

## **Monday, September 30**

OK, so Corel had 50% percent of the over-the-counter Office Suite sales over the summer... but that's really like Donna Karan claiming 50% of the designer-clothes-to-the-homeless market. Check out the OEM and corporate markets...that's where the action is! And as for a product called "Joffice", Corel should concentrate on making decent software, not fashion statements!

"Oooooo Donuts!"

– Homer Simpson

## **Tuesday, October 1**

Looks like Kahn was spurned by SPC in favor of Allegro, who recently acquired that PagePlus outfit. What's going on here? That reminds me -- it's about time I bundled Publisher 97 with Office 97! Yeaahhhh!

## **Wednesday, October 2**

So Marc Andreessen think that Netscape has this huge competitive advantage by being based in Silicon Valley, does he? All cosy little partnerships and joint ventures is it? Well Marc, that's not going to be much use when California slips into the sea is it? According to my research there's a good chance you boys will be taking an extended swimming lesson in the next 24 months.

**Thursday, October 3**

And here's another message for Marc A. Cascading  
Style Sheets! Eat my dust!

## Friday, October 4

You know, I'd like to squash Jim Barksdale and Netscape just like a bug! Boy, it's going to be great wiping \*that\* off my shoe!

Yeaahhhh! Best day this week. Kelloggs have responded to my e-mail and sent me a \$3 money-order (to cover my costs) AND a store coupon valid for \$3 of Kelloggs products. Let's get down to Shop n' Save right now!

## **Saturday, October 5**

Seymour Cray, the father of supercomputing, dies aged 71. Hey, none of his computers ran Windows (any version) so what do I care?

## **Sunday, October 6**

Of course, some Open Standards are great. For example, I've just handed ActiveX technology over to the Open Group. Isn't that good of me?

## Monday, October 7

Went out on the town with some other high-tech dudes for a few (a lot of?) beers the other night at Agenda, an annual industry gathering. So here's my Top Ten Things You'll Only Do When You're Drunk...

1. Dance like John Travolta in Saturday Night Fever. And bump into things. And break them. And not give a damn about it.
2. Try to nail your wife's best friend in the marketing group.
3. Make yourself a delicious snack of French's Mustard and stale Wonderbread.
4. Decide that the printer paper tray would look better on your head.
5. Decide to walk back to the hotel, even though it's seven miles away, and you have a limo waiting anyway.
6. Moon Stewart Alsop.
7. Decide that you and Anne Winblad really should be together.
8. Autodial every woman in your electronic organizer at 2am and say "Hi, I was just thinking about you. Maybe we should meet up. Now-ish..."
9. Fall asleep on the stairs, with your Gap pants round your ankles.

10. Get into a fight with the limo driver.
11. Attempt to sleep with any woman who shows the slightest interest in your billions.
12. Get really emotional, put on the most morose record in the Jukebox, and weep about the good old days when Apple, Lotus and Novell were still a force to be reckoned with.
13. Make lots of inadvisable bets. Like Navigator being down to 10% market share in the next year.
14. Throw people, fully clothed, into the pool (just for old time's sake).
15. Say "I love you, man!" to Marc Andreessen and Steve Jobs.

OK, Top Fifteen... I guess I had a pretty full evening!

**Tuesday, October 8**

And now we've got Prodigy too. That means that IE3 is the featured browser of every major online service providing consumer access to the Internet. Hey, Marc, what d'ya think of that?! We'll be at 40% market share this time next year - mark my words!

**Wednesday, October 9**

Corel have announced that CorelDRAW! 7 will ship mid-November. Right!

## **Thursday, October 10**

Games Sampler 2 is here. Another \$10, market share building CD for the games market. With tasters of our new Hellbender, Close Combat and Monster Truck Madness. Windows 95 really is the games platform of choice! Cool!

## Friday, October 11

Microsoft closed at \$137 1/8 today. That's like \$18 billion for me! What's Netscape? A mere \$41 - just a few bucks above their IPO pricing. Even the stock market loves me.

OK, so I'm the richest man... well, private individual... in the world, but I've always got the Sultan of Brunei snapping at my heels. Let me reveal my secret weapon... Unless old tea-towel head starts minting his own on-line cybercash - like my brilliant msCASH - he's history!

## **Saturday, October 12**

BBN's Stanford POP was put out of action by rats chewing through a power cable. Truth really is stranger than fiction. Call the X-Files! Which reminds me... Deadly Tide and NBA Full Court Press are also out. And don't forget that Gillian Anderson signed on the dotted line for Hellbender. So you can shoot 'em up and shoot off at the same time, heh, heh, heh.

**Sunday, October 13**

Hey! Hey! Hey! If new Microsoft Monster Truck Madness isn't the best game ever, then I'm not the richest man... sorry, Melinda, PERSON in the world. And, guess what? I am! According to Forbes my stash is a cool \$18 billion. And that's not counting Corbis, or any of my secret accounts in Switzerland!

## **Monday, October 14**

Columbus Day / Thanksgiving Day (Canada)

Now it's time for MSN2. This time, we're delivering all the content via the Web, so that there's a really good excuse for why it's so slow. And it also makes a great excuse for why MSN2 will be so cheap - I mean, everyone knows you can't charge for stuff on the Net. (Good bye CompuServe, Prodigy and AOL. I'll miss you, Steve.) I told you it was an Internet-based content service - and now it's true! Bob Bejan's doing a great job as executive producer. (Those dayglo glasses have to go, though. We're a software company, not an ad agency.) Time Warner really has a bunch of great guys. I think I'll hire a few more...

"I've been in more laps than a  
napkin" – Mae West

## **Tuesday, October 15**

Dr. Pop reports: Madonna (a young-ish 38) gives birth to a bouncing baby Lola. Now we can talk about babies AND the Internet!

## **Wednesday, October 16**

Second and final TV debate between Clinton & Dole. Clinton already leads by over 15% and leads in every region, every age group, every ethnic group and every income group. Kinda like IE3 vs Navigator?

**Thursday, October 17**

I'm often asked to describe what animal I think Microsoft would be. Pretty stupid question really but I have to humor journalists even though I firmly believe in the old adage "Those who can, do; those who can't, teach; and those who think they can -- but can't -- become journalists". I usually reply that Microsoft is like an elephant -- huge and powerful yet gentle, sensitive and intelligent.

I guess that problem of being an elephant is that there's always gnats and flies buzzing around but at least you have a huge trunk to swat them with...

**Friday, October 18**

Take note of this, Synet. Do you really think I'd have released a product called "Explorer" if you had any rights to the name? I don't think so.

## **Saturday, October 19**

First Princess Diana, then Jerry Hall, wife of that Mick Jagger (whoever he is). Anthony Julius is one of the leading divorce lawyers for extracting multi-million settlements from rich husbands. Some news you just don't want to reach the rest of the Gates household. I don't want Melinda getting any ideas...

