

INTERCOM

A newsmagazine for Memorex people everywhere
September 1978 Volume 15 Number 5



Up, up and away with
Memorex engineer Mick
Farnham. See page 3.

Sordello and Daniel appointed managers for new corporate technology centers

Frank J. Sordello and Eric D. Daniel have been named managers of two recently established research and development facilities—the Recording Technology Center and the Magnetic and Chemical Technology Center.



Sordello



Daniel

Sordello reports to Marcelo Gumucio, Large Storage Systems vice-president, while Daniel reports to Ted Cutler, Consumer and Business Media vice-president. Both have a functional responsibility to Steve Puthuff, Engineering vice-president.

Sordello will be responsible for research and development of new technology relating to the company's data storage and retrieval equipment. Daniel's work will involve the magnetic, chemical and analytical aspects of recording materials technology. "Memorex is increasing its emphasis on technology growth to meet the future needs of our customers," says Puthuff. "These centers contribute to this growth by furthering our development engineering capabilities, especially in the areas of digital recording and magnetic coating."

Formed in April, the two centers provide corporate-level support to division product and process engineering efforts.

Sordello, who holds 37 patents for his work in disc drive and magnetic recording technology, joins Memorex from ISS, which merged with Univac. Daniel moves to his new post from his former job as Engineering's senior staff scientist specializing in media.

Memorex appeals decision in favor of IBM and court's ruling against trial by jury

Memorex is appealing Federal Judge Samuel Conti's Aug. 11 decision to dismiss the company's billion-dollar antitrust suit against IBM Corporation. The decision in the suit, which was tried in U.S. District Court in San Francisco, came as a directed verdict, meaning the case was decided by the presiding judge rather than the jury hearing the case.

The decision was accompanied by a ruling which stated that if the case

comes to trial again, it should be tried by a judge because it is too complex to be decided by a jury. Robert L. Erickson, vice-president, legal, says the company also is appealing this aspect of the court's ruling.

Conti's Aug. 11 decision in favor of IBM was in response to an IBM motion. The motion was filed after Conti declared a mistrial on July 5, when the jurors reported they were deadlocked 9 to 2 in favor of Memorex.

Rodriguez chosen for customer service post



Rodriguez

A. Rod Rodriguez is the company's new manager for corporate customer service. In his announcement of the appointment, Chairman Robert C. Wilson said the new manager is responsible for such customer service activities as order entry and forecasting, product quotations, contract administration, claims and credits and finished goods management. His responsibility for these activities extends to company sales and service offices worldwide. He reports to the vice-president for marketing.

Prior to joining Memorex, Rodriguez held various sales and marketing management positions with Xerox, Motorola and Rockwell International. His last post was director of marketing for Rockwell's Admiral subsidiary.



On the cover: With "Captain" Mick Farnham, Communications quality engineer, at the controls, the 85-foot hot-air balloon Sunshine begins its early morning ascent over Tracy Airfield, near Livermore, Calif. The Memorex aeronaut is one of a mushrooming number of U.S. balloonists, who are rekindling public interest in the sport.

INTERCOM

Judge's decision in IBM antitrust suit appealed

2

Man's oldest form of flying fascinates balloonist

3

Memorex, Bell & Howell form joint-venture firm

4

New Eau Claire plant celebrates with open house

5

Newsmakers pages

6

Service anniversaries

8

New assignments

8

Quality section

10

Activities group opens employe discount store

12

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Left, Mick Farnham enjoys view from balloon gondola. Ground crew uses hanging ropes to keep balloon away from obstacles during landing. Above, Intercom editor Benedict Paulicka, left, and other passengers are doused with champagne during traditional first-flight ceremony.

His beautiful balloon provides 'gentle adventure'

"I call ballooning a gentle adventure," the tall, bearded aeronaut explains. He is standing in the aluminum and fiberglass gondola, working the overhead controls to four propane burners as his red, white and blue craft slowly rises above the small airfield in Tracy, Calif. It's his second flight this Sunday morning. The altimeter needle soon passes 400 feet, and in the distance two more balloons can be seen beginning their ascent over the patchwork of brown and green fields.

"It's gentle because you're just floating lazily along. Yet it's an exhilarating adventure because you're at the mercy of the winds and you never know where the hell you're going."

"Captain" Mick Farnham, a quality engineer with Memorex's Communications Group, is one of a growing number of Americans who are fascinated by the large lighter-than-air ships. The popularity of the sport already was zooming upwards when it

received an additional boost from publicity accompanying man's first successful balloon flight across the Atlantic last month.

Unlike the \$70,000 helium-filled Eagle II, which crossed the Atlantic, Farnham's ship is a hot-air craft. It is raised and lowered by firing four propane burners to heat the 77,000 cubic feet of air inside the 85-by-55-foot balloon or by allowing hot air to escape through an opening. Prices for the colorful craft begin at about \$6,000.

Evidence of the growing popularity of the sport is the fact that in 1964 there were 10 hot-air balloons registered in America. Today, the Balloon Federation of America estimates there are about 1,000 hot-air balloons and 1,200 qualified pilots. Farnham estimates that about 60 of these balloons are in the San Francisco area.

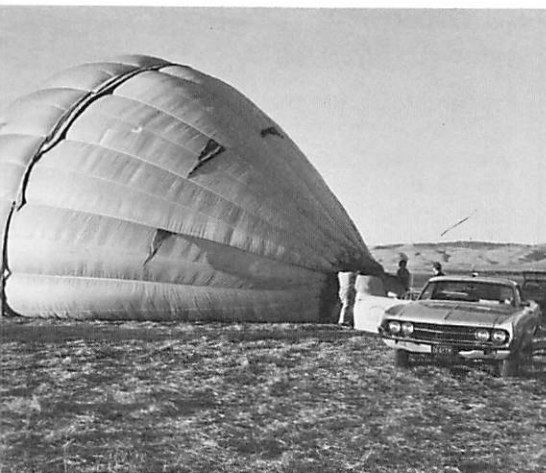
"I've introduced hundreds of people to the sport myself," says the

native Texan, who has been ballooning for four years. "This year alone, I've taken about 150 people up for their first ride."

