

INTERCOM

A newspaper for Memorex people everywhere



Volume 17 Number 2 July 1980



Plant manager Wayne Lettiere takes a moment to enjoy the beautiful grounds at the new Memorex eight-inch disc drive facility with co-workers, left to right, Irma Madriz, Andrea Sdafani and Liaina Castro.

Eight-inch disc drive program comes a long way in one year

In June 1979, Memorex signaled its entry into the eight-inch rigid disc drive market when it unveiled the Model 101 at the National Computer Conference in New York.

It was just a sign of things to come! At this year's NCC in Anaheim, Memorex introduced two new products in the eight-inch disc drive family, the 102 and 201. This was preceded by announcements that Memorex had signed agreements with both Olivetti and Fujitsu to manufacture the eight-inch products overseas.

And, in June, just one year after announcing the 101, the administrative, research and development, engineering and advanced manufacturing operations for the eight-inch program moved into a new facility in San Jose's Orchard Technology Park.

William T. Bayer, president of the Peripheral Equipment Group, is responsible for the Memorex eight-inch program.

"With the explosive growth of the mini-computer, the Memorex eight-inch disc drive product will give us an opportunity to serve that marketplace in a very strong manner," Bayer explained. "By combining our unique capabilities—our traditional leadership in media, our Recording Technology Center, and our full range of technology brought to bear on development of this product—Memorex has the best product to offer the eight-inch buyer," Bayer continued.

During the 1970s, dramatic improvements in mini-computers significantly broadened the market for small computer systems.

Development of suitable storage systems for these small computers was slower in coming, however. Most users relied on floppy discs for storage.

Until recently, however, there was a big capacity gap between the floppy discs, offering up to one megabyte of storage, and the cartridge discs in the 100-megabyte range.

Enter the eight-inch rigid disc drive to fill this gap. More specifically, the Model 101 Winchester-type rigid disc drive, providing 11.7 megabytes of storage.

The market for the eight-inch Winchester disc drive has developed into a four-tiered hierarchy based on cost, performance and capacity needs.

On the low end of this spectrum is the five- to ten-megabyte range now dominated by the floppy disc operations. This includes the home computers, and, at the higher end of this tier, the word processing market.

According to A. Keith Plant, vice president of marketing for Original Equipment Manufacturer (OEM) products, this is the market the 101 is targeted for, "the upward-expanding, single terminal, floppy disc base system."

One of the 101's major advantages over its competition is its capacity to offer four times the storage in the same amount of space. The Model 102 adds two discs (from two discs to four) to the 101 to bring the megabyte capacity from 11.7 to 23.4. And, it will be possible to double that figure (to 46.8 megabytes) by increasing the number of tracks and bits per inch (bpi) on the discs.

That brings up another advantage for Memorex—the fact that it manufactures its own media (discs) and heads.

These advantages didn't just happen overnight. They were the result of experience. The Model 101 is the seventh Memorex disc storage product to use Winchester technology (employing a sealed environment for the discs, read/write heads and head actuators to protect them from contamination).

About the only criticism from the industry concerning the eight-inch disc drive is the apparent lack of appropriate backup devices.

Memorex addresses this problem very well with all of its eight-inch products. As Bayer points out, "we're selling our Models 101 and 102 to people in the home computer/word processing applications, and those people typically already have a floppy on the system which they can use for backup."

"But, as people move up in storage," he continued, "our Model 201 will evolve as the answer to backup with its removable cartridge." The 201 is the

continued on page 4

Memorex makes major organizational changes

Election of new corporate officers, consolidation of data storage operations into two groups, and formation of a new corporate group called Memorex International highlighted recent reorganizational changes made by Memorex.

C. W. Spangle, president and chief executive officer since March 1980, is now chairman and chief executive officer. Charles S. Strauch, executive vice president since January 1979, is now president, chief operating officer and a director.

Robert C. Wilson, chairman since 1974 and president and chief executive officer from 1974 to March of this year, will serve as vice chairman until August 31, 1980, and then will continue as a director.

The three groups previously reporting to Strauch continue to do so. These include Computer Media, Consumer Products and Memorex International. The Communications Group now also reports to Strauch. The two new data storage equipment groups — a Peripheral Equipment Group and a Storage Systems Group — report to Spangle until January 1, 1981, after which they will report to Strauch.

In May Memorex combined the functions of its former Large Storage Systems Group—excluding manufacturing—and Field Operations Group with its Business Systems Division to form the Storage Systems Group.