## **Sunday, October 20**

You know, I really am a babe magnet extraordinaire. Intelligence, self-confidence, enormous bank balance and killer looks! And my self-deprecating sense of humor... And my awesome personal philosophy: Stiff your partners and own the world!

## **Monday, October 21**

We announced our Q1 financials today. \$2.3 billion revenue, up 14%. \$614 million net income, or \$0.95 earnings per share, up 22%. So, where's my bonus?

**Tuesday, October 22**

They say my ego is huge, but that can't be right... I'm not even the highest paid person at Microsoft. Bob Herbold, our COO, gets \$750K while I'm still way behind on about \$550K (and that's including a bonus). Maybe I should have a quiet word with our Compensation Committee?

**Wednesday, October 23**

The United States government thinks I'm a bullying billionaire with compulsive monopolist tendencies who's out to crush anyone or anything who stands in my way. THAT'S THE STUPIDEST FUCKING THING I'VE EVER HEARD!!

## Thursday, October 24

What a month it's been! I'm just soooo busy! Not even had much time to play'n'learn with Baby Jennifer. (According to her mom, she's now adding to the class libraries in MFC. That's my girl.) I've teamed up with IBM, Compaq and Dell to oppose California Proposition 211. Released the ActiveX SDK for the Mac. Canned development for the MIPS platform. Attracted Quicken users in droves by releasing the Microsoft Money 97 Free Trial Version. Ha! Ditto Serif users by releasing Publisher 97 60-day Free Trial Version. Yeaahhh!

Phew! I get tired just thinking about it!

## Friday, October 25

Delivered complete cross-platform Internet access with new Microsoft Explorer Starter Kit 3.0. Made a Microsoft SDK for Java available. Teamed up with Humongous Entertainment (whoever they are!) to pair EasyBall and Freddi Fish to deliver unbeatable value for families in time for the holidays. And new editions of the ever popular Magic School Bus Explores... series. Made MSNBC News Offline and News Alert available. Given away (for Free) Web Development Tools to Microsoft Site Builder Conference attendees. Delivered the first Beta (free) release of NetMeeting 2.0. Confirmed that Microsoft Exchange Server has lower cost of ownership than Lotus Notes. Demonstrated IE3 for Unix. Made Microsoft Investor available on the 'Net. Busy, busy, busy...

## **Saturday, October 26**

Stormed the last bastion of DOS-based apps: *Games!* Launched 4 new CD-ROM titles for kids. Signed up Alexey Pajitnov (the Tetris guy) to help in our games development group. Announced Microsoft Team Manager 97. Introduced Office 97, Developer Edition. And signed up more than 1 million developers to build solutions with Microsoft Office. Unveiled new FrontPage 97 with Bonus Pack (also free to download Beta). Forced... no, CONVINCED... AT&T that IE3 is the browser for them: the new default browser for the AT&T WorldNet service. Made Microsoft Internet technology available to over 600,000 Navy users world-wide. Signed up James Kinsella from Time Warner as MSNBC General Manager. Advanced discussions for acquisition of Micrografx.

Am I cool, or what? At least this should prove to any doubters that I'm worth my salary! More cash-ola for Bill!

**Sunday, October 27**

Daylight Savings Time Ends

Boy, that extra hour in bed made all the difference this morning! Melinda says (as usual) that I am a raging love beast... Yeahhhhhh! Maybe this time it'll be a boy, ha, ha.

## Monday, October 28

Bill Gates' Birthday

It's my 41<sup>st</sup> Birthday! (And still boyishly handsome in a rich, hip dude kind of way.) Happy Birthday to me! And what do you get the man who has everything? Melinda gave me a check for \$100 with the helpful advice to "spend it on anything you like"... I wouldn't mind, but it was drawn on our joint account. Her heart's in the right place, I guess, but she doesn't quite have the big picture, does she?

## Tuesday, October 29

What did I really want? Here's my Top Ten Birthday Wish List:

1. Marc Andreessen's head on a platter.
2. Cindy Crawford singing Happy Birthday (after all, Marilyn's dead, and I'm better looking than JFK).
3. A slinky. Made from platinum, of course.
4. Netscape's collapse due to a catastrophic bug in Navigator.
5. A decent version of Microsoft Bob.
6. The electronic rights to Sports Illustrated Swimsuit Edition.
7. The "Catcher in the Rye" talking book.
8. Microsoft stock price hike to \$200 a share.
9. A new pair of Gap khakis, and a Cutter & Buck polo shirt with Microsoft logo.
10. World peace. (And I mean that sincerely, folks.)

## **Wednesday, October 30**

All this stuff about NTW and NTS is getting on my nerves. Any excuse to attack me and my company. The crux of this issue is that NT Workstation and NT Server are two totally different products intended for two totally different functions. I'll admit that they use identical kernels, but there's much more difference than some simple registry settings. Those registry settings directly result in 48 run-time variable changes, which in turn, cascade down to result in over 700 key operational value differences. This is not trivial stuff. And if you change the registry settings yourself, you'll get totally unpredictable results, even though, initially, it looks like you've gotten one product to look like the other. And the performance hit will be terrible.

I mean, we did about a billion dollars in server revenue. With a price difference between the two -- maybe \$800 - - one of them costs 35 percent of what the other does. So a billion dollars goes to \$350 million... Like I said, the performance hit will be terrible.

## Thursday, October 31

Halloween

Tried to dress Baby Jennifer as a baby Borg for Halloween, but Melinda wasn't having any of it. "JUST USE THE BUNNY EARS, OK! For such a smart man you can be so UNBELIEVABLY STUPID!" Man, that was way harsh. So I took Jennifer into the office for an hour with her bunny ears. She's just SO cute. You know, for a subset, she really is totally adorable. I don't want to blow my Microsoft street cred, but I LOVE that girl...

"We must not forget the obvious: disks are round" – Nicholas Negroponte

## **Friday, November 1**

Honestly, there are way more differences between NTW and NTS than \$800 and a few registry settings...

1. The packaging is totally different and...
2. er... loads of other stuff...
3. If you get NTW and hack it to be Server, you'll have broken your license agreement and I'LL SUE YOUR ASS OFF!

## **Saturday, November 2**

I just have to laugh when the PC mags complain about us releasing "97" applications in 1996. Guess what landed on my desk this morning? PC Computing... February 1997 issue. I rest my case.

## **Sunday, November 3**

And while I'm setting the record straight about the PC press, anyone who reviewed Encarta, Music Central and Cinemania 97 and claimed that there's nothing particularly new or original should call the Pope -- and ask him why he doesn't issue radically new yearly updates. If it ain't broke, don't fix it.

