

# INTERCOM

A Newsmagazine for Memorex Employees Worldwide  
Volume No. 13 / November 1976



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*Leading the way:  
Memorex team  
launches the 3650.  
(See story page 2.)*

# Company mobilizes forces for 3650 production

## New disc drive 'will reinforce position as #1 independent'

On September 14, in 26 cities in the U.S. and Canada, and in Liege, Belgium, Memorex made what it calls "our most important product announcement in three years."

More than 900 data processing executives — half of whom weren't even Memorex customers — turned out to hear the presentations. They evidently liked what they heard, since a number of them placed orders that day.

The announcement concerned a corporate project which has been underway for 13 months. One-quarter of Building 14's first floor has been given over to the "launch team." In Building 10, Manufacturing is getting ready for the task ahead. The announcement presentation alone was three months in preparation. In a letter to employees last spring, President Robert C. Wilson referred to the project as "our top priority product development program."

To the Equipment Products and Computer Media Groups, this momentous undertaking is known simply as *The 3650*. The 3650 is Memorex's newest disc drive. It represents a major technological achievement for the company—one, says Program Manager Al Wilson, that "will reinforce our position as the number one independent supplier of disc subsystems."

The 3650 is designed for attachment to System 370 computers, models 135 through 168. It provides a 50 percent increase in bit density, a 60 percent increase in track density, and is 50 percent faster in data transfer than the company's present top-of-the-line drive: the 3670/75. In short, it offers more bits per buck.



*It happened in 26 cities — the formal announcement of the 3650. This was Sept. 14 in San Francisco.*

Utilizing an advanced form of the technology developed for the company's highly successful Data Mark, the 3650 incorporates the media, the read/write heads, and the associated circuitry into a self-contained unit. The 3650 is particularly applicable to jobs requiring large, on-line capacity of stored data.

Why is so much time and money being devoted to one product? As Program Manager Al Wilson explained it, "The 3650 is extremely important to the future of Memorex. Disc subsystems account for the lion's share of our business, and if we want to stay competitive, we must offer one that's equal to or better than the latest IBM technology. We're the first independent

to formally announce such a product, and we intend to stay in the lead."

Wilson went on to say that the announcement was a signal to customers — and potential customers — that Memorex is going to be ready to meet their future data processing requirements. "We offer a real growth path for System 370 users. The fact that Memorex has the technology base for the 3650 in-house is impressive. Many of our competitors will be dependent on outside sources for key technologies associated with the 3650."

According to the present timetable, the first units will be shipped next spring.

## INTERCOM

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### ON THE COVER:

The 3650, the company's new disc drive, has been unveiled, and congratulations are in order. Here, Russ Schneider, Manager, Product Sales Support, thanks Bob Quinn for his superlative job in leading the announcement team. The cover is by free-lance artists Paul Yoshikawa and Rick Sakai.

In an unusual crossing of division lines, people from EPG and Computer Media are working side by side on the 3650. "For the first time, field engineers have been involved from the start in the design of the drive," said Wilson. "Several members of EUMEA's field engineering team will be on assignment in Santa Clara through February. Never have so many people from so many different areas of the company been mobilized for a single project."

"Our aim is to be the first with the best," he continued. "The gut issue is the competitive nature of our business. We have to be responsive to the market's needs, and we'll be judged by the quickness and quality of our response. To meet our deadline, we decided to bring the entire 3650 staff together in one area in Building 14."

That area is designated by a two-foot-high "3650" painted on the wall as well as the group's emblem: a stylized red-and-orange rocket. Team members also wear the emblem on their badges. To further reinforce the project's identity, Al Wilson's telephone number was changed to 3650.



Al Wilson, 3650 Program Manager

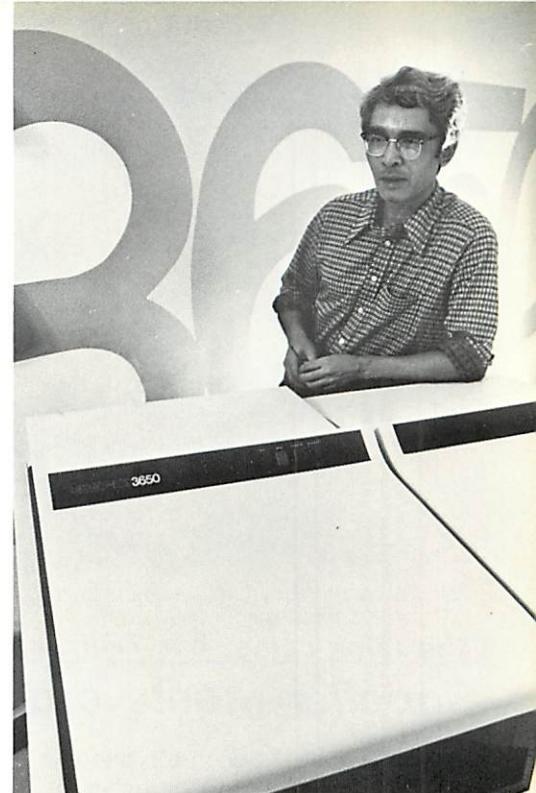
Preparing and coordinating the announcement that publicly launched the new disc drive was a three-month task. Nine members of the Santa Clara staff were intensively involved in the project, as were a number of field per-

sonnel. Making up guest lists, writing a control book for the presentation, preparing press kits, and arranging for meeting rooms required long days — and many weekends. The presentation included a new film on Memorex capabilities, a slide show, and a technical briefing. Nothing was left to improvisation or chance. On Sept. 10, all field personnel involved in the presentation met in St. Louis for a full-scale rehearsal.

The result was a dramatic and smooth-running announcement day. In the view of Russ Schneider, EPG's Manager of Product Sales Support, "What made this announcement different was that customers came to us in 26 locations.

"To our knowledge, no other peripheral product has ever been announced on a worldwide basis by other than a mainframe manufacturer." The week after the customer announcement, the presentation was repeated in Santa Clara for all interested employees.

