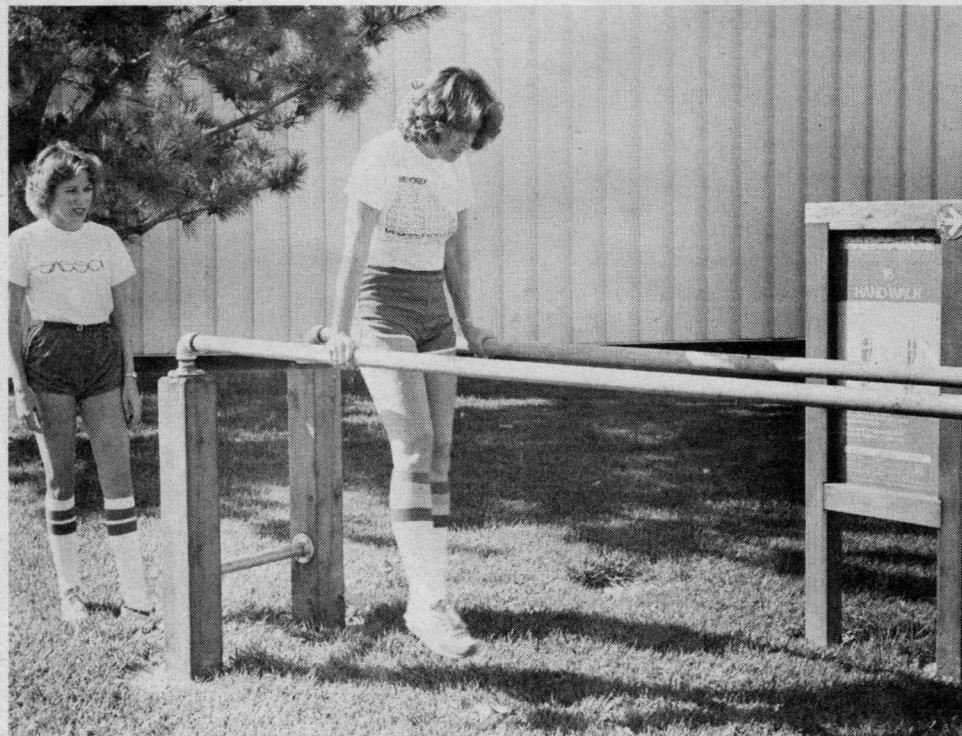


A newspaper for Memorex people everywhere

THE COMPUTER HISTORY MUSEUM
1 027 4534 2

Volume 19 Number 10 November 1981



Corrine A. Jacobs, U.S. Equipment Sales and Service, tries her hand at the Hand Walk station on Memorex's new Parcourse, while Kim Minter, Corporate Legal Dept., awaits her turn.

Parcourse Fitness Circuit installed at San Tomas site

An 18-station Parcourse Fitness Circuit was recently installed at Memorex's San Tomas site in Santa Clara.

The Parcourse goes a step beyond running. It combines jogging or brisk walking with scientifically designed exercises that provide a complete workout for the entire body.

The fitness circuit consists of 18 exercise stations spaced over a one-mile course starting at the main entrance to

the San Tomas site and ending up between Building 14 and the cafeteria.

At each station, participants are "coached" by illustrated signs that show them exactly what to do and how to use the apparatus provided. They then walk or jog to the next station.

The system is scientifically designed to be used by people of widely different abilities and fitness levels with each station having three levels of participation...starting, sporting and championship. The participant picks the level he or she feels most comfortable with.

The fitness circuit provides a balanced system with four different groupings of exercises: warming up and stretching; strengthening and toning; stretching and cooling down, and cardiovascular conditioning. The circuit also includes a unique "heart check" system with cardiovascular fitness stations and guides located throughout the course.

Exercise stations in the Memorex layout include: achilles stretch; sit and reach; touch toes; knee lift; jumping jacks; log hop; step-up; circle body; body curl; chin-up; hop-kick; vault bar; sit-up; push-up; bench leg-raise; leg stretch; hand-walk; and balance beam.

There's good news and bad from SDI

Starting in January, 1982 payroll deductions for California State Disability Insurance (SDI) will increase.

