

INTERCOM

A newspaper for Memorex people everywhere

THE COMPUTER HISTORY MUSEUM
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Volume 17 Number 5 October 1980

Consumer tapes breaking glass for ten years

When you first told your neighbor you were going to work for Memorex, chances are the response went something like this: "Oh yes, they make the tape that breaks glass."

To the average person, the Consumer Products Group is the most visible, and most often associated with Memorex.

While Memorex will celebrate its 20th year in business in February, the consumer tapes actually first went on sale to the general public just ten years ago this month.

Memorex blank audio tape cassettes and 1/4-inch tape on 5-inch and 7-inch open reels were first introduced to hi-fidelity dealers at a trade show at the San Francisco Airport Hilton on September 21 and 22, 1970.

A few days later Memorex began limited marketing of these products throughout Northern California, Oregon and Washington. This marked the first time Memorex products were sold through hi-fidelity stores, department stores and record stores.

In early November of that year, Memorex began an advertising campaign that remains basically unchanged ten years later. Keeping one advertising agency, and one advertising campaign, for ten years is a rare occurrence in the business world today. But when you've got a winner, you stick with it.

That first ad, the product of the Leo Burnett Agency in Chicago, showed the picture of a shattering wine glass, with the tag line, "Memorex Recording Tape . . . Reproduction so true it can shatter glass."

The first Memorex cassette tape commercial featured tenor Enrico di Giuseppe and the second effort featured soprano Nancy Shade.

In 1973, however, Ella Fitzgerald, "the first lady of jazz," became the Memorex spokesperson, and she remains so today.

Over the years, she has teamed with such notables as Count Basie, Nelson Riddle, Melissa Manchester, and most recently, Chuck Mangione in an award-winning series of television spots that ask: "Is it live . . . or is it Memorex?"

Today, Memorex cassette tapes are the number one selling tape in the U.S.

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Memorex supports community campaigns

Throughout the United States, wherever there is a Memorex facility there is undoubtedly a combined community drive to raise funds for a wide range of health and human care agencies that operate in that community.

Memorex strongly supports these consolidated drives, whether they be called United Way or Community Chest, because we feel that is a sound approach to raising the funds necessary to support these agencies.

Because these drives make extensive use of volunteers, many of them Memorex employees, they are able to raise this money without high overhead costs. In Santa Clara County, the United Way's overhead costs are just 10.5 percent.

The citizen review process used by United Way of Santa Clara County for determining how campaign dollars should be invested in the community is a sound and democratic concept. This ensures that well-known groups such as the YMCA and Red Cross are supported as well as the smaller, less publicized agencies that still fulfill a vital community need.

In Santa Clara County, the goal of this year's United Way campaign is \$9.6 million. At Memorex, the drive begins October 6. During the next two weeks, employees will learn about United Way through a series of 20-minute meetings.

Memorex contributes substantially to these drives and takes the time and effort to get involved—and the trouble of making payroll deduction available to all employees for this purpose—because we believe in community support.

Please give serious thought when making out your pledge card in your community.

Ch. Spangle



Ginger Tjenos, a legal specialist in the Corporate legal department, had something even the company officers didn't have in September, a reserved parking place in front of Building 12 . . . corporate headquarters. That was her prize for being named Corporate Employee of the Month in the "Spirit of '81," the Corporate cost-reduction program. Leading her to her reserved parking place are Charles S. Strauch, left, president and chief operating officer, and Foster Markolf, Corporate Legal Counsel.

Ginger Tjenos earns her spot as "Employee of the Month"

For her outstanding job performance and her individual contribution to cost reduction, Ginger Tjenos was named Corporate Employee of the Month for September in the "Spirit of '81" Corporate cost reduction program.

With the company since August 1977, Tjenos is a legal specialist in the Corporate legal department. As a legal specialist she is in charge of all records and files for the Memorex vs. IBM litigation. She is also called on to do research for the corporate lawyers, whether this entails going to the court house or the law library. All financial

information for the legal department is handled by Tjenos.

Her main contribution to the Memorex cost savings program was the proposal to deal with company immigration requests in-house, rather than continuing to have them handled by a law firm in San Francisco. All temporary and permanent visas of non-U.S. employees are now handled by Tjenos. Needless to say, bringing this function in-house saves the company considerable dollars. The paperwork entailed in bringing one person to the U.S. can be endless, but Tjenos is learning all the ins and outs involved.