Concurrently, Memorex combined manufacturing responsibilities for the large storage system products with the former General Systems Group to form the Peripheral Equipment Group. In addition to manufacturing responsibilities, PEG has responsibility for the total eight-inch disc drive program as well as engineering, marketing, sales and manufacturing of the OEM products.

"The purpose of this change," according to Spangle, "is to achieve manufacturing efficiencies for storage products through consolidation and to improve our response to customer needs by combining marketing sales, service, and engineering in a single organization."

President of the newly created Storage Systems Group is James Simpson, previously president of the Large Storage Systems Group. Charles E. Splaine, formerly head of the Field Operations Group, will continue as president of Field Operations, reporting to Simpson.

William T. Bayer, previously president of the General Systems Group, is president of the new Peripheral Equipment Group.

In another major move, Memorex announced that it will consolidate all non-U.S. sales and service activities under a new corporate group called Memorex International. The reorganization will be effective January 1, 1981. Reto Braun, who now serves as EUMEA group president, will become president of the new group. Headquarters will be in London.

Memorex's non-U.S. sales and service activities currently are conducted by its Europe-Middle East-Africa (EUMEA) Group and its Americas and Asia (A&A) Group. Memorex International will replace these two organizations.

Strauch said that since the formation of the EUMEA and A&A groups in 1975, Memorex's international revenues have risen to 49 percent of total corporate revenues. Thus, our operations in countries outside the United States represent one of Memorex's principal assets.

"To take optimum advantage of this strength and to improve coordination of international requirements and strategies within Memorex's product groups, the company has decided to consolidate its international sales and service functions under one group."

Tetsushi Yamada, president of Memorex Japan Ltd., and three new area vice presidents will report to Braun.

The three new area vice presidents are: Giorgio Ronchi, vice president, Southern Europe and Latin America; Michael Kelly, vice president, Central Europe; and Lars Turndal, vice president, Northern Europe, Canada and Australia.

Placement effort has many facets

Employment manager Keith Rosheim is heading a strong effort by Memorex to assist those affected by June's workforce reduction in finding employment elsewhere in the area.

To begin with, Memorex established a resume service which writes, types and duplicates resumes for those who wish to use the service.

Rosheim has put together a Resume Book for outside companies to come in and review resumes of employees affected by the reduction. Memorex has been in contact with numerous local companies expressing a desire to review these resumes.

Memorex has also made available interview rooms for companies to come on the premises to interview prospective job candidates.

Other parts of the program include a "War Room" with the walls covered with local employment advertisements, and a series of seminars on interviewing techniques for those who wish to attend.

According to Rosheim, well over half those Memorex employees affected by the reduction have utilized some or all of the services available. More than one-third have signed up for the seminars.

The workforce reduction was part of an overall program by Memorex to realign its organizations to do business in today's marketplace and reduce the rapid increase in operating expenses.

Introduction of new products and optimization of product lines, price increases and added controls on costs are also part of the worldwide program to improve operating results.

This is the first monthly issue of Intercom in a newspaper format. Delivered to all Memorex employees worldwide, it will endeavor to keep you abreast of events throughout the company.

NEWS BRIEFS



CFI Division on the move

Memorex Corporation's CFI Division continued to expand its manufacturing operations in Southern California in May with the acquisition of a new 110,000 square-foot plant in Fullerton and the addition of capacity at an existing facility in Anaheim.

CFI Division is now headquartered in its new Fullerton plant. This facility houses administrative offices, manufacturing and assembly operations and warehousing activities.

The division's Anaheim facility, which formerly served as its headquarters, is being enlarged to accommodate increased disc coating and finishing operations. Completion of this major expansion program is planned for the third quarter of 1980.

GSA contract goes to Memorex

The federal government's General Services Administration (GSA) recently awarded Memorex Corporation a one-year contract for approximately \$30 million in lease, sales and service revenue. The contract for data storage equipment has two additional one-year clauses.

Under the terms of the GSA contract, Memorex will supply, install and maintain its 100-, 200-, and 317.5-megabyte disc storage subsystems for federal government agencies within the continental United States. Initial deliveries of equipment will begin immediately.

As with all government contracts, a competitive bidding system was utilized.

There were eight separate categories in the competitive procurement and the company won the award in all eight areas. Equipment reliability was a major criterion in the evaluation, with four of the categories requiring a minimum of 98 percent equipment uptime and the remaining four calling for a minimum of 95 percent.

