

# INTERCOM

## MEMOREX

A newspaper for Memorex people everywhere

Volume 20 Number 1 January 1982



Stacy Drew, the little blond on the right, has a secret about the big blond on the left. Story on page 2.

## Meyercord heads new Storage Equipment organization

Memorex has formed a new Storage Equipment Manufacturing and Development (SEMD) organization which will include three facilities currently part of the Peripheral Products Group of the Burroughs Corporation.

Wade Meyercord, vice president and general manager of Memorex's Rigid Media and Components Division, has been promoted to president, SEMD.

The new SEMD group includes all of Memorex's current storage equipment development and manufacturing operations. During the first quarter of 1982, Burroughs storage equipment facilities at Westlake Village, California; Winnipeg, Canada; and Glenrothes, Scotland, will be incorporated into the new organization.

The new organization will allow Memorex to aggressively develop and manufacture storage equipment products to meet the needs of both the Memorex and the Burroughs marketing organizations.

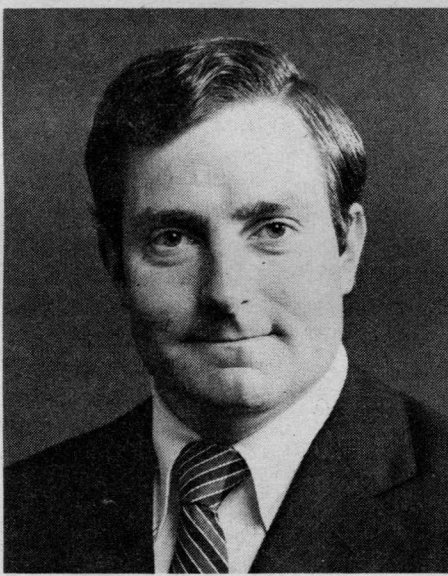
Meyercord joined Memorex in 1981 as vice president and general manager of Rigid Media and Components Division (RMCD). RMCD will continue as part of the Media Products Group (MPG) and the reporting structure to Meyercord within RMCD will remain unchanged.

In his new position, Meyercord will report to Charles Strauch, Memorex president and chief operating officer, on storage equipment issues. On RMCD issues, Meyercord will continue to report to Dick Martin, president of Media Products Group.

Thomas Gardner, vice president, Large Disc Drive Division, and William Krehbiel, the vice president responsible for disc drive support activities, will report to Meyercord. The support activities for which Krehbiel is responsible include the company's Magnetic Test Equipment Operations, as well as manufacturing facilities at Eau Claire, Wisconsin, and at Tucson, Arizona/Nogales, Mexico.

Prior to joining Memorex, Meyercord was with IBM for 17 years, most recently as general manager of manufacturing for

IBM's San Jose facilities. He is a graduate of Purdue University in mechanical engineering, and also holds a Master's Degree in engineering administration from Syracuse University.



## Whale-watching trip postponed

Because January 23 was a working day for most Memorex employees, the Pacific whale-watching trip will be rescheduled, providing at least 39 people sign up.

This rare and unique opportunity to observe an endangered species of migrating whales should not be missed as there are no guarantees that whales will be in the oceans much longer. The Memorex Activities Group (MAG) is sponsoring the trip which can be scheduled for anytime through the end of March.

The trip includes bus transportation to and from Davenport, and a 3-4 hour narrated cruise to observe the magnificent whales at close range. Everyone is encouraged to bring a bag lunch and to dress very warmly. If interested, call the MAG office at 987-2357 as soon as possible.

## Emphasis is on quality

QUALITY. The word evokes different meanings and interpretations for different people. It is the measurable degree of excellence about a thing; conformance to requirements; and a result of an attitude and a personal commitment to do things right the **first** time. If you've ever had an experience with bad service or poorly-made goods, you also know what it isn't. The lack of it can be expensive in terms of a loss of customer confidence and, subsequently a loss of business.

According to chairman and chief executive officer Clancy Spangle, "We are entering a new year in which quality awareness and Memorex product quality are areas of major focus." Because of this focus on quality, a Corporate Quality Council was recently formed and chartered to present recommendations on how we can, on an on-going basis, improve Memorex quality.

The Council is chaired by Dick Martin, president of the Media Products Group, and includes: Robert Berry, vice president of customer engineering for U.S. sales and service; Tom Gardner, vice president and general manager of the Large Disc Drive Division (LDDD); Jack Kenney, manufacturing operations manager in LDDD; Paul Klein, president of the Communications Group; Fred Koehler, vice president and general manager of the Computer Tape Division; Wade Meyercord, president of the Storage Equipment Manufacturing and Development; and Mike Rogers, vice president and general manager of the Flex Disc Media Division. In December, the Quality Council made the following recommendations:

1. Assure that each organizational function has a quality plan in place that includes agreed-upon quality performance levels and describes the programs to achieve those levels.
2. Integrate quality performance as an attribute to be measured in performance reviews for **all** employees.
3. Recognize the achievement of quality excellence at all levels of the company; including incentive compensation programs and nonmonetary rewards which provide public recognition of individual and team accomplishments.
4. Assure that communication of the quality message is a continuous affair, not a one-time campaign.

To implement these recommendations, a Quality Improvement Program is now underway throughout the Corporation.

The first step in this program is the creation of the following Memorex Quality Policy Statement.

### QUALITY POLICY

It is the goal of Memorex to be viewed by the marketplace as a supplier who consistently meets all customer requirements on schedule.

It is the policy of Memorex to deliver on schedule competitively priced products which, without exception, conform to customer requirements.

We will ensure this level of excellence is met through the individual commitment of each employee, all departments, and the Corporation to perform exactly to the requirements or cause the requirements to be officially changed to what we and the customer need.

Now that the policy has been established, the challenges for managers and supervisors are to define those areas that will have the greatest impact on quality improvement, select the most meaningful objectives, and develop programs to achieve those objectives. Considering the hundreds of factors important to quality, this is no small task. The long-term results, however, should pay off for the Corporation, its employees, and our customers.

This program, obviously, is not about product quality alone. It encompasses every functional area of the Corporation and will directly affect every employee in terms of our attitudes, our performance in every task, and our feelings about our role in the Company.

According to Martin, "Our expectation is that a number of positives will come forth as a result of the Quality Improvement Program.

1. To begin with, it's fun to be on a winning team. Most people are proud of their company if they know that the firm is known for high quality products and services.
2. By focusing on quality at every stage of our business, the business will be healthier, yields will improve, orders will be filled more quickly and accurately, and so on.
3. The way our customers perceive Memorex will improve—a very important first step in improving our revenues and, eventually, our profits."

## Haltom appointed vice president of business development

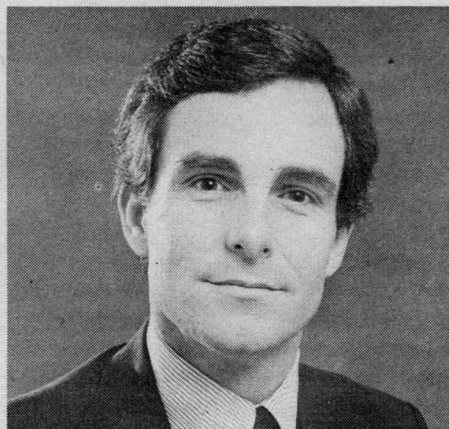
Michael (Mike) C. Haltom has been appointed vice president of business development reporting to chairman and chief executive officer Clancy Spangle.

Since 1981, Haltom was director of operations and analysis on the Burroughs Corporate Engineering and Manufacturing staff reporting to Dr. Paul G. Stern.

From 1974 to 1981, he was with Rockwell International where he held such key corporate positions as director of acquisitions, director of business analysis, and director of market planning. He also served as controller of the Special Products Division for Rockwell.

Haltom was with Recognition Equipment, Inc., from 1969 to 1974 serving in a variety of marketing, financial, and administrative positions.

Haltom earned a Phi Beta Kappa key and graduated magna cum laude from Southern Methodist University with a BS in business and, subsequently, an MBA.





# MEMOREX MILESTONES—1981

## JANUARY

- Memorex entered into a technical information exchange agreement with Control Data Corporation, covering the research and development of thin-film recording heads and thin-film head-arm assemblies.
- The Communications Group announced the latest in its line of communications products—the Memorex Model 2087 Matrix Printer which is designed to be functionally interchangeable with the IBM 3287 Model 2.

