

# INTERCOM

A newspaper for Memorex people everywhere



Volume 20 Number 4 June 1982

## Berry named v.p. of U.S. Equipment Sales and Service

Robert Berry has been promoted to the position of vice president, U.S. Equipment Sales and Service, reporting to Clancy Spangle, chairman and chief executive officer.

In his new position, Berry will be responsible for equipment sales and customer engineering in the United States and all functions supporting those activities.

Reporting to him are Mike Denning, vice president of marketing; Al Kennedy, Atlantic area vice president; Ron Zanzarella, Central area vice president; Greg Grodhaus, Western area vice president; Eric Croson, finance manager for the organization; Chuck Recker, HR manager; Ron Bulin, special assistant; and Berry's successor (as yet unnamed) for the management of customer engineering.

Berry joined Memorex in September 1969 as Eastern region manager, field engineering. In the ensuing years, he held various headquarters and field management positions. In 1976, he was promoted to Northeast region vice president, followed by his appointment to the position of field operations manager in 1977 and, subsequently, vice president of customer engineering in 1980, which position he has held since then.

During the last two years, the customer engineering organization has shown significant improvement in customer satisfaction and profitability, according to Spangle.

Prior to joining Memorex, Berry held various engineering and management positions with IBM, Fairchild Hiller Corporation, and RCA.

See the in-depth interview with Berry in the insert on U.S. Equipment Sales and Service in this issue.



Lucretia Steffen is shown above receiving congratulations and recognition for her notable quality attitude by Large Disc Drive Division management, left to right: Gene Ousterling, HDA/Heads manufacturing manager; Peter Noto, HDA/Heads manufacturing unit manager; Cleayton Mills, quality assurance manager; Tom Gardner, vice president and general manager; and John Beck, Heads production manager.

## LDDD employee halts production and reaps rewards for Memorex

When an employee operates with a quality attitude, the results can be surprising and profitable for both the employee and for Memorex. Lucretia Steffen, a head assembler in the Large Disc Drive Division, recently discovered just that in the course of doing her job.

During her task of assembling 67X heads, Steffen observed a nearly-invisible fracture in the tiny metal arms used in those heads. Realizing the potentially serious future problems that would be caused by installing the defective metal arms, she halted production immediately.

Her judgment was right on the money. It was almost immediately ascertained that she saved the Company an undetermined, but decidedly large, amount of money by taking the appropriate action. Within 48 hours of her action, she was caught off guard by her supervisor and several man-

gers in the Division with the presentation of a letter of thanks and a cash bonus.

The letter stated, in part, "Lu, thank you for your quality awareness. Your action is a true example of the individual commitment of each employee to quality as stated in the Corporate Quality Policy Statement published by Mr. Spangle. Sincere thanks."

Her attitude serves as a fine example of the kind of quality attitude we all need to have—in our work and in our lives—to get the kind of results that pay off for us all. Congratulations, Lu!



## Hodgman leads Westlake facility

Gary Hodgman has recently been named general plant manager of the Westlake Division of Burroughs, reporting to Bill Krehbiel, vice president of off-site operations in Storage Equipment Manufacturing and Development.

Prior to his appointment to the position at Westlake, Hodgman was general manager for the Burrough's Glenrothes plant in Scotland. Since he came to Burroughs in 1973, Hodgman has served as a project engineer, general manager for the Company's Advanced Systems Development organization, and as director of engineering for the Terminal Systems Group.

Hodgman's plans for the Westlake facility include a thorough analysis of the present level of quality throughout the plant with a goal of establishing new quality standards. He also plans to evaluate the physical continuity of the plant design and layout to implement a new design that will enhance more effective flow and efficiency.

Hodgman holds a master's of science degree in engineering from UCLA.

## Three managers named to HR positions

In a reorganization of the human resources (HR) function at Memorex, three key promotions have recently been announced.

Tony Heptig has been named HR manager for the Storage Equipment Manufacturing and Development organization, reporting to Wade Meyercord, president of SEM & D. In his new position, Heptig will have total responsibility for the development, implementation, and administration of all HR programs for SEM & D.

Heptig originally came to Memorex in 1977 as IR manager for the Media Group. In 1978, he was named manager of HR development and services. Since 1979, he has served as Corporate HR manager with HR responsibility for the Memorex Finance Company, and Memorex International. Recently he has also had HR responsibility for U.S. Equipment Sales and Service.

Before coming to Memorex, Heptig was with California Microwave, Control Data, and Magnavox in a variety of personnel management positions. He holds a BS in management from Indiana University.

Also promoted in the same reorganization move was Kim Waide, now manager of Corporate HR and administration, reporting directly to Larry Chamberlin, vice president of HR.

Since joining Memorex in 1978, Waide has been IR manager in the Large Storage Systems Group and for the Mini Disc Drive Division. Most recently, she was HR manager for Storage Equipment engineering and RTC. Before that, she was with Golden Technology as personnel manager and the University of San Diego as personnel director. Waide holds a BS in education from Rhode Island College.

In her new position, Waide will provide HR support for various Corporate staff organizations, including: program management and planning, Corporate finance, the Memorex Finance Company, Memorex International, and Corporate technology.

Reporting directly to Waide will be: Ernie Tydell, manager of Corporate administrative services; Julie Shear, employee services' administrator; Jim Chatman, EEO/AA manager; and Marilyn Zarkin and Arlene Mariant, HR representatives. Waide will also be responsible for the establishment and documentation of human resources policies and procedures.

The third promotion is that of Chuck Recker, now HR manager for U.S. Equipment Sales and Service, reporting to Bob Berry, vice president of that organization. In his new position, Recker will be responsible for all HR activities in that organization.

Recker, who holds a BS in business administration from the University of San Francisco, joined the Company in 1979 as IR manager for the Disc Drive Division of the General Systems Group. He subsequently served as IR manager of components/off-site operations of the Peripheral Products Group and human resources manager in the LDDD/Tucson-Mexico operations of Storage Equipment.

Reporting to Recker are: Ted Ulven, HR manager, East/South region; Roger Stabile, HR manager, customer engineering/manufacturing support; Carol DeBurr, HR specialist; Richard Van Cleave, HR clerk; Jim Cichanski, HR manager, Central region (on a dotted-line basis); and an open position—HR manager for the Western region.



Choosing "Chili Chili Bang Bang" as the team name, Memorex recently participated in the regional finals of the Fourth Annual Chili Cookoff benefiting the American Lung Association. Some of the Memorex participants are shown above, left to right: Kathy Wilson, Corporate associate financial analyst; Anne Babcock, HR supervisory development specialist; Gene Robles, HR manager in the SEM & D operations; Linda Taylor, Corporate HR secretary; Jan Smith, Corporate HR secretary; Diane Rubino, Corporate HR secretary; and Marg Cimafranca, senior HR specialist. Robles, using an old family recipe, served as head chef at the Memorex booth. In spite of a liberal sprinkling of his secret ingredient (M-formula, says Robles), first prize in the Corporate category was awarded to Seagram's. Wonder what their secret ingredient was.





## Memorex programmer trains for Olympic weight-lifting crown

Ever wonder what it takes to prepare yourself to compete in the Olympics? If you have, you might want to talk to Don Abrahamson. With a bachelor's degree in computer science from the University of Central Florida, Don joined Memorex in February of this year as a programmer in the Storage System Software Division.

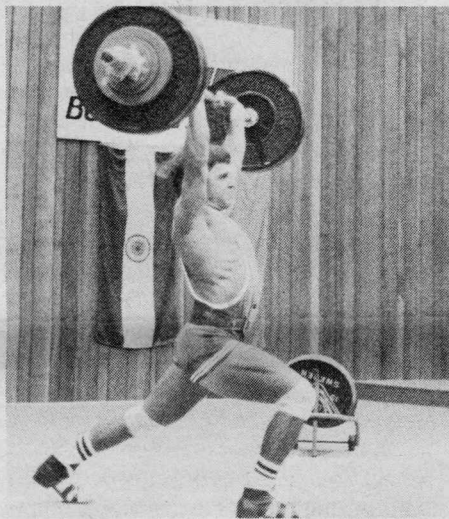
He is currently pursuing both his business career and his Olympic hopes through the Memorex-sponsored Olympic Job Opportunity Program. The program is so designed that Olympic hopefuls employed by Memorex can integrate their training programs into their normal work-day activities.

Don has been lifting weights since he was first introduced to the sport in 1973. He has been lifting competitively for the last eight years, and is currently the number-one ranked amateur weightlifter in his classification in the United States. He has amassed an amazing list of accomplishments since taking up this sport.

He held the Junior Olympics records for 1974 and 1975, was a member of the Junior World Team in Poland in 1976 and Bulgaria in 1977, was the Senior National Champion from 1978 to 1981, won the Australian Invitational in October of 1981, and won the San Francisco Open on the 14th of March 1982.

Don was also selected for the Elite Athlete Program at the Olympic Training Center in Colorado Springs, Colorado. Don not only trains every day, which amounts to 20 or 30 hours of exercise each week, but he also returns periodically to Colorado for specialized training and testing, and competes in scheduled meets throughout the year.

