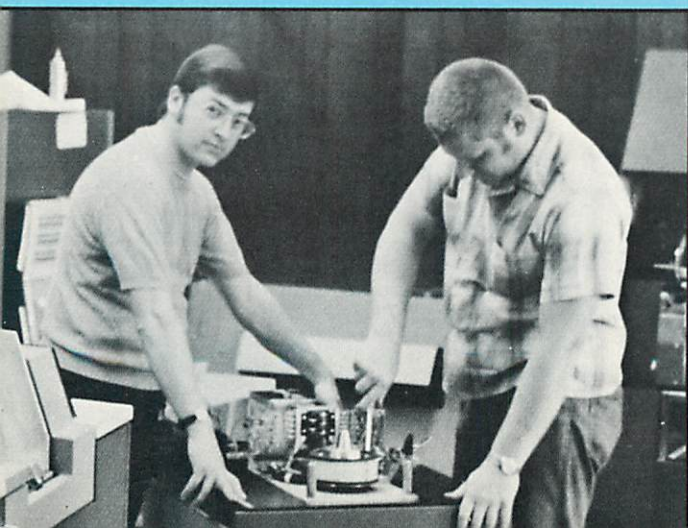


Memorex Aids Flood-Stricken Customers



THE ROOM

Memorex Aids Flood-Stricken Customers

Despite damage from the devastating floods caused by tropical storm Agnes, many Memorex customers in New York state and Pennsylvania had their data centers up and running within a few days and even hours after the waters receded, thanks to a round-the-clock effort by local Memorex Field Support and Field Sales branch office personnel.

Agnes drenched the East during the last week in June and over the July 4th weekend, spawning floods from the Carolinas to New York state. Called the worst flooding in U. S. history, the storm left at least 122 persons dead, 112,000 homeless and damage approaching \$2 billion. Entire towns were inundated as many local rivers swelled to over 25 feet above flood stage, causing extensive water and mud damage.

Typical of the problems and long hours caused by Agnes were those encountered by **Jerry Cavalier**, branch field support manager for Pittsburgh, Pa. "One of our customers," said Cavalier, "the Bessemer & Lake Erie Railroad in Harrisburg, Pa., was coming quite close to being flooded. We began moving equipment from their ground floor data center up to the 15th floor even as the flood waters were still rising at 9 a.m. Friday."

By 3 a.m. Saturday, Cavalier, **John Muse**, field support engineer, and **Ray Lucas**, field support rep, had moved a controller, eight 660 disc drives, and a complete 1600 COM system upstairs to safety, beating the flood crest by three hours.

"We went home and got a few hours of sleep before the river crested. A little over six hours later, we were back at the data center moving all the gear back downstairs, even as the room was being cleaned up. By 9 that same evening, we had everything back up and running. By 9:30 we completed our diagnostics and turned the equipment

back over to the customer, who, to say the least, was very pleased."

What happened in Pittsburgh was not an isolated incident. Both salesmen and support reps from Syracuse and Buffalo were involved in a similar occurrence in Elmira, New York.

Anticipating widespread flooding, field support rep **Hank Jordan** was on the scene at the Elmira Data Processing Company, Inc., before the flood waters had crested, ordering replacement equipment.

The request was relayed through **Tony Antonik**, branch sales manager for upstate New York, who called **Jack Bullard**, manager of customer scheduling at the Memorex Santa Clara emergency parts department that same evening. Working through the weekend, Bullard had the replacement equipment sitting on the dock at noon Monday, ready to ship.

"Elmira Data is on the ground floor, and there was virtually no time to move the equipment to a safe place," said **Duane Tebo**, Memorex field salesman. "As it turned out, the high water mark came to three inches over the height of our 630 disc drives."

That was on the 22nd of June. By the 26th, the flood waters had receded, and George Mellor, president of Elmira Data was on the phone to Tebo, saying that a competitor had offered to order disc drives to replace the damaged Memorex 630's.

Tebo replied that replacement 630's had already been ordered on the 22nd, and were on the way.