"Spirit of '81" catches on with Corporate staff

Memorex kicked off its Corporate staff cost reduction program, the "Spirit of '81," with a September 2 meeting in the San Tomas site cafeteria. "Spirit of '81" calls on each corporate employee to join in making 1981 (Memorex's 20th anniversary) a banner year by helping reduce costs and improve profits.

Gordon Smith, vice president of corporate communications served as master of ceremonies. Besides outlining details of the program, awards were presented to numerous corporate employees for their past contributions to cost savings and profit improvement.

*The
Spirit
of '81*

Charles S. Strauch, president and chief operating officer, presented awards to the following corporate employees: Clara Henderson, Legal; Leigh Mateas and Larry Nelson, Industrial Relations; Linda Hausner and Shirley Robinson, Corporate Development; David Della-Maggiore, Corporate Communications; Larry Clark, Facilities; Marcia Edgett, Denise Visconti, Jackie Saks, Dottie Haas and Tom Horton for ISD and Finance.

Ginger Tjenos, Legal, earned a reserved parking space for September as the "Spirit of '81" Corporate Employee of the Month.

Each corporate employee submitting ideas will receive one point for every \$1000 annualized cost savings attributed to his/her ideas. Using these points, the employee then may select from a wide array of prizes in a gift catalog.

Goal of the "Spirit of '81" is \$1 million annualized cost savings.

Those responsible for the kick-off meeting, and organization of "Spirit of '81" are: Steve Young, manager of measurement and analysis; Jeff Chew, manager of corporate staff support; Helen Witter, associate financial analyst; Cindy Townsend, public relations specialist, and Gordon Smith.

Memorex forms Rigid Media and Components Division

Memorex has formed a new Rigid Media and Components Division from its two rigid disc divisions, CFI in Anaheim and the Recording Components Division (RCD) in Santa Clara.

The CFI and Recording Components facilities will both remain in operation in complementary roles.

CFI, acquired by Memorex in 1977, has concentrated on smaller megabyte OEM products, non-IBM compatible packs and cartridges, while RCD has been responsible for larger disc products for all markets.

William P. Sousa, vice president and general manager of the RCD, is now vice president and general manager of the new Rigid Media and Components Division. Prior to joining Memorex, Sousa held executive positions with other computer and media companies.

C.W. Spangle, chairman and chief

executive officer of Memorex, stated in announcing the change, "This combined business puts Memorex in a better position to provide improved service to customers. Specifically, Memorex will be able to address the disc systems market with a single thrust. It will also allow Memorex to optimize the available resources and free management talent to address future product opportunities in the rigid disc media field."

In this regard, Raymond E. Valle, vice president and general manager of CFI, will continue as a vice president of the Computer Media Group, and will explore the development of potential activities in the rigid disc test equipment field.

In addition to CFI, Memorex has two other facilities in Southern California, the Business Systems Division in Santa Ana, and Precision Plastics in Irvine.

NEWSBRIEFS



Memorex car wins Belgium title

Memorex is making quite a name for itself throughout the backroads and highways of Belgium thanks to 28-year-old rally car racer, Chris Lambot, the 1980 National champion of the Belgium rally car championships.

Lambot drives a Volkswagen Golf, sponsored by Memorex.

For the technically minded, the Volkswagen has a capacity of 1782 cc, which develops 187 horsepower obtained through a lot of cylinderhead conversion, a wild camshaft and twin Weber carburetors.

The bodyshell is reinforced and specially welded for the heavy work of off-road competition. During the year so far, 15 races have been run in the series and as of August 16, Chris Lambot, in the Memorex Golf, was the champion.

OEM workshop continues road show

A series of OEM customer workshops put on by Memorex and Microcomputer Systems Corporation of Sunnyvale got off to a good start August 26 in the Memorex Education Center.

The sessions are designed to introduce potential customers to the Memorex 101 eight-inch disc drive and the MSC Micromodule 9000 controller.

Twenty-nine people attended the first session, with four of them buying the 101 with the 9000 controller before the day was through.

The show moved to Boston in late September, attracting 26 attendees, and will hit Long Island, Minneapolis, Dallas and Los Angeles before the year is up.

MAG announces holiday party dates

It's not too early to start thinking about Christmas, especially if you are going to attend one of the MAG Christmas parties for Memorex employees.

