

INTERCOM

A newsmagazine for
Memorex people everywhere
Volume 14 / No. 2 / May 1977



*Building a better
disc drive: 601 team
tells how it's done.
See page 2.*

Building the 'simple' 601: it took ingenuity & team of 50

Ho hum, another disc drive. So what else is new?

For employees not directly involved with the design and sale of Memorex equipment, that sometimes seems to be the reaction to a new product announcement. If you've seen one of those big boxes, you've seen them all. Not quite.

Continuing to build better disc drives is one of the company's main jobs. And not just a better disc drive. But a better drive for each segment of the computer market. The differences in drives may be measured in bit density and microinches of flying height and Mean Time Between Failures, but they are differences that show up, ultimately, in Memorex's financial results.

Consider the 601, the new OEM drive announced in February. The 601 is designed specifically for the small systems user. It incorporates the latest technology in a form that the small business—the warehouse, the branch bank, the local retailer—can afford. It does just about everything the 3650, the new Memorex drive for large systems users, can do, but on a smaller scale. (It has a storage capacity of 25, 50, or 75 megabytes, compared to 317.5 megabytes for the 3650.)

Orders for the 601 are coming in fast, and the first customer shipments are scheduled this month. "There are a number of small companies in the world that could use the 601," said Dennis Moynahan, Manager, Storage Products. "It's adaptable to many systems."

The 601 provides some important "firsts" for Memorex. It is the first

drive with a fixed disc, the first with a rotary actuator, the first that does not have a direct equivalent in the IBM line (which is why the 601 program was initially known as The Maverick). Some of the features on the 601 are unusual enough that Memorex has applied for a few patents along the way.

All the innovations have made the 601 a marvel of simplicity—simple to install, simple to maintain, simple to operate. Building in all that simplicity took months of work—and a team of 50.

In the electronics industry, where a new generation of equipment comes of age about every five years, the solitary inventor has become a creature of the past; the great leaps of invention are made not by one person, but by teams. There were nine interdependent engineering teams involved with the 601, each responsible for one aspect of the project. They worked in five labs and dozens of offices in Building 14.

Al Hasler, one of the first members of the 601 program, headed the Actuator Task Force. His specialty was the rotary actuator, a device which makes previous actuators seem downright primitive. The actuator is the mechanism that moves the read/write head from one track on the disc to another; its precision is critical. For Hasler and colleague Ron Guthormsen, the challenge was to build a highly sophisticated actuator on a small scale.

Hasler and Guthormsen spent months designing, testing, and redesigning. They eventually came up with a rotary device that pivots into place. It is smaller, more accurate, has fewer moving parts, and uses 40 percent



Ron Guthormsen
Actuator Group



Hugh Hagel
Power Systems Group

less power than the traditional linear actuator. It is one of the major engineering triumphs of the project.

"Conventionally, disc drives have been big, cumbersome pieces of equipment," said Amnon Rosen of the Recording Technology group. "The 601 is a trimmed down version of the old beasts." Or as Ian Graham put it, "It required a lot of technology to make this product simple."

INTERCOM

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Published by the Corporate
Public Relations Department

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San Tomas at Central Expressway
Santa Clara, California 95052
Telephone: 987-2201



ON THE COVER:

Key members of the 601 engineering team—Al Hasler, Bill Montero, Dennis Moynahan—admire some of the small, but revolutionary, features on the company's new disc drive. For background on this innovative product, see story above.



Ed Barba
Servo-electronics Group

For Graham's group, the task was making the head "simple"—so light and perfectly balanced that it could fly less than 1/120 the thickness of a human hair above the disc and still not crash into it.

In addition to the groups working on individual parts, there were 601 teams devoted to the drive's servo-mechanisms, its mechanical construction, power supplies, digital electronics, and its overall evaluation.

"Each team had its special assignment, yet the groups were closely intertwined," said engineer Roy Nakai. "For example, the servo-electronics group headed by Bing Leong worked right along with the actuator team. The servo system might be considered the 'brains' behind the actuator, since it tells the actuator where to go and how to get there.

"The digital electronics people under Mike Popovici were responsible for the logic—for making sure the 601 could interface with other pieces of equipment; that what the controller said to the disc drive the disc drive could do. Then Tom Williams' power systems group had



Jay Bailey
Project Evaluation Group

to see that the machine had all the power resources needed to perform its various functions—that the currents and voltages were right," Nakai continued.

"Once the designs were in, mechanical engineering, under Tom Carroll, went to work. It was that team's job to put everything together in a package that met the company's tough engineering standards. Meanwhile, the product evaluation team was thoroughly testing the product under all conceivable conditions."

With the 601 now moving into the manufacturing stage, the engineering groups are shifting their focus to other projects. But their 601 work isn't over; they will continue to modify and improve the equipment as they get reports back from the field.

Looking back on the program that began two years ago, 601 Project Manager Bill Montero said, "The technicians, engineers and all other department personnel who put in the long days, nights, and weekends are the ones who made this program go. It took tremendous effort to meet our schedule. We did. And now we're shipping a product that's unique. We're pretty proud of it."

OEM takes new name, bigger role in small systems

The OEM Division has a new name and expanded responsibilities. On April 15, it officially became the Small Systems Division. Keith Plant, General Manager of the former OEM Division, will head the new group.