"One major problem," said Tebo, "was getting into the city. There was extensive damage to the city of Elmira, and many streets were blocked with household effects.

(continued on page 3)



A residential suburb of Harrisburg, Pa., during tropical storm Agnes.

—Photo courtesy Wide World Photos

Intercom

Editor: Dave Williams
Associate Editor: Bill Bellou

ABOUT THE COVER

Tropical storm Agnes brought floods and destruction to homes and businesses from New York state to the Carolinas. For Memorex field sales and support personnel, it meant many long hours and hard work, but for their flood-stricken customers, the help was critical. Photos courtesy of United Press International, Associated Press Wide World Photos, and Memorex Syracuse field office.

Over 1,600 homes were lost, and police had blocked off several areas. It wasn't until July 1 that we could get the equipment to Elmira Data, but we had our 630's set up and running by that same evening." Working with Tebo and Jordan were **Maurice Gregoire**, field support manager, **Jim Silver**, senior field support rep, and **Roger Cunningham** and **Jim Allen**, FSR's.

The only remaining problem was that a competitor's computer needed to be set up before the Memorex system would be fully functional. "Everything arrived here the same day," said Mellor, "except the computer's console printer, and we couldn't get up and running without it."

"During the time we were waiting, George was wishing out loud for a MRX/40," said Tebo. "Even though he went to school with the president of our competitor's organization, he said he would have junked his computer and signed a contract for our MRX/40 then and there if he could have had one by July 3rd. It was impossible for us to do, but if I ever wished to perform miracles, that was such a time."

While they were waiting, the Memorex sales and support representatives helped Mellor with the cleanup. "Elmira Data lost virtually all their supplies and equipment," said Tebo. "The flood waters rushed through the data center, carrying off furniture, disc packs, punched card decks and many other supplies. So we went looking for this equipment downtown, or I should say, downstream."

Tebo located a disc pack belonging to Elmira Data over two blocks away. Mellor found one four blocks away in a supermarket parking lot. The Memorex reps spent the four-day July Fourth weekend cleaning disc packs waiting for the console to be delivered by their competitor.

"The response from Memorex people was fantastic," said Mellor. "They were able to get disc packs for us when we couldn't get them from anyone else, and they really pitched in and helped us clean up and get rolling again."

"George Mellor kept his humor throughout the flood, even though almost all his equipment and paper supplies were lost or destroyed," said Tebo. "We really appreciated working with him. One time during the height of the flood, he told us he had a complaint for us... 'your disc drives don't float,' he said."

"I jokingly told Duane to get his disc drives out of my data center because they wouldn't work," said Mellor, "but then, being immersed in four feet of muddy Chemung River water accounted for that."

"The help Memorex provided was critical," said Mellor. "We do a number of payrolls

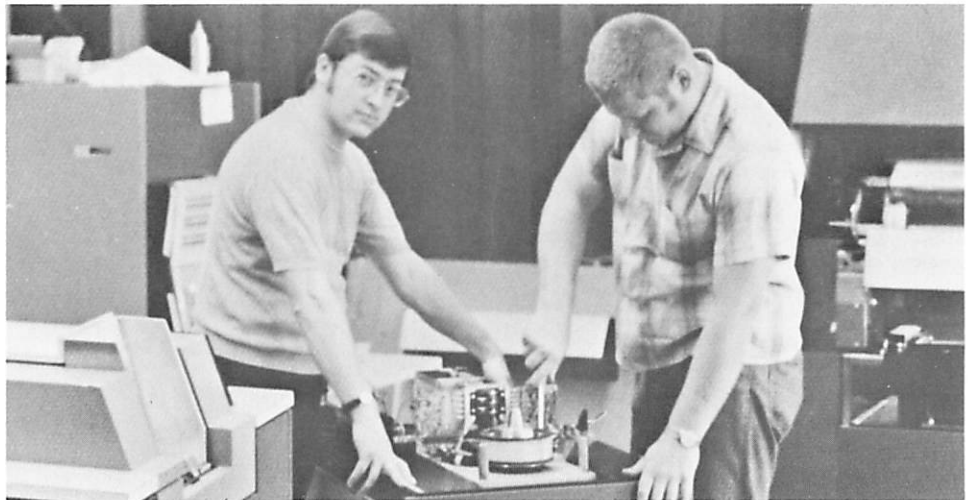
and other extremely important information processing jobs for customers, so our main concern was to get up and running as soon as possible. The Memorex sales and support people were probably the best help we had."