## FEBRUARY

- Memorex completed the repurchasing of its headquarters facilities and sold a 24-acre site on the opposite side of San Tomas Expressway to McCandless Companies, which plans to develop an office/research and development park there.
- Memorex-DIC was formed through a joint venture combining the Word Processing Supplies Division with Dainippon Ink and Chemicals of Japan. The two companies agreed to exchange technology pertaining to word processing supplies products, including toners and developers for copiers, duplicators, and printers; as well as printer ribbon products and correction fluids.
- In a related move, Media Products Group was formed by combining the Computer Media Group and the Consumer Products Group. Dick Martin was appointed president of the new Group. Paul Klein was named president of the Communications Group to replace Martin. John Humphreys was named vice president and general manager of the Consumer Products Division. Michael Rogers was named vice president and general manager of the Flex Disc Media Division.

## MARCH

- Former vice president and controller Thomas Stevens was named vice president and treasurer of Memorex. Len LeBlanc replaced Stevens as vice president and controller.

## MAY

- Memorex received the President's "E Star" Award for Export Expansion for "outstanding and aggressive creative marketing, resulting in a substantial increase in volume of exports on a sustained basis." The award was presented to Dick Martin, president of the Media Products Group, by Lionel Olmer, Undersecretary of Commerce for International Trade, on behalf of President Reagan.

## JUNE

- Memorex introduced the new 3676 Storage Control Unit that complements the enhanced performance capabilities of the 3652 Disc Storage Subsystem. Announcing anticipated delivery of the first units in August, the Group beat their own deadline and delivered in July.
- Frank Sordello was promoted to the newly-created position of corporate vice president of technology and became a member of the Corporate Operating Committee.

## JULY

- The Communications Group announced plans to offer the 2500 Intelligent Communications Processor which permits a Memorex 1270 Terminal Control Unit to be interfaced to an X.25 public or private data network without changing the host access method software.
- David McGlaughlin was appointed to the newly-created position of vice president, U.S. equipment sales and service, in which he directs end-user sales and service operations throughout the U.S. for both communications and storage systems products.

## SEPTEMBER

- Wade Meyercord was named vice president and general manager of the Rigid Media and Components Division of the Media Products Group, where he was given the responsibility for all operations of the Division.

## OCTOBER

- Memorex extended its contract to purchase IBM plug-compatible computer tape subsystems from Fujitsu through October 1983.
- In a formal ceremony at the White House, Mrs. Ronald Reagan presented Memorex with one of the 26th Annual Awards of the American Association of Nurserymen for the landscaping at Corporate Headquarters in Santa Clara. Memorex was one of the businesses singled out for measurably adding to the quality of life in the community through exceptional landscaping.
- Memorex agreed in principle with Tandy Corporation for Tandy to purchase or lease all parts of the Consumer Products Division for an undisclosed purchase price.
- Wayne Cunningham was appointed vice president and general manager of the Precision Plastics Division in Irvine.
- Officials of Memorex and Burroughs announced the signing of a definitive merger agreement, subject to the approval of Memorex shareholders.

## NOVEMBER

- Memorex announced the new Lifetime Guarantee for all rigid media products due to the success of the M Formula process, a new proprietary coating formulation which was developed over a three-year period and is now used on all our rigid media products.

## DECEMBER

- Memorex Shareholders approved the proposed acquisition of Memorex by Burroughs Corporation, making Memorex a wholly-owned subsidiary of Burroughs.
- Hal Krauter was appointed a vice president of Memorex and Chairman of the Board of Directors of the Memorex Finance Company, reporting to Clancy Spangle, chairman and chief executive officer.

# Memorex-DIC joins Burroughs Office Supplies Division

Dick Martin, president of the Media Products Group, recently announced the operational consolidation of Memorex-DIC into Burroughs Office Supplies Division.

Memorex-DIC was formed as a joint venture office machine supplies company by Memorex and Dainippon Ink and Chemicals of Japan in February 1981. Previously, the Memorex Word Processing Supplies Division had been part of the company's Computer Media Group.

James L. Snider, vice president and general manager of Burroughs Office Supplies Division, said that Paul Mahoney, vice president of national sales for Memorex-DIC, will report to Howard Vroon, director of marketing for Burroughs Office Supplies Division.

John English and Charlie Weaver, Memorex-DIC plant managers in Santa Clara, California, and Summerville, South Carolina, respectively, will report to Bob McRae, general manager of manufacturing and engineering, Burroughs Office Supplies Division. Lauren Hulse, R&D manager, will report to John English.

Burroughs and Memorex officials believe that the operational consolidation

of these two organizations will result in a much more effective and competitive organization in the fast-growing office supplies field.

## Claus secret revealed—works for Memorex

This may come as a big surprise to some of you, but Santa Claus is a senior staff engineer in the Large Disc Drive Division and has never been to the North Pole!

Claude Drew, Memorex's official Santa for the last seven years, loves to masquerade as the jolly one every Christmas season and hear the heartfelt wishes of all believers—young and otherwise.

Drew, who has 14 grandchildren, loves kids and is frequently taken aback by the little folks who say, "You already **know** what I want—I sent you the list," and by the ones who ask for gifts for someone else—most times, Mommy and Daddy.

Though Drew has had some uncomfortable experiences (commonly referred to as "wet knee"), he plans to continue the tradition every year at the Memorex Children's Christmas Party and at other locations (such as the Santa Clara County Children's Shelter) whenever his special services are requested. He's even considering growing a real beard!

## Part-time instructors sought by AEA

The American Electronics Association's San Francisco Council is developing an Electronics Instructor Bank as a clearinghouse where potential part-time instructors can be matched with a community college needing an instructor.

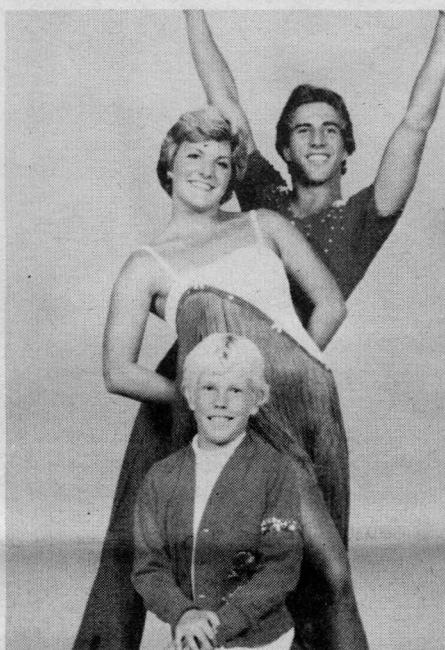
Memorex technicians, engineers, scientists, drafters and computer professionals who would like to teach part-time are encouraged to fill out an application available from Rich Sifton, Memorex HRD manager at 987-2128. This is an opportunity to share your technical experience with students interested in learning electronics and respond to the predicted doubling in electronic technician positions open in the Bay Area in the next five years.

A teaching credential will be necessary for these positions which have a starting pay range of 20 to 25 dollars per classroom hour. In recognition of the importance of practical experience in classroom teaching, it is possible to be credentialized to teach electronics with a minimum of a high school diploma and six years of experience in electronics. The best qualified teacher needs to have current practical experience in the field.

By helping community colleges find qualified part-time teachers, and thereby increasing the supply of potential teachers, AEA hopes to ease the shortage of qualified electronic technicians. Qualified employees are encouraged to consider part-time teaching as a way that the industry can help itself by raising the quality and quantity of electronics graduates from the community colleges.

## Memorex fights back

The successful glass-shattering demonstration in Memorex laboratories last month is scheduled to be shown on "Fight Back (!) with David Horowitz" on KRON-TV, Channel 4 in San Francisco, at 6 pm Sunday, February 7. Don't miss it!



*Dancing children of Gary Myers, shown top to bottom: Troy, 17; Tiffany, 19; and Ty, 11.*

## Myers kids follow parents' footsteps

Those Memorex employees who attended December's Children's Christmas Party in Santa Clara were treated to some fine entertainment provided by the Alice Faye Dancers of Los Gatos, courtesy of Gary Myers, product engineering manager of the Flexible Disc Media Division.

Myers, a former professional hooper himself, is founder and co-owner (with his wife Alice Faye Myers) of the Alice Faye Dance studio.

Aside from their appearance at the Memorex Children's Christmas Party last December 20, students from the school perform in various competitions, programs, and fund-raising events throughout the year.

Of the over 130 students now enrolled, three have just signed contracts to become professional dancers—two of whom are the Myers's children, Tiffany and Troy. Tiffany, 19, has started her dancing career with the Lighthouse Amusement Park in Myrtle Beach, South Carolina, for whom she will be touring England soon, and is to be featured in a March/April Broadway show produced by Gene Kelly and starring Ben Vereen. Troy, 17, was recently offered a contract with Opryland in Nashville, Tennessee, where he will also do some local television performances, and is scheduled to perform at the 1982 World's Fair in Nashville.

Tiffany and Troy Myers are, literally and figuratively, following in their parents' footsteps, as Gary and Alice Faye met when both were professional dancers appearing at the Sparks Nugget near Reno.

