

INTERCOM

A newspaper for Memorex people everywhere

THE COMPUTER HISTORY MUSEUM
1 027 4533 2

Volume 17 Number 6 November 1980



Tony Mauro, left, vice president and general manager of Precision Plastics, accepts a plaque and congratulations from Jack King, president of the Computer Media Group, during Precision Plastics' double anniversary celebration.

Precision Plastics celebrates double anniversary in October

On October 18, 1965, the employees of Bruce Industries, a tool and die shop in Los Angeles, were brought together for a meeting by their management.

At that time, the employees were divided into two groups. One group was told they would be staying with Bruce Industries. The others, nine in number, were told they were the nucleus of a new company called Comdata, a new division of Memorex Corporation, formed by the young tape manufacturing company to produce components for its metal tape reels.

Frank Ebey and Darryl Hastings were two of the original nine employees of what is now Precision Plastics. They both celebrated their 15th anniversary with the company on October 18.

Prior to that October date, Bruce Industries was providing flanges and tooling up to make metal tape reels for Memorex.

Comdata moved into a small, 6300-square-foot building on Spring Street in Los Angeles, continuing to supply Memorex with precision metal reels, flanges and hubs.

During its first five years, Comdata's production increased at a rapid rate due to the increased demand for magnetically recorded data during the early stages of the NASA space program. It was also during this period that Comdata began gearing up for the production of plastic component parts.

Early in 1970, Comdata moved into its present location, 1352 Reynolds Ave., in the Irvine Industrial Park, which is part of Irvine, California, the largest totally planned city on the North American continent.

In 1978 the name of the organization was changed from Comdata to Precision Plastics to more accurately identify its products.

Focal point of the ten-year-old Irvine facility is the group of 36 injection molding presses, ranging from 70 to 700 tons in capacity. The presses are operated around the clock, seven days a week.

Precision Plastics' automated facility starts its operation with raw plastic pellets, which are pumped from a supplier's truck into a large silos. From the silos, the pellets flow through an automated material loading system to each molding press and are stored in a small bin and fed into each machine as needed.

The pellets are heated, at temperatures up to 600 degrees Farenheit, to a liquid state and forced under extreme pressure into a steel mold which forms the product of components into its final shape.

In the month of October, Precision Plastics produced more than 5.5 million components and assembled more than 1.1 million products, including seven hundred thousand SuperReels.

The SuperReel is the "Cadillac of the computer tape reel industry." Introduced by the company in 1977, the SuperReel features a strong I-Beam hub, matched with ultrasonically-welded flanges. This provides greater resistance to hub collapse since there's no critical transfer of load from the flange skirts to the hub as in most reel designs.

With SuperReel, the tape is wound directly onto the true monolithic hub, the strongest part of the reel.

While Precision Plastics is a division of Memorex's Computer Media Group, it

Continued on page 4

"Gold Rush '80" surpasses goal

Precision Plastics Division is over-the-top in grand totals for its "Gold Rush '80" cost reduction program.

According to manufacturing manager Lee Whitney, who with vice president and general manager Tony Mauro makes up the program coordinating committee, cost reduction figures thus far total \$1,130,000—\$767,000 for 1980 and another \$363,000 for 1981.

In addition, cost prevention figures thus far total \$510,000—\$168,000 for 1980 and \$342,000 for 1981.

The goals of the program were \$1 million for the cost reduction portion and \$500,000 for cost prevention.

Top team so far, with over 100 percent of its goal attained, is the Claim Jumpers of team captain Mike Smith, quality assurance manager. Top performers in that group include: Bob Appoloney, shop operations manager; Pat Lin, cost accounting manager; Mike Tanny, manufacturing manager, and John Halterman, maintenance manager.

Other top individual producers include Roy Straight, materials manager; Robert Soto, purchasing agent; and Herman Mowry, molding supervisor.

At year's end, the top ten individual contributors to the "Gold Rush '80" program (provided that their team reaches its goal) will be eligible for the grand prize drawing, the winner receiving two ounces of gold.

Memorex reveals plans for thin-film disc drives

On September 30, Memorex confirmed the company's total commitment to the end-user computer systems market by announcing to the industry and trade press that it is developing a high-performance, high-capacity, thin-film-technology disc storage subsystem to compete with IBM's recently announced system.

