

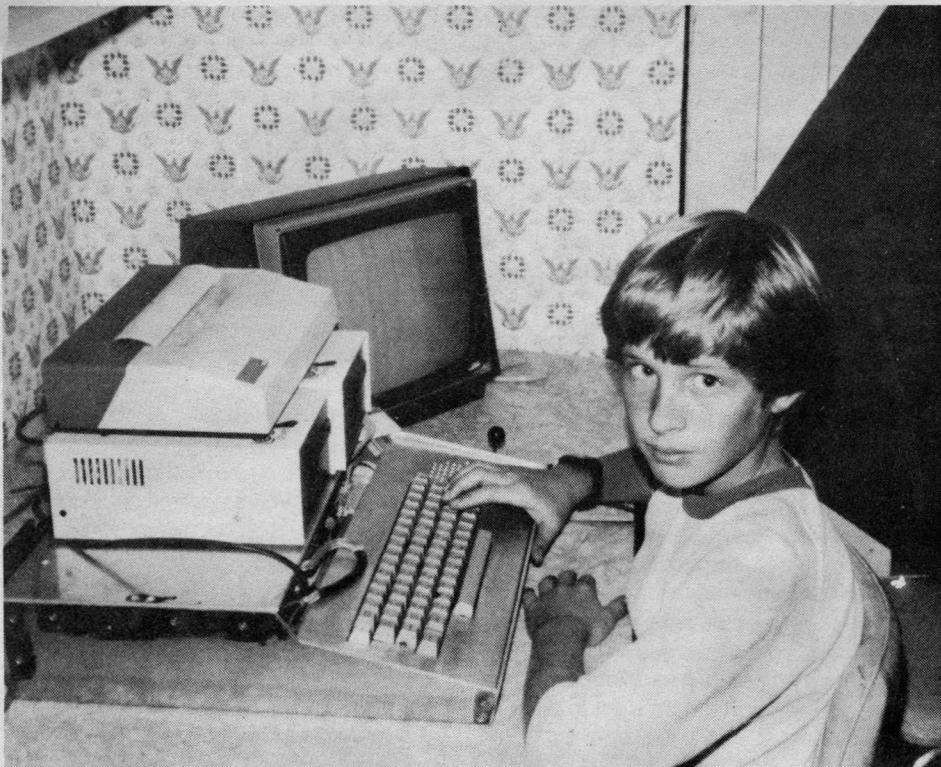
# INTEGRICOM

A newspaper for Memorex people everywhere

THE COMPUTER HISTORY MUSEUM

1 027 4534 7

Volume 20 Number 5 July 1982



The letter shown below was recently received by the Flexible Disc Media Division. Although we don't expect our customers to drop their flexible discs in a stream, receiving this letter from Kristoffer was delightful so we run it here for you. Kristoffer is shown at his home computer.

Dear Memorex Diskettes,

My name is Kristoffer Pfister. I am eleven years old and for my birthday I received some Memorex diskettes from my father. And I had them in my backpack. On the way home from school my diskettes fell out of my backpack and into a small stream near my house. I pulled them out and ran home with them. My father said that they were ruined, instead of throwing them away I dried them out for about four or five days, then I tested them on our family computer... and they worked! They actually worked! And now I only buy Memorex diskettes because they are high quality and inexpensive. I'm glad you make such good diskettes.

Sincerely yours,

Kristoffer Pfister

## Communications Group leads Company quality effort

"What we are trying to do is not just identify product quality, but take it into every function within the organization," says Bill Walker, quality assurance manager in the Communications Group.

In order to achieve that goal, the Communications Group has implemented a quality program comprising two major subprograms. One is referred to as the "Product Quality Awareness Program." The other is "Quality Circles."

The Awareness Program involves randomly selecting, completed, ready-to-ship 2078 Terminals from their boxes one every hour and performing a complete product audit. The Terminals are taken to the quality assurance lab, unpacked, and inspected for physical damage, proper packaging, and cosmetics. Inspectors then run a systems test, measuring the output voltage and the dynamic and filament voltages. The inspection also includes a general visual mechanical inspection. Results of each audit are posted at the start of each shift.

Teams that put the unit together are graded on minor, major, and critical defects, which is communicated at the meetings held at the start of each shift. This gives team members the opportunity to discuss any problems they're having in building the product.

Issues are noted and people are assigned the responsibility of finding solutions to those problems. Those people then get back to the employee who raised the issue to let them know what is being done or why the problem can't be resolved at this time.

The other very important part of the Communications Group quality program is the quality circle concept, which history is very interesting.

In pre-war Japan, when the sole objective of a manufacturer was the production of high volumes, the quality of the product played a subordinate part, leading to Japan's reputation as the "junk merchants of the world."

continued on page 7



One of the daily meetings held in the Communications Group production area to discuss results of product audits and any production problems. Bill Walker, center, conducts the daily meetings.

## Dr. James Castle joins Memorex as executive vice president

Dr. James C. Castle has recently joined Memorex as executive vice president of the Corporation, reporting to Clancy Spangle, chairman and chief executive officer. In this position, Dr. Castle will have management responsibility for the U.S. Equipment activities.

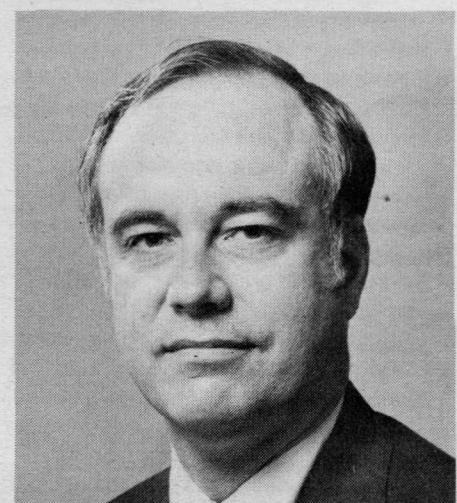
Reporting to Dr. Castle are: Wade Meyercord, president of Storage Equipment Manufacturing and Development; Dave Jenkins, (acting) general manager of the Communications Group; Bob Berry, vice president of U.S. Equipment Sales and Service; Norm Petersen, vice president of OEM; and Al Conover, vice president of Storage Equipment planning and program management.

Dr. Castle most recently held the position of vice president of operations and assistant division general manager of the Small Systems and Terminals Division of Honeywell Information Systems, Inc., in Billerica, Massachusetts. Prior to that, he was general manager of the Simulation and Control Systems Department, Electronic Systems Division, of General Electric.

For several years before that, Dr. Castle was associated with the Network Information Services activities of General Electric and Honeywell in engineering,

sales, and marketing management, with his last assignment being chairman, president, and chief executive officer of H.B. Network Information Services, Inc., in Paris, France. His prior assignments were in supervisory and development activities connected with General Electric's space program.

Dr. Castle holds a BS in engineering from the U.S. Military Academy, a master's in electrical engineering and a PhD in computer and information sciences from the University of Pennsylvania.