But, the good news is, so will benefits. The minimum benefit will be increased from \$30 to \$50 per week, while the maximum benefit will jump from \$154 to \$175.

The combined effect of the increased tax base, from \$14,900 to \$17,000, and increased tax rate, from .6% to .8%, will push the maximum tax from \$89 to \$136 per year.

United Way Drive off to fine start

Memorex, Eau Claire, reports a very successful 1981 United Way campaign. Contributions totaled \$6,420. That's a 28% increase over last year.

Meanwhile, Memorex, Santa Clara, is in the midst of its best-ever United Way drive. At INTERCOM deadline, the following Santa Clara divisions had completed their campaigns and surpassed their goals.

	Goal	Achieved	Result
MFC	\$ 1,575	149	\$ 2,347
Communications	13,960	182	25,407
Corporate Facilities	1,115	171	1,903
Buildings 31, 32	4,600	138	6,316
Physical Distribution	3,295	119	3,921
Corporate Legal	1,570	179	2,808
SE HR	841	151	1,270
Corporate Communications	1,465	175	2,564
International	2,170	130	2,832

Along with the fine start in total dollars, the percent of employees participating in the drive is also picking up. Three functions, Corporate Communications, Corporate Facilities and Storage Equipment Human Relations recorded 100 percent employee participation.

Tandy Corp. to purchase Consumer Products Division

C.W. Spangle, chairman and CEO of Memorex Corporation, recently announced that Memorex had reached an agreement in principle with Tandy Corporation to purchase or lease the Consumer Products Division of Memorex. The purchase price was an undisclosed amount of cash and notes.

Just over 11 years old, the Consumer Products Division had 1980 revenue of over \$70 million and is a major worldwide producer of blank audio tape and video tape cassettes.

Under the terms of the agreement, Tandy may use the Memorex brandname along with the award-winning "shattering glass" advertising campaign.

To the public, the Consumer Products Division is the most visible and responsible for making "Memorex" a household word.

"The consumer audio and video markets, however, are very different from the computer markets where our major efforts are currently concentrated," explained Spangle. "Tandy is an excellent company and will carry on the Memorex name in the consumer marketplace. Sale of the division will enable us to focus present and future company resources in the computer equipment and computer media businesses."

Through its history the Consumer Products Division has been a leader in introducing new products.

In late 1970 Memorex began marketing 1/4-inch tape on 5- and 7-inch reels throughout Northern California, Oregon and Washington in department, record and hi-fidelity stores.

A year later Memorex introduced audio accessories to its line. In 1973 the MRX2 was introduced and by 1975, it became the number one selling cassette tape in the United States.

In mid-1976, Memorex introduced Quantaum, a high performance open reel tape. The year 1978 heard Ella Fitzgerald asking, "Is it three... or is it me?" this

Credit Union plans ahead

Many employees have taken advantage of the new TAX EXEMPT "ALL SAVERS CERTIFICATES" offered by Memorex employees' Federal Credit Union. Current rate 10.77% through 11/27/81 is still available. The rate paid on these 1-year certificates is 70% of the current month's yield on 1-year Treasury bills. Dividends earned are exempt from Federal income tax up to \$1,000 per individual and \$2,000 per joint return.

The Credit Union Board of Directors and management will continue to plan for future programs and services that will meet the needs of the membership. Services currently under consideration are share draft accounts (interest bearing checking accounts) and tax deferred IRAs (Individual Retirement Accounts).

Federal regulations regarding dividend policies have recently been liberalized giving credit unions a competitive advantage over banks and savings and loan institutions. The Board of Directors is currently considering alternative dividend policies and will pursue those policies that best benefit the membership. Any changes in dividend policy will be announced prior to being implemented.

referred to MRX3, a new line of improved ferris oxide cassettes.

Memorex High Bias was introduced in 1979. This unique ferrite formulation replaced chromium dioxide.

Besides the audio line, Consumer Products Division includes a complete line of video tapes and entered the growing home video market by offering a 1/2-inch VHS video cassette in 1979.