Other GSA evaluation criteria included equipment price/performance, product availability, and technical support and field engineering.

Court rules in patent case

The Federal District Court in San Jose has held that certain products of Ampex Corporation infringe on two Memorex patents. The court also found Ampex guilty of licensing fraud and misrepresentation to the U.S. Patent Office in connection with a magnetic tape coating patent on which Memorex purchased a license from Ampex in 1966.

U.S. District Judge William A. Ingram, in holding that certain actions of Ampex "constituted an actual fraud on Memorex," said that Memorex is entitled to rescind the license agreement and recover the \$100,000 license fee that it paid.

Damages to Memorex from the patent infringement will be determined in proceedings to be held before a United States Magistrate.

South Carolina plant to open

A 35,000 square-foot Memorex plant near Charleston, South Carolina is expected to be operational by August 1 according to James Ottinger, vice president and general manager of Memorex's Word Processing Supplies Division.

The new plant will manufacture supplies for typewriters and text editing machines, including ribbons and correction fluid.

Charles J. Weaver, former administration manager at Mobay Chemical in Charleston, has been appointed plant manager of the new manufacturing operation. Initially, the plant will employ about 50 people, with projected employment eventually reaching 250.

Communications Group earns energy conservation award

Memorex Communications Group has won the annual Pacific Gas and Electric Company's energy conservation award. Leadership in securing the award was provided by Harold L. Rundberg, manager of Communications Facilities Maintenance.

The Cupertino facility achieved a natural gas savings of 25 to 30 percent, or \$7000, and electricity savings of 15 percent, or \$30,000.

"Credit goes not only to Rundberg," said Communications Group president Dick Martin, "but to all Communications employees, whose cooperation was essential."

To reduce energy consumption and peak electrical demand, the Group installed an automatically controlled Energy Management System (EMS) to monitor the temperature and adjust

starts and stops according to the needs of the area. This system is also in use in other Santa Clara County facilities.

A lights-out program was established, soliciting employee participation in the project. Group relamping was accomplished in many large areas with "super saver" fluorescent lamps (10 percent watt reduction) and the restrooms and cafeteria were relamped with "lamp miser" fluorescent lamps (50 percent watt reduction).

And, in accordance with Federal regulations, thermostats were turned to 65° for heating and 78° for cooling.

Employee adjustments to the changes played a key part in the program's success. Adding to the achievement was the fact that both production and operating hours were increased during the period.

New products unveiled at NCC in Anaheim

A wide range of eight- and fourteen-inch disc drives, a new series of disc cartridges and a new line of communications equipment—from controller to printer—were among the new Memorex products introduced at the National Computer Conference in May.

More than 80,000 interested computer users and industry executives attended NCC at the Anaheim Convention Center. Memorex was one of more than 400 firms displaying products.

Two new Memorex eight-inch disc drives made their United States debut at NCC, the 201 and 102.

The 25-megabyte 201 is the industry's first fixed/removable eight-inch rigid disc drive. The 102, with 23.4-megabyte capacity, is double that of the 101.

The 201 was originally introduced in April at the Hanover Fair in Germany, the world's largest industrial trade fair.

Three new 14-inch Memorex disc drives were unveiled, the 659, 677-30 and 612. The 659 is the largest capacity disc drive currently available on the OEM market. The 677-megabyte drive is a single spindle version of the end-user model 3652.

The Memorex 677-30 is a 300-megabyte direct access, removable media disc storage drive, and the 612 is a modular 28/56/84-megabyte variation of the popular Memorex 601.

The Memorex Communications Group was busy at NCC introducing its latest line of equipment, including the 2078 display station and 2076 remote cluster controller, the 1270 Model 8 terminal control unit, a preview of the 1377 dual function display station and the model 1300 matrix screen printer.

Functionally equivalent to the IBM 3278 display station, the Memorex 2078 provides enhanced features and major engineering and packaging improvements that allow it to use 58 percent less power and generate about 47 percent less heat than its larger IBM counterpart.

Customer shipments of the 2078 display station began in April.

By engineering the 2076 cluster

controller separate from the display station, Memorex is able to offer the user added configuration flexibility and enhanced cost-effectiveness over its industry counterpart.

The Memorex 1377 display station will take on a new character with its new dual port enhancement. Designed specifically for integration into customized systems, the 1377 dual function display station can perform as an asynchronous TTY Type II device.