## INTERCOM

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# INTERCOM

## COMMUNICATIONS REPORT

A special Intercom issue on the Communications Group

January 1982



The Communication Group's business team, from head of table clockwise: P. Klein, president; D. Reynders, manager, sys. int. & support; G. Everhart, manager, planning; M. Johnston, manager, customer administration; F. Markoff, Memorex counsel; L. Perkins, manager, headquarters customer engineering support; L. Hollins, manager, manufacturing engineering; W. Walker, manager, quality assurance; C. Von Drehle, vice president, marketing; D. Jenkins, vice president, manufacturing. Not shown: W. Westman, manager, finance; K. Murray, manager, human resources; and T. Dokter, acting manager, development engineering.

## Business Team is key to Group's success story

Located on Forge Drive in Cupertino, California, the Communications Group has been meeting, and in some cases surpassing, its worldwide goals and objectives for revenue and profit during the past year, and much of the credit is due to its business team and staff. Major new and innovative programs have been established which have placed the Group solidly on a profitable basis.

Paul Klein, president of the Group, leads the business team. Klein and his staff increased worldwide revenue for the Group 13 percent from 1980 to 1981. He also moved the Group into a positive cash flow position for the first time.

The Group now has the distinction of having the highest revenue per employee of any group in Memorex. In addition, 60 percent of its business is international and the Group contributed substantially to Memorex International's profit for 1981.

These achievements were the result of a well balanced approach—specifically, old product phaseouts and new product introductions, supported by creative marketing programs designed and implemented by the Group.

### Marketing Department

The marketing department played a key role in the Group's efforts. Headed by C.J. VonDrehle, vice president, the department is responsible for three main areas; administration and order entry, marketing, and customer engineering support. Programs initiated by the department dramatically improved service to the customer as well as support to the field. Customer engineering, for example, is now establishing alternate maintenance programs. These programs will allow Memorex to sell products in areas previously restricted because they were not located near Memorex service centers.

Other marketing efforts include in-depth product and sales training at headquarters and in the field, and improved education programs for customers and others.

The customer service representatives program has been reinstated to further support sales efforts. These service representatives handle virtually every aspect of account management, except for closing a sale, and many move on into positions of higher responsibilities.

Order entry, under customer administration, is also improving by automating

its operations to speed transactions.

Von Drehle says "with all the new programs slated for 1982, we ought to see that upswing that we experienced in the latter part of 1981 continue."

### Manufacturing

The manufacturing organization, headed by Dave Jenkins, vice president manufacturing, plays an important role in the performance of the group.

1981 was a good year for the manufacturing team, as measured by production volumes, significant product cost reductions and improvement in overall efficiencies.

In 1982 the plan is to continue the performance improvement trend. Display Station production will increase from 100 units a day to 250 units a day by year end. Product cost reductions, improved manufacturing inventory turns, improved schedule commitment performance and a higher degree of consistency in product quality are some of the major objectives for 1982. "The demonstrated commitment to excellence in performance by all manufacturing personnel will enable us to achieve our objective in 1982," said Jenkins.

### Planning Department

Well before there are any products to manufacture and market, another critical part of the Group, the planning department, is at work. Addressing issues in market research, George Everhart, manager, and his staff produce the group's strategy, product requirements, and business plans in concert with the Group's other departments. In addition, the planning department has the responsibility of coordinating the implementation of these plans through program management.

The department plans the strategy for the two basic businesses within the group: the terminal products business and the front-end processor business. Because of the fast pace of these two businesses, the department is continually defining and planning for new products to aid the Group in meeting its strategic goals. Everhart says, "The Group has introduced 8 new products in the past 2 years. And for 4 of the 8, the month of December was a record order month! Additionally, over the next 2 years we plan to introduce as many as 6 new products. We have our work cut out for us."

Continued on page 4

## Group's products feature design with user in mind

It takes more than market demands and blueprints to design and develop products. That's because design objectives must satisfy the needs of the customer to fully realize his investment, and the needs of the manufacturer for profit.

The Memorex Communications Group has discovered a formula to do both.

### User Benefit

When the people at Memorex decided to design a line of terminal products, they imagined themselves staring into a display screen eight hours a day, five days a week.

They realized that to be productive, they had to feel as comfortable in that position at 5 p.m. as they were at 8 a.m.

It was an attitude that paid off.

Memorex Communications terminal products today are industry leaders in the area of "user friendly" features (a product designed with the user in mind).

"The computer industry has recognized the need for hardware manufacturers to make products more "friendly" or easy to use. Display terminals are probably the best example..." said Lawrence J. Curran, Editor of *Mini-Micro Systems* in the December 1981 issue.

Memorex was one of the first communications vendors ever to incorporate "ergonomics" (user friendly features) into the design of its products.

Beginning with the first generation 1377 Display Station and continuing with

the later 2078 and 2051 displays, Memorex has been committed to providing the most "people oriented" products in the marketplace.

For example, each display station has a tiltable, nonglare screen which reduces eye fatigue and operator backaches caused by poor keyboard and screen designs.

The monitor can be taken off its stand and placed on a shelf, thereby saving workspace. In addition, the display units are compact, lightweight, and are designed to be installed by the customer.

Besides these user friendly features, the 2078 and 2051 units are also energy efficient, requiring approximately 58 percent less energy than their IBM equivalents, therefore reducing customers' electric bills. The two units also generate 47 percent less heat than their IBM counterparts, making them more comfortable to work with and extending the life of internal components, while reducing air conditioning requirements.

The design of Memorex printers also offer significant advantages over major competitors. Special attention to acoustics make Memorex printers quieter and more adaptable to a number of workplace environments, such as business offices, manufacturing areas and laboratories than those of competitors.

They are faster, have longer ribbon life and have more standard features as well.

Continued on page 4



Communications Group is located on Forge Drive in Cupertino, California.

## Historical Highlights

### 1970

First 1240 Communications Terminal shipped

### 1971

First 1270 Terminal Control Unit shipped

### 1975

Dual Host Channel Support for the 1270

### 1976

1270 Sabre Code airline reservation package

First 1380 Programmable Communication Processor shipped

### 1977

First 1377 Display Station shipped

### 1978

First 2089 Line Printer shipped

First 1371 Remote Controller shipped

First 1372 Local Controller shipped

### 1979

First shipment of licensed software for the 1380

### 1980

First 2078 Display Station shipped

First 2076 Remote Cluster Controller Unit shipped

### 1981

First 2087 Matrix Printer shipped

First 2051 Display Station shipped

First 2056 and 3056 Matrix Printers shipped



# Communications products are now part of everyday life

Some people are not aware that Memorex manufactures data communications products. And, even at Memorex, not everyone knows what communication products are and what they are used for.

Fortunately, you don't have to be an expert in data communication concepts and products to understand this area. In fact, most people know more than they realize.

If you've ever made contact with a computer from a remote site, you've made contact with a communications product. Simply put, communications products allow people to "talk" to their computers over distance.

In fancier language, a communication product is the "man-machine interface," like cash registers at Alpha Beta and Sears, Versatellers at Bank of America, and display stations at Ticketron and United Airlines.

Usually, the communications device is not physically located near the computer—in other words, it is "remote." People needing to talk to—or "access"—that computer through these devices (to either enter data, ask questions, process applications or receive answers) can be located at numerous other places. In other words, people in Los Angeles, Dallas, and Chicago can use the same resources in a computer in New York.

Normally, conversation between the device and the computer takes place over a telephone line or other communications facilities, including private networks. If necessary, the computer responds either on a display screen or by providing a printed response from a printer connected to it in the communications network.

Memorex's Communications Group markets communications products for both ends of the transmission line. On the computer end, for example, Memorex provides products which control and manage the telephone or other lines entering and leaving the computer. These products are the 1270 Terminal Control Unit and the 1380 Communications Processor.

On the user end, Memorex markets "terminal" products which are used for data entry and retrieval. They are display stations (which include a monitor that looks like a television and a separate keyboard), printers, and controllers.

These terminals are designated as "general purpose," and are used for entering and receiving data. They are unlike "application-oriented" terminals such as cash registers and automated bank tellers.

Memorex customers use terminals for a variety of purposes including order processing, inventory control, bookkeeping, and programming.

By design, our terminals are "functionally equivalent" to IBM terminals. That means, you can unplug the IBM terminal that we are compatible with, plug in the Memorex terminal, and it will function.

Memorex offers terminals in two specific IBM marketplaces: the 327X and the 525X markets, together representing approximately \$1 billion in terms of current annual data processing hardware spending.

The Memorex family of 327X terminals is divided into two generations. The 1377 Display Station, 1371 Remote Cluster Controller, 1372 Local Cluster Controller, and 2089 Line Printer, and 1300 Screen Printer comprise the first entries. The 2078 Display Station, 2076 Remote Cluster Controller, and 2087 Matrix Printer form our latest generation.