The American record for the clean-and-jerk in the light-weight category is 359 pounds. Don's personal best is 352 pounds. I have a feeling that the clean-and-jerk record-holder will have a new name before long.



## Marathon running compared to the trials of life

Mike Paradis says running in a marathon is like recycling life each time. When you begin the run, you start out with much enthusiasm, aggressively pursuing what's ahead. Then comes the maintenance mode—maintaining one's mental balance and meeting the physical stresses. At a certain point after that (depending on the person), survival becomes the only thing on your mind.

As you progress through the 26-mile course, a voice in your head asks, "why am I doing this to myself?" You wonder if, and when, the test will ever end and if you will survive it. After it's all over and you've made it, you remember only the good parts and think that, overall, it was a pretty great thing. And, of course, you relive the same cycle of events in the next marathon.

Paradis, Corporate benefits manager, started running about six years ago. At the time, he weighed 180 pounds, about 40 pounds too much for his (now) slender 5'6" frame. His motivation at that time was to get in shape and lose the excess weight. The first time out, he ran about ¼ mile (that's about 450 yards) before he had to quit from sheer exhaustion.

He kept it up, however, and two months later, broke the 9-minute mile! Now, six years later, he runs between 90 and 100 miles per week in training for marathons. He averages around 6 minutes, 20 seconds per mile in those 26-mile runs.

In March, Paradis ran the Napa Marathon in 2 hours and 46 minutes. For someone who was in bad condition, overweight, and in his late 30's, Paradis

has proven what can be done with determination and will.

"There's a tremendous amount of enjoyment in running, achieving those personal goals that you've defined for yourself—on a daily basis, on long weekend runs, and in preparation for races," says Paradis.

Running in the recent premier marathon, the Boston, Paradis put in a very respectable finishing time of 2 hours, 59 minutes. His plans now are to participate in the San Francisco Marathon, the YMCA Golden Gate Marathon, and the Oakland Marathon, all this year, and several shorter distances. His goal is also to run in a couple of "long" races — 50 miles or more. Whew!

## Burns sets top marks in discus throw

Memorex has more winners than you can throw a discus at. Art Burns, a recruiter in development engineering, is an Olympic hopeful in the discus throw. Recently placing second in the Bruce Jenner Classic with a throw of 202 feet, Burns competed the same day at an invitational meet in Salinas and threw what turned out to be one of the two best throws by an American this year—both of which were thrown by Burns. His record-setting throws measured 219'2" at the Salinas meet and 218'4" at the California Relays in mid-May.

All this in preparation for the 1984 Olympics in Los Angeles. Lots of luck, Art!

## Blumenthal addresses Burroughs shareholders at annual meeting

Burroughs chairman W. Michael Blumenthal reviewed the Company's progress in 1981 in his address to shareholders at the 97th Annual Meeting held in Detroit in March. Below are excerpts from his speech.

*Burroughs is a great company and the outlook for the future is bright. Much has happened in 1981 that has great significance for the coming years. Equally important and exciting plans are being developed for implementation in 1982 and beyond.*

*Let me begin by sketching briefly the environment in which our activities are currently being conducted...for the changes and complexities of that environment have an important impact on our actions and plans on the Company's results.*

*Certainly among the most prominent features of our environment is the rapid evolution of information technology. Hardly a month goes by without some innovation in computing, storage, programming, or applications. Thus our industry is currently yielding the consumer a virtual cornucopia of new products, with several trends unmistakably obvious: the declining cost of computing power...the rising cost of software...and the growing importance of networks of, and communications among, information-processing devices.*

*Another important factor is our industry itself — a scene of intense competition and swift change. New companies are emerging and laying claim to specific and specialized service and product areas, while older, established firms seek to bolster and enlarge their market position with increasing emphasis on their own particular strengths. And in the last few years, international competition has sharpened considerably, so that a field once dominated by American technology now has, for better or worse, a host of new and aggressive players.*

*Computers and their associated equipment are becoming an ever more pervasive and influential part of our lives. Accordingly, we at Burroughs sense a higher obligation than simply to make and sell machines. Our products must truly be the servants of people, not the other way around. We seek, therefore, to make our machines more effective tools by adapting their physical dimensions, where possible, to accommodate the human eyes, hands, and body. And for years now, we have built our computers in a way that makes them easy to program, and we have constructed our software with a view to the way human beings think and communicate.*

*(A) piece of our plan is an overall engineering and manufacturing objective—to build lower-cost, high-performance, quality products, and to do so efficiently and in modern facilities.*

*To support our strategic plan, research and development is being accorded the highest emphasis. In 1981, Memorex and Burroughs together allocated \$253 million for research and development.*

## Kenney named acting v.p. and general manager

Jack Kenney has recently assumed the position of acting vice president and general manager of Memorex's Large Disc Drive Division, reporting to Wade Meyercord, president of Storage Equipment Manufacturing and Development.

Kenney originally came to Memorex as a member of the manufacturing support staff in May 1981. He subsequently became manufacturing operations manager and served in that position until his recent assignment.

Prior to joining Memorex, Kenney was with Data Products as director of manufacturing; Digital Equipment Corporation as central materials manager; and Honeywell and IBM in various positions.

Kenney holds a BS/BA in advertising from the University of Denver and has completed some of the work toward an MBA from the same school.

*These expenditures are focused on areas with the highest growth potential and on those products and technologies which are the key to the achievement of our goals. Our Company has always had what one publication recently referred to as "a wealth of innovative ideas," and that is a policy we intend to maintain.*

*The success of Burroughs Corporation rests firmly on the efforts of the individual men and women of the Company. And what I have seen so far has given me enormous respect for their spirit and their dedication.*

*For all of 1982, I anticipate that revenue and profits are likely to substantially exceed the results achieved in the previous year, assuming, that is, that the worldwide economic outlook does not further deteriorate and that foreign currency translations do not have further unexpected adverse effects on our results.*

*Your company has all of the prerequisites for success in the exciting information systems marketplace. And your management is dedicated to seeing to it that this potential is realized.*

## Credit Union offers two types of IRA's

The Memorex Credit Union has two types of IRA plans available - both offered at excellent interest rates.

Variable Rate Certificate IRA's of \$1,000 or more are earning 13.399% during the second quarter of 1982. This interest rate is equivalent to the rate of the 13-week Treasury Bill (T-Bill) on the first day of each quarter.

The Credit Union also offers an Accumulation IRA which allows employees to build up their savings to purchase an IRA through the convenience of payroll deductions or regular deposits. When the funds reach \$1,000, they may be transferred into a higher-earning IRA certificate. While the funds are accumulating, they earn the same interest rate that is paid on a regular Credit Union savings account. Rates are based on the Credit Union's earnings and are declared quarterly by the Credit Union Board of Directors.

Employees receiving funds from an employer-paid pension fund may transfer those funds into an IRA certificate. IRA accounts are insured by the federal government. For more information, call the Credit Union at (408) 987-1122.

## Eau Claire plant expansion planned

John Turk, Memorex Eau Claire plant manager, recently announced plans for a 17,000-square-foot plant expansion. This expansion will entail the addition to, and an upgrade of, waste treatment facilities.

Commenting on the expansion, Turk indicated that the facility will meet or exceed EPA regulations. He also stated that this expenditure, an estimated \$1.8 million, is a vote of confidence by Memorex Corporation in the Eau Claire employees and the future of that operation.

## INTERCOM

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# MEMOREX

## U.S. EQUIPMENT SALES AND SERVICE SPECIAL REPORT

### An interview with Bob Berry

**INTERCOM:** Can you give us some examples of how computers affect everyone's lives and what happens if a Memorex product in one of those computers fails to perform?

**BERRY:** The most immediate example that I can think of that affects everyone is the banking industry. The banking industry is now in a very competitive market in which most banks are going to automated teller systems. When you go to the window, you expect the automatic teller to be working, day or night, week-ends and holidays included. If the automatic teller is not working, then obviously you can't complete the transaction.

In the case of Memorex, if our disc drives or tapes are down, then the teller machine does not have access to records which are necessary to process your transaction. And that can cause a lot of problems for you. It happened to me. I changed banks. If that happens frequently enough, they lose too many demand deposit customers, who then go to a bank where the automatic teller is available to them or at least they think it's available to them. So that's a real problem for the banking industry. That's one example of how it affects us very personally.

There is a human organ transplant bank that keeps track of human requirements and organs that are available on a computer system so that when a demand arises, they simply access the computer to determine where the closest organ that needs replacing can be located in the United States or within a certain regional area that matches the requirements.

If we have an accident in Santa Clara and a person needs a specific organ, an inquiry is made on the computer. If there is no response because the computer is down this could create a real life and death situation. I don't think I'd want to be affected by that kind of computer system being down at that specific moment of my life. That gets very close to home.