According to James Simpson, president of Storage Systems Group, "the availability of this new thin-film-technology product, in combination with our existing line of end-user storage equipment, will enable Memorex to offer its customers the most cost-effective and technically competitive family of disc subsystems on the market."

According to Frank Sordello, manager of Memorex's Recording Technology Center, "Memorex has achieved state-of-the-art performance in the application of thin-film technologies to rotating magnetic memories. We have successfully developed operational thin-film read/write heads, servo heads and matching integrated-circuit amplifiers."

To match the performance of its planned thin-film-technology disc drives, Memorex is also developing an all-new, advanced storage control unit utilizing state-of-the-art architecture.

Memorex's thin-film development program, on which the new product is based, was intensified about three years ago with the formation of the RTC. The RTC laboratories, which are a part of the Storage Systems Group, are responsible for developing advanced digital recording technologies in support of the company's end-user and OEM data storage and retrieval equipment.

Thin-film recording utilizes photolithography and a highly accurate masking technique to make possible the batch processing of thousands of heads at one time. The heads produced are much smaller than ferrite heads, and, therefore, they are more efficient in transmitting and receiving signals from the recording surface.

Industry technologists predict the combined use of thin-film heads and thin-film media will result in an increase in aerial density from the present three to eight million bits per square inch, to 50 million bits per square inch by the mid-1980's.

"M Formula" rigid discs hit OEM market

The Rigid Media and Components Division announced in October the immediate OEM availability of rigid single discs featuring a new "M Formula" coating.

According to William P. Sousa, vice president and general manager of the division, "M Formula is more than a refinement of existing coating technology. It is a redefinition of the maximum performance that can be achieved using magnetically coated rigid discs."

Twenty months of concentrated research went into M Formula, according to Dr. Leo Di Ricco, manager of chemical process development engineering. In addition to the work of division chemical engineers, the project received support from both the Recording Technology Center and the Magnetic and Chemical Technology Center.

Along with this extensive disc coating research, advanced disc drive technology was closely integrated into each stage of M Formula's development.

The Memorex 3652 Disc Storage Subsystem, which provides double density storage and enhanced access performance, utilizes fixed media of the M Formula type.

In addition, Memorex has provided qualification discs to its most technically sophisticated and demanding customers for use in their fixed disc applications. "The results are in," according to Sousa, "and these manufacturers have demonstrated great confidence in this new formulation."

Chairman comments on third quarter results

Memorex Corporation reported revenues of \$189.9 million for the third quarter of 1980 compared with \$185.0 million for the comparable period in 1979, and a net loss of \$5.6 million (\$0.88 per share) compared with net income of \$7.1 million (\$0.87 per share) for the same 1979 quarter.

C.W. Spangle, Chairman and Chief Executive Officer, commented on the results to employees.

The third quarter results, although still showing a loss, are an improvement over the previous quarter. They indicate that the downward trend of the last year-and-a-half has been reversed. There have been improvements, but more are needed. I am confident that we will accomplish this if we all continue to address our opportunities and problems aggressively. Every group and every major function has contributed to our efforts; organizations have been streamlined, spending has been reduced, new competitive products have been introduced and other initiatives have been taken to restore profitability. We have measurably reduced our recurring selling, general and administrative expenses in the third quarter, compared to the second quarter. Inventories were reduced by about \$9 million during the third quarter.

Last April it became apparent that a number of these changes had to be made if Memorex were to return to profitability. These consolidations and reorganizations have now largely been accomplished. We are also aware that the recent changes have been accompanied by a certain amount of disruption and in some cases inconvenience. We will try to minimize these in the future. Meanwhile, we appreciate your contributions to our cost-cutting efforts and your patience.

Continued on page 2

Memorex Christmas parties cater to young & old alike

Don't look at the calendar now, but Christmas is less than two months away. That means that the numerous MAG holiday season parties, for young and old alike, are just over a month away.

In the Santa Clara area, there are two adult parties slated: one at the Cabana Hyatt in Palo Alto on Saturday, December 6, and another at the Marriott Hotel on Saturday, December 13.

The Cabana Hyatt party will be in the Circus Maximus room, with no host cocktails beginning at 7 p.m., dinner at 8 p.m. and Rock n' Roll dancing from 9 p.m. to 1 a.m. Dress is semi-formal/casual.

The big band sound of the Johnny Lampson Orchestra will provide the music for the Marriott Hotel party in the California Ballroom, from 9 p.m. to 1 a.m. This will be preceded by no host cocktails at 7 p.m. and dinner at 8 p.m. Dress is semi-formal/formal.

