

## A Culture of Improvement

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By Mike Bentley

### Round 5

1. In an interview with *Psychology Today*, this man described *The Secret of the Yamas, Into the Heart of Truth* and the three other books he'd written on pseudo-Eastern philosophy as "all trash". Working with Allison Adonizio, this man tabled work on an herbal antibiotic to research a female aphrodisiac. This defendant in a wrongful death lawsuit stemming from an aerotrekking accident had his location revealed to authorities when a (\*) *Vice* photographer failed to remove the geotag from a picture of him. Dean Barrow, Prime Minister of Belize, called this potential murderer of neighbor Gregory Viant Faull "extremely paranoid, even bonkers". He pledged to lead a team of hackers to break the encryption on the San Bernadino iPhone as part of his bid to earn the Libertarian nomination for President. This man's namesake company is now part of the Intel Security Group. For 10 points, this founder and namesake of the first commercial antivirus program.

ANSWER: John McAfee [or John David McAfee] <1>

2. During the 1893 Chicago World's Fair, visitors gawked at a massive fire at a factory which produced this substance caused by workers forgetting to install an iron thimble around a smokestack. Carl Linde incorrectly claimed his ammonia compression technique to produce this good was free of explosion risk. Queen Victoria insisted on using the Wenham Lake brand of this good. Buildings which stored this good were usually also packed with (\*) sawdust. Prior to Linde's invention, this good was transported by men such as Frederic Tudor, who thought he could make a killing selling it in the Caribbean. This good was harvested in places such as Rockwood, Maine and Spy Pond in Massachusetts and sold in the summer to residents of cities such as Philadelphia and Charleston. It's not milk, but a horse-drawn wagon would deliver this good to namesake boxes in the home. For 10 points, name this good, harvested in the beginning of *Frozen*.

ANSWER: ice [or frozen water; or cold storage; do not accept or prompt on just "water"] <1>

3. In an editorial, Swarthmore student Min Cheng argued that critics of this product were falling into the trap of "girls don't get to have valid emotions". Tweets from this product's official Twitter account include one of it dressed up in its trademark sunglasses with the tag, "I scared myself in the mirror like 4 times today". In 2015, people who printed out an orange fan pass could obtain this product early. It was developed in a 7th floor "Liquid Lab" by Peter Dukes in 2003. Changes to this product were made after complaints that it used "Pesticide Residue", "Monsanto Milk" and (\*) "Caramel Color Level IV" by "Food Babe" Vani Hari. This product now contains "real" amounts of the nearly tasteless first word in its name. This was the most popular seasonal product created by the team behind the Peppermint Mocha. For 10 points, name this much-derided fall drink sold at Starbucks.

ANSWER: Starbucks Pumpkin Spice Latte [or PSL] <1>

4. Meredith Wilson, of *The Music Man* fame, was commissioned to write a lame song for this campaign which contained the lyric, "Who's going to pass it by? You are and so am I." The target of this campaign was declared "public enemy number one" in a speech given to a joint session of the 93rd Congress; that speech ended with the President asking the public to come up with a list of 10 ideas and to mail the best one to him. Detractors of this campaign took to wearing upside down buttons with the satirical message of "No Immediate Miracles". This campaign was eventually abandoned in favor of tax cuts to curb a primary challenge from (\*) Ronald Reagan. This campaign promoted carpooling as a way to reduce demand, while simultaneously pushing for increased supplies. For 10 points, name this campaign by Gerald Ford to defeat rising prices.

ANSWER: Whip Inflation Now [or WIN] <3>

**5. Lisa Jardine, the director of the Centre for Editing Lives and Letters, helped recover and place online a long-lost folio of the works of this scientist. Henry Oldenburg, the Secretary of the Royal Society, tried to write this man out of history and may have leaked the details of an escapement he made for pocket watches. This man built up a fortune while serving as the Surveyor of London under Christopher Wren following the Great Fire. He's not Cardan, Hardy or Spicer, but a device that allows a rod to bend in all directions is sometimes called this man's (\*) joint. He found the fifth star in Orion's Trapezium and postulated the phenomenon of diffraction. This man constructed an air pump for Robert Boyle. He published detailed drawings of corks and snowflakes in his *Micrographia* and was a bitter rival of Isaac Newton. For 10 points, identify this namesake of a spring law.**

