

# INTERCOM

A Newsmagazine for Memorex Employees  
Vol. 11/ December, 1974 U.S. Edition



**Happy Holidays**

THE COMPUTER HISTORY MUSEUM



1 027 4492 7



## Expands Service With Minimum Investment

# Memorex Enters 3rd Party Maintenance Business; Extends Equipment Service Coverage To Non-Memorex Products; Contract Signed With BST

Memorex has begun marketing its worldwide field engineering capabilities to other high technology equipment manufacturers and to users of its computer equipment. In the new business thrust, the Company is extending its equipment service coverage to non-Memorex products for the first time.

The first service contract has been signed with Business Systems Technology which calls for Memorex to maintain a large number of 3660 Disc Drives they have purchased and leased, in addition to other peripheral equipment for BST customers over a two-year period.

In announcing the new business endeavor, Memorex President **Robert Wilson** said, "We are well positioned to provide premium, cost-effective, third party maintenance because of our highly experienced domestic and international field engineering organization. By capitalizing on our existing large-scale maintenance capabilities and facilities, we are able to enter the expanding and specialized third party service business with minimal investment in very short time."

According to **William Randolph**, Director of Field Engineering, there has long been a need in the computer equipment maintenance industry for a service organization with specialized technical expertise in certain product areas which Memorex now provides.

As an example, Randolph cited the typical data communications network in a large organization. "Because of the multiplicity of devices and manufacturers in such networks, pinpointing malfunctions can be very difficult, requiring special knowledge and experience," he said. "We have this unique expertise, resulting from the design, installation and maintenance of more than one thousand 1270 Communication Control Units in networks throughout the world. I'm convinced no other third party maintenance organization even approaches our capabilities."

Currently, the third party maintenance market is estimated at \$125 million annually, and Randolph expects the business will grow to

\$250 million by 1980. "This tremendous growth rate is attributed to the rapid introduction of new, highly sophisticated products into the marketplace, and the rising costs involved in starting and maintaining a full service organization on a national and international scope."

Randolph said his group will be concentrating its third party marketing efforts in four specific product areas. These include Memorex OEM customers; companies utilizing add-on memories by Memorex and others; companies selling or using data communications devices, such as CRT subsystems; and Memorex 1270 network customers.

Randolph said the new Field Engineering activity will have a very positive impact on Memorex. "We have the opportunity to make a significant contribution to cash and profit for Memorex over the long term. However,



**William Randolph**

our initial start-up will not take place until early 1975, thus our contribution will not be very large for the year, but the rate of growth will be very great. In 1976, profit contributions will be substantial."

## Don Mattson Appointed General Manager For Disc Pack Operations

**Donald E. Mattson** has been appointed General Manager-Disc Pack Operations, a new position responsible for the marketing, manufacturing, research and engineering of Memorex Disc Pack products, announced **Robert C. Wilson**, President.

This new function, along with a comparable newly established position in the Computer Tape area, will result in a more effective and productive management focus on Memorex's computer media business, according to Wilson.

Mattson joined Memorex in 1969 and since then has been manager of disc pack manufacturing and manager of both the disc pack and tape plants.

Previously, he was with the Eimac Division of Varian Associates, San Carlos, since 1958, where he held a number of increasingly important management engineering positions.



**Donald E. Mattson**

Mattson earned a Master of Business Administration and a Bachelor of Science degree from the University of California, Berkeley.

## INTERCOM

Editor: William D. Bellou

Published by the Corporate  
Public Relations Department  
San Tomas at Central Expressway  
Santa Clara, California 95052  
Telephone: 987-2202



### On the Cover:

The Memorex Monolith, the cube-shaped sign in front of Corporate Headquarters, is decorated for the season. We wish all Memorex people that the good times of the holidays are multiplied throughout the new year.

## New Drive Highly Advanced

# Memorex First And Only Independent To Deliver Plug-Media Compatible Double Density Disc Storage Modules; Two Units Installed At Reserve Life, Dallas

Memorex became the industry's first and only independent disc drive manufacturer to deliver plug- and media-compatible double density disc storage modules, with the installation of two Model 3675 drives.

