

# MEMOREXPRESS

A newspaper for Memorex employees in the Santa Clara Valley

Volume 1 Number 4 December 1983

## A note of thanks from Clancy Spangle



In October, I appealed to all Memorex employees to join together to support United Way and show the community that we care at Memorex. Your response to that appeal was overwhelmingly positive.

Final totals indicate that Memorex has exceeded the goal for our United Way campaign this year. Employees have donated over \$365,000, representing more than \$8,000 over the employee goal, and an increase of 17% over last year. With the Corporate gift, the total donated to United Way of Santa Clara County this year by Memorex will exceed \$400,000.

Additionally, our employee per capita gift rose dramatically, from last year's \$66.89 to \$78 this year — a leap of more than 16%. The number of employees participating also increased this year.

On behalf of the community, the United Way agencies we support, and myself — thank you very much. We proved it. We care at Memorex!

C. W. Spangle

## County United Way campaign exceeds goal again — raises over \$17 million

United Way of Santa Clara County has reported that a record \$16,411,479 was raised in the 1983 campaign, representing a 16.7 percent increase and the fifth consecutive year that the Santa Clara County community has exceeded its United Way goal. The \$16.4 million figure includes final corporate and employee results, as well as projections of employee campaigns, corporate, and individual gifts not yet reported.

In addition to the \$16.4 million, \$610,000 was raised in designations, which are funds donated to United Way for disbursement to non-United

Way agencies. In combination, the \$16.4 million and the amount raised for non-United Way funded agencies, bring the grand total for the 1983 United Way campaign in Santa Clara County to \$17,021,479.

According to Thomas Sege, president and CEO of Varian Associates, and general campaign chairman for the 1983 campaign, "We live in a community where citizens have repeatedly demonstrated their commitment to contribute, as individuals and as organizations, to meeting society's most pressing needs."

## Memorex and EPI to develop cartridge tape drives

Memorex has been seeking a responsible and coordinated solution for backing up high capacity Winchester disc drives for some time. To that end, Memorex has signed a comprehensive agreement with Electronic Processors, Inc. (EPI), developers of a 130-megabyte (MB), dual-mode, half-inch cartridge tape drive the same size and shape as a standard 5¼-inch floppy disc drive.

Under the terms of the agreement, Memorex obtained rights to a license to manufacture and sell the drive and cartridge, and options to acquire up to 10 percent of EPI's stock.

Designated the Memorex Model 1110, the drive is intended to provide backup for high-capacity Winchester disc drives in the rapidly expanding micro- and supermicro computer markets. It is a market-driven product to be used by customers and in Burroughs systems.

The cartridge tape drive will offer a faster transfer rate and higher density recording than similar drives now available. It has a formatted capacity of 130 MB in streaming mode and 83 MB in start/stop mode. It will be a 20-track serpentine, which means the user can record in both

*continued on page 14*

### Inside the PRESS

Rumors .....	7
United Way Results .....	1
Believe it or not .....	5
Sports .....	2
Moving Up .....	15
Holiday projects .....	8
January events .....	11
Comdex '83 .....	12
Dial-A-Story .....	4
Liege earthquake .....	4





PHOTO BY DIANE BRAZIL

*Champion Memorex golfers for the 1983 season are shown above with their trophies. Back row, left to right, are: Jerry Sheridan, Rick Upton, John Mendes, Bob Foley, Jack Sanders, Hal Farmer, Wayne Rundle, Brad Baldinger, Bob Bertram, Jim Milbourn, Phyllis Rankin, Jimmie Moore, Chet Dilka, and George Ledger. Front row, left to right, are: Chris Lyberis, Hayves Streeter, Tim Parr, Frank Batista, Darwin Dalzell, Harry Huff, Al Santa Ines, and Jim Johnson. Other champions not pictured are: Rosemary Grady, Paul Hendrickson, Larry Knapp, Carl Labmeier, Ben Lee, Alan Pattison, Bill Patton, and Glenn Takayama.*

## Divoteers of the Year honored for chips, puts, and drives

The top Memorex golfers during 1983 were recently presented with trophies for their accomplishments on the fairways, sand traps, and greens of California this year. Each champion had won a flight, a tournament, or a special award.

Named Golfer of the Year was **AL SANTA INES**, senior financial analyst in RMCD. Winner of the Tournament of Champions was **RICK UPTON**, an industrial engineer in LDDD, who also won the trophy for Most Improved Golfer in 1983.

With a new golfing season starting this month, there are openings for other Memorex employees, their spouses, and dependents. If you'd like to be a Memorex Divoteer, call any of the newly-elected officers of the club:

<b>JIMMIE MOORE</b>	<b>987-9614</b>
<b>PHYLLIS RANKIN</b>	<b>987-3442</b>
<b>CHET DILKA</b>	<b>987-2179</b>
<b>PAUL HENDRICKSON</b>	<b>987-0119</b>



PHOTO BY DIANE BRAZIL

*Rick Upton, left, and Al Santa Ines show off their trophies.*

## An invitation to ski at bargain prices

Skiing anyone? Whether you're an expert skier or have never skied before, the Memorex Ski Club would like to invite you to join them on one of their monthly ski trips this winter. Depending on this season's weather, there will be ski trips every month until as late as May.

Cost for the one-day trips ranges from \$25 to \$35 per person, which includes transportation and an all-day lift ticket. Package prices are also available for lessons and equipment rentals.

The Memorex Ski Club will also be entering a team in the Corporate Ski Challenge the week of March 8 to 11. To qualify as a skier on the six-member Memorex team, skiers must compete in a NASTAR race during one of the Memorex ski trips in January or February then turn in their times to the Ski Club representative present on that particular ski trip. The three fastest men and three fastest women skiers will be invited to join the Memorex team at the Corporate Ski Challenge. In addition, qualifiers will receive an extra all-day lift ticket to be used any day during the Ski Challenge.

Trips are planned for Kirkwood Meadows, Bear Valley, and the Sierra Ski Ranch this winter. If you're interested, call Employee Services and Activities at 987-2357 for more information or to sign up.

**MEMOREXPRESS** is published by the Corporate Design Center for all Memorex employees in the Santa Clara Valley. Send letters, comments, and requests to: **MEMOREXPRESS**, Mail Stop 06-03, 2800 Bowers Ave., Santa Clara, CA 95051, or call (408) 987-0376.

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Memorex Corporation is a Burroughs company.