Earlier this year, Memorex Consumer Products Group introduced a new line of audio and video tape products—including the company's first metal-particle tape cassette—Metal IV.

In addition to the new and improved formulations, the new product line also debuted redesigned packaging to better reflect the quality of the product.

Completion of the transaction is subject to execution of a definite agreement, the approval of boards of directors of both corporations and the meeting of other conditions.

'81 Tax Act expands IRAs

One of the best tax saving opportunities provided by the '81 Tax Act is the expansion of Individual Retirement Accounts (IRAs). Not only has the amount that can be contributed and deducted been increased, but the door has been opened for contributions by many employees who were previously ineligible.

Starting next year, all employees, including those already covered by a qualified plan maintained by their employer, can make deductible contributions to an IRA. Previously, if you were a participant in such a plan, an IRA contribution was barred.

The annual IRA contribution ceiling is raised from \$1,500 to \$2,000. If you have a nonworking spouse, you can contribute and deduct \$2,250, up from \$1,750. In addition, the old rule limiting contributions to 15% of compensation (you needed earnings of at least \$10,000 to be able to contribute \$1,500) has been eliminated. Under the new law, contributions can be made up to 100% of earnings. This means, for example, that a housewife who works only periodically or part-time and makes up to \$2,000, can put all of it into an IRA and completely avoid any current tax on the income.

If both spouses work, deductible contributions of \$4,000 a year can be made.

Tax deferred compounding can add up. If you contribute \$2,000 a year and the IRA investments can earn 12% a year (compounded annually), here's what your IRA will be worth after various periods of time.

After	Amount in plan
5 years	\$ 14,226
10	\$ 34,298
15	\$ 83,490
20	\$161,376
25	\$298,640
30	\$540,548

If the IRA investments earn 14%, the value after 30 years would be over \$813,000. If both spouses work and contribute \$4,000 a year, these figures would double.

M.A.G. NEWS AND NOTES

Two Santa Clara Christmas dances set

Tickets are now on sale for either of two Christmas dances sponsored by Memorex Activities Group. Both dances will be held at the University of Santa Clara Benson Memorial Center and are open to all permanent Memorex employees and one guest.

The first, a casual dance featuring the Mark Stevens Band, is slated for Saturday, Dec. 5. More than 30 door prizes will be given away and employees will be offered a cold buffet dinner and hot hors d'oeuvres. The party will start with a no-host cocktail hour at 7 p.m., followed by dinner at 8 and dancing until 1 a.m. Cost is \$5 per person.

At the semi-formal/formal dance Saturday, Dec. 12, guests will be served a prime rib dinner. The dance also will feature live music and drawings. Tickets are \$7.50 each.

Tickets for either dance may be purchased at the San Tomas and tape plant cafeterias from 11 a.m. to 1 p.m. daily or call 7-1755.

Children's holiday party Dec. 20

On Sunday, Dec. 20, MAG will host children of all permanent employees' in the San Tomas cafeteria for a special party between 10 a.m. and 4 p.m. Admission price is one canned good to be donated to charity. There will be refreshments, gifts, clowns, a magic show and for 50 cents children can have their picture taken with Santa.

Photo service added for employees

Instead of making an extra stop on your way to or from work to get film processed, employees may now use convenient drop boxes located in the Memorex Drive main cafeteria or outside the MAG office. Berkley Film Processing (Mastercolor) will pick up film daily. Employees may retrieve processed film at the MAG Store any Tuesday, Wednesday or Thursday between the hours of 11:30 a.m. and 4 p.m.

Stamp machines installed

As another added service to employees, stamp machines have been recently installed in the Tape Plant and San Tomas cafeterias. Stamps may be purchased also at the Memorex Store during the above mentioned hours.

MAG and Credit Union co-sponsor Boutique

Memorex Activities Group and Federal Credit Union are co-sponsoring a holiday boutique to be held at the San Tomas cafeteria the week of Dec. 7 from 11 a.m. to 4 p.m. Any employees wishing to display and sell their home-made articles should contact the MAG office or Credit Union immediately.

All employees are invited to attend the boutique and do some shopping.