## Monday, November 4

It's strange how, as time passes, language adapts and the meanings of certain words change. When everyone says that IE3 is "really cool" they don't mean it's at a low temperature. Rather, they mean that it's cleverly constructed, very useful and much better than Navigator. Cool!

And when they say that working at Microsoft is "wicked" they don't mean doing bad stuff for the antichrist, they mean that it's a very pleasurable (in a free soda kind of way) and enriching (in a lots of Microsoft options kind of way) experience.

And when Microsoft says "Beta Version" we don't mean the pre-release buggy version being tested by the unsuspecting public. No. We mean the release version software being given away for free in order to destroy the competition! Way cool! And wicked!!

## **Tuesday, November 5**

Election Day

The Presidential Election. A foregone conclusion. Just like Microsoft vs. Netscape. Yeaahhhhh! Nice work, Bill #2!

## **Wednesday, November 6**

Boy, what a guy I am! OK, so sometimes I'm not too popular in certain quarters. And I do have a bad rep in the press for my anti-... er, I mean highly... competitive approach. But I'm a basically good person: I'm always doing great work for charity... It's just that I don't like to talk about it.

My latest contribution is "Libraries Online", a \$10.5m philanthropic initiative to help library systems in economically disadvantaged communities provide public access to the Internet (and IE3) and multimedia personal computers (PCs with Windows and Encarta).

## **Thursday, November 7**

I'm investing cash, technical assistance and software to a total of 41 libraries in the US and Canada - without expecting any commercial gain. No, none at all. It just makes me feel all warm and fuzzy to see children, parents, teachers, entrepreneurs and entire communities - through the pilot Libraries Online scheme - gain access to a world of technology and information that simply was unavailable to them before. This national launch builds on my vision - information at your fingers - by empowering people with access to the Internet and the World Wide Web. Libraries will play a pivotal role as we enter the 21<sup>st</sup> Century in providing access to knowledge and opportunities for everyone.

Libraries Online enables library visitors to access information provided by the host library through an Intranet, as well as the world of information available on the Internet through the World Wide Web. Additionally, patrons of the library can use multimedia PCs for word-processing, spreadsheets, presentation and graphic design, CD-ROM titles and other software. Participating libraries offer training and special programs that engage and educate users. What a guy!

## **Friday, November 8**

It's cool. Telecommunications enthusiasts can now take over big old research libraries and remake them (with corporate help, like Libraries Online) as high traffic showplaces for information technology. I mean, who wants to be in the book storage business? It's boring. Books are things of the past - we're moving on to new form factors...

## **Saturday, November 9**

Authorship is a strange and ever shifting concept. After all, those great plays by that Shakespeare guy probably weren't written by him at all. He just wrote a couple of best-sellers to get his revenue going, then licensed works from up-coming writers and put his name on them. But it's still fine to say that Shakespeare wrote them because the concepts were probably his... and he did all the marketing.

So, in a way, Paul Allen and I really DID write MS-DOS. (I believe one of our brochures does actually say this. A big "Thank you" to Tim Paterson.)

## **Sunday, November 10**

And while I'm on the subject of DOS, I don't care if Granddad-from-Hell does make the code for PC-DOS public domain and releases it onto the Internet. Talk about closing the stable door after the horse has bolted! I realize that you're a little bitter, Ray, but really, it's not dignified. And you're suing me? Well, I'm shaking in my boots. Really scared. NOT!

## Monday, November 11

Veterans Day / Remembrance Day (Canada)

And talking of total losers, I've been reading Bill Machrone's sad articles about how Unix really will beat Windows, because now it's FREE (in the form of Linux). AS IF!

OK, so there a couple of million manic computer geeks out there writing OS software for free. (Even I can't get my programmers working for free. This is unfair competition: surely the Justice Department will want to look into this?) AND using the Internet as the ultimate marketing vehicle... Free downloads, a bug here, a bug there, get the users to subsidize the Quality Assurance Department with their monetary contributions and their bug reports... Hey, now THAT really sounds really familiar...

Read my lips: EVERYONE wants Windows... Don't they?

**Tuesday, November 12**

I managed to "persuade" our Board of Directors to vote for yet another stock split. This means I'll double the number of shares that I have. (WAY cool!!!) In theory, of course, this won't affect my net worth: the stock price will halve at the time of the \*actual\* split, making it more affordable to the poor people out there. However, I'm betting it won't stay at half for long! Look out \$30 billion... Here I come!

## **Wednesday, November 13**

I was just joking about the Swiss Bank Accounts OK? I've got the Justice Department on my case, already. The last thing I need is the IRS, too...

Actually, it's kind of ironic (don't you think?) that on the one hand I have a *Government* department dedicated (that's what it looks like) to my downfall, while, on the other hand, I make big contributions in taxation: around \$250K a year, and around \$10 billion, if I ever cash my stock... Now, is that fair? I DON'T THINK SO...

## **Thursday, November 14**

Hey, Apple! Looks like I saved your ass yet again, huh? Microsoft Internet Explorer 3.0 Beta software is now available for Macintosh users! Adds support for newest HTML standards, Java and runs on widest range of Macintosh hardware. It's true! All the good stuff comes from Microsoft...

## **Friday, November 15**

And, now Flight Simulator for Windows 95 is available in time for the Holiday Season! The newest version of the world's best-selling entertainment title (I keep telling you: Doom was free) is now available with Golf 3.0, Soccer and GEX.

And players of Golf 3.0 can easily connect using a modem or network to compete in multi-player games and socialize in twosomes, threesomes or foursomes. It'll be the first PC golf game to offer multi-player game play via the Internet! I rock, golf dudes!!

(If I remember correctly, the Soccer and GEX games are some filler we picked up cheap somewhere...)

"It must be embarrassing to be  
you" – Ratbert

## **Saturday, November 16**

And, talking of *Golf* (this time the real thing, rather than a simulation) I played 18 holes with Mirage multimillionaire Steve Wynn, in Las Vegas (for the Comdex show). Hey, sometimes you gotta mix with the poor people...

## **Sunday, November 17**

Then, before Comdex opened, I hit the PC Computing MVP Awards. It looks like the "Microsoft Valuable Product" awards: Office, Word, Excel, Access, Publisher, FrontPage, Internet Explorer, NT, Visual Basic, Internet Information Server...

Then Quake and Quicken?! But they're NOT Microsoft products!! What's going on? And the Turner Publishing Our Times Multimedia Encyclopedia of the 20<sup>th</sup> Century?! Haven't these guys heard of Encarta? Sheesh... (Still, by then, even Ziff-Davis must have been getting embarrassed about how they were shining my ass.)

After all that excitement I had a tough time getting to sleep. Luckily I was able to read a copy of Slate, and soon dropped off. (Sorry, Michael.)