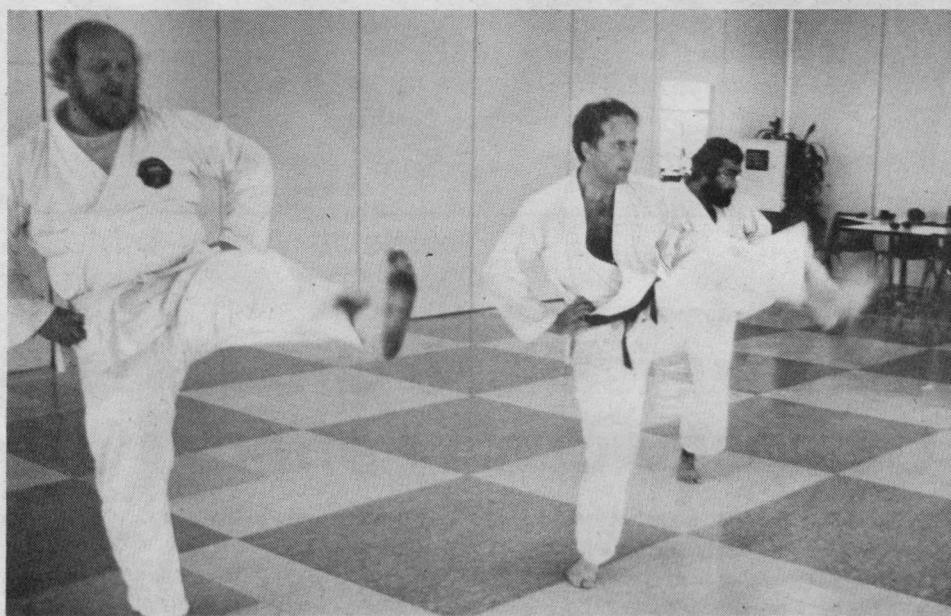
## Hubbard appointed Corp. treasurer

Bob Hubbard has recently been appointed treasurer of Memorex, reporting to Wayne Bridges, controller. Hubbard's new responsibilities will include cash and debt management, bank relations, foreign exchange, risk management, and asset management.

Prior to joining Memorex in 1976, Hubbard was an engineer at Ford Motor Company for four years and, before that, spent four years in the U.S. Army attain-

ing the rank of Captain. He holds a BS in mechanical engineering and a master's degree in business from the University of Michigan.

Gene Bedford, manager of Corporate credit services, will also report directly to Wayne Bridges, and will continue to have overall responsibility for all Memorex accounts receivable, as well as some additional responsibility in other asset management functions.



Practicing a karate kick are, left to right, Steve McCann, Phil Kromka, and Malay Thacker.

## Kromka shares karate know-how with Memorex employees

You say you have those old, tired, rundown, out-of-shape blues? You hate running and you don't have time to visit a spa? Or maybe you just need a little muscle toning and don't want to pay a fortune to get it? I may have the solution for you. How about an inexpensive, in-house Karate class taught by a fellow Memorex employee, Phil Kromka?

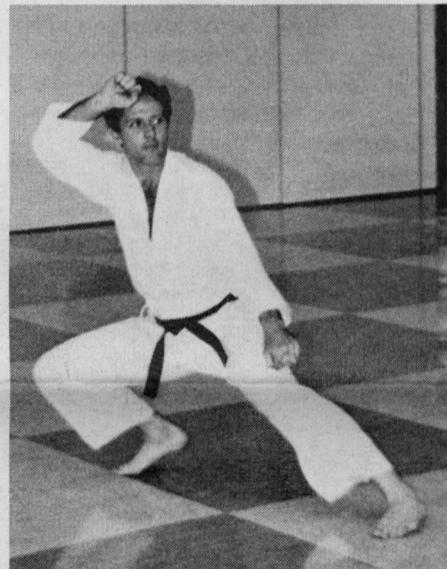
Kromka, a senior programmer analyst for the Manufacturing Test Engineering Department of the Large Disc Drive Division, is a third-degree black belt in Karate. He has been involved in the sport for 14 years, and has taught it for 11 years, currently teaching at UC Davis on weekends, in San Mateo on Tuesday and Thursday evenings, and at Memorex in Santa Clara on Monday and Wednesday evenings.

The Memorex classes are held on those two days at the San Tomas cafeteria from 5:15 to 6:45 pm. Since the class is open to all levels, new students may enroll at any time. Karate uniforms are not necessary; any loose, comfortable clothing is acceptable. The fee is \$20 per month.

According to Kromka, this is not sport-type Karate, where participants compete

with each other. The class is structured for individual training so students advance at their own pace. For more information, contact Kromka at (408) 987-2603.

By the way, if you see an old tired body off in a corner trying to bend without breaking, it'll probably be me. See you there.



PHIL KROMKA

## Updates on Memorex athletes

Just after last month's INTERCOM went to press, we learned that Don Abrahamson, who was featured in that issue's SPORTSTALK column, has won first place honors in three categories: the snatch, clean and jerk, and total weight. Abrahamson picked up his three gold medals at the United States National Weight-Lifting Championships in Chicago over the Memorial Day Weekend and is now the best in the country in those three events. Congratulations, Don, and keep up the good work!

The Memorex basketball team continued its winning streak by winning the recent Rolm Corporation sponsored tournament on the 24th and 25th of April. The Memorex team defeated all four of its competitors in this triple elimination tournament.

As of mid-June the team has a new coach, Gary Eubanks, who is taking over for Steve Warburton. Lots of luck, fellas. We're keeping an eye on you.

## Howell named Outstanding MBA Student at San Jose State

Lee Howell, associate financial analyst in the FDP (Finance Development Program), has been chosen the Outstanding MBA Student of 1982 at California State University at San Jose. This is the third such award given by the MBA Association since its inception in the Fall of 1980. Criteria for selection is based on a student's academic record and community involvement within and off campus.

Howell joined Memorex in February this year following a year of work as a research and lecture assistant where he lectured in organizational design, organizational behavior, interdepartmental coordination, and leadership style.

Prior to that, Howell had founded and operated his own toy company, producing and marketing original wooden toys. He called the firm "L. LePhant" and its marketing vehicle was named the Liberty Union Mercantile Company. Howell

operated that business from 1971 to 1980 then sold it to a larger competitor.

In addition to the MBA Howell recently earned, he also holds a BA in history and a secondary education credential from CSUSJ. Congratulations, Lee!



## Netherlands and United States celebrate 200-year friendship

1982 marks the 200th anniversary of diplomatic and commercial relations between the Netherlands and the United States. In 1782, John Adams (who later became President of the United States) secured a Treaty of Amity and Commerce between the two countries. The Netherlands was the first country to establish such relations with the United States. In view of the fact that Memorex maintains offices in the Netherlands, the following article was written by Ron Coert from the Netherlands Division of Memorex.

by Ron Coert

For people all over the world, the Netherlands (or Holland, as it is more commonly known) recalls images of wooden shoes, windmills, bicycles, skaters on frozen canals, and dikes. Although this certainly is part of Dutch tradition, the modern face of Holland reflects a dynamic society in the forefront of technological and social change.

Holland, a small country of 15,891 square miles (41,160 square kilometers), has a population of over 14 million, making it the most densely populated country for its size in the world. Land reclamation from the sea has traditionally been the only method of increasing surface area, resulting in a large part of the country lying below sea level, but protected by dikes. While driving along the canals, it is a common sight to pass boats floating at a level well above the road!

Going back as far as the beginnings of American colonization, the Dutch have immigrated to the U.S. and have become part of the melting pot, adding their culture and talents. Commerce and oppression historically being the main motivations, even today the lure of economic opportunities and individual freedom still attract many Dutch to the "New World."

The close connection between the Dutch and the American business world is most clearly reflected in the fact that Holland is by far the most significant foreign investor in the United States. According to the most recent data of the Department of Commerce in Washington, Dutch business investments in the U.S. amounted to \$16.2 billion. At the same time, American interests in the Netherlands, especially in the energy and chemicals sectors, were estimated at \$7.9 billion.

The U.S.A. is the largest outside business investor in the Netherlands. Therefore, the increasing economic bond between the two countries is the most important structural element in the 200th anniversary of the uninterrupted diplomatic ties.

To emphasize one of the oldest cultural and diplomatic friendships of these two countries, Her Majesty Queen Beatrix recently visited the U.S. as part of the bicentennial celebration, with events taking place in both countries.

In view of the above, it is not surprising that one of the first foreign subsidiaries of Memorex Corporation was established in Holland. Since March 1968, Memorex B.V. has been part of the Dutch data processing industry, counting the government and many large Dutch multinational companies among its largest customers.

Today, the Memorex office has 36 employees and a modern office unit located in the heart of Holland. In 1981, with Country Manager Co Leguit, a revenue of \$10 million was reached.