With its new model 1300 matrix screen printer, Memorex offers its communications equipment customers an exclusive screen-to-hard-copy printing capability.

The 1270 Model 8 terminal control unit provides an extremely cost-effective means for meeting the needs of the small communications user by providing control unit functions allowing the central processing unit to communicate with a variety of local and remote data communication terminals.

Memorex's CFI Division introduced its Guardian series of disc cartridges for use with small system disc storage files at NCC. The new series incorporates Memorex's exclusive Shockwatch™ impact detector which detects and alerts the user to potentially damaging shock to the media.

Precision Plastics Division, meanwhile, announced at NCC that it was now offering customer structural foam molding of enclosures and components for information processing hardware. Structural foam molded parts are in high demand as replacements for metal because of their economic advantages and very high strength-to-weight ratio.

Memorex's Word Processing Supplies Division introduced its new 3800 developer for use in the IBM 3800 printing subsystem. In combination with the 3800 toner announced last year, 3800 subsystem users now have a high-quality, cost-effective alternative to supplies offered by the subsystem manufacturer.



Memorex's new technology 14-inch rigid discs attract the attention of these NCC attendees at Anaheim. More than 80,000 attended the show, viewing displays from more than 400 exhibitors, including Memorex.

James Unruh named Finance VP



James A. Unruh has joined Memorex Corporation as vice president of Finance.

In his new position, Unruh is responsible for all Memorex financial activities and is a member of Memorex's Corporate Operating Committee.

Prior to joining Memorex, Unruh was finance vice president for Fairchild Camera and Instrument Company headquartered in Mountain View. At Fairchild he was responsible for company-wide finance functions, including treasury, controllership, tax and data processing activities. He joined Fairchild in 1969 as finance department manager for its semiconductor division, becoming finance vice president in 1979.

From 1964 to 1969, Unruh worked for Honeywell Inc., in Minneapolis, Minnesota.



Reggie Widgeon accepts the Salesman of the Year plaque from Charles Splaine, president of Field Operations.

Widgeon earns FOG honors

Reggie Widgeon, sales representative for Memorex Federal Region, was presented the Field Operations Salesman of the Year award at the Quota Club ceremonies in Las Vegas.

A Memorex employee for 10 years, Widgeon has held positions as field engineer, regional tech support specialist and, for the past two years, sales representative.

His sales record speaks for itself . . . 279 percent of quota!

Through Widgeon's efforts, Memorex won a new account with USAMSSA,

outbidding IBM, STC, Intel and CDC. USAMSSA is a Pentagon organization that services the Army Chief of Staff, the Secretary of Army and the Secretary of Defense. This account establishes a base in the Pentagon to which other potential military customers can be referred for testimonials.

Widgeon was responsible for enlarging the Memorex tape and disc drive lease base for the local government of the District of Columbia, and then converting that lease base to purchase.

Watkins delivers important message to student groups

Lynn Watkins, industrial relations manager, Computer Tape Division, can identify with the students she addresses as a member of the National Alliance of Business "Youth Motivational Task Force."

Watkins tells the students at San Jose's Overfelt High School that she was once an average student until she "got it all together" during her senior year in high school. She went on to make the Dean's list at Hillsdale College in Michigan before earning her Master's Degree in guidance and counseling from the University of Massachusetts.

"All of you are going to be workers for 40 to 50 years," she tells the students. "What you will do and how you spend your lives depends on how you prepare now," she tells her audience.

Watkins and Reyes Terrasas of the Pacific Telephone Co. comprise one of 33 "role model" teams from local industries and corporations. All ethnic

minorities, Task Force members relate similar stories—how they have made it in the business world, and, more importantly, how the students themselves can do the same.

The pilot program uses "role models" to tell the students of the skills they will need to get and keep a job, and coaches them in how to dress and conduct themselves during job interviews.

Watkins' involvement with area high schools goes beyond the Task Force.

She is also a member of the employer school committee for Valley High School in Santa Clara, a continuation high school for those who have "dropped out." Here again, she teaches students the proper dress and conduct for the job interview.

A Memorex employee for nearly three years, Watkins says both students and administrators have been very interested and appreciative of these programs.

Computer Media honors top salespersons

Computer Media Group honored its sales professionals at the annual National Sales Meeting held in San Francisco.