Commenting on the performance turned in by the Memorex sales & support reps, **Jack Kelly**, vice president, field support, said: "Our people are always a source of pride to me. Their ingenuity and dedication to our customers and Memorex is often only brought to our attention by incidents such as these. The individual efforts in Pittsburgh and Elmira give us a great deal of pride in having these people represent Memorex in the field. On behalf of everyone at Memorex, thanks for a job well done."

Bill Emmons, vice president, sales, also spoke highly of Memorex field personnel. "The actions of our field sales and support people during such events as occurred in the East during tropical storm Agnes or during the Los Angeles earthquake last year reflect the attitude of our people to find creative solutions to problems that arise," he said. "They are to be commended for taking the initiative in contacting customers to see where and how they can help."



Surveying damage to Memorex equipment following tropical storm Agnes is Jim Silver, senior Memorex field support rep, Syracuse, N. Y. Note normally clear 630 drive cover is opaqued by silt after the flood.



Memorex field manager Maurice Gregoire (l) and Senior FSR Jim Silver prepare to set up

a new 630 disc drive even as clean-up operations continue.



Caked with mud and silt, these 630's were in four feet of water when tropical storm Agnes

caused extensive flood damage in the East.

Solvent Recovery Operation Eliminates Pollution

The new solvent recovery operation at our tape plant not only eliminates a cause of air pollution, but it also results in some significant savings in materials as well.

"The solvent recovery plant was built to prevent pollutants from being emitted into the atmosphere," according to **James Milne**, manager of process engineering. "The solvent recovery operation recovers, purifies and recycles 62% of all chemical solvent used to give a magnetic oxide coating to video and computer tape and was constructed in 1971 at a cost of \$1 million," said Milne. "The non-recoverable solvent is burned under controlled conditions at 1500°F, which turns it into harmless carbon dioxide and water vapor."

The solvent is used as a carrying agent for the oxide coating on our tapes. After the oxide coating is applied, the excess solvent is drawn by a suction blower as the tape is being dried in one of four ovens. The excess solvent is sent through a water curtain in one of two wash towers. The solvent is absorbed, then separated from the water and held for purification and recycling.

Any remaining water or other impurities in the chemical liquid are removed in the purification process resulting in 99.8% pure solvent available for re-use. It is sampled by the quality control department, piped to storage tanks and later used in production. The sampling of solvent is performed once or twice a week depending on production volume.

"Memorex met all air pollution standards before the solvent recovery plant started operation in February of this year," said Milne, "however, we were very concerned about emitting hydrocarbon chemicals. We also received a few comments from nearby residents about a peculiar smell coming from our tape plant."

"Although residents could occasionally smell the chemicals, there was never any danger," said **Darwin Dalzell**, supervisor of the chemical test lab. "The chemicals used in tape manufacturing are not potentially dangerous except in confined areas at very high concentrations."



James Milne, manager of process engineering.

"The solvent recovery plant recovers approximately 4,500 gallons of solvent a week which represents a savings of more than \$150,000 dollars annually," said Milne. "This represents a tremendous savings to our company in terms of materials saved and the virtual elimination of pollution which benefits us all."

"I wish other companies were as responsive in solving pollution problems as our company has been," said Dalzell. "I'm proud that Memorex has taken the lead in working to reduce and hopefully end air pollution in all phases of manufacturing."

Dalzell said the recycled solvent is purer than virgin solvent manufactured by leading solvent-producing companies, according to quality control tests which have been performed since January of this year. "The Q. C. tests of solvent purity, acid percentage, color, residue and moisture, weight and boiling point are made to determine if the solvent meets specific criteria for tape manufacturing."