There is an old saying that goes, "God created the Earth, but the Dutch created Holland." For visitors, this is very apparent when they arrive at Amsterdam airport and realize they are 20 feet below sea level.



Julian Patterson, finance, and Mary O'Gorham, customer service, are shown above at work in the Netherlands Division of Memorex.



Bashaan Visser, software manager, and Gerard Heemstra, customer engineer, in the Memorex Netherlands computer room.

## Versateller® installed in two Memorex locations

No, it isn't a weird robot from outer space. It's a Versateller®, an automated teller machine especially for Memorex employees who have accounts with the Bank of America. Located on the outside walls of Building W (1125 Memorex Drive, Santa Clara) and Building 10 (across the courtyard from the San Tomas cafeteria), the machines are available for use from 6 a.m. to midnight, seven days a week.

Anyone with a Bank of America checking or savings account and a VERSATEL® card can make withdrawals and deposits, get balance information,

transfer funds, and make payments to Bank of America credit cards and loans.

To celebrate the installation of these two machines, beginning July 15 there will be a sweepstakes for employees with Bank of America accounts. Your July 15 payroll check will include a special letter about VERSATEL® service and how to participate. Representatives of the Bank of America are scheduled to be here the week starting July 26 to answer questions and show you how to use the machines.



Cooper 89, lead sire on Rancho Pobre, is shown above with his son, Poco.

## J.D. Cooper - Texas cowboy, Dallas customer engineer

J.D. Cooper leads two lives. One is devoted to his tasks as a Memorex customer engineer working out of the Dallas branch. The other is spent on Rancho Pobre, his quarter horse ranch near Dallas. In other words, J.D. Cooper is a cowboy. Unfortunately, his cow (which he refers to as a "manure converter") is blind, but he has a stable of beautiful quarter horses.

Born in East Texas, Cooper traveled all over the world as a child, his father having been an electrical engineer who built power plants. Returning to Texas when he was 14, Cooper got his first horse. Since then, he has bought and sold approximately 500 horses.

He, his wife Cindy, and their two children (Leslie, 8, and Aaron, 6) now raise prize-winning quarter horses on Rancho Pobre. Registered as an AQHA breeder, Cooper specializes in "jumpers." One colt now in training "loves to fly," says Cooper. "He's the only colt I've ever produced that wishes he had wings."

Cooper also loves to talk about Texas and the history of the cowboy life style. "I know more wonderful stories about Texas than you can bear to listen to," he says. "Most of them are lies, but many are based on truth. You'll never meet a native Texan who will admit that there is a better place anywhere. We have more history to be proud of than any of us can keep up with. I honestly do get misty-eyed at the Alamo. As much as modern times will allow me, I slip into my boots and stand a true Texas cowboy."

Balancing his two full-time jobs is no easy task for Cooper who says, "I have cultivated a keen ability to slave at the barn, work horses, cows, and fences, then immediately switch to computer

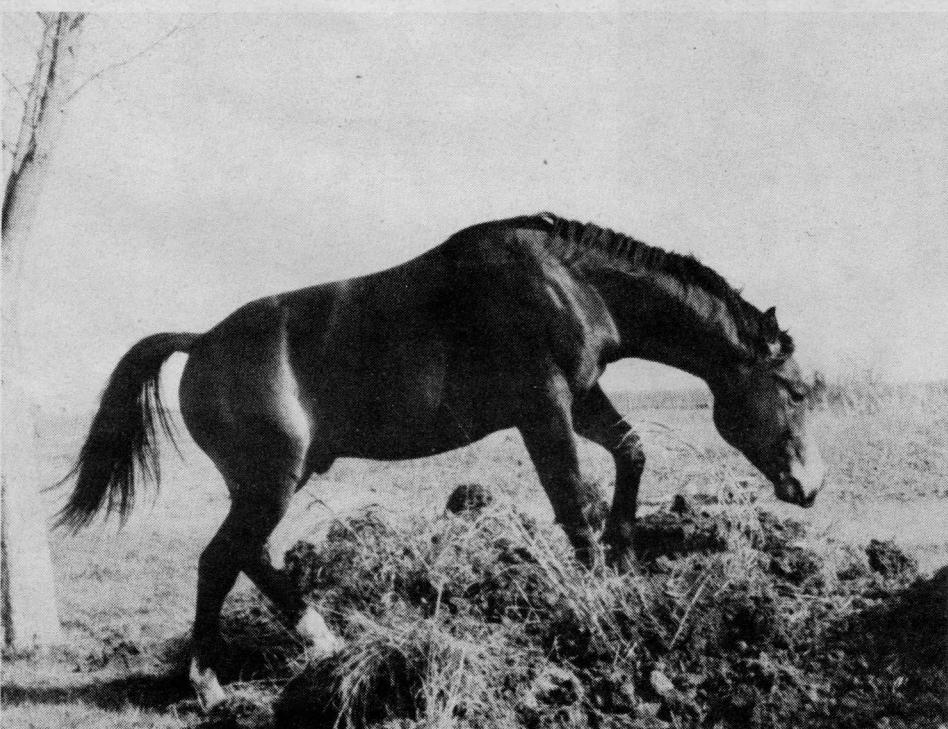
hardware at the sound of a beep." He had previously worked at STC and CalComp before joining Memorex and has an extensive background with tape equipment.

Cooper gives much of the credit for his work-balancing act to his wife, Cindy. "My 90-pound wife is the primary force at Rancho Pobre. Because I'm gone a lot, working for Memorex, she's mostly responsible for the horses. She can do in a day any work or chore a man can do and will attack you like a wild Indian if you even suggest she can't. She can, by God."

He adds, "The Indian battles are gone. Hell, we ain't had one for weeks!"



Poco Oro and J.D. Cooper



Coops Ojos Grandes enjoys playing in a pile of dirt which he eventually flattened.

## Spares Authorization System revived to give better service

Because the sale and distribution of spare parts represents a profit-making enterprise for Memorex, it behoves us to control the inventory as efficiently as possible in order to provide more profitability and better service for our customers. In order to accomplish that, the Spares Authorization System (SAS) has recently been revived.

The four-year old system, not used much until its recent revival, provides a system whereby numbers of parts required in a certain geographical area are defined to accurately reflect precise needs of customers. When Memorex equipment is added or taken out of an area, that data is fed into the system to update the spare parts' requirements for that area.

In order to implement the revival of SAS and to bring Memorex users up to speed, eight Memorex Western area parts administrators were recently brought to Santa Clara for training on the SAS, introduction to new inventory control procedures, training in the inventory tracking system, and the opportunity to meet each other and the parts' people located in Santa Clara with whom they deal from the field.

In addition to their training, the eight parts administrators also took a tour of the central parts facility from which parts are distributed. This facility and the one in King of Prussia, PA, are the two main distribution points for Memorex parts.

Another part of the program to provide better service and higher profitability is

the de-centralization of many of the responsibilities of spare parts control. In a reorganization of reporting, field parts administrators now report to their area inventory control managers rather than the area managers. Those area inventory control managers are: Pam Weiner, Eastern area; Diane Davis, Central area; and Sally Fazo, Western area. The Southern area position is open at this time.

One of the goals of the training session is to enhance communication between headquarters and the field. That goal will be further served when the area parts administrators from the Central, Eastern, and Southern areas are brought to Santa Clara for the same training before the end of the year.

Participants in the recent class were: Mike Raia, Santa Clara; Earl Stokes, Dallas; Mike Jarman, Houston; Steve Lauback, Denver; Lester Gentle, San Francisco; Diane Jones, Fullerton; Faye Holliday, Los Angeles; and Carl Greninger, Seattle.

Diane Jones said, "The class was very good, very informative. I give it an A plus."

Mike Raia found the class "very interesting. Learning the system from the ground up was very worthwhile for me. Now I understand how it works and it saves me a lot of time. My job is a little easier now."