Tracy Adams, Wrecking Crew receiver, scores a touchdown against Mean Machine, specifically Keith McMonagle, as his team goes on to an undefeated season in the MAG football league. Mean Machine placed third (4-2) and Fontanetti's was second (5-1). Playoffs are underway.

Merrill wins Tournament of Champions

The Memorex Divoteers held their annual Tournament of Champions golf tournament October 17 and 18 at Rancho Canada near Carmel, California.

Overall low net honors for the two-day event went to Dennis Merrill, Physical Distribution warehouse manager, who shot a 100 on Saturday and a 94 on Sunday, but his 32 stroke handicap brought his net scores to 68 and 62.

Vern Johnson, Finance manager for Memorex D.I.C., took low gross honors with an 80 on Saturday and an 82 on Sunday.

Second place behind Merrill in the TOC event was Jon Auriemma, while Frank Alleshouse and Ann Bassford tied for third.

Saturday TOC winners were Chet Dilka, low net; Ken Kraw, low gross and Jack Sanders, fewest putts. Sunday winners were Bassford, low net; Bob Bertram, low gross; and Chuck Anderson, fewest putts.

In the non-TOC portion of the Rancho Canada event, low net honors overall went to Bill Patton, Jr., while Phyllis Rankin took home the low gross honors with an 83 on Saturday and 84 on Sunday.

Saturday winners in the non-TOC flight were Greg Walberg, low net; Bill Patton, Sr., low gross; and Genny Curtis, fewest putts. On Sunday, winners were Wayne Smith, low net; George Ledger, low gross; and Jim Unruh, fewest putts.

Saturday, December 12, the Divoteers will kick off their 1982 season with an event at Laguna Seca golf course between Monterey and Salinas.

Krauter named MFC Chairman

Hal J. Krauter has been appointed Chairman of the Board, president and chief executive officer of the Memorex Finance Company. Krauter also becomes a Corporate vice president of Memorex, reporting to C.W. Spangle, Memorex chairman and chief executive officer.

MFC President and CEO since 1979, Krauter has led the company from its inception. The organization will record its first \$1 million profit in 1981.

Krauter joined Memorex in 1969, serving in various capacities, including: Director of Finance Equipment Products and Large Storage Systems Group; Corporate manager, Budgets and Measurements; vice president, Finance; and general manager, Semiconductor Memories.

MFC's Board of Directors currently consists of Krauter and the following: James Unruh, vice president, Finance and chief financial officer; F. Gordon Smith, vice president, U.S. Equipment Sales and Service; and Dan Ross, president, Realmco Ross Equipment Company.

RMCD announces lifetime warranty

As a result of the success with M Formula coating for rigid media, RMCD announced this month a new lifetime warranty for rigid media products.

Original users can now purchase Memorex rigid media products with the assurance that they will provide data integrity "for as long as the product is used and maintained according to standard industry practices."

The new warranty is the most comprehensive protection and service available from any rigid media supplier. "This new lifetime warranty and service support is made possible by the success of Memorex's M Formula process," according to Wade Meyercord, Vice President and General Manager of the Rigid Media and Components Division of the Media Products Group. "Introduced at the beginning of 1981, this new formulation represents three years of intensive development efforts."

The M Formula class discs were first tested with a number of Memorex OEM customers. "Our discs were tested for nearly two years under the exacting standards and rigorous conditions of OEM customers who have a wide variety of applications," said Ken Cruden, Marketing Manager of the Division. "Our rigid media successfully surpassed these stringent requirements and were incorporated into all removable products in January, 1981," Cruden said.

Discs with the M Formula coating and the new warranty were recently featured at Comdex, an annual national conference and exposition for independent sales organizations.

Albert Delman celebrates 20th year at Memorex

Albert Delman recently celebrated his 20th anniversary as a Memorex employee. He was the 19th employee hired by Memorex in 1961.

A senior instrument technician at the Computer Tape Plant, Delman started with Memorex in general maintenance at the pilot plant in Mt. View and moved to Memorex Drive when the present tape plant was completed.

Delman grew up in Long Beach and worked five years at Cutter Laboratories in Berkeley before joining Memorex. He enjoys color slide photography in his spare time and practices his profession for pleasure by recording cassette tapes.