On Sept. 30, the 3650 team members and their friends took a breather from the hectic schedule. They celebrated the successful announcement with an awards ceremony honoring those who had "made the announcement happen." George Dashiell, Vice President, Sales and Service, presented inscribed pen and pencil sets to Mike Mann, Manager, Sales Technical Services, who coordinated the sales training; Chuck Meyer, Public Relations Specialist, who put together the press materials and handled press inquiries; Bob Lehman, Product Planner, and chief writer of the equipment text; Bob Booth, Manager, Sales Promotion, who produced the announcement film and slide presentation; Jack Davis, Manager, Rotating Memories, Product Sales Support, who developed the



Senior Engineer Bill Ho represents a vital area of the 3650 program—the Mechanical Lab.

3650 marketing strategy; Rick Klain, Advertising and Sales Promotion Specialist, who helped develop the promotion materials; Lelani Perl, Senior Systems Engineer, writer of most of the marketing guide and the technical section of the 3650 sales manual; and Russ Schneider, who was in charge of the marketing side of the 3650 before the announcement.

Schneider then presented a special award to Senior Systems Consultant Bob Quinn, leader of the announcement team. "Bob's efforts stood out above all," he said. "His doggedness and tenacity refused to let him quit."

Summing up, Schneider said, "Memorex attempted what had never before been done, and we pulled it off."

## Court turns down injunction request

The Company's request for a temporary injunction requiring IBM to price its model 3350 disc subsystem as two distinct products was turned down by a federal judge on Oct. 12. Memorex has alleged that IBM's bolting of the disc pack unit to the disc drive in the 3350 and its single pricing of the drive was "tied" pricing—and therefore illegal.

According to Robert L. Erickson, Vice President-Legal, Memorex intends to raise the issue again during the Company's main anti-trust suit against IBM, scheduled for trial in late spring or early summer next year.

"We and data processing customers must be disappointed by this finding, since it means users of IBM 3350 drives will be paying more because of this pricing arrangement," said Erickson.



The Teijin plant in Gifu, Japan, during the September flood.

### The rains came, but Teijin kept going

## Supplier meets order despite typhoon

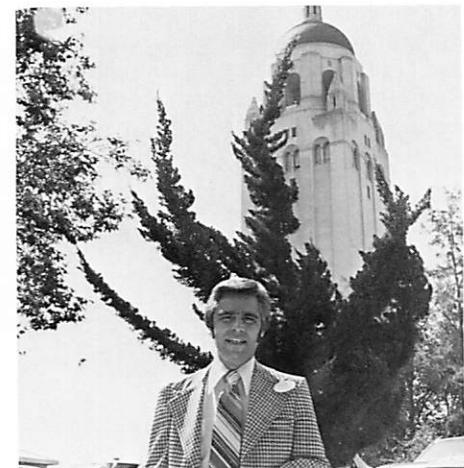
On September 12, when a typhoon struck Japan, dropping 78 inches of rain in six days, Teijin Ltd., a major Memorex supplier of polyester film, was flooded.

Five feet of water covered the first floor of the manufacturing facility in Gifu, Japan, bringing operations there to a complete halt. The flood did not, however, keep Teijin from continuing to produce film for Memorex.

Shifting the work to its smaller plant outside of Tokyo, Teijin was able to

supply Memorex with critically required film used in the production of computer, video, and audio tape.

Extensive repairs were required at the Gifu Teijin plant, but it was expected that full operations would be resumed within a month. "It is amazing what Teijin was able to do in the face of that disaster," said John Hamill, Purchasing Manager for Computer Media. "They knew how important that film was to us, and they managed to get a critical shipment out, despite the flood. Working with such a conscientious supplier is really rewarding."



**BACK TO SCHOOL**—Tony LaPine, recently named Director, Quality Assurance, for EPG, spent eight weeks at Stanford University this summer in an Executive Program at the Graduate School of Business. Participants came from throughout the world to participate in the prestigious summer session designed to prepare them "for top management responsibility with business and public organizations."

## EPG gets fan mail from Switzerland

For an Equipment person, it was the kind of note that makes one's day:

"We would like to thank you and your team for the excellent quality of the shipment to our customer," it read. "The installation was really without any problem because the condition of the equipment was such that our FEs didn't have to exchange anything. They just plugged it in and it worked!"



The letter to Roger Johnson, Vice President of the Equipment Products Group, came from Switzerland. It was simply Country Manager H.J. Dolf letting Johnson and the Santa Clara EPG staff know that their care and attention to detail had paid off.

## VPs represent manufacturing, marketing areas

In an organizational realignment announced Oct. 1, Vice Presidents Robert Jaunich and James Dobbie were given additional management responsibilities.

Jaunich, who is Vice President and General Manager, Consumer and Business Media Group, will continue in that position, while taking on responsibility for Corporate Marketing. Dobbie, in addition to serving as Vice President and General Manager, Computer Media Group, is now heading the Corporate Manufacturing function. This will be the first time both Manufacturing and Marketing have been formally represented on the Corporate Operating Committee. The other major functions—Engineering, Finance, Industrial Relations, Corporate Development, and Legal—were already represented.

In his letter announcing the changes, President Robert C. Wilson said, the new assignments "will provide the focal points for excellence in these two disciplines."

Under the realignment, Remi Nadeau, Manager of Corporate Communications, and John Hoiness, Director of Field Administration, will report directly to Jaunich.

There had been a flawless installation 7,000 miles from the manufacturing site.

At the Georg Fischer company of Switzerland, four 3675 disc drives and two 3673 controllers are now in operation. Fischer, a major manufacturer of heavy equipment and weapons, became a Memorex customer for the first time with this purchase.

Sales Rep U.P. Baumgartner won the account last spring in the face of tough competition. The drives replaced two IBM strings, and Fischer is happy with the result. As the company representative put it, "All promises were kept and the installation was even smoother than planned."