Tickets for both parties will go on sale in the San Tomas and Tape Plant cafeterias on November 17, from 11:00 a.m. to 1 p.m. weekdays. Offsite and offshift personnel should call the MAG office, 987-2357 for ticket information. Cost of each party is \$10 per person.

Children of Santa Clara area employees will be treated to a gala party in the San Tomas site cafeteria on either one of two dates, Saturday, December 13th or Sunday, December 14th. Details will be posted on the MAG bulletin boards soon.

And, Santa Clara is not the only Memorex location in a festive mood. The Business Systems Division in Santa Ana has scheduled its Christmas party for the evening of Saturday, December 20th at the Sheraton in Anaheim.

Kicking things off in the Southern California area will be a party for the children of Precision Plastics employees,

held at the Orange County Fairgrounds on Saturday, December 6th.

Also, the Rigid Media and Components southern operation (formerly CFI) has scheduled a children's Christmas party for the Orangethorpe facility on December 13.

And, never to be outdone, the Memorex Eau Claire employees will have their Christmas party at the Holiday Inn on December 13th.

Employee referral program pays cash

Memorex has initiated a new Employee Referral Program providing cash bonuses to employees who refer applicants later hired by Memorex as full-time permanent employees.

Each group industrial relations department, in conjunction with senior management, will determine which openings will be eligible for the referral bonus, and will be responsible for day-to-day administration of the program. Not all openings will be eligible for inclusion in the program.

The Referral program provides the following bonuses for employee referrals resulting in hires: \$75 for each non-exempt who is not in the technical salary grades; \$200 for each non-exempt technical employee; \$300 for each exempt administrative employee, and \$500 for each technical professional referral who is hired.

Bonuses are paid after the referred employee has been in the position 90 days.

For full details and eligibility requirements, see your supervisor/manager or Industrial Relations representative.



Kathy Nordstrom, center, supervisor of the corporate message network looks on as operators Jody Zimmerman, left, and Carolyn Jeans, train on the new Micronet III system.

Electronic system will speed internal delivery

In the interest of time and efficiency, a new electronic mail system is being integrated with the Memorex message network to provide us with a more efficient and less costly internal mail system.

"Approximately 20 percent of all internal mail envelopes contain one-page memos," according to Larry Nelson, manager of corporate office services. These will be sent electronically with the new system. Nelson and Rock Cary, Corporate Telecommunications manager, have been combining their knowledge to put the new system into effect by mid-'81.

According to plans currently being considered, the new system will combine the internal mail system with our message network, data network and word processing. Instead of sending memos through interoffice mail, the electronic mail system will be utilized.

For example, the memo would be hand-carried to a word processing center, where it would then be transmitted to equipment at the desired location. Once the memo is received, it will be delivered to the addressee.

With the integration of the corporate data network, by the end of 1981, 1000 Memorex 1377 CRTs and conventional terminals will be active along with Memorex 2089 and 1300 printers. This would enable the addressee to receive the message right at his or her desk.

Currently, telecommunications is improving its message center operations in Building 10 by installing new equipment. Two Micronet III terminals are replacing six older terminals. The Micronet III is considered the state-of-the-art in communication terminals. The cost savings alone for this new system adds up to \$2500 a month.

Memorex opens CE Center in Feltham, U.K.

Memorex International christened its new Customer Engineering Center in Feltham, the United Kingdom, on October 2. The 25,000-square-foot building was previously a refurbishing center, spare parts warehouse, and training facility. With some minor redecorating, it is now the home of Customer Engineering support personnel.

Customer engineers have the task of maintaining Memorex equipment sold or leased throughout the world. In addition, international CEs maintain equipment for six other manufacturers.

There are 28 people at the center serving a support function to nearly 1000 customer engineers in more than 140 locations worldwide. Product support, logistics support, planning and control, new product and advanced training, and quality assurance and engineering change monitoring, all take place at the center. Three classrooms are available for training, plus a telecommunications laboratory.

"Training for a CE takes at least two months, and it takes another seven before the engineer is comfortable being on his own," says Trevor Sullivan, Memorex International's Director of Customer Engineering. Besides the training center in Feltham, there are facilities in Italy, France, Germany, Scandinavia, Japan and Canada. A steady program of on-going training is also necessary to keep the CE up to date on equipment changes and new announcements.