Like all other terminals, 327X terminals communicate only with specific computers. The computers they connect to are large systems usually found in the Fortune 1,000 companies. The small to medium-sized companies using data processing equipment, however, have grown extremely rapidly.

It is predicted that the number of 327X users will increase in the next few years at a rate of 13 percent per year through 1985. Memorex currently ranks as the fifth major supplier in this market.

Memorex 525X-type terminals are the 2051 Display Station, the 2056 Matrix Printer, and the 3056 Matrix Printer. Terminals in this marketplace communicate with smaller computers. Organizations using these systems normally require less computing and editing capacity and are either small companies or remote branches of large organizations.

Trends also indicate 525X users growing rapidly over the next few years, rising to 184,000 units in 1985 from 75,000 units installed in 1980.



W. Walker, manager, quality assurance, C. Strauch, president, D. Jenkins, vice president, manufacturing, and H. Kilinski, staff engineer, gather to commemorate the initiation of quality circles.

## Quality Circles Improve all levels of operation

Problem solving projects are in full swing at the Communications Group in an effort to reduce costs, increase efficiency and improve quality on all levels of the business operation.

Initiated by employees, the projects are not the result of management telling employees what to do, but rather are the product of those interested in improving their own working environments.

All this is due to the Quality Circles Concept, which employees are finding really works to help improve quality and boost communication among employees.

Based upon the theory that people closest to problems are the ones that can best define and solve them, Quality Circles are comprised of small groups of people, doing similar work, who meet once a week.

There are Quality Circles representing numerous areas of the business including manufacturing, administration, finance, customer engineering and marketing.

Since its introduction in March 1981, to the first working circles in July, to today, Quality Circles have evolved to the point where employees actually are working on issues they have identified in their own areas.

Some of the projects being pursued are:

- Comparing and analyzing the cost effectiveness of processing daily account reports (DARS) on a Memorex 1377 Display Station or on a telex machine.
- Reducing costs of office supplies by streamlining ordering, handling and distribution.
- Lowering costs and improving efficiency through good housekeeping habits in manufacturing.
- Reducing the expense of ordering new parts by recovering returned salvage materials.

"Instead of complaining about problems, things are now being done," said Sheryl Schneider, correspondence secretary in the word processing department. "We've already solved some issues, and are in the process of doing more. I see Quality Circles as a definite benefit and a real learning experience," she said.

According to Bill Walker, manager of Quality Assurance, "Quality Circles" has taught us that quality is not limited to product development and manufacturing. "It affects all of our business," Walker stated.

Others agree with him. Troubleshooting small problems before they become major issues is another advantage to the Quality Circle program.

"I see it as an opportunity to sit down and really do something about the problems around us. We're the ones who see them from the beginning. By correcting them here, we can save the corporation thousands of dollars by not waiting until products are out the door," said Joe LaGue, a technician participating in a manufacturing quality circle.

"It's a legitimate avenue of communication between the workers and management. Before Quality Circles, our ideas did not always get attention. Listening to our ideas is now a formal way of operating," LaGue revealed.

In addition to providing a means for workers to identify and solve their own problems, Quality Circles also allow co-workers to communicate on an equal basis with each other.

"When you are busy on a manufacturing line, you don't have time to talk. You're there to produce. Some of the workers even have trouble with the English language. Problems they see may slip by. But the way Quality Circles is structured, everyone has an equal opportunity to share their ideas. At first some of the people were shy, but now they are really contributing. I was surprised at the ideas people came up with. The relationships we have developed in Quality Circles has greatly improved our productivity when we're out there on the line," LaGue said.

When the Quality Circle program originally was instituted, Walker told Communications Group employees "our people are our most important asset, and by improving communications and employee-management interaction, Quality Circles will help increase the quality of our products, and therefore our productivity."

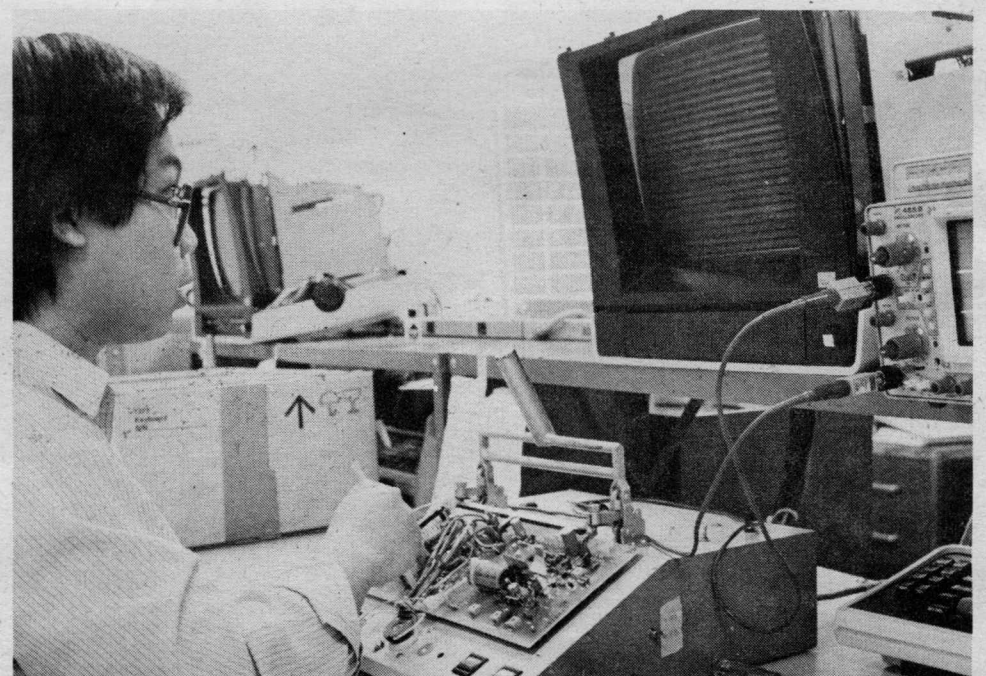
All things considered, most Quality Circles members definitely agree.