The change was made to better serve the needs of the small systems market. "Today, equipment revenues from manufacturers of small systems represent an important part of our business," said Executive Vice President James Dobbie. "Organizationally, the Small Systems Division will be a full functional division chartered to serve the small systems segments of the U.S. information storage and retrieval markets through the design, manufacture, sales, and servicing of its products."

Dobbie said that the Small Systems Division would continue to serve OEM customers in addition to taking on responsibilities for the end-user market. BST, the Southern California peripherals manufacturer which Memorex proposes to acquire, would also become part of the Small Systems Division.

Heading major groups in the reorganized division are: James Tatsukawa, Manager, Small Systems Engineering; Wayne Lettiere, Manager, Small Systems Manufacturing; Eugene Meyer, Manager, Small Systems Finance; Dave Britton, Manager, OEM Marketing and Bill Lowery, Manager, OEM Customer Service.

First quarter income up 55 percent over first quarter '76

On April 14, Memorex reported record income for the first quarter of \$8,205,000, or \$1.38 per share, before extraordinary credit. This compares to income before extraordinary credit of \$5,289,000, or 95 cents per share, in the first quarter of 1976, and is an increase of 55 percent.

Net income for the first quarter of 1977 was \$13,675,000, or \$2.34 per share. This includes an extraordinary credit of \$5,470,000, or 96 cents per

share, from utilizing tax loss carryforwards. Net income for the comparable period of 1976 was \$9,083,000, or \$1.66 per share, which included an extraordinary credit of \$3,794,000, or 71 cents per share, from utilizing tax loss carryforwards. This is an increase of 51 percent.

Revenues for the first quarter of 1977 totaled \$100,101,000, a gain of 26 percent, or \$20,682,000 more than 1976 first quarter revenues of \$79,419,000.

Cash and temporary investment balances at March 31, 1977, were \$45,483,000, compared to \$43,803,000 at December 31, 1976 and \$37,267,000 at March 31, 1976. Total debt was reduced by \$3,459,000 in the quarter to \$154,717,000 from \$158,176,000. Total shareholders' equity increased to \$62,040,000 from \$47,536,000 at year-end 1976 and common shareholders' deficiency improved to \$1,612,000 from \$15,279,000 at year-end 1976.

For VP Dobbie, new job meant 'coming home'

For Jim Dobbie, taking the job of Executive Vice President, Equipment, felt like "coming home." Computer Media had been his field for two years, but now the veteran engineer was returning to his long-time love: the design, manufacture, and sale of data storage and communication equipment.

Jim Dobbie was named to his new position in January at the same time that Bob Jaunich was named Executive Vice President, Media. Along with President Robert C. Wilson, the Executive Vice Presidents form an Office of the President.

Jim came to Memorex in January, 1975, as Vice President and General Manager of the Computer Media Group. Computer Media grew rapidly under his leadership, and employees there know he wasn't an isolated executive. Refurbishing the clean room, participating in the profit improvement programs, and lunching with ten-year

veterans all contributed to personal relationships with employees, which, he says, were invaluable to his understanding of the business.

How does he see his new challenge? "Missed opportunities are much worse than the occasional mistake," he says. "Business has the same basic rules as tennis—eye on the ball, firm grip and follow-through."

He pointed out that the 3650 "is our top priority product for 1977, but that doesn't mean we are only courting the large system user. We're pursuing the small user with new, well-planned programs. Sales people are being trained specifically for small systems customers, and new products like the 601 and 3640 rotating storage systems and the 550 advanced floppy disc are being introduced for this market."

In his view, "The right balance of technology, products, and service

is what will distinguish us from the competition. Effective investment of research and development dollars will result in new products and product superiority rather than re-invention of the wheel.

"In 1977, we're shipping more new equipment products than we have in several years: the 3650, the 601, new tape drives, a new version of the 1377, and a whole host of product extensions."



Jim Dobbie

New safety program seeks to reduce industrial accidents by 33 percent

It was almost quitting time on a Friday afternoon, and a three-day weekend was about to begin. John was thinking about the camping trip he'd planned with his family. He had only one box of cables and harnesses to move before he was through. But instead of getting a fellow employee to help him, he decided to lift it himself. Suddenly, he felt a sharp pain in his lower back. As a result, John spent three days in traction, missed four weeks of work, and never did go camping that weekend.

Some industrial accidents lead to a long-term disability for the employee. In this case, John was relatively lucky; the accident could have been more serious, and often is. The unfortunate thing is that most accidents are avoidable.

In an effort to eliminate industrial accidents at Memorex, divisional safety councils have been formed to promote greater safety consciousness.