A new data processing system, referred to as the RETAIN system, is available to aid the international CE. Located at the CE center, product support managers have access to all known maintenance problems, hardware or software, together with the fix and revival reference. This RETAIN system is a positive and time-saving aid to the product support managers in their task of assisting the CE organizations in each country.



The staff in Memorex's Software and Services division had reason to celebrate when Ruth Thompson, right, brought in the signed Levi Strauss contract. Looking over the document is Gordon Smith, vice president of corporate communications. Mike Mann, manager of Software and Services, looks on in the background.

Custom education service signs first major contract

A little-known service provided by Memorex, customized education, has netted the company a contract with Levi Strauss Company for nearly a quarter of a million dollars.

According to Mike Mann, manager of Software and Services, a department within the Storage Systems Group, "Memorex has been assigned the task of setting up a training program to instruct the Levi Strauss & Co. Jeanswear sales force in the use of their new on-line order entry system.

"One of the toughest parts of the program," according to Mann, "will be making these sales representatives feel comfortable with the remote terminal (Texas Instruments) they will be using to submit their orders."

Ruth Thompson, senior education specialist and Memorex's key person on the account, explains that "until the system is in operation, Levi Strauss sales representatives will continue to place orders, as they always have, by mail."

"This results in some lengthy turn-around time for order confirmation," according to Thompson. "But, with the

new system, order confirmation will be as close as the nearest telephone."

The contract was actually nine months in the works.

It began in January of this year, when one Levi Strauss manager took a Memorex course in Data Communications Networking. He was so impressed that he recommended Memorex for a consulting job on a proposal which IBM was making to Levi Strauss.

This consulting job led to another, and then to the opportunity to bid on the large contract which Memorex won over competition like Control Data Corporation.

Thompson spends so much time with the account that she has an office in its San Francisco headquarters.

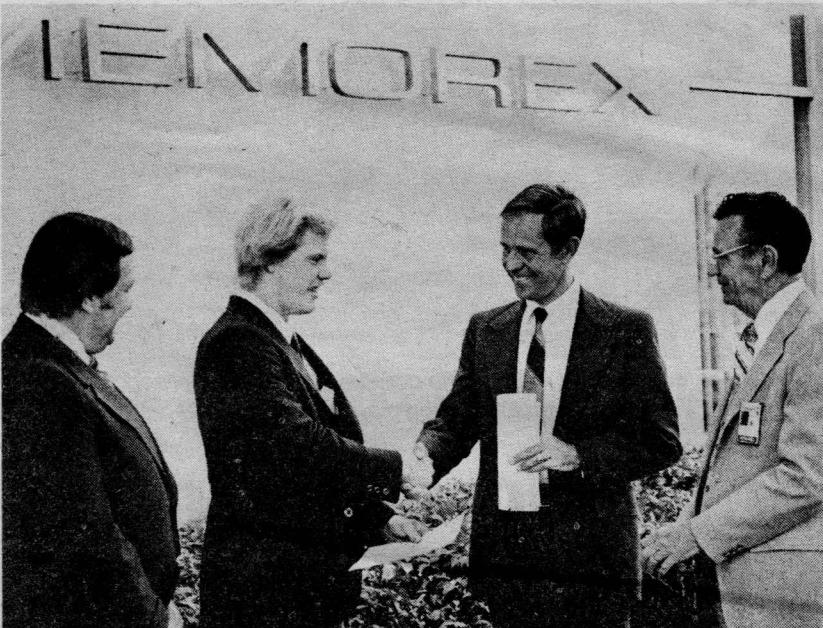
Next April, however, Thompson and two four-person teams of Memorex instructors (Systems Engineers) will begin the Levi Strauss training classes at the TWA Breech Academy in Kansas City, Kansas.

Mann sees custom education as a vehicle for introducing previously "all blue" (IBM) companies to Memorex and the services and products we offer.

INTERCOM

Editor, David Della-Maggiore
Associate Editor, Cindy Townsend
Production Artist, April Rasmussen
Intercom is published monthly by the Corporate Public Relations Dept., Memorex Corporation, Mail Stop 12-38, San Tomas at Central Expy., Santa Clara, CA 95052 Telephone: (408)987-3593 Telex: 334-492.

NEWSMAKERS



McKenzie earns high security honors

D.C. McKenzie, plant protection officer for Memorex security since January, has been named District Plant Protection Officer of the Month by his employer, California Plant Protection.