ANSWER: Robert Hooke <1>

**6. In an interview with *MIT Technology Review*, the CEO of this company called its product "just a giant piece of shit. Like, it's just terrible and we should be humiliated that we offer this to the public." User onboarding guru Samuel Hulick wrote a February 2016 Medium post about how he was "breaking up" with this company's product because it was asking for "A LOT" of his time. Mattermost is an open-source rival to this company's product. Ben Thompson has forecasted that this company's Botkit framework will make it the winner of a post-Facebook internet age. The CEO of this company had earlier co-founded Flickr and is named Stewart Butterfield. This company grew out of a failed startup called (\*) Tiny Speck, which developed a side-scrolling MMO called *Glitch*. Similar to IRC, people using this company's service communicate through open channels. For 10 points, name this company which makes a popular enterprise chat app.**

ANSWER: Slack <2>

**7. The Brennan Center for Justice recently found that some of these things use PCMCIA storage cards with a maximum capacity of 512 KB that cost \$100 each to replace. In 2006, Princeton professor Ed Felten developed a proof-of-concept virus targeting these things. Some of these things are required to provide a VVPAT. Some four billion dollars were allocated for these devices in 2002, and the EAC was set up to standardize them. They're not routers, but ones made by AVS used the insecure WEP network protocol and had hardcoded passwords such as "admin". Eroding glue on these devices can commonly lead to (\*) "flipping". Half of these devices owned by California run an OS no newer than XP, in part because a lot were bought immediately after November, 2000. A 2006 Simon Ardizzone documentary alleged that some of these devices had been deliberately rigged by Diebold. For 10 points, name these devices, analog examples of which might produce hanging chads.**

ANSWER: electronic voting machines [or computerized voting machines] <1>

**8. Jean Antoine Villemin successfully transferred this disease from rabbits to cattle and back again to prove that it was infectious. Seventy-seven infants died in Lubeck in 1930 when given a contaminated vaccine for this disease. In a lawsuit, Albert Schatz alleged that his mentor, Selman Waksman, had stolen the credit for developing the first effective antibiotic against this disease. The agent that caused this disease was discovered by (\*) Robert Koch. John Croghan's slaves built huts in Mammoth Cave to house people suffering from this disease. Starting in 1873, people suffering from this disease flocked to Edward Livingston Trudeau's "cure cottages" in Saranac Lake, New York. Death rates from this disease in developed nations plummeted after the development of isoniazid. This "white plague" can be treated with streptomycin. For 10 points, name this "Romantic" disease which wasted away the body of John Keats.**

ANSWER: tuberculosis [or TB; or tubercle bacillus; or MTB; or phthisis; or consumption] <1>

**9. Jeffrey Tufenkian claims he was forced to give a positive rating to an employee of this organization. The website 98percentapproval.com defends this entity. Tarla Makaeff was unsuccessfully countersued by this organization. Employees of this company sought to sell people a Gold Elite package which had been marked down 29 percent from (\*) \$49,415. Eric Schneiderman's forty-million-dollar fraud case against this organization claims that, despite promises, its namesake never actually appeared in person. One ad promoting this organization promised, that after 90 minutes of work, "just copy exactly what I've done and get rich". Due to legal pressure, this organization changed its name to become an "Entrepreneur Institute". Al Franken "got my doctorate in megalomaniac studies" at this place. For 10 points, identify this "college" named for the Republican presidential candidate.**

ANSWER: **Trump University** [or **Trump** Wealth Institute; or **Trump** Entrepreneur Initiative LCC] <1>

**10. In the 1950s, Hollywood insider Ern Westmore wrote a "Lesson in Loveliness" about these things. Writing for *Wonkblog*, Roberto A. Ferdman claimed that these products were "the most bizarre thing people buy". These "medical devices" were invented by Leo Gerstenzang, who had observed his wife making one from a toothpick. Gerstenzang's boric-acid coated product was, unlike modern ones, only single sided. In 2008, this product was labeled an "inappropriate or harmful invention" by the America Academy of (\*) Otolaryngology. They were once called Baby Gays. After suffering a bout of OCD, Hannah Horvath has to go the hospital because she hears "air hiss out of the hole" when improperly using one of these products on *Girls*. The manufacturer of this product conspicuously doesn't reference its popular use on ears on its website. For 10 points, name this brand of cotton swab.**

ANSWER: **Q-tip** [accept **cotton swab** before the end; accept **Baby Gays** before mentioned] <1>