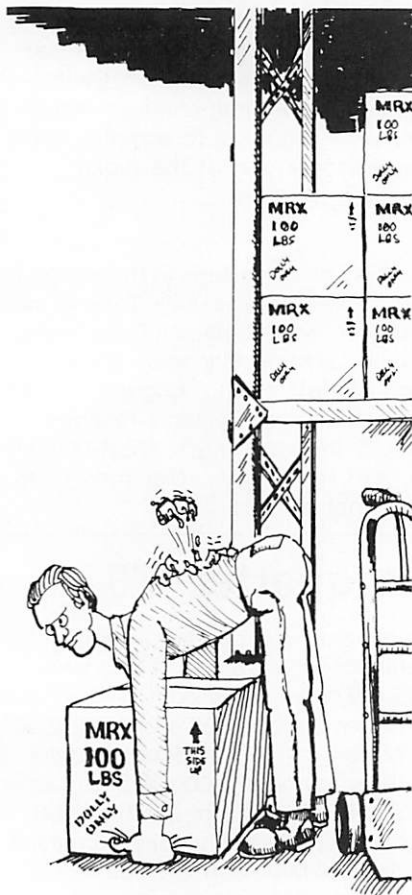
"It's our goal to reduce the frequency and severity of industrial accidents by at least 33 percent over last year," said Gene Gilman, Mana-

ger of Corporate Safety and Health Services. "In doing so, we hope to eventually reach a 95 percent reduction in accidents within the company."

Under the new safety program, divisions will compete on the basis of their safety records over a one-year period. The division showing the most improvement over its 1976 performance will receive a special award from President Robert C. Wilson.

"The intent of Memorex's Safety Program is to go beyond technical compliance with the law and to seek out and correct conditions which are potentially harmful to Memorex employees," stated Mr. Wilson. "Accident prevention and efficient operation go hand in hand."

Currently, the program is limited to production and warehouse areas, but will eventually be expanded to include all departments. Divisions participating in the program are: Computer Tape, Video Tape, Audio, Word Processing, Disc Pack, Comdata, OEM and Equipment Manufacturing. The equipment operations include Santa Clara, Nogales, Eau Claire and Liege.



Jim looks forward to working with the Equipment organization. "I strongly believe in building a sense of confidence and success in each individual, in making sure that we have the right people in the right places. And I think that working in this group can be stimulating and satisfying."

Jim was born in the small village of Aberargie, near Perth, Scotland. He attended Perth Academy and then Glasgow University, where he received a degree in electrical engineering. His first job was with the Metropolitan Vickers Corporation in England, as an engineer specializing in process control. Later he served in the Royal Air Force Reserve, which, he says, "is just as glamorous as it is in the movies."

He came to the United States in 1957 to take a job with Westinghouse and spent his honeymoon on the voyage over. "A honeymoon paid for by someone else—perfect for a Scotsman," he admits with a smile.

From Westinghouse he went to

General Electric, which he left as Manager, Systems Engineering. Then he was at Raytheon Data Systems as Director of Engineering, and later at Varian Data Machines, where he was executive vice president before coming to Memorex.

True to his style, Jim earned his master's degree in electrical engineering at Arizona State University while working full time. In addition to his two degrees, he holds 12 patents, with 23 others pending.

How does he have the energy to do it all? Well, like several other Memorex Vice Presidents, he keeps in shape by running. The past two years he has run on the four-man Memorex team at the Tyler Cup Race in Dallas, a national event for business leaders over 35.

But no matter how early the day starts or how late it ends, there is always time for animated discussion over dinner with his wife and three teenage daughters in their Palo Alto home.

Each participating division and operation will have its own safety council to oversee the planning and implementation of safety programs and report on its progress. The divisional safety councils will report to the Corporate Safety Council headed by Dick Martin, General Manager, Computer Tape Division.

"The Corporate Council will monitor each group's safety performance throughout the year," stated Martin. "These results will be posted so that each group will know how it stands compared to the safety goals. It's our feeling that safety performance is the responsibility of each employee

and manager. The company's safety performance starts at the top, and management involvement on all levels is essential."

Periodic surveys of each location will be made by area safety coordinators and outside consultants to find potential safety risks so that corrective measures can be taken.

"We've improved our safety record a great deal in the past few years," said Gilman. "But we intend to do even better in the future. With the cooperation of every employee, Memorex will become one of the safest companies in the country."

Safety pays: write a slogan, win a prize

To kick off the safety awareness program, the Safety Department is sponsoring a company-wide poster contest. Awards will be presented to the top 50 entries, including \$150 cash to the first-place winner.

The contest, which ends May 15, is open to all permanent Memorex employees. There is no limit to the number of ideas submitted by each person. The categories are: safety slogans and logos, campaign themes, and cartoons.

Ideas may be handwritten or in the form of rough sketches. They should be sent in a sealed envelope to Safety Officer Gene Gilman at Mail Stop 00-64. Further details will be posted on Safety Bulletin Boards.

Entries will be judged by the Corporate Safety Council and will become the permanent property of Memorex. Winners will be announced June 3.



Audio tape plant's solvent recovery system

Solvent recovery unit installed at audio tape plant

The first phase of the installation of a new chemical solvent recovery system has been completed at the audio tape plant in Santa Clara, according to Environmental Engineer Stan Zwicker. The company has had a recovery system in service for several years at the computer tape plant.

The new system, which far exceeds Bay Area Air Pollution Control District regulations for protecting air quality, is one of the most technologically advanced of its kind. It is designed to reduce the emission of solvent vapors by 95 percent.

"This is a state-of-the-art-system," said Zwicker, "so good, in fact, that I think many environmental experts will come to see it."

Manufactured by the Oxy-Catalyst Co. of West Chester, Pa., the system cost more than \$500,000 to build. Besides preventing most solvent vapors from entering the air, it will recycle the solvents.