The solvent recovery facility at our Santa Clara tape plant symbolizes Memorex's commitment to the protection of the environment. Built at a cost of \$1 million, the plant recovers gaseous effluent resulting from the manufacture of magnetic tape.

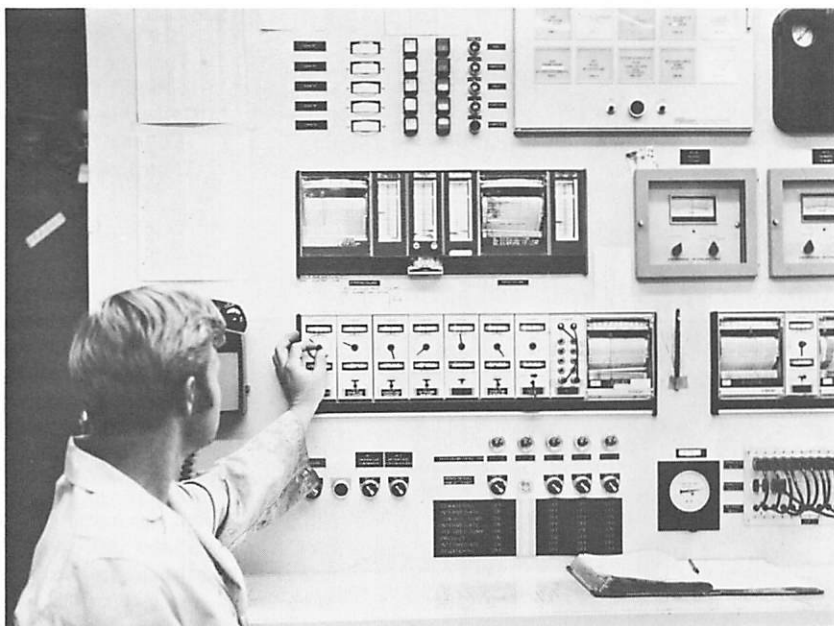


Tad Konar of the chemical test lab performs the Q. C. tests on both the recycled solvent and virgin solvent which Memorex purchases from solvent manufacturers. "The content analysis of the solvent is made by a machine called the chromatograph," said Konar. "The solvent is analyzed by injecting a drop of solvent into the machine. The chromatograph samples it and prints out a graphic analysis."

"Just a few weeks ago I rejected two tank-cars of solvent that were shipped from the East Coast," said Konar. "The chromatograph analyzed the solvent and found it not to be pure enough for our tape manufacturing specifications, as the solvent must be at least 99.8% pure before we will accept it," he said. "I wish we could use all recycled chemicals—it would sure simplify everything."

Examining a chromatograph analysis of recycled solvent (in photo at left) is **Tad Konar**, chemical test lab engineer. The chromatograph is used in quality control to determine if solvent meets specifications for tape manufacturing.

Adjusting the solvent purification flow rate is **Tom Norton**, solvent recovery control panel operator. The solvent recovery control panel monitors the total solvent recovery process via graphs, gages, and alarm systems.

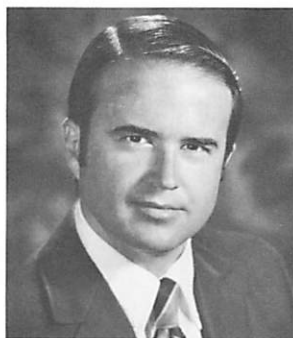


Memorex Buys ILC Notes

Memorex Corporation and Bank of America have agreed upon the sale and purchase of \$14,500,000 principal amount of Memorex Convertible Notes, due 1977. The Notes are convertible on July 3, 1973, at the market price of Memorex Common Stock on June 30, 1972, and commencing thereafter at annually decreasing conversion prices. The proceeds of the sale have been used to purchase \$14,500,000 of ILC Peripherals Leasing Corporation Subordinated Notes pursuant to prior agreement.

Memorex and Bank of America have also confirmed their prior agreement to devote the proceeds of Memorex's proposed sale and lease-back of real property to reduction of Memorex's debt to Bank of America under existing credit arrangements. Bank of America, under such credit arrangements, is exercising its right to perfect security interests in Memorex assets.