Here are the dates to keep in mind: Saturday, December 6, at the Cabana Hyatt in Palo Alto (Rock n' Roll dancing); Saturday, December 13, at the Marriott Hotel in Santa Clara (big band sounds of Johnny Lampson's Orchestra); Saturday and Sunday, December 13 and 14, for the children's Christmas party in the San Tomas cafeteria; and Saturday, December 20, for the BSD Christmas party at the Sheraton-Anaheim.

Tickets for the Santa Clara area functions will go on sale in the tape plant and San Tomas cafeteria beginning November 17. Attendance at both of these Christmas parties will be limited to the first 700 ticket purchasers.

Flyers show their colors in playoffs



The Rainbow Flyers, comprised of women from Memorex's Recording Components Division, have won the championship of the Memorex women's softball league in Santa Clara. Just making the playoffs as the fourth team, the Rainbow Flyers put it all together when it really counted to win the playoffs and the championship. Standing, left to right, are coach Mike Casas, Pam Troglione, Rene Hughes, Vicki Landry, Dianne Rasin, Cindy Snyder and coach Mike Warren. Seated, left to right, are Dalia Robinson, Linda DelReal, Terri Chase, Jeannette Hagey and Marcel Tomlinson.

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**ANNOUNCING!
INTERCOM WANT ADS
FOR MEMOREX EMPLOYEES**

Sell your car. Buy a used bike. Organize a car pool. Sell a pool table.

Submit your written ad, with your name and home phone number
(no work extensions will be published), by the 15th of the month,
and it will be published in the next month's INTERCOM.

Send your ad to:
INTERCOM
Mail Stop 12-38

Memorex analyst making strong bid for California Senate seat

Dick Arey, supervisor, systems and procedures, Storage Systems Group, is trying to become the first representative in Sacramento from Fremont, California (population 130,000).

Arey is running for California State Senate for the 11th District, which includes southern Alameda County, eastern and southern Santa Clara County and all of San Benito County.

Running on the Republican ticket, Arey is competing with the Democratic incumbent Al Alquist, who has held that post for the past 14 years.

A 1958 graduate of San Francisco State in public administration, Arey says that his philosophy is basically that "you should have only as much government as you absolutely need."

"Although there are some things government should do," he continues, "it can't do everything. It can't solve every problem."

"There are times when the private sector is imperfect and not always as efficient as it should be," he feels, "but it's still more effective than the public sector. And you ought to let it try and solve the problems first."

Arey has been involved in government at the local level for years, both as an elected official and as a volunteer. Twice, voters have elected him to the Fremont School Board, a major California school district with a \$58 million budget. He is presently vice president of the Board. He has also served as president of both the local and county units of the California Republican Assembly, the volunteer arm of the Republican party.

"My exposure on the School Board showed me how much of the problem is generated out of Sacramento," states Arey. "Maybe I'm naive, but I really think that I can do something."

Media releases new tape and disc products

The Computer Media Group has been busy getting new products ready for the media market.

Among the new products now available are double-density 5 1/4-inch flexible discs, both single- and double-sided.

Another new product from the Flexible Disc Media Division is the single-sided, single-density 5 1/4-inch flexible disc with hub rings.

The hub ring is designed to overcome problems of improper centering and hub hole damage.

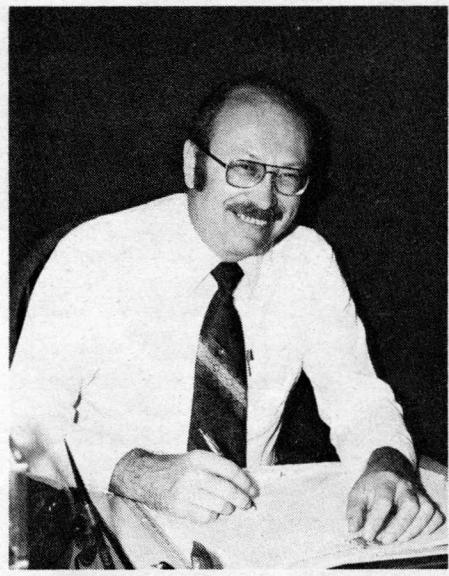
The Computer Tape Division, meanwhile, has announced the availability of a new 200-foot Mini-Reel MRX IV computer tape. It is designed with software and systems houses in mind, because of the low cost of mailing out updates.

On the other end of the spectrum, the Computer Tape Division also announced the addition of a 3000-foot configuration for the Geoseismic market.