## Monday, November 18

Big Comdex announcement about Windows CE. More than 90 companies announce availability of the first handheld PCs based on Windows CE. The Newton was a neat idea. Nice try Apple! But now with Windows CE, the time of the personal organizer has arrived. I'm just so cool!

The introduction of the handheld PC with Windows CE is a critical milestone in our continuing strategy to... well, sell even more copies of Windows, actually. Windows CE will be able to seamlessly synchronize, communicate and exchange information with Windows-based PCs. The handheld PC is well on its way to becoming the next essential business tool for mobile professionals! Cooool!

## **Tuesday, November 19**

Today I gave my Comdex Fall Keynote Address. And boy, was I good. I had the audience eating out of my hand... I've certainly come a long way since 1985, when I first had a chance to do a keynote here. At that time, I had my dad come down and change the slides for me. And the only thing I worried about was the condensation on the slides, whether they would dry out properly or not. I think we're all lucky to be working in this field. We're providing tools that empower people to do their best.

And, today Ike Nassi resigned from Apple, claiming that the main problem with Copeland is that they "really should have started putting it together two years ago". Ha! Maybe that means that the really are going to go for BeOS... It's the end of the Apple as we know it... and I feel fine!

## **Wednesday, November 20**

We also released Office 97 -- a major new release of our flagship software package, Microsoft Office, the world's best-selling productivity suite -- to manufacturing. Office 97 is the first suite that fully integrates the ease of intelligent applications with the power of the Web. By making Internet technology an integral part of the suite, Office 97 makes it easy to create and publish Web documents, find information and collaborate with others on the Internet or a corporate intranet. Featured in this new version of Microsoft Office is the Microsoft Outlook desktop information manager, which provides an easy way for users to organize and track all of their desktop information and communicate with others.

Office 97 is our most significant release of the suite to date, and we've invested nearly three years of development time and over 25,000 hours of usability testing to deliver the new capabilities our customers have requested. It rocks! Yeaaaahhhh!

**Thursday, November 21**

Good news! Spending on Web advertising nearly doubled from the first quarter of 1996 to the second, to US\$43 million worldwide. According to Jupiter Communications in New York, spending on Web advertising will pass \$300 million this year, and, if this growth continues, \$5 billion by 2000. And guess who's #1 in Web advertising? Yup. Me! I'm just top in everything!

And Sony isn't selling Psygnosis, after all. I said they were asking way too much!

AND we've announced another cool joint venture: this time with Pepsi and Pepsi Holiday 96. Yeaahhh! It's the Real Thing!

## **Friday, November 22**

Phew! A busy week! Microsoft brought home all the Top Awards from Comdex. In addition to all those MVP awards, Office 97 won BYTE Magazine's Best of Show and Best of Best (a sort of software Top Gun award)! That just makes all the hard work worthwhile...

And while we were doing SO well, Intuit were announcing increased Q1 losses and flat revenue... I bet Scott's really depressed! Ha! Not long to go now, losers!!

## **Saturday, November 23**

I told you I was a role model! Well, here's even more proof: an e-mail from Brian Jorgensen, age 8, Albuquerque...

Dear Mr. Gates:

I need to dress like you for a school presentation. Any fashion tips?

I used to button my top button, and it took me a while to figure out that wasn't cool. So you'd better watch out for that one. And don't forget to brush your teeth and comb your hair (never the other way around).

## **Sunday, November 24**

The Upside Elite 100 is pretty interesting, huh? How these guys have changed their tune. Not only am I top in the Fortune 500 Really, Really Rich Dudes List, but I'm #1 in the Upside list of the Most Influential. Cool! Just wait until I tell Melinda about this - she'll be so proud...

Nathan Myrhvold's at #13 and Steve Ballmer's at #15 and Paul Allen's at #21. Microsoft rules OK! Even Ann Winblad gets in at #20. (Touched by the hand of God.)

**AND STEVE JOBS IS ONLY #44! LOSER!**

## **Monday, November 25**

In another minor joint venture, we worked with author Jay Conrad Levinson (who?) to launch an online, interactive book for small businesses providing practical technology information. Check out "America at Work: Guerrilla Marketing With a Secret Weapon". It's no "Road Ahead", but it's not bad.

And the real secret of Guerrilla Marketing? TEAM UP WITH MICROSOFT!!!

**Tuesday, November 26**

Check this out! Now Microsoft *Greetings Workshop* announces new Internet delivery functionality... Now I'm bringing web authoring to children, bored housewives and stupid people!

I'll send Marc Andreesson a complimentary copy!

**Wednesday, November 27**

Wow! Guess what The New York Times said this morning? Geneticists have INCONTREVERTIBLE (another good word, huh?) evidence that men and women were once separate races, men evolving in Asia and women evolving in Africa. It was simply a coincidence that they were infertile when they met. The clitoris, so goes the speculation in the paper, is the last vestige of the inseminating organ of a conquered, enslaved, trivialized and finally emasculated race of weaker, but not necessarily dumber, anthropoids! I'm not sure Melinda's going to be too happy about this news. There could be trouble...

**Thursday, November 28**

Thanksgiving Day

Day off. Even at Microsoft.

## Friday, November 29

Well I was here, but where was everyone else? Two days off just to eat some turkey? Sheesh...

I get to spend the day snooping through Steve Ballmer's e-mail (that's how I make sure I always have the inside scoop). And guess what I found? A begging e-mail from that guy who used to run that PagePlus company! A former President of some insignificant software company that I successfully crushed! Yeaahhhh! Life is good!

Hi, Steve!

I know you're busy, but I thought you might have a job for me...

I was the founder and CEO of Serif, a dinky little corporation (around \$10m) which developed and marketed PagePlus, a dinky little Publisher competitor.

Serif was sold recently, and my services are no longer required. So I'm looking for a job. Got one? Please?

Thanks.

Gwyn Jones.

This should amuse Melinda. Perhaps we could get him a job on Bob -- the Microsoft equivalent of the Siberian

salt mines. I think Steve's on the same track (fortunately for HIM) and replied:

From: Steve Ballmer

Nothing obvious but will keep it in  
mind, loser...

**Saturday, November 30**

Another 'Net award for Billy!! Yeaahhhh!!

Dear Bill- ionaire Gates:

Congratulations! "The Secret Diary of Bill Gates"  
has been nominated Site of the Day by i-net. You  
can see your review at

<http://www.i-net.com.au/guide>

Regards,

Fiona Honor

"I guess I don't so much mind  
being old as I mind being fat and old" -- Peter Gabriel

## **Sunday, December 1**

And another!! Yeaahhhh!! At this rate, I'll get more hits than Yahoo! I'm just SO cool!

Dear Bill:

Congratulations, your site has been chosen as the Web Snob's Pick of the Week.