The Memorex-Fischer relationship, according to Dolf, has been excellent. "This kind of quality from our friends in Santa Clara makes future sales much easier. We really appreciate the support."

## Pledging their best to the job: EPG people accent quality

By now, you've probably seen it on hundreds of shirts—a bright red button inscribed with an eagle and the message "I Believe in Quality."

November is "Quality Awareness Month" for the 3,000 members of the Equipment Products Group, and the buttons, along with posters and napkins, are simply a way of reminding people that "quality is everybody's business." A way of heightening quality-consciousness.

Each person wearing a button has signed a "quality pledge"—a card affirming his or her commitment to Memorex product quality. At the end of the month, the pledge-signers will be eligible for a drawing for Memorex stock. Four lucky EPG people will win five shares each.

The program includes all EPG employees—clerks, managers, sales reps, assemblers, technicians—at all EPG locations—Santa Clara headquarters, domestic sales offices, and the manufacturing plants in Eau Claire, Wisconsin, and Nogales, Mexico. The point is to make everyone in EPG more aware of quality on every job, from the accurate typing of an order to the final "burn-in" of a disc drive.

EPG department managers in Santa Clara attended a kick-off meeting for the program Oct. 21. President Robert C. Wilson and EPG Vice President Roger Johnson spoke to the group. As President Wilson said, "The name Memorex is derived from two words—Memory and Excellence. Selecting a name



Robert C. Wilson

Roger Johnson

and earning a reputation are two completely different things. Only our customers can give us the reputation—and they won't give it unless we earn it."

He then went on to point out how important the quality of Memorex products is to customers, from insuring people's jobs to saving lives (as in the case of disc drives used by hospital intensive care units).

"Our objective is complete integrity—to be recognized as a standard of value," Wilson said. "Quality is indeed everybody's business, and I'm delighted to declare November 'Quality Awareness Month.'"

## 3rd quarter profits: doubled from a year ago

In the third quarter, Memorex more than doubled its profits of the same period a year ago. In results released Oct. 12, the company reported third quarter income before extraordinary credit of \$6,384,000; this compares to income before extraordinary credits of \$2,674,000 for the same period of 1975. Earnings amounted to \$1.11 per share, compared to \$.56 per share for the third quarter last year.

Net income for the third quarter of 1976 was \$10,293,000, or \$1.80 per share. This includes an extraordinary credit of \$3,909,000, or 69 cents per share, from utilizing tax loss carryforwards. Net income for the comparable period of 1975 was \$4,364,000, or 91 cents per share, which included an extraordinary credit of \$1,690,000, or 35 cents per share, from tax loss carryforwards.

Thus, the \$6,384,000 of income before extraordinary credit and the \$10,293,000 of net income after extraordinary credit were each more than double the prior year amounts.

Revenues for the third quarter of 1976 totaled \$84,320,000, a gain of 26 percent or \$17,329,000 more than 1975 third quarter revenues of \$66,991,000. Revenues for the first nine months came to \$244,578,000, 26 percent or \$50,342,000 greater than the \$194,236,000 achieved in the similar period last year.

For the first nine months of 1976, income before extraordinary credits was \$17,697,000, or \$3.10 per share. Net income for the first nine months of 1976, which included an extraordinary credit of \$10,835,000, or \$1.95 per share, from utilizing tax loss carryforwards, was \$28,532,000, or \$5.05 per share.

For the similar period of 1975, income before extraordinary credits was \$5,017,000, or \$1.07 per share. Extraordinary credits from two sources—one, the utilization of tax loss carryforwards and two, a debenture purchase in the second quarter of last year, totaled \$7,146,000, or \$1.52 per share. This brought net income in that prior period to \$12,163,000, or \$2.59 per share.

Both the nine months' 1976 income before extraordinary credits and the net income after extraordinary credits were also more than double the similar year-to-date periods in 1975.

Cash and temporary investment balances at September 30, 1976, were \$40,190,000, compared to \$29,135,000 at September 30, 1975. Cash and temporary investments at the end of June 30, 1976, were \$33,858,000. Total debt was reduced by \$3,414,000 in the quarter, from \$165,452,000 to \$162,038,000.

### Employee speech set

President Robert C. Wilson will give his annual speech to Santa Clara employees Nov. 18-19. He will talk about the company's progress in the past year and some of the goals for 1977. In order to accommodate all employees, Mr. Wilson will give the speech six times. The schedule for the presentations will be announced next week.



## Memorex activists talk about politics

John Tani

John Kennedy

Randy Dale

Colleen Kraning

Ralph Kraning

*The election is over, the results are in. But for the Memorex people who worked in a fall campaign, politics will continue to be a consuming interest.*

Apathy, said the pollsters, was the dominant mood of the country this election year. That may have been true. But that mood found no comfort from a clutch of activists on the Memorex field force.

Consider Ralph Kraning of Omaha, John Kennedy of Philadelphia, Randy Dale of Houston, John Tani of Washington, D.C., Marilyn Stockelman of Cincinnati, Jim Kratoska of Milwaukee. They all are political activists in one way or another. And then there's Canada's Paul Mollon, who kept close watch on the American campaign while waiting for the next Parliamentary election to be called in Ontario.

Getting involved in a campaign is definitely worth the effort, they say. And if you want to do it, you'll find the time.

Take the word of **John Kennedy**, an Equipment Sales Rep in Philadelphia who also serves as a supervisor for Concord Township. A year ago, he ran for supervisor as a Democrat, in a township that had only 180 Democrats out of 2,400 registered voters. He won easily.

It's been a hectic year for Kennedy, between his Memorex job, holding office, and this fall, campaigning hard "for all those good Demos." That campaigning included holding coffees in his home and accompanying candidates door to door.

Kennedy knows well how to recruit campaign workers, asking just about anybody who brought up the subject of politics recently: "Are you involved this year? Why aren't you?" Then he gives the further pep talk: "It's so much more satisfying to do something for a candidate you believe in other than just vote." As for holding office, it's given him a new perspective. "I really learned how complicated city planning is," he says.