While on routine patrol in the Tape Plant area September 29, McKenzie smelled smoke, and upon further investigation, discovered an electrical fan which had been left on and was overheating. He quickly unplugged the fan and removed it from the building, preventing what could have been a very costly fire.

In addition to the Officer of the Month award, and a \$25 bond that goes with it, Memorex presented McKenzie with a KEY award pin for his alertness and fast action. The KEY award is a very coveted award given out by Memorex security to honor individuals who make "key" contributions to the organization.

In the above photo, McKenzie, second from left, receives congratulations from Fred Koehler, vice president and general manager of the Computer Tape Division, while Merle Suni, right, representing California Plant Protection, and John Blackburn, Memorex manager of plant protection, look on approvingly.

Memorex appoints Corporate Risk manager

Hildegard Fleischer has joined Memorex as Corporate Risk manager, with worldwide responsibility for managing Memorex's property, casualty and specialty insurance program.

Having worked for several insurance companies specializing in commercial accounts, Fleischer was most recently the Assistant Risk manager at Varian Associates.

Word Processing names Finance manager

L. Vernon Johnson has been appointed Finance manager for the Word Processing Supplies Division, reporting to James Ottinger, vice president and general manager of the division.

Johnson joined Memorex in 1976 as a senior accountant, progressing through various supervisory positions, including SSG Cost Accounting manager. Most recently, he managed the Corporate Cash Improvement Program.

MacKinlay new Corporate ISD manager

Rod MacKinlay has been appointed Corporate Information Systems Division manager, reporting to James Unruh, vice president of Finance. MacKinlay will be responsible for carrying out the role of Corporate ISD in providing guidance and functional direction over the information processing and communications resources within Memorex.

Prior to this appointment, MacKinlay served as manager of Information Systems for SSG. He joined the company in 1977 and has held the positions of Information Systems Planning manager for Corporate and ISD manager for Memorex EUMEA.

Dr. Goodwin addresses Ceramic Society

Dr. Charles Goodwin, a Memorex senior engineer, played a prominent role in the recent Pacific Coast Regional Meeting of the American Ceramic Society in San Francisco.

Besides addressing the audience on "Low Melting Glasses for Microelectric Bonding Applications," he served as a session chairman during the meeting.

In addition, he received special recognition for outstanding achievement for two articles he had published in the Journal of Non-Crystalline Solids; "Ionic Transport and Defect Structure of Bitreous Beryllium Fluoride," and "Ionic Transport in the BeF₂-CSF Glass System."

Memorex represented well in Tyler Cup

Jack Jones, vice president of sales and marketing for the Computer Media Group, and Hal Krauter, president of the Memorex Finance Company, represented Memorex well at the ninth annual Tyler Cup run for corporate executives in Dallas, Texas.

Open to those executives, vice president and higher, who are over 40 years old, the Tyler Cup is held to promote physical fitness.

Each participant is timed in one of eight two-mile heat races. Jones won the fifth heat in a time of 12 minutes flat. Krauter finished well in his heat with a time of 14 minutes and 20 seconds.

This was the first Tyler Cup competition for both Jones and Krauter, and both are looking forward to a return trip. Jones indicated that the contestants "looked like a Who's Who in American business."

OCTOBER ANNIVERSARIES

FIFTEEN YEARS

Frank Ebey, Precision Plastics, Computer Media
Darryl Hasting, Precision Plastics, Computer Media
Donald Stellman, Consumer Products

TEN YEARS

COMMUNICATIONS

Robert Bertram
Otis Myers
John Weston

COMPUTER MEDIA

COMPUTER TAPE

Raymond Contreras
Victor Jones
Freddie Leuschner
Arnold Simon

PRECISION PLASTICS

Delores Abrams
Pete Lujan
Angelo Macchiaroli
Erma Willbanks

WORD PROCESSING SUPPLIES

Jennie De La Cerdia

PERIPHERAL EQUIPMENT

DISC DRIVE DIVISION

Maria Stroud

EAU CLAIRE

Mary Fletty Bonnie Freezy Cindy Galde Elouise Jiskra Betty Larson	Kathy A. Olson Kathy R. Olson Elizabeth Rablin Paul Schroeder
---	--

STORAGE SYSTEMS MANUFACTURING

Woodland Bonvillain David Brda James Cairns Ronald Dumont Billy Emmett John Essick Irene Hirota	William Hirschmiller Elsie Jordan Beverly Manchester Thomas O'Shea Catherine Schneider James Steinwinder
---	---