Lester Gentle added, "It was very interesting and will help me in my work. I can work better now because I know my co-workers personally."



Carl Brannon shows off his award naming him "International Member of the Year" for the Business Forms Management Association.

## Carl Brannon pops buttons, wins international award

"I damn near popped my buttons," said Carl Brannon when asked what his reaction was to being named "International Member of the Year" for 1981-82 by the Business Forms Management Association (BFMA) recently.

BFMA was formed in Los Angeles in 1958 as a vehicle whereby local forms' professionals could exchange ideas and information. Since then, it has become an international organization of forms' management experts.

Chosen for his very active participation in the BFMA, Brannon has published articles, recruited new members, has been a speaker representing the organization, has been on several local and international committees, and has designed and implemented special projects.

Brannon is also a Certified Forms Consultant. He says, "A Certified Forms Consultant is to the forms business what a CPA is to the accounting business." To acquire that certification, he underwent a grueling five-hour examination on forms' design, flowcharting, data processing, analysis, paper manufacture and use, and much more.

Aside from his accomplishments, which are many, he is a lively, positive, personable man on the move. Congratulations, Carl!

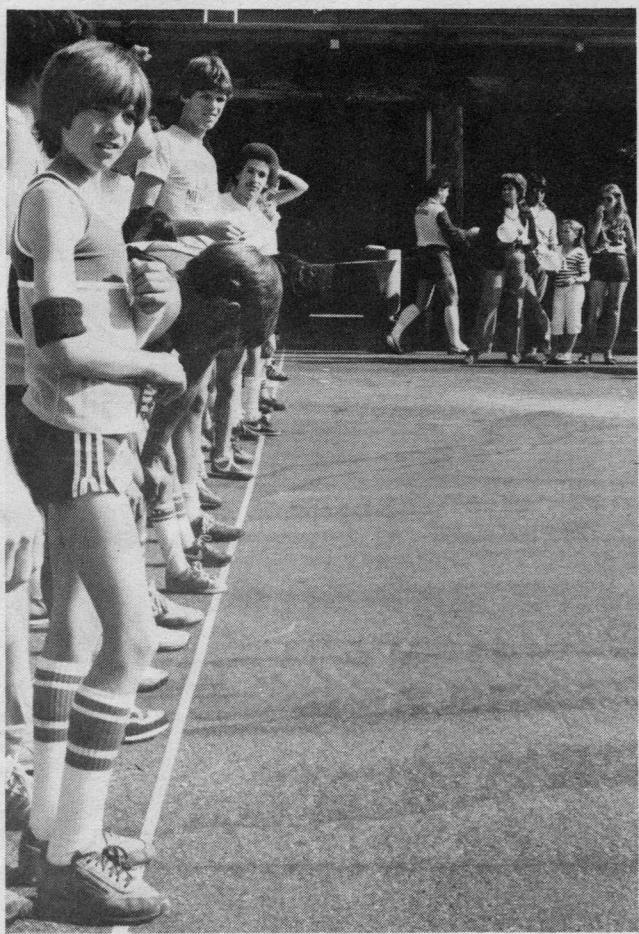
## HR offers seminars throughout summer

The Memorex Human Resources Development Department will be offering four seminars throughout the summer, according to Rich Silton, HR planning and development manager. The seminars are designed to provide Memorex managers and supervisors with a solid background in HR policies and procedures, Equal Employment Opportunity and Affirmative Action, effective personnel selection interviewing, and the Memorex compensation program.

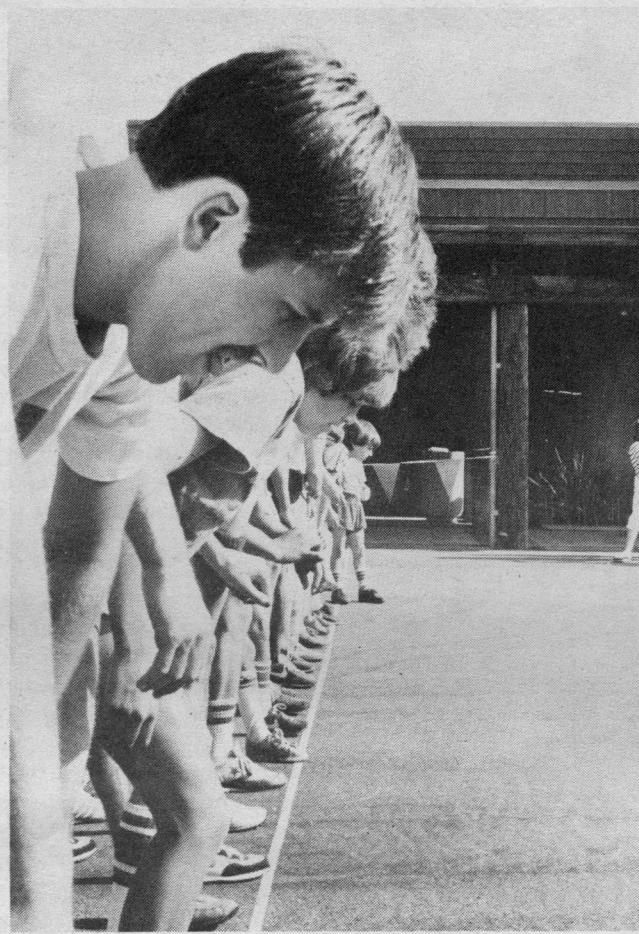
Managers and supervisors who wish to attend any of the seminars should complete a training registration form available through their HR representatives.

The seminars can also be made available in other Memorex locations. Check with your HR manager for further details.