You may visit the Web Snob's Pick of the week at:  
<http://members.aol.com/lynn919985/index.html>

Again, congratulations.

The Web Snob

## **Monday, December 2**

In an important step toward building better a better reputation for you-know-who, we announced a FREE collection of powerful communications and Internet tools designed specially for K-12 schools using Windows NT5. Incorporating innovative technology from Microsoft and other industry leaders, Microsoft Communications Tools for Schools CD-ROM is the only communications solution available that incorporates education-specific templates and wizards, e-mail, video conferencing software, and Internet publishing tools. Any school now can become a dynamic, limitless, interactive learning environment that we call the "Connected Learning Community". Cool, huh?

All they have to do is BUY WINDOWS NT!!!

## **Tuesday, December 3**

Yeaaahhhh! Microsoft SQL Server hits 2 million-user milestone! Microsoft SQL Server continues to surpass expectations in product shipments, industry support and customer demand, making it the industry's fastest-growing database. Oh, yes, talk dirty to me, baby!

According to IDC, our SQL Server led in sales for databases running on Windows NTS, with over 57 percent of unit volume, compared to Oracle at 23 percent and Sybase at 4 percent. Hey, Larry, eat my dust! Nice market share metric, huh?

## **Wednesday, December 4**

Want to manage your finances by computer without having to type in each and every transaction? With Microsoft Money Online Banking, all it takes is a few mouse-clicks. Just about anything that affects your checking, savings, credit card, or line-of-credit accounts can be entered electronically. So instead of keying everything in, you simply download your latest statements and balances. Even your Quicken files can be converted automatically. Once you're up and running, you can use Money to pay your bills, balance your checkbook, plan a budget, and manage investments. That's Money 97. Scott Cook and Intuit? Hasta la Vista, baby...

**Thursday, December 5**

Melinda's been thinking... She wants me to do a tour to promote Windows CE as the OS of choice for intelligent household appliances. And I'm always on the look out for new form factors... Have Microsoft trademarked the SIVC (Simply Interactive Vacuum Cleaner) yet? She has dozens of ideas for how American life in the next century can be enriched by interactive Internet-enabled appliances based on MS software. For example, the SIVC, when operated by the future housewife, will automatically sense that it requires its virtual bag to be changed, and e-mail the selected HAP (Household Appliance Provider) asking them to pay her a visit. Thanks, honey...

## **Friday, December 6**

First Day of Hanukkah

This network computer idea is just so stooooooid!  
Networks will be overloaded if PCs go diskless. The cost of the server will go up, a lot more than the cost of the disks would. Well, that's just my humble opinion. And if I am proved wrong (which, of course, I won't be), at least I've got the NetPC in reserve.

## **Saturday, December 7**

My great buddy *Andy Grove* claims that a microprocessor manufacturing plant only costs \$2.5 billion to open. Maybe one would make the perfect garden ornament for the new house! I'd better get it sorted soon though, because *Andy* claims that the cost will soon rise to \$10 billion...

Hey, entrepreneurs! Here's a great business opportunity... Just buy a couple of microprocessor manufacturing plants, then sell them to Intel next year. That's what I call real return on investment!

## **Sunday, December 8**

Went to Barnes & Noble to find more books about me... Bingo!! There's "The Microsoft Way : The Real Story of How the Company Outsmarts Its Competition" by Randall E. Stross. It's great. He likes me... Buy it!

## Monday, December 9

The new Windows NT Workstation 4.0 operating system has been designed to be the most powerful desktop operating system. And because all that power is controlled by the Windows 95 interface, it's much easier to use. The total 32-bit power of Windows NT Workstation means reliability, security, and easy access to the Internet and intranet. It's reliable because all applications run in their own memory space - so that new game beta won't crash last week's work. It's secure because integrated features let you lock your system all the way down to the file level, so you can count on applications and data being safe. It's Internet-ready because it's loaded with built-in features like TCP/IP, the Microsoft Internet Explorer browser, and integrated Peer Web Services, which lets you create a small intranet for your workgroup. And because it's all controlled by the Windows 95 interface, you can customize your system to work and look however you like. See? I told them we'd get there in the end...

**Tuesday, December 10**

MSFT post split hits \$84. That's equivalent to \$168.  
(We were around \$145 when we announced the split.) I  
think it's working!! Cooooo!!!

## **Wednesday, December 11**

Another cool joint venture... Microsoft and PointCast Network agree to broadcast Internet content on the Active Desktop to millions of users. Yeahhhh! PointCast Network is the first premier content provider for the Internet Explorer 4.0 Active Desktop, and, as part of the agreement, PCN will author its content to the Active Platform, use the Active Desktop content delivery services, and ship Internet Explorer as its preferred browser. Plus, MSNBC agreed to provide key news and information to PCN.

## Thursday, December 12

I had to laugh today. I was talking by video-link with some guys in one of our "developing-market" territories (the United Kingdom, actually). I'd assumed that they were only a couple of years behind us in terms of technology but it's much worse than I had ever imagined... Apparently, their terrestrial TV has only just started showing "The Lone Ranger"! And they're scheduled to start on series one of "The X-Files" and "The Simpsons" in 2028! No wonder we're not selling much Windows 95 over there...

Meanwhile, in the real world, Bob Muglia, VP for developer tools, gave a keynote speech at Internet World 96 in NY. He said: "We delivered on all our promises, and way more. We've shipped our world-class Internet Explorer 3.0 on four different platforms. We released the Internet Information Server, one of the strongest and fastest servers on the Web, now available with a full set of scripting capabilities that allow it to easily serve up dynamic and interactive Web pages. And we relaunched the Microsoft Network (MSN) as a completely Web-based service with some of the most attractive and adventurous content available on the Internet." Nice work, Microsoft Bob!

## Friday, December 13

I got a mailing this morning from Encyclopaedia Britannica trying to sell me their whole thing on.... Wait for it... CD-ROM! I guess Encarta must be really hurting them now. But at least they're getting a little aggressive. It'd be no fun destroying them without them at least putting up something of a fight.

But I don't think they've quite got the idea... They're offering a heavily discounted competitive-upgrade style scheme -- just return the "CD-ROM encyclopaedia that came with your computer" in the reply paid envelope... I decided to take advantage of this and so I hunted for my copy of Encarta and tried to return it to them. Except I couldn't. It won't fit in the reply-paid envelope! Ha-Ha! I guess they're not putting up a fight after all...

## **Saturday, December 14**

It's Microsoft blatant plug time again! This site doesn't just use FrontPage (and Word, of course). Oh, no. Now it uses Microsoft Image Composer for all graphics and Microsoft GIF Animator to put together all the cute animated graphics. And these awesome Internet tools are now available for FREE download! Goodbye PhotoShop... Goodbye PaintShop... Goodbye GIF Construction Set... Into Orbit, Web Site designer dudes!!