Most ballooning expeditions begin in predawn darkness. The cool early morning hours provide the best conditions for the one- to four-hour flights. As the sun warms the air, it becomes harder to keep the ships afloat.

Farnham says the highest he has flown his balloon is 13,000 feet. What he likes best is dropping down and just skimming the aluminum gondola over streams, lakes or rivers. Speeds range from zero to 30 miles an hour, but most balloonists won't inflate their craft when winds are above seven miles an hour for fear of being dragged into obstacles when landing.

"I've done a lot of things—hang gliding, motorcycling, scuba diving, rodeo riding," says the 48-year-old engineer. "But I've never been hooked on anything like I am on ballooning. I can't give it up."



Left, crew has unloaded craft from truck, which serves as chase vehicle for maintaining visual and CB radio contact with balloon during flight. After portable fan inflates it,



Farnham, center, inspects inside of rip-stop nylon balloon. Right, he heats air with propane burners to right balloon and prepare it for liftoff.



Paul Dotray heads new joint-venture home video company

Memorex and Bell & Howell have formed M/B&H Home Video in Chicago as part of a video tape joint venture the two companies entered into in July. Paul Dotray, formerly with 3M Corporation, has been named general manager of the new company.

The purpose of the new venture is the manufacture of high-quality half-inch VHS and Beta format home video tape cassettes. Plans call for Memorex to produce the tape which will be assembled into cassettes at the new plant for sale only to Memorex and B&H. While both formats will be produced by M/B&H, the VHS type probably will be introduced first, possibly as soon as first quarter 1979.

Dotray comes to the new company from his former management post in 3M's engineering department. In his new job he will be responsible for establishing an M/B&H manufacturing facility in the Chicago area, near B&H operations, which will be operational by early 1979.

The new general manager will report to a board of governors comprised of two Memorex and two B&H representatives: Ted Cutler, Consumer and Business Media vice-president; Jake Rohrer, Home Video Product Section program manager;



Dotray, center, is congratulated by, from left, Rohrer, Pfannkuch, Cutler and Milan.

Robert B. Pfannkuch, B&H Video Division president; and Stephen Milan, B&H Video Division vice-president for Planning and Finance.

The two firms plans to deliver the product in both cassette formats by next summer. One or the other of the two can be used with almost every brand home video device now available. B&H plans to use the new half-inch cassette for its prerecorded tape duplicating business.

"At Memorex, the blank cassettes ultimately will be sold by the sales forces of both our Consumer Products Division and our Professional

Audio/Video Products Division," Rohrer explains. "Potential customers in the second area include educational and industrial users."

Rohrer describes the new cassettes as a logical extension of Memorex's current audio and video product line. The worldwide marketing potential is tremendous, he says.

"Home video is the newest step in the evolution of total home entertainment. The market is just now developing, and ultimately every household with a television set is a potential customer."

Special coating on Mark V disc cartridges reduces head wear and extends product life

A new Mark V line of disc cartridges for minicomputers and small computer systems heads a list of products recently introduced by Memorex. The cartridges feature a "Particle Oriented Disc" coating, which reduces head wear and extends product life.

Other new products include:

- A multistrike cartridge ribbon for advanced word and data processing printers.
- Typewriter correction fluids for both original and photocopy paper.
- An easy-to-use thinner for the company's original copy correction fluid.

Irvine division changes name to Precision Plastics

To indicate more accurately the kind of products it manufactures, Memorex's Comdata Division in Irvine, Calif., has changed its name to the Precision Plastics Division.

Acquired by Memorex in 1965, the division designs, manufactures and markets plastic components used in

company computer and video tape products and in disc packs and micrographic cassettes. It also supplies components to its own customer base.

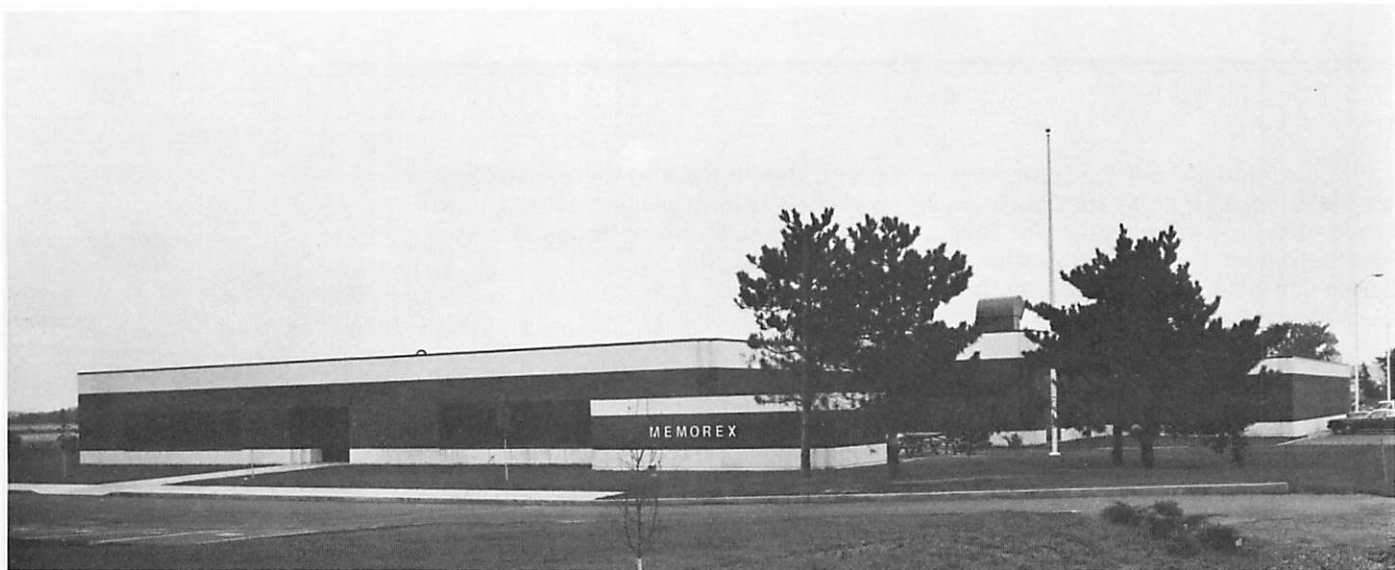
The division, which employs about 300 persons, is located at 1352 Reynolds Ave., Irvine, Calif.