For **John Tani**, Southeast Regional Manager, Consumer Products, his political baptism came when he returned to his hometown of Manchester, Conn., after being away at college and in the service. "I felt there were things that needed to be changed about the town,

**CAMPAIGN '76**

and I felt I could do as good a job as anyone." At age 26, Tani ran for city council and was elected.

Tani quickly learned what it was like to serve on the governing body of a city of 50,000. "What impressed me most was the amount of time it took—at least 10 nights a month. I didn't know a thing about a \$20 million budget when I was elected. I had to study a lot and learn fast. I also came to have a lot more respect for politicians. It takes dedication and hard work to be in politics."

Recently transferred to Washington, D.C., Tani hasn't become involved in his new territory in Virginia—yet. "But when I listen to speeches, I get the old thrill again. I really identify with people who are running."

**Republican Randy Dale**, a Senior Field Engineer in Houston, also holds elective office. He's a director of the Imperial Valley Municipal Utilities District in suburban Houston. He ran because "I got tired of complaining and decided I could do a better job."

In his first campaign, Dale pulled the highest percentage of votes of anyone elected to the board. Like Tani and Kennedy, he regards his experience in office as invaluable. "I don't think there's anything that can really compare to it," he says. "I never thought I'd like management. But I found out that I did. It's given me a broader view of my career at Memorex. And the support I've had from the people in the Houston office has been great." Though he's been approached to run for the state legislature, Dale says his next goal is the school board.

**Ralph Kraning**, a Sr. Field Engineer in Omaha, married into politics. His wife,

Colleen, grew up in South Dakota, "in a house where politics was as natural as breathing." Her father was a county sheriff for 30 years, and as soon as she was tall enough to reach a doorbell, she helped get out the vote for him. From there, it was on to "more campaigns than I can remember." In 1972, she worked hard for George McGovern, an "old South Dakota chum." This year, she was involved in four campaigns simultaneously: for President, U.S. Senator, Congressman, and County Commissioner.

Organizing, canvassing, holding coffees, lining up ward workers—Colleen Kraning moved smoothly from one activity to another this fall. "And Ralph was always ready to help in any area where I asked him. He did lots of footwork, put up signs—whatever needed doing."

Both Kranings served as delegates to the county Democratic convention this year. Ralph considers his political involvement a boon to the company. "I meet a lot of different people this way. And it gives Memorex good exposure."

**Jim Kratoska**, Senior Systems Engineer in Milwaukee, is another man behind the campaigner—his wife Carol. "I don't know if I count," he said in response to an *Intercom* Telex. "It's my wife who's the political one. She's working in two campaigns—for alderman and Congressman. And I simply do everything I can to make time for her to meet her commitments." Which seems like a pretty important political contribution.

This fall, on her weekends away from the Cincinnati office, where's she's a Field Engineering Dispatcher, **Marilyn Stockelman** campaigned for the Re-

publican candidate for Clerk of the Hamilton County Court. Her home also served as a polling place Nov. 2. Stockelman says of her campaign experience, "It's a good way to get to know your candidate—whether or not he's basically honest. You also learn a lot about the opponent. You have to know both platforms well."

In Toronto, **Media Sales Rep Paul Mollon** is taking a hard look at the results of the American elections. He's a politician himself, a guiding spirit in Canada's small but growing Libertarian Party. "Basically," explains Mollon, "the Libertarian philosophy means a lot more freedom for the individual, a lot less big government."

Mollon says he's actually been a Libertarian since the 1950s, but he didn't realize it until 1972. "That's when I discovered a lot of people agreed with me and there was a name for us. There was already a Libertarian Party in the U.S., and we thought there should be one in Canada too." Mollon was a founding member of both the federal and provincial parties and is currently the party leader in Ontario.

In the next election, which will probably be called in the spring, Mollon plans to run as a Libertarian candidate for Parliament. As a candidate of a brand new party, he doesn't expect to win. But running is important. "It helps us get the ideas of the Libertarian Party in front of the public. And running a campaign gives you tremendous experience in the whole political process."

Like the rest of the Memorex activists, Mollon would probably agree with Colleen Kraning, who says, "I wouldn't think of letting a campaign go by without being involved."

## New assignments

(The following new assignments are in Santa Clara unless otherwise noted.)

### COMPUTER MEDIA

*Delores Abrams* to Reworker, Comdata (Irvine)  
*John Beaver* to Associate Product Test Technician  
*Rebecca Billings* to Accounting Clerk A  
*Erma Brown* to Reworker, Comdata (Irvine)  
*Arthur Burt* to Supervisor, Process Maintenance  
*Samuel Cannuli* to Maintenance Technician I

*Karen Catalina* to Assistant Media Order Administrator  
*David Chess* to Maintenance Technician II  
*Paul Demoraes* to Slitter Operator B  
*Cheryl Fellows* to Word Processing Center Coordinator  
*Jan Fichera* to Communications Clerk  
*Allan Gaudet* to Sales Rep II, Boston  
*Victor Goehner* to Senior Slitter Operator  
*Ramiro Gonzales*, to Maintenance Technician, Mechanical Assembly, Comdata (Irvine)  
*Linda Green* to Export Traffic Coordinator  
*Cathy Hare* to Production Clerk A  
*Michael Hodel* to Associate Product Test Technician  
*John Lobenstein* to Engineer II  
*Humber Marquez* to Department Technician, Maintenance  
*Lucille Motley* to Media Order Administrator

*Dennis Pickrell* to Account Specialist Sales, Dallas  
*Irene Roberts* to Accounting Specialist A  
*Darlene Schuler* to Sales Rep I, Louisville  
*Jean Stevenson* to Packager  
*Carol Turner* to Inventory Analyst  
*Richard Woodley* to Warehouseman A, Comdata (Irvine)