"There's no control of look and  
feel" -- Bill Gates

## **Sunday, December 15**

Browse through 400-year-old manuscripts deep in a European library. Run a meeting where six people draw on the same white board at the same time, even though none of them are in the same room. Read an electronic book where the illustrations move, the charts evolve, and the footnotes come alive. At Microsoft, I've always known the PC would deliver this kind of access -- access that opens up the most exciting possibilities in the world. And now the Internet expands these possibilities more than ever. Yeaahhhh!

## **Monday, December 16**

So, Marc Andreessen thinks he's the next Bill Gates...  
Ha! I could carve a better man out of a banana.

And he's just released the native version of Netscape  
2.02 for OS/2. So at least he's concentrating on the  
really important stuff. NOT!!!!

**Tuesday, December 17**

Did you know that all proceeds from my book, *The Road Ahead*, first published in 1995, have gone to fund technology projects in 23 schools around the US? Over \$3 million has been donated to provide access to technology, training and support for community-based school programs nationwide. The Road Ahead program is administered by the National Foundation for the Improvement of Education (NFIE) in Washington, DC. And you can order your copy (paperback, by Bill Gates, Nathan Myhrvold, Peter Rinearson) from Amazon.com for just \$11.16 (You Save: \$4.79 or 30%).

I'm a good guy, really.

## **Wednesday, December 18**

Of course, that \$3m is dwarfed by the \$50m I've spent on my house (a 40,000-square-foot waterfront home nearing completion, along the east bank of Lake Washington, just south of the 520 bridge). But a guy has to live somewhere, right?

So, now you know where that \$89 that you paid for Windows 95 went...

## Thursday, December 19

Of course, that's only a house. For \$30m you could get a book! Two years ago I was lucky enough to be able to buy Leonardo da Vinci's *Codex Leicester*. Yes, it's a book (of about 70 pages). But not just any book... Like myself, Leonardo was the foremost genius of his time (we really have a lot in common) and this manuscript combines drawings and text to touch on almost the whole of nature, and reveals Leonardo as a man of transcendent brilliance. (That has a nice ring to it, don't you think?)

(By the way, you can check it out at the American Museum of Natural History, NY until January 1, 1997.)

## Friday, December 20

Dear Santa,

I know it's early, but here's what I need for Christmas.

1. Gap Khakis.
2. A new Lexus Coupe, in metallic gray.
3. An issue of Slate with naked chicks, a Gillian Anderson interview, rock n' roll and video game reviews.
4. A walk-on appearance in Friends (as Jennifer Anniston's new lover).
5. A real-live UFO.
6. World peace.

Ha-Ha! Just kidding about number 6!

## **Saturday, December 21**

If your hands were designed for conventional keyboard use, your fingers would all be the same length, your palms would be flat and your wrists bent. But this is not how the human hand is constructed and this is not how the Microsoft Natural Keyboard is designed. It's curved and flexed and contoured like you. Because the shape of your hands defines the shape of the keyboard, you are left working in comfort. With your hands ergonomically poised, you compose with greater ease. You are naturally better able to perform. Nothing comes between you and your ideas. Now you are prepared to get something accomplished. The Microsoft Natural Keyboard; it will feel different, because it is. Then it will feel very right, because it is. Wow! We're such a caring, sharing company!

## **Sunday, December 22**

In the end, I realized that this was not going to be the year of the push-up. They're just SO low-tech! Instead, I bought one of those groovy stationary bikes (using Melinda's credit card again). And best of all, I can read the Wall Street Journal while exercising. Now that's what I call multi-tasking! Cooooool...

**Monday, December 23**

I just received this whining e-mail:

Re: Non-Profit Discount

From: Thomas Bass

Dear Mr. Gates,

Why is your company discontinuing it's discount to non-profit organizations like Goodwill Industries? We educate handicapped and disadvantaged people for many jobs. Often we even train people on the use of your products for the workplace. If you remove your pricing incentives, we would have to use more competitively priced (and inferior) software like Lotus Suites, Novell Netware, etc...

Please change your decision. We would like to remain loyal to Microsoft.

Sincerely, Technology Coordinator

Goodwill Industries of Middle Tennessee.

It's Christmas. So what better time to discontinue our special charity rates? Bah, humbug! You're not alone Mr. Bass... get in line to pay full price along with the United Way, Catholic Charities, the Girl Scouts, day care centers, and Save the Whales.

This discount program just wasn't getting the high profile publicity coverage that Libraries Online and my other philanthropic initiatives were getting, so it had to go... Besides, now there's an extra \$200 per copy of Office for me! More money!! Yeaaaahhhh...

On the other hand, it IS Christmas. Perhaps I can extend the discount for a few weeks. I don't want anyone to get the idea that I'm not the caring, sharing guy portrayed in the Microsoft Press Releases...

## Tuesday, December 24

Of course, being the world's richest and most powerful dude, there are those big things that I really, really want for Christmas but that I just know I'm not going to get... So I'll just have to buy them myself...

So here's my "Happy Christmas Bill, love Bill list".

1. FutureWave, Inc. (A man can never have too much money, influence or Internet technologies.)
2. Intermind's Communicator. (Ditto.)
3. NetObject Fusion. (The company and all their technology, not just a single copy, stupid!)
4. Design Intelligence iPublish. (Nobody messes with MS Publisher and lives!)
5. Novell (Just kidding. Ha!)
6. A close alliance with the world's largest soft drinks manufacturer. (Oops, got that one already.)
7. A night of uninterrupted hot rooting with Melinda. (Hey, I can dream can't I?)

## Wednesday, December 25

Christmas Day

Happy Christmas to me, Melinda, Baby Jennifer and everyone who knows and loves me. And a very special Christmas wish to all the readers of my Secret Diary... And, in reviewing my year, what better than my Top Ten list of Microsoft Innovations:

1. The GUI.
2. DOS.
3. The Internet.
4. Drive Doubling.
5. C++ and Object orientation.
6. The Office Suite.
7. MSN. Internet for Everyone.
8. BASIC.
9. A PC on every desk...
10. And in every home...
11. With a handheld PC in every briefcase...
12. Running Windows (or Windows CE).
13. OEM.
14. The spreadsheet.
15. Predatory pricing.

16. The preannouncement.
17. The word-processor.
18. Home finance.
19. The "Nerd" interview.
20. The technology CEO book thing.
21. The technology CEO diary on the Internet thing.
22. Ruthless competition.
23. Competitor crushing.
24. Kicking them when their down.
25. Dancing on their graves.

Er, this needs to be a top 100, at least...

**Thursday, December 26**

Boxing Day (Canada)

Hmmm...

From: Dave Mathwig

Neither Bill Gates, nor Microsoft invented the GUI. It was invented by Xerox at Xerox PARC (Palo Alto Research Center).