Carol Slifka was honored as OEM Salesperson of the Year, while Chuck Santoro and Rich Joseph were named co-Salesperson of the Year in the national sales organization.

Rookie-of-the-Year honors for the end-user sales force went to Jim McLeaster while Jim Coccara was named Manager of the Year.

Santoro also earned the CFI Division sales award, Susan Alberti was honored by the Computer Tape Division, McLeaster and Joseph were honored by the Recording Components Division and Joseph also earned the Flexible Disc Division sales award.

In April, Computer Media Group's Winners Circle met at the Inter-Continental Maui in Maui, Hawaii. Those attending included Group president Jack King; national sales manager Steve Walsh; salespersons Susan Alberti, Rich Joseph, Jim Kinley, Gary McLaughlin, Vic Minich, Dennis Pickrell, Chuck Santoro and Bob Stroebel; managers John Baty, Jim Coccara and Carol Slifka; marketing managers Ken Cruden, Jeff Menkes and Mike Rogers; and education and training manager Fred Peterson.

Equipment users meet in London

The largest contingent of Memorex customers ever assembled in the United Kingdom gathered at a London Airport hotel on May 1 to be updated on Memorex announcements and plans.

Memorex chairman and chief executive officer C.W. Spangle and a team of senior Memorex personnel addressed the group of some 200 major equipment users.

Timing for the Conference could not have been more appropriate, according to Conference host Mike Kitching, U.K. country manager. "With speculation about IBM announcements and other industry actions, we were able to put our case convincingly to the most powerful buying influences in the UK," stated Kitching.

The conference was not without its immediate benefits. "We actually sealed orders with customers who, after the presentation, shed any reservations they might have had," said Kitching.

Dick Sheppard, UK marketing communications manager, was responsible for organizing the Seminar.

Memorex has a real hero

Richard Watkins, a senior engineer in manufacturing of test equipment, Recording Components Division, believes in "getting involved" when others are in trouble.

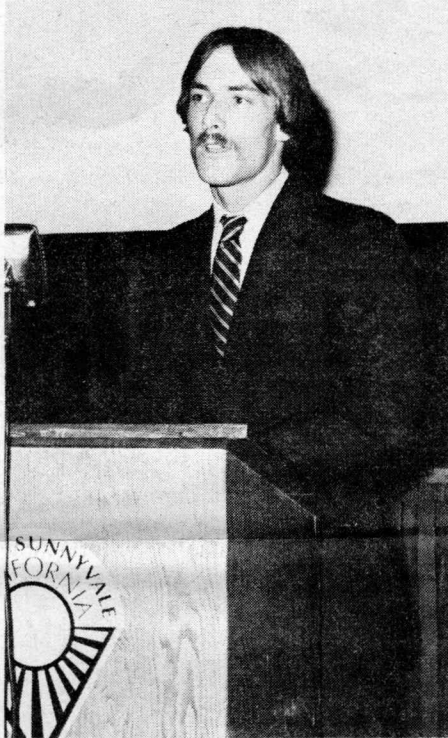
Because he did get involved, Watkins was recently awarded the 1980 Award of Valor from the Sunnyvale Department of Public Safety.

On November 29, 1979, Watkins stopped on Central Expressway to aid a motorist, Huanien Nguyen. A hitch-hiker had just jumped in Nguyen's car and driven off . . . with Nguyen's seven and eight-year-old boys in the car.

Watkins picked up the distressed father and chased the Nguyen car—at speeds up to 80 miles an hour—about two miles. He forced the stolen car to the side of the road and helped Nguyen hold the suspected kidnapper for police.

In a letter to Watkins, Sunnyvale Mayor Lawrence Stone described Watkins' actions as going "far beyond the call of civic duty."

Watkins received his award at the annual State of the City program May 30. He was the only recipient of the Award of Valor, the top honor awarded that evening.



Richard Watkins addresses the audience upon accepting his Award of Valor.

Swent named Credit Union president

Jay Swent, finance manager for the Word Processing Supplies Division, has been elected president of the Memorex Employees Credit Union by the new Board of Directors.

Members of the Credit Union recently elected Swent, Jeff Chew, Vic Johnson and Russ Wayman to the Board of Directors. They join continuing directors John Aubuchon, Hal Biggs and Sharon Maiden to make up the board for the next year. Except for Swent all the new members will be serving their first term on the board.