## Burns throws for the gold...

**ART BURNS**, in Development Engineering SEM & D, and an Olympic hopeful in the discus throw, recently participated in 13 European track and field competitions in which he captured first place in seven meets. His best

throw this season was 233' 6" which is the third best distance in the history of the event. Burns will be competing in qualifying meets for the summer 1984 Olympic games in the beginning of 1984.

## Matej now vp/general manager of RMCD and president of DMI

**AL MATEJ** has been promoted to vice president and general manager of the Rigid Media and Components Division, and president of Disc Media, Inc. The seven-year Memorex veteran will be responsible for all operations of RMCD and DMI, as well as Westlake's plated media program.

Reporting to Matej in RMCD are: **OLIN NICHOLS**, Finance manager; **JOHN HIGGINS**, Marketing and Business Development manager; **RON JULIUS**, Human Resources manager; **DON JOHNSON**, staff technologist; **YOON PAEK**, Development Engineering manager; **DAVE GUTOWSKI**, 14-inch disc Manufacturing manager; **FRED MISHLER**, 5¼-inch and 8-inch disc Manufacturing manager; and



**STEVE GIBBS**, Materials manager. **LEON SARRINGHAUS**, general manager of DMI, will also report to Matej.

## Kenney leads Small Disc Drive Operations as general manager

**JACK KENNEY** has been promoted to general manager of Small Disc Drive Operations. Kenney, who joined Memorex in 1981, is responsible for operations in Winnipeg and England and program management for both manufactured and procured small disc products.

Reporting to Kenney will be **RON LESTI**, director of SDDE; **BERT RAY**, management systems; and **ED TROST**, general manager of the Winnipeg plant.

Kenney received his bachelor's degree in marketing from the University of Denver.



## Holiday festivities

Holiday festivities are about to begin with the MAG-sponsored annual Children's Christmas party and the casual-dress dinner/dance for employees and their dates at the Bold Knight in Sunnyvale.

San Tomas cafeteria is the place for photos on Santa Claus' lap, carolers, dancers, face painting, clowns, and refreshments at the Children's Christmas Party on December 11. Each child will receive a gift from Santa. doors open at 10 a.m. and the party lasts until 4 p.m.

Each family is asked to donate packaged or canned foods (one for each family member attending the party) to be donated to a Memorex-sponsored charity.

Get out your dancin' shoes for the casual dinner/dance on December 17. Tickets are \$5.50 per person which includes dinner. Only 500 tickets are available.

Tickets and additional information can be obtained from the Employee Services and Activities office at 987-2357.



## Memorex hosts future corporate executives

Higher education and business in America both have high stakes in the future and they work together in many ways to ensure its success. Business-sponsored university research projects, internships for college students in the business world, and company-sponsored seminars for students are a few of the mutual exchanges between higher education and business.

Memorex recently hosted an educational exchange between the Company and 24 members of Phi Chi Theta sorority from Chico State University in Chico.

The business sorority, whose members major in finance, marketing, accounting, and/or management, was welcomed by the staff of Guest Relations, who presented the Corporate module, a multi-projector slide show on the past, present, and future of the Company.

A panel of nine Memorex employees discussed their own careers with the Company and gave the students practical advice about what courses they should take and how to avoid common mistakes in business.

Following the panel discussion, the students were taken on tours of various Memorex facilities for a closer look at our operations.

By hosting this group of young women, the businesswomen of tomorrow, Memorex is assisting them in getting off on the right foot in business. This investment in tomorrow's talent promises to pay off for business and the young women hoping to enter it.

## Kid's hotline

Dial-A-Story is a special storytelling program provided for children by the Friends of the Mountain View Public Library. Each week a new story, fairy tale or poem is recorded for children's enjoyment. Call the 24-hour story hotline at (415) 962-0400. For more information, call (415) 966-6336.

## An MBA in 20 months

Complete your Master of Business Administration degree at San Jose State in just 20 months. Courses are offered one evening a week, plus a few Saturday sessions. First classes begin January 1984.

The program is fully accredited by the Western Association of Schools and Colleges and the American Assembly of Collegiate Schools of Business.

For complete information, contact Dr. Jerry L. Thomas at SJSU at (408) 277-2308 or the Continuing Education office at (408) 277-2182.

## Boost skills, learn teaching methods

A training methods program, with certificate credentials, designed for individuals in business and industry will be offered at San Jose State University for the spring semester.

This class will prepare you for an employment change and boost your communications skills. Course description includes instructional methods, course development, and media design and production.

For further information, contact Dr. Leonard Espinosa at (408) 277-2630 or the Continuing Education office at (408) 277-2182.

## Packaging seminar

A conference on the pros and cons of protective packaging for industry? That's the theme of a three-day conference from January 9-11 sponsored by San Jose State University.

The seminar's itinerary includes how to deal with product characteristics (form, shape and sensitivities), packaging systems (design, development, costs, production and control), and distribution system parameters (customer types, marketing practices and packaging costs).

Conference fee is \$225. For more information contact Industrial Studies at (408) 277-3446.

## Avoid the 13...

When the clock reaches 12 midnight on December 16, the ninth annual "Avoid the 13" campaign will begin in Santa Clara County. "Avoid the 13" is an 18-day law enforcement crackdown on drunk drivers during the holiday season. Last year, there were 93 alcohol-related fatal or injury accidents in Santa Clara County during the holiday season. This figure represents a 39 percent decrease in holiday accidents from the previous year's total of 151.

The program originated with 13 local law enforcement agencies; thus, the name. Since its inception, two additional law enforcement agencies have joined in the anti-drunk driver campaign.

The 15 participating agencies are: Gilroy P.D., Los Altos P.D., Los Gatos P.D., Milpitas P.D., Morgan Hill P.D., Mountain View P.D., Palo Alto P.D., Santa Clara P.D., Campbell P.D., San Jose P.D., Sunnyvale P.D., San Jose State University P.D., Santa Clara County Sheriff's Office, and the San Jose and Gilroy-Hollister offices of the California Highway Patrol.

## Memorex couple crews Noel Coward classic

"Blithe Spirit", a comedy play by Noel Coward, will be presented by the Star Players December 30, 31 and January 6 through 14.

Two Memorex employees, CAROL and MATTHEW PALMER, are involved in the play's production. Carol works with the production crew and Matthew is the stage manager.