STORAGE SYSTEMS

ENGINEERING

Dennis Takahashi

Louis Vandenbrande

George Weakley

CUSTOMER SERVICE

Tom O'Keefe

CUSTOMER ENGINEERING

Robert Coppola Roger Cunningham Louis De Leo Richard Hulse William Kalfur	Michael Marshall Stephen McKenzie Marion Qualls Albert Seger Charles Tillett
---	--

SOFTWARE & SERVICE

Barbara Sundin

MEMOREX FINANCE COMPANY

Thea Suit

Continued from page 1

Precision Plastics celebrates

does sell its products to its own customer base. According to Marketing Manager Jeff Menkes, this portion of the business has grown rapidly in the past three years and now accounts for about 30 percent of Precision Plastics business.

Early in 1980, Precision Plastics announced that it would offer custom structural foam molding of parts and components for information processing hardware and scientific instrumentation.

Structural foam molding differs from injection molding in that only the part's outer skin is solid plastic, the core being cellular. Structural foam molded parts are more economical than metal parts and they have a very high strength-to-weight ratio.

Precision Plastics now produces structural foam parts for computer terminals and other information processing machines manufactured by Memorex.

Begin as a nine-person shop fifteen years ago, Precision Plastics today employs more than 330, plus numerous contract workers, in its around-the-clock operation. From a component's inception in the engineering department, through its packaging and shipping, Precision Plastics today performs all the basic function of any manufacturing company.

On Wednesday, October 22, Precision Plastics took some time out from its busy schedule to celebrate both its 15th anniversary as a company and the 10th anniversary of the plant.

WANTADS

MATCHING CHINA CABINET & BUFFET, pecan wood, Italian Provincial styling, \$300 each or \$500 both. Pat or John 374-2327 after 5:30 p.m.

DINING TABLE, black, very heavy, 37 x 63 with two 12" leaves. Trade for rolltop desk or make offer. Pat or John 374-2327.

HAMMOND ORGAN, model B, with bench and separate speaker; walnut cabinets; 2 keyboards plus 25 key pedal board, \$1,400.00. Pat or John 374-2327.

COUCH, 9 feet long, upholstered, sage green, reversible cushions, \$150.00. Pat or John 374-2327 after 5:30 p.m.

1967 CAMARO. Excellent condition. \$1,500 or best offer. Call after 3:00 p.m. 967-7487

RACQUETBALL/HANDBALL MEMBERSHIP to Courtside Tennis Club. \$500.00 — Transfer fees already paid. Becky 354-4934

30' CENTURY CABIN CRUISER, 10'7" beam, T/255 V-drives, galley, head/shower, teak deck, extras, '80 model, like new, \$34,500. 294-5187

2 QUEEN ANNE HOSTESS CHAIRS, forest green. \$75.00 each. Pat or John 374-2327 after 5:30 p.m.

MERCEDES 450-SL, 1974, silver, black interior. Don 246-2728 anytime.

1977 HONDA GL 1000, 15K miles, like new condition, with extras. Call 265-5814 Thur, Fri, Sat & Sun only (\$2,550.00)

'72 VW SUPER BEETLE, Michelin, snrf, very clean, \$2700. 297-4390 after 6 p.m.

DIRT BIKE, 1979 CR 125 Honda, raced once, very fast, \$725/firm. Call Dale at 961-7882 after 4:00 p.m.

SOLID HARDROCK MAPLE BUNKBEDS. Includes mattresses, box springs and bunkette. Purchased from W&J Sloane. Asking \$125.00. Call 734-8967 eve's.

ANNOUNCING!
INTERCOM WANT ADS
FOR MEMOREX EMPLOYEES

Sell your car. Buy a used bike. Organize a car pool. Sell a pool table.
Submit your written ad, with your name and home phone number
(no work extensions will be published), by the 15th of the month,
and it will be published in the next month's INTERCOM.
Send your ad to:
INTERCOM
Mail Stop 12-38

NEWSBRIEFS

Data Access will distribute 2078s

The Memorex Communications Group has agreed with Data Access Systems, Inc. (DASI) to distribute Memorex 2078 Display Stations.

DASI is one of the largest distributors of terminal and terminal-related products, buying directly from an original equipment manufacturer such as Memorex and then selling the equipment through one of its 22 fully stocked and staffed branches throughout the United States.