The new 3675 double density drives were installed last month under a contract from Omnis Corporation, the data processing subsidiary of Sammons Enterprises and Reserve Life Insurance Company of Dallas, Texas.

The 3675 is a large capacity, high performance, direct access disc storage device, and is a plug- and media-compatible replacement for the IBM 3330-11 Disc Storage Facility. In applications requiring large data capacity, the new Memorex device offers significant economic and performance advantages to the user over single density and equivalent double density drives.

The first delivery of the 3675 came just seven months after IBM's first customer shipment, which marks the fastest product development cycle in Memorex's history. "This milestone was accomplished through a great 'team effort' among Development, Manufacturing and various support groups throughout the Company," said **Tony La Pine**, 3675 Program Manager.

La Pine said the departments directly involved in the research and development of the new product include Mechanical Engineering,

managed by **Howell Lowe**; Linear Circuit, managed by **Ian Graham**; **Vince Mirko's** Product Test and Support Team; Digital Circuit Design, led by **Mihail Popovici**; Packaging Engineering, under the direction of **William Montero**; Magnetic Recording Head and Materials Development Group, managed by **Joe Carrioglia** and **Art Withop**; and PCB Layout, Drafting and Engineering Documentation, managed by **Steve Nemeth**. All of these groups were responsible for the rapid development turnaround cycle.

**Jim Ferenz**, Director of Equipment Assembly and Test Operations, also praised the excellent working relationship between Development and Manufacturing, and said "The 3675 Program is an outstanding example of teamwork which is being achieved throughout the Company."

Ferenz said manufacturing groups directly involved in the 3675 Program include the Assembly Department, managed by **Doug Campbell**; the Fab Shop, headed by **Ron Breshears**; Final Test, managed by **Robert Lloyd**; and the Printed Circuit Board and Head Departments directed by **Stan Stegemeyer**. **Russ Larson**, New Product Coordinator for Manufacturing, managed the transition of the 3675 Program from development to manufacturing.

The new Memorex 3675 is one of the most advanced direct access disc drive storage

units ever developed. Each 3675 module can store up to 400 mega-bytes of data—equal to the information contained in more than 5,000 novels.

The drive contains sophisticated magnetic recording heads, with 808 individual recording tracks, each only 2 thousandths inch wide. To put this measurement in perspective, two tracks can be placed on the thickness of this page.

To exemplify the sophistication of the drive's inner mechanisms, the actuator (a device that moves the recording head) can move from track 0 to 807 (two inches) and back five times in the blink of an eye.

Unique to the design of the 3675 is that its recording heads "fly" 30 per cent further from the disc surface than does the IBM 3330-11, with equal recording performance. This feature allows the 3675 to provide the user with the advantages of reduced data storage costs with the same excellent immunity to "head crashes" as the Memorex 3670.

In order for the 3675 to "fly" further away from the disc, an advanced magnetic material had to be developed to increase the head's electrical impulse transfers. The Head Development Group accomplished this by developing a special application of material called manganese-zinc ferrite, creating the most advanced disc storage head design in the industry.

**Luke Irwin**, Ferrite Process Technician, monitors the sinter temperature and gas flow used to fire manganese-zinc ferrite for the new Memorex 3675 recording heads. The special ferrite material increases electrical impulse transfers, allowing the head to "fly" further away from the disc pack.



A few members of the Manufacturing Organization, acting as representatives for the many Manufacturing employees who contributed to the success of the 3675 Program, gather around one of the first units assembled. Pictured (l to r) are **Vivian Barbera**, **Joe Amous**, **Pat Wiley**, **Les Thomas**, **Joe Brocato**, **Greg Rodoni**, **Becky Stroud**, **Doug Revis**, **Charlote Bradford**, **Alton Christman**, **Darrel Mattila**, **Theresa Butera**, and **Mercedes Zubero**.