Delman is married and the father of two sons. The oldest is doing post graduate work at California State University at Long Beach in accounting and financial management. The younger son attends Sonoma State University.

Corp. Development functions realigned

The functions of the Corporate Development Department have been reorganized with the departure of Corporate vice president George Bragg.

Strategic planning will report to Al Conover, including Dieter Marenbach, manager of Strategic Planning. Tak Yamamoto will report to Conover for administrative purposes and for Memorex's Fujitsu, NPL and other Japanese equipment company relationships. For matters relating to the media business, Yamamoto will report to Dick Martin, president, Media Products Group.

Martin has been appointed Chairman of the Board of Memorex D.I.C., the Company's joint venture word supplies company with Dianippon Ink and Chemical, Inc. Bragg previously held this post. In addition, Jimmy Duckworth, recently appointed President of Memorex D.I.C., has been appointed a Director of that joint venture company.

INTERCOM

Editor, Dave Della-Maggiore
Intercom is published monthly by the Corporate Public Relations Department.
San Tomas at Central Expressway
Mail Stop 12-39
Santa Clara, Calif. 95052,
Telephone: (408)987-2297
Telex: 334-492

John Newman's perseverance overcomes physical disability

Once in a while one comes across an individual who has managed to overcome obstacles which might defeat a person with less perseverance. Such a person is John Joseph Newman.

Born in Wolf Point, Montana, John was attending the local high school when he contracted polio at the age of 15. Undeterred by this misfortune of having to get around on crutches, John went on to acquire two college degrees plus numerous other accomplishments.

John came to work for Memorex in 1967 as a Physicist in the Research Department while working for his doctorate. He received his Ph.D. in Electrical Engineering from the University of Santa Clara the following year. His main area of expertise lies in magnetics, magnetic recording, and magnetic measurements. He has worked in various divisions including the Research Division, Tape Plant (Advanced Development), Disc Pack and is a charter member of the Recording Technology Center where he is presently Manager of Special Projects. He has published 11 technical papers and holds one registered patent. In 1979, John was invited to present a paper at the MRP (Magnetic Recording on Particulate Media) Conference in Italy and participated in a technical panel while at the conference.

John's contributions to the growth of Memorex's technology are numerous, a few of which include:

- Mix Dispersion Anomaly Monitor.
- Designed orientor for the first 12" audio line.
- Developed a digital standard output tape.
- Participated in the establishment of gold standards for the 3650 HDA Program.

Employees earn "Action Awards"

Ron Pault, manufacturing engineer, and Frank Martinho, manager, low mass head production, Bob Haugs, senior buyer, and Wayne Fortino, staff engineer, are each \$500 dollars richer as the first winners in the Santa Clara Storage Equipment Operations Action Award Program.

The program, established by Bill Krehbiel, is open to all Storage Equipment employees.

Criteria for selecting awardees is as follows: individuals with competence such that their peers recognize them as truly effective; a willingness to take risks by not continually going for detailed directions and not requiring every piece of data in order to move; understanding that others must be involved in implementation and obtaining of their commitment to action; and an unwillingness to "shelve" problems and a drive toward resolution of problems.

Each nomination should include a brief note stating the tangible contribution made by the employee. Final selection will be made by Krehbiel based on nominations from management.

Pault won his award for direct actions since joining Memorex in April. These included improving processes in Nogales and Santa Clara.

Martinho was chosen for his installation of operator certification programs, weekly scrap reporting and "visible demonstration that management cares about the people and the product."

Haugs was recognized for his dedication and efforts in finding and securing materials needed to keep one of the manufacturing lines in operation.

Fortino's award dealt with the same situation, in that he qualified a new foam to replace a defective foam that had caused problems with that manufacturing line.

Each recipient received a congratulatory letter stating why he was selected from Krehbiel, along with the stipend.

His contributions elicited the following comment from F.J. Sordello: "John is one of the technical assets of the highest ability in the R.T.C."