Further from home is the space program run by the United States. It would be very difficult to ever imagine us even contemplating a space shot without computing power. Trajectories have to be computed, all kinds of calculations have to be done and it takes very, very powerful computers to make that space shot get where you want it to go.

So it has to be very precise, and it has to be calculated almost at the instant

that the space shot is being launched, because things do change. The position of the Earth relative to the planets is different at any given time. If the computer is not there when you need it, then the shot has to be delayed, and there are occasions when you have only a very

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### Corliss exemplifies un-typical sales rep

As a sales representative in Memorex's U.S. Equipment Sales and Service organization, Deborah Corliss is anything but typical.

Corliss graduated from college with a bachelor's degree in political science and a master's degree in guidance counseling. Because of a lack of opportunities in her chosen fields, she joined Lukens Steel Company in Coatesville, Pennsylvania, in their management training program.

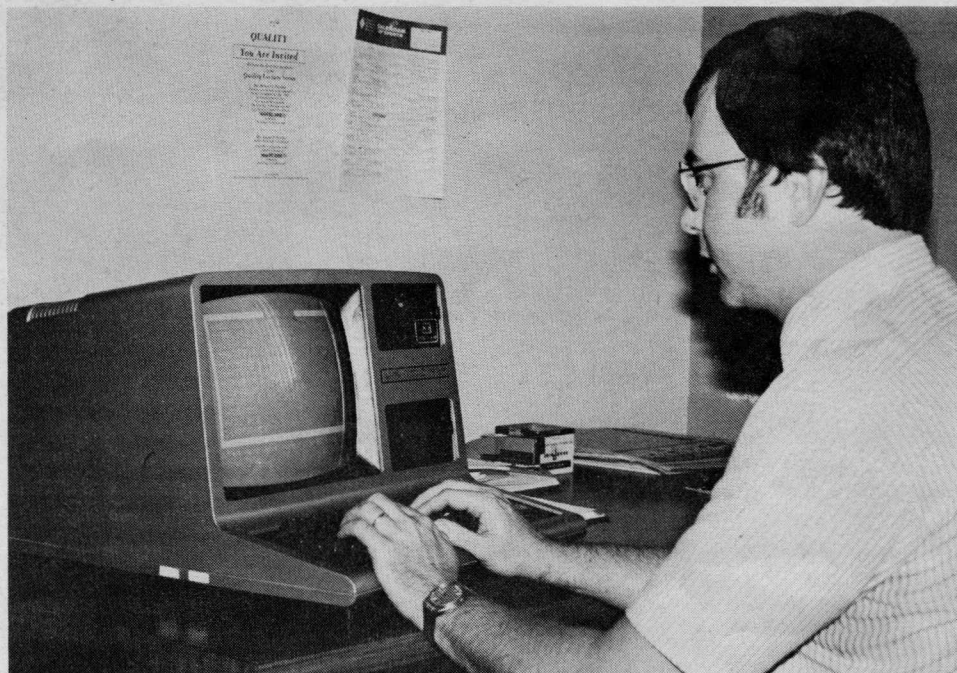
Five years ago, when Memorex was looking for people to demonstrate and train users on the 1377 Display Station, Deborah's educational background helped qualify her for the position. For the next year and a half, Deborah worked in that position as a customer support representative.

Following that, she became a sales representative selling the BSD line of products, including peripherals and software for small computer systems, (BSD was recently sold, having been a subsidiary of Memorex.)

It was during that time that Corliss realized she wanted to sell large systems' peripherals and made that a goal at Memorex. She has been selling large systems' peripherals for the last 2½ years.

"Memorex has offered me enormous opportunities for someone with no background in this industry," says Corliss. Aside from what Memorex has done for her, Corliss has done a lot for Memorex. Because of her success in selling, she has been a member of the Quota Club for three years, attaining over 100% of quota each year; and a member of the President's Council for the last two years, membership based on meeting at least 125% of a year's quota.

Her plans now? "I would like to try my hand in sales management sometime in the future." Based on her track record, Corliss is bound to achieve this goal, too.



Bob Dennis, Memorex systems engineer for U.S. Equipment Sales and Service, hard at work on his new TRS-80.

### Systems engineering plays key role in sales and service

"Systems engineering," according to Larry Miller, "is a support organization to the U.S. equipment sales force that is called on by the sales organization to make technical presentations to present and potential customers."

Miller, National Systems Engineering manager, said that "while the systems engineer may not be called in until the second or third visit to the customer, he is a vital cog in the sales effort in providing the technical information the customer needs to make a purchase decision."

"Since Memorex equipment is traditionally sold on the basis of value-added features, the role of the systems engineer is to explain to the customer these extra features of Memorex equipment, and, more importantly, how the equipment and features can be best utilized in that customer's particular installation."

"The systems engineer," says Miller, "should be viewed and utilized as a consultant, not only to the sales representative, but to the customer as well."

This is a very simplified explanation of the systems engineer's role at Memorex, as well as the charter of the systems engineering organization.

There are presently 40 Memorex systems engineers working out of U.S. Equipment Sales and Service locations in major cities across the country. Memorex recently installed TRS-80 micro-computers in each office where systems engineers are located to assist them in their job.

Many of the tools which Memorex systems engineers use to help them in the field are software programs that have been developed by the SE's themselves. A recent example of this is a modeling program developed by two Memorex systems engineers which allows an SE to show an account exactly what benefits he will derive from the installation of IDI (Intelligent Dual Interface) to his system.

With the added emphasis on large account marketing, Miller sees the importance of the systems engineer growing greatly within Memorex. These people will have to understand the idiosyncrasies of IBM's latest disc drives and controllers as well as the next generation of Memorex equipment. This equipment will be targeted for the larger installations, which will require more complex evaluation by the systems engineers.

This is part of an on-going systems engineering education program under the direction of Pat Brennan, as well as con-

tinual communication from headquarters systems engineering support headed by Mel Raymundo, both of whom report to Miller.

What makes a good systems engineer? According to Miller, they are presently looking for people from user accounts, systems programmers with anywhere from 8 to 12 years of solid IBM experience and some management

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### Reliability Plus measures hardware failure rates

Reliability Plus is a software program that measures defined failure rates of computer hardware in a customer's system. The data is collected, computed, and published monthly by the University Computing Corporation in Dallas, Texas, which also does comparisons of all types of equipment used all over the world.

The results of those comparisons sometimes provides a computer system customer with a basis for evaluating the types of equipment required for their business.

Figures change monthly and are based on the previous six months' usage divided by hard failures during that period, providing a six-month rolling average. According to Susan Jones, Reliability Plus coordinator for U.S. Sales and Service, a hard failure is a hardware error serious enough to interrupt a job; whereas, a soft failure is a temporary hardware error that is correctable by software.

Since Reliability Plus compares the performance of Memorex products against the performance of our competitors' products, the data may be used by sales representatives to demonstrate how the various vendor products are performing.

How are Memorex products doing? For the 3670 and the 3675 Disc Storage Subsystems, our track record is superior compared with equivalent competitors' products. The same holds true for the 3226 and the 3228 Magnetic Tape Units.

The overall performance of the 3650 and 3652 Disc Storage Subsystem has improved dramatically in the last year. As of February 1981, Reliability Plus reported one hard failure per 3,000,000 uses of the subsystem. By February of 1982, it was producing one hard failure per 8,800,000 uses. A remarkable improvement!

### Denning heads marketing, U.S. Sales and Service

Mike Denning, recently promoted to vice president of marketing for U.S. Equipment Sales and Service, is responsible for the development, delivery, and support of end-user equipment marketing plans and programs to achieve Storage Equipment revenue, volume, and profit objectives and for the implementation of Communications equipment marketing plans and programs to achieve the same results.

Supporting and reporting to Denning are: Sam Spadafora, responsible for market planning; Larry Miller, national systems engineering manager; and Woody Hancock, business controls manager.

According to Denning, U.S. Equipment Sales and Service has recently initiated a fundamental shift in marketing strategy. The new program is designed to concentrate on large users, since our new generation of disc products is most adaptable to large systems.

Part of the strategy is to offer price and performance benefits not offered by the competition. Memorex calls them "value-added" features.

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The staff of the Memorex Corporate Design Center is shown above, left to right: April Bishop, Al Schuler, Curt Brown, Gerard Fujita, and Debbie Bedell.

## Corporate Design Center staff creates Memorex graphics

The Memorex Corporate Design Center provides a myriad of creative services to the Company. Providing Corporate-wide graphic support involves, among other things, overseeing product designs to ensure conformity to the Corporate identity standards and specifications, preparing audio/visual presentations for various functions, producing videotapes, and supporting trade shows with all types of graphic materials.

The group also designs t-shirts for all Memorex-sponsored activities, designs posters, and supports the Guest Relations Center in the production and presentation of a unique 12-projector slide show.

Al Schuler, manager of the Corporate Design Center, is supported by Gerard Fujita, art director; April Bishop, senior graphic designer; Debbie Bedell, administrative secretary; Sam Geraci, Corporate photographer; Cindy Fischer, special events administrator; and Curt Brown, audio/visual specialist.