# Consumer And Business Media Group Strives To Increase Its Market Share, Improve Production And Maintain Its Reputation For Excellent Quality

**Editor's Note:** this is the ninth article in a series on the Company's organizations and their contributions to the Memorex "team effort." This month's feature takes a look at the 350-member Consumer and Business Media Organization which produces and markets broadcast and close-circuit video tape, audio tape in cassette, reel-to-reel, and eight-track formats, and a variety of business supplies, such as toners for copying machines, magnetic cards, dictating belts, and typewriter ribbons.

The Consumer and Business Media organization, headed by Vice President and General Manager, **Robert Jaunich**, can best be characterized as a young, growing, profitable group of businesses, with common goals of increasing their share of the market, improving production output and maintaining excellent quality.

"We recognize that these businesses have demonstrated their ability to compete effectively in the marketplace with premium prices, have excellent products and are positioned in excellent growth markets," said Jaunich. "The organization is structured to capitalize on these and other characteristics, such as its businesses commonality in emerging markets and in marketing and distribution requirements," he said. "The exciting outlook for these groups should afford excellent and profitable growth for the Company as well as personal growth for employees."

Consumer and Business Media consists of three separate manufacturing activities for Audio, Video and Word Processing, a field sales force for each of these businesses, and a Market Planning, Advertising and Promotion Group.

The group which has helped make Memorex a "household word," through its award

winning "Shattering Glass" advertising program, is Planning, Advertising and Promotion, directed by **Ted Cutler**.

Cutler and his people are often referred to as the "quarterbacks" of the organization because of their involvement with strategic market planning, advertising promotion, responsibility for developing profit and revenue forecasts, and providing a "communications link" for the entire organization.

"A key to our success in establishing Memorex as a leading supplier of Audio and Video tape has been the consistency of our advertising and marketing programs," said Cutler. "For instance, the 'Shattering Glass' theme has been utilized since the Consumer Products Division started national marketing three years ago and our packaging and labelling have maintained basically the same classical design."

Two Product Managers report to Cutler. **Jake Rohrer** handles Consumer and **Art Anderson** handles Video. Both managers are responsible for marketing programs, business progress, forecasting, and competitive brand tracking.

Separately, **Ann Taylor** coordinates promotional support programs for the entire

field organization, and Sales Manager **Bruce Nicolls** handles sales activities in the United Kingdom.

The success of the advertising and promotion programs for audio tape has placed increasing production demands on the Audio Manufacturing Operations. In 1974, for example, market demand for Memorex audio tape has increased more than 40 per cent, the profit picture has improved considerably and Jaunich looks ahead to continued growth in 1975.

"One of the real success stories of this Company has been Audio Manufacturing's ability to keep pace with the increase in sales and quality demands for Audio products," said Jaunich. "Employee support and enthusiasm in meeting the increasing demands has been fantastic."

Audio Operations Director, **Neal Rayborn**, said that many actions have been taken to increase the total output of the plant. "The coating line speed, for instance, has doubled in the past two years and cassette assembly output has increased 50 per cent while quality has consistently improved."

Due to the increased demand, the Audio plant is now operating 24 hours a day, five days a week, and the coating line is operating seven days a week. Making sure that these long hours won't impact the machinery is one of Process Engineering Manager **John Either's** important responsibilities. Either keeps all the machines in peak condition through a regular maintenance program. The program not only prevents machine failures, but also plays an important role in assuring that each product is produced via the best process possible.

Also reporting to Rayborn is **Ron Grindstaff**, who manages all manufacturing activities, which includes the supervision of more than



Consumer & Business Media  
**Robert Jaunich**  
VP and General Manager

**Marilyn Toto** Secretary



**Barry Berghorn**  
General Sales Manager



**Neal Rayborn**  
Director  
Audio Operations



**Ted Cutler**  
Director  
Planning, Adv. & Promotion



**Warren King**  
General Manager  
Word Processing

**Robert Jaunich**  
Acting General Manager  
Video Operations

140 employees. If any area of the plant has an industrial engineering problem, **Mike Kuta** and **Lee Whitney** are there to handle it.