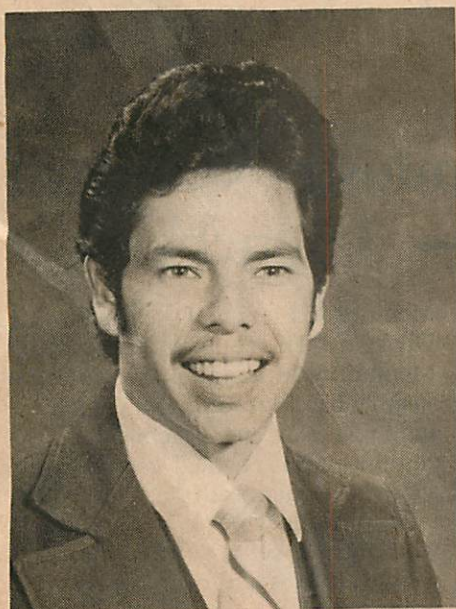
On New Year's Eve, a \$10 per person champagne gala including food will follow the play. Tickets and information can be obtained by calling (408) 867-2724 or 395-3764.

## A little shaky...

An earthquake in Liege, Belgium, on November 8 caused no damage to the Memorex plant there. The quake measured 5.0 on the Richter scale and caused minor damage to some buildings in Liege, but not to the Memorex plant.

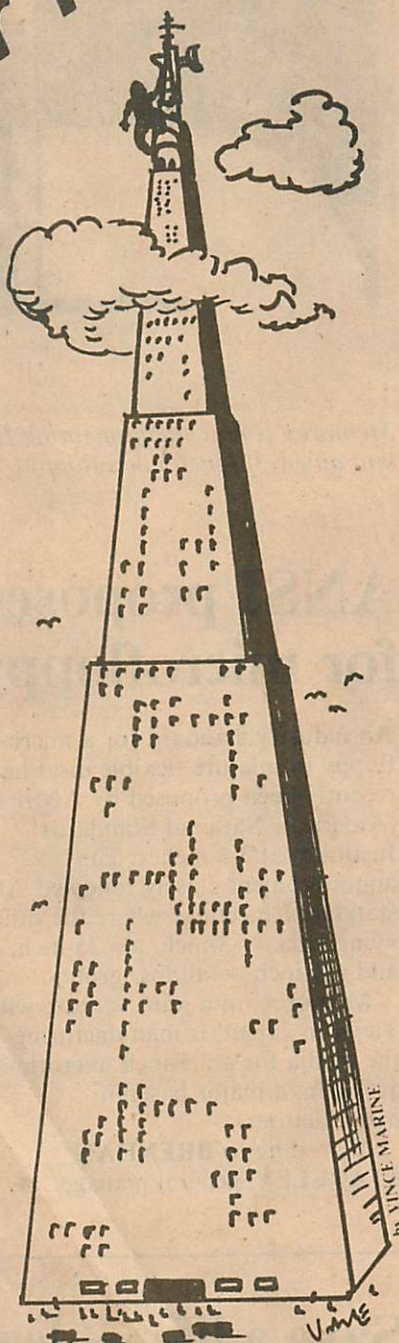


# Lippe's Believe it or not!



**Johnny Estrada**, electronic technician in Computer Tape, has not missed a single day of work in **FIVE YEARS!** Can anybody beat that?

If all incoming letters in standard sized envelopes (9") received in the Memorex Mail Room during one year were laid end-to-end, the resulting ribbon of envelopes would stretch to **MORE THAN SIX TIMES THE DISTANCE FROM THE UNITED STATES TO THE U.S.S.R.** (across the Bering Strait)!



The 3680 with a string of eight disc drives can hold 10.08 megabytes of information, a byte being the approximate equivalent of a word in the English language. If translated to words typed on paper (at about 1,000 words per page), the 3680 stores the equivalent of information typed single-space on 10,800,000 pieces of paper. If stacked, those data-filled pieces of paper would reach approximately 3,600 feet or **THE HEIGHT OF A 360-STORY BUILDING!**



**PATTY CASSIDY**, from the Word Processing Center in the Communications Group types an amazing 105 words a minute! Can you top that?

Would you believe a two-month Memorex payroll amounting to a grand total of \$12,383? That was the total amount paid out to all five Memorex employees in the first two months of business in 1961!

Archived Company records, dating back to the beginning, total approximately 98,000,000, each representing a different subject matter!

**Thanks for your help: HELEN KOPAS, CARL BRANNON, STEVE MARTIN, CHERYL SCHNEIDER, AND GARY HEATH.**

**If you have a little known but amazing fact about Memorex or any of its employees, contact Karen Lippe at 987-0376, or send your suggestion to Karen at Mail Stop 06-03.**



# UCC User Group meets at Memorex

by Terry Edwards

On November 9, 60 representatives from 16 northern California companies gathered at the Memorex world headquarters building for an all-day conference. All of the 16 companies are currently using or converting to University Computing Company's software package for credit and accounts receivable management marketed under the tradename CARMS.

Memorex was instrumental in forming this northern California user group as a result of UCC's request that regional user groups be formed at their National User Convention in March 1983.

The meeting at Memorex was the second meeting of the northern California user's group; the first was held at National Semiconductor's offices in Santa Clara.

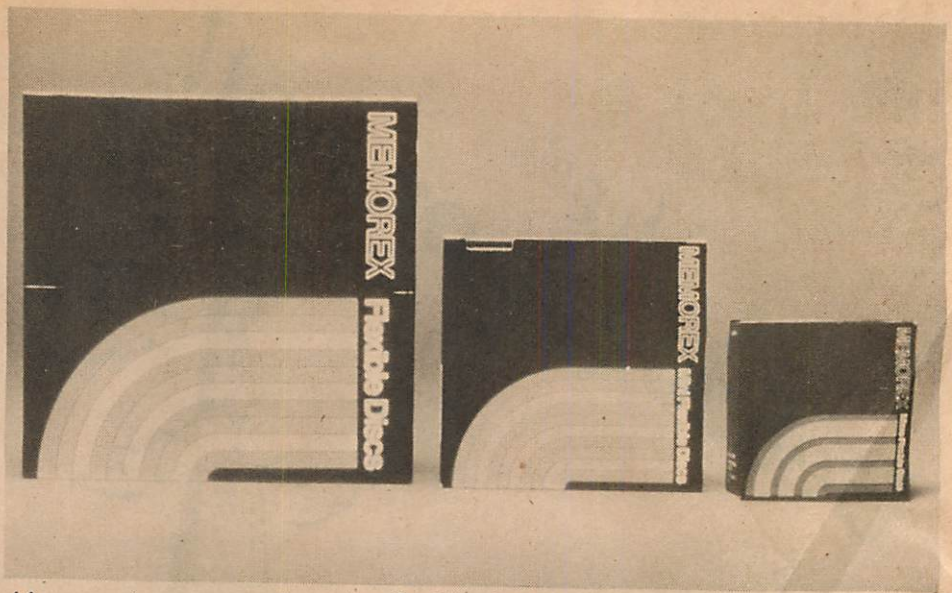
The attendees heard from three UCC representatives about upcoming enhancements and fixes to the CARMS system. Additionally, information was disseminated about how the users can obtain assistance from UCC and/or specialized training at either the user or technical level.