People On The Move



Campbell

Donald M. Campbell has been appointed corporate treasurer of Memorex, according to **H. J. Krauter**, vice president, finance. Campbell replaces **Gordon O. Sheppard**, who recently resigned.

Campbell will be responsible for cash management, capital acquisition and planning, and for Memorex's relations with the financial community. He joined Memorex in December of 1968, and prior to his new appointment served as director of planning and analysis.

He holds a masters degree in business administration from Stanford University.

Robert H. Smith has been named a vice president of Memorex Corporation, it has been announced by **D. James Guzy**, executive vice president.

Smith is responsible for the company's operations planning.

A native of Minnesota, Smith joined Memorex in 1970 as director of manufacturing operations. He was named general manager of manufacturing operations in 1971 and in December of 1971 he was named director of operations staff, the post he held until his present appointment.

Prior to joining Memorex, Smith served with Honeywell and Western Electric. He attended the University of Minnesota and holds a BS degree in Business Administration from Oklahoma City University.



Smith

Memorex Employees Celebrate Anniversaries

These men and women have joined the ever-growing group of veteran Memorex employees. Each has marked his or her fifth anniversary with the company. The contributions of experienced employees such as these help form the basis for Memorex's continued growth.

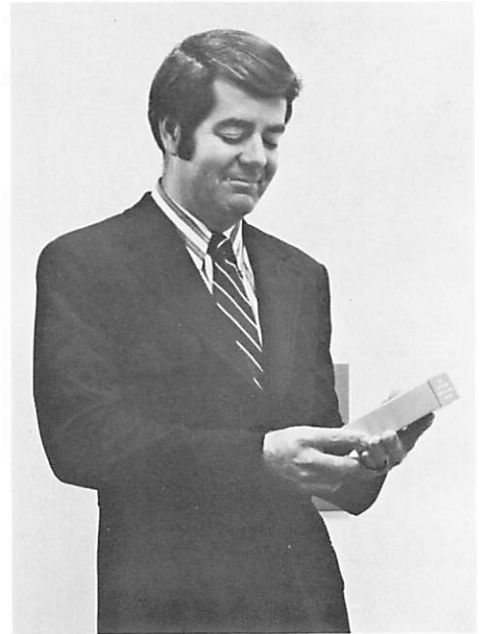
Gerry Sumner
Thomas Herbert
Albert Ching
Catherine Galioto
Eugene Burger
Thomas Deckard

Alfred Gonzales
Natsuk Furuta
James Lyda
James Milne
Thelma Thaler



Ethel Anderson, consumer products assembler, was presented with an engraved clock honoring her 10th anniversary with Memorex at ceremonies held recently. Art Fonda, director of CP operations, made the presentation in recognition of her participation in the company's growth during the last decade. Mrs. Anderson joined the company June 29, 1962 as a computer tape certifier and was directly involved in the start-up operations in Consumer Products.

George Wright, systems analyst, admires the engraved clock he received for ten years of service with Memorex at ceremonies held recently. Wright joined the company June 15, 1962 as manager of marketing administration.



Clerical Jobs Open At Memorex



Interviewing a prospective secretary is Carlyn Rheinold, placement specialist.

Memorex has job openings in clerical and administrative areas, according to **Carlyn Rheinold**, placement specialist. "We have immediate openings for secretaries, accounting clerks, production control clerks, and accounting specialists," she said.

"Memorex employees have referred many fine applicants to our employment department and we encourage all employees who know of possible candidates to call the employment department (ext. 7-0823)," she said. "We are trying very hard to fill these openings and we would appreciate any qualified referrals."

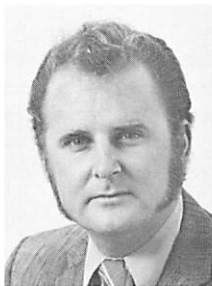
Qualifications vary for each particular job, but all applicants must have good typing ability. Salary ranges also vary, and they will be given on request.

