

A Culture of Improvement

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Extras

One of this company's dumber moves was an attempt to purchase Williams-Sonoma in an effort to diversify its short-lived e-commerce website. This company bought the Hear Music chain as part of an expansion into the music market, which culminated in terminals where customers could burn custom CDs from some two hundred thousand songs. This company's just-so story involves a trip to Milan that resulted in one of its executives briefly leaving to start *Il Giornale*. To skirt franchise laws, Elias Zacklin is advised to open a (*) parody of this franchise on an episode of *Nathan For You*. Its first store is a major tourist attraction at Pike Place Market. In its early days, this company bought its product from future rival, Alfred Peet. This company greatly expanded under CEO Howard Schultz, and it recently bought Teavana. For 10 points, name this ubiquitous coffee company.

ANSWER: Starbucks <1>

This company's founder poached engineer Laks Srinu from the Mike Sha-led portfolio management company he split from. The current CEO of this company was a producer for the film *Thank You for Smoking* and had previously made a lot of money when Microsoft purchased Yammer. This company's early investor, physician Bob Kocher, helped connect it with healthcare companies. This company was founded by Parker Conrad after he was annoyed at how hard it was to get his other company, SigFig, up and running. This rival of Gusto has a logo which is an origami bird. A *Businessweek* cover story described how this company "Self-Disrupted". Employees at this company were supposedly given a Chrome (*) macro that automated having to sit through 52 hours of training to become insurance brokers in California. For 10 points, name this HR startup.

ANSWER: Zenefits <3>

A predecessor to this movement in 1946 was beaten back by a scathing editorial about "Sacred Cows" by Bernard DeVoto in *Harper's*. Members of this movement gathered at the LASER conference in Salt Lake City. Robert Nelson wrote an article for the Cato Institute on why this movement "burned out" due to existing below-market rate services. Participants in this movement opposed RARE II, a road-less area review. Richard Lamm and Bruce Babbitt both refused to sign laws supported by people in this movement. This movement was declared "over" by Secretary of the Interior, James Watt, who didn't support a bill by Orrin Hatch favorable to it. On the campaign trail in 1980, Ronald Reagan declared, "count me in" with this movement. Like the later (*) Bundy protests, this movement hated the Bureau of Land Management. For 10 points, identify this rebellion against federal land control, named for a type of shrub common in Western states.

ANSWER: Sagebrush Rebellion <3>

One text by this man opens with the assertion that, "the conflict between Industrialism & the ancient methods of handicraftsmen which resulted in the muddle of the nineteenth century is now coming to its term". He executed "not very nice" carvings of the Stations of the Cross for Westminster Cathedral. One of his sculptures was modeled on his sister Gladys and her husband naked in sexual embrace and was called *They (big) group fucking* before being renamed *Ecstasy*. This man hand-set in Joanna a 1931 book noted for its use of pilcrows. A 1989 biography of this man by Fiona MacCarthy revealed that, among other crimes, he had sex with his dog and his two teenage daughters. This man designed Perpetua for Monotype and wrote *An Essay on Typography*. For 10 points, name this English typeface designer and member of the Arts and Crafts movement, the namesake of a common (*) Sans-Serif typeface.

ANSWER: Eric Gill [or Arthur Eric Rowton Gill] <4>

Fairchild manufactured some of the first military-grade devices of this type, which were fired from a 150mm round in an airplane and then parachuted to the ground. The back of the gravestone of Sony president Iwama Kazuo contains a chip that the company most profitably used to manufacture these devices; that chip is a charge-coupling device. The bulkier predecessor of these devices required two separate units. The DCT format was developed by Ampex to make digital types of these devices more practical. Cisco's purchase of Pure Digital Technologies was largely due to a popular product of this type made by the company, sold under the brand name of (*) Flip. In 1992, Sharp released the first of these devices with a color LCD screen. For 10 points, name these devices, which combine both the video capture device and the storage device.

ANSWER: **camcorders** [prompt on video camera or video recorder or digital camera] <2>