**11. Krishna M. Kavi argued that these things should be replaced with a "glass" alternative stored in the cloud and powered by Ku-band technology. The largest manufacturer of these devices, Florida's L-3, assures buyers that theirs are C121b compliant. Some of the first of these devices were named HB for co-inventors Francois Hussenot and Paul Beaudouin and used photographic film as a medium. Later devices of this type were called the Red Egg. In the 1960s, the Australian government became the first to mandate the use of these things. Variables collected by these devices might include the (\*) DC bus status. EUROCAE ED-112 requires that they be heat resistant up to 1,000 degrees Celsius. Many of these devices can send ultrasound signals for 30 days. They're often colored orange. For 10 points, name these devices which might capture cockpit audio and are designed to survive plane crashes.**

ANSWER: airplane **black box** [or **flight** data **recorder**; or **FDR**; or **CVR**; accept **cockpit voice recorder** before "audio" is mentioned] <1>

**12. This entrepreneur tricked multiple female DJs into auditioning for his new WHER radio station, the country's first "all-girl" station. Albert Goldman's nasty biography of this man has him using the n-word in his famous quotation, "If I could find a white man who had the Negro sound and the Negro feel, I could make a billion dollars." A business that this man ran on Union Avenue is now a National Historic Landmark and was where Scotty Moore and Bill Black notably started playing a joking version of "That's All Right". This man was the first to give attention to Howlin' Wolf and Jerry Lee Lewis. He infamously sold the contract to his best-known star to RCA Victor for thirty-five thousand dollars in 1956. This "Man who Invented (\*) Rock 'n Roll" allegedly told Johnny Cash to "go sin a little bit" before he'd record Cash at his Memphis Recording Service. For 10 points, name this man who owned Sun Records, where Elvis first recorded.**

ANSWER: Sam **Phillips** [or Samuel Cornelius **Philips**] <3>

**13. The company that made this system generally refused to market games for it, although Steve Capps' *Through the Looking Glass* was an exception. The CEO of the company which made this system wanted to call it the "Bicycle". The original idea for this system came from the author of *Computers by the Millions*, Jef Raskin. A lot of the software for this system was written by Andy Hertzfeld, whose game *Puzzle* was the first ever included on an OS. Susan Kare designed the icons and fonts for this system. John C. Dvorak complained that "there is no evidence that people want to use these things" when referring to this system's then-novel inclusion of a (\*) mouse. This system was released a year after the Lisa. Anya Major runs with a sledgehammer in hand in a Ridley Scott-directed ad for this system that aired during the 1984 Super Bowl. For 10 points, name this personal computer by Apple, still the partial namesake of its laptops.**

ANSWER: **Macintosh** [or **Mac**] <1>

**14. Over a decade before spokespeople became a thing, the dancer Irene Castle was hired to promote this company's products. A 1940s ad campaign by this company urged women to buy its Community line for when their servicemen husbands came "Back Home for Keeps". When this Joint Stock Company was incorporated in 1879, a woman named Harriet Joslyn was made head of its silk mill. It ran a progressive company town called Kenwood. One member of this company invented a popular bear trap called the Newhouse Trap which was sold to customers it referred to as "The (\*) World". This company derived from a private property-hating society that believed in "complex marriages". Most of this company's revenue has come from its silver tableware. For 10 points, name this company that emerged from a utopia in upstate New York founded by John Humphrey Noyes.**

ANSWER: Oneida Limited [or Oneida Community] <2>

**15. This product almost didn't survive a switch from distributor Leader News to American News. The songs "Barely Alive", "Green Jelly" and "It's a Gas" were included on a multimedia CD that came with this product as part of a cross-promotion with AOL. Judge Charles Metzner ruled in favor of the makers of this product in a precedent-setting 1964 lawsuit filed by Irving Berlin; Berlin had taken issue with works by its employees such as Frank Jacobs. The makers of this product won one court case when it was decided that Harry Stuff hadn't enforced his copyright on its (\*) mascot. Harvey Kurtzman stopped working on this product shortly after it changed to a magazine format. It's the most profitable publication of *Tales from the Crypt* publisher EC Comics. Al Jaffee and Sergio Aragones are two of this magazine's Usual Gang of Idiots. For 10 points, name this humor magazine whose mascot is Alfred E. Neuman.**

ANSWER: Mad magazine <1>

**16. The theme of this organization's inaugural year in 1992 was "maize craze" and, mysteriously, involved a two-inch thick coating of corn. A more recent event run by this organization represented litter with pool noodles. Woodle Flowers, a co-founder of this organization, is a big proponent of the concept of "gracious professionalism". In one of this organization's events, up to four thousand dollars can be spent supplementing the standard Kit of Parts. An event it runs often starts with a 15 second (\*) autonomous phase where joysticks don't work. One of the co-founders of this non-profit developed the AutoSyringe and hyped up his "IT" device which disappointingly turned out to be the Segway. A toy company's Mindstorms are used for its LEGO League. For 10 points, name this organization which runs a namesake high school robotics competition.**