### CONSUMER & BUSINESS MEDIA

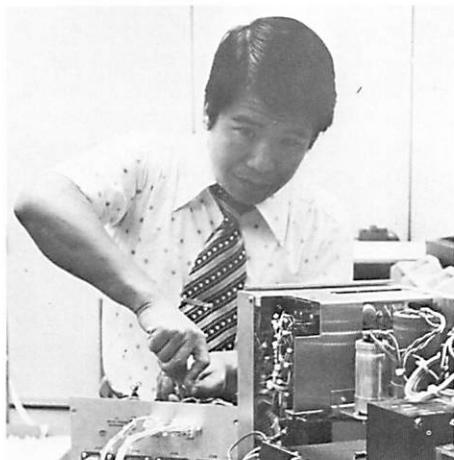
*William Blunck* to Manager, Zone Sales, Phoenix  
*Gregory Casey* to Engineer I - Quality Control  
*Jeffrey Foster* to Manager, Zone Sales, Seattle  
*Elbert Gragg* to Manager, Zone Sales, Denver  
*Jo Humble* to Manager, Area Sales

(continued on page 12)

Can you make a better channel switch?

## New department tackles design suggestions

They say they have bright horizons for themselves. It was little surprise, then, that when the walls of their department were painted recently, one was decorated with a bright, bold rainbow.



*In a typical Production Engineering project, Mechanical Engineer David Liaw makes an improvement on the power distribution unit of the 3673 disc controller.*

The rainbow reflects the enthusiastic spirit of the newly created Production Engineering Department, which makes its home in Building 14 in Santa Clara. Formed just this past May, the 14-member (and growing) group serves as a center for receiving feedback from all personnel, domestic and international, involved with Memorex equipment products.

The group works closely with Manufacturing Operations, Equipment Design, and particularly, Field Engineering. According to the group's Manager, Bob Lloyd, "From the field engineer to the marketing specialist—if somebody has a comment or question about one of our equipment products, they should come to us. We're here to listen and, if possible, change the situation."

For example, a few months ago a suggestion was received regarding the 1270 Terminal Control Unit. Marketing representatives met with the Production Engineering team to discuss a dual channel switch by which the 1270 could be plugged into two computers at once. It was agreed that the proposal was valid, and before you could say "Bright Horizons," 1270s were available with dual channel switching.

The function of this group is not new to Memorex. The Company has always had people to respond to product evaluation and suggestions. "But," says Lloyd, who instigated the idea for a Production Engineering Department last year, "we are the first separate group whose sole responsibility is to specifically handle engineering needs and enhance product performance."

Because the group works so closely with Field Engineering, Lloyd recently accompanied Tom Edwards, Manager of Field Engineering, on a trip to regional offices. "We wanted field service managers to realize that there's a department here to specifically listen to their suggestions. They are the ones who see the product in a real situation, and their evaluations are vital," Lloyd says.

Many of the ideas received by Production Engineering are shared with Design Engineering, the department responsible for new equipment. Explains Lloyd, "The motto of our department is 'Nothing takes the place of good, original design.' The feedback we receive is often helpful in designing new products. We meet with members of the design group just about every day to explore new design possibilities."



*Andy Leon confers with Production Engineering Manager Bob Lloyd.*

Andy Leon, who works with Lloyd and is Manager, Current Storage Products, summed up the scope of the group's work. "In this department we get a broad view of what happens when a product leaves the design function. We watch it go through various stages of development and manufacturing until it is plugged in at some customer site. Then our job begins. We get the feedback, deal with situations, and have a chance to contribute fresh ideas."

Or as Lloyd put it, "Original ideas are what Production Engineering is all about. If someone has something to say about our equipment, come to us. We're ready to hear you."



***FIRST SHIPMENT***—When Memorex shipped its first 3640 disc drive on Sept. 30, the project team gathered for a photograph in the manufacturing area of Building 10. The 3640 is Memorex's first "Winchester-type" drive and is 20 percent faster in data access than the best equivalent drive. This 3640 went to the Advertising Checking Bureau of New York City. Rusty Nagakura (left, front) heads the 3640 project.

Send me a woman who can program

## Acting affirmatively for EEO

"Can you type?" For years, that was the question that decided a woman's fate in the job market. That and "When are you getting married?" Or—"How soon do you plan to have children?"

Things are different now. Typing is still a marketable skill, but a woman is just as likely to be asked: "Have you done computer programming?" "Are you interested in a sales job?" "Can you test a Printed Circuit Board?" Or—"Would you be willing to learn?" As for a woman's family situation, it is (or should be) only as significant as that of a male applying for the same position.

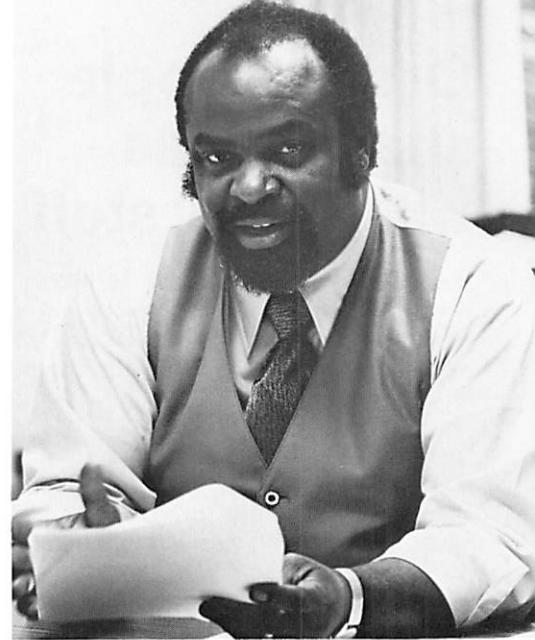
At Memorex, more and more women are moving into non-traditional jobs. Particularly into technical jobs. "We're making progress. There's no doubt about it," says Jim Chatman, the company's Equal Employment Opportunity coordinator. "We've had Affirmative Action at Memorex since 1969, and it is working. The Office of Federal Contract Compliance completed its annual audit of our program in September and found that we were meeting our goals by 85-90 percent. We realize we have a ways to go, but I think the company is honestly trying to see that women and minorities get a fair shake in hiring and advancement."