In charge of Quality Control is **Chuck Levdar**. More than 19 quality control steps are made daily by his staff which assures that each of the more than one million tapes produced each month is of the highest quality. However, high quality finished products cannot be obtained without good raw materials, so the QC group performs hundreds of raw material quality checks, from plastic hubs to labels.

Assuring that raw materials are purchased according to the production schedule he helps prepare is **Jerry Bendinelli**. This is an important job, because it's essential that enough raw material is available for uninterrupted manufacturing operation, but at the same time, never an excessive amount of inventory on hand.

Appearance of a product's package can sometimes make a critical difference in product sales. That's where **Dene Gary** comes in. Gary designs the packaging which has always had a "look of quality." He works closely with marketing, to both implement modifications and assist with special sales campaigns, such as the "Buy Two and Get One Free" offer on 90 minute cassettes which successfully ran last summer.

Another business within Consumer and Business Media which has shown a significant increase in production, and has increased its penetration of the word processing market is **Warren King's** Word Processing Division.

The only independent producer of both magnetic recording media and toners and developers used on word processing equipment, King's team has established profitability this year for the first time since the Division began in 1969. He attributes the

turnaround to team organization, the establishment of a national dealer network and the launching of a national advertising campaign.

Reporting to King are **Bob Brown**, Product Manager for magnetic products which includes magnetic cards, magnetic tape cartridges, dictating belts/cassettes and typewriter ribbons, and **Reinhard Ortgies**, Product Manager for all toner/developer products used in copying machines. Both men's responsibilities range from coordinating manufacturing schedules to establishing promotion and advertising programs as well as determining new product opportunities.

The Research and Development program is managed by **John English** who has been very instrumental in the development of all Xerox and IBM toners presently marketed by Memorex.

Heading the organization's Sales is General Manager, **Barry Berghorn**. Berghorn's group includes three National Field Sales Teams for Consumer, Video and Word Processing. Each team has its own National Sales Manager located in Santa Clara. **John Humphreys** has 41 Consumer Salesmen, **Robert Reetz** heads approximately 20 Video Salesmen, and **George Cotroneio** manages 12 Word Processing Salesmen. Thanks to a great sales effort by each sales team, Memorex Consumer and Business Media products are now sold through more than 200 distributors and are available in more than 22,000 retail outlets in the U.S.

Heading up the Customer Relations Sales Service Administration is **Jim Crowther**. The group supports each of the three sales groups, and has worked hard to meet the needs of the expanding businesses.

Berghorn says the distribution of products is handled differently for each product. Consumer Products, for example, are sold 60 per cent through distributors and 40 per cent direct to retailers. Video products are sold about 45 per cent through distributors and

about 55 per cent direct to end-users, such as television networks, and Word Processing products are sold through distributors, however, a portion of the products are sold to Original Equipment Manufacturers (OEM).

In the Video Group, Jaunich, is currently acting as General Manager. Formerly part of Computer Media, Video represents a major opportunity for the Company. "In some of the newer markets for chromium dioxide tape and video cassettes, the upgrade potential is great," says Jaunich.

He said the Computer Tape Division, directed by General Manager **Guy "Dusty" Rhodes**, provides manufacturing support for the worldwide video markets.

"The results we anticipate through a continued building in team effort and dedication should represent one of the truly outstanding success stories in Memorex's short history," stated Jaunich. "Our main objective next year is to further solidify the team effort, improve communications, and most important, establish good operating results."

#### **Our most important asset: People**

"An important key to Consumer and Business Media's success is people," explained Jaunich. "People make the difference. I really can't identify any one specific action taken in these businesses to make them successful, but the underlying theme in our successful businesses is 'team spirit' and hard work.

"The types of activities the Consumer and Business Media Organization performs are not much different from those performed in many other organizations or companies. What provides an advantage is Memorex people who possess the qualities of leadership, creativity and aggressiveness. Most important, they know where they want to go, they're results oriented and they have developed a 'team spirit' which recognizes that people working together can reach exceptional goals."