D. Ortega and K. Leadem at the rework station in PCB test area.

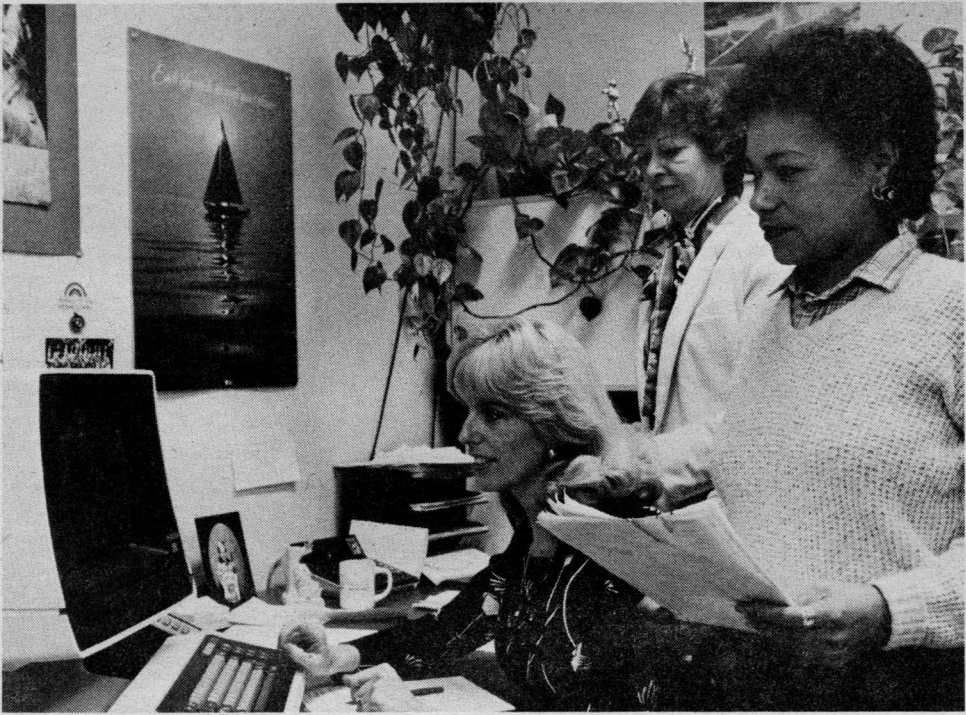


J. Donate uses a light meter to align a terminal.

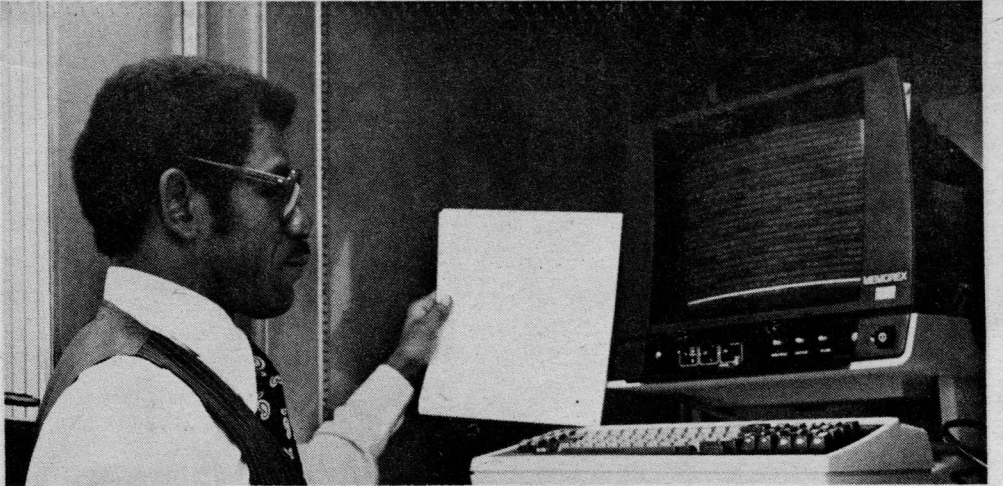


N. Su tests a deflection board.

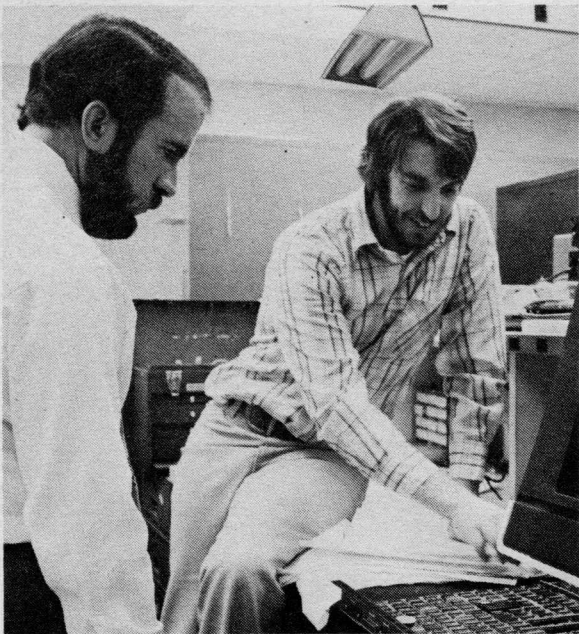




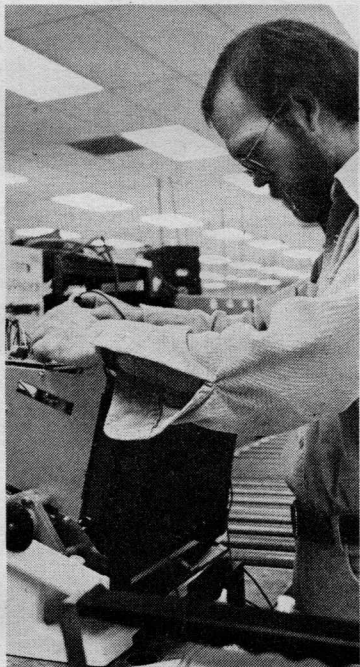
*In customer service, V. Baldinger, B. Hagglof and T. Kewitz review reports from the field.*



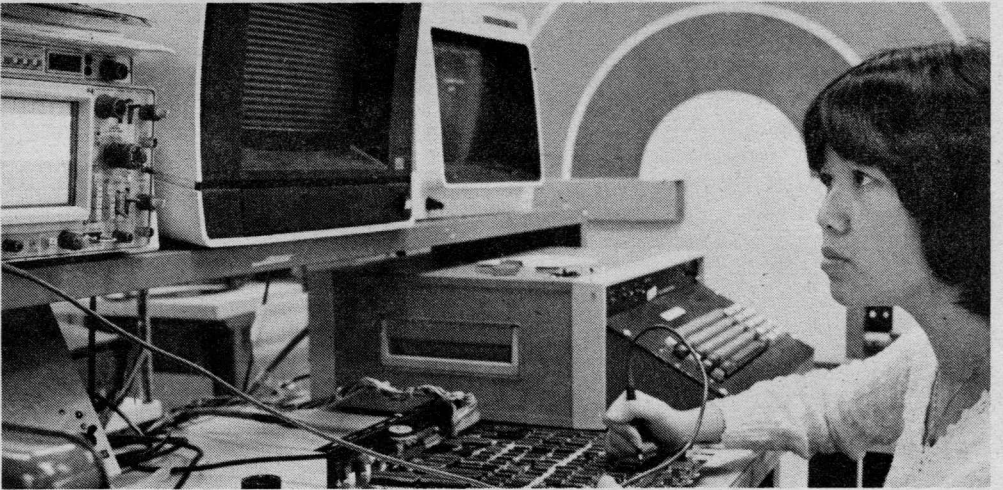
*F. Nelson, sr. quality engineer, checks a test of a display station in the environmental chamber in the quality assurance lab.*



*H. Alameda and L. Schmidt review designs and circuit boards for terminals.*



*P. Vu tests a 2078 logic board.*



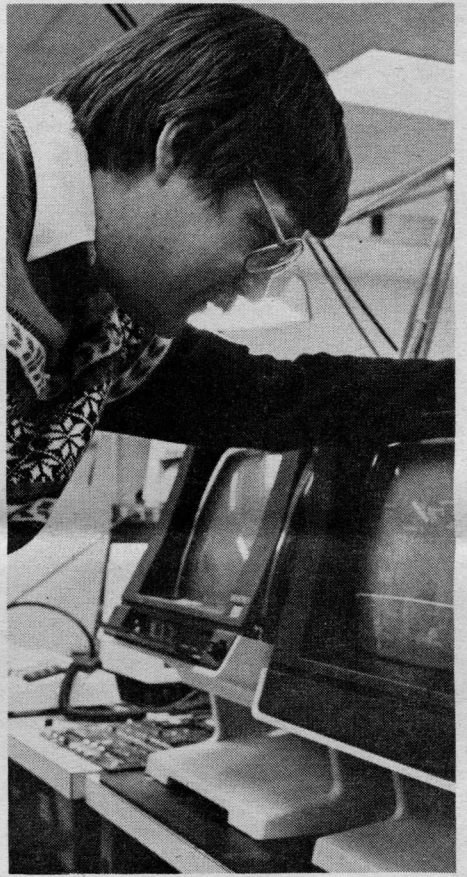
*C. Wilson, quality engineer, sets an adjustment on a display station.*



*M. Rosa works on the manufacturing line aligning a terminal*



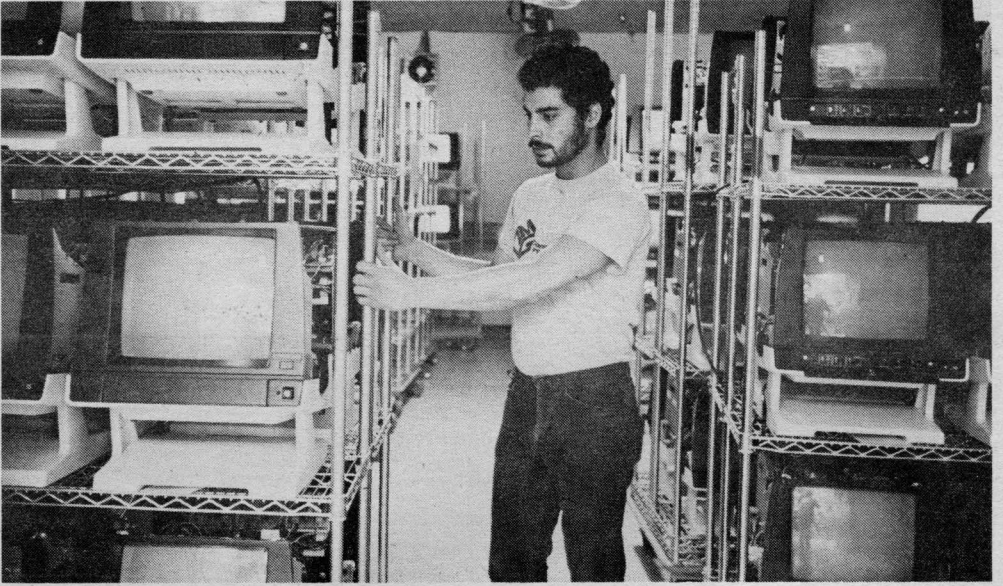
*The transporter on the manufacturing line speeds parts to assemblers.*



*B. Gilham, design engineer, checks the adjustments of a terminal.*



*G. Rodriguez adjusts a terminal while L. Johnson performs a quality inspection.*



*R. Villagomez moves a cart of display stations into the burn-in room where the products undergo reliability testing for over 48 hours to eliminate any possible problems for the customer.*



*Y. Ondine and D. Hickson inspect display stations prior to packaging for shipment.*



*B. Baldinger, R. Fowlk, T. Johnson, and A. Villareal box 2078 display stations for shipping.*





*M. Shiu, H. Jacobs, M. Anthofer, C. Gee, J. Bulgrin, L. Heinzmann, and W. Westman, look over financial reports.*

## Team effort, spirit create successful results for Group

Another point important to the planning department is that the worldwide communications business is able to fund its own development. Explains Everhart, "Although we have introduced many new products, we are very watchful that our development doesn't outspend our worldwide profit. Our other real challenge for the future is to continue with more customer interaction and market trend studies to pinpoint realistic market and product strategies as Communications becomes more integrated to the distributed processing and office automation markets. We want to maintain our reputation as an innovator."