In its first meeting, the board elected the following slate of officers: Swent, president; Wayman, vice president; Chew, secretary; and Johnson, treasurer.

The board also created the following advisory committees: Loan Policy, Chew and Swent; Budget, Johnson, Chew and Biggs; Education, Maiden and Wayman; Delinquent Loan, Wayman and Aubuchon; and Personnel, Maiden and Aubuchon. The board asked these committee members to involve other credit union members in the committee work.

The Memorex Employee Credit Union, open to all U.S. Memorex employees, is dedicated to serving its members' savings and loan needs. Located in the San Tomas site Cafeteria Building, the Credit Union may be reached on 987-1122.

Storage Systems Group goes for gold

Edward Parrish, Ray Silva and Bob Harris each has a gold Kruggerand (one-ounce gold coin) to show for his contribution to Storage Systems Group's Profit Improvement Program (PIP).

It's the first step in reaching the program's grand prize, "a pot of gold at rainbow's end."

Aimed at reducing costs within the Storage Systems Group, the program is broken down into two parts: 1) cost reduction, and 2) "other" profit improvements.

Each function within the group has a goal to attain in helping achieve the overall cost-reduction goal. Ideas for reducing costs are reviewed by the function manager, and then passed on to an umpire from the financial area to pass or decline, and affix a dollar savings figure.

For the first of nine award periods, Quality Assurance received a plaque as the function achieving the highest percent of its goal.

Parrish received a Kruggerand for being the employee within the top function, Quality Assurance, contributing most to the effort.

A second Kruggerand is being awarded to the individual outside the top function contributing the most in terms of highest dollar savings for a single program. In the first award period, Harris, manager of Head Disc Assembly, and Silva, from Quality Assurance, each

received a Kruggerand for their cooperative manufacturing and quality assurance efforts.

In the "other" profit improvement area, \$1000 is awarded at the end of four measurement periods to the function with the best percentage of goal reached during that period.

"Other" profit improvements include such things as volume, price, residuals and loser elimination. Marketing, Tape Subsystems, Components and Field Engineering are mainly involved in this part of the program. For the first awards period, Tape Subsystems earned the \$1000 for its effort.

PIP will continue through December 31. All Kruggerand winners and those employees within functions reaching 100 percent of their assigned goal will be eligible for the "pot of gold" grand prize drawing.

The grand prize is a trip for two to Dublin, Ireland, with stops in three other European cities along the way . . . plus \$1500 spending money. Waiting for the lucky winner in Dublin will be the "pot of gold," six more Kruggerands.

INTERCOM

Editor, David Della-Maggiore. Intercom is published monthly by the Corporate Public Relations Dept., Memorex Corporation, Mail Stop 12-38, San Tomas at Central Expressway, Santa Clara, Calif., 95052. Telephone: (408) 987-3593, Telex: 334-492.

NEWSMAKERS



Ottinger LaPine Jenkins Phillippe Berry

Groups appoint five VPs

Five Memorex executives have recently been named to vice president posts within Groups.

The five are: James F. Ottinger, vice president and general manager, Word Processing Supplies Division, Computer Media Group; Anthony N. LaPine, vice president and general manager, Disc Drive Division, Peripheral Equipment Group; David F. Jenkins, vice president, Manufacturing, Communications Group; Edward J. Phillippe, vice president, Finance, Communications Group; and, Robert Berry, vice president, Field Engineering, Field Operations, Storage Systems Group.

McGlaughlin heads Memorex Canada

David McGlaughlin has been named country manager for Memorex Canada Ltd.

Prior to joining Memorex, McGlaughlin was national sales manager for Storage Technology of Canada Ltd.

From 1963 to 1979, McGlaughlin was with IBM Canada.

Memorex began marketing its magnetic recording media in Canada in 1968, expanding to include the company's peripheral equipment as well in 1970. With headquarters in Toronto, Memorex Canada now maintains offices in other major Canadian cities.

Ghent leads Australian subsidiary

Gary W. Ghent has been named managing director of Memorex Pty. Ltd., Memorex's wholly-owned Australian subsidiary.

"As managing director, Gary will be responsible for all Memorex business activities in Australia," according to Charles S. Strauch, Memorex president and chief operating officer.

Memorex Pty. Ltd. is the largest independent marketer of computer peripheral equipment in Australia.

Bill Robson earns Tiger Award

Bill Robson, senior engineer, Storage Systems Group, had a better idea... and, as a result, Memorex will realize \$1,000,000 annualized savings on Voice Coil Motor assemblies.