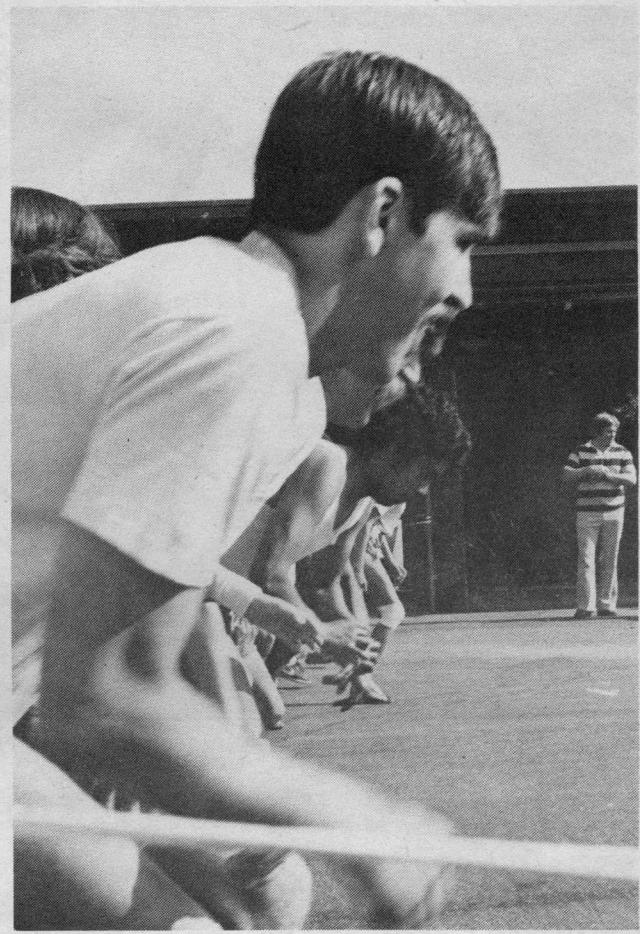
# 1982 Memorex Family Fitness Run



READY



GET SET



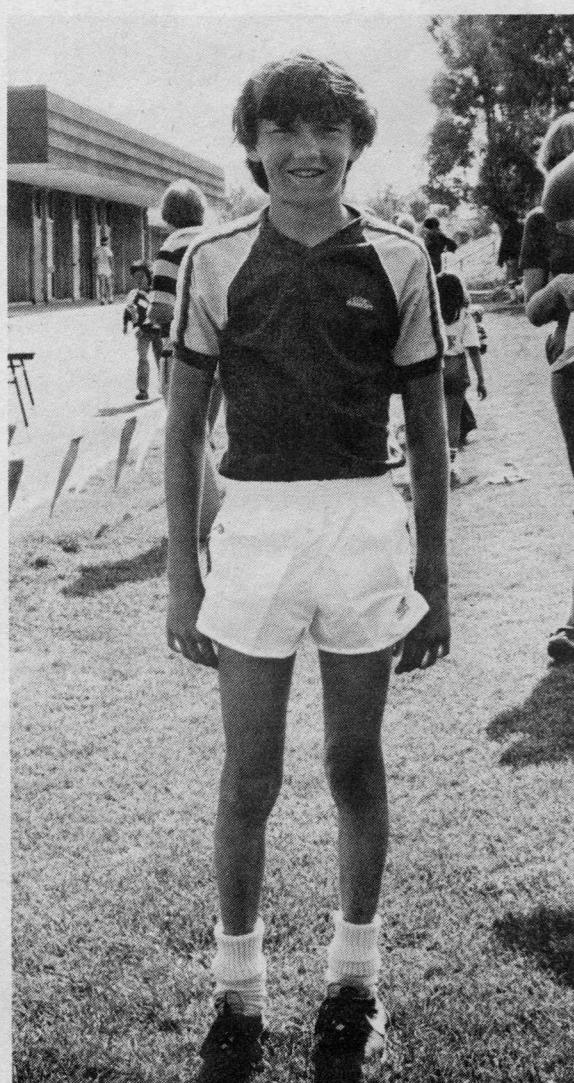
GO!



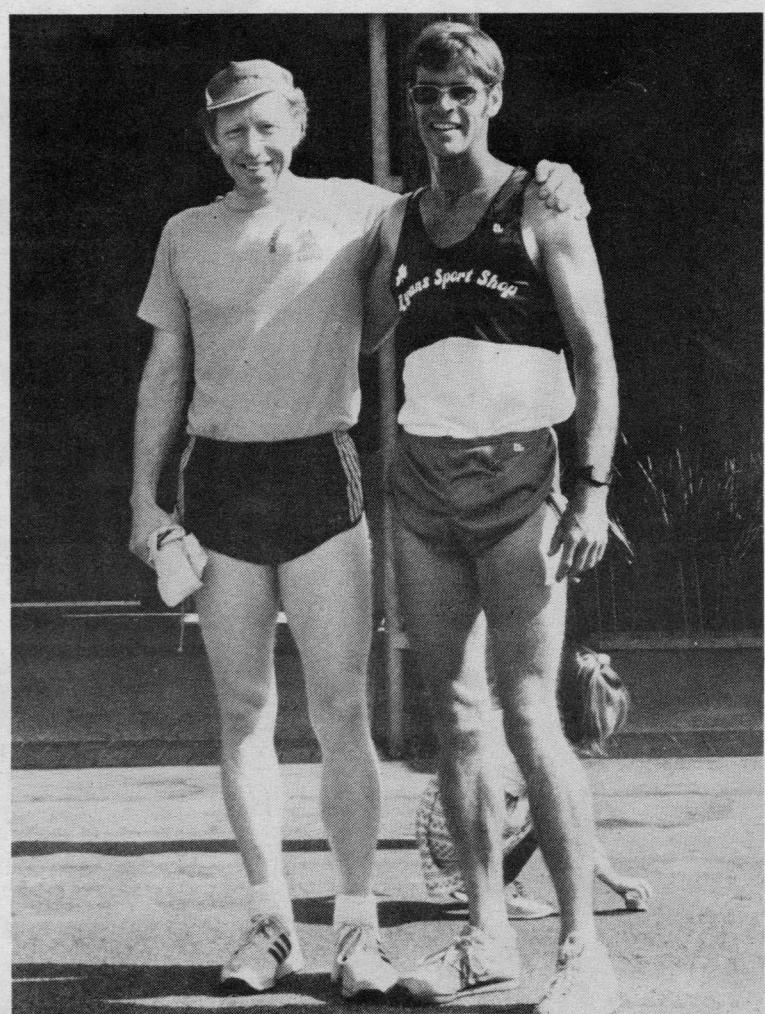
THEY'RE OFF!



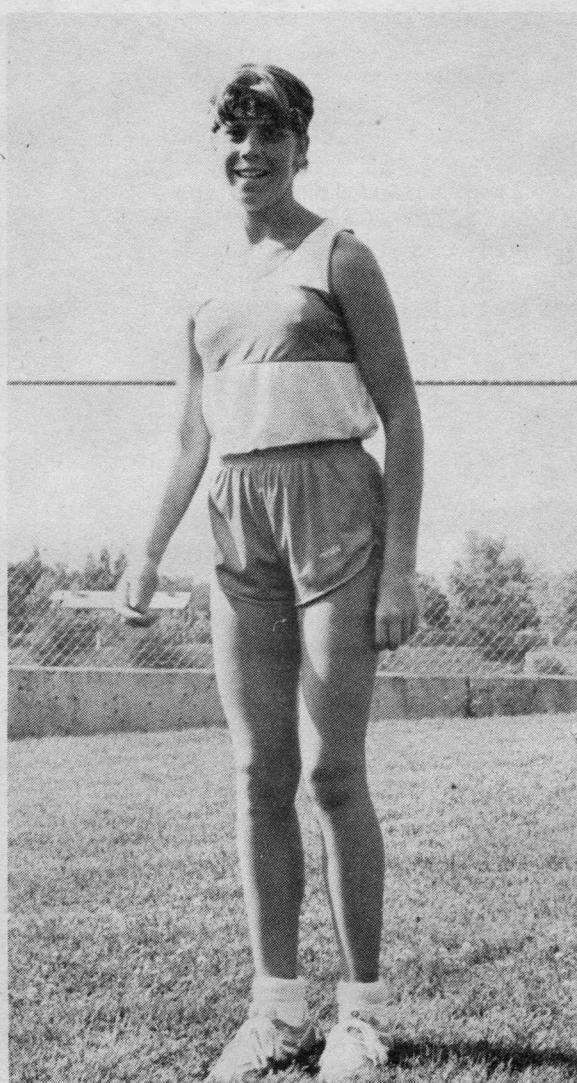
THERE THEY GO!