This new configuration allows the customer to have 25 percent more tape on the same reel, cutting down on storage space and transportation costs. The storage is important, because the tapes are used on ships exploring for oil, where space is at a premium.

As to the question of why anyone would run for public office, Arey replies, "as a systems analyst, I solve problems. I guess it gets ingrained."

Arey has worked at Memorex for the past three years. Immediately prior to joining Memorex, Arey was self-employed, and before that he worked for Hewlett-Packard for 10 years.



OEM articles scheduled for publication

Two stories written by Memorex OEM personnel are slated for publication in *Digital Design Magazine*.

The cover story for the October issue of *Digital Design* was written by A. Keith Plant, vice president of marketing for OEM products.

In the article, Plant discusses "The Eight-inch Fixed Disc/Removable Cartridge Drive: Integral Backup for Small Systems Storage." Memorex's Model 201 was the industry's first fixed/removable eight-inch disc drive.

Also in an upcoming issue of *Digital Design*, Drew Berding, program manager for the Memorex 2001 cartridge and the 201 disc drive, tells how Memorex Mini Disc Drive Corporation engineers successfully met the challenges of designing the cartridge for the 201 disc drive.



Fekkes appointed CMG marketing VP

Harry J. Fekkes has joined the Memorex Computer Media Group as vice president, marketing. He reports to Jack Jones, CMG vice president of sales and marketing.

Prior to joining Memorex, Fekkes worked for IBM for 15 years. He held various sales positions with IBM before joining the company's Information Records Division headquarters in Princeton, N.J. in 1974. He served there as marketing programs advisor and product manager before moving to Cleveland in 1977 as IBM's area manager. In 1979, he became district manager for the south-central United States, working out of Dallas.



The combined SSG/PEG business team "Go for the Gold" program paid off in greenbacks for eight manufacturing employees in August. The eight each received a check for \$100 for the cost-savings idea he submitted in August. Left to right are Peripheral Equipment Group president Bill Bayer, winners Duane Rettig, Ralph Herbst, Marvin St. Clair, Gebran Georges, Dom Mercurio, Jim Brown, Gerald Taylor, Art Thomas and manufacturing manager Jim Ferenz. As many as 36 \$100 checks could be given out each month to manufacturing employees, excluding managers, for their cost-saving ideas. To date, the manufacturing function has achieved 123 percent of its 1980 cost-savings goal.

"Go for the Gold" becomes a joint SSG/PEG effort

A little over halfway through the "Go for the Gold" profit improvement program, it has become a combined Storage Systems Group/Peripheral Equipment Group business team program with the addition of the customer engineering and sales functions.

With the addition of these two functions to the program, the overall goal has also been raised. And, as of August 31, with 59 percent of the time elapsed, the teams have now achieved 61 percent of the new goal!

The function achieving the greatest percentage of its overall goal in July was the components function.

Within that function, John Turk, engineering manager at the Eau Claire facility, won a Krugerrand for improving yields on printed circuit boards. His suggestion included setting up a training program stressing quality and posting yields.

The other Krugerrand winner for the month of July was Gary Reinenga, senior staff engineer, who headed a team of engineers that resolved a particularly tough problem with a 365Y subsystem.

In August, the top function was the Recording Technology Center, and the Krugerrand winner within that function was Bob Fisher, manager, recording surface technology. He had a project accepted by the media division to use a vibrating sample magneto meter to evaluate oxide dispersion for low load slider disc applications.

The Krugerrand winner outside that top function was Larry Kendall, acting, LSI analysis manager. His idea changed the procedure of analyzing large scale integrated circuits (LSI) while performing analysis of competitive equipment.

The "Go for the Gold" program will continue through December 31. All Krugerrand winners and those employees within functions achieving their assigned goal will be eligible for the "Pot of Gold" grand prize drawing.

Winner of the drawing will receive a trip to Dublin, Ireland, with stops in two other European cities along the way, plus \$1500 cash. In Dublin, the winner will pick up the grand prize, six more Krugerrands.

continued from page 1

Memorex audio cassettes #1

While the advertising has remained basically unchanged over the years, the line of consumer products offered by Memorex has been anything but static.

During its first year in this field, Memorex introduced many new products, such as blank 8-track tape cassettes and chromium dioxide tapes.

The following year, Memorex introduced the first of many audio accessories to its line, and made the first major improvement to its cassette tape.