"Recycling serves two important purposes," says Zwicker. "It cuts down on our use of natural resources, and will eventually result in significant cost savings for the company."

The new system, which took more than a year to design and manufacture to company specifications, is expected to take a minimum of 90 days to be completely installed, tested, and placed in operation.



Joe Rizzo, Plant Manager in Eau Claire, accepts an award for asset management from Robert Malcolm, Vice President of Industrial Relations.



In the week before the Silverado conference, Memorex people from around the world met with the Santa Clara team. Here, John Barnes (right), Director of Technical Support in Liege, talks shop with Dan Weber, Jim Hix, and Dennis Palmerston of EPG.

East meets West in Napa Valley

Silverado message: it takes creativity to win

The men and women of Memorex who serve the information storage and communication needs of customers around the world met in Silverado in February to review what they did in 1976 and to discuss how to do even better this year.

The theme—and challenge—of this third annual international management meeting was Creative Excellence. Its importance to Memorex was highlighted by President Robert C. Wilson in his keynote comments.

"Our continuing objective is that of excellence—Memorex excellence. Competitive excellence was the theme of last year's meeting and in 1976 we did out-perform competition in several aspects. However, one year is only the beginning, and in some respects competition out-performed us. We must continue our efforts to excel in all respects. This means new and better ideas. Thus, it is fitting that we have selected Creative Excellence as the theme of this year's meeting," Mr. Wilson explained.

He also reviewed the accomplishments and disappointments of the year, as did the other members of the Corpor-

ate Operating Committee and several of their staff who gave presentations.

"1976 was a great year for Memorex," said Mr. Wilson. "To be sure, we had some problems—and we stubbed our toes—but the problems faded away in the glow of our accomplishments:

- Memorex became a third-of-a-billion-dollar company
- Our operating profit and cash flow reflected quality performance
- We made major futures investments
- We began to develop a reputation for solid integrity."

In his concluding remarks, Mr. Wilson urged his colleagues to share the message of Silverado with all of their associates throughout the world.

"I once again would like to express to you how proud I am to be a member of the Memorex management. I want to thank you for the outstanding contributions that each of you made in 1976 and I am looking forward with great anticipation to working with you to make 1977 the greatest year ever," he stated.

A number of Creative Excellence awards were presented to managers for representative achievement in the nine key business results areas. Winners were:

In the Corporate Group, Hal Krauter and Thomas Gardner for asset management; Len Perrone for profitability; and Bill Schroeder, futures investment.

In Equipment, Al Kennedy and Bob Lloyd for market position; Henry Tinker, personnel development; Jim Ferenz, productivity; Joe Rizzo, asset management; and Bill Whitaker, attitude.

In Media, Gene Douglas, Bill Adair, Ray Cook, John Humphreys and Jim Ottinger for market position; Harry Adair, John Scott, John English, and Dick Bigotti, product leadership; Warren Kisling and Neil Rayborn, productivity.

In EUMEA, Michael Kelly for attitude; Giorgio Ronchi, profitability; Alain De Forges, productivity; Helmut Gottinger, market position; Reto Braun and Gene Douglas, public responsibility.

In A&A, T. Yamada and Ney Arias,



In a get-acquainted session, Allison Wells—like other first-timers at Silverado—collects autographs from her colleagues.

profitability; Carlos Farre, productivity; Dan O'Brien and Rafael Gomez, asset management.

Each award was symbolic of business contributions made by all Memorex people, as particularly exemplified by the manager receiving the award.

The annual gathering brought together 150 managers from 20 countries. During the stay at Silverado, managers met with each other, strengthened working relationships, reviewed 1976 operating results, and rekindled the spirit of Silverado which led to the significant accomplishments of 1976.

Rating services boost Memorex ranking

Two of the nation's best known and respected Corporate financial rating services, Standard & Poor's and Moody's Investor Services, recently upgraded their ratings of the company's 5¼ percent Subordinated Convertible Debentures.

Standard and Poor's moved its ranking to "B" from triple "C," while Moody's changed its to "B" from "Caa."

Standard & Poor's explained that "the change reflects a sharp improvement in Memorex's earnings and concurrent reduction in long-term debt which have produced significant strengthening in Memorex's financial ratios."

A debenture is traded like common stock, but is a form of debt on which the company pays interest. Other Memorex debt is in the form of bank loans.

For country managers, it's a different style of business

When Gary Hughes was going to grammar school, he had to memorize the names of all the states, their capitals, and their principal products. It is an assignment familiar to a lot of American schoolchildren. But Hughes is not an American. He is a Canadian.

Ever since she was old enough to read the newspaper, Rossana Zarzar has been following American politics. She can talk easily about the candidates and issues in the last Presidential race. Ms. Zarzar lives in Lima, Peru.

To both Hughes and Zarzar, it is amazing that Americans, by contrast, know so little about the rest of the world. Zarzar, who has visited the States a number of times, says that her fashionable clothes often surprise Americans. "And I've met people with degrees who don't know exactly where Peru is, just that it's somewhere in South America." Canada doesn't fare much better; few Americans can name and locate all the Canadian provinces.