When rebels flooded the cobalt mines in Zaire, Robson saw the writing on the wall. Memorex is a large user of cobalt, and Zaire is the world's principal supplier of that metal.

Robson developed a substitute for the cobalt magnet used in manufacturing VCMs for the Memorex 365X disc drive. He even built a working prototype motor using the substitute ferrite magnet.

On March 21, Memorex presented Robson with the Tiger Award for "Professional dedication and loyalty beyond the normal call of duty."

Manager worked up the ladder

When Kathy Huffman was hired by Memorex in November of 1969, she had to wait a week to come to work. She had to wait until she turned 18!

Starting as an order processing clerk, Huffman worked up to be a scheduler, then a supervisor, and last June she was promoted to the position of manager, worldwide order processing for the Storage Systems Group.

Last November, Huffman was honored by a surprise party for her 10th anniversary with Memorex. She and others in attendance were overwhelmed with the abundance of congratulatory telegrams coming in from across the country and around the world.

William Bayer heads PEG

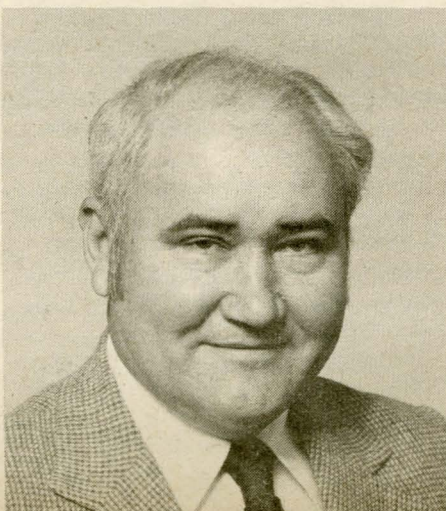
William T. Bayer, who joined Memorex in March as president, General Systems Group, has been named president of the Peripheral Equipment Group. In addition, he is general manager of the company's eight-inch disc drive program.

Bayer brings more than 20 years of computer industry experience to his new position. He joined Memorex from Control Data Corporation, Minneapolis, Minnesota, where he served as vice president, OEM Operations, since 1977.

From 1975 to 1977, Bayer was president of Magnetic Peripherals, Inc., a joint venture between Control Data Corporation and Honeywell, Inc. MPI was involved in the design and production of disc drives and related computer equipment for both companies.

Before joining Control Data Corporation, Bayer was with Honeywell Information Systems, Inc., from 1970 to 1975. His last position there was as vice president, engineering and manufacturing.

Bayer's priority objective is, in his words, "to make Memorex a force in the OEM computer business. After visiting all divisions in the group, I am confident Memorex has the determination, equipment, and capabilities to be a strong OEM disc drive supplier in the marketplace."



Fifteen-Year Anniversaries

(January through June '80)

Gladine Burda, sr. subassembler

Peripheral Equipment Group

Elizabeth Cobb, material handler

Computer Media Group

Bob Cortinas, customer service coordinator,

Computer Media Group

Til Mayberry, manager, contract administration,

Peripheral Equipment Group

Lovana Stewart, finishing operator-test,

Computer Media Group

Ten-Year Anniversaries

STORAGE SYSTEMS GROUP

Helen Alexander
Elinora Bitler
Rudy Boynton
Charlotte Bradford
Janis Carpenter
Robert Charvat
Beverly Clawson
Rob Collier
Jeanett Conerly
Joseph Cortez
Carolyn Crider
Dora Devilliers
Magdal Donato
Dave Gordon
Norma Haxton
Gloria Hajar
Klaus Hindemit
Dennis Jacobson

George Ledger
Carolyn Myers
William Otani
Carol Perez
Jack Pinch
Ed Ray
Ruth Rease
Wayne Robinson
Sue Rosso
James Simpson
Gene Sinks
Jack Turner
Eleanor Villarreal
Eileen Woody
Etsuo Yoshida
Zenon Zawadski
Barbara Zimmermann

COMPUTER MEDIA GROUP

Paul Alvarez
Steven Boyd
June Casey
Ross Clark
Darwin Dalzell
David Hawkes
Billy Hunter
Jim Johnson
Humberto Marquez
Thelma McLean
Joe Mendez
Dewaine Miller
Tim Morrison
Lottie Peterson
Jacob Pizzo
Leroy Richards
John Ubando