New MAG Board & Officers Elected

Five new directors and a new slate of officers have been elected to the nine man Santa Clara Memorex Activities Group board. The new directors, all from the Memorex Drive complex, will serve one-year terms, while the newly-elected officers serve for six months.



Dick Holdren, president



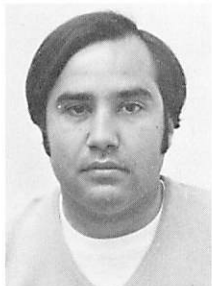
Ed Sutter, vice president



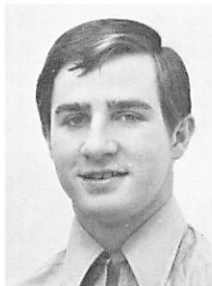
Hal Canion, treasurer



Wanda O'Brien, secretary



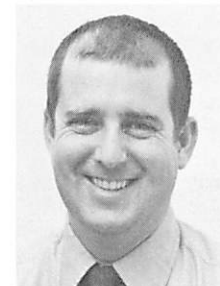
Ed Souza, director



Frank Halgas, director



Kay Riker, director



Roger La Jeunesse, alternate

MAG Calendar

Photo Contest. "People, Places and Things" is the theme for the annual photography contest now underway through August 31. First place winners in each category get a \$50 certificate at the camera store of their choice. All Memorex employees and members of their immediate family are eligible to enter as long as the entrant does not make a major percent of his income from photography. Black and white, color, polaroid prints or color slides are acceptable; however, you may enter no more than two pictures in each class. All entrants receive a participation award. Rules and entry blanks are available in Personnel.

Circus. Discounts are available for the Ringling Bros. & Barnum & Bailey Circus coming to the Oakland Coliseum August 24-29, and August 30. Information about show times and coupons for \$1 off the prices of \$5.50 and \$5 tickets are available from Margie Whitnah in Personnel.

Santa Cruz Beach Boardwalk. A Memorex Friday Fun Night with unlimited rides from 7 to 11 is planned for all employees on August 25. For a special one-time charge of \$2.50 per person, Memorex families will enjoy unlimited free rides during the fun night. Information and discount chips are available from Margie Whitnah in Personnel.

Flowers. The policy regarding sending flowers to employees was clarified during the last MAG board meeting. Now, flowers will be sent only to employees who are hospitalized or in the event of a death in the employee's immediate family. Immediate is defined as spouse, son, daughter, father, mother, brother, sister, father-in-law or mother-in-law. For further details or to request flowers for an employee or his family, contact Margie Whitnah, 7-2357.

MAG Representatives. The Memorex Activities Group is designed to help you, but it can only be as good as you make it. And you can help improve MAG simply by contacting your elected MAG director and volunteering as a representative. MAG reps represent their co-workers to their director, keeping him informed of interests and questions. In turn, the director keeps his reps informed on MAG board activities. Each director can appoint five reps, and the idea is to get coverage for all Memorex Santa Clara areas and all shifts. Contact your MAG director for details.

Audio Tape Discounts. All Memorex employees are eligible to receive up to 12 discount coupons each calendar year, good for 50¢ each toward the purchase of any Memorex cassette or open reel tape. You must be employed by Memorex for three months before you can get the coupons, however. Field and non-Memorex Santa Clara employees are required to complete and return a "request for tape discount" form available from Celia Moyle, M/S 10-08, San Tomas at Central, Santa Clara, Calif. 95052. Memorex Santa Clara employees can get coupons from either Celia or Doris Wilcox at the tape plant.

Mobile Day Camp will be offered again August 14-18. Reservation blanks may be obtained from Margie Whitnah, Personnel. June 26, 1972 marked the beginning of Education Recreation Associates Mobile Day Camp. Under the supervision of a credentialed teacher, twelve children of Memorex employees spent five days on a "learning through fun" program which took them to many points of interest in the Bay Area. The children rode to work with their parents and boarded a school bus in the company parking lot. The first week's activities included visits to San Francisco harbor, Big Basin State Park, and Frontier Village. The cost of the Monday-through-Friday program is \$30.00.

