

A newspaper for Memorex people everywhere

THE COMPUTER HISTORY MUSEUM
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Volume 18, Number 5, May 1981

Recording conf. set

The first conference on the history of magnetic recording technology will be held Oct. 22-23 at the University of Santa Clara, sponsored jointly by Memorex, the university, and the Charles Babbage Institute for the History of Information Processing.

The conference will bring together the scientific, technical, and entrepreneurial pioneers of magnetic recording in unprecedented joint discussions of the initial years, current developments, and future societal implications of magnetic recording technology, according to F. Gordon Smith, vice president, Corporate Communications.

"We believe that the published proceedings of the conference will provide a valuable resource work for historians of magnetic recording technology," Smith said.

Conference participants will come from throughout the industry, and from a number of academic and scientific institutions in the United States and abroad.

Members of the conference organizing committee include Arthur Norberg of the National Science Foundation; Robert Parden, dean of the School of Engineering at the University of Santa Clara; C.W. Spangle, chairman and chief executive officer of Memorex; Roger Stuwer, acting director of the Babbage Institute; and Erwin Tomash, chairman of the Babbage Institute.

Memorex reports record revenues

Memorex Corporation reported revenue of \$191.4 million for the first quarter of 1981. This is a record for any first quarter and compares with revenue of \$184.9 million in the first quarter of 1980.

At the same time Memorex reported a net loss of \$7.2 million for the first quarter. This compares with net income of \$1.1 million for the first quarter. Major factors causing the loss were:

- High manufacturing costs related primarily to storage products
- Start-up costs with new packaging and production processes for consumer products
- High interest charges
- Slower-than-expected revenue development for the OEM eight-inch rigid disc drives
- Foreign exchange losses
- Unfavorable effect of the strengthening of the dollar in relation to most other currencies.

Operating cash flow (change in cash, net of change in debt) was positive for the quarter and significantly better than previously expected.

Research and development expenditures were \$8.7 million, compared with \$8.2 million in the comparable quarter of 1980 and \$8.4 million in the last quarter of 1980.

In the first quarter, Memorex management continued to reorganize its operations to better position the company, relative to its competition, in the changing marketplace. Demand for the company's end-user equipment and media products continues to increase. "These factors," said C.W. Spangle, chairman and chief executive officer, "can enable us to improve performance as the year progresses."



Three-year old Lindsey McCraney, daughter of SSG's vice president, Sales, Richard McCraney, shows off one of the blue and silver t-shirts given out to runners in the recent Memorex Family Fitness Run. The event attracted 234 participants in all age groups.

Family fun run draws runners of all ages

The Fourth Annual Memorex Family Fitness Run took place Saturday, April 11 at West Valley College, with 232 Memorex employees and family members crossing the finish line in the 3.8 mile run. Ten different teams were represented,

and runners were divided into nine different age groups.

SEO's LDDD group won the team competition, having the highest percentage of winners, and showing the best combined finish of the top five runners.

Best time was made by Kenneth Drew, SEO LDDD, who finished in 19:47 minutes. Barbara Willard was the Women's winner, with 24:48 minutes to her run.

26 volunteers helped make the event a memorably successful one.

The following is a listing of first, second, and third place winners in each age group:

WOMEN		
Age 11 and under		Time:
1. Serena Delacruz	Computer Media	26:23
2. Shana Delacruz	Computer Media	33:38
3. Joanne Holan	Computer Media	33:57
Age 12-15		
1. Stacey Montano	SEO LDDD	25:49
2. Tina Gonzalez	SEO LDDD	31:49
3. Cara McCraney	SSG	31:57
Age 16-20		
1. Micia Baraona	SEO LDDD	36:29
2. Elizabeth Galliart	MRX DIC	37:18
3. Donna Sundstrom	SEO LDDD	39:32
Age 21-24		
1. Kathy Wall	Computer Media	28:14
2. Marilyn Baraona	SEO LDDD	35:03
3. Donna Backer	SEO LDDD	36:30

continued on page 3

International Quota Club meets in France

The Memorex International Group's Annual Quota Club Conference, "Club 80," was held April 9 to 11, in Cannes on the French Riviera. For the first time the meeting included customer engineers as well as sales representatives. It also included participants from countries outside Europe, such as Mexico, Venezuela, Puerto Rico, Canada, and Australia.