The user representatives selected seven of their members to serve as a steering committee for the group for one year. That committee will work on enlarging the membership, selecting agenda topics for the quarterly group conferences, coordinating enhancement requests to the National User Committee and acting as liaison between the northern California user group and UCC.

The next user conference will be held in February 1984, with members from user companies in Washington and Oregon attending, as well as representatives from the southern California group.

## Help for women

Women experiencing divorce, separation or widowhood are invited to join Umbrella House, a support group for women, Wednesday nights from 7 - 9 p.m. at 840 W. Washington Avenue, Sunnyvale. For information call (408) 730-8458.



Memorex is now manufacturing flexible discs in three sizes: 8-inch, 5 1/4-inch, and a new 3 1/2-inch microfloppy.

## ANSI proposes industry standard for microfloppy — 3.5 inches

An industry standard for a micro-floppy (miniature flexible disc) has recently been proposed by ANSI (American National Standards Institute) at 3.5 inches. The announcement closely followed ANSI standards' meetings where the other vying sizes — 3-inch, a 3.25-inch, and a 4-inch — all lost ground.

Memorex, in a joint venture with Tiejin in Japan, is manufacturing the media for a 3.5-inch microfloppy at Tiejin, a major basefilm manufacturer.

According to **BRENDAN STAVELEY**, general manager of

Memorex's Flexible Disc Media Division, "The combination of Memorex's formulation technology, Tiejin's basefilm technology, and state-of-the-art manufacturing equipment has enabled us to produce a superior quality media."

Stavelly added, "We're supplying what the market is demanding: namely, a 3.5-inch microfloppy product."

Memorex recently announced a large order of the product from a leading U.S. microfloppy disc drive manufacturer.

## Save a life — learn CPR at Red Cross

The American Red Cross is offering CRP (cardiopulmonary resuscitation) classes at 333 McKendrie in San Jose on an ongoing basis. Classes are available to anyone for a \$15 non-

refundable class fee. For more information, contact the Red Cross at (408) 292-6242. A schedule of classes offered in December is shown below.

### December

6

10

12 & 14

13 & 15

13 & 15

19 & 21

Tues.

Sat.

M/W

T/Th

T/Th

M/W

9 am - 6 pm

9 am - 6 pm

6 - 10 pm

6 - 10 pm

6 - 10 pm

6 - 10 pm



# How to rob peace of mind, ruin reputations, and negatively affect productivity in one easy step

What preys on underlying anxiety? Causes 10 percent of an unsuspecting population to lie outright? And spreads as fast as warm margarine on fresh-from-the-oven bread?

Give up?

It's super rumor — faster than a speeding bullet; more powerful than a locomotive; able to affect the morale of a lot of people, all at once.

**Rumors can rob employees of peace of mind, reputations, and ruin productivity.**

The results of a 1982 communications survey indicated that more than half of employees rely on the grapevine for information. With stories distorted, it's no wonder that for most of the employees surveyed, **the grapevine is the least preferred source of information.**

The very nature of rumors makes employees want to reshape the message and pass it on — accurately or inaccurately. According to psychologist Gordon Allport, importance and ambiguity are necessary for a rumor to thrive. Consequently, so long as there are ambiguous situations and people willing to speculate about them,

rumors will exist. This speculation is detrimental when it surfaces at work and often occurs when there's a breakdown in communication.

The best way to prevent that from happening is to establish and maintain a positive two-way communication between supervisors and employees. Everyone has a responsibility to stop inaccurate information before it surfaces through the rumor mill.

Rumors run the gamut and reflect varying degrees of seriousness. So the next time you're cornered at the water fountain, drawn into a break room huddle, or hear a voice deepen and say, "I've got a hot piece of news, but don't tell a soul..." ask the person to give you the facts surrounding this "hot bit of news." Facts help control rumors. You might also try one of the following ideas to control rumors:

- **Consider the source.** Is it a person in a position to **know** the information? Has the person ever told you a rumor that proved false?
- **Be realistic.** Examine the content of the rumor. Is it realistic?
- **Don't pass stories along.** Try to avoid the rumor mill. If you hear a

rumor, stop it right there. You'd be surprised how many rumors get a second chance when someone says, "You won't believe what I heard yesterday about..." The first person states it that way because the rumor is ridiculous, but others spread the information as if it were true.

Despite the overwhelming evidence of the negative effects of rumors, it's only fair to add that they can sometimes be viewed as fun. After all, they can be interesting, sometimes mysterious, and as much as 75 percent accurate. Does that mean that 25 percent of this article might be based on rumor? Reader beware.

The key to rumor management lies in your ability to distinguish between fact and fiction.

Excerpted from an article by Larry Spitzer, originally published in *Pathfinder*, a publication for employees of Central Telephone Company in Las Vegas, Nevada. Reprinted here with permission.