The low noise/high output ferric cassettes originally introduced by Memorex were re-introduced in 1973 as the MRX₂ Oxide line. Using a new iron oxide tape coating, MRX₂ offered the advantages of performance quality equivalent to chromium dioxide tape without the need for special bias switches.

By 1975, the MRX₂ became the #1 selling cassette tape in the United States.

In 1975 Memorex extended its product line considerably with the introduction of 8-track head/capstan cleaners, cassette cleaning kits, a professional head demagnetizer, an empty 7-inch reel storage album and numerous record care items.

In mid-1976, Memorex introduced Quantum, a high performance open reel tape aimed at the most discriminating recording enthusiast.

The year 1978 saw Ella Fitzgerald asking "Is it three... or is it me?" This campaign referred to MRX₃, Memorex's new line of improved ferric oxide cassettes. Through MRX₃, Memorex made an excellent tape cassette even better.

In 1979, Memorex High Bias was introduced. This unique ferrite formulation replaced chromium dioxide to better serve the growing audiophile segment of the market.

Besides the audio line, Memorex offers a complete line of video tapes, including a 3/4-inch video cassette and one-inch video reels. In 1979, the company entered the growing home video market by offering half-inch VHS video cassettes.

Memorex and Bell & Howell formed M/B&H Home Video in Chicago as part of a video tape joint venture they entered into in 1978. M/B&H manufactures high-quality half-inch VHS home video cassette shells, with Memorex manufacturing the tape and the cassettes being assembled in Chicago by the joint venture.

Ten years and millions of cassette tapes later, Memorex is number one in the audio cassette market and heading there in the growing video cassette field.

Borrowing from another award-winning ad campaign, "You've come a long way, baby!"

Ronchi discovers only an ocean separates countries in Region

When Memorex International named Giorio Ronchi regional vice president, Region I, even he was at first surprised at the logic of putting France, Italy and Spain into the same region as Mexico and the South American subsidiaries. But, now he realizes how sound it is.

An experienced world traveler, Ronchi had spent a year in Cedar Rapids, Iowa, as a foreign exchange student during his senior year in high school.

On his first visit to South America as regional vice president, the logic of the regional organization of Memorex International became very clear.

"When I began to address the employees of our Venezuelan subsidiary in Caracas, I started to speak to them in English," explains Ronchi. "I was totally surprised when they spoke up and asked me to speak Italian instead of English."

"I felt right at home, and still do, no matter where I go in South America," says Ronchi.

"The people in Mexico and South America think like the Latins in Europe," he continued. "The countries have strong economic and cultural ties, and the people share the same problems and opportunities."

According to Ronchi, "the economic ties are such that it is easier to get a direct flight from Milan, Italy to South America or Mexico than it is from San Francisco."

Recently, he brought the Latin American subsidiaries together, delegating responsibility for these subsidiaries to Ernesto Kolster, currently general manager of operations in Venezuela. While the other country managers report to Kolster, he reports to Ronchi.

Prior to becoming regional vice president, Ronchi was Memorex Italy country manager. He joined Memorex in 1969, when Memorex Italy added the equipment line to its line of media products. Memorex Italy has been in operation since 1967.

Under Ronchi's leadership, Memorex Italy has become a very strong market for Memorex. Most subsidiaries of American companies doing business in Italy today account for an average of three percent of the parent company's revenue.

Memorex Italy is more than double that. Ronchi sees great potential for Memorex throughout Region I, especially in the South American countries. He is one of three regional vice presidents now reporting to Reto Braun, president of Memorex International.

Eight attend OEM sales training

Memorex held its first International OEM Sales Training session September 22-26 in Santa Clara.

Jerry Kraft, manager of marketing administration, Peripheral Equipment Group, hosted six European employees and two members of the domestic sales staff in the five-day session. The group learned about all the OEM products offered by Memorex, from PEG as well as the Communications and Computer Media groups.

Europeans attending the session included: Ted Price, manager of business development for Memorex International, from Brussels, Belgium; Andre Layalle and Jacques Strel, also from Brussels; Rolf Peterson, Frankfurt, Germany; Ray Hatcher, London, England; and Fred Herteleer, Paris, France. George Campbell and Bob Kirk, both new to the domestic sales force, also took part in the session.

Memorex hosts lecture series

Memorex is hosting a series of monthly lectures sponsored by the World Affairs Council of Northern California.