DASI will provide "off the shelf" availability of the 2078 mainly to end-users interested in short-term lease. Since Memorex is emphasizing purchase and longer term lease business, DASI will complement the Memorex effort by addressing a previously unattended market segment.

Software and Services expands line

Memorex has continued to expand its computing software products line, announcing the immediate availability of MRXDASM and MRXPRINT software packages.

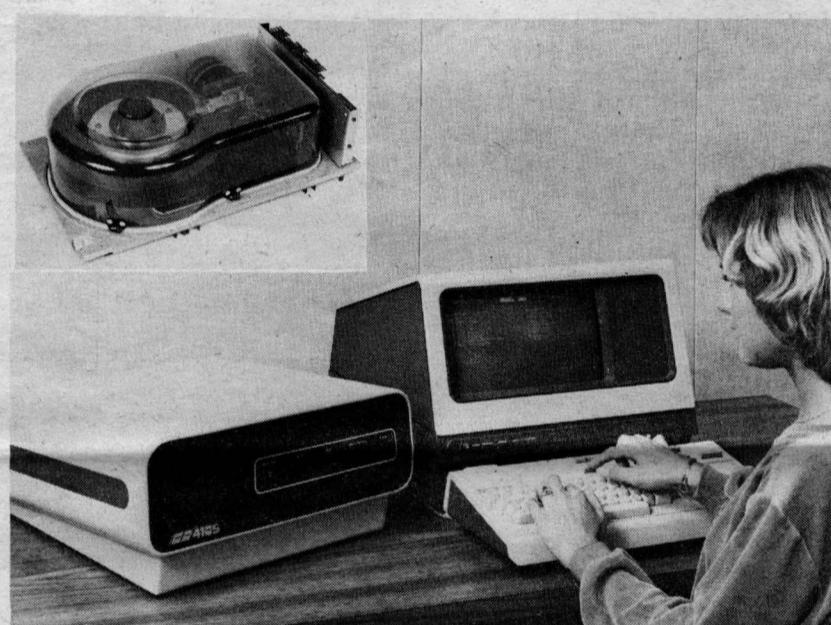
MRXDASM, short for Memorex Direct Access Space Manager, provides back-up, recovery and space management functions for high-capacity disc drives. It can reduce back-up time on storage devices by as much as 50 percent over comparably priced software products.

Developed by Far North Systems, MRXDASM is being marketed in the United States and internationally by Memorex.

MRXPRINT is a utility software package through which users can reduce the printing workload at the central computing site while also improving output turnaround at remote locations.

MRXPRINT allows the printing of computer output on Memorex 2089 and equivalent printers at local or remote sites. Output can be cued from TSO terminals, from JES2 and from user-written programs.

Both products are being marketed by the Memorex Software and Services function of the Storage Systems Group.



Cyberdata uses Memorex 101 in system

Cyberdata Corporation, a Monterey, California systems house, is using the Memorex 101 eight-inch disc drive in its CD4105 intelligent data storage system that it will offer end-user customers.

Nicknamed "Wave '80," the CD4105 has its own intelligent controller housed within the unit, providing simple interfacing. It also has a one-megabyte 5½-inch flexible disc drive for backup storage.

The compact unit—including the 101 disc drive, controller and backup drive—measures 18 by 17 by 7 inches and weighs less than 25 pounds.

In the above photo, the Memorex 101 eight-inch disc drive (shown in the inset in upper left) is actually inside the unit to the operator's left.

"Spirit of '81" names winners

Doug Cook and Tom Porter were named September co-winners in the Spirit of '81 corporate staff cost reduction program, earning reserved parking spaces for a month.

Cook, manager of Environment and Energy for Facilities, has a cost saving idea which amounts to \$61,000 annually. Porter, systems consultant for ISD, has successfully implemented a \$68,000 annualized saving idea.

In addition to their parking space, each receives the equivalent points for his idea, and 81 bonus points.

In the month of September, twelve ideas were implemented for a total of \$264,000 of annualized savings. Forty more ideas are pending and many more are coming in each day.

On October 21, Physical Distribution personnel in building 23 were welcomed in the Spirit of '81 program. Dick Kolte, manager of Corporate Physical Distribution, accepted the challenge of his group's \$140,000 goal and gave an enthusiastic pledge to exceed it by \$50,000.