Equal Employment Opportunity. Affirmative Action. Are they just different ways of talking about the same thing? Well, yes and no.

Title VII of the Civil Rights Act of 1964 made it illegal to discriminate in employment on the basis of race, color, religion, sex, or national origin. And the Equal Employment Opportunity Commission was established to oversee the implementation of Title VII. "Title VII didn't have enough clout, though," says Chatman. "It soon became obvious that something stronger was needed — thus the presidential executive order that created Affirmative Action."

Under this application of EEO, all companies doing business with the government that have at least 50 employees and \$50,000 a year in revenues are required to set up an Affirmative Action program: a plan for bringing the company's work force in line with the proportion of women and minorities in that community's labor pool. That means the company has to set goals — and target dates for achieving them. The penalty for non-compliance can be loss of government contracts.

Affirmative Action says it is not enough for a company to be neutral in hiring and promoting. It has to actively seek minorities and women as employees. As one business writer explained it, "Affirmative Action is a step beyond having people show up on your doorstep and then being hired. It is a positive effort to develop and expand opportunities for women, minorities, the handicapped, and the economically disadvantaged; to make them aware of



Jim Chatman

their potential and to help them gain the skills necessary to advance."

One thing Affirmative Action is *not* is a quota system. "We have goals for improving our representation of minorities and women," says Chatman, "but we don't hire anybody as a statistic — just to give us one more minority or one more woman in a certain area. We hire people because they're qualified for a particular job or show the potential to be trained for that job."

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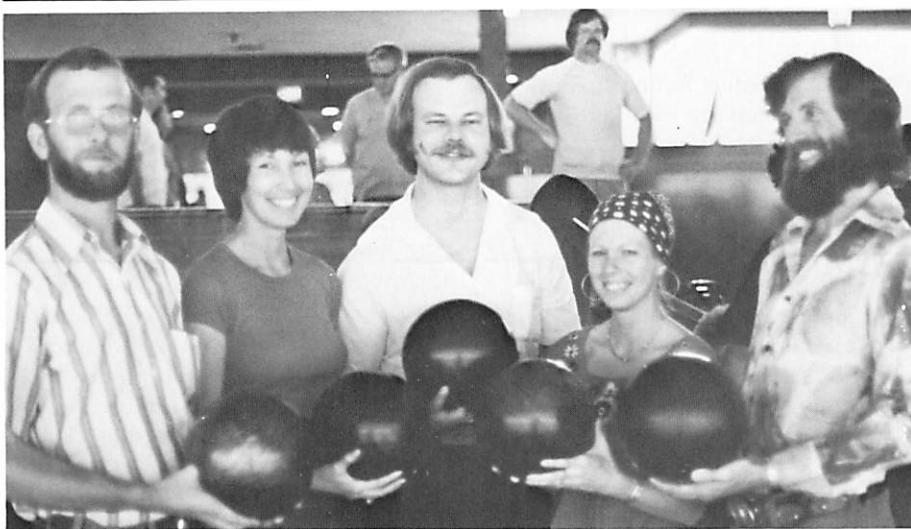
## Children to see Christmas musical

Memorex parents and grandparents can circle the calendar for the weekend of Dec. 11-12. That's the date of MAG's annual children's Christmas party.

This year, Santa Clara children will see a musical production, "Babes in Toyland," at the San Jose Civic Center. The performance is by the San Jose Children's Musical Theatre, a troupe of youngsters, ages 10-13.

MAG has reserved two matinees, Saturday Dec. 11, at 3 p.m. and Sunday, Dec. 12, at 3 p.m. The Civic Center's Montgomery Theater will be closed to the public during both performances.

Tickets are \$1 each and will be on sale in the San Tomas and Tape Plant cafeterias Nov. 22-Dec. 3. They are limited to Memorex employees and their immediate families (children and grandchildren).



**SCOURGE OF THE LANES**—The fearless five that swept the Memorex summer bowling league were (l-r) Nate Cammack, Kathy Cammack, Joe Forgy, Carol Turner, and Dave Chase. They're all still bowling, but on different teams in MAG's winter league, currently underway at Saratoga Lanes in Santa Clara.

# Order people share ideas with A&A staff

How can we route Telexes faster? Who's the person to call about an equipment return? Is there any way we can standardize financing approvals for various countries?

Questions like these were the rule when the Americas & Asia Group held open house recently for some 30 Santa Clara employees who handle A&A orders for disc drives, disc packs, computer, audio, and video tape, and word processing supplies for markets from Argentina to New Zealand.

"These people do an extremely important job for us. They have to deal with the differing business customs of nine subsidiary countries, which isn't always easy," said Marcelo Gumucio, Vice President & General Manager of A&A. "We thought it was time we got together to exchange ideas and talk about problems and opportunities — to let them know what we're aiming to do in A&A and find out how we can help each other."



*Vice President Marcelo Gumucio listens to ideas from some of the people who process orders for nine A&A countries.*

During the four-hour session, the group met the members of the A&A headquarters staff, saw an abbreviated version of A&A's '76 management meeting presentation, took part in a spirited question-and-answer session, and shared experiences over lunch. "One purpose of the meeting was simply to let everyone know who's who," said A&A's Eve Burns. "The meeting gave us all a chance to put names to

faces. We're no longer just voices on the telephone to each other."

In his closing remarks, Gumucio promised he'd arrange for group members to meet the A&A country managers when they're in Santa Clara for the annual management conference in February. "The communication that took place here today is only a beginning," he said.

## Chatman: Affirmative Action 'has something for everybody'

*(continued from page 9)*

"At the same time, when we see a top-notch minority or female candidate, we work very hard to place that person. Being 'affirmative' means I sometimes have to be 'aggressive' — calling a dozen departments to find a spot for someone who's good."