Typical of John's spirit of perseverance was his participation in the 30 Kilometer Walkathon for the March of Dimes in 1978, an occasion on which he was highly commended by his co-workers and management. By way of explanation as to what made him keep going, he grinningly remarks, "I was just plain ornery and determined to do it!" His colleagues would probably describe him as helpful, sometimes ornery but, as a rule, moderately easy to get along with.

When asked what he considered his greatest accomplishment, he facetiously remarked, "Finding things when I want them in this office."

John is highly involved with the Boy Scouts and is presently Committee and Membership Chairman. He feels that his commitment to this worthwhile program has improved his perspective in that it has expanded his horizons and caused him to make use of abilities not normally allowed in other pursuits.

Asked about his philosophy relating to a physical disability and how to cope with it, John replies: "Know your limitations but don't let them stand in the way of doing what you want to do!"

This article was written by Rose Toledo, senior human resources specialist, to recognize the fact that 1981 is the "International Year of the Disabled." INTERCOM welcomes such input from all Memorex employees.

Safety Engineer develops manual

George Gorman, computer tape plant safety engineer, has developed a safety manual that sets forth basic rules and standards of industrial safety.

According to Nick Ward, Computer Tape Division manufacturing manager, "This is the first time such a comprehensive safety manual has been written here at Memorex. This manual provides a lot of practical information and could be the nucleus for safety manuals for other divisions."

A previous safety manual, written in 1973, became outdated as new technology demanded new safety procedures. For example, the new manual includes step-by-step procedures for handling of hazardous chemicals and toxic waste, as well as what to do in case an accident does occur involving these materials.

Gorman advocates prevention and that's the emphasis in the new manual. "Give workers the tools for learning to do their job in a safe fashion," advises Gorman. "It is an extension of the company's responsibility to assist the employee."

Since Gorman joined Memorex a little over a year and one half ago, direct injury costs at the tape plant have been cut in half. With the help of the new manual, "the accident rate will be a lot lower," promises Gorman.

"Safety consciousness and training will directly relate to productivity," claims Gorman. "Safety doesn't just happen."

The new manual also details responsibility. Managers and supervisors are responsible for safety in their own departments. Each department will have one manual for every 10 employees. Classes are currently in progress to give employees the opportunity to learn how they can perform their jobs in a safer manner.

In addition, the manual details procedure for accident investigation, emergency evacuation, first aid training and the reporting and management of industrial injuries.



On October 23, Memorex Corporation played host to approximately 250 selected vendors at a Vendor's Conference in Santa Clara. The vendors heard numerous top Memorex management officials explain the importance of vendors to Memorex. Here, some of the vendors see their products in Memorex equipment during a tour of the Large Disc Drive manufacturing area.

Employees complete Q.C. training

Communications Group's Quality Circles are off the drawing board as 32 employees completed their academic training.

Quality Circles is a concept in methods and techniques for solving common problems. The graduates will now go out into their respective departments and facilitate circles of employees.

Quality Circles involves small structured volunteer groups of employees in a particular department. They meet one hour a week to pinpoint problem areas and look for possible solutions.

Some of the goals of Quality Circles are: more employee involvement, improved communication, elimination of nagging problems and increased job satisfaction.

Those completing training were honored recently at a luncheon with the formal presentation of QC certificates.

During the presentation, the new members were personally congratulated by Charles Strauch, Memorex president and chief operations officer, Paul Klein, president of Communications Group,

Dave Jenkins, vice president of Communications Group Manufacturing and William Walker, manager of Quality Assurance for the group.

Rolm looking for van poolers

Rolm Corporation is looking for van poolers from Santa Cruz, Scotts Valley, Aptos, Watsonville or Soquel who have a 7 a.m. to 4 p.m. work schedule. If interested call Doug Patrick at Rolm, 988-2900, ext. 3550.

County transit has threatened to cancel express routes 128 and 140 due to lack of riders. Any employee who lives in the following zip code areas and is interested should contact Julie Shear, 2357 or 2150. Zips: 94043, 94035, 94086, 95008, 95035, 95050, 95051, 95117, 95128, 95130, and 95134.

LIBRARY CORNER

SELECTED BOOKS

STATISTICS FOR EXPERIMENTERS, by G.E.P. Box et al.

Material is presented with the non-statistician in mind. In addition to many worked examples, there are frequent exercises with answers.