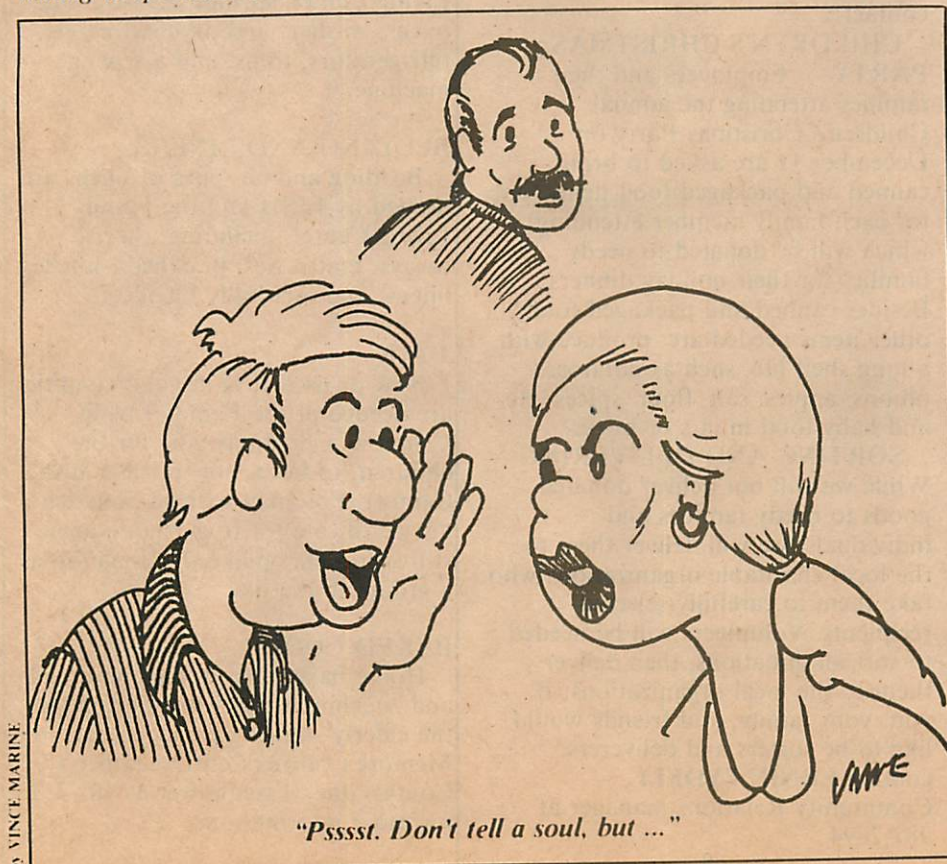
## Alternative to "Tent City" for homeless

The Santa Clara Valley can seem like the end of the rainbow whether you live here or not. Indeed, many have found their pots of gold here. But the pot of gold runs out for some families and they can suddenly find themselves homeless. It can be caused by a natural disaster or fire, loss of income, death of the primary wage earner, or a number of other sudden and unpredictable events. Last winter's housing option for those families was "Tent City."

Since then, a group of volunteers has pulled together to take a big bite out of the emergency housing problem in this valley, especially timely with the rainy season upon us.

Three shelters in Santa Clara County comprise the Emergency Housing Consortium, a non-profit organization dedicated to providing emergency housing to homeless families. Opened in October 1982,

*continued on page 42*





# Memorex holiday projects offer opportunities to assist the needy

No matter what your religion or culture, this time of the year — from Thanksgiving to New Year's Day — can mean celebration, new beginnings, and joy. It can also be a dismal season, especially for very low income families and those who spend the holidays alone. That sad fact brings out the sharing instinct in a lot of people, including quite a few Memorex employees.

If you're looking for a way to express your sharing instinct, there are several opportunities at Memorex this holiday season. In addition, volunteers are needed to sort and deliver donated goods. If you have a pickup truck or a station wagon, your vehicle and driving services are needed.

If you, your family, and friends would like to participate in any of the holiday projects detailed below, contact the person coordinating each project. The projects and/or items needed are:

**FISH** — Friends in Service to Humanity is a national organization of volunteers who provide services that cannot be handled by government agencies, social service agencies, or other emergency organizations. They concentrate on filling needs of people in emergencies and critical situations via the volunteers and voluntary donations of food, money, and essential supplies, such as clothing and bedding. FISH is accepting donations through Betty McLaughlin and Joie Malinski in the Communications Group. For more information, call Betty at 996-9000, extension 391, or Joie at extension 346.

**CAROLING** — For the third year, a group of Memorex employees will be gathering to sing holiday carols to elderly shutins in the Santa Clara area. Coordinated by Jack Eisenhower, this project is growing in popularity each year. Participants are asked to bring, if they can, home-baked bread, banana bread, or zucchini bread. If you can't join the carolers, perhaps you'd like to donate the baked goods. If so, please avoid items high in sugar, wrap each item individually in tin foil, and attach a label identifying the contents. The date selected for caroling and delivering the goodies is December 17

at 7 PM. All participants are asked to meet in front of building W at 1125 Memorex Drive. Caroling will be finished no later than 9:30 PM, after which carolers will meet to celebrate. Bring your family and friends and plan to have a good time. For more information, call Jack Eisenhower at 987-3123.

**FAMILY LIVING CENTER** — This is a newly-opened shelter on the grounds of Agnews Hospital (but not connected with it) that takes in homeless families on a temporary basis, the great majority of which are Santa Clara County residents who are temporarily homeless for a number of reasons. The Center is run by a staff of very dedicated volunteers and has been in operation for less than two months, serving the temporary housing and food needs of an average of 700 people per week. Volunteers also assist the parents in securing employment, finding rental housing for their families, and caring for their pre-school age children during the day while they seek jobs and housing. See the article on the Family Living Center on this page for a list of their needs and who to contact.

**CHILDREN'S CHRISTMAS PARTY** — Employees and their families attending the annual Children's Christmas Party on December 11 are asked to bring canned and packaged food items (one for each family member attending) which will be donated to needy families for their holiday dinners. Besides canned and packaged foods, other items needed are: produce with a long shelf life, such as potatoes, onions, apples, salt, flour, spices, etc; and baby food in jars or boxes.

**SORTING AND DELIVERING** — While we will not deliver donated goods to needy families and individuals, we will deliver them to the local charitable organizations who take them to carefully-selected recipients. Volunteers will be needed to sort all donations, then deliver them to the local organizations. If you, your family, and friends would like to be sorters and deliverers, contact **ERNIE TYDELL**, Community Relations manager at 987-2894.

## What's needed...

The list below includes food and other items you may wish to donate to needy people this holiday season, either through one of the holiday projects at Memorex, or on your own. See the article on holiday projects at Memorex this season for more information. Happy holidays!

### FOOD

noodles	garlic
spaghetti	potatoes
beans	apples
baby food	oranges
salt	onions
flour	cereal
sugar	crackers
spices	canned foods

### CLOTHING

Clean and in good condition for children and adults. There is a critical need for infants' and childrens' clothing.

### APPLIANCES

Small and large appliances are needed by FISH and the Family Living Center, including: stoves and ovens, washers and dryers, freezers, refrigerators, irons, and a sewing machine.

### BEDDING AND LINENS

Bedding and all types of linens are needed by FISH and the Family Living Center, including: sheets, towels, mattresses, bunkbeds, kitchen linens, and especially blankets.

### TOYS

New or used toys in good condition are needed at the Family Living Center as Christmas gifts for the children (to keep, not to leave at the Center). You may wish to donate a gift certificate for toys from a local store, and may make the donation as a group, if you like.