38% increase over '77

Employee contributions exceed United Way goal

Memorex employees exceeded their goal of \$100,000 during this year's Santa Clara County United Way Campaign. During the week-long effort earlier this month, employees contributed more than \$107,600 compared to last year's total of \$77,220, an increase of 38 percent.

Memorex was one of 41 pacesetter firms kicking off United Way's general campaign. Chairman Robert C. Wilson is vice-chairman of the Santa Clara County campaign.



New PCB manufacturing plant in Eau Claire is one of the most modern in the world.

Eau Claire employees celebrate opening of PCB plant

Intermittent rain showers failed to dampen the enthusiasm of some 150 employees participating in Sept. 12 dedication ceremonies for the new printed circuit board manufacturing plant in Eau Claire, Wis.

Chairman Robert C. Wilson presided at the dedication, accompanied by Henry Tinker, Large Storage Systems manufacturing manager, and Dick Loftesnes, manager of the Eau Claire Division.

"This new plant will allow Memorex to meet the increased demand for

these high quality boards for both our own products and for our external customers," said Mr. Wilson. "Our decision to expand in Eau Claire is a tribute to the dedication and productivity of our employees here and to the support the city has given us during our seven-year association. It is an expression of confidence in the entire community."

The new 44,000-square-foot facility, which employs about 200 persons, is one of the most modern manufacturing operations of its kind in the world.

Equipped with highly sophisticated production and process treatment machinery, the plant includes office, manufacturing and warehouse space, an employee cafeteria and parking for 250 vehicles.

All engineering, manufacturing, sales and administrative activities will be conducted in the new building. The previous manufacturing plant will continue to be utilized as a warehouse.

Dedication and open house activities began with a flag-raising ceremony at the new site. Mr. Wilson then toured the new plant, stopping to chat with employees along the way. Later he addressed employees during a meeting in the plant cafeteria, praising them for their attitude, dedication and productivity.

During a luncheon for local government, school and business officials, the chief executive delivered a speech, accompanied by color slides, which described Memorex and its activities. Afterwards, Eau Claire employees served as guides as the officials toured the new plant in small groups.



Mr. Wilson meets with employees in plant's cafeteria.

Personnel are encouraged to participate in this year's third company blood drive

The third and final 1978 employee blood drive is scheduled for Oct. 10 and 11. This year's goal is an overall 20-percent increase over the 1977 total. Locations and times are:

- San Tomas cafeteria, 8 a.m. to

noon Tuesday, Oct. 10, and 11 a.m. to 4 p.m. Wednesday, Oct. 11.

- Education Center on Memorex Drive, 11 a.m. to 4 p.m. Tuesday, Oct. 11.

- Cupertino site, bloodmobile, 11 a.m. to 4 p.m. Tuesday, Oct. 11.

New warehouse opens

The company has opened a new 68,000 square-foot finished goods warehouse across from its headquarters on San Tomas at Central Expressway. An expansion of the existing facility at 2400 Condensa Way, the warehouse will provide equipment and media products manufactured in Santa Clara to all Memorex locations, including branch offices, regional distribution centers and subsidiaries worldwide.

When Memorex needed someone special to pose for an ad for Data Mark 70 modules, it was decided that Disc Pack's Product Test Operator **Mildred Germanich** would fit the bill better than a professional model.

In the full-page, black and white ad, a smiling Mildred dressed in a white clean-room uniform, proudly holds up a Data Mark 70 module for the reader to see, much as a proud homemaker would display a favorite dish she has just prepared.



Mildred Germanich holds evidence of her successful, if brief, modeling career.

This impression is reinforced by the language in the text of the ad. Under the headline, "From an old family recipe," the copy begins: "Take highly seasoned professionals with an uncompromising attitude about quality. Add talented individuals intent on advancing technology. Combine with the experience gained through seven generations of successful disc pack production. And you've got the ingredients of a great data module..."

In the past, employees have modeled for brochures and specification sheets, says **Ken Cruden**, Disc Pack's marketing manager. "But Mildred is the first employee we've used for an outside ad. The ad relies heavily on the human element, so much of its success depends on the model."

Mildred, who was presented with a framed enlargement of the ad, says she mentioned the ad to members of her family, but they had been somewhat skeptical. "When they see this enlarge-

ment, they'll have to believe it," she says. "I think I'll hang it in a conspicuous spot in the house and surprise them with it."

* * *

In July, **George Reyes**, LSS financial analyst, became the first graduate of the company's two-year Finance Development Program for recent college graduates with an accounting and finance background.

By completing four- to six-month corporate or division finance assignments, trainees familiarize themselves with the company's finance organization and gain valuable experience in budgeting and in cost and general accounting.

The program is sponsored by Controller **William George**, and its coordinator is **Pat Bashaw**, senior IR rep. Trainees presently participating in the program are: **Rosalie Aiello**, **Marylou Cardosa**, **Phil Detwiler**, **Terry Ehrman**, **Carolyn Hoyt**, **Prentice Hunt**, **Enrique Jimenez**, **Scott Myers**, **Richard Strong** and **Victoria Thompson**.