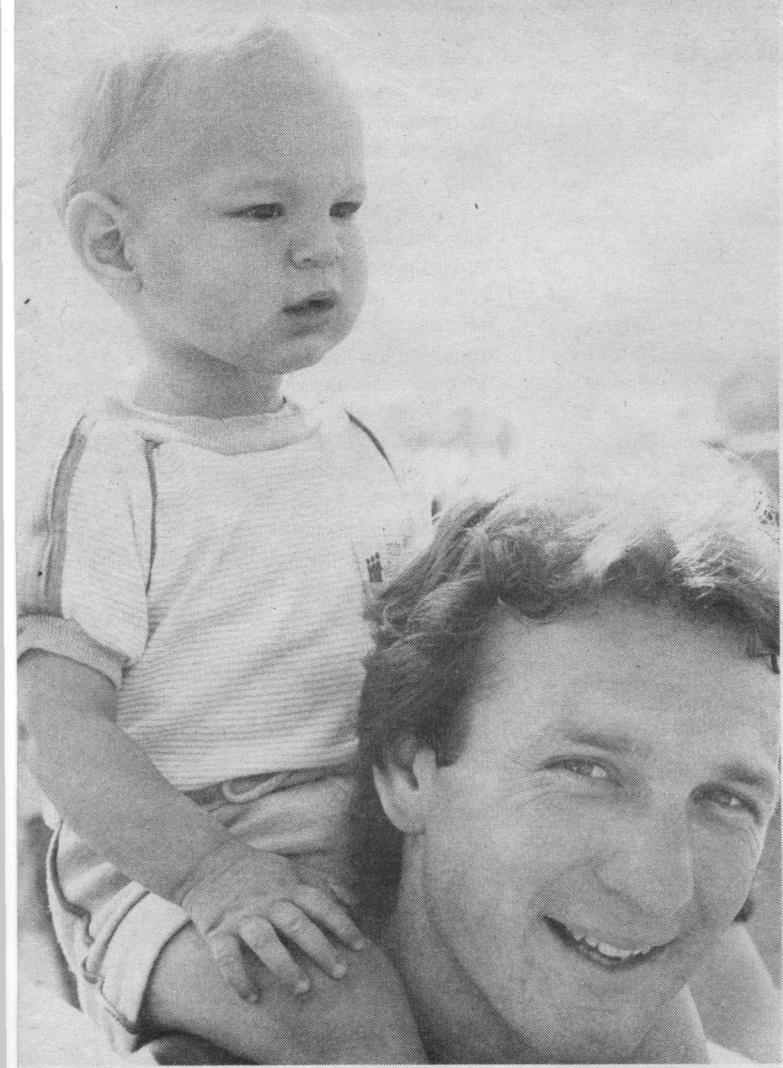
PATRICK BOYD



Mike Paradis, Memorex marathon runner featured in last month's INTERCOM, and Ken Drew, winner of the Fitness Run in 1981 and 1982.



KELLY LYNN CANT



**BEST SEAT IN THE HOUSE**



**FATHER AND SON CROSS THE FINISH LINE**



**A HAPPY FINISHER**

Out of nearly 150 participants, there were 52 winners in the recent Memorex 1982 Family Fitness Run. Their names and times are listed below.

Congratulations to all runners!

**11 and under—male**

Patrick Boyd 25:36.3  
Dennis Matsumoto 34:47.6  
David Barker 39:42.9

**11 and under—female**

JoAnne Holan 33:43.9  
Nicole Harris 43:18.9

**12 - 15—male**

George Palmadessa 22:10.5  
Glen Harris 26:48.9  
Mike Zarneke 28:15.5

**12 - 15—female**

Kelly Lynn Cant 27:22.7  
Laura Stanford 43:23.4  
Lisa Zarneke 52:53.7

**16 - 20—male**

Ed Ramirez 22:16.9  
Bill Quell 22:51.8  
David Gonzales 22:52.2

**16 - 20—female**

Stacy Cant 34:03.6  
Stephanie Haag 35:39.9  
Annette VanPragg 44:01.8

**21 - 24—male**

Scott McGregor 22:06.8  
John Hohmann 24:11.9  
Tom VanCleave 24:34.2

**21 - 24—female**

Vivian Ochoa 28:15.7  
Donna Napolitano 29:27.3  
Jacqueline Ruybal 32:52.3

**25 - 29—male**

Larry Ochoa 20:58.3  
Brian Gardner 22:17.8  
Joe Hohmann 22:47.1

**25 - 29—female**

Jan Richey 30:27.5  
Holly Morris 30:38.8  
Christie Massengale 33:49.3

**30 - 34—male**

Ken Drew 19:37.3\*  
Douglas Sourbeer 22:03.5  
Joseph Petite 24:57.3

**30 - 34—female**

Carole Castell 41:05.6  
Connie Mateo 41:51.3  
Rita Ware 42:07.8

**35 - 39—male**

Ken Kopec 24:51.2  
William Lindsey 24:59.3  
Larry Schmidt 25:20.0

**35 - 39—female**

Bertha Higa 28:30.8  
Maureen Fritis 31:22.3  
Barbara Hancock 36:40.4

**40 - 44—male**

Jay Taylor 27:09.4  
Robert Cant 27:11.7  
Ken Hodson 27:16.3

**40 - 44—female**

Joyce Higgins 31:16.5  
Magdalena Donato 42:54.0  
Cathy Cavigchia 43:17.6

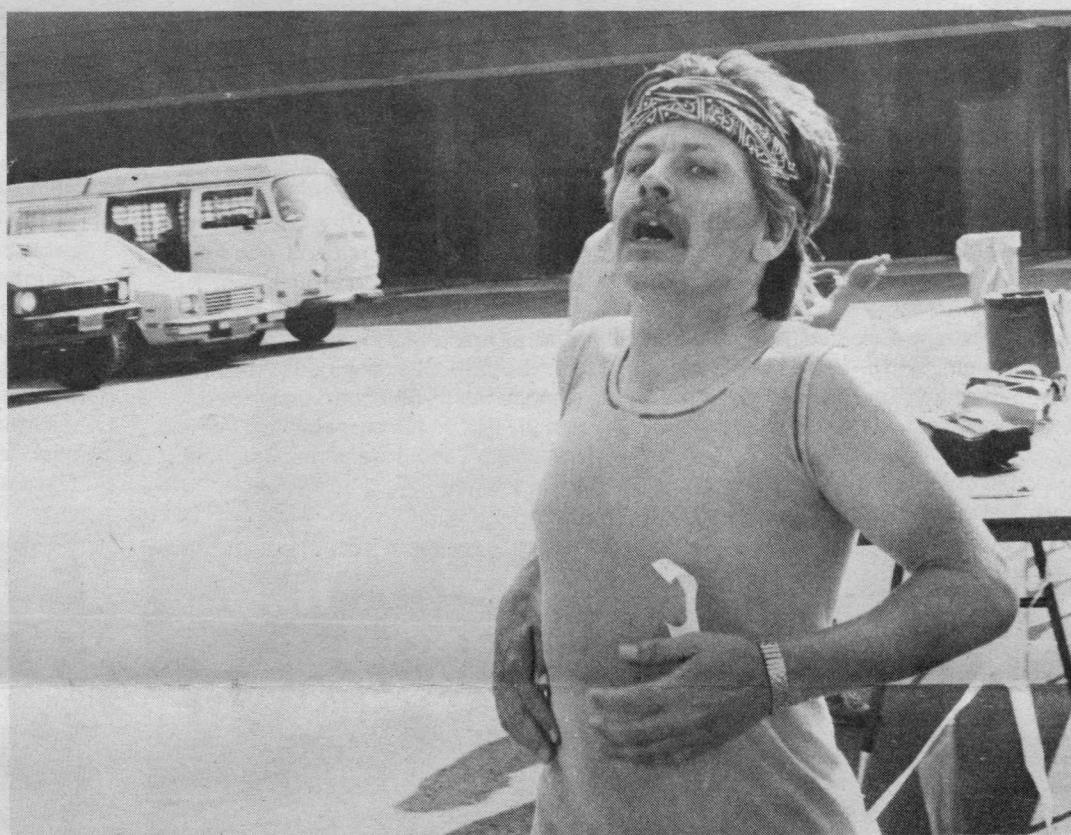
**45 and over—male**

Dave Barker 24:53.3  
Carmen Ochoa 25:29.9  
Douglas Lincoln 27:24.2

**45 and over—female**

Joan Valdes 35:51.8  
Betty Newell 55:15.9

\* Drew finished with the best time of the run, repeating last year's first place performance.



**KEN KOPEC**







Participants in the Memorex Finance Development Program are shown above flanked by Tom Stevens, vice president of finance, on the left, and Carl Brannon, FDP Coordinator, on the right. Participants are, left to right, Janet Long, Rick Morris, Susan Pasco, Phil Gregory, Julie Chiang, John Hoffman, Lee Howell, and David Saul.

## Memorex invests in future with FDP training for MBA's

Memorex is making an investment in tomorrow through the Finance Development Program. With "building finance managers" as the goal, the program offers recent MBA graduates an opportunity to learn about the Memorex Finance organization from the inside out.

The two-year program is rotational, whereby participants change positions every six months. The training, which is both transactional and analytical, includes experience in cost accounting, general accounting, budget preparation and measurement, as well as opportunities to work in such areas as Treasury and Internal Auditing.