### BAKED GOODS

Home-baked bread, banana bread, and zucchini bread will be given to the elderly shutins serenaded by Memorex carolers on December 17. Contact Jack Eisenhower at 987-3123 for more information.



## WHEN YOU VOLUNTEER, YOU DO REWARDING WORK IN EXCITING FIELDS:

- RECREATION & SPORTS
- SCIENCE
- EDUCATION
- SOCIAL SERVICES
- ENGINEERING
- ENTERTAINMENT
- ARTS & CULTURE
- HEALTH SERVICES
- CRIMINAL JUSTICE
- CAREER COUNSELING

# VOLUNTEER

A Community Relations Council of Memorex employees has been formed to match employee volunteers with community needs, partly with the assistance of the computer. Based on voluntary surveys of employee interests, skills, and availability, a database of internal resources will be created. When a community need arises, the database will show an immediate resource of employee volunteers.

Filling out the survey implies no commitment, nor is your participation in any community service project required. You will simply be notified about volunteer opportunities in your area(s) of interest. If you'd like to find out more, fill in the blanks below, fold the page in half, staple, and put it in interoffice mail. You will receive a detailed survey to fill out soon. Thank you!

**YES, I'm interested in volunteering and in participating in the survey of skills and interests. I understand there is no commitment required on my part.**

Name \_\_\_\_\_

Mail Stop \_\_\_\_\_ Extension \_\_\_\_\_

Work Hours \_\_\_\_\_



***"THERE IS NO HIGHER RELIGION THAN HUMAN SERVICE. TO WORK FOR THE COMMON GOOD IS THE GREATEST CREED."***

**ALBERT EINSTEIN**

**JUST A FEW HOURS A MONTH CAN BRING YOU:**

- **A WAY OF HELPING OTHERS**
- **NEW FRIENDSHIPS**
- **NEW SKILLS**
- **A SENSE OF ACCOMPLISHMENT**












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— fold here —

**TO: ERNIE TYDELL**

**TO: ERNIE TYDELL  
COMMUNITY RELATIONS MANAGER  
MAIL STOP 12-39**



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>1</p> <p>San Jose Museum of Art presents sculptor Milton Komisar through Jan 15.</p> <p><b>HAPPY NEW YEAR!</b></p>	<p>2</p> <p>San Jose Museum of Art presents lithographs by James McNeill Whistler through Jan. 29</p>	<p>3</p> <p> vs. Philadelphia 7:35</p>	<p>4</p>	<p>5</p>	<p>6</p> <p> vs Tampa 8 pm</p>	<p>7</p> <p> vs San Antonio 8:05</p> <p>Opening night of the "Miracle Worker" - San Jose Repertory Theater through Jan 22</p>
<p>8</p> <p>Glen Campbell at the Center for the Performing Arts</p>	<p>9</p> <p>SEM&amp;D Blood Drive - San Tomas cafeteria 9 am - 3 pm</p>	<p>10</p>	<p>11</p>	<p>12</p> <p>Working Woman's Appreciation Day</p>	<p>13</p>	<p>14</p> <p>San Francisco Symphony at the Flint Center</p> <p>Last show of "Blithe Spirit" at the Saratoga Civic Theater</p>
<p>15</p> <p>Martin Luther King Jr's Birthday</p>	<p>16</p>	<p>17</p> <p> vs San Diego 7:35</p>	<p>18</p> <p> vs Tulsa 8 pm</p>	<p>19</p> <p> vs Portland 7:35</p>	<p>20</p> <p> vs Vancouver 8 pm</p>	<p>21</p>
<p>22</p> <p>Last show of the "Miracle Worker" San Jose Repertory Theater</p>	<p>23</p>	<p>24</p> <p>San Francisco Opera House presents Manifestations, Romanze, Scalotte Portfolio and Symphony in C. through Jan. 29</p>	<p>25</p>	<p>26</p>	<p>27</p>	<p>28</p> <p>West Valley Symphony - Richard Sagg, Piano Concert 8:15</p> <p>San Francisco Symphony at the Flint Center</p> <p>Memorex Ski Club trip to Bear Valley*</p>
<p>29</p>	<p>30</p>	<p>31</p> <p> vs Milwaukee 7:35</p>	<p>KEY TO SYMBOLS:</p> <p> Warriors</p> <p> 49ers</p> <p> Earthquakes</p> <p>Indoor games</p>	<p>January is a good month to shop for bargains on: linens, clothing, furs, home furnishings, and baby needs.</p>		<p><b>JANUARY 1984 EVENTS</b></p>

\*For more information contact Employee Services and Activities at 7-2357.



## Telecommunications adds two new services; moves to Memorex Drive

Corporate Telecommunications is making a big switch. The Corporate Message Center, telephone customer service, network planning services, and the main switchboard are all relocating from building 10 to building R, near the Tape Plant.

Services will continue as normal, with the addition of two new services:

- Regular ISD courier service will be scheduled between buildings 10, 12,

14, 3, 23, and R throughout the day. For courier schedules, call Mary Starling-Laney at 987-3414.

- Messages can be entered via any 1377 2078 terminal attached to the Amdahl CPU in the Data Center, or via any B20 connected to the Message Network.

Send all requests for service to Mail Stop 00-67, or call Esther Tuliao at 987-3759 for more information.

## Family Living Center...

*continued from page 7*

Three shelters in Santa Clara County comprise the Emergency Housing Consortium, a non-profit organization dedicated to providing emergency housing to homeless families. Opened in October 1982, shelters in San Martin for 11 families and another in San Jose for 11 families are functioning through the work of community volunteers.

The largest and newest facility is the Family Living Center, which is located on the grounds of (and leased from) Agnews State Hospital. The Center, after only two months of operation, has rooms for 33 families, and plans to expand to 43 rooms with volunteer help and donated supplies.

Once accepted for temporary shelter (14 nights maximum), family members take responsibility for maintenance and other chores at the facility, and spend weekdays looking for jobs and housing. While school-age children attend school during the week, younger children stay in the Center's day care room, staffed by volunteers.

Federal funds pay the Center's rent. All other resources, including food, must come from the community. They need all the same things for their home that you need for yours (times 33): towels, sheets, pillows, dishes, pots and pans, vacuum cleaners, laundry supplies, bath soap, books - and clothing for children and adults.

Critical needs include: blankets, disposable diapers, food and milk (fresh daily), stoves, freezers, refrigerators, large washers and dryers.

Residents and volunteers at the Center could also benefit from a sewing machine, a television set, clocks, games, rugs, and raincoats.