ANSWER: FIRST Robotics [or For Inspiration and Recognition of Science and Technology] <3>

**17. A mural arc was purchased for this institution by its first chairman, a man who worked tirelessly to destroy unauthorized early publications of his magnum opus, the *Atlas Coelestis*. One head of this institution, Nevil Maskelyne, repeatedly worked to deny prize money that should have gone to John Harrison. This institution published the *Nautical Almanac* in 1767. Thomas Tompion built two blocks for this institution's Christopher Wren-designed octagon room. In 1948, this institution moved to Hertmonceux in Sussex. John (\*) Flamsteed was the first head of this institution. Since 1999, a green laser has shined out from its original headquarters. The French anarchist Martial Bourdin was killed when his bomb went off prematurely near this institution, an event which inspired Joseph Conrad's *The Secret Agent*. Charles II founded this institution to solve the Longitude problem. For 10 points, the Prime Meridian runs through which institution's building?**

ANSWER: Greenwich Observatory [or Royal Greenwich Observatory; or Royal Observatory, Greenwich; or RGO; prompt on Royal Society] <1>

**18. This company's workforce was once heavily composed of Dutch immigrants from Zeeland, Michigan. Michigan State professor Carl Frost convinced this company to become the first in the state to adopt the Scanlon Plan for management. George Nelson was poached from editing *Architecture Forum* after its founder D. J. De Pree read an article about him in *Life* magazine. This firm started developing smaller, "more honest" products under the guidance of chief designer, Gilbert Rohde. This company's democratizing Equa line removed most of the levers and knobs found in competing products. Its research division, led by Robert Propst, devised the (\*) Action Office II plan which gave birth to the cubicle. Iconic products manufactured by this company include the slat bench and pretzel armchair. It also marketed the Longue Chair designed by Charles and Ray Eames. For 10 points, identify this furniture company that makes the Aeron chair, named for its founder.**  
ANSWER: **Herman Miller**, Inc. [prompt on Miller] <3>

**19. An Illinois branch of this organization dissolved when a judge ruled that public utility laws applied to it in a lawsuit filed by the *Inter Ocean*. In 1991, this organization replaced its LaserPhoto system with GraphicsNet. In the late 19th century, this organization secretly colluded with William M. Laffan's "United" rival. The US started boycotting Czechoslovakia after the Czech government arrested its employee William N. Oatis for espionage. Another of its employees, (\*) Joseph Morton, was the only American in his profession executed by the Nazis. Norm Goldstein was the longtime editor of its namesake *Stylebook*. It has some 243 bureaus in 120 countries. A 1967 partnership with Dow Jones expanded its business coverage. It began as a partnership between the *Journal of Commerce* and five other New York papers. For 10 points, name this news syndicate service, a rival of Reuters.**  
ANSWER: **Associated Press** [or **AP**] <1>

**20. The uncle of this service's founder briefly became its CEO and had earlier started chess.net, the first online chess server. Venture capitalist Hummer Winblad pulled out of funding this service while its founders were accepting a Webby and forced Eileen Richardson out as CEO. Alex Winter directed a 2013 documentary about this service. Many third-party clients which connected to this service were based on the MacStar source code. Jordan Ritter, also known as Nocarrier, was the first additional person brought on to work on this service. This service was first announced in the (\*) IRC channel wOOwOO. The rights to this service's name were bought by Roxio, then Best Buy, before being merged with Rhapsody. Many users of this service migrated to Kazaa. For 10 points, name this service created by Shawn Fanning to share music, once sued by Metallica.**  
ANSWER: **Napster** <1>

**21. In the '70s, this man parlayed his MBA from NYU's Stern School to a business manufacturing buttons with smiley faces on them. According to the *New York Daily News*, this man was given a keychain to record incriminating conversations at an ExCo meeting in the May Fair hotel during the 2012 London Olympics. Now suffering from colon cancer, this man blew most of the initial capital for the Miami Sharks on hotels and other luxury goods. A BuzzFeed article called this man "Mr. Ten Percent", a reference to his share of the total income brought in by an organization headed by the onetime (\*) Trinidadian schoolteacher, Jack Warner. This American CONCACAF General Secretary was the brainchild behind the Confederations Cup. For 10 points, name this disgraced American member of the FIFA Executive Committee.**  
ANSWER: Chuck **Blazer** [or Charles Gordon **Blazer**] <3>