Selection of candidates for the program is based on several criteria: a completed MBA with concentration in finance, accounting or related disciplines (advanced degrees are also acceptable); U.S. citizenship or permanent residency; prior business experience is highly desirable but, at the very least, the candidate should show evidence of leadership and initiative in order to be considered; the individual must possess discernible management potential, must be congenial, must communicate well both orally and in writing; and must be willing to work cooperatively in a variety of changing environments.

Some of the people in the program now, all of whom hold MBA's, hold undergraduate degrees in a variety of areas, including: French, chemistry, math, U.S. history, education, and economics.

Once they have completed the two-year program, FDP's are in great demand by finance managers throughout Memorex. Graduates of the program include: Vicki Thompson, Marylou Cardoza, Rosalie Arnason, Scott Myer, Inez Tores, Fereidoun Sanatti, Cathy Wilcox, and Richard Strong. Current

## New packaging team formed in LDDD

In April of this year, a new electronics packaging design group was formed in the Large Disc Drive Division under the management of Jim Taylor. The group is tasked with the designs of the basic configurations of raw boards (printed wiring boards) and the mounting, connectors, card cages, and all other hardware used in packaging a board.

According to Taylor, the group has an extremely important development task in designing reliable, high performance, quality systems. Some of those tasks are the formulation of Printed Wiring Board and backplane design rules, connector and cable selection, card cage design requirements, and the publication of a Packaging Design Guide.

The staff now includes Taylor, Vern Mattocks and Jerry Meyer, both packaging engineers. The level of their responsibilities is rapidly expanding, currently covering LDDD with plans to support SDDE in the near future. The group reports to Andy Darab, manager of CAD/CAM engineering.

FDP'ers are Julie Chiang, Phil Gregory, Lee Howell, Rick Morris, Susan Pasco, David Saul, Janet Long, and John Hoffman.

## Memorex announces development of 3680

Memorex has reinforced its commitment to the plug-compatible IBM 3380 marketplace by announcing that its equivalent disc drive, the Memorex 3680, is currently undergoing comprehensive testing at the Company's facilities here and will undergo further testing at customer sites in early 1983.

Clancy Spangle, chairman and chief executive officer, said, "Memorex is totally committed to the 3680 program. We will deliver a product which will be functionally equivalent to its IBM counterpart, while offering greatly improved performance and reliability through a variety of features."

In addition, versions of the 3680 family will be supplied for the OEM market. The vast amount of research and development time and resources which Memorex has invested in high-performance thin-film head and advanced media technology will be evident to all classes of users of the 3680 product line.

"Memorex will protect our users' data integrity," Spangle said, "by subjecting the 3680 subsystem to an extremely rigorous and comprehensive testing program. When this program is completed, we will then announce firm ship dates and prices."

The 3680 high-density disc drive incorporates Memorex-developed advanced thin-film read/write heads, and Memorex-developed advanced thick-substrate magnetic recording media. The 3680 has a storage capacity of 2.52 million bytes per drive. It utilizes count key data architecture with an average seek time of 16 milliseconds and an average latency of 8.3 milliseconds.

The 3680 attaches to the IBM 308X, 303X, 4341, and plug-compatible central processing units, via the Memorex 3683 disc control unit and 3888 subsystem controller. The Memorex 3683 will support an advanced version of the exclusive Memorex Intelligent Dual Interface (IDI). A proven feature of current Memorex products, IDI supports unrestricted simultaneous multiple read/write operations.

The physical design of the 3680 subsystem is similar in size to Memorex's current disc products and utilizes less overall floor space, including access space, than its IBM equivalent.

The Memorex 3888 Storage Controller is equivalent to the IBM 3880 Models 1, 2, and 3. The 3888's unique architecture permits it to be configured as Model 1, 2, or 3 with only a simple microcode change; no hardware changes will be needed. The 3888 will support an intermix of current Memorex products, such as the 3675, 3650, and 3652, as well as the 3680.

## Communications quality programs

continued from page 1

The post-war years following World War II found the U.S. committed to a policy of putting the Japanese economy back on its feet. The commander of the U.S. Occupation Forces in Japan, General Douglas MacArthur, obtained the services of Dr. Edward Deming from the United States to assist the Japanese in achieving improved levels of product quality.

Dr. Deming introduced statistical quality control to the Japanese, making a significant impact on the developing quality control science in Japan. Out of Dr. Deming's theories came a basis for the "quality circle" concept that was to emerge several years later. The success of the Americans in guiding the original Japanese quality circles to its present well-known status is nothing short of spectacular.

The motivational philosophy of quality circles supports the premise that people take more interest in their work if they're allowed to influence decisions concerning it. Increased interest and pride directly result in improved performance, better quality, and cost reductions when the person doing the work is recognized as an intelligent individual with the abilities and desire to participate in problem solving, the result of which benefits both the individual and the organization.

The quality circles comprise small groups of employees who meet voluntarily once a week to identify, analyze, and solve problems related to their particular type of work. Members of each group normally work in the same job or same area and share many of the same problems. With full support of management, the groups recommend solutions to the problems they have identified and, when possible, implement the solutions themselves.

Japan's reputation has changed radically since the implementation of quality circles there. With this as an example, it has become clear that an industry with the will to survive can no longer be satisfied with high-volume production alone; it must also turn out

products of high quality. As a consequence, an increasing number of American industries are paying closer attention to systematic quality control through the use of quality circles. The Communications Groups is one.

Started about 18 months ago by Henry Kilinski, staff engineer, the quality circle program in Communications now includes voluntary participation from almost 16% of employees. All participants are given eight to ten hours of training on the concept and how it works.

Quality circle groups in Communications include representatives from assembly, test, administration, finance, production control, test engineering, manufacturing, marketing, purchasing, quality control, and development engineering. Each group meets separately to concentrate on their particular problems.

Some of the issues they're currently wrestling with are: reducing noise levels; reducing costs through more efficient space allocation and better house-keeping habits; improving tracking methods; eliminating scrap; getting more accurate and up-to-date documentation of policies, procedures, and specifications; and designing better reporting systems.

One of the most positive results of the program has been enhanced communication between employees and management. Management has a better idea of what employees think and employees have a better idea of what management expects and why. Employees are beginning to realize that what they do, how they perform at every task, impacts the profitability of the Company, no matter how trivial the task seems. Consequently, the attitudes of all involved seem to be changing for the better.

"I think you can always get better at what you do," says Walker. "We have taken the time to listen to what people have to say, to give them the opportunity to express their opinions; because if it's their business, it's our business. We're all in this together."



"The difference between a good company and a great company is the caliber of its people," said David Jenkins, (acting) general manager of the Communications Group, at a recent luncheon held to honor certified quality circle members in Communications. Guests were presented with certificates acknowledging their participation in enhancing the quality of Memorex products and services. Clancy Spangle, chairman and chief executive officer, who also attended the luncheon, commended the Communications Group for "... leading the entire Corporate quality effort." The group honored at this third luncheon of its type for Communications Group quality circle members are, in alphabetical order: Maria Acosta, Kay Allen, Maria Alonso, Salvador Barragan, Alfredo Bercilla, Kate Blair, Carrie Brooks, Wendy Burns, Betty Cant, Karen Cordon, Pam Chit, Pat Cowman, Joe Donate, Gregory French, Kathy Girolami, Sue Gomez, Debbie Hinton, Mai Howard, Mary Jonston, Kim Kihyuk, Joseph Medeiros, Donna Minich, Gary Minton, Karen Murray, Mary Pebenito, Connie Pharr, Michele Pirich, Doris Posner, Domingo Rodriguez, Gregorio Rodriguez, Pristina Roquemore, Joan Ryan, Candido Samaniego, George Skeggs, Joan Toman, Ann Traynor, Rudy Villagomez, Grace Villareal, and Robert Wisner. Congratulations to all participants!