The purpose of the meeting was to honor outstanding individuals from 1980, and discuss means of achieving goals set for 1981.

With the theme "The Difference is You," the meeting focused on the many people who made valuable contributions to Memorex throughout the year.

Approximately 200 people attended the affair from 19 countries around the world. Memorex President and Chief Operating Officer Charles Strauch addressed the meeting on Friday. Activities included awards presentations, product workshop sessions, and presentations by Reto Braun, president of the Memorex International Group; Bill Mazza, vice president, international operation support; Trevor Sullivan, director of customer engineering; Giorgio Ronchi, vice president, southern Europe and Latin America; Lars Turndal, vice president, northern Europe, Australia and Canada; and Robert Farrell, area manager, Benelux.

Officers for the club were: Stefano Monti, president Equipment Sales; Gilbert Bonnard, vice president Consumer & Business Media; Bruce Grimble, vice president Computer Media; Trevor Sutton, vice president Country; Francesco Gennari, vice president Customer Engineering.

Officers were chosen on the basis of achievements during 1980. Stefano Monti, for example, made 226 percent of quota.

"Managing at Memorex" program gets underway

Another part of the Memorex Management Development Program got off to a strong start March 30 through April 3 at Rickey's Hyatt in Palo Alto. The five-day seminar, "Managing at Memorex," was highlighted with presentations by Memorex president and chief operating officer Charles Strauch, and by Corporate Development vice president George Bragg.

"Managing at Memorex," the first in a series of three "Core" seminars, brought an enthusiastic response from the participating managers. Each of the core seminars is distinct from previous programs of this kind in that the subject matter is highly Memorex-specific, and deals with current Memorex management issues.

One of the key concepts covered in these courses is "team management." Classroom discussions deal with the dynamics of managing people and operating systems in a large, decentralized corporation, and what team management means in that context. One of the objectives of these seminars is to help create and maintain a management "fabric" or sense of continuity of purpose and direction at Memorex.

continued on page 4



Ljoljic an achiever who thinks results

The tradition of excellence at Memorex is carried on through the efforts and dedication of individuals like Zora Ljoljic, manager, Manufacturing Engineering, Flex Disc Media. She has been described by her associates as an achiever, a dynamic motivator, and results oriented. Selective in choosing a staff, she has built one of the most cohesive units within the manufacturing organization, according to her boss, Ray Ward, the division's manufacturing manager.

A native of Croatia, Ljoljic holds a chemical engineering degree from the University of Zagreb, and was graduated in the top 5% of her class. She had difficulties remaining in the Communist controlled country after she refused to join the Party. She emigrated to Canada in 1970, where she immediately embarked upon an intensive study of the English language.

Starting out as a lab technician for a food processor in New York, she worked her way up to quality control supervisor, then manager.

After moving to the Bay area in 1975, Ljoljic felt it was time to switch industries, and took an offer from Sola Optical as a production supervisor. She enjoyed it thoroughly, since it gave her the opportunity to do her own process engineering. After she turned her department around financially within six months and had three shifts working, she was given two more departments.

She joined Memorex in November, 1979 as a process assurance manager at Flex Disc Media. Having helped shape the new manufacturing engineering department, Ljoljic saw production grow at the rate of 50 percent a year. She defined quality standards, set up procedures for preventive maintenance,

and saw the product through receiving, processing, and finished goods. The flexible disc jackets, which are the most expensive part of the unit, had an overall yield of close to 70 percent before Ljoljic took charge. Now the yield is between 92-95 percent.

Recycling and scrap control was instituted under her guidance. Today, the division saves approximately 50 percent of its scrap, and does some re-work.

Ljoljic assumed responsibility for Manufacturing Engineering in April, 1980, with a staff of only three contract people. The process, electrical, industrial, and mechanical engineering staffs all report to her. She supports internal promotions rather than hiring outside people whenever possible, and engages actively in recruiting.

Ljoljic finds the Memorex environment "fantastic." On the subject of women in management, she says, "If you let your job speak for you, you'll get ahead. I use results to establish my reputation. Unfortunately, women have not been motivated to create professional careers. It's built in very early."