Who cares?

**Friday, December 27**

Microsoft's Holy Grail is to provide the Yellow Pages for an electronic market-place of on-line information systems. Hmmm... Not there yet. But maybe 1997...

OK, so John Romero didn't want to come to Microsoft. So, call me when you have another Quake, buddy...

**Saturday, December 28**

I've been reflecting about why people hate me so... Number one, it's envy. Surely the fact that I'm the richest guy on the planet has something to do with it, and the fact that my company has grown so consistently for so long a period of time. Also, it is the most visible company attached to the PC revolution, and I think people have a certain amount of free-floating anxiety about what these things are going to do to them and their jobs. It's almost natural that the richest guy who has the most visible company that has been so dominant in so many markets is going to be the object of a great deal of hatred. In fact, it would be surprising if it were to be different. But I can live with it!

Here's someone who obviously hates me:

From: Robert X. Cringely @ InfoWorld

This sounds nothing like billg.

I don't know how technical you are, Bob... But who the hell asked you? You can't even hold your own job down! Loser!

## Sunday, December 29

I'm actually quite envious of kids growing up today. They won't have to go through all the things we have gone through. And, in fact, when we look back at today's personal computers, I think we'll say, "Hey, these were the machines that couldn't listen, couldn't talk, couldn't see." The operating system, yes, it will still have a file manager and a multi-tasking manager in it, but 90 percent of the code will relate to these new input systems. And so the tools here that these kids will have to pursue their curiosity and do new things, will be quite amazing.

Problem is, Baby Bill Jr. STILL can't use her Microsoft EasyBall too well! Where am I going wrong as a parent?

## Monday, December 30

Everyone was in high New Year spirits, today. I heard a great joke when I was standing by the photocopier...

Q. What's the difference between Bill Gates and a Rottweiler?

A. A Rottweiler will eventually give up and let go!

Ha-Ha-Ha! Great joke! I just love the friendly office banter we have at Microsoft! (Note: I must remember to ask Melinda what a Rottweiler is tonight.)

## **Tuesday, December 31**

Personally, I've been using the Internet to play bridge, to stay up-to-date on the latest in biotechnology, to buy books, to learn about pregnancy and all the things that go on there... In fact, I'm starting to wonder if Melinda isn't keeping some news from me!

The world is full of superlative events. I reach new extremes. It's incredible. There's some kind of attenuation for past events, so I'm constantly running into the most stupid thing I've ever heard. Makes life fun! I know that my climaxes are ahead of me, not just behind me... Roll on 1997!

## Who's Who in Bill's Little World

Adams, Ansel	Photographer. Couldn't do color stuff, apparently.
Alex Brown	Firm of Investment Bankers.
Allen, Paul	Co-founder of Microsoft and now a really, really rich guy. Who squanders it on fast cars, no-hope technology and the Portland Trailblazers.
Alsop, Stewart	Ex-InfoWorld columnist, now Venture Capitalist.
Amazon.com	Virtual bookstore.
Amelio, Gilbert	Crappy new Apple CEO.
Anderson, Gillian	Scully (or is it Mulder?) in the X-Files.
Andreesen, Marc	Netscape whizz-kid and technology guy. Not a bit like me.
Anniston, Jennifer	Major babe in "Friends".
Arafat, Yasser	Arab dude.
Ballmer, Steve	One of my key VPs, and also very rich guy. Bald, but nobody's perfect.
Barksdale, Jim	Netscape. 'Nuff said.
Barnes & Noble	Real bookstore.
Bejan, Bob	MSN2 creative guy. You better make it good this time!
Bingaman, Anne	Justice Department chick. Get off my case, OK?
Borg, The	Star Trek baddies.
Brunei, Sultan of	Another Arab, but a really, really, really rich one.
Buchanan, Pat	Slightly right-wing, failed Presidential candidate.
Buffet, Warren	My big buddy, and also very, very, very rich. Bridge player and part-time investor.
Burns, George	Actor, Comedian. Famous for smoking huge cigars and being really, really old.

Carlston, Doug	Broderbund CEO.
Case, Steve	America Online (AOL) CEO. Leading online service (until MSN2).
Charles, Prince	UK royalty; aka Jug Ears.
Clark, Jim	Netscape. Again.
Clinton, Bill	President and CEO (of America).
Clinton, Chelsea	Presidential daughter. Blossoming nicely, I think...
Cobain, Kurt	Dead rock star.
Cook, Scott	CEO of Intuit, the Quicken (MS Money competitor) guys.
Copeland, Stewart	Drummer in The Police.
Copperfield, David	Magician, famous for being Claudia Schiffer's Ex.
Coupland, Douglas	Wrote Microserfs. I hated it! Burn it!
Cowpland, Michael	CEO of Corel, the CorelDRAW! people.
Crawford, Cindy	Babe!!!!
Cray, Seymour	Designer of (non-Windows compatible) super-computers.
Cringley, Robert X.	InfoWorld virtual columnist.
da Vinci, Leonardo	Renaissance dude.
Danson, Ted	Actor. Famous for being bald (and trying to hide it), Cheers, and Whoopi Goldberg.
Di, Princess	UK royalty; ex-Mrs. Jug Ears.
Dick, Philip K.	SF author.
Dole, Bob	Really, really old politician and failed Presidential candidate.
Eastwood, Clint	Actor. Do you feel lucky, punk?
Ellison, Larry	CEO of Oracle Corporation with weird Japanese fixation.
Elvis	The King.
Ferron, William	Lawyer at Seed & Berry.
Feynman, Richard	Richard Feynman, you're my hero... Great scientist, identified cause of Challenger explosion, Nobel prize winner.
Flavin, Jennifer	Mrs. Stallone.

Flowers, Gennifer	Famous for sleeping with Bill Clinton. ALLEGEDLY!
Forbes, Steve	Rich, magazine (Fortune) guy and failed Presidential candidate.
Frakenburg, Bob	Novell dude. Who cares?
French, Melinda	My darling wife, and mother of Baby Bill. Who says office romances don't work?
Gap, The	The only place to shop for clothes.
Gates, Bill	Me! I rule, OK!
Gates, Jennifer Katharine	My darling, first-born daughter, aka Bill Jr. or Baby Bill. Kiss, kiss, snuggems...
Gates, Mary	My mom.
Gates, William	My pop.
Gerstner, Louis	IBM. Oh, them.
Goldberg, Whoopi	Actress, black. See Ted Danson.
Gore, Al	Clinton's Veep. Stole my book!!!
Grayson, George	Founder of Micrografx, a company I keep thinking of buying.
Grisham, John	Author of absurdly popular legal-inspired fiction. Non technical.
Grove, Andrew	Head of Intel, the maker of all those processor chips for PCs.
Hackman, Gene	Actor.
Hall, Jerry	Soon to be ex-Mrs. Mick Jagger?
Hawking, Stephen	Scientist, genius, cripple.
Henrich, Doug	Another Microsoft executive. What's he look like, again?
Herbold, Bob	Microsoft COO. And STILL earns more than me!
Higgins, Pete	Key Microsoft VP. Good guy.
Internet, the	It's so OBVIOUS! Duh!
Jackson, Michael	Singer, black (??). Accused of child molestation and large amounts of plastic surgery. (Previously famous for big selling album "Thriller".)