The group also works closely with Burroughs personnel to ensure con-

formity with the Burroughs style and to assist in providing support for joint activities.

The quality objective of the Center, according to Schuler, is, "to achieve the highest quality in the materials we provide in the most cost-effective manner." If the many awards won by members of the Corporate Design Center are any indication, the group is already creating very high quality graphics.



## Croson implements new finance plans

Several notable improvements have been recently implemented in the finance area of U.S. Equipment Sales and Service, according to Eric Croson, finance manager for the organization.

Among those is the new accounts receivable system which is planned to be in place in July. As a result of the new system, the Memorex credit function will go on-line, allowing banks to show payment of a Memorex account within 24 hours. This alone will eliminate a lot of confusion and unnecessary work because the information will be more up to date.

These and other recent changes have required many employees in the finance organization to work doubly hard to ensure a smooth transition into the new programs. Those employees include: Rick Williams, Group budgets and measurements manager; Vicky Thompson, marketing/financial analysis manager; Elizabeth Frye, program management financial analysis manager; Kathleen Rottiers, engineering financial analysis and consolidation manager; Jim Fields, credit and collections manager; Gary Emick, accounting manager; Tom Appelt, FATS and billing manager; Dan Sander, general accounting manager; and Paul Krug, customer engineering finance manager.

These employees are singled out for their extra attention to the matters at hand, their quality attitudes and awareness, and the especially long hours they have put in.

## Spadafora emphasizes large accounts program for 1982

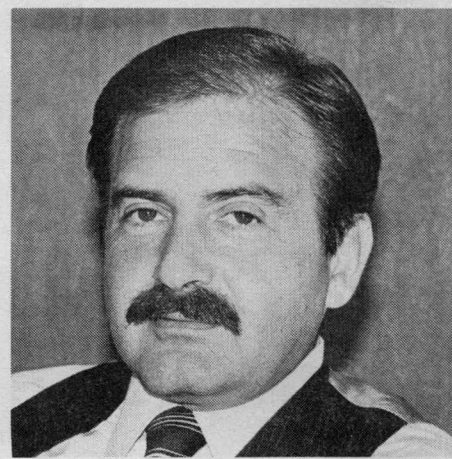
A large part of the new emphasis on major accounts in U.S. Sales and Service falls on Sam Spadafora, responsible for market planning. Though Spadafora is also responsible for market research, industry marketing, and product marketing, the major accounts program is considered his major task for 1982.

The thrust is to market Memorex products and services to the 75 identified major accounts through the concentrated efforts of 24 dedicated senior level sales personnel servicing a maximum of four or five accounts each.

The goal of the program is to position us to install the 3680 throughout the United States and to establish a base for marketing our thin-film products in the future.

Spadafora is leading the effort with new marketing techniques to accommodate those major accounts. In addition to the dedication of the 24 sales representatives, those techniques include marketing programs designed especially for customers and potential customers, a variety of financing programs, and a manager, Ray Foster, dedicated to major accounts. In addition, designated Memorex executive management will visit all those major accounts, before and after sales are completed, at least twice a year.

Spadafora, whose organization also includes Guest Relations, Marketing Communications, and the Corporate Design Center, has been with Memorex for two years. His first position was as a commercial vice president in Detroit responsible for major accounts in the

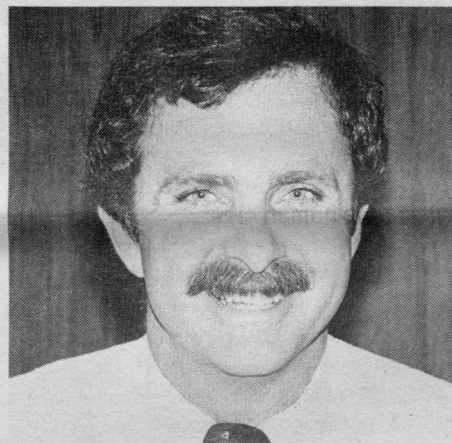


automobile industry. After that, he was named the area vice president in Chicago for U.S. Sales and Service.

Before joining Memorex, he was with Honeywell for 11 years serving in various positions including major accounts, marketing, market planning, and line management. Spadafora holds a bachelor's degree in business administration from Eastern Michigan University.

## Hancock stresses good communication

Woody Hancock, director of sales support for U.S. Equipment Sales and Service, came here to change things. Recently promoted from the position of revenue manager for the Southern area, Hancock moved to Santa Clara headquarters' offices with some very specific plans.



Among them is a goal of more effectively communicating with field personnel. Having been in the field for a number of years, Hancock has a very real understanding of the importance of communication between headquarters and the field and is designing communications systems to implement his plans.

"We want to try to more effectively communicate with the field as to what requirements are," says Hancock. Cutting down on redundancy in reporting, according to Hancock, will partially facilitate that goal. He also plans to delegate more responsibility to the branch managers allowing them to more effectively run the business for which they're responsible.

"I like to see things done right the first time," he says. "It saves time in the long run, it eliminates a lot of problems that would normally arise, and we appear more professional to our customers and the field by not having to re-do work."

Supporting Hancock are: Stu Price, responsible for financial marketing programs and contract terms and conditions; Ken Cook, who prepares operating results for the organization, including expense forecasting, budgeting, and reports at the Quarterly Business Review and line operations meetings; Tom Rusert, handling critical accounts, clipping services, a to-be-developed newsletter for the field, and interfaces between headquarters and the field; Peggy Droessler, responsible for compensation plans, quota assignments and measurements, and accounting interfaces; Ron Wirtz, in charge of sales education, field management education, and product education; and Claire Henderson, who prepares sales projections, forecast, competitive analyses, lease-base management programs, and territorial analyses.

## Systems engineering

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experience. The systems engineer must have the technical knowledge of the systems programmer along with the interpersonal and communications skills of the sales representative.

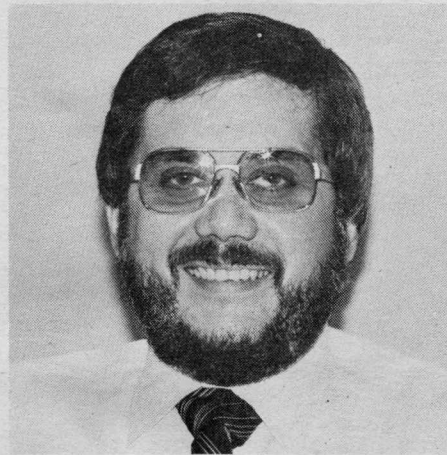
Many Memorex sales representatives have come through the system engineering ranks, including Jude Cordeiro, President of the U.S. Equipment Sales and Service Quota Club for 1981.

In addition to the systems engineering function, Miller was recently assigned the responsibility of Memorex's software marketing and development effort.

At the present time, Memorex has two software packages it markets to customers, MRXDASM (Direct Access Space Manager) and DPS (Distributed Printing System).

MRXDASM is a high-speed Direct Access Space Management utility program that offers the user extensive capabilities to conveniently and efficiently manage Direct Access Storage (DASD) allocations.

DPS, formerly called MRXPRINT, handles the spooling of printer output on a system to remote printers. It has many features, including a share printer support feature which allows the user to share a printer between networks.



Miller sees the software function also taking on added importance at Memorex over the next few years.

Miller, who reports directly to Denning, has been with Memorex for four years and has been in his present position for one year this month. His goal is to have Memorex system engineering "become the best consulting and capacity planning organization in the industry."

## Memorex product applications are many and varied

U.S. Equipment Sales and Service headed by Bob Berry, recently named vice president of that organization, is responsible for equipment sales and customer engineering of all types of peripherals manufactured by Memorex. Those products include printers, controllers, CRT's, front-end processors, disc subsystems, and tape subsystems.

Among many others, some of the uses and applications for our products are:

- The Jet Propulsion Lab uses Memorex disc drives for pictorial enhancements of physical matter under study.
- The Social Security Administration in Washington, D.C. uses our disc drives.
- Our products are used by the airlines manufacturing industry, time-sharing firms, insurance companies, textile mills, human organ banks, emergency vehicle dispatching systems, and grocery distribution centers.

"Computers must function," says Berry. "American industry is committed to computers, and implicit in that commitment is the fact that they will function." With Memorex's reputation for excellence and the obviously vital part we play in the computer industry, we are the plug-compatible manufacturer to be reckoned with, now and in the future. Look out world, here comes Memorex!



# An interview with Bob Berry

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small window in which to make a launch—because of weather and changing positions of planets. So if you don't make it during that window, you may have to wait a few months before that window is available again.

There's a lot of extra inconvenience to the people involved, delays in research programs, etc. It's very important that we get the shot launched on schedule, and get it to the place we want it to go. If we don't get there, then the whole shot is a waste of money.

That's a little further from home. But there are very great benefits to space exploration. Ovenproof cookware is one. There are many things that have come out of the space race that have led to benefits for the human race.