PRACTICAL EXPERIMENT DESIGNS FOR ENGINEERS AND SCIENTISTS, by William J. Diamond.

This book was written specifically for engineers and scientists with little or no statistical background who must design and conduct experiments in industry.

THE QUALITY SYSTEM, by Frank Caplan.

The quality system is an organizational concept. Its objective is complete customer satisfaction with appropriate benefit to the producer.

QUESTION RECENTLY ANSWERED

Q. What does "bp₇₆₀ 155.6°" mean?

A. Substance boils at 155.6 degrees Centigrade if the pressure is 760 mm Hg.

Q. What is the boiling point of cyclohexanone?

A. 156.7 degrees Centigrade.

CALENDAR OF EVENTS

December 7-9
Waterborne Industrial Coatings-Chemistry and Formulation, short course.
Chicago, Center for Professional Advancement, Dept. NR, P.O. Box H, East Brunswick, NJ 08816

December 10-11
Waterborne Industrial Coatings-Applications, short course.
Chicago (address same as above.)

NEWSMAKERS

Sheffield named 3680 team manager

Paul Sheffield has been appointed to the position of manager, 3680 Product Entry Team, reporting to Thomas E. Gardner, vice president and general manager of Large Disc Drive Division.

Working with the various manufacturing functions of the 3680 disc subsystems, Sheffield will coordinate the development, integration and execution of the manufacturing plan and process.

Sheffield has been with Memorex for more than 10 years, most recently general manager of the Business Systems Division.

Bridges appointed manager, Internal Audit

Wayne Bridges has been appointed manager of Internal Audit reporting directly to James A. Unruh, vice president Finance.

Bridges will maintain his previous responsibilities as accounting manager in Storage Equipment with responsibility for management of worldwide internal auditing and coordination of audits by independent auditors engaged by Memorex to perform annual or statutory audits.

Since joining Memorex in 1979, Bridges has been manager of accounting with LSSG, SSG and Storage Equipment. A graduate of St. Mary's University of Texas, he holds a BBA in accounting and is a C.P.A.

Crosby to head SE Cost Accounting

John W. Crosby has joined Memorex as manager, Cost Accounting, Storage Equipment. Reporting to Tom Hein, manufacturing controller, Crosby is responsible for Storage Equipment cost accounting, including inventory control, standards, product cost analysis, special cost desks, cost accounting methods, variance analysis and cost reporting.

A business administration graduate of South Carolina State College, Crosby most recently worked for Fairchild Camera and Instrument Corporation where he held positions of division general accounting manager and division controller.

Julian joins HDA-QA organization

Jerry Julian has joined the Memorex team as manager of HDA/Quality Assurance/Quality Engineering. He reports to Cleayton J. Mills, manager of Quality Assurance, Large Disc Drive Division.

Julian comes to Memorex from IBM where he held a variety of manufacturing, engineering and quality assurance positions since 1969. A Naval Academy graduate, Julian holds a BS degree and served five years active duty in the Navy before working for IBM.

Popovici promoted to LDDD Engineering mgr.

Mike Popovici has been appointed manager of Engineering for Large Disc Drive Division, reporting to Tom Gardner, vice president and general manager LDDD.

Popovici, a native of Romania, graduated from Bucharest Polytechnic Institute before coming to the U.S. in 1969. He joined Memorex in 1970 and most recently was manager of electrical engineering.

Roth heads SEO Profit Improvement Program

Robert V. Roth has rejoined Memorex as a project engineer, responsible for SEO Profit Improvement Program, Santa Clara interface with Tucson on critical problems and other special assignments. He reports to Bob Milo, manager of the Tucson and Nogales/Magdalena operations.

Most recently at Memorex, Roth was special projects manager of components manufacturing of SEO and materials manager for the Business Systems Division.

Anthofer named manager in Communications

Michael F. Anthofer has been promoted to manager, Budgets and Measurements, reporting to William L. Westman, manager, Communications Finance.

Anthofer is responsible for Communications Group's forecasts, budget, price and contract exception approvals, ISP development, CE financial support, financial planning and analysis and special projects.