The Center is currently operating with the bare essentials, and still takes in an average of 105 people a night. Unfortunately, they must turn many others away for lack of room and supplies.

Filling the needs of the Family Living Center is one of three holiday projects at Memorex this season. If you'd like to volunteer supplies or volunteer time to the Center, contact **ERNIE TYDELL**, Community Relations manager, at 987-2894.



PHOTO BY SAM GERACI

## Wide variety of Memorex products featured at Comdex '83 trade show

Memorex featured a variety of new products at Comdex '83, a computer trade show held in Las Vegas, from November 28 through December 2.

Product highlights from the Communications Group included the new multifunction dot matrix printer, the 2074 remote cluster controller, the new amber screens for the 2078 display terminal and the seven-color 2079 display terminal.

The equipment OEM organization displayed a wide range of 5 1/4-inch magnetic storage solutions, including the Quail family of Winchester disc

drives.

The Rigid Media and Components Division's OEM group showed the new Mini-Mark 5 1/4-inch oxide media rigid disc cartridge.

The Media Products Group introduced a new high-capacity 3 1/2-inch microfloppy and their retail flexible disc packaging program which is aimed at small businesses and personal computer users. The Group also featured several new computer tape products and their flexible disc drive head cleaning kits.



## Display dazzles European market — wins award!

The display stand released recently for use by Memorex flexible disc retailers worldwide has been chosen as the Best Permanent Counter Display Merchandiser introduced in 1983. The award was made at one of Europe's major exhibitions for the point-of-sale industry by the Association of Point-of-Sale Advertising.

To date, 1,000 of the rigid polystyrene units have been built and shipped to most Memorex International markets. An additional 500 are in production, some destined for United States retailers.

The displays, which provide strong Memorex branding, are designed to hold between 200 and 250 discs, 8-inch, 5¼-inch, and twin packs, depending on the mix used. The displays are given to retailers, generally without charge, either by the Memorex sales force or through our flex disc distributors.

According to the manufacturer of the units, the displays received the top accolade because of the simple, practical nature of their design and their attractive appearance. An added advantage, in the eyes of the judges, was the pilfer-resistant attachment which makes petty thieving difficult.



## Chilton Corporation uses Memorex disc drives to compile credit histories on 60,000,000

The following article has been excerpted from an article in *Forbes* magazine, October 10, 1983, and is reprinted here with permission.

by Stanley W. Angrist

*The odds are, friends, that in this nondescript, unmarked, low-rise building two miles from downtown Dallas, they have a file on you. In the main computer room, the MEMOREX hard disc drives quietly click away. That's the only noise you hear until J.E.R. Chilton III points to the drives and says, "They contain the credit histories of 60 million American families. We post 100 billion bits of*

*new information to these files each month. These egg beaters—the disc drives—"will keep track of it all."*

*The odds are also that any consumer debt you've run up lately has helped leverage Chilton Corporation (not to be confused with Chilton Company, the Radnor, Pennsylvania, publisher). Consumer spending and credit expansion helped turn the late recession toward recovery, and that always means an increase in Chilton's business.*

*Through its own offices and affiliated credit bureaus, Chilton does business with 17,000 purveyors of credit. Some 35% are banks and other financial institutions, 30% retail*

*merchants and bank-card organizations, 8% consumer finance lenders, and 7% automobile finance firms. Chilton now ranks among the top five computerized credit data operations in the country.*

*If the economy continues strong, the months ahead look good for Chilton. If interest rates remain manageable, Chilton expects the unsatisfied demand for housing will give the company's lever an even bigger handle.*

*"Every time we sell a mortgage loan report," he says, "we will sell ten other credit reports. A new house purchaser winds up buying appliances, carpeting, and furniture, too."*



# CONGRATULATIONS

During 1983, Burroughs Exemplary Action Awards have been presented to the following Memorex employees for their exceptional contributions to the company.

NANCY ALLEN  
JACK BRADLEY  
RUTH BRANCH  
GEORGIA BRINGINO  
ROSS CLARK  
SANCHITA DEB  
JEAN DE BELLEFEUILLE  
JANE DEL ROSARIO  
WILLIAM DIETZ  
TERRY FANNING  
DAVID FRIED  
BRYAN FUJIMOTO  
NAGY GAD  
MIKE GALATA  
AL GUITERREZ  
JODEAN HARDERS  
ROSALINDA IBANEZ

GENIA JANSSEN  
SIDNEY JONES  
LARRY LEECH  
SHARON MAIDEN  
JERRY MEYER  
ED MOORE  
COLLEEN MURPHY  
QUYEN V. NGUYEN  
DALE NICHOLSON  
MARI PEBENITO  
RAY SCHWOERER  
JOSE SOUSA  
RICH VILLANUEVA  
DONALD VOHAR  
JEFF WENDLANDT  
KYLE WESCOAT

## Cartridge tape drive...

*continued from page 1*

directions. The drive comprises seven subassemblies which will be bolted together.

A special "tape-picking" system is used to pull the tape from the cartridge and onto an internal take-up reel in the drive. The drive then operates in a reel-to-reel mode, which enhances its performance by allowing much more accurate tape guidance and tension control.

Memorex plans to start manufacturing the drive at Westlake Village, starting in the fourth quarter of 1983. Prior to that, Memorex will purchase drives made by EPI. Beta site tests for the drives are scheduled for the first quarter of 1984. Volume shipments are scheduled for the third quarter.

The cartridges contain 400 feet of half-inch Memorex computer tape in a sealed housing measuring 4 by 4 by 1 inches. The tape cartridges will be manufactured in Santa Clara by Memorex's Media Products Group.