### Quality Assurance

As part of this effort, the quality assurance department is an essential ingredient. Led by Bill Walker, manager, the department is responsible for quality engineering, process control, receiving inspection, and administration and support. All of this is to ensure that customers receive products of the highest quality. Quality circles for employees of the Group is also part of the department's responsibility.

The department tests for quality from beginning to end. In 1982, quality engineers will even inspect products after they arrive at the customer's site. This is critical since many of the Group's products are customer-installable.

"Our 1982 goal is prevention of problems," says Walker. "We are involved with design reviews, product validation, and modeling and engineering changes. And to have any of this work, we must fully cooperate with the other departments."

Another 1982 program will be an "operator/inspector certification program," to make assembly line workers more aware of quality. Operators will be formally trained and certified. They will also be periodically recertified to maintain high levels of quality.

### Developmental Engineering

Developmental engineering is another department responsible for the Group's success. Tom Dokter, manager, oversees software development, hardware development, systems integration, documentation and drafting.

This department investigates whether a new product would be viable from an engineering viewpoint. They receive a

product requirement statement from the marketing department outlining the market specifications for a new product. Developmental engineering checks all factors of the suggested product, including technical feasibility, costs, etc. If the product is feasible, then the rest of the business team becomes involved.

### Human Resources

The human resource department, headed by Ken Murray, manager, is responsible for directing the human resource and administrative services activities. Besides the normal activities such as employment, employee relations, compensation and benefits administration, this department also directs various group activities such as quarterly employee meetings, a group picnic, blood drives, administers the cafeteria, word processing center, the courier service, and office supplies. One of the goals of the department is to try to maintain a small company atmosphere within the framework of a large corporation. In order to keep group morale high, the Group tries to experiment with a number of programs such as flex time and a four-day week.

### Finance Department

Finally, there is the "bottom line." The Finance Department is involved with all aspects of the Communications Group business. Bill Westman, manager, and his staff have assisted in the dramatic progress of the Group.

Finance has made contributions resulting in a positive cash flow for 1981 by focusing on receivable collection and improved asset management, which resulted in a 10 percent reduction of inventories in the fourth quarter of 1981.

Besides asset management, the finance department will continue to improve forecast accuracy, strengthen the manufacturing/finance relationship, and improve the presentation quality and timing of monthly control reporting.

The department has also assisted in reducing operating expenses as a percent of revenue, from a high of 37 percent in the second quarter of 1980 to 27 percent in the fourth quarter of 1981. Plans are to reach 22 percent of revenue by the end of 1982.

With all of the elements of the team working together, 1982 should be another stellar year for the Communications Group.

## 1270 TCU spells continued success for Communications Group

The 1270 Terminal Control Unit has been the Communications Group's most successful product. In fact, when the first unit rolled off the manufacturing line in 1970, no one could have predicted the overwhelming success that product would enjoy and the exciting marketplace Memorex was entering.

The Group's most ambitious plans called for the production of 200-300 units with a 3-4 year life expectancy. Today, over a decade and 2,100 units later, the 1270, with enhancements, remains a leading product.

A vital link in the communications network, the 1270 manages communication lines between the local and remote devices and the host computer.

Since its introduction in 1970, the 1270 has been an industry standard for reliability and performance. There are instances of 1270's in operation for four, five, even six years without a service call.

With the 1270, however, Memorex did not settle for mere reliability. It continued to enhance and extend the product's flexibility and value to its customers.

Three features were recently announced which not only extend the life of this product, but also save customers the expense of converting to entirely new products requiring significant investments in software, hardware, and personnel support. All the features are microprocessor-based enhancements which elevate the "Golden Oldie 1270" into the contemporary world of communications technology.

The first two of these features permits customers to attach asynchronous ("stop-start") devices at speeds up to 9600 bits per second—well beyond the more traditional speeds of 1200 bits per second. Not only does this feature increase line efficiency, but costly modems can also be excluded.

The next feature is the Multifunction Line Adapter (MLA) which allows customers to increase terminal operator productivity and conserves precious

computer time associated with the processing of erroneous or unwanted data. In other words, MLA saves the customer money.

Another 1270 enhancement is the new Terminal Initiated Application Switching Line Adapter (TLA), a solution for those users having to access more than one computer application from one terminal.

Although IBM allows this kind of flexibility with its Systems Network Architecture (SNA), converting to SNA requires a tremendous investment in new software, hardware and support personnel. Thus, TLA saves customers money two ways. It reduces the expense required to access more than one host application, and it offers SNA-like flexibility without having to invest in SNA.

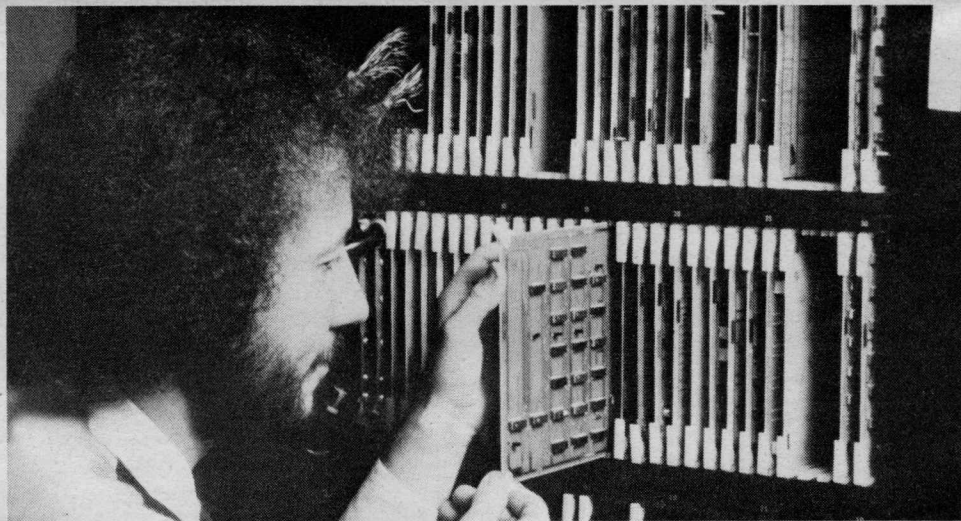
Memorex will again extend the life and value of the 1270 this year with the introduction of an entirely new product, called the 2500 Intelligent Communications Processor (ICP), an extension of the 1270.

In conjunction with the 1270, the 2500 ICP allows the host computer to interface with an X.25 (a non-IBM protocol type) packet switching public data network without changing the host access-method software. Thus, the 2500 will significantly reduce costs to users.

Cost-effective customer benefits like these have kept the 12-year-old 1270 as young and vital as ever in the rapidly changing and burgeoning world of data communications.

"In fact, the early success story of the 1270 coupled with an already established reputation in media and storage equipment products, earned Memorex the image as the model company of all of its competitors," said Bob Quinn, 1270 product manager.

"Including the Memorex International 4370, we now market seven models of the 1270 to meet the ever increasing base of communications processor users. Clearly, the 1270 is one of the most successful products in the history of data processing," Quinn says.



*J. Malinski, computer room operator, pulls a line adapter card out of a 1270 TCU for inspection.*

## Course provides solid background in communications concepts

Because of the incredible expansion of technology in the communications industry, staying abreast of developments is often difficult. Even becoming familiar with this area can be tough. But the Communications Group has developed a training seminar for internal and external use.

Called Data Communications Concepts (DCC), it is a three day seminar designed to provide a solid background in the field of data communications. The course was designed and written by the customer education department in the marketing area. Bill Spaulding, manager, publications and training, said "We've got the seminar updated and established and we're now putting together a public offering of the course. We can even tailor our presentations for a specific company at that customer's site."