For information on January openings in the program, call Bashaw at 7-1791.

* * *

Finance has announced the 10 winners of its June 15 to July 15 Cash Saving Contest, which resulted in suggestions for a potential savings of more than \$2 million a year.

Awards of \$100 for the best five ideas went to: **Dave Welsh** for a proposal to reduce state income tax; **Art Jain**, money saving product improvements; **Donna Certo**, coordinating accounts payable and purchasing data to eliminate overpayments and duplicate payments; **Peter Aye**, recovery of deposits with vendors to liberate cash; **Ginger Swift** and **Robert Lerner** (The two tied for fifth place, so each received \$50), several ideas, including the suggestion that Memorex personnel book trips in advance to take advantage of lower fares.

Weekly lottery winners of \$100 each drawn from names of all participating entrants were: **Sandy Santos**, **Pete Montanos**, **Betty Miller** and **Randy Lane**.

* * *



Championship softball—Komputer Kats throw to Laura Smith of Al's Encounters. A Joe Montemagno is about to connect with

Another softball season has ended with the Memorex Night Raiders still undefeated after finishing their second year as men's intramural champs by beating Tape Plant's "The Other Team" 9 to 4. Coached by **Carlos Hernandez**, General Systems shipping clerk, the Raiders had a 13 and 0 win-loss record.



Richard Watkins, shirtless, gets set to p... Runner's World Magazine's Corporate Cu... Los Altos. The two were among some 40... efforts resulted in the company's placin... ticipating.

makers



centerfielder Debbie Etter tries to beat it right, Memorex Eagles second baseman in high pitch in city championship game.

In the women's intramurals, Al's Encounters, coached by **Al Chukes**, LSS maintenance department electrician, trounced the Komputer Kats 16 to 2 to capture first place with 13 and 2 for the season.

In the B Division of Santa Clara's slowpitch league, the Memorex Eagles



pass baton to teammate David Way during track meet Aug. 27 at Foothill College in Memorex men and women runners whose eleventh among the 35 corporations par-

took second place after losing a heart-breaker to the Trophy Shop 9 to 7. The Eagles had come back to tie their opponents late in the game after being behind by 5 runs. Managed by **Fred Hostettler**, LSS product safety engineer, the team had a 20 and 12 season.

The Vultures, the Memorex men's team in Santa Clara's C Division, finished third with a 7 and 5 record. **Terry Pule**, Field Operations senior warehouseman, was the team's manager.

After finishing third in last year's Western Region Rollerskating Championships, Corporate Accounting Specialist **Dawn Kubiak** was determined to bring home the gold this year. And that's just what she did, winning the first-place medal in July in competition against some 50 top skaters from California, Arizona and Hawaii.

For the 33-year-old Kubiak, who re-entered competition last year after an eight-year layoff, the figure skating victory was the highlight of her career. "I really wanted to win," she says. "After



Rollerskating champ Dawn Kubiak displays her gold medal.

my last routine, I knew I had a good chance. The feeling was tremendous."

The victory, accompanied by a feature story on her in the San Jose Mercury and coverage by local television station KNTV, has whetted her appetite. She says she's going after the

national championship in her event next year. A slip during one of her routines cost her a shot at the national title this year.

* * *

Under the supervision of Santa Clara fire and police personnel, some 350 Tape Plant employees completed an orderly evacuation of their building during the company's first emergency drill in June.

The purpose of the unannounced drill was to prepare employees for an actual emergency by familiarizing them with proper evacuation procedures. In August, employees at the Audio Plant and the PCB area of building 10 participated in similar drills, and more drills are planned for other Memorex facilities this month.



Employees file out of the Tape Plant on Memorex Drive during company's first emergency evacuation drill.

"The response from employees has been very positive, and the results have been better than we expected," says **Gene Gilman**, Health and Safety manager, who also serves on the company's Emergency Response Committee, which planned the drills.

Other committee members are: **Ernie Tydell**, administrative services manager; **Leigh Mateas**, Security manager; **John Blackburn**, Security supervisor; **Fred Egelston**, Large Storage Systems maintenance manager; and **Dan Ferris**, Facilities engineer II.

Service pins awarded to 10-year vets



Clarence Wright—inventory control specialist, Computer Tape



Sally Lopez—finishing operator, Computer Tape.



Stanley Kelly—maintenance technician, Computer Tape



Ovido Garcia—packaging specialist, Computer Tape.

New Assignments

Because of space limitations, Intercom lists only organizational promotions, not transfers or upgrades. Industrial Relations defines the organizational promotion as "characterized by an immediate, significant change in an individual's assigned job duties." Appointments are in Santa Clara unless otherwise noted.

AMERICAS & ASIA GROUP

Keary Chapman to Manager, Data Processing

COMMUNICATIONS GROUP

Delaine Amdahl to Production Planning Analyst
Vicki Baldinger to Senior Order Administrator
Nelia Delcarmen to Inprocess Inspector C
Betty Dent to Food Service Coordinator
John Friedenbach to Associate Programmer
Allen Froidevaux to Warehouse Coordinator
John King to Product Planner
Lee Little to Manufacturing Dispatcher
Thomas Martinez to Receiving Inspector B
Dom Nguyen to Associate Engineer
John Powell to Engineer II, Quality Control
Ray Ruiz to Inventory Control Clerk A
Joan Ryder to Order Administrator
Charles Tanner to Supervisor, Production Test
Phyllis Terrell to Manufacturing Dispatcher
Courtland Watson to Engineer I
Lindley Whitman to Clerk, Engineering Section