## Warehouse employees flaunt chapeaux

Inventory: the dreaded, time-consuming task of counting bits and pieces of equipment to organize stock supplies. At Memorex, the Communications Group's warehouse facility, which holds their inventory party twice yearly, decided to top their last day off by instigating a "Hat Day". Not only did "Hat Day" raise morale,

but prizes were given to employees in several categories, including:  
**First Place:** VALERIA SPOONER  
**Most Entertaining:** NAGY GAD  
**Best Excuse for a Hat:** GABI PATSER  
**Most Humorous:** AL ZAVALA  
**Best Idea:** MARK LAUTMAN  
**Most Patriotic:** RAY RUIZ  
**Best Western:** SCOTT JACKSON  
**Most Ugly:** LEO RENKEL  
**Utter Lack of Participation (for an individual):** LEONARD HERNANDEZ  
**Utter Lack of Participation (for a department):** PURCHASING, BRIAN DALY



"HAT DAY" PARTICIPANTS



"HAT DAY" WINNERS



# MOVING UP...

**NICK WARD** has been appointed director of Finance for the U.S. Equipment Sales and Services Group. Ward has been with Memorex since 1976...**BUNNY FINNEY** has been promoted to manager of Marketing Communications in the Communications Group. Finney joined Memorex five years ago...**SONNY SHANNON** has been appointed director, Headquarters Customer Engineering. Shannon has been with Memorex since 1971...**ROBERT CUTLER** has been named director of the Recording Technology Center. Cutler has been with Memorex for five years...**GARY EMICK** has been promoted to assistant controller of Finance and Business Development. Emick joined Memorex in 1979...**AUSTIN TEAGUE** has joined Memorex as manager, Finance Quality and Productivity Programs. He was previously with Rockwell International, Union Carbide Corporation, and Scott Paper Company...**WOODY HANCOCK** has accepted the newly-created position of director, Systems Integration, Federal Operations. Hancock has been with Memorex for seven years in a variety of sales-related positions...**YOON PAEK** has been appointed Development Engineering manager in RMCD. He joined Memorex in 1982...**ANN DONAHUE** is now supervisor of Systems and Programming for Human Resources and Corporate Finance. Donahue came to Memorex just over a year ago from Michigan Bell.

## Ballroom dancing instructor makes good at Memorex

Who would have ever thought that a ballroom dancing instructor from Wichita, Kansas, could make a successful career in the Silicon Valley as a Quality Assurance manager? Sounds like long odds for sure, but Ann Bassford took the route from the farmlands of Kansas to high technology, and makes it sound almost easy.

Bassford, a 20-year Memorex employee who started as a rewinder operator at the original Computer Tape plant, says, "I'm sure, 20 years ago I wouldn't have believed where I'd be today."

To what does she attribute her progress from rewinder operator to Quality Assurance manager of Memorex's Flexible Disc Division? "Determination, encouragement from managers, and taking advantage of the right opportunities at the right time," claims Bassford, who adds, "Open your own doors. Don't wait for someone else to do it for you. Once you do, you can take advantage of the vast pool of career opportunities at Memorex. Memorex management has been very supportive in helping people to outline and achieve their goals. Memorex invests in people. *They* are the success stories in this Company."

Ann practices what she preaches. "My most satisfying personal accomplishment at Memorex has been the influence that I may have had on the development and subsequent success of those that have worked for and with me over the years. Observing their contributions to the success of Memorex and the success of their own careers is very gratifying," she says.

During her 20 years with Memorex, Ann has been actively involved with various employee activities, especially bowling and golf. To relax, she likes to listen to and record music, which is very important in her life. Before moving to California from Kansas, she sang in a dance band with her brother and, for three years, was a featured singer at the Kansas State Music Festival. Her secret ambition is still a secret!

## DECEMBER ANNIVERSARIES

### 20 Years

Ann Bassford  
Jane Jordan

### 15 Years

William Britton  
Ryan Curtis  
Rita Foglia  
Pauline Lee

Sandra Neumann  
Mike Paradis  
Joseph Southorn  
Sieglinde Zappel

### 10 Years

Shizuy Cole  
Dennis Comer  
Paul Cook  
Pamela Faltynski

Michael Gallup  
Diane Gonsalves  
Greg Grodhaus  
Lou Martin  
Robert Perlono  
Gary Richter  
Charles Riehlman  
Jose Salazar  
Richard Walker



JANE JORDAN



ANN BASSFORD



# Rules for PRESS WANTADS

Wantads in the **MEMOREXPRESS** are published free of charge for Memorex employees, providing they meet the following requirements:

1. **NO** advertising for on-going profitmaking enterprises (such as sales of any goods or services which provide the employee with another income) is allowed.
2. The item(s) wanted, for sale, or for rent, must be sought or currently owned by a Memorex employee. In other words, you cannot place ads for friends or people who do not work for Memorex.
3. Ads should be abbreviated to include no more than 25 words, subject to editorial approval.
4. Work extensions may **not** be used in a WANTAD. Use only home phone numbers and area codes.

However, be sure to include your work number (which will not be published) in case there are any editorial problems or possible confusion with your ad.

5. Ads must be received by the **PRESS** no later than the 12th of each month to be included in the following month's **PRESS**. Send all ads (including your work extension) to: Mail Stop 06-03.
6. Include your name with all WANTADS.
7. You may repeat an ad every month until the item is bought or sold.
8. When only one ad is received by the **PRESS** each month, that ad is held over until there are two or more ads to publish. If you do not see your ad when you expect it, call the **PRESS** at (408) 987-0376.

I'd like to place an ad in MEMOREXPRESS.

Name \_\_\_\_\_

Work Extension \_\_\_\_\_ Mail Stop \_\_\_\_\_

Ad: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Home Phone (       ) \_\_\_\_\_

- MEMOREXPRESS reserves the right to edit or omit WANTADS and assumes no liability from this action.
- Only home phone numbers may be used in WANTADS.
- DEADLINE for WANTADS is the 12th of each month.

Send WANTADS to: **MEMOREXPRESS M/S 06-03.**

## WANTADS

### CABIN FOR RENT

South Lake Tahoe cabin for rent. Sleeps 11, completely furnished including television, washer/dryer and wood burning stove. Skiing and casinos only three miles away. Call Grace at (408) 268-8633.

### ROOM WANTED

Two co-op college students from out of the area will work at Memorex from Jan. 9 to June 1, 1984. If you have a room available for rent, please contact Diane Rubino at extension 7-1182.

### CAR WANTED

Economical commuting car with stick shift. Under \$1,000. Call Floyd at (408) 225-9096.

### WALL UNITS

Free-standing Barzilai "Montage" walnut veneer bookcase, four sections. Stereo section, bar, drawers, cabinet, plus bookshelf space. each unit is 33" x 84" x 22". \$800 or best offer. Contact Joe at (415) 349-7164.

### VOLUNTEERS NEEDED

Volunteers needed for various community service projects. See PRESS article on page 8.

### WANTADS WANTED

Where's your wantad? This space was available for your own personal wantad and we didn't get it from you. If you'd like to take advantage of this free employee service, see the rules at left.

### TOWNHOUSE FOR SALE

2 bd., 1 1/2 ba.; automatic garage door opener; microwave oven; enclosed backyard with decking. Camden Village Townhouses. 20 minutes from Memorex. \$2500 down and take over payments. Call Jeanne at 723-7840.