Held in the conference room of building 12, San Tomas site, the series is titled the Santa Clara Valley Business Series.

Dr. Robert Wesson, senior research fellow, Hoover Institution, led off the series on September 23 with a discussion of "The Colossus of the South: The Environment for American Investment in Brazil."

The October lecture will deal with "Doing Business With China."



Faye Jackson, left, retired recently after 17 years with Memorex. Associate supervisor in the refinishing area of the Audio tape plant, she was honored by her fellow employees and Consumer Products Group management at a party in the Audio plant cafeteria. Mrs. Jackson holds a plaque presented to her at the party, while Consumer Products Group president Howard Earhart lends a hand with one of the large cakes supplied for the occasion.

NEWSMAKERS



Robert Wilson retires as vice chairman

Retiring Memorex vice chairman Robert C. Wilson is flanked by Board members Alvin Rice, left, and Benno Schmidt, at the August Board of Directors dinner. Wilson retired as vice chairman August 31, and will remain a director. Rice and Schmidt were influential in bringing Wilson to Memorex in 1974 as president, chairman and chief executive officer. The Board presented Wilson with a Lladro figurine appropriately titled "The Helmsman." Wilson was at the helm of Memorex for six years.

Paxton named Flex Disc marketing manager

Bob Paxton, formerly product manager in the Flexible Disc Media Division, has been named marketing manager of that Computer Media division by general manager Mike Rogers.

Paxton joined Memorex in 1979 after spending the previous 15 years working for General Mills, most recently as product manager in the Sperry division in Minneapolis, Minnesota.

Paxton is a 1964 graduate of San Jose State University in marketing and holds an M.B.A. from the University of Southern California.

Duo honored by Communications marketing

Lynn Shanrock and Cres Cole have been named the first two recipients of Communications Group Marketing Employee of the Month award.

Shanrock, product manager for the 1377 and 2078 display stations, has been with Memorex for ten years, working in Corporate and FOG before joining the Communications Group in 1978.

Cole, a systems engineer, has been with Memorex for nine years and with the Communications Group since 1979. He was previously a systems engineer for the Large Storage Systems Group.

Engineers author technical papers

Technical papers read at seminars and printed in trade publications give a good indication of the engineering talent a company possesses.

The Memorex engineering team has technical papers read and published around the world.

On September 29, Harry Robbins, staff engineer, Recording Technology Center, will have a paper he wrote read at the International Conference on Ferrite in Kyoto, Japan. His paper deals with "Co-precipitated manganese-zinc ferrite."

Larry Herte, manager of sputtered coating technology, and Al Lang, engineering specialist, co-authored a paper on the "Effect of Ion Bombardment on Magnetic Film Properties." Their paper will be read in Detroit, Michigan, on October 13, at the America Vacuum Society Symposium. The Society is a division of the American Institute of Physics.

Ed Rose scores twice in Bridge nationals

According to the Laguna Niguel (Southern California) News-Post, Precision Plastics quality engineering manager Ed Rose is "generally regarded as Orange County's (population 1.5 million) top bridge player."

Rose did nothing to dispute this claim earlier this year at the American Contract Bridge League Spring Nationals in Fresno, California.

Rose and his partner finished eighth overall, out of a field of 552 pairs, in the California State Silver Trophy Pairs, Flight B. Earlier he finished in a tie for sixth place out of 152 pairs, in the Sequoia Open Pairs, Flight A, with another partner.

SEPTEMBER ANNIVERSARIES

TEN-YEAR

COMMUNICATIONS

Mary Huff
Laura Johnson
Juan Santiago

COMPUTER MEDIA

COMPUTER TAPE

Wayne Milles

RECORDING COMPONENTS

Mal Fuller

ADMINISTRATION

John McMahon

CONSUMER PRODUCTS

Robert Reetz
Michael Craig

STORAGE SYSTEMS

ENGINEERING

Roy Tsukida

SALES

Harold Stanley

CUSTOMER ENGINEERING

Howard Brunner	Jack Mitchell
Donald Juhola	Albert Oeding
Kenneth Matthews	Jerry Stutzman
Douglas Middour	