Jude Cordeiro wins Communications gold

The Memorex Communications Group announced the winners of one sales contest, "Gold Fever," and kicked off yet another, "Quota Scoop" during the Branch Managers meeting October 2.

Top winner of four one-ounce Canadian Maple Leaf solid gold coins in the "Gold Fever" contest was Jude Cordeiro. A total of 13 qualifiers received one ounce of gold each: Mike Ferguson, Jim Burns, Bob Minshall, Dave Mannis, Margaret Stallings, Vic Zamarra, Joe Schultz, Henry Beers, Gordon Brunsell, William Trimble, Bob Jones, Jim Christie and John Sporck.

Jim Burns received \$1500, Bill Trimble received \$500 and Jerry McSpadden and Ken Young each received \$250 in cash bonuses in the program which promoted sales and lease-to-purchase conversions of the 1270 and 1380.

The new contest, Quota Scoop, is also based on sales of 1270s and 1380s. Sales representatives can earn double points, and branch managers triple points, for new orders of these units, increasing their chances to meet their Quota Club goals.



Credit Union

Donna Paoletti, newly named manager of the Memorex Employees Federal Credit Union, presents a pen to Larry Mullins for the work he did coordinating the recent Credit Union new members drive at the Tape Plant.

Credit Union welcomes new manager and new members

Donna Paoletti has been named manager of the Memorex Employees Federal Credit Union.

With Memorex for five years, she has worked in the Tax and Litigation departments. She joined the Credit Union staff in 1979, most recently serving as acting Credit Union manager.

The Credit Union held a successful drive for new members recently which netted an increase of \$10,000 a month in payroll deductions.

Top producer in the drive was Larry Mullins, Tape Plant drive coordinator. June Casey, also of the Tape Plant, and Helen Sayre, Building 26, tied for second; and Gail Hobbs, Buildings 25 and 27, was the third top campaigner.

The Credit Union recently announced that unsecured loans of up to \$3000 are now available to members. The annual percentage rate is 15 percent, with a maximum repayment term of 24 months. The supply of funds is limited, and applications will be accepted at the Credit Union on Tuesdays and Thursdays only.

The Credit Union also announced that the interest rate on new car loans is now 14½ percent (was 15 percent) and the maximum amount it will finance is now \$15,000 (was \$10,000). The maximum amount for used car loans is \$10,000.

The Credit Union is also offering a unique Transfer of Funds service which enables members to have savings automatically transferred from their bank or savings and loan institution to the Credit Union's higher interest share account. This allows for funds deposited by the 10th of the month to earn dividend credit from the 1st. In addition, each member is insured up to \$100,000.

Memorex, Oxford join forces in intern program

Memorex International has been working in conjunction with Oxford University on a new training program for electrical engineering management. As part of his educational process, Steve Minter, is working six months with the Customer Engineering Center in Feltham, United Kingdom.

Minter has been assigned to Memorex through Oxford to study more efficient methods of equipment maintenance. After his six-month stint with Memorex he will return to the university for six more months, after which he will receive his degree.

"His consultant-type services have proved invaluable to us, and we have learned a lot from him," says Trevor Sullivan, director of customer engineering for Memorex International. He studies both the equipment and personnel in the Center to develop future strategies for more efficient methods.

Once his training is complete, Minter will have an educational and experience level equivalent to that of a Customer Engineering manager. He hopes to enter the electronics field upon receiving his degree.

Continued from page 1

More comments on third quarter results

We believe that Memorex is headed in the right direction, but we need your ongoing dedication and support to realize continued improvement in the rest of 1980 and 1981. Each of us can contribute by saving costs, assuring quality, and generating new and rewarding ideas.

Looking to the future, Memorex has many resources with which to seize the opportunities ahead. We continue to emphasize research and development, in order to continue introducing new products that meet customer needs better than those of our competitors. R&D expenditures in the first nine months of 1980 were nearly equal to the R&D expenses for all of 1979. Memorex has the technology, the in-house manufacturing capability, and the worldwide dedicated sales and service organization necessary to become a still stronger force in the data processing industry.

We are rapidly moving toward our 20th anniversary early in 1981—an accomplishment that speaks of unusual experience and value in our industry. We intend to have a great deal to celebrate in 1981—not only 20 years in business, but also success and vitality. I believe that Memorex's next 20 years will be still more remarkable than those we have already seen. The prospect is exciting, and offers a real challenge and opportunity for all of us.