What are the Affirmative Action goals at Memorex for 1977? "There's a whole book of them," says Chatman. "But considerable emphasis will be placed on getting more women in sales and management positions. We're also trying to find more women as electronic techs and chemical techs. First we'll look within Memorex, then go outside. We don't want to comply just with the letter of the law, but the spirit, which means going the extra step."

To find qualified minority and female applicants, Industrial Relations keeps in close contact with local agencies like CET (Center for Employment Training), technical schools, and junior

colleges with special training programs. In fact, Memorex's community involvement was an area singled out by the government reviewers for commendation.

In order for Affirmative Action to work, it has to be a company-wide attitude, Chatman maintains. It isn't just a management responsibility. "Any employee who wants to see the company act affirmatively on his or her behalf has to do something about it. If a person feels under-utilized in a job, there are avenues for change. For hourly employees, there's the bid board. About 30 jobs a month go up for bid. Exempt employees can find out about job openings by going to Industrial Relations. If you think you're ready to move into something else, let your manager know, seek counseling from I.R., and be persistent," says Chatman.

The I.R. people directly involved with Affirmative Action are Chatman; Keith

Rosheim, Corporate Employment Manager; and Cheryl Gargano and Arlene Levy, both Placement Specialists. Levy, who has just joined the Industrial Relations staff, will be coordinating the bid system.

As Chatman well knows, Affirmative Action has often been misunderstood. Some employees think of it as reverse discrimination — the idea that white males have to go to the end of the employment line.

"The fact is," says Chatman, "Affirmative Action has 'something for everybody.' What Affirmative Action really amounts to is a change in attitude. A new way of looking at things. We want to reach the point where a particular job is no longer visualized as something to be filled by a man or woman of a certain race or certain age. Instead, the job is to be filled by the person who's best suited to do it."

# Pick a dance that suits your style

Whether your dance is the fox trot or the Bump, the Memorex Activity Group has a place for you at a holiday party.

For the second year in a row, MAG is sponsoring two distinctly different Christmas events: a rock-and-roll dance Nov. 13 and a formal dinner dance Dec. 18. The only hitch is that you can't go to both. You have to choose one.

Tickets for both dances are \$5 each, and there's a limit of two per employee. The rock-and-roll tickets are on sale now and will be available in the San Tomas and Tape Plant cafeterias through Nov. 12; tickets for the formal "Northern Lights" party will be available Dec. 1-15.

Two popular Bay Area groups, the Sons of Champlin and Little Roger and the Goose Bumps, will set the beat for the rock-and-roll evening at the San Jose Hyatt House. Sons of Champlin, which bills itself as "the best known unknown band in the land," is a Marin County rhythm-and-blues/soul/rock/jazz group that's cut half a dozen albums. The Sons' most popular recent single is "Look Out."

Berkeley-based Little Roger and the Goosebumps refer to their sound as "The Muzak of tomorrow, today." The three-year-old Goosebumps specialize



**SOFTBALL CHAMPS**—Playing for the first season as a team, this Memorex crew swept the Santa Clara D-1 men's softball league. Fred Hostetler coached the winners, whose season record was 10-4. In the championship game Aug. 27, they defeated a Chamber of Commerce team 8-6, scoring all eight runs in the third inning.



## Railroad construction begins

Intercom recently received this picture with the following dispatch: "The track-laying crew of Timothy O'Morley has just driven the first spike in a new rail line that will head north from Santa Clara to the Oregon border. Much concern was expressed by residents and businesses lying in the path of the new line... However, in a press statement released today by the Memorex Model Railroaders, it was disclosed the new line was being built as a scale model."

The dispatch went on to say that the Memorex Model Railroaders would welcome newcomers to the work crew, which meets the second and fourth Tuesday evenings each month in the Education Center on Memorex Drive. According to the club's Ron Guasticci, "We're here to promote the hobby, and we're willing to take on any beginner who's willing to learn. The main reason we have the club is that it's the only place we can find other railroad nuts like us." More information is available from Ron on ext. 2823.

in pop rock and zany lyrics. They've already earned raves in *Rolling Stone* and the *San Francisco Chronicle*.

For the December dinner dance at Rickey's Hyatt House in Palo Alto, MAG has hired the Leratones, a "top-notch Peninsula band that's been a big hit at a number of company parties," said MAG coordinator Kathleen Campbell. "The Leratones are versatile—they play Glenn Miller and also rock and roll." Northern Lights begins with no-host cocktails at 7 p.m.

followed by dinner at 8 and dancing from 9 till 1. Formal or semi-formal dress is called for at this event. "Dress casual" is the word for November's "Rock-and-Roll Holiday."

"It seems to work well to have two totally different kinds of parties," said Campbell. "People get just the kind of evening they want this way—an evening of elegant dining and dancing or an evening of non-stop dancing to two terrific rock groups."