CORPORATE

Ted Neu
Dale Nicholson
Jim Pelkey

PERIPHERAL EQUIPMENT

DISC DRIVE

Warren Chunn

MINI DISC DRIVE

Donald Carlson

LARGE STORAGE SYSTEMS MANUFACTURING

Samuel Alvarado	Barron Miller, Jr.
Vivian Barbera	Nicole Pomales
Dianne Dick	Kenneth Schooler
Lynn Fook	James Stimson
Esther Garcia	John Vieira
Carol Ledger	Lavern Walton, Jr.
Joseph Machara	

EAU CLAIRE

Carol Brazeau	Sharlene Kurth
Elaine Britten	Sharon R. Nelson
Rita Brunner	Mary Nussberger
Dolores Field	Virginia Perone
Stella Hase	Joyce Vetterkind
Val Johnson	Shirley Vradenburg
Helen Klein	

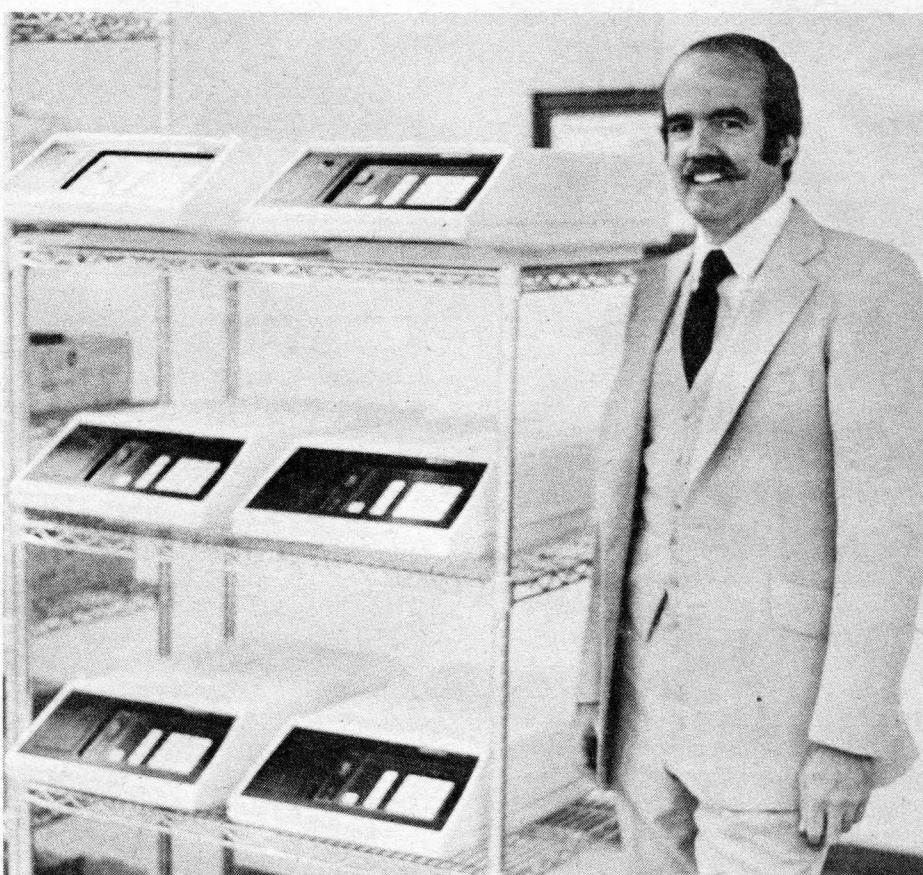
OEM schedules full day for trade press

Thursday, October 16, Memorex will host trade press representatives for an OEM Press Day, held in conjunction with the Mini Micro Trade Show in San Francisco.

The press will be welcomed by chairman and chief executive officer C.W. Spangle, who will emphasize the importance of the OEM business to Memorex.

Bill Bayer, president of the Peripheral Equipment Group and A. Keith Plant, vice president of OEM marketing, will update the press on the eight-inch and other OEM disc drive programs. Jack King, Computer Media Group president, will discuss his group's OEM activities.

After this briefing in the Guest Relations Center, the press will tour the new Peripheral Equipment Group clean room and the Recording Technology Center. They will then travel to the new eight-inch facility, where they will tour the plant as well as the Memorex Mini Disc Drive lab.



Charlie Hanson, product manager, Communications Group, has good reason to be smiling. The Memorex 2076 Remote Cluster Controllers to his right are ready for customer shipping. The first 2076 customer shipment went out on September 11 to the City of Fort Worth, Texas. The 2076 will attach up to eight devices, which may be display stations, printers or a mixture of both.