**INTERCOM:** On what will U.S. Equipment Sales and Service be focusing in 1982-83?

**BERRY:** First, let me say something about our sales and service work force. I think it's important to understand that we have one of the finest sales and service organizations in the industry. And I say that without any misgivings whatsoever. Our goals are based on that fact and, if our goals seem to be a little bit tough, it's because we know from past experience that our sales and service work force can accomplish virtually anything that we set in front of them, so long as it's reasonable.

I think our goals and objectives for 1982 are now reasonable and have been arrived at in a rational fashion. One of our primary programs this year is to establish our presence and to gain credibility with very large accounts. This is a necessity for Memorex because the next generation of disc product is the type of product that is utilized mostly in very large accounts; that is, our equivalent of the IBM 3380 disc drive. So, we must establish our presence now in those accounts and establish the credibility that we will need in the future, in order to place our 3680 in volume production.

Our intent is to establish credibility this year, install some Memorex equipment that is available now within those accounts and get those accounts to start looking a Memorex as being their future vendor.

We have always done very well in the intermediate-sized accounts. We have been moderately successful in some large accounts. Where we have applied the resources that are necessary and done all of the right things for large accounts, we have been extremely successful. We simply have not had a focused program to get more major, large accounts.

This year, we have a major accounts marketing program established by our marketing people and we fully intend to have a very high visibility presence in major accounts by the end of this year. The real benefits of the program will not be evident until 1983 when we have firmly established ourselves in those accounts.

**INTERCOM:** How, if at all, will the large accounts program change the direction of the business?

**BERRY:** Primarily, in a very few areas. One of the most important areas where change will occur is in our ability to operate efficiently. The question is: would we rather place a hundred disc drives in ten different accounts or would we rather place them all with one account? There are risks to both approaches.

The risk to placing a hundred disc drives in one account is that you now have a great deal of risk associated with that one single customer. However, if it is efficiency and productivity that you wish to improve upon, the only way to do that is where massive volumes of product are being shipped to a single enterprise customer. You can do much more accurate planning. You can place CE's on site if the level of revenue is sufficient, and therefore respond quicker to service calls.

Generally speaking, you pay a little more attention to detail at large accounts in order to understand the computer room. So, the big gain with major accounts is improvement of productivity and efficiencies. Not to mention the increase in revenues, because major large accounts grow at approximately the same rate as the industry as a whole. So, if you get into a major account, then you can count on future business there, provided you're doing a good job.

The competition, however, knows all that, too. So getting into a major account is not an easy task and it takes a very focused marketing program to achieve that. We have that kind of focused marketing to penetrate the major large accounts in the United States. We believe that we're positioned for success in that area and it will bear fruit this year. Of course, the positive results will come next year.

**INTERCOM:** Do you have a short-term program for improving sales, aside from the emphasis on large accounts?

**BERRY:** Our marketing people are working constantly to develop creative new programs for the field. One of the goals for our marketing people is to have programs developed for release at given times during the year, but we want to develop those programs now in anticipation of our requirements later on. The new programs we're talking about will be another example of the excellent marketing skills we have here in headquarters.

Our primary interest is to motivate our sales force toward getting orders and getting equipment installed in the short term. Our next short-term program will be announced for implementation prior to Memorial Day and will be a real winner.

**INTERCOM:** What are your short-term goals as the new head of U.S. Equipment Sales and Service?

**BERRY:** My first goal is to understand our headquarters groups functions and to provide the appropriate level of support to the field. Beyond that, I have an overriding philosophy that says that you should delegate important tasks to those people who work for you in order to develop their abilities to cope with the business, and to place the appropriate level of authority where it can do the most good for the Corporation. So, I will be looking at delegating authorities and hoping to push authority to the appropriate level in the organization where it can give us the most efficient results.

**INTERCOM:** What affect is the merger with Burroughs having on your organization and what do you expect the future impact will be?

**BERRY:** In my opinion, there is an as-yet unexploited synergism that exists in the customer base of both companies. There are opportunities to cooperate in some of our marketing and sales efforts. We are in the process of identifying any opportunities that might exist and, if we find opportunities, then we will certainly attempt to exploit those.

**INTERCOM:** In your area of responsibility, who is the major competition?

**BERRY:** I think I'll have to break that answer into pieces. The first piece is when we are attempting to gain a new account, and in the new account, you have to break that into two more pieces. If the new account is all IBM, then the competition probably is primarily, but not solely, IBM, because they are the installed vendor. The installed vendor usually has an edge in any account so, in that case, IBM would be the primary competitor.

However, we also attempt to gain new

accounts by displacing other competitors such as STC. In that case, STC would be our competitor.

The second piece that I was talking about initially was in an installed Memorex account, who is the competition? Generally speaking, the primary competitor in the situation is STC.

Now if we go just one step further, in the disc storage marketplace, we have three competitors: IBM, STC, and CDC, probably in that order.

The tape marketplace is a little different. The primary competitor is STC. IBM is very seldom a viable competitor in the tape market.

In the communications marketplace, the number of competitors is just horrendous. IBM, Comten, Lee Data, Courier, Telex, to name just a few. There are probably six major competitors in the communications market. IBM is not alone out there. There are lots of competitors for display device, printers, and all the things that our Communications Group manufactures and markets.

So, basically, if I had to summarize, I would say the competition at which we aim most of our long-term strategy is IBM. In the marketplace, the competition against which we buck heads most frequently is IBM and STC for storage equipment, and several companies in communications equipment.

**INTERCOM:** When IBM raises or lowers prices, how does that affect us?

**BERRY:** When IBM adjusts their prices, we then analyze the affect of that pricing action upon our business and if we believe that we should adjust our prices, then we will probably do so. And the marketplace really expects that to happen. So we get very little resistance from movements in price provided that IBM has moved also.

Either way, IBM will have an impact upon Memorex and all other plug-compatible manufacturers. So it doesn't simply affect Memorex: it affects all of us equally. However, our pricing should really be based upon value. The reality of the marketplace, however, means that we must be sensitive to IBM levels.



**INTERCOM:** What makes a good customer engineer?

**BERRY:** Good customer relations skills. The ability to interface with customer personnel. Obviously the ability to analyze machine failures to determine not only what is failing, but what is not failing. And, two other things which, in my mind, are more important than the ability to fix malfunctioning equipment.

One is a keen sense of professionalism and that is not an undefinable term. Professionalism to me is quality of workmanship in every single thing that one does. Do it right the first time and do it to the absolute best of your ability.

The second thing is attention to detail. Very often, in probably 99% of the cases, a satisfied customer has a CE taking care of his equipment who pays extreme attention to details. That means all the details. When the CE has the opportunity, he or she looks at the customer-generated reports coming off the system. The CE knows when a customer has had a failure, investigates it thoroughly, and lets the customer know at all times when the customer is running at risk and what those risks are.

The professional CE works with the customer to schedule comprehensive preventive maintenance to prevent failure. And if the CE is not paying attention to detail, many obvious problems will get by.

I think you can look at our best running accounts and, without exception, you'll find that the CE's, the field managers and the territory supervisors are all involved in those accounts—to the person—and are paying extreme attention to detail.

**INTERCOM:** What makes a good sales person?

**BERRY:** Many of the same things: the customer-orientation, attention to detail, and a willingness to go the extra mile in utilization of all the resources that Memorex has at its disposal in order to penetrate the account. But, more important than anything else, a good sales person recognizes that he is not selling units. He is selling a solution. And in every case where we sell a solution, we are successful.

**INTERCOM:** What makes a good systems engineer?

**BERRY:** A good systems engineer assists in solving the customer's problem before, during, and after the sale. Nothing happens until you make a sale. But you don't make the sale unless you can offer good service. Either you have good sales **and** good service or you have neither.

Systems engineering is a service, but it ties closer to the sales activity than it does to the maintenance activity. The good systems engineer assists the sales person in providing technical knowledge to devise a solution for a technical problem.

The sales person is an instrument of the company in bringing that solution to the attention of the customer. But in getting to the solution, the smart sales person uses systems engineering and customer engineering. And where he uses those resources, he can generally provide the proper solution.

We have found that very capable systems engineers very often come from the user environment. Where we have recruited from that environment, where we can find people that have eight to ten years of user experience in the systems area, they tend to make very good systems engineers. They know what the customer's requirements are and there are no assumptions going on in their heads. They have walked in the customer's shoes; they have lived the disasters. They have been in the computer room at three o'clock in the morning when they've had a software failure. They've had system failures; they've had vendor failures. They've had to deal with the kinds of failures that now enable them to do the work of a Memorex systems engineer.

**INTERCOM:** Do you have a personal philosophy that carries through in every aspect of your work and your life?

**BERRY:** My belief is that most people want to do a great job and if managed properly, will provide those kinds of results. Generally speaking, people do not have to be forced or coerced to do a good job. Where there are failures, in my opinion, they are generally failures to manage.

So if I could wrap up my philosophy into one neat little package, it is that the people you generally have working for you are as capable as any people that you **could** have working for you. And we should learn that if given proper management, guidance and encouragement to do the right things, generally speaking, they will. And they will provide the kinds of results that you would like to get.