She believes that a person can do whatever they want in this country, but admits that her view may be biased, considering her background.

Fourteen-hour days, including domestic responsibilities, are nothing new to Ljoljic. "The less busy you are, the more problems you have," she concludes.

Last November, she had two important occasions to celebrate: the birth of her second child, and receiving U.S. citizenship.

Watch for your transportation questionnaire

With summer weather upon us once again, it is time to start thinking seriously about alternative means of commuting, especially in Santa Clara County.

If you commute to and from work in a car by yourself, this is especially true.

To help facilitate and coordinate alternative transportation plans, Memorex will distribute an important transportation questionnaire to all Santa Clara County Memorex employees in May.

This questionnaire is important to Memorex and to the local transportation agencies as well. It must be returned to Julie Shear, Memorex transportation coordinator, mail stop 12-36, by Monday, June 15.

Read it and smile: How the office has changed

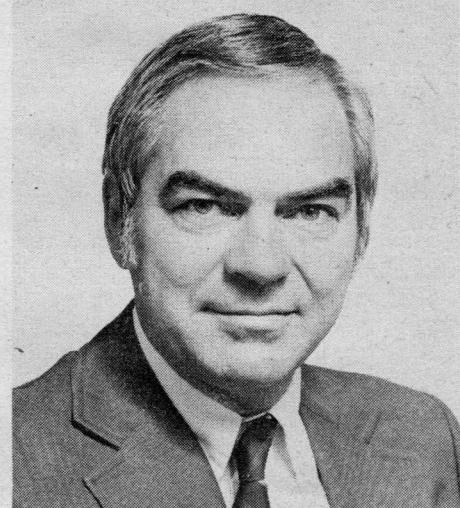
Does the 8 to 5 routine get to you, sometimes? Ever long for the good old days? Read these rules for office workers in 1842:

1. Godliness, cleanliness, and punctuality are the necessities of a good business.
2. Working hours have been reduced. The clerical staff will now only have to be present between the hours of 7 a.m. and 6 p.m. on weekdays.
3. Daily prayers will be held each morning in the main office. The clerical staff will be present.
4. Clothing. The clerical staff will not disport themselves in raiments of bright colours. Hose must be in good repair.
5. Overshoes and top-coats may not be worn in the office, but neck scarves and headgear may be worn in inclement weather.
6. A stove is provided for warmth. Coal and wood must be kept in the locker. It is recommended that each employee bring four pounds of coal each day during the cold weather.
7. No member of the clerical staff may leave the room without permission from Mr. Rogers. The calls of nature are permitted and clerical staff may use the garden below the second gate. The area must be kept in good order.

8. No talking allowed during business hours.
9. The craving of tobacco, wines or spirits is a human weakness and, as such, is forbidden to all members of the clerical staff.
10. Now that the hours of business have been drastically reduced, the partaking of food is allowed between 11:30 a.m. and noon, but work will not, under any circumstances, cease.
11. Members of the clerical staff will provide their own pens.
12. Mr. Rogers will nominate a senior clerk to be responsible for the cleanliness of the main office and the private office, and all boys and juniors will report to him 40 minutes before prayers, and will remain after closing hours for similar work. Brushes, brooms, and soap are provided by the owners.

The owners recognize the generosity of the new Labour Laws, but will expect a great rise in output of work to compensate for these near Utopian conditions.

Reprinted from the Farmer's Almanac, 1981.



Memorex boasts its own Captain

Dennis Moynahan, 3680 Program manager for Storage Systems Group, was recently promoted to Captain in the Naval Reserves. The rank of Captain in the Navy is equivalent to a Full Colonel in the Army or Air Force.

A graduate of Annapolis, Moynahan served on active duty with the Navy from 1955 to 1959, spending two years aboard an aircraft carrier, and two more on a destroyer. He has been in the reserves since 1963.

As a member of the reserve, Moynahan is called to serve for at least two weeks each year, in addition to spending one weekend each month "drilling" locally. Locations for the two weeks duty vary each year, from a shipboard assignment at sea, to a Navy base in the U.S. or overseas. The purpose of the two-week duty is to give the reservists intensive training in their specialty in the event they are called to active duty.