Seminar attendees will be given an understanding of data communications components and their functions in an IBM environment, and of today's most prevalent data communications applications.

Attendees will work through exercises focusing on methods and techniques that can be applied to their own data communications environment.

The seminar will be conducted by Memorex Systems Engineers and other Memorex personnel who possess, in addition to technical and educational expertise, real-world experience. The seminar, from designing the course, writing a 200-page textbook, preparing brochures, advertising the seminars, to handling reservations, is being done entirely by the customer education department.

Spaulding says "DCC is for people who need to know the basics of data communications and want them explained in understandable terms. There are no prerequisites for this seminar."

Since the seminars are intended primarily for the public, Spaulding says, "We are excited about the material of these seminars and the revenues they are expected to return."

## Innovative product designs

### Memorex Benefit

Superior design not only makes Memorex products more desirable for the user, but also plays a leading role in the company's ability to efficiently manufacture and easily upgrade products.

Streamlining design of both outer casing and internal components whenever possible gives Memorex a competitive edge in the development, manufacturing, marketing, and maintenance of its products.

The 2051 and 2078, for example, have the same outer casings and share some internal components. In fact, because both products have so much in common, they actually start out as the same product on the manufacturing line.

As a result, production is accomplished more quickly and more cost effectively, allowing us to produce a product with a

competitive price to benefit our customers and with a greater profit margin to benefit Memorex.

This philosophy is also being successfully exercised in the development of an entirely new line of communication products, designed to realize the benefits of using common hardware and common software and firmware operating systems.

The Memorex 2500 Intelligent Communications Processor, the first product of this series, is due for release later this year.

Advantages of this kind of development include less product development cost, capturing the leading edge of technologies, reducing parts and finished goods inventory, less training costs, shortening development cycle of future products, prolonging product life, and increased profit.





*The Totalex board of directors, shown above, meet with their Memorex advisors: (seated) Rita Foglia, manager, of lease administration; (standing left) Joe Phillips, manager of Corporate lease finance; and Henry Kilinski, staff engineer for Communications.*

# Totalex business looking rosy

Totalex, the Memorex-sponsored Junior Achievement company, is profitably producing beautiful hand-made satin roses, according to Joe Phillips, manager of Corporate lease finance and executive advisor to Totalex.

The group of about 30 high school students have formed the company with marketing, production, financial, and administrative training and advice provided by Memorex advisors. Purpose of the program is to provide the students with practical business experience and insights into the complexities of economics by offering them the opportunity to actually organize and operate their own business.

So far, Totalex is operating at a profit and expects to close out profitably at the end of the 25-week program in April. The

roses, which sell for \$1.50 each, are available in red, yellow, three shades of pink, and other colors on special order. To buy or special order the roses, call Joe Phillips at 987-2013.

# Singles' group seeks members

Memorex's fledgling single's club is looking for two things...a catchy name and more members.

The prerequisites for membership are few. You must be single (unattached) and you must work at Memorex.

Since its inception in October 1981, it has attracted about 30 members who have yet to decide what to call the group. Sponsored, but not organized or operated by the Memorex Activities Group (MAG), the group has gathered several times to socialize, to come up with a catchy name, and attract new members.

Some of the suggested names have been: Memorex Discs and Datas, Memorex Mixers, Memorex Heartbreakers, Friendly Singles, Silicon Singles, and Many Are One (MAO). None of those names has caught the undivided attention of the group whose members are also occupied with planning new activities such as: ski trips, backpacking trips, dancing parties (square, ballroom, etc.), and whatever else sounds like fun.

The original instigators of the single's group were Susan Krug, administrative secretary in Memorex International, and Ketty Palau, export marketing secretary in Memorex International. They had no trouble finding 30 interested people to join. There's room for many more, however. There are no dues or other membership fees.

Some talk has been generated about the possibility of occasionally meeting with single's clubs from other companies in the valley to "broaden one's horizons," as they say. Meanwhile, if you have a catchy name for the group or would like more information, call the MAG office at 987-2357.

# '82 looks bright for Media OEM

Serving major main-frame manufacturers all over the world, the original equipment manufacturing (OEM) sales force in the Media Products Group (MPG) sold more computer tape, rigid and flexible media in 1981 than ever before. According to Tim Morrison, sales manager for MPG OEM, the situation looks even better for 1982, especially in light of the revolutionary M Formula coating developed to provide our rigid media with signal strength and durability specifications that exceed industry specifications. The product is so reliable, RMCD announced a lifetime warranty (for M Formula) in late 1981.

In flexible discs, we are producing the highly reliable dual-sided, double density discs with 96 tracks per inch (TPI). Additionally, Memorex was the first computer tape manufacturer to use a cross-linked binder system to significantly reduce oxide shed, and is still the only computer tape company that tests every reel before shipment.

These and other fine Memorex products make for what Morrison says, "...looks like an exciting new market" in OEM sales for 1982.

# Livingston named Country Manager for Memorex Canada Limited

John R. Livingston has been appointed country manager for Memorex Canada Limited, recently announced by Clancy Spangle, chairman and chief executive officer. Livingston succeeds David McGlaughlin in the post. McGlaughlin was named vice president, U.S. sales and service for end-user equipment, last year.

In his new position, Livingston reports to Lars Turndahl, Memorex International's Northern European regional vice president.

Livingston joined Memorex Canada in

May 1980 as director of customer engineering. Prior to joining the company, he was with IBM Canada for 24 years and held a number of key customer engineering management positions with that firm. Since 1974, Livingston had been manager, data processing customer engineering, field support, responsible for all technical aspects of that function.

Memorex Canada is headquartered in Toronto and maintains offices in Calgary, Dorval, Edmonton, Ottawa, Vancouver, and Winnipeg.

# CTD "Reel Spirit of '81" program exceeds goal

The "Spirit of '81" cost-reduction program has been a "reel" success in the Computer Tape Division (CTD). The "Reel Spirit of '81" program has provided a means for all CTD employees to offer suggestions for improving operations and to be awarded cash prizes for the ones accepted and implemented. From 567 suggestions, CTD evaluation teams have accepted 281 and awarded cash prizes for most of those.

According to Mike Roberts, senior cost engineer and program coordinator, a cash award is based on the estimated annual savings resulting from the suggestion. Awards have ranged from \$10 for a suggestion regarding the height of doors, to \$1,950 for a suggestion that changes a mix room procedure and will save nearly \$100,000 in a 12-month period. Total cash awards exceed \$20,000, representing over \$1.4 million in annual savings at CTD—117% of their \$1.2 million goal!

Some of the award winners and their suggestions are: *Walt Kramer*, test supervisor, received a \$70 award for a safety suggestion regarding emergency lighting. *Bob Burden*, previously senior buyer in CTD—now the purchasing manager for Flex Disc, made a recommendation on the purchase of digital cassettes that will save the division \$25,000 annually. Because this suggestion fell within Bob's area of normal job responsibility, he will not receive a cash award. *Jack Sanders*, training coordinator for Plant Engineering, received two cash awards totaling \$1,889 and representing annual savings to CTD of \$124,000, for suggestions to improve yields of coating rolls and prevent pump damage to mills. *Lena Salerno*, laundry operator, made a suggestion to use disposable hats in the clean room area, bringing her an award of \$70 and savings to CTD of \$2,400. *Andy Shustoff*, senior baler operator, received a \$50 cash award for suggesting that boxes be recycled in the reclaim area. *Wayne Davis*, senior maintenance technician, suggested the installation of breakaway locks on roof exits and received a \$60 award. *Manfred Falk* and *Tom Marino*, both senior maintenance technicians, each earned an \$871 award for a joint suggestion to refinish coating tools,

which should represent over \$87,000 in savings for CTD. *Margaret Reek*, material handler, suggested the installation of a bug-attractor/destroyer in the packaging area, making for safer, happier employees and some very dead bugs.

Special recognition has gone to the evaluation teams who have spent many hours evaluating suggestions and determining their viability. Congratulations to all the employees of CTD for their participation in and enthusiasm for this program.

# Stevens named VP of finance

Thomas S. Stevens, formerly vice president and treasurer of Memorex, has recently been promoted to vice president of finance reporting to Clancy Spangle, chairman and chief executive officer. Stevens also becomes a member of the Corporate Operating Committee with his new appointment.

Stevens replaces James Unruh who was recently named vice president of financial operations for Burroughs Corporation. Unruh joined Memorex in 1980 from Fairchild Camera and Instrument Company where he was responsible for companywide finance functions, including treasury, controllership, tax, and data processing activities. He will now be headquartered in Detroit.

Stevens joined Memorex in 1975 as finance director for the former Europe-Middle East-Africa Group headquartered in Liege, Belgium. Since then, he has served as director of Corporate budgets and measures, Corporate controller, acting vice president of finance, and since 1981 was vice president and treasurer.