INTERCOM COM-LINE

COM-LINE is an open and anonymous communications channel available to all Memorex employees. Every legitimate question received along with an authoritative answer will appear in INTERCOM every month. Questions are limited only to those regarding company policy and practices, and must be within the bounds of good taste. Other questions of limited or special interest should be directed to INPUT/OUTPUT. INPUT/OUTPUT questions and answers of general interest will also appear in COM-LINE. INTERCOM reserves the right to edit questions in conformance with our editorial style and for readability, however the basic intent of questions received will not be changed.

To participate in COM-LINE, simply write or type your questions and send in via inter-office mail to Editor, INTERCOM, mail stop 12-33. There is no need to identify yourself. Your questions, along with an authoritative and complete answer will then be published in a succeeding issue. If you have any questions, you can call the Editor at 7-2200.

What does the Manpower Development Department do regarding management training programs and are there any in existence?

Presently the company is not conducting a formal management development program on a regularly scheduled basis. This is due to limited resources available for management development.

Training workshops for managers and professional employees are currently being conducted as requested by managers and directors. These sessions cover such topics as: Problem Solving, Decision Making, Communications, Conducting Performance Appraisals and Interpersonal Effectiveness.

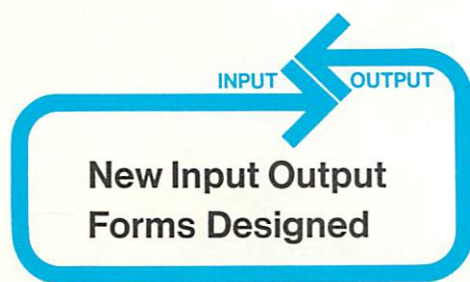
Employees interested in developing his or her management skills may wish to take

advantage of the Certificate Program in Supervision and Development offered during the evenings in our Education Center. This program is offered through West Valley College. Further information is available by calling Manpower Development Department, 7-0676.

Can the patio table tops be painted a flat blue or gray to reduce the glare?

We have considered painting the table tops another color, but other colors also either produce a glare or a cleaning problem. Most of our employees eating in the patio use the white cafeteria trays, which themselves produce a glare, so painting the table tops would not really solve the problem.

Umbrellas would probably be the best solution, and when our budget permits, we hope to provide them at the patio tables.



A newly revised Input/Output Program is being implemented this month. The objective of the new program is to emphasize to all employees their right to a prompt, straightforward answer from management. New Input/Output forms and envelopes are printed and are now available at the six centralized Input/Output bulletin boards: the San Tomas complex cafeteria, the lunchroom in the back of Building 10, the Tape Plant cafeteria, the upstairs lunchroom of the Tape Plant, the Disc Pack lunchroom, and the Consumer Products lunchroom. Here, employees may deposit completed Input/Outputs and review current Input/Outputs of general interest. Field offices and other sites will be supplied with forms and envelopes.

The Input/Output Program is an open channel of communications between you and management. It is a system through which questions and comments regarding work procedures, safety restrictions, employee benefits, and employee-management relations can be answered or discussed. This program also gives management an opportunity to regularly review policies and procedures, correct misunderstandings, and introduce improvements. Written answers are normally signed by the vice president of the area to which the question pertains.

You are encouraged to offer suggestions and comments through Input/Output. Memorex believes that new ideas are vital to our growth and insures that each suggestion and comment shall be given careful consideration. Your name will **always** be held in complete confidence and known only by the Input/Output coordinator.

Each Input/Output submitted is assigned to the responsible management individual, director level or above. The appropriate vice president reviews and approves the answer before it is sent to the employee's home. You may, if you prefer, discuss your question with a qualified management person.

The Input/Output Program is administered by an assigned coordinator in the Personnel Department. Input/Output forms and locked deposit boxes are located in company cafeterias or other sites convenient to employees. The boxes are checked weekly. Urgent questions may be mailed or hand delivered to the Input/Output coordinator, Personnel Department.

Acknowledgement of receipt of the Input/Output is sent to your home.