Numerous Memorex employees are in the reserves. A federal law states that when a reservist is called for two weeks duty, he does not lose his vacation time. Memorex supports this government action further by supplementing what the military pays to ensure full compensation for the period.

Petersen heads OEM marketing and sales unit

Norman B. Petersen has been appointed vice president, OEM storage equipment. In the newly created position, he assumes responsibility for OEM marketing and sales, as well as customer interface and support services. He reports to Charles S. Strauch, Memorex president and chief operating officer.

Petersen, former vice president for OEM operations at Storage Technology Corporation, will work closely with Memorex's Large Disc Drive Division, Mini Disc Drive Division and International business teams, to further develop Memorex's worldwide OEM storage equipment business.

Petersen began his career in 1956 with IBM, where he held a number of sales and marketing positions before joining Control Data Corporation in 1968. He held several management positions with CDC, including national sales manager and general manager for OEM sales in North America, before joining STC in 1977.

A native of Portland, Oregon, Petersen holds a bachelor's degree in business administration from American University, Washington, D.C. He and his wife Shirley have three teenage sons.

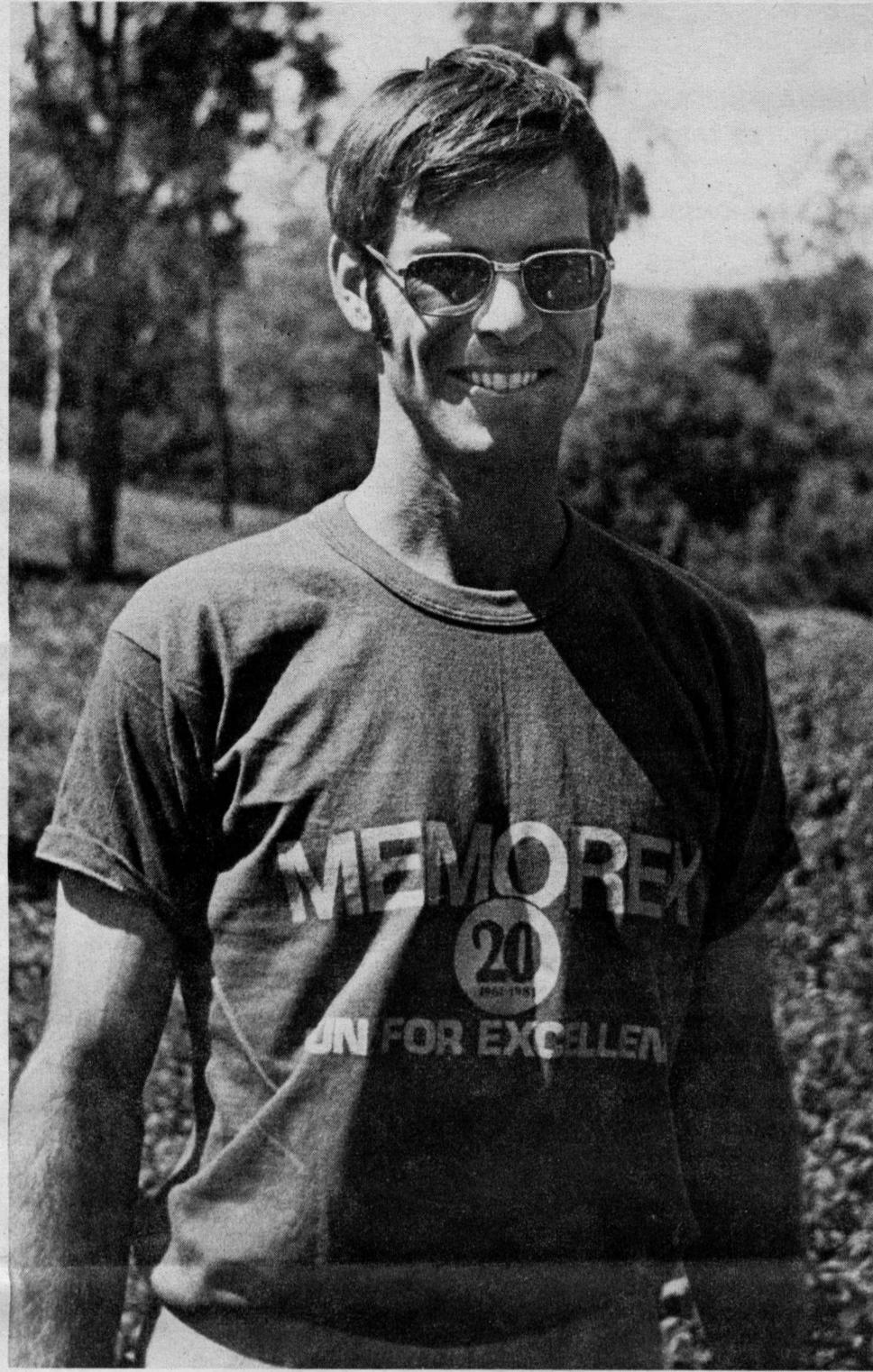


The Spirit of '81 is reflected in an ever-widening circle of job categories and functions. In this case, a non-Memorex employee is honored with a special achievement award. John Dellamonica, center, a plant protection officer at the Tape Plant since 1977, is shown receiving an award from John Blackburn, manager, Memorex plant protection, for his cost saving suggestion that will represent a \$3,500 annual saving for the Computer Tape division. The California Plant Protection, Inc. Special Achievement Award was accompanied by a \$25 check. He was also presented with a "Reel Spirit of 81" pen as a token of the Computer Tape Division's appreciation. Looking on, left, is Bob Gilmore, operation manager, California Plant Protection.