It was Lao Tzu, a very great Chinese philosopher, who once said that his definition of a true leader was that when the task is completed, people say, "We did it ourselves." **We** did it.

**INTERCOM:** If you could talk with all the people in your organization at one time, what would you say?

**BERRY:** If I could talk to all the people at one time, I would say: join with me in making Memorex the standard of quality in the industry and the only alternative for the customer to consider. We are all members of the best team in the industry, with the best products, working for the best company, and our results will clearly demonstrate these facts!





Planning another customer visit, the Memorex Guest Relations staff is shown above, left to right: Harold Stanley, Kris Bear, and Shaleen Cole.

## Guest Relations welcomes visitors to Memorex

Memorex is visited daily by customers, prospective customers, and community groups interested in the workings of the Company. It is the purpose of Guest Relations in building 10 in Santa Clara to plan, coordinate, and manage those visits.

Harold Stanley, Manager of Guest Relations, is supported in those efforts by Shaleen Cole, special functions planning coordinator, and Kris Bear, administrative secretary.

Their overriding objectives are to assist in marketing and selling Memorex products and services to visitors, reinforce and enhance the Memorex quality image, and strengthen and improve relationships between field personnel and their customers or prospective customers.

Planning and coordinating a tour involves structuring an agenda that will meet the objectives of the visit. Those objectives must be clearly defined and vary greatly depending on who is visiting and for what purpose. Community groups, such as Boy Scouts and elementary school classes, have different objectives during a visit than do prospective Memorex customers.

Once those objectives are defined, it is the task of the Guest Relations staff to design a tour to meet the needs of each individual or group visiting. That involves interacting with program and project managers, as well as key Corporate

executives in some cases, to secure their participation when appropriate. It also entails coordinating meals, information packets, travel arrangements and many other details.

The Center supports several public service activities, as well. The Guest Relations staff plans and hosts meetings for United Way, Scouting, local high school computer clubs, and other nonprofit groups with which Memorex is involved.

The staff is very successful in educating visitors about Memorex and ensuring that they have left here informed and with a positive image of the Company.



## Memorex customer engineers cited for extraordinary effort

Our Customer Engineering offices in McLean, Virginia, recently received two letters from one of our customers, STSC, Inc., commending the outstanding service that company received from two of our customer engineers, Ralph Engel and Leon Sparks.

During a recent relocation of STSC offices and equipment, Sparks and Engel managed to move Memorex equipment, with little impact to the business. Additionally, the two CE's resolved a recurring problem with the equipment at the same time and were commended for that, as well.

One of the letters state: "Without the enthusiasm and organization of all the individuals concerned, in particular, Leon Sparks and Ralph Engel, this move would

not have gone so smoothly and the changeover, for the most part, unnoticed, not only to STSC internals, but, most importantly, to our clients. This is the most outstanding compliment that could be paid."

The other stated: "The availability of our systems following the move was largely dependent on the availability of our Memorex equipment. It was Ralph and Leon whose tenacity and perseverance were critical in getting our equipment up for production work. Their understanding of our operation, their concern to help us meet our schedule, and their sense of humor despite problems and fatigue, were much appreciated."

In an accompanying memo from Kurt Johnson, senior sales representative, the effects of Carl Middleton, who managed and coordinated the entire move starting about five months before the actual move, were cited. After noting all the planning and organizing implemented by Middleton, Johnson pointed out, "All of this is a tribute to the outstanding level of confidence that Carl has created in me by virtue of the enthusiasm, organization, and attention to detail that he brings to his work . . . I only wish that Memorex would have more people with Carl Middleton's capabilities and self-motivation."

These outstanding Memorex employees are a credit to the whole company and demonstrate a fact that we may not all be aware of: we are not here just to serve our customers, but also **their** customers, and their customer's customers, and so on.

## Sales training class educates new Memorex representatives

The Memorex Product Sales Training course offered to all new sales representatives "provides the participant with the information and skills necessary to become effective and productive in their roles," according to Ron Wirtz, sales education manager, reporting to Woody Hancock, director of sales support.

Coordinated by Wirtz and by Kathy Wilson, administrative assistant, the course is designed to provide product sales training for new Memorex sales representatives, associate sales representatives, and systems engineers—(who work as part of a team with sales reps).

The 2½ week course includes a Corporate overview, general product concepts, and detailed training in Memorex products and their applications.

With the mixed experience level of the new sales reps, the instructors aim for middle ground in terms of the participants' level of expertise. Instructors find they must sometimes "tune up" or "tune down" the material for the students and, in some cases, provide individual training.

Instructors come from the ranks of our best sales representatives and systems engineers located all over the U.S. and Canada. In the most recent class in May, the four instructors were: Peter Dixon, marketing systems engineer from Toronto; Terry Hoy, sales representative from Cleveland; Sue Lund, sales representative from St. Louis; and Dave Palmer, a Baltimore sales consultant.

"It's an honor to be chosen as an

instructor from the field," says Wirtz. "They must have at least two Quota Clubs before they're even considered."

Hoy, who had never instructed before, says, "It's challenging, hard work. It's an excellent review going back to the basics. I've been able to pick up many things I'll be able to use in Cleveland."

Dixon had previously instructed customer engineering classes in Toronto, but says, "The difference is in modifying the training for the different classes."

Aside from the fact that there are no permanent instructors, the training itself changes each time, based on: student evaluations of prior classes, instructor's recommendations, Corporate recommendations, product and market changes, and the varying strategies of the competition.

According to Wirtz, "We try to accomplish in 2½ weeks what other companies accomplish in six weeks. And the real test of the effectiveness of the class comes when the reps meet quota in the field."

Participants in the most recent class were: Ray Allen, Atlanta; Dan Andre, Cleveland; Bob Baker, Cleveland; Rick Creighton, Minneapolis; Jerry Guest, Chicago; David Harte, Atlanta; Joseph Hohman, Pittsburgh, PA; William Hoover, Washington, D.C.; Rick Kostecki, Toronto; Tom Kottman, Lexington, KY; Tom London, Dallas; Harald Moor, Zurich; Thomas Moor, Zurich; Richard Mullis, Tampa; Linda Oats, Austin/San Antonio; Louis Sinoff, Philadelphia; William Smith, Pittsburgh, PA; David Trantham, Denver; and Noel White, Seattle.



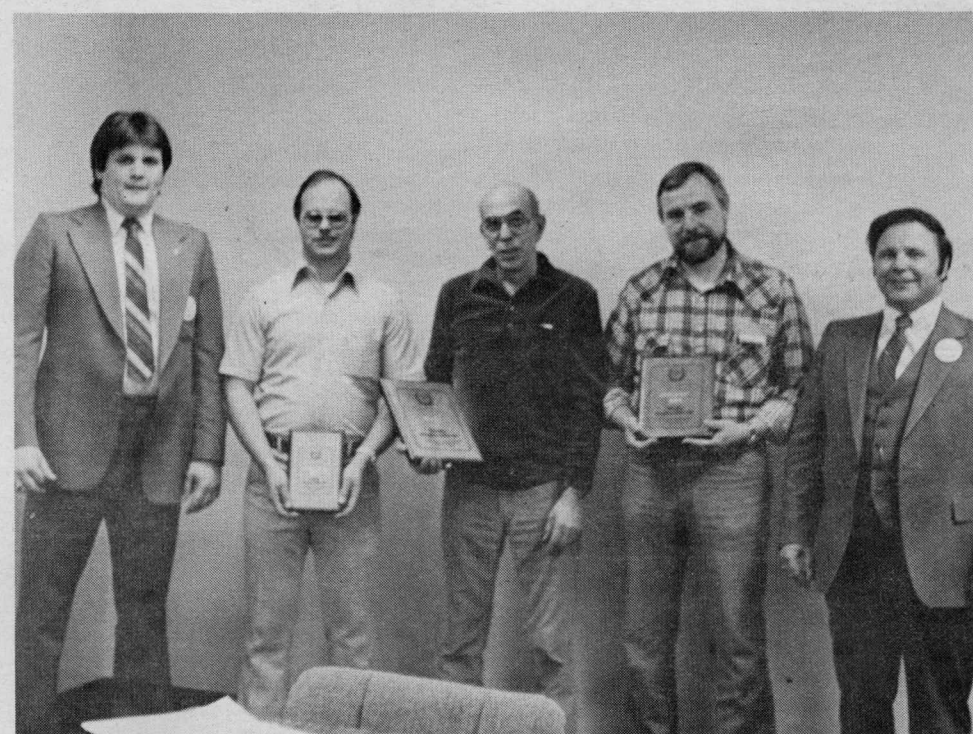
New Memorex sales representatives and class instructors are shown above in Santa Clara where they recently participated in the Product Sales Training course offered by Sales Support.