COMPUTER MEDIA GROUP

Celia Alvares to Associate Engineer, Quality Control
Sherrol Azbill to General Clerk A
Frank Batista to Supervisor, Mix Room
Anthony Booker to Manager, Module Test
Lorenzo Cano to Department Technician
Juan Chacon to Technical Associate
Albert Ching to Manager, Electrical Engineering
Dale Digiosio to Mix Operator
Lucher Eckford to Finish Schedule Handler
Mildred Estrada to Customer Support Specialist
Lois Filipowicz to Associate Accountant
Dana Franzwa to Corporate Customer Service Administrator
Milford Fuller to Manager, Customer Service
Henry Garza to Supervisor, Substrate
Rick Gravely to Engineering Technician A
James Head to Supervisor, Substrate
Mercy Herrera to Department Technician, Assembly
Linda Jenkins to Associate Accountant
Gregory Johnson to Manager, Facilities Engineering
Norma Kelly to Supervisor, Test
Joseph Martinez to Department Technician, Assembly
Melinda Meadows to Associate Accountant
Bessie Nicosia to Production Clerk A
Edward Nishihara to Supervisor, Substrate
Robert Numbers Jr. to Manager, Distribution Sales, CFI
Robert O'Brien to Department Technician, Manufacturing
Timothy Peart to Department Technician, Manufacturing

David Perez to Department Technician, Manufacturing
Lottie Peterson to Department Technician, Assembly
Lesley Quigley to Associate Marketing Systems Analyst
Jeffrey Riggs to Field Engineer
William Robinson to Chemist II
Rodolf Romo to Department Technician, Manufacturing
Raymond Schwoerer to Department Technician, Quality Control
Fred Siau to Engineer II, Manufacturing
Jetta Small to Material Handler
Terri Sullivan to Associate Marketing Systems Analyst
Nina Talavera to Inprocess Inspector C
Leroy Teagarden to Manager, Component Test
Gary Whited to Manager, Engineering Section
Bryan Willard to Senior Engineer

CONSUMER & BUSINESS MEDIA GROUP

Petronilo Alvarez to Engineering Specialist
Stephen Belgin to Engineer II
Thomas Best to Senior Warehouse Worker
Steven Boyd to Manager, Night Shift
Frederick Budde Jr. to Engineering Specialist
Ron Carstensen to Manager, Package Engineering
William Carter to Chemical Technician B
Ruth DePalma to Inventory Analyst
Jodean Harders to Process Control Inspector
Marvin Harris to Assistant Planner/Scheduler
Jeffrey Higgins to Manager, Planning, Video
Susan Laney to Manufacturing Dispatcher
Brian McIntyre to Coating Operator
Nina Moor to Buyer Assistant
Donald Parsons to Senior Designer
Albert Pepper to Manager, Marketing, Audio
Debra Pierson to Document Control Clerk
Larry Royal to Manager, Engineering Services
David Sanchez to Engineer I, Quality Control
Eyvonne Staver to Credit Correspondent B
Stephen Strutner to Senior Financial Analyst
Sandra Wallgren to Material Planner
Thomas Whiteside III to Maintenance Technician C
Gregory Wilson to Senior Electronic Technician

CORPORATE

June Boyer to Disbursement Specialist
Beverly Brink to Screening Specialist
Shirley Bull to Safety & Health Service Specialist
Valerie Crews to PBX Receptionist
Dan Devou to Supervisor, Data Processing Shift Operations
Doreen Hawkins to Computer Operator B
Jan Herr to Senior Security Specialist
Lucina Junio to Computer Operator B
Neta Keller to Administrative Secretary A
Michael Osborn to Computer Operator B
David Ramos to Data Processing Center Clerk A
Joann Seymour to Key Entry Operator B
Robert Walker II to Data Processing Account Representative

FIELD OPERATIONS GROUP

Richard Arey to Manager, Systems and Procedures



Clovice Assefa—inspector, Computer Tape



Frank Batista—supervisor, mix room, Computer Tape



Ray Avilia—supervisor, coating, Computer Tape



Sonny Asuelo—supervisor maintenance, Flexible Disc



Steve Wong—chemical engineer, Video



Barry Carpenter—manager, exports, computer media sales, A&A

Dietrich Artz to Manager, Systems and Procedures
 Susan Bohm to Customer Support Specialist, Waltham, Mass.
 David Branning to Manager, Guest Relations
 James Brown to Manager, Branch Field Service, Atlanta
 Kenneth Carpenter to Territory Supervisor, Peoria
 Charles Clines to Field Support Specialist, Newark
 Theodore Cooper to Manager, Field Support, New York
 George Dakis to Manager, Field Support, Pittsburgh
 Geoffrey Davies to Field Support Representative, San Francisco
 John DeLeo to Manager, Field Support, New York
 Louis DeLeo to Manager, Field Support, St. Louis
 Yoshi Hara to Accounting Specialist
 Nancy Hardin to Sales Administrator
 Richard Hardt to Manager, Branch Sales, St. Louis
 Ernest Harper to Warehouse Coordinator
 Mariet Hawkins to Assistant Planner/Scheduler
 Stanley Hogeman to Manager, Field Support, San Francisco
 Richard Holdren to Engineering Specialist, Atlanta
 Alton Hortman to Manager, Regional Sales, Atlanta
 Richard Hovis II to Field Support Representative, San Francisco
 John Kennedy to Manager, Branch Sales, Philadelphia
 George Kirchner to Senior Field Engineer, Philadelphia
 Kristi Krom to Accounting Clerk A, Waltham, Mass.
 Christian Layton to Manager, Field Support, Boston
 Ken Lobner to Field Support Representative, San Francisco
 Julian Lopresto to Accounting Associate, Los Angeles
 Thomas Maloney to Manager, Field Support, Minneapolis
 Perry Mark to Manager, Field Support, Garden Grove, Calif.
 Susan Mason to Supervisor, Customer Service, Lombard, Ill.
 Joseph Matta to Manager, Field Support, Washington
 Larry McCaleb to Manager, Communications Products
 Gary McCord to Manager, Field Support, Colorado Springs
 Robert Muller to Manager, Branch Sales, New York
 Cathy Norton to Sales Administrator
 Jerry Pattison to Manager, Headquarters Support
 Nichole Puzzella to Packaging Specialist, Waltham, Mass.
 Terrence Quinn to Electronic Technician C, Waltham, Mass.
 Thomas Quinn to Territory Supervisor, San Francisco
 Howard Rathbun to Manager, Sales Education
 Leslie Rebozzi to Order Correspondent B
 Wayne Robinson to Product Engineer
 Kendra Scherlizin to Secretary A
 John Sedgwick Jr. to Manager, Branch Field Service, Hartford
 John Shotwell to Manager, Systems and Procedures
 Steven Simone to Manager, Field Support, Hartford
 Eugene Sinks to Manager, Technical Education
 Marion Stanley Jr. to Manager, Field Support, Los Angeles
 John Whitney to Packaging Specialist, Waltham, Mass.
 Carol Wright to Field Support Representative