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RUN FOR EXCELLENCE FAMILY ALBUM



THE WINNER

Family Fitness Run Results

continued from page 1

Age 25-29			
1. Barbara Willard	Computer Media (Women's Winner)	24:48	3. George Luis Palmadessa
2. Dionne Beltrano	SEO LDDD	33:37	International 25:36
3. Jan Rickey	SSG	33:55	
Age 30-34			
1. Christine Ulate	SEO LDDD	45:48	Age 16-20
2. Sally Fazo	SSG	46:31	1. Ron Catledge SEO LDDD 21:42
3. Phyllis Lamb	CPG		2. David Gonzalez SEO LDDD 23:04
Age 35-39			
1. Mary-Pat Sherman	MFC	39:43	3. Ed Ramirez SEO LDDD 23:16
2. Marilyn McCraney	SSG	30:28	
3. Bert Higa	SSG	31:05	
Age 40-44			
1. Jackie Land	SSG	32:31	Age 21-24
2. Helen McKinley	Corporate	34:21	1. Lawrence Ochoa MRX DIC 20:53
3. Lura Robertson	SEO LDDD	40:14	2. Scott McGregor Computer Media 22:22
Age 45 and Over			
1. Margaret Herte	SSG	32:42	3. John Hohman SSG 24:23
2. Betty Johnson	SEO LDDD	33:31	
3. Diane Houston	SEO LDDD	39:48	
MEN			
Age 11 and under:		Time:	Age 25-29
1. Eric Land	SSG	29:02	1. Larry Anderson CPG 22:12
2. Rich Fugate	Corporate	31:18	2. Brian Gardner CPG 22:18
3. Dennis Matsumoto	CPG	34:04	3. Phil Douglas SEO LDDD 23:13
Age 12-15			
1. Jan Stewart	CPG	24:32	Age 30-34
2. Glen Harris	CPG	24:42	1. Kenneth Drew SEO LDDD 19:47
			2. Douglas Sourbeer SEO LDDD 21:17
			3. John Ertel SSG 22:43
Age 40-44			
1. Rod MacKinlay	Corporate	22:52	Age 35-39
2. Dave Barker	SEO LDDD	24:05	1. Gary Weitz SEO LDDD 22:55
3. Victor Longa	Computer Media	24:54	2. Mike Nohelty SEO LDDD 24:23
Age 45 and Over			
1. Carmen Ochoa	MRX DIC	23:57	3. Thomas Campbell SSG 26:27
2. Robert Livingston	SEO LDDD	27:43	
3. Frank Dumo	CPG	28:05	



NEWSMAKERS



Martha Galaviz of PCB Quality Control, Flexible Disc Media Division, seated left, receives a special attendance certificate recognizing seven years at Memorex without missing a day. The award, as well as an engraved pen and pencil set, are presented to her by Sharon Rondone, Quality Control manager, seated right.