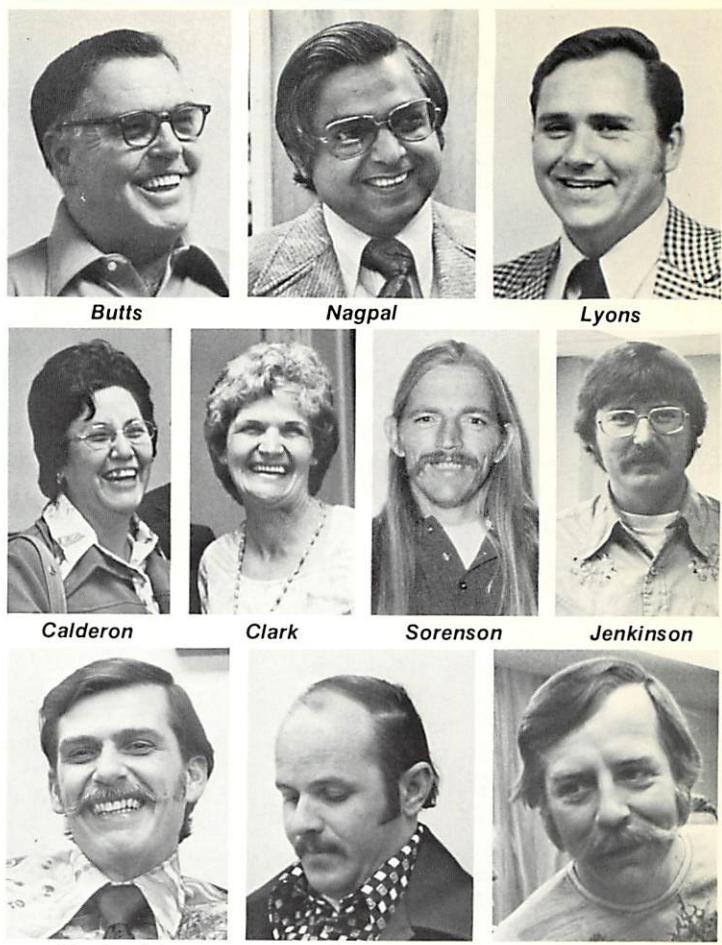


For Memorex women, 1976 marked their first time in organized play. Seven teams took part in the intramural competition sponsored by MAG. At the end of the fiercely fought season, the Good Time Swingers coached by Al Chukes and Chuck Mosby defeated the Recon team for the championship. The Swingers' season record was 9-3.

# 13 decades of service

"We have a fantastic resource here," said Vice President James Dobbie, of the latest gathering of 10-year anniversary people in Computer Media. "The company is its people, and a stable group like this really makes a difference." In August, five Computer Media people were honored at a 10-year anniversary luncheon, and in September six more celebrated their anniversaries. The August celebrants were Harry Lombardo, Richard Villanueva, Helen Cieslak, Mike Galata, and Vince Mastropietro. Those honored in September were Patsy Calderon, Germaine Clark, Ron Lyons, Dan Showalter, Ramchand Nagpal, and Herb Butts.

In EPG, Gary Jenkinson became the first member of the engineering team to reach the 10-year mark; he received his anniversary clock Oct. 4. At Comdata in Irvine, Jim Sorenson is the sixth member of the 10-year-club.



## New assignments

(continued from page 7)

Angel Jaramillo to Senior Process Control Inspector  
Will Jensen to Senior Engineer  
Patrick Lowry to Warehouse Worker  
Loren McDonald to Maintenance Technician I  
Elizabeth Nash to Promotion Coordinator  
Chester Nowak, Jr. to Production Scheduler  
Edward Sessler to Promotion Coordinator  
Michael Skelton Product Manager, Domestic Video  
Donna Smith to Engineering Aide  
Steven Solomon to Manager, Regional Sales  
James Swift to Engineering Technician B

### CORPORATE

Dianna Cabral to Security Clerk  
Patricia Cowman to Computer Operator  
Randall Esperas to Associate Programmer  
Alice Gentry to Order Correspondent B  
Glenn Harks to Export Traffic Coordinator  
Gail Jones to Computer Operator  
James Kane to Supervisor, Accounts Payable  
Robert Keown to Credit Correspondent A  
Nanette Ladine to Computer Operator  
Margaret Lockhart to Supervisor, Litigation Support  
Robert Naughton to Field Order Administrator  
Leslie Shingle to Computer Operator  
Michel Tampa to Order Correspondent B  
Debra Teixeira to Commission Specialist B  
Pamela Valentine to Publicity Coordinator

### EQUIPMENT PRODUCTS

David Albertson to Production Control Expeditor  
Dolores Alfaro to Product Tester  
Gail Burris to Manager, Process Lab  
Vincent Carter to Manager, Test Engineering  
Jesse Cogburn to Associate Fabrication Specialist  
Jude Cordeiro to Field Support Specialist, New York  
Richard Cummelin, Jr., to Engineer II, Electronic  
Diane Davis to Production Control Analyst  
Joyce Garza to Inprocess Inspector C  
Gebran Georges to Product Test Technician  
Lemuel Hollins to Manager, Manufacturing Assembly  
Larry Hurst to Territory Supervisor, Seattle  
William Jacito to Electronic Technician B  
Nile Jones to Manager, Daily Activity Reports & Tracking  
Robert Krueger to Territory Supervisor  
Debra Land to Document Control Clerk  
Charley Liebold to Inprocess Inspector C  
Michael Maryatt to Manager, Head Manufacturing Engineering  
John Massara to Production Control Analyst  
Daniel Mattison to Associate Product Test Technician  
Daniel Mitchell to Engineer II - Electronic  
Anthony Newell to Receiving Inspector B  
James Plumley to Spare Parts Planner  
Bart Raudebaugh to Engineer II - Electronic  
Douglas Revis to Supervisor, Equipment Manufacturing  
Carl Reynolds to Field Support Engineer  
John Rooney, Jr., to Warehouse Worker

Peter Rowland to Product Tester  
David Ruck to Manufacturer Dispatcher  
Catherine Schneider to Supervisor, PCB Assembly  
Betty Thompson to Inprocess Inspector B  
Harold Tranter to Field Support Specialist  
Irving Tupe to Sr. Technical Instructor  
Frederick Van Loon to Product Tester  
Martha Wade to Department Technician-Assembly  
Scott Zerbe to Material Planner

## Five-year awards

In October and November, the following employees are celebrating five-year anniversaries with the company.

### SANTA CLARA

Robert Brown	John Navas
Alton Christman	Anita Ordóñez
Creswell Cole	Dorothy Staehs
Joel Filios	Patrick Thompson
Robert Mazza	James Wyckoff

### OTHER LOCATIONS

Robert Baughman, Detroit  
Valmir Casagrande, São Paulo, Brazil  
Charley Clines, New York  
Robert Clapham, Hartford  
George DeVoe, New York  
Kenneth Hobbie, King of Prussia  
Jerome Keane, King of Prussia  
Kathleen Schmidt, King of Prussia  
Malcolm Smith, Jr., Raleigh  
Jesus Trujillo, Nogales, Mexico