Hughes, who is the new President of Memorex Canada Ltd., and Zarzar, who is Country Manager for Peru, talked about their countries and Memorex prospects there during their recent visit to Santa Clara for the annual management conference.

They both said that doing business back home is definitely different from the U.S. In Canada, says

Hughes, a company has to consider "the country's great geographical spread and its intense regionalism."

"The French issue is highly underrated by people outside Canada," says Hughes. "Not only does a company have to be able to communicate in French and be sensitive to the political situation, but business has to be conducted in the French style. In general, the sell is softer in Canada, but especially in Quebec, where proposals are often outlined over dinner and the customer is courted over a period of weeks."

Hughes majored in French at the University of Toronto, and in his previous job with Systems Dimensions Ltd., he managed the company's Quebec operation. He sees Quebec as a prime market for Memorex.

Where does he see Memorex Canada going? "There is great opportunity in Quebec and with the federal government," he said. "We also have to open up the western market. Alberta is just sitting on black stuff—on oil. It's going to be a tremendous boom province in 10 years."

A 20-year veteran of the computer industry, Hughes has worked in systems engineering, in marketing, and management. Asked about his style as a manager, he said, "Well, I insist on good communication between people and good preparation. We've got a great challenge in Canada, and I think we can meet it."

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Gary Hughes



Rossana Zarzar

News**makers**

Supervising the mechanical assembly of as many as 60 disc drives per day is an accomplishment anyone could be proud of. And when you do it for six straight months without letting a single defect slip by, you deserve an award. That's just what happened to **Jan Carpenter**, Supervisor of Mechanical Assembly for EPG.

In recognition of her outstanding record, Carpenter was presented a "quality excellence" award by Quality Manager Dick Burris.

According to Jim Ferenz, Manager, Production Operations, quality work isn't something new for Carpenter. She's been doing it since she came to Memorex in 1970. "Not only has she achieved a level of excellence in her own endeavors, but she's inspired a level of excellence throughout the department."

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The popular company T-shirt slogan, "Memorex Will Bust Your Glass," turned out to be just what **Paul Shumate**, Manager, Word Processing in Denver, needed to promote goodwill. In this case it was a women's soccer team.

At the suggestion of Computer Media Sales Representative (and team member) **Linda Brewster**, Shumate provided the team with 30 "Bust Your Glass" T-shirts. Managed by Gene Kay, a Word Processing dealer for Memorex, the team played nine games with other company teams in the area. The season culminated with a tournament in which Memorex finished fourth.

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When he started working for Memorex five years ago, **Roger Travagli** thought he would be a chemical technician. But that was before he became interested in electronics. Since then, Travagli has been going to school full time at San Jose State, studying for his degree in Electrical Engineering while continuing to work part-time for the company.

His efforts were rewarded last December, not only with the degree, but with the new job title of Electrical Engineer I as well.

Maintaining a 3.6 grade point average and working 20 hours per week wasn't the easiest thing in the world, but Travagli isn't complaining. "It depends on what type of person you are," he said. "My lifestyle during the past few years hasn't been very interesting because I spent most of my time working, going to school, or studying. But now that I look back, it was worth the effort."

• • •

The next time Comdata General Manager **Howard Earhart** sees a Jacques Cousteau special on television, he'll know from experience what it's like to handle slippery creatures from the deep. That's because Earhart was the proud stepfather of eight baby octopi.

It all began last Christmas when Earhart's wife, Cathy, and his son, Mike, gave him a 30-gallon salt water tank complete with a live octopus. An avid aquarium buff, Earhart set up the tank in his office at Comdata and promptly named the octopus Oscar.



"Stepfather" Howard Earhart checks the octopus nursery.



Jan Carpenter chats about her award with Jim Ferenz, Manager of Production Operations for EPG, and Ken Lowe, Manager of Manufacturing Assembly.

However, things aren't always what they first seem to be. Oscar turned out to be a she, and proved it by laying eggs ten days later. "It's not easy to differentiate the sex of an octopus," said Earhart. "But we solved the mistake by re-naming her Emily."

Realizing that Emily might need special attention now that she was in a motherly way, Earhart contacted a marine biologist, and found that raising an ocean creature in captivity is a difficult task. To the biologist's knowledge, no one had successfully bred octopi in captivity before.

Not only did Emily surprise everyone by laying eggs, but within two months the eggs began to hatch. "It became quite an event around here," noted Earhart. "Everybody looked forward to a daily progress report on the mother and babies."

Unfortunately, Emily died a few weeks after the eggs hatched, and her babies died a short time after that. But that's not discouraging Earhart. Although he's decided to leave octopus breeding to biologists, he has introduced some other colorful residents to the tank: three anemones, three clown fish, and a lion fish named Leo.

• • •

Last fall there was a Memorex connection on the UCLA football team in the figure of 6'5", 265 lb. Curtis Mohl. The son of Quality Control Inspector **Cindy Mohl**, Curtis tackled a four-year, all-expense scholarship to the university.

Although Curtis only saw limited playing time as a freshman, his mother did catch a glimpse of him on national television during the Liberty Bowl in Memphis. "It was very cold so the players were all bundled up, but I was able to spot him on the sidelines," she says. "I guess only a mother could pick him out under those conditions."