GENERAL SYSTEMS GROUP

Judith Beals to Production Control Clerk, Comdata
 Timothy Cunningham to Product Test Technician
 Alice Eason to Order Administrator
 Ronald Guthormsen to Staff Engineer, Mechanical
 Donna Heise to Secretary B
 Joseph Hendley to Production Control Expeditor, Comdata
 Albert Pinza to Senior Engineering Change Analyst
 Lonnie Wallace to Engineering Specialist
 Maureen Walter to Order Correspondent A
 Willard Wells to Senior Engineer

LARGE STORAGE SYSTEMS GROUP

Cecilia Agbuya to Receiving Inspector C
 Helen Alexander to Inprocess Inspector C
 Donald Arao to Maintenance Technician I
 Manuel Aztorga to Universal Operator, Nogales
 Edgar Begun Jr. to Senior Buyer
 Ronald Bolander to Engineer I, Quality Control
 Michael Buckert to Senior Engineer
 Darlene Byers to Order Administrator
 Perla Cabico to Product Tester
 Samuel Campbell to Product Tester
 Thomas Campbell to Staff Physicist
 Fidela Carrasco to Inprocess Inspector C
 Lindley Cline to Senior Fabrication Specialist
 Bruce Cogburn to Maintenance Administration Specialist
 Nancy Cox to Sub-Assembler
 Wilfred Del Rosario to Inprocess Inspector C
 Nilda Elliott to Publications Writer/Editor
 Zoila Fernandez to Senior Ferrite Assembler
 Joel Filios to Manager, Order Processing
 Michael Garrett to Senior Product Control Clerk
 Richard Gillanders to Engineering Specialist
 Joyce Goodwin to Associate Fabrication Specialist
 Rita Heredia to Inprocess Inspector C
 Betty Hight to Product Tester
 Monica Hoeft to Product Tester
 Mary Johnston to Manager, Equipment Billing
 Elsie Jordan to Engineering Technician A
 Phyllis Lamb to Document Control Clerk
 Donald Lindner to Silk Screen Operator I
 James Little to Product Tester
 Linda Madruga to Receiving Inspector B
 Robert Manina to Product Tester
 Cynthia McElwaine to Inspector I
 Craig McGowen to Manufacturing Dispatcher
 Jack McInturff to Manager, Branch Sales
 Gregory Mercurio to Mechanical Engineer I
 Thomas Neitman to Plater I
 James Oliver to Manager, Engineering Document
 Audrey O'Malley to Inprocess Inspector C
 Sally Palacio to Project Engineering Change Analyst
 Anthony Pierson to Product Tester
 Paul Pfunder to Engineer I, Quality Control
 Viet Pham to Product Test Technician
 Susan Pierce to Assistant Planner/Scheduler
 Vincent Pilgrim to Warehouse Coordinator
 Robert Rodriguez to Warehouse Worker, Nogales
 Anthony Sanchez to Planner/Scheduler
 Robert Schafer to Publications Typist
 Girvin Singh to Product Tester
 Barbara Spurgeon to Inprocess Inspector C
 Rosemary Stasi to Production Clerk A
 Charles Swanson to Supervisor, Equipment Manufacturing
 Robert Vasquez to Engineer I, Manufacturing
 Karen Wells to Engineering Change Analyst
 Chester Westergard to Senior Test Engineer
 Eileen Woody to Inprocess Inspector C
 Barbara Worth to Engineering Aide I, Manufacturing
 Etsuo Yoshida to Engineer II, Quality Control
 Shawka Zaidan to Engineer I, Test
 Marilyn Zarkin to Associate IR Representative

Quality Performers awarded certificates for outstanding work

"There's nothing more important to the future of Memorex than outstanding product quality."

That was the message delivered by special telegram to 20 Quality Performers of the Month during a luncheon held in their honor in the San Tomas cafeteria. The remarks were part of a congratulatory telegram from Chairman Robert C. Wilson, who was in Europe on business and could not attend the luncheon.

Executive Vice-President James Dobbie read the telegram to the assembled employees. He then presented each winner with a certificate acknowledging that person's individual contribution to Memorex product quality.

Each month, five Quality Performers are chosen from Large Storage Systems, General Systems and Communications. Every four months, the 20 winners selected during that period are invited to attend a luncheon in their honor.

Quality Performers for April were: Ilse Ociecka, senior sub-assembler; Les Scheneman, senior product test technician; Lyn Boyd, head assembler; Greg Rodoni, technician; and John Calloway, electronic technician.

May winners were: George Everhart, senior financial analyst; Thaddeus Olszewski, senior electronic technician; John McManus, senior calibration technician; Jerry Pattison, staff engineer; and Al Munson, engineer II.