Jagger, Mick	Rolling Stones singer with big lips.
Jobs, Steve	Apple founder, Pixar founder. Industry golden boy. And TOTALLY undeserved!
Jones, Gwyn	Ex-CEO of Serif, the PagePlus (MS Publisher competitor) guys. Another loser!
Julius, Anthony	Divorce lawyer famous for sticking it to rich husbands.
K, JF	John F. Kennedy. Famous dead President.
Kahn, Phillippe	Ex-CEO of Borland, (one-time big company) who's reach exceeded his grasp when he acquired Ashton-Tate. Now scrapes a living from Starfish Software.
Karan, Donna	Designer DKNY.
Katzenburg, Jeffrey	Ex-Disney, now member of the "Dream Team" of Katzenburg, Spielberg, Geffen. They haven't done anything yet, but I'm sure it's gonna be great.
Kelly, Gene	Actor, singer. Liked the rain.
King, Martin Luther	Civil rights leader.
Kinsella, James	I recruited him to head up MSNBC, my news outfit.
Kinsley, Michael	I recruited him to produce Slate, my webzine. Hmmm.
Letterman, David	Talk show dude. Does Top Tens, I think, but not as good as mine...
Levinson, Jay Conrad	Author of the "Guerrilla Marketing" books.
Love, Courtney	Mrs. Kurt Cobain and singer in Hole. Whoever they are.
Lovett, Lyle	Singer with wacky hair-do. See Julia Roberts.
Lucas, George	Star Wars. Coming again soon.
Machrone, Bill	PC Magazine columnist.
Madonna	Actress, Singer and mother of baby Lola.
Malone, John	TCI.
Mandela, Nelson	South African leader.

Mandela, Winnie	South African leader's (ex) wife.
McCaw, Craig	McCaw Communications.
Monroe, Marilyn	Dead actress, famous for singing Happy Birthday to JFK.
Moore, Rachel	Model chick at E3 with large breasts.
Morrisette, Alanis	Canadian rock chick.
Muglia, Bob	Microsoft VP for developer tools
Myrhvold, Nathan	One of the big guys at Microsoft. Very technical. Co-author of <i>The Road Ahead</i> . Likes the Talking Heads, but nobody's perfect.
Nassi, Ike	Some guy at Apple. Was he important? I don't think so.
Nina	My online friend and Net Chick. Sadly, she left me for Steve Jobs.
Noorda, Ray	Ex-Novell, now Caldera. Went and cried all the way to the FTC.
O' Leary, Kevin	Softkey CEO.
Pajitnov, Alexey	Wrote Tetris game. If you play it too long, you see it in your sleep!
Patterson, Tim	Wrote DOS. (Oops. Did I say that?)
Perot, Ross	A sad, strange little man who ran for President. And failed.
Perry, Matthew	Actor in "Friends".
Pope, the	Leader of another really, really big corporation.
Reagan, Ronald	Old ex-President, but does he remember?
Reiser, Paul	Star of "Mad About You"; author of "Couplehood".
Rinearson, Peter	Co-author of <i>The Road Ahead</i> .
Road Ahead, The	My book. It's great. Buy it!
Roberts, Julia	Actress in <i>Pretty Woman</i> . Anything else? Married Lyle Lovett. Why???
Romero, John	ID games genius ( <i>Doom</i> , <i>Quake</i> ).
Rottweiler	It's a dog, apparently.

Schiffer, Claudia	German Über-babe. Dumped David Copperfield. At last!
Schwimmer, David	Actor in "Friends". Does Jennifer Anniston (on-screen only).
Seed & Berry	One of my many lawyers. Get that Secret Diary, guys!
Shakespeare, William	Dead English writer dude.
Silverberg, Brad	Another Microsoft guy. Important-ish. I think.
Simonyi, Charles	Microsoft star software developer, now past his prime. Not Mexican - that's just my little joke at the expense of the politically incorrect Word Thesaurus.
Spielberg, Steven	Film-maker extraordinaire. Star Wars, ET, Indiana Jones...
Spindler, Michael	Crappy old Apple CEO.
Stallone, Sylvester	Actor, rich, Italian.
Steckler, Larry	Current owner of Popular Electronics.
Stonesifer, Patti	Microsoft chick. Broke the glass ceiling...
Streep, Meryl	Actress.
Travolta, John	Actor and Sweat Hog. I can dance better! Just joking about Catcher in the Rye.
Waller, Robert James	Author of really mushy books.
Warhol, Andy	Dead celebrity, famous for just 15 minutes.
Winblad, Ann	Venture capitalist and my "special friend" before I dumped her for Melinda.
Winer, Dave	Hmmm. Rich, nerd, Internet celebrity?

"That's just my opinion, I could be wrong!" – Dennis Miller

## **Disclaimer**

Look it's a joke, OK? A parody. A work of fiction, for entertainment purposes only. Any reference to real people (living or dead), actual locales, historical events, stock trading, and computer products are used solely to lend the fiction an appropriate cultural, historical and technological setting. All other names, characters, places and incidents portrayed here are the product of the author's imagination, and any resemblance to actual persons, living, dead or in cryogenic suspension, is entirely coincidental.

I'm not *Bill Gates*, I'm not in charge of Microsoft, and I don't have any money. So stop asking me for it, OK? Enough already.

I don't have a clue about Bill, Melinda and Jennifer's private life. I'm making this up. (On the other hand, I hope my co-writers and my little network of contributors and industry insiders are providing some facts.) As far as I know they are warm, caring and utterly wonderful people. I hope they can see the funny side of my little work of authorship.

Personally, I think *Bill Gates* is great (despite the fact that his lawyers have been chasing me). He really has done a fantastic job in building Microsoft to the

pre-eminent position it holds today. He deserves every cent of his obscenely large fortune...

How Bill's lawyers (or anyone else) can be confused is beyond me. The World's Richest Man is writing his Diary on the Internet? Give me a break! Now, get a life guys...

Sincerely,

Bill G. (but not \*THE\* Bill G. OK?)

PS This is purely a personal work, and in no way connected with, or representative of, my employer.

PPS Thanks to everyone for their contributions to the diary. Enjoy!

PPPS Bill Gates Rules!