## Denning

continued from page 1

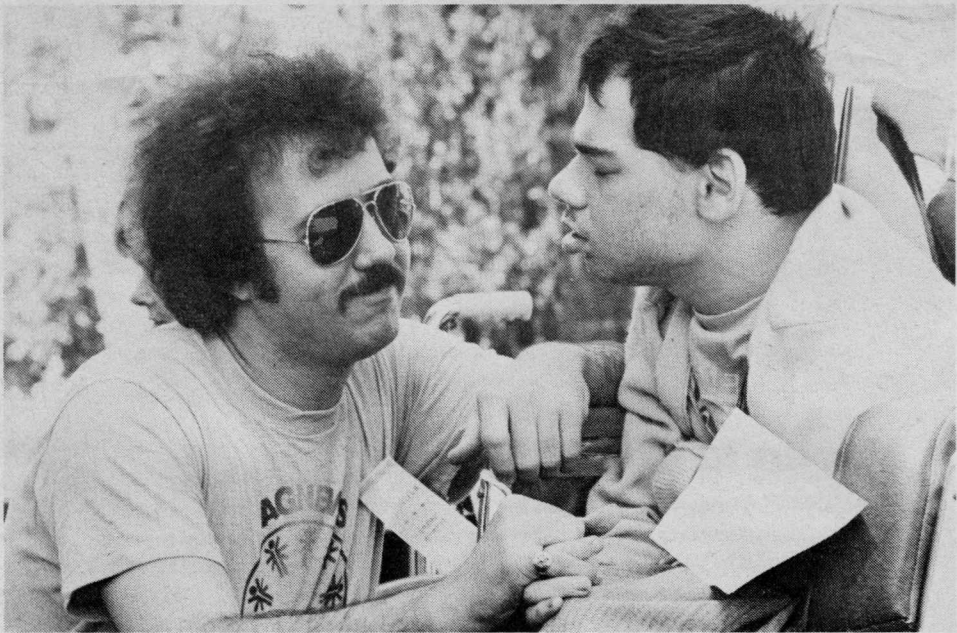
Denning joined Memorex in October 1981 as national equipment marketing support operations manager for the U.S. Equipment Sales and Service organization. He came to Memorex from IBM, where he had held a series of increasingly responsible management positions since 1966, most recently as manager of marketing and service programs at the General Products Division in San Jose. Prior to joining IBM, he was with Texas Instruments.

Denning holds a BS in business management from Fairleigh Dickinson University and a master's in business policy from Columbia University.



As part of their "Quality Begins With Me" program in the Memorex Eastern Area Distribution Center in King of Prussia, Pennsylvania, the quality assurance department recently honored three Memorex employees for exceptional performance. The winners were judged on attitude, communication, organization, planning, proficiency, reliability, and quality. Of the 17 nominated, the three employees shown above were selected to receive a plaque and, for the first place winner, a cash award. The winners are flanked by Jeff Zimmerman, quality assurance manager on the left, and Ron Steen, Eastern area customer engineering manager on the right. Shown with their plaques are, left to right George Phillips, third place winner; Ted Sack, first place winner; and Ed McCarty, second place winner. Congratulations to you all!





Aside from Memorex's donation of 650 t-shirts, more than 50 Memorex employees recently volunteered to assist retarded children and adults in participating in the local Special Olympics at Agnews State Hospital in Santa Clara. No question about it—it takes courage and kindness to assist in an event of this nature and the Memorex volunteers clearly demonstrated that. Two employees from the Communications Group are shown above with their wheelchair-bound charges for the day: at top, Joie Malinski, senior computer lab technician, and bottom, Ken Murray, HR manager. It was a beautiful day and a wonderful experience for all involved. Thanks to all Memorex people who assisted.



Field representatives and their Santa Clara hostesses are shown seated, left to right: Mary Ann Hand, Linda Barbour, Pam Huie, Helen Vencill, and Marilyn Stockelman. Shown standing are, left to right: Jane Bulgrin, Elaine Rizzo, Judy Andros, Marcia Harrison, Ilyne Stanton, and Charlene White. Not pictured is Dee Solso.

## Memorex branch representatives receive finance training

Nine Memorex employees located in various parts of the country recently came to Santa Clara for a five-day training session sponsored by the Communications Group and Storage Equipment finance organizations.

The course served as a refresher and an introduction to new Company procedures on order entry, contract administration, marketing field asset tracking, equipment billing, customer engineering, and many other subjects.

The representatives included: Mary Ann Hand, Dallas branch administrative supervisor; Linda Barbour, Chicago branch administrative support manager; Pam Huie, Los Angeles branch administrative support supervisor; Helen Vencill, Atlanta field administrative specialist; Marilyn Stockelman, Detroit branch administrative support manager; Elaine Rizzo, Boston administrative support manager; Judy Andros, New York

customer service representative; Marcia Harrison, Federal region field order administrator; and Ilyne Stanton, Baltimore order entry supervisor.

Coordinated by Jane Bulgrin, field asset tracking and equipment billing manager, the majority of the training was done by Charlene White, Storage Equipment FATS supervisor, and Dee Solso, COM FATS supervisor.

The nine field representatives have taken the new knowledge acquired in Santa Clara back to their respective areas to hold classes for the people who report to them. In addition to what they learned here, the participants brought their own expertise to the classes to effect a mutual exchange of information.

The result, and one of the goals of the program was the enhancement of communication between Santa Clara and the field. According to all participants, that goal was achieved.

## Parents Who Care unite to assist troubled teens

The discovery of marijuana in his son's bedroom led Dick Hayes, quality engineer in the Communications Group, onto a path he thought he would never take. After some initial parental guilt, shock and disappointment, Hayes and his wife Lucille sought out other parents in the same situation. Thus came the founding Parents Who Care.

A grassroots movement, Parents Who Care began with a meeting of 15 parents in a living room in Palo Alto and has grown to include parent and student groups in over 180 schools throughout the Bay Area in less than two years.

The goal of the organization, whose educational programs have reached over 30,000 people, is to help create and support a shift in the social scene in which the use of drugs and alcohol will no longer be the norm among teenagers. They are also working toward the emergence of a youth movement in which the majority of youth will value and choose activities which do not include drugs and alcohol.

The public purposes of the organization are:

- to cooperate with schools, community agencies, and young people to create a drug-free atmosphere;
- to educate and inform parents, adolescents, children, and others regarding prevention and intervention of use and abuse of mind-altering chemical substances;
- to help promote and develop positive communication and support systems within and between families in the community.

The most effective method used by the organization is the use of student speakers, some of whom have used drugs themselves, to talk with other students. The talks are usually informal and participants are encouraged to talk openly about their own feelings on the drug scene and their roles in it.

Students are encouraged to make their own decisions about whether they will continue using drugs and alcohol; there is no pressure on them to make that commitment to quit—just a safe environment to talk and to crystallize their feelings. They are also offered ways of dealing with all the pressures from other kids to use drugs and/or alcohol. Says Hayes, "It's amazing to watch those kids help other kids."

The problem, according to Hayes, appears to be taking a shift in that kids seem to be using alcohol more and other drugs less. He feels, however, that drug use and abuse has reached its peak and is on the decline. In part, no doubt, because of Parents Who Care and similar groups.

Hayes, who has been with Memorex for four years, and his wife Lucille live in Campbell with three of their four children (one has married and moved away). Aside from his involvement with Parents Who Care, Hayes rides his bicycle to work (8½ miles each way), is an avid sailor and snow skier, and reports that his son who used marijuana gave it up for soccer.

## Martin named v.p. in Communications

Charles Martin has joined the Communications Group as vice president of engineering reporting to Paul Klein, Group president. In his new position, Martin will be responsible for the development of all Memorex Communications Group products.

Prior to joining Memorex, Martin was with Mohawk Data Sciences, most recently as their vice president of software development. He previously held software development management positions with Honeywell, Xerox, and Litton Industries.

Martin has a BS in public administration from the University of Southern California.



## Eisenhower joins Big Brothers and finds a new friend

Just over two years ago, Jack Eisenhower, technical associate in the Computer Tape Division, decided to offer friendship to a boy in need of a friend through the Big Brothers/Big Sisters program of Santa Clara County.

Since joining Big Brothers and meeting Daryl, his 12-year-old "little brother," Jack says he's gained a sense of the responsibility that goes into raising children, a greater understanding of the pressures of parenting, and most of all, a friend—Daryl.

Eisenhower enjoys the deep personal satisfaction of befriending a child and has spent many happy times with Daryl. Together, the two "brothers" have gone hiking, camping, to the movies; played all kinds of sports; spent time talking, watching TV, and general rough-housing.

Volunteers are not expected to act as teachers, psychologists, ministers, or parents to the kids. What they are strictly in the relationship for is to be a friend.

According to the Big Brothers/Big Sisters organization, real friendship means:

- giving and taking
- accepting the other person as he is, not as we wish him to be
- trusting the other person as we expect to be trusted, and
- being as concerned about the other person as we expect that person to be concerned about us.

These things can only be accomplished when, and if, the child trusts us and accepts our love and friendship as genuine and unselfish, with no strings attached. The power of love and friendship is awesome and, if expressed honestly and truly, is unconditional.