Bulin takes SSG Sales Support post

Ron Bulin, formerly Central region sales manager for Memorex's Communications products, has been named National Sales Support manager for the Storage Systems Group (SSG).

With Memorex since 1972, Bulin had previously held the position of Central area sales manager for SSG. A graduate of the University of Illinois, he joined IBM in a sales position upon graduation, leaving that company after six years to help form Technical Computer Services Corporation of Chicago.

Raymundo named MECA program manager

Mel Raymundo has been named to the position of MECA program manager, Communications Group. He now directs, develops and implements strategy consistent with the Group's objectives for the entire MECA product line, and directs the activities of two groups. The groups are comprised of individuals representing the appropriate functional departments within the Communications Group.

Raymundo reports to Product Marketing manager Aileen Amabisca.

Young appointed RMCD Finance manager

Stephen W. Young has been appointed finance manager, Rigid Media & Components division. He is responsible for all financial activities for the division, including both northern and southern operations, and reports directly to William P. Sousa, vice president and general manager of the division.

Young joined Memorex in 1979 as manager, Corporate Staff Support, and was promoted to the position of manager, Corporate Measurements and Analysis in April of 1980. Prior to joining Memorex, he held a variety of positions in the areas of financial management, planning and analysis with Corcom, Inc. and Motorola, Inc.

He holds a B.S. degree in Industrial Administration and an MBA from the University of Illinois.

Fischer heads environment/energy

Greg Fischer has been named manager, environment and energy, assuming responsibility for the development and implementation of corporate policies and programs to ensure compliance with air, water and hazardous waste requirements and regulations, and to eliminate wasteful use of energy and water. He reports to Corporate Facilities Engineering Manager Leo B. Fell.

Prior to joining Memorex, Fischer worked for eleven years in air, water, and hazardous waste management with the U.S. Environmental Protection Agency and the Bay Area Air Quality Management District. He has also worked for the New Jersey Department of Health.

Fischer has an M.S. in Environmental Engineering from San Jose State University and an MPA from California State University, Hayward.



Bashker D. Biswas, Compensation and Benefits manager, International (right), celebrates his becoming a U.S. citizen with members of the corporate Industrial Relations staff, who help him put away a large, flag decorated cake.

APRIL ANNIVERSARIES

FIFTEEN-YEAR

Robert Doran, Computer Tape Division, Media Products Group

Stephen Walsh, Media Products Group

TEN-YEAR

MEDIA PRODUCTS GROUP

COMPUTER TAPE

John Boesch

RMC DIVISION/SOUTH

James Berkley

Barbara Miller

CONSUMER PRODUCTS

Jessie Finnie

Harry Wellman

Ed Berris

STORAGE SYSTEMS GROUP

Richard Payne

Edward Ponczka

John Lamsens

Eugene Tryner

Arnold Mudge

Ronnie Steen

Howard Campbell

David Slater

Fay Chong, Jr.

Arthur Cooper

Phyllis Rankin

MEMOREX INTERNATIONAL

FRANCE

Bernard Huppe

Christian Vasselin

Liege

Robert Antoine

Stephane Conka

Calogero La Mantia

Jean-Louis Francois

Hubert Denoel

GERMANY

Ulrich Forsbach

Wilhelm Groeschel

Udo Kloss

Karl-Heinz Poell

UNITED KINGDOM

Mike Pengalley

Mike Wren

BRAZIL

Everaldo T. Paulin

INTERCOM APOLOGIES TO: Alfonso Hernandez (SEO) who celebrated 15 years with Memorex on February 28.