Joining Memorex in 1977, Anthofer earned his bachelors degree in business administration and an MBA from the University of California at Berkeley.

U.S. Sales/Service Finance restructured

W. Paul Krug, controller of Memorex U.S. Sales and Service, recently announced a restructuring of the Sales and Service Finance Department.

As part of the reorganization, Gary Emick has assumed the responsibility of manager, Sales and Service. He reports directly to Krug. Reporting to Emick are Don Shiffer, supervisor of Revenue Accounting; Bill Douglas, supervisor of Equipment Billing, and Charlene White, supervisor of FATS and DARS.

Patrick Wong has been promoted to manager, Customer Engineering Finance, reporting to Krug. Positions reporting to Wong are Robert Woodling, manager Service Accounting; Louise Garnett, financial analyst; and Marty Kokett, accountant, with responsibility for coordinating A/R problem resolutions and special projects.

Marilyn Nicholas continues as head of Maintenance Billing. Denise Harrera was promoted to lead person.

"I believe this organization will improve and streamline the financial support," said Krug.

OCTOBER ANNIVERSARIES

20 YEARS

ALBERT DELMAN, COMPUTER TAPE DIVISION

15 YEARS

Kenneth Lee, Large Disc Drive Division

Larry Mullins, Computer Tape Division

Lena Salerno, Computer Tape Division

Manuel Yrigollen, Consumer Products Division

10 YEARS

MEDIA PRODUCTS GROUP

Computer Tape

Louise Hines

COMMUNICATIONS

Creswell Cole

STORAGE EQUIPMENT

Chris Christman

Oscar Mendoza

Ron Guthormsen

Robert Nordberg

Jerome Keane

Malcolm Smith, Jr.

INTERNATIONAL

FRANCE

Guy Francis

Michel Millet

Patrick Touveneau

BRAZIL

Valmir Casgrande



The Med Fly attacks Memorex! Building 10 was invaded on Halloween by a Med Fly infestation, but luckily the helicopter was there to spray them and protect the Christmas tree. From left, Vi Westbrook, Charlene White, Rosemary Supnet, and Sue Nowell.

Employee runs a Chicken Outfit

What a Chicken Outfit this is. Patty Bennett, Memorex Secretary, is the proprietor and sole employee of Chicken Outfit, a singing telegram type of company. She offers personalized lyrics for any occasion.

With a knack for composing impromptu rhymes, Bennett started her company on a dare for a friend's husband's birthday. Since then she doesn't go anywhere without her chicken costume. "You never know when a friendly phone booth might beckon," she laughs. Her most recent appearance was at Chuck E. Cheese in Sunnyvale to help celebrate the birthdays of Larry Chamberlin and Tony Heptig, Human Resource managers. The

costume is the creation of Bennett's sister, a professional artist in Southern California.



MPG sponsors "Pitch" contest

The M Formula "Great Pitch-Off" contest is underway at the Memorex's Media Products Group according to Mark Klein, vice president, Computer Media Sales.

According to the ground rules, media salesmen have until the week of December 7 to develop and practice a "pitch" to sell M Formula rigid discs. At that time, they will present them to their managers and a district winner and an OEM winner will be selected.

Each winner will receive an award for his or her efforts. Then, on stage, at the MPG Sales Conference in Phoenix, the five district winners will present their winning efforts in the "Great Pitch-Off."

The national winner, to be determined by peer group audience applause, will be awarded a special prize and will attain national recognition.

WANT ADS

QUEEN-SIZE BED: mattress, frame and wood headboard, \$35. Record player and speakers, like new, \$25. (408) 947-0743, Brett.

1959 AUSTIN HEALY 120, must sell, needs some repairs, asking \$3500/best offer. Call 327-1306.

3-SPEED BICYCLE, women's, blue, good cond., \$30. Call 274-8690 evenings.

1976 DATSUN 710 WAGON, auto. trans., air, new tires, 38K miles. \$3300. 374-4140.

STEREO STAND, like new. \$35/best offer 247-0947.

LOWRY GENIE ORGAN, double keyboard, automatic beats, good condition. \$750/best offer. (415) 493-4461