The main focus of the organization is helping children in need of adult influence and guidance, by recruiting and screening adult volunteers who are matched with a child on a long-term (minimum one year) basis. Volunteers must be able to spend time each week with a boy or girl and provide continuing guidance, understanding, and support in a friendly atmosphere. On both sides, it is an adventure in sharing, caring, and trust.

The goal of each match is to produce positive inner and outer changes in the child, including an increased sense of self-worth and the chance for the child to develop to his or her own fullest potential.

A special service of the agency is the "Exceptional Friends" program, matching handicapped children with adult volunteers on a one-to-one basis. Those children also need the support of an understanding adult.

There is a waiting list of hundreds of children in Santa Clara County alone who desperately need an understanding adult. Those children have been placed on the waiting list through referrals from schools, welfare workers, mental health centers, and frustrated single parents.

If you're a single parent who thinks your children may benefit from such a friendship or if you feel you can make a contribution to the life of a child who needs a friend, contact Big Brothers/Big Sisters of Santa Clara County at (408)287-1505.

You may be just the person and just the friendship that a waiting child needs.



# NEWSMAKERS

## Hastings in Flex Disc finance

Robert Hastings has been promoted to finance manager in the Flexible Disc Media Division, reporting to Brendan Staveley, vice president and general manager of the Division.

Hastings came to Memorex in 1970 as European controller. He has since worked in various positions within the finance area including director of finance for the Americas and Asia, and in Corporate budgets and measurements as a financial analyst. Hastings was also on the IBM litigation team for 2½ years.

He left Memorex in 1978 then returned in 1979 as manager of Corporate accounting services. In 1981, he became the budgets and measurements manager for the Media Products Group and has served in that capacity until his recent promotion.

Prior to joining Memorex, Hastings had been with General Electric in various financial management positions. He holds a BA in business administration from the University of Washington and an MBA from Drexell Institute of Technology.

## Lutter joins Communications Group

Jon Lutter has joined the Communications Group in the newly-created post of manager of distributor sales, reporting to Aileen Amabisca, product marketing manager for the group.

Lutter joined Memorex from Beehive International where he was director of North American sales. Previously, he held various marketing and sales management positions with Corporate Data Sciences, Microform Data Systems, Bell & Howell, and Ford Aerospace.

He holds an MBA in marketing from Temple University Graduate School of Business.

## Eppstein promoted in MTEO

Tony Eppstein has recently been named manager of design engineering for Magnetic Test Equipment Operations, reporting to Thomas Jebo, MTEO general manager.

Eppstein first joined Memorex in 1967, working in disc and tape media. He left in 1973 to work as manager of test systems design for Applied Magnetics in Santa Barbara for five years. Eppstein rejoined Memorex in 1978 as manager of magnetic read/write head testing and evaluation.

He holds bachelor's and master's degrees in physics from the University of Canterbury in New Zealand.

## Nichols named RMCD controller

Olin Nichols has been promoted to controller, RMCD Northern Operation, reporting to Steve Young, RMCD finance manager.

Nichols joined Memorex in 1979 as budgets manager for the Computer Media Group. He was subsequently manager of budgets and measurements for the Media Products Group and, most recently, unit finance manager in the Large Disc Drive Division. Before joining Memorex, he held various financial management positions with Itel in San Francisco and CBS, Inc. in New York.

Nichols holds a BS in engineering and an MBA from the University of Washington.

## Rathbun joins Flex Disc OEM

Howard Rathbun has been appointed OEM product manager for the Flexible Disc Media Division, reporting to Walt Remy, marketing manager for the Division.

Rathbun came to Memorex from Intertec Diversified Systems where he was world-wide director of marketing for a number of proprietary software systems. Before joining Intertec, Rathbun had worked at Memorex from 1969 to 1981. His previous positions within Memorex included product manager for software, program manager for customer education, and various marketing support assignments.

## Noto promoted in LDDD

Peter Noto has been appointed unit manager, heads and HDA manufacturing, in the Large Disc Drive Division, reporting to Jack Kenney, acting general plant manager of the Division. Noto has over 27 years of experience in high technology manufacturing and engineering, most recently as Corporate director of manufacturing for Burroughs.

Prior to Burroughs, Noto held a number of manufacturing positions in the semiconductor industry, including Data General and Fairchild. Noto holds a BSEE from the University of Southern California.

## Rodricks joins LDDD manufacturing

Leo Rodricks has recently joined Memorex as manager of support engineering in the product manufacturing organization of the Large Disc Drive Division. He will be reporting to Bob Behlman, manager of the product manufacturing unit.

Rodricks has over 19 years experience in manufacturing and test engineering which includes eight years in engineering management. His most recent position prior to joining Memorex was test engineering manager for Fairchild.

He holds a BS in engineering management from Northeastern University.

## Werner promoted at Westlake

Jim Werner has been appointed manufacturing engineering manager for the Westlake plant of Burroughs.

Werner originally came to Burroughs in 1974 while obtaining his BS degree in industrial and systems engineering from the University of Michigan, which he subsequently earned.

During that time, he held a series of positions including manager of manufacturing engineering/assembly, and manager of industrial engineering.

## Stanley heads Guest Relations

Harold Stanley has recently been promoted to the position of manager of Guest Relations, reporting to Sam Spadafora, manager of market planning for U.S. Equipment Sales and Service.

Stanley, who came to Memorex in 1971 as manager of software systems development, has served in various positions during that time including senior education specialist and manager of the Corporate Data Processing Center.

Prior to joining Memorex, he was with IBM as a field applications programmer and was a high school biology teacher in Texas for several years. Stanley holds a BS in natural science from the University of Texas and has completed two years of graduate work at the National Science Foundation.

## Martin in CTD finance

Richard Martin has recently joined the Computer Tape Division as manager of budgets and measurements, reporting to Jay Swent, CTD finance manager. Prior to coming to Memorex, Martin was with Atari where he worked as manager of budgets and finance planning in the Consumer Electronics Division.

Martin holds a BS in business administration with majors in finance and accounting.

## Nealon joins LDDD management

David Nealon has joined the Large Disc Drive Division in the position of central materials manager, reporting to Jack Kenney, acting general plant manager of the Division. Nealon was most recently with Magnuson Computer Systems at which he worked in materials, program management, and final test operations. Prior to that, he was with Xerox Corporation for 15 years where he worked in various management positions.

Nealon holds a BS in production management from Rochester Institute of Technology.

## APRIL ANNIVERSARIES

### 15 YEARS

**Manuel Reyes, Consumer Products Division**

### 10 YEARS

#### STORAGE EQUIPMENT

**Storage Equipment Manufacturing and Development**

Glenn Bender (SSG)

Donald Pedrazzi (LDDD)

Sharon Henry (LDDD)

#### U.S. Equipment Sales and Service

Stephen Huffman (Customer Engineering)

Marilyn Jones (Customer Engineering)

#### CORPORATE

John Gilleland

Sam Geraci

#### EAU CLAIRE

James Haley



*In joint celebration of National Library Week and National Artichoke Week, the Memorex technical libraries recently exchanged overdue books for artichokes! Lynn Szabo, engineering librarian in the Computer Tape Division (left), prepares to dispense artichokes to, left to right: Dennis Karle, chemist; Joel Finegan, senior staff physicist; Sikandar Iqbal, staff engineer; and I Huhn Lo, physicist. It is rumored that Karle received so many artichokes that, after a few days, his office smelled funny. At least he finally returned all those overdue books.*

# WANTADS

FOR SALE: Ring, 2.1 carat single diamond; appraised in 1980 at \$13,000; sell for \$10,000. Call (408)255-5635.

WANT to form a computer club? If you have a home computer or are thinking of buying one, let's get together to exchange information, ideas, and programs. Call Dick Geiger at 7-3218 or (415)493-8723.

FOR SALE: parting out '67 Ford Fairlane 4 door sedan, body parts only. Call John at (408)262-5564.

WANTED: Female roommate, single parent with one young child to share beautiful 3 bedroom condo in Milpitas with another single mother. \$300/month plus ½ utilities. Good location. Call (408)988-3695 and leave message.

FOR SALE: Lifetime health club membership at Family Fitness Center; \$600. Call (408)248-1068.

FOR SALE: Two cars. 1973 Ford LTD, 350 engine, PS, PB, AM/FM, new tires, automatic, \$1100. 1968 El Camino, rebuilt 350 engine, 32k miles, automatic, new tires, \$1800. Call Bob at (408)266-7659.

FOR SALE: Hutch, large, excellent condition. Must see to appreciate. \$2,000 or best offer. Call Kathy at (408)379-2510.

FOR SALE: 1974 Dodge Wagon, very well maintained, recent valve overhaul and new brakes, 360 V-8, good mpg, all accessories, very good inside and out. Asking \$950. Call Ed at (415)592-5704 after 6 p.m.

FOR SALE: Anastasia's Health Club family membership. \$950 value; sell for best offer. (408)448-4088.