COMMUNICATIONS GROUP

Hank Almeida
Edward Dunn
Richard Ellgen
Michael Lyddane
David McCarthy
Mary Pauwels
Lynn Shanrock
Gordon Vold
Theresa Ybarra

MEMOREX INTERNATIONAL

Barry Berghorn

PERIPHERAL EQUIPMENT GROUP

John Anglin
Elena Artil
Tamara Botchische
Kenneth Broadbent
Rosmary Bruggemann
Harold Carlson
Gary Chang
Rosalin Cooper
Bella Diodati
Virginia Dominguez
Dermot Doyle
Lewis Elser
Joan Fletcher
Victoria Garcia
Jack Gibbs
Mary Gonzales
Maria Haro
Collie Hinkston
Lola Holland
Gwendolyn Jackson
Betty Johnson
William Leimer
David MacLauchlan
Dolores Mendez
Dominic Mercurio
Kenneth Miller
Maria Mordvinkin
Karen Nunez
Vera Nunley
Ilse Ociepa
Henriqueta Parreira
Marion Percy
Robert Rafalovich
Norene Reiswig
Ralph Robnett
Rosa Rodriguez
Ted Schrakamp
Arthur Thomas
Martha Wade
Norman Wetter
Thomas Zarneke

CORPORATE

Mike Barcelona
Sandra Booth
Virginia Jantzer
Betsey Olson
Keith Rosheim
Ernest Tydell, Jr.

CONSUMER GROUP

Alejandro Alanis
Stanley Compton
Delrene Enriquez
Elinor Garcia
Elizabeth Garcia
Manuela Garcia
Jerel Gedecke
Florence George
Javee Head
Warren Nishihara
John Steenfott
Rodney Wenzel

continued from page 1

Model 201 may be answer to backup

industry's first fixed/removable eight-inch rigid disc drive.

With a total capacity of 25 megabytes, the 201 is aimed at a higher tier of the eight-inch disc drive market. It has both a fixed eight-inch disc and a removable cartridge, the Memorex 2001, each with 12.5-megabyte capacity. This allows the 201 to serve as its own backup as well as backup for other devices.

Each of the Memorex eight-inch products will eventually be manufactured at the new Orchard Technology Park facility. The new facility is actually two adjacent buildings totalling over 102,000 square feet.

Housed in the smaller of the two is the Memorex Mini Disc Drive Co., a Memorex subsidiary headed by Dr. John Scott. Known as M2D2, Dr. Scott's company provides research and product development for the eight-inch program.

One of three Memorex Fellows, Dr. Scott was instrumental in developing Memorex's initial Winchester technology that is now used in all Memorex eight-inch disc drives.

The larger building is the production facility.

"Having the engineers in the adjacent building and all the receiving, assembly, testing and shipping in this building is a real asset," according to plant manager Wayne Lettiere. "It makes a very compact organization serving the entire product line," he continued.

All components for the eight-inch disc drives are checked and tested when they are received at the plant. The different subassemblies are tested again after they are put together. The discs and heads are tested and the final assembly performed in a "clean room," and the completed disc drives are sent

for final testing and then shipping.

"Approximately 85 people are now employed in the production facility, with employment expected to reach 175 by the end of the year," according to Lettiere. "Most of the present employees transferred here from other Memorex facilities, many coming from the floppy disc operation when it was moved from Mountain View to Southern California," explained Lettiere.

The new facility is presently producing only the 101. The first 102 is expected to be shipped toward the end of this year, with the first 201 coming off the line in mid-1981.

In addition to the San Jose facility, Memorex has signed agreements putting eight-inch manufacturing plants in Italy and Japan.

Memorex and Olivetti announced in March the formation of a joint venture company to manufacture the eight-inch product. The new manufacturing company, located near Olivetti's headquarters in Ivrea, Italy, will help Memorex fill the need for its eight-inch product in Europe.

And, in April, a cross-license and technical exchange agreement related to eight-inch rigid disc drives was signed by Memorex, M2D2 and Fujitsu, Ltd. The agreement calls for immediate manufacture by Fujitsu of the Model 101 and for continued Fujitsu technical support for future Memorex eight-inch products.

"Our continuing investments in eight-inch products clearly illustrate Memorex's commitment to this high-growth marketplace," said Bayer. "We believe we are well positioned to maximize the worldwide opportunities anticipated in 1980 and beyond for this type of product."