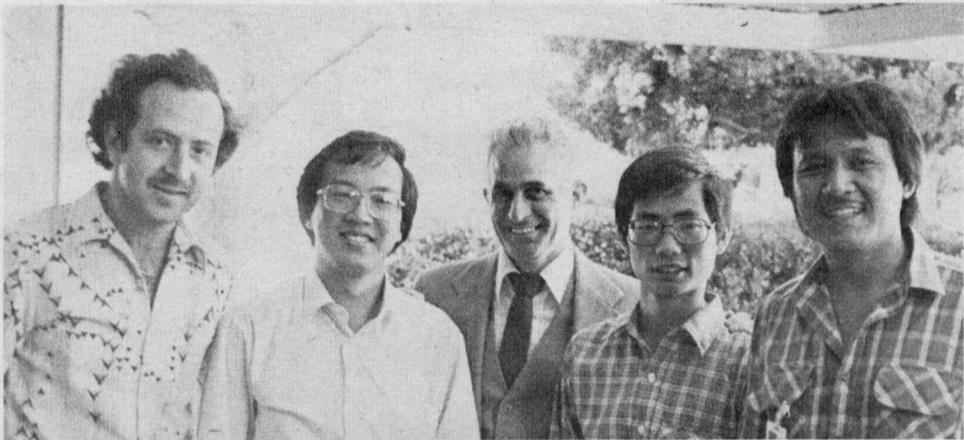


Table tennis enthusiasts are invited to expand the ranks of Memorex's present two table tennis teams. Players compete in three leagues per year, and work out at the Cupertino Table Tennis Club on Monday nights. Pictured is the Memorex group that had the distinction of winning the last league from among five teams. I. to r: Bishara Kakunda, Kam Pang, Ralph Bixler, team captain, Henry Tsoi, and Sang Nguyen. For more information, call Ralph Bixler at 7-9787.

More Memorex management...

continued from page 1

Other seminars in the Core series include the three-day "Leadership and Team Building," and a three day class in "Finance for Non-Financial Managers." These three programs are currently offered in sequence only, but if demand warrants, "Finance for Non-Financial Managers" may be offered on a stand-alone basis later in the year.

Participation in this Memorex Management Training program is by nomination and is generally recommended for managers at or above the 109 salary grade level. In each case, the appropriate COC member approves a particular manager's nomination. More information can be obtained by contacting your Industrial Relations manager or Lee Hunter, manager, Management Development at 7-1264.

"Gold Diggers" know quality

Memorex employees at the Eau Claire, Wisconsin printed circuit board plant have formed their first "quality circle." The third shift etchers and one inspector have set as their objectives the reduction of inner layer rejects, rework, and inspection time. The circle is known as the "Gold Diggers," and members are dedicated to solving major and minor problems together.

Rape prevention programs slated

Memorex Security and Industrial Relations are collaborating to present a 'Rape Prevention Program to Memorex female employees in the near future. Various times will be scheduled convenient to all shifts, and further details will be published when available.

WANTADS

VACATION HOUSE — Santa Cruz, 1/2 block to park & beach. Fully furnished 4 br 2 ba. Sat. to Sat. \$325. (415)493-7814 eves.

'76 KX250, MOTO-X, great condition, w/ Super Trapp. \$430. firm. (408)243-3275 eves.

FREE CATS & KITTENS need home. Male orange tabby, female grey & white, six kittens being weaned. All very good animals. Susan (408)258-6124

1960 VW BUG with '62 engine and transmission. Engine recently rebuilt. Runs great, looks OK. \$700. Susan (408)258-6124

1975 DODGE COLT, 4 dr. sedan, automatic, tinted glass, very clean. Rebuilt engine. Steel belted radials. Good mileage. \$2200. (408)377-1080

1976 750 HONDA, 11,000 mi. Shoel Faring, Bootlegger, sissy bar. \$1,500. (408)737-9289

1974 185 GT SUZUKI, 7,000 mi. one owner. \$600. firm. (408)737-9289

1973 BUICK LeSabre, 4 dr. 350 Eng. a/c, new tires. \$1,100. firm (408)737-9289

1974 VEGA Hatchback, 4 cyl., steel sleeves. \$1,300. (408)737-9289

1977 KAWASAKI 400 KZ Deluxe Faring, Saddle bags. 1800 mi. Like new. \$1,300. (408)737-9289

CERAMIC CLASSES. New classes begin May 11, 1981. Call "VAN" (408)245-9698 Cherry Chase/Sunnyvale area