Prior to joining Memorex, Stevens was also with Fairchild Camera and held various division and group controller positions during his three-year term there. Before that, he was with General Mills in systems and finance positions.

Stevens holds an MBA from Harvard in both production and financial controls and a BS in operations research and business from Case Institute of Technology.

# LIBRARY CORNER

## SELECTED BOOKS

*Handbook of Plastics & Elastomers* by Charles A. Harper.

*Applied Imagination: Principles & Procedures of Creative Problem Solving* by Alex Osborn.

*Numerical Analysis of Semiconductor Devices & Integrated Circuits*, Proceedings from NASECODE II Conference.

## CALENDAR OF EVENTS

### February 10-12

1982 International Solid-State Circuits Conference, San Francisco, Hilton Hotel.

### February 17-19

Water-Borne and Higher-Solids Coatings Symposium, Hyatt Regency, New Orleans

### February 26-28

Compcon Spring, Jack Tar Hotel, San Francisco

## BROWN BAG FILM FESTIVAL

### January 19 & 20, Bldg. 12

*THE DAY AFTER TRINITY: J. Robert Oppenheimer and the Atomic Bomb.*

### January 25, Education Center

*YOU PACK YOUR OWN CHUTE*  
*YOU CAN SURPASS YOURSELF*

## SPECIAL EVENT—PERSONAL FINANCE

Camilla Neri is presenting a short course on personal finance in the Bldg. W auditorium, February 10, 17, & 24th at noon. The aim of the workshop is to help the individual get started on his or her own financial plan and investments. The program will focus on how to take your personal audit, assess investment opportunities and save tax dollars.



# NEWSMAKERS

## Cox to manage 677 final test

Daniel E. Cox has been promoted to manager, 677 final test, Large Disc Drive Division. He will be reporting to Tom Gardner, acting manager of product manufacturing. Cox, who holds an AS degree in business administration, joined Memorex in March 1978. Most recently, he worked as a test supervisor for 677 final test. Prior to that, he was both assembly and test supervisor for LDDD. Before joining Memorex, Cox was a PCB and controller assembly supervisor for Information Storage Systems/Sperry Univac.

## Frye joins budgets and measurements

Elizabeth Frye has been promoted to manager of budgets and measurements/program management, Storage Equipment, reporting to Rick Williams, manager of Storage Equipment budgets and measurements. Prior to joining Memorex in January 1981 as a senior financial analyst, Frye held financial planning positions at Fireman's Fund and Finnegan Corporation. She has over six years' experience researching common stock investments at Institutional Investments. Frye holds an MBA in finance from UC Berkeley and a BA in sociology from Pitzer College.

## Holzerlandt named customer service manager

Frank Holzerlandt has recently been appointed customer service manager, International Liaison and Administration, reporting to Philip F. Dean, International Liaison and Export Manager. Holzerlandt, who will now be located in Santa Clara, joined Memorex in 1971 and has since worked in various customer service positions in Germany, Belgium, London, and Santa Clara. He holds a master's degree in business administration.

## Rottiers takes budgets and measurements post

Kathleen Rottiers, a Memorex employee since 1975, was recently promoted to manager of budgets and measurements, engineering/consolidation, for Storage Equipment, reporting to Rick Williams, manager of Storage Equipment budgets and measurements. Rottiers, who holds an MBA and a BA in economics from the University of Santa Clara, originally came to Memorex as an accountant in Media general accounting. Most recently, she was a senior financial analyst in Media marketing. Prior to joining Memorex, Rottiers held accountant positions at EMM, Computer Products Division, and Bank of America.

## Valentine appointed Media finance manager

Edward Valentine has recently been named group finance manager for the Media Products Group reporting to Dick Martin, president of MPG. Valentine, who will be responsible for financial planning and administration, came to Memorex from AM International where he was director of operational analysis and planning. Prior to that, he was president of the General Radiator Division of Chromalloy America Corporation. Valentine holds a BA in accounting from Seton Hall University where he also studied advance management.

## Mishler to manage 5¼" rigid disc production

Fred Mishler of RMCD has been promoted to manager of 5¼" rigid disc production reporting to Al Matej, manufacturing engineering manager. Mishler originally joined Memorex in January 1978 as a technical process supervisor. His most recent assignment was as a senior engineer in process engineering. Prior to that, Mishler worked as a chemist for the National Research and Chemical Company. He holds a BS in zoology with a chemistry minor from UCLA.

## Scott promoted to substrate production manager

Robert Scott has recently been promoted to manager of substrate production in RMCD reporting to Warren R. Kisling, manufacturing manager. Scott joined Memorex in May 1973 as an electro-mechanical maintenance technician. His most recent assignment has been as a process engineer in the substrate area. Prior to joining Memorex, Scott worked in operations management at the San Jose Water Works. He holds a BS in business administration.



Joining Roland Gallegos (far right) in a celebration in honor of his 20th anniversary with Memorex are fellow Flex Disc Division employees, from left: Zora Ljoljic, manufacturing engineering manager; Ann Bassford, quality assurance manager; Jerry Andrews, human resources manager; Rich Stonich, production manager; Mike Rogers, vice president and general manager; and Mike Holm, maintenance and facilities manager. Gallegos is the third employee to celebrate 20 years with the company.

## DECEMBER ANNIVERSARIES

### 20 YEARS

ROLAND GALLEGOS, FLEXIBLE DISC MEDIA

### 15 YEARS

Warren Kisling, Rigid Media and Components Division

### 10 YEARS

#### STORAGE EQUIPMENT

Suresh Mehta  
Mary Vilhauer

#### MEMOREX INTERNATIONAL

BRAZIL  
Newton Yamamoto

#### FRANCE

Dominique Collette



Shown above is the Distributor Advisory Group of Memorex executives and distributor principals at the COMDEX Show in Las Vegas last November. They are: FRONT ROW, left to right: Mark Klein, vice president of national sales; Dick Martin, president of the Media Products Group; Bill Cook, manager of distributor programs; Richard Mason, Memphis, TN; Jim Rogers, Carnegie, PA; Jim Patti, Santa Fe Springs, CA. SECOND ROW, left to right: Ken Cruden, marketing manager for RMCD; Neil Houghton, Berwyn, PA; Don Quarles, Louisville, KY; Russ Wayman, Memorex legal counsel; Roger Winter, Seattle, WA; Mike Skelton, CTD marketing manager; Mike Wuertz, Tampa, FL; and Walt Remy, Flex Disc marketing manager.

## Have you . . . ? Do you . . . ? Are you . . . ?

#### Have you or anyone in your family:

- Won an award?
- Accomplished something significant?
- Become active in community work?
- Performed on the stage or screen?
- Published a book?
- Lost a lot of weight?
- Started a fad?
- Traveled around the world?
- Done something very unusual?
- Overcome a disability?

#### Do you:

- Have an interesting history?
- Care for foster children?
- Have something to sell?
- Have an interesting and/or profit-making hobby?
- Write poetry?

#### Are you:

- A Big Brother or a Big Sister?
- Looking for a hard-to-find item?
- Longing to see your name in print?

If you've answered YES to any of the above questions, let us know. The *Intercom* is looking for stories on Memorex employees' participation in anything that could use some publicity or would be of interest to other people. You may submit articles written by you, in which case, you would become a guest columnist; or you may provide us with a story idea and we'll write the story; or you may submit want ads—all are subject to editorial approval. If you have something that might be suited for the *Intercom*, send the article, ad, or idea to MS 12-39 or call Diane Brazil at 987-3376.

## Certification classes offered

Review courses for mechanical, electrical-electronic, and civil engineering technician certification are being offered by the Professional Engineering Institute (PEI) beginning February 23. A free introductory session on certification will be held at Menlo College Room 442 of the SBA Building in Menlo Park at 7 p.m.

The three courses will each meet for 14 consecutive Tuesdays from 7 p.m. until 10 p.m. at Menlo College. The \$115 course fee includes all required materials and textbooks. For more information, contact the PEI at 415/593-9731.

## Communications ships first 2051

Memorex recently announced first customer shipment of its 2051 Model 11 Display Station. The 2051, a display monitor with a separate keyboard, is functionally interchangeable with the IBM 5251 Model 11 and belongs to the Memorex cluster of small systems terminal products, including the 2056 and 3056 Matrix Printers.

The 2051 uses approximately 55 percent less energy than the IBM 5251 and does not require a cooling fan. The monitor and keyboard together weigh only 55 pounds and are designed to be easily installed by the customer.

Like other Memorex display stations, the 2051 has numerous "user friendly" features. Its recessed, nonglare screen, for example, has a sunflex filter to reduce operator eye strain. The monitor tilts for operator comfort and adaptation to unusual operating environments. In addition, the monitor may be removed from its stand and placed on a shelf to increase work space.