• • •

Acceptance for the company's 1380 front-end Communications System continues to grow, and so do customer orders, reports Program Manager **Jim Hix**. "We've shipped and installed 23 systems in the first quarter alone, and with our backlog, the second quarter looks even more promising," stated Hix.

Perhaps the most prestigious new account is Bell Canada, one of the leading data communications organizations in the world. "Competition for this account was very keen," noted Hix. "Every company I know of which manufactures an equivalent to the 1380 has tried to get an order with Bell Canada."

According to Hix, the successful Bell Canada shipment is typical of the efforts of all supporting Memorex groups. "Development Engineering met its commitments on time and stood by to provide support as required," he said. "Manufacturing assembled, configured, and tested

the system, and Field Engineering checked both the hardware and software before shipment."

In addition to Bell Canada, other shipments during the first quarter included: Yale, Johns Hopkins, and Georgia State Universities; The Federal Reserve Bank, New York; Simpson Timber, Seattle; and Southland Corp., Dallas.

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For **Robert Spelleri**, receiving awards from his colleagues for outstanding public relations efforts is getting to be a habit. After collecting three awards during last year's annual competition sponsored by the Northern California division of the Public Relations Society of America, Memorex's Manager of Corporate Public Relations walked away with two more awards from this year's competition. He took an award for best Financial/Investor Relations program and an Honorable Achievement award for the PR Department's Employee Relations (communications) program.

Participating in the competition were the San Francisco, Sacramento, and Peninsula Chapters of the PRSA. More than 170 entries were submitted anonymously to the Los Angeles-Orange County Chapters for judging.

• • •



Gene Ousterling (second from right), Manager of PCB Operations, shows A&A distributors how equipment is assembled.

The Americas and Asia group held its first distributors conference in Santa Clara in March. The purpose of the conference was to better acquaint distributors with Memorex philosophy, products, and people.

Distributors are independent business people who market the company's products directly to their customers.

According to Barry Carpenter, Distributor Manager for A&A, the conference "gave us a better understanding of the distributors' needs and gave them the opportunity to learn more about Memorex, which will help them in representing us."

Ten distributors representing the Far East, Latin America, and Canada were present at the conference.

New assignments

COMPUTER MEDIA

Robert Bodnar to Manager, Product Marketing Department
Linda Clay to Quality Control Inprocess Inspector C
Manuel Cota to Coating Operator
Valerie Cotterman to General Clerk A
Thomas Deffina to Dept. Tech., Quality Assurance/Quality Control
Roy Ericson to Dept. Tech., Quality Assurance/Quality Control
Susan Finger to Accounting Clerk A
Cathleen Gipson to Traffic Clerk
Michael Hanson to Engineering II-Mechanical
Angel Jaramillo to Supervisor, Coating
John Judge to Sales Representative
Nora Kimberlin to Accounting Associate
Carol Konczal to Material Handler
Kurt Krusick to Test Lab Technician
Thomas Lambert to Manager, Domestic Traffic
Richard Lepori to Engineering Specialist
Richard McEathron to Production Operator
John McMahon to Sales Representative I, King of Prussia, Pa.
Tom Mendez to Machine Operator (Disc)
Lucille Motley to Administrator, Media Order
Larry Reeves to Supervisor, Traffic Inbound
Margaret Retz to Coordinator, Word Processing Center
Elaine Reyes to Correspondence Secretary B
Regina Robinson to Production Operator (Disc)
Raymond Schwoerer to Inprocess Inspector
Nancy Seals to Inventory Control Clerk A
Donald Stevenson to Senior Processing Test Technician

Cheri Vanvoorst to Traffic Clerk
Opal Wells to Dept. Tech., Quality Assurance/Quality Control
Cynthia Von Kaenel to Senior Traffic Clerk-Inbound

CONSUMER AND BUSINESS MEDIA

Sharon Garcia to Senior Production Control Clerk
Harry Heskamp to Manager, Zone Sales, Cincinnati
Patricia King to Mix Operator
Jan Palmen to Inventory Analyst
Virginia Pepperell to Manager, Area Sales, Detroit
Denise Sherman to Customer Service Supervisor, Chicago
Linda Talatzco to Production Control Clerk
Marylyn Thur to Inventory Analyst
Matthew Watson to Production Control Inspector
David Whiteley to Warehouse Coordinator
William Parnow to Department Technician, Maintenance

CORPORATE

Kathleen Bascom to Legal Analyst
Judith Blades to Manager, Finance Administration
Robert Broderick to Manager, Credit & Accts. Receivable-Finance
Curtis Dudnick to Senior Financial Analyst
Jefferey Egan to Manager, Regional Cust. Serv., Philadelphia
Alice Gentry to Field Order Administrator, Decatur, Georgia
Carol Gentry to Field Order Administrator, Charlotte, N.C.
Kay Hill to Field Admin. Coordinator, Birmingham, Ala.
Howard Holland to Senior Analyst Programmer

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Teaching youngsters about guns the safe way

For many people, the thought of spending a relaxing weekend at home with the children is something to look forward to. However, if you have 14 youngsters, all armed with shotguns, the prospect is a little scary. But that's exactly how Jim Plumley of EPG Manufacturing spends his free time.



Jim Plumley sights in with a young trap shooter on a Saturday morning.