June winners were: Steve Stone, product sales manager; Eloy Trujillo,



Ociecka



Scheneman



Boyd



Rodoni



Calloway



Everhart



Olszewski



McManus



Pattison



Munson



Stone



Trujillo



Bicksler



Tomaszewski



Davis



Boyes



Johnson



Brown



Marshall



Moya

final assembler; Ralph Bicksler, engineer I; Harriet Tomaszewski, receiving inspector B; and Richard Davis, senior product test technician.

July winners were: Liana Boyes,

statistical clerk; Bert Johnson, staff engineer; Wanda Brown, associate product test technician; James Marshall, warehouse worker; and Dorothy Moya, fabrication specialist.

Company joins American Society for Quality Control

Memorex has joined a number of corporations and other institutions in becoming members of the American Society for Quality Control (ASQC). Until this year, membership in the 32-year-old, non-profit technical association was limited to individuals. The society has a national membership of more than 23,000 professional persons who are engaged in the management, engineering and scientific aspects of quality and reliability.

The group says the extension of

membership to corporations and institutions enlarges its resources for identifying and solving quality problems while providing these organizations with the benefits of membership.

ASQC goals and activities include:

- Development of a broader awareness of the extent to which product and service quality contributes to the well-being of society.

- Emphasis on productivity and cost effectiveness in the face of present domestic and international trade

pressures.

- Work on new methods and procedures involving quality management, quality costs, product liability, environmental control, sampling plans, reliability and metrology.

The ASQC also serves as part of the quality assurance committee of the American National Standards Institute. This committee works towards standardizing quality guidelines and represents the United States in similar activities with the International Standards Organization.

Slitting process is major factor in producing quality audio tapes

Serious recording buffs want the sounds reproduced by their audio tapes to be as close to exact duplicates of the originals as possible. A major factor determining whether a tape can deliver this kind of performance is the quality of the tape's edges.

If tape edges are of poor quality, the listener may hear either a drop-off or an increase in volume when there is not supposed to be one, or he may hear "crosstalk," interfering sounds from other channels on the tape. Also, faulty edges can cause the tape to jam within the cassette.

Les McClane, Consumer Products Division's Quality Assurance manager, explains that this important characteristic, edge quality, is determined during the slitting process, whereby a long, 12-inch-wide tape web is cut into narrower widths for use in cassettes or reels.

"Although each step in the manufacture of audio tape is critical to the overall quality of the product, bad slitting frequently is the cause of poor recording performance," says McClane.

Audio Engineer Wayne Saylor, whose article, "Tape Slitting and Edge Quality," was published in the May issue of the trade magazine *Audio*, describes slitting as a continuous process involving three

steps. A 7,500-foot web of base film either 12 or 24 inches wide and coated with a magnetic iron or chromium oxide is first unwound and fed into the slitter blades. Next, the web is sheared into finished widths. Then the slit tape is wound onto take-up hubs.

"At Memorex, each of these steps is performed as a single, straight, smooth and even-tensioned motion," says Saylor. "Fluctuations in tape movement will result in tape which is not cut straight or which is torn or stretched. Either flaw will have a significant adverse effect on record and playback performance."

To prevent crooked cuts or tearing and stretching, Memorex uses sophisticated slitting machines which start, stop, accelerate and decelerate in carefully coordinated sequences. These machines are equipped with dozens of pairs of hardened steel blades which operate in a manner similar to the way a pair of scissors cuts.

"To assure good edge quality, the blades must be ground to exact dimensions and precisely assembled so that contact between all pairs is uniform," says Saylor.

With this equipment, a web of tape 7,500 feet long and 12 inches wide can be unwound and fed through the slitter blades at speeds ranging from



Senior Engineering Technician Dave Conway puts finished cassette tapes through series of tests on recorders in division's Quality Control Lab.

200 to 600 feet per minute.

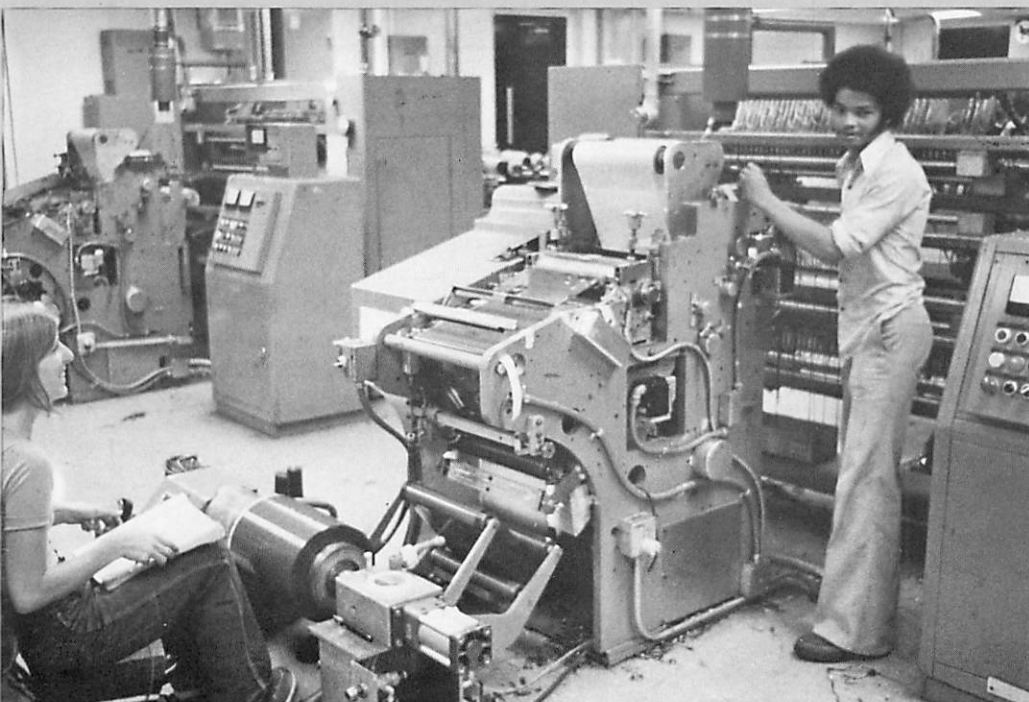
Once the tape has been slit into either .150-inch widths for cassettes or .248-inch widths for reel-to-reel products, machine operators and quality assurance personnel regularly select random samples for visual inspection. Then microscopes are used to examine the samples.