Consumer Products Manufacturing personnel, acting as representatives for the many production areas of the Division, get together to celebrate a significant milestone—the production of more than 1 million Memorex cassettes in one month. The milestone is

significant because it took more than a year to produce the first millionth cassette, back in 1971. Although machine output has increased over the past three years, "team effort" by the plant's personnel made it all happen. Pictured (l to r) are **Les McClane**,

**Ron Grindstaff**, **Steve Marks**, **Jim Plymale**, **Bob Jaunich** and **Neal Rayborn** (holding the 1 millionth cassette), **Harold Magleby**, **John Ethier**, **Liz Garcia**, **Gloria Mahoney**, **Fred Ansell**, and **John Garnese**.

# New Sales Promotions, Numerous Discussions, And Guest Speakers Highlight Media Sales Conference

A discussion of past accomplishments and goals for the future, new sales promotional programs, and talks given by guest speakers were among the highlights of a recently held 3-day Memorex Media Sales Conference.

"The Winning Combination" was the theme of this year's Conference which was held in Lancaster, Pennsylvania for Eastern Regions, and Lake of the Ozarks, Missouri, for Western and Southern Regions.



Discussing "body language" and how it can improve sales skills is Memorex Consultant **Jim Le Beouf**. Through an understanding of body movements, a salesman can tell whether or not his presentation is being well received by the customer.

In his address on the many accomplishments of the Media Sales Organization, Media Marketing Vice President **Philippe Yaconelli** said, "There are a number of things that have improved Media sales and have really turned the business around. Such actions include establishing goals, teamwork, paying close attention to details, and making the work environment fun."

Yaconelli said that "although each Memorex Media Salesman belongs to the most powerful selling organization in the industry, we must remember that it's far more difficult to hold and maintain leadership that it is to attain it. Let's not forget that we're a team, that there is strength in unity, and we're only as strong as long as each individual of the organization functions with precision," he said.

**John Pingree**, Director of Media Marketing Services, announced a new sales call reporting system, which salesmen may use to check their planned activity compared to actual results for each week. He also introduced **RESOURCE**, a software program

developed for the exclusive use of Memorex magnetic tape and disc pack users. The package is designed to provide computer operations managers with a detailed summary of their daily data processing activities.

Also announced was a new tape sales promotion program which established a \$15,000 premium tape sales goal for each salesman. Once the goal is achieved, the reps receive a 5 per cent commission on all revenues exceeding the 15K level.



Three Media Sales Reps listen to a review of new sales programs for Memorex Disc Pack Products presented by Product Manager **Hal Sowle**.



"Let's not forget that we're a team, that there is strength in unity, and we're only as strong as each individual of the organization functions with precision," says Media Marketing Vice President **Philippe Yaconelli**.

Among the guest speakers were Alan Lakein, renowned time-management consultant and author of "How to Get Control of Your Time and Your Life," and lecturer Charlie "Tremendous" Jones, President of Life Management Services, Inc.

## Kevill And Callahan Appointed Directors For Equipment Group

Two new directors have been appointed to the Company's Equipment Products Group, announced **Roger Johnson**, Group Vice President. **John F. Kevill** has been appointed Director of Engineering, and **John G. Callahan** has been named Director of Inventory, a new Memorex position.

Kevill will be in charge of design, development and technical support of Memorex equipment products, including disc storage, data communications, and computer-output-microfilm (COM) devices.

Kevill was previously President of Disc Systems Corporation of Santa Clara, a high technology manufacturer of disc storage equipment which he started in 1973.

Prior to DSC, he was General Manager of the Direct Access Storage Division, Telex Computer Products, responsible for both manufacturing and engineering of the company's disc storage products.

From 1961 to 1970, Kevill was with IBM, in San Jose, in a number of engineering management positions, leaving as project engineering

manager. Earlier he worked for Hazeltine Corporation, Indianapolis, as a design engineer.

Kevill earned a Bachelor of Science Degree in Electrical Engineering from the University of Nebraska, and also studied engineering and accounting at the University of Illinois.