As a National Rifle Association (NRA) certified instructor, Plumley volunteers his Saturday mornings to teach youngsters gun safety and the fundamentals of trap shooting. And he looks forward to it. "It's relaxing," says Plumley, "and it's a good way to meet people while doing something worthwhile for kids."

For Plumley, who has handled guns since he was seven years old, proper gun handling and safety is a serious subject. "If children show an interest in guns, then they should be taught how to use them safely before accidents happen," says Plumley. "A gun club is the best place to teach them."

Each Saturday morning at 8, Plumley and four other NRA certified instructors get together at the Sunnyvale Rod and Gun Club with a group of youngsters, ages 7 to 18, to shoot trap.

The object of the sport is to hit a clay disk (called a bird), four-and-a-half inches in diameter, using a shotgun. Taking turns at four different positions, each person gets 25 "birds," which are propelled into the air by machine.

"It's amazing how good some of these kids get at it," said Plumley. "In the first two months they might hit 8 to 10 birds out of 25, and within six months some of them hit 20, maybe 22, out of 25."

Before actually firing a gun, each youngster must go through an educational program. This begins with a movie on the fundamentals of handling a shotgun and culminates with a lecture on gun safety and proper range procedures.

"After they go through the 'school' part of the program, we continually reinforce what they have learned as they shoot," said Plumley.

Eventually, Plumley would like to get the youngsters involved in competitive trap shooting. "Tournament shooting adds enthusiasm because of the incentive of prizes, but it also gives kids an opportunity to be competitive with others in their age group, as well as adult shooters."

A typical Saturday morning at the gun club ends with a tired group of youngsters and a satisfied instructor. "It's a great feeling to know you've participated in something the kids have enjoyed, and at the same time have instilled the idea that guns can be fun when used safely and in the proper place," said Plumley.

New lab uses computers to simulate customer conditions

Developing technically advanced products of the highest reliability requires a lot of talent, commitment to quality, and patience. Before ever reaching the manufacturing stage, each equipment product must be thoroughly tested and evaluated under a variety of conditions which reflect the different needs of users. The purpose of the new Engineering Development Lab in Building 14 is to do an even better job at this "dry run" process.

Officially opened on March 17 by President Robert C. Wilson and the Corporate Operating Committee, the lab provides services to more than 75 development engineers.

Currently, Engineering Development shares space with Information Systems in Building 10. The first phase of the new lab involved installing a System/370-145 computer in Building 14, which now services approximately half of Engineering Development's projects.

Phase two, scheduled for completion late this year, will enable Engineering Development to consolidate all its work in Building 14. The completed facility will house two System/370-148 computers and an environmental chamber to simulate the extreme conditions of heat and humidity encountered by equipment products in various customer sites around the world.

The lab is being operated by Department Manager Ron Dumont and his three-man staff of Jim Steinwinder, Vaughn Logan, and Mike Ferranti. "One of our main functions is to identify and solve design problems before the equipment is released to manufacturing," says Dumont. "It's much easier to fix problems at this stage rather than after the hardware is in production."

Once a product has been thoroughly developed, tested, and shipped, the lab keeps a production model operational so it can define and resolve

problems which may later develop in the field.

The lab also provides support to field engineering training and education classes, where instructors purposely "bug" equipment for field engineers to identify and fix in the lab.

"This gives our field engineers live, hands-on training in an operational systems environment," notes Dumont. "If a problem develops in the field they'll be prepared to solve it."



Ron Dumont gives COC members a tour of the new engineering development lab.

Woman manager a novelty in Peru

(continued from page 7)

In Rossana Zarzar's view, challenge is definitely the word to describe her job. It has been a non-stop challenge since last October, when she took over as country manager in Peru. "I've been doing just about everything—the accounting, the selling, the deliveries." Until the recent addition of two staffers, she and a secretary were running the subsidiary by themselves. "We really worked long days the first couple of months, from 7:30 in the morning till 8 or 10 at night."

Zarzar joined the company in January, 1971, shortly after Memorex S.R.L. (as the subsidiary is known) was founded. Hired as a bi-lingual secretary, she gradually took on more responsibilities, including Phone Power sales. And when the previous country manager left, she moved up to the job.

Doing business in Peru, as in Quebec, means long working lunches and persistent cultivation of contacts. For Zarzar, one of the biggest challenges is dealing with government ministries. "Sometimes you need ten signatures on a purchase order from



Kumagai



Hermosillo



Holt



Koo



Harter



Kisling



Smoot

70 years on the job

Computer Media once again heads the anniversary list, with five employees recently reaching the 10-year mark. The old-timers are: **Ed Kumagai**, Computer Tape Test Supervisor on the swing shift; **Warren Kisling**, Manager of Disc Pack Manufacturing; **Jose Hermosillo** and **Duane Holt** of the Warehouse staff; and **Karl Koo** of Analytical Services. Consumer & Business Media was represented by two members of the Video Division: **Cliff Harter** and **Dean Smoot**.

a government office. And you have to get to know the purchasing people well. It's often hard to convince them that quality is just as important as price."