"It's essential that persons performing these different functions work together," says Jon Moon, who supervises the division's Product Test Lab. "It takes the cooperative efforts of every employee involved in the manufacturing process to make sure only acceptable tape gets into the final product."

Photographs illustrating acceptable and unacceptable degrees of edge quality are posted above the microscopes so that slit tape can be compared to the photographs and graded according to the requirements of different users.

In addition to these precautions, Memorex audio tape is put through a series of electronic tests, where it is checked for such factors as coating thickness, output, sensitivity and noise. The lab also tests tape life by playing finished tapes on a recorder for specific periods of time and measuring performance before, during and after the play periods.

"The ultimate goal of our program is to keep the customer happy," says Moon. "And we think manufacturing the best quality audio tape products on the market is the way to achieve that goal."



Slitter operators Julie Ledgerwood and Paul Young operate one of four slitters in the audio tape plant. A fifth slitter has been ordered.

Mercantile will offer 25-percent discount on audio items

Memorex Activities Group launches employe store

On Sept. 26, members of the Memorex Activities Group staff opened a new company employe discount store called the Mercantile. Located in room 1001 above the lobby in building 10 in Santa Clara, the store offers employes a complete line of Memorex audio consumer products at a 25-percent discount from suggested retail prices. Eventually, specialty items also will be available to employes at cost. These will include such items as Memorex T-shirts, bicycle flags and belt buckles.

The purpose of the new store is to benefit employes, says Kathleen Campbell, MAG's senior recreation administrator.

Items in the Mercantile are available in reasonable quantities to all Memorex employes in the continental United States. Plans include opening the store regularly during certain hours each week which will not conflict with work time. Hours will be posted on MAG bulletin boards.

Order forms accompanied by lists of items available and prices will be supplied to personnel at sites other than the San Tomas facility. Also, for employes at the Memorex Drive site, MAG personnel will provide regular deliveries of items ordered from the store. Orders received from sites outside Santa Clara will be filled without charge for delivery.

The following are examples of items which will be available:

- MRX₃ Cassettes—30-minute, 45-minute, 60-minute, 90-minute, 120-minute.
- CrO₂ Cassettes—45-minute, 60-minute,

90-minute.

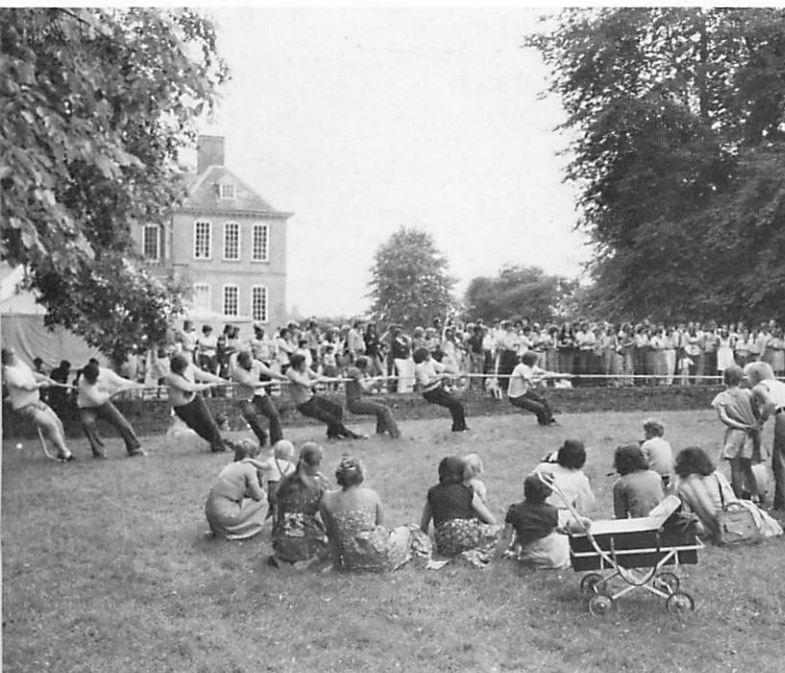
- Blank eight track cassettes—45-minute, 60-minute, 90-minute.

Memorex tape care products and record care products also will be available at the same 25-percent employe discount.

The Mercantile is the latest of a number of employe services and activities provided by the MAG program, which dates back to 1963, when a group of enterprising employes planned a company picnic. An incorporated non-profit organization sponsored and funded by the company, MAG is governed by a 20-person board of directors, half of whom are elected annually by employes to serve for two years.

Campbell, a graduate of California State University at Fresno with a degree in recreation administration, was hired in 1974 as the program's first professional coordinator. Earlier this year, the MAG staff was expanded by the addition of Kim Hart, recreation administrator. Hart also is a graduate of the Fresno university program.

Besides organizing and securing discounts for employe recreational and travel activities, the group's function has grown to include services not strictly recreational in nature, says Campbell. "There's the blood drive, and we send flowers to employes when there's a death in the family or when an employe is hospitalized. We ask people to contact us at 987-2357 if they know a death has occurred or an employe has been hospitalized."



Merriment reigns at U.K. festivities

Huffing and puffing participants in a tug-of-war tournament stand in for traditional knights in armor as Memorex England employes enjoy themselves at family outing at stately Stanford Hall on the River Avon. The team fielded by Finance and Administration proved champions of the day. Below, Morris Dancing Troupe performs ancient fertility rite.