Callahan's responsibilities include the immediate reduction of inventories, the design and implementation of on-going programs to keep inventories at appropriate levels, identification and management of materials cost reduction programs, and the development of a real-time materials information system as a basis for management decisions.

Callahan was formerly with Singer Business Machines, San Leandro, in a number of important management positions since 1969, including Director of Division Materials and Program Planning.

Prior to Singer, he spent 19 years with General Electric Company, leaving as Manager-Subcontracts, Avionics Control Department, at GE's Binghamton, N.Y. facility.

Callahan studied Business Administration at the American International College, Springfield, Mass.



# December Marks 1st Anniversary Of Company's Antitrust Suits Against IBM, Now In Pre-Trial Phase; Document Retention Program In Effect

December marks the first anniversary of Memorex's antitrust suits against International Business Machines. The suits, filed in Federal District Court in San Francisco on December 14, 1973, are now in the pre-trial phase in which documents are exchanged and testimony taken from key individuals.

Currently, the trial activities involve the filing of motions by attorneys, and court hearings before Judge Ray McNichols to establish working arrangements among Memorex, the other plaintiffs and IBM.

Memorex Vice President **Robert L. Erickson** has overall responsibility for the Company's antitrust case, and Vice President **John R. Eastling**, is responsible for coordinating the day-to-day activities of the case.

Memorex is among 16 companies which have filed suits against IBM alleging antitrust violations. The suits of Transamerica Computer, California Computer Products (Calcomp), Hudson General Corporation, Marshall Industries, DPF Inc., and Forro Precision Company, have been coordinated with Memorex for the pre-trial or discovery phase of the suits. However, not all of these companies will be consolidated for the trial, because Memorex has obtained recognition as the major case among the peripheral equipment litigants, and has the right to additional separate discovery that is unique to its case.

The Company's complaints against IBM were filed on behalf of Memorex Corporation, its domestic leasing subsidiary (ILC Peripherals Leasing Corporation), and its foreign subsidiaries. The complaints claim respective damages, before trebling as required by antitrust law, in the amount of \$750 million for Memorex Corporation, \$100 million for ILC Peripherals Leasing Corporation, and \$200 million for the foreign subsidiaries.

The Memorex suit is divided into four major sections called "Claims for Relief." The first claim alleges essentially the same facts which Telex was able to prove in its lawsuit against IBM. In the Telex trial, the court found that IBM is a monopolist and was guilty of predatory pricing.

The second claim is much broader than the first and alleges facts concerning a great number of illegal acts and practices used by IBM against Memorex. These activities include improper IBM sales practices against Memorex. Company personnel with knowledge of these alleged illegal practices are being encouraged to submit them to the attorneys.

The third claim is based upon the same facts as the first and second claim, however, it alleges that IBM did those acts and practices as part of conspiracy with IBM's foreign subsidiaries.

The fourth claim deals with the use of "non-payout leases" as an antitrust violation in that they are designed to carry on and extend IBM's control of the peripheral market. The basic theory of the non-payout lease claim is that IBM's enormous economic resources allows IBM to internally finance its leases. Its smaller competitors are unable to finance comparable leases and therefore, have difficulty raising capital.

The antitrust case is the second litigation involving Memorex and IBM. The first was filed in December, 1970, when IBM sued Memorex for allegedly stealing trade secrets. Memorex counter-sued charging harassment. In January, 1972, the suits were settled without damages awarded, without prejudice to Memorex, but with prejudice to IBM. This meant that Memorex could again bring on these claims; but IBM was precluded from filing suit against Memorex on the trade secrets claims. IBM has, nonetheless, filed affirmative defenses against Memorex in the antitrust action based on its prior trade secret action as a tactic to try to reduce any damages that might be awarded.

Basically, the Company's antitrust case charges that IBM purposely reduced its prices (1970 to present) on selected competing products and re-packaged them with the intent of impacting Memorex and other computer peripheral companies. Such activity has little to do with the "skill, industry, and foresight" which IBM claims as its reason for industry leadership, according to the complaints.