As far as she knows, Zarzar is the only woman heading a foreign subsidiary in Peru. "I thought I would encounter prejudice," she says, "but most people seem to have the attitude, 'if they picked a wo-

man, she *must* be good.' Older people have another mentality because in their time women didn't work. But most men at data processing centers are younger and understand. There is chauvinism, though. At a business lunch, men still won't let me pay the bill!"

Is she aggressive in her job? "Sure I'm aggressive sometimes—if that's what it takes to sell the product."

New assignments

(continued from page 9)

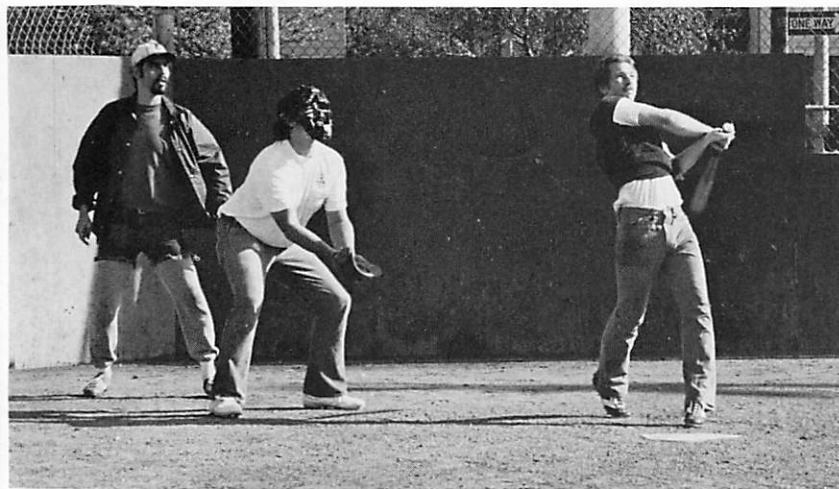
Malvin Leonard to Manager, Regional Customer Service, Detroit
Charles McCue to Manager, Tariffs & Duties-Finance
Joan Murosky to Senior Legal Analyst
Patricia Raucci to Secretary A, Chicago
Peter Reyes III to Computer Peripheral Operator

EQUIPMENT

Ben Alaimo to Manager, Power Systems
George Anderson to Engineer II
James Barlow to Engineer I-Quality Control
Joseph Butera to Production Control Expeditor
Donald Carlson to Senior Accountant
Stephen Cavigliand to Supervisor, Equipment Manufacturing
John Chenoweth to Senior Electronics Technician
Jesse Cogburn to Associate Fabrication Specialist
Francis Colden to Packaging Specialist, King of Prussia, Pa.
Marjorie Corbin to Systems Engineering Trainee
Gary Cramer to Manager, Shipping
Diane Davis to Warehouse Coordinator
George DeVoe to Manager, Field Support, Newark, N.J.
Thomas Enoch to Production Control Analyst
William Etheredge Jr. to Manager, Western Regional Sales
James Flutter to Production Control Specialist
Ross Foulk to Department Technician-Manufacturing
Gail Francis to Supervisor, Purchasing Administration
David Fukagawa to Senior Inspector
Joseph Gibbs to Electronics Technician A
David Gordon to Manager, Control Unit Engineering

Fred Gorton to Manager, COM Sales
Gerald Harris to Material Planner
William Heller to Senior Accountant
Sharon Henry to Accountant
Ann Hilchey to Sales Representative, Hartford, Conn.
David Hilst to Manager, Technical Education
Jeanette Humphreys to Secretary A
Syed Iftikar to Manager, Mechanical Engineering
L. Vern Johnson to Supervisor, Cost Accounting
Gail Jones to Tracking Systems Analyst
Dennis Lambright to Production Control Specialist
James Lawrence to Manager, Budget & Measure
Robert Marks to Manager, Spare Parts
Joseph Matta to Territory Supervisor, Baltimore
Linda McMains to Field Communications Coordinator
Keith Mercer to Associate Buyer
Joseph Mooney to Manager, Field Support, Boston
James Nallan to Senior Electronics Technician
Robert Nalley to Manager, Read/Write Development, 3650
Lavarn Nolf to Product Test Technician
James Pelican to Manager, Field Support
Geoffrey Raybould to Engineering Specialist
Robert Reed to Field Supervisor Specialist
Lydia Rubio to Secretary B
Dorothy Staehs to Supervisor, Text Processing
Marian Taverna to Sales Representative, New York
Edward Thomas to Supervisor, Technical Illustration
John Toohey Jr. to Inprocess Inspector C
Roger Travagli to Engineer I-Electronic
James Ulrich to Supervisor, Equipment Manufacturing
Erwin Vangilder to Manager, Field Support, Minneapolis
Gary Weitz to Manager, Manufacturing Administration
Oscar Weller to Engineer II
Jerry Williamson to Supervisor, Fabrication Shop
Luke Yam to Manager, 3650 Test Operations

Spring Comes to Santa Clara



"Proud-pied April, dress'd in all his trim, hath put a spirit of youth in everything." Ah yes, Shakespeare, that's still true today. Even at the headquarters of a major American corporation. Just look at what happens when the first warm breeze rustles the birches and flowering plum trees. At lunch time, jackets come off, hair swings free, and the solemn rites of softball, shuffleboard, and Frisbee begin. Best of all there's a chance to nap on a sunny patch of grass.