In addition to the non-payout lease claim, Memorex alleges that IBM's long-term lease plans are actually "price discounts" offered to customers with the intent of "locking out" Memorex and other peripheral companies. These price discount plans contain penalties for customers who cancel leases prior to their termination date.

## Telex was the first to file suit against IBM

The first independent computer peripheral company to file suit against IBM on issues of pricing and re-packaging was Telex Corporation. The trial was held last spring, and the Federal Court's decision was in favor of Telex. IBM has appealed the decision to the 10th Circuit Court, and the appellate decision is expected soon.

One significant aspect of the Telex trial is that a great many previously confidential IBM documents were entered as exhibits and have become public. These documents highlight IBM's task forces and numerous studies attempting to impact Memorex and other independents.

Although a favorable Telex ruling will greatly assist Memorex's case, Memorex is not depending on the Telex decision to build its case.

## Memorex prepares for the case

Preparing for the Company's suits has spurred a lot of activity at Memorex Headquarters in Santa Clara. An area of the Research and Development Facility is now being utilized for the litigation support staff. This group was organized to assist the Company's attorneys.

Because the early phase of the trial involves the exchange of documents between both companies, **George Campbell**, who is assisting Memorex's attorneys, established a document discovery area in Building 14 this past September. The facility is currently being utilized by IBM personnel. Managing the document discovery activities is **Allison Wells**. Wells said members of Memorex's support team are discovering documents at IBM facilities in New York State. Responsibility for documenting Memorex's damage claims is **Ted Russell**.

Many employees throughout Memorex are involved with the document retention requirements imposed by the law suit. Although inconvenient at times, the retention of documents is very essential to the case, and must be observed by both Memorex and IBM personnel.

In order for Memorex and its attorneys to adequately handle the vast amounts of documents under discovery at IBM, the support staff and Campbell developed an index retrieval system similar to the one utilized by Control Data Corporation in its successful suit against IBM. The retrieval system is being managed by **Roger Holen**.

Holen said the retrieval system involves the reading of documents by trained individuals who extract key information and designate it with a series of codes. The codes are then entered into a computerized system which allows the quick retrieval of the information when requested by the attorneys. The computer is able to link specific people, events, and products, for purposes of further discovery, deposition-taking and trial preparation.

# Employees Celebrate 5 And 10-Year Anniversaries

Four employees have recently celebrated their 10th anniversary with Memorex, and were presented engraved clocks and a letter from their vice president in recognition of their accomplishments and contributions to the Company.

(Photo 1) *Philip Davis* (r), Director of International Operations Support, is presented the award by *Richard Renne*, General Manager of Asia and Americas Operations. (Photo 2) *Mike Martin* (l), Director of Development for Flexible Media Products, receives the award from *Guy "Dusty" Rhodes*, General Manager for the Computer Tape Division. (Photo 3) *Les West* (l), Manager of General Accounting, is congratulated by *Ed Phillippe*, Vice President and Controller. (Photo 4) *Rhodes* presents the award to *Paul Waterman*, Media Process Engineer.



## Gladys Kruse Becomes First Memorex Retiree

*Gladys Kruse*, Senior Sub-assembler (seated) is honored by her fellow employees during a surprise celebration marking her retirement with Memorex. Mrs. Kruse, the Company's first retiree, received a letter of appreciation from her supervisor *George Caputo* and manager *Dave Schedler*, PCB and Head Manufacturing Director *Stan Stegemeyer*, and *E. Douglas Larson*, Vice President for Equipment Manufacturing, expressing their gratitude for her numerous contributions to the Company and her outstanding performance in the PCB Department. Mrs. Kruse, 65, joined Memorex in 1970



## More Than 600 Attend Children's Christmas Party

A full-length color cartoon, an appearance by Mr. and Mrs. Claus and free gifts and refreshments made this year's Memorex Children's Christmas party a very special event for more than 600 youngsters. The 3-hour party was held December 7th at Century Theater, and was sponsored by the Memorex Activities Group (MAG).