## Apologies to Harold Stanley

In the last issue of INTERCOM, we erroneously reported that Harold Stanley was a graduate of the University of Texas. Same state, wrong school. He has completed two years of graduate work at the University of Texas as a National Science Fellow, but holds his BS in natural science from Paul Quinn College in Waco, Texas—his hometown. Sorry about that, Harold.

# NEWSMAKERS

## Tovey joins Memorex OEM team

Dave Tovey has recently joined Memorex from Burroughs as OEM product manager, reporting to Barry Donahue, manager of OEM marketing. Tovey's most recent position with Burroughs was as product manager, peripherals, and technical support manager. Prior to these positions, he served as International sales manager.

In his new position with Memorex, Tovey will be responsible for the Burroughs OEM products. He holds a bachelor's degree with First Class Honors in electrical engineering from the University of Manchester, England.

## Cassidy joins RMCD manufacturing

Robert Cassidy has recently joined the Rigid Media and Components Division in the position of manufacturing test engineering manager, reporting to Al Matej, RMCD manufacturing engineering manager.

Cassidy was previously with Lomac Corporation, Signetics Corporation, and Monolithic Memories, where he served as test engineering manager, engineering services manager, and as a project engineer. Overall, Cassidy has over 20 years experience in electronics-related industries.

## Nelson promoted in SE

Dana Nelson has been promoted to the position of storage equipment technical support manager, reporting to Gene Sinks, product services manager.

Nelson originally joined Memorex in 1972 as a customer engineer in Denver. He subsequently moved to Dallas in 1974 as a territory supervisor. He was promoted to field manager for Greenwich, Connecticut, in 1976, then to branch manager of Connecticut in 1978.

Prior to joining Memorex, Nelson spent 6½ years in the U.S. Air Force as a communications repairman.

## Clemens appointed QA manager

Joe Clemens has joined Memorex as manager of quality assurance, reporting to Bob Milo, operations manager, Tucson/Nogales Operations.

Clemens comes to Memorex from the Scott Fetzer Company where he was vice president of manufacturing. He had previously served as manager of production and inventory control and director of quality control for Fetzer. Prior to joining Fetzer, Clemens was manager of quality control at Xerox Corporation.

He holds a BS degree in production management from the Rochester Institute of Technology.

## Street named MECA manager

Jules Street is the new manager of the Memorex Communications Architecture (MECA) program in the Communications Group reporting to George Everhart, manager of planning and program management.

Street comes to Memorex from Strategic Business Services Corporation where he served as vice president with primary responsibility for product development and marketing. Prior to that, he was with Digital Equipment Corporation as product manager in their Business Products Group.

He holds a BA in mathematics from Rensselaer Polytechnic Institute and an MBA from Boston University.

## Dunlap promoted in LDDD

Bill Dunlap has recently been promoted to the position of thin-film head manufacturing manager in the Large Disc Drive Division, reporting to Jack Osborne, manager of the Magnetic Recording Head program in the Division.

Dunlap joined Memorex in 1976 in the position of manager, thin-film head test and evaluation. Before that, he had been at IBM, Univac, and Honeywell since 1962. He holds a BS in Chemistry from Northwestern and has studied physics at the University of Pennsylvania.

## Badour moves up in PPD

Leonard Badour has been promoted to the position of product engineering manager in the Precision Plastics Division of Memorex located in Irvine, CA. In his new position, Badour will be reporting to Wayne Cunningham, vice president and general manager of the Division.

Badour has been an employee of PPD since 1976 and has held a variety of jobs in manufacturing and engineering, the most recent being senior product engineer in Product Engineering. He holds a BS in mechanical engineering from the General Motors Institute and an MBA from West Coast University which he acquired while employed at PPD.

## Paulk promoted in LDDD

Ron Paulk has been promoted to low mass manufacturing engineering manager in the Large Disc Drive Division, reporting to Jerry Julian, HDA/head manufacturing engineering manager in the Division.

Paulk has 3½ years of head manufacturing engineering experience at Memorex. Prior to that, he was with National Micronetics for 10 years working in various engineering and supervisory positions.

## Buerkle promoted in CTD sales

Jim Buerkle has been appointed product sales manager for the Computer Tape Division, reporting to Mike Skelton, marketing manager for the Division. Buerkle was most recently with the Consumer Products Division and the Professional Video Tape Division within Memorex. He was named Rookie of the Year and regional Area Manager of the Year while with those two groups, which he joined in 1978.

Prior to joining Memorex, Buerkle held a number of sales and marketing positions with Weyerhaeuser Corporation. He holds a BA in political science from Ohio Wesleyan University.

## Tarpey now OEM program manager

Vince Tarpey has been named OEM program manager for the Media Products Group, reporting to Tim Morrison, OEM sales manager. Tarpey joined Memorex in 1970 as a sales representative for media products and has held various management positions since then, including Detroit branch manager, regional manager, area manager, and senior account manager for OEM sales.

Prior to joining Memorex, Tarpey was a sales representative for Xerox Corporation. He holds a BS in economics from Mount St. Mary's College in Maryland and has studied advanced management at Syracuse University.

## Lyle joins Storage Equipment

Carl Lyle has joined Memorex in the position of product transfer operations manager, reporting to Bill Krehbiel, vice president of Storage Equipment Off-Site operations.

Lyle was most recently materials manager for the Telecommunications Division of Rolm Corporation and, prior to that, served as director of materials for Versatec and product manager for Acurex.

Lyle holds a BS in business administration from the College of Notre Dame and an MBA from the University of Santa Clara.

## Szabo heads technical libraries

Lynne Szabo has recently been promoted to the position of manager of the Technical Information Center reporting to Ian Graham, senior staff scientist in the Recording Technology Center. Joining Memorex in November of 1981, Szabo was the engineering librarian for the chemical and physics library in the Computer Tape Division until her recent promotion.

Prior to joining Memorex, Szabo was the district librarian for the Oak Grove School District serving the library needs for 22 schools. Before that, she was a librarian for the Santa Clara County Library and the Sunnyvale Public Library.

Szabo holds a master's degree in library science from Queen's College in New York and a BA in psychology and English from Grove City College in Pennsylvania.

## MAY/JUNE ANNIVERSARIES

### 20 YEARS

**Ethel Anderson, Consumer Products Division**

### 15 YEARS

**Trini Fabela, Flexible Disc Media Division**

**Naish Renella, Flexible Disc Media Division**

**Mercedes Lopez, Computer Tape Division**

**Billy Carter, Computer Tape Division**

**Roy Nelson, Consumer Products Division**

**Peggy Bridges, LDDD**

### 10 YEARS

**Dimitri Holban, Computer Tape Division**

**Carl Labmeier, Consumer Products Division**

**Billy Davis, Consumer Products Division**

**Robert White, Consumer Products Division**

**Eric Anderson, Precision Plastics Division**

**Grace Besies, RMCD-South**

**Elisa Finular, Corporate Staff**

**Luis Morales, Corporate Staff**

**Diane Webb, Corporate Staff**

**William Porth, Communications Group**

**Marie-Jeanne Malfait, Liege**

**George Evans, Corporate Technology**

**Carole LaFave, U.S. Equipment Sales & Service**



During the recent Burroughs' Board of Directors meeting held at Memorex, W. Michael Blumenthal, Burroughs' chairman and chief executive officer, took the opportunity to view a thin-film head through a microscope. Board members were taken on a tour of Memorex facilities during their visit here.

## WANTADS

**FOR SALE: '75 Plymouth Duster, V6, 70k miles, automatic, gold, good condition, \$1450. '76 Buick Skylark, V6, 90k miles, automatic, air, power steering, blue, good condition, \$1700. Call Ruben after 6 PM at (408) 738-2399.**

**FOR SALE: Plan your vacation now! North Shore condo, sleeps 9. All cleaning and linens provided. Reasonable. Call after 5 PM at (408) 257-9895.**

**FOR SALE: Mobile home in Morgan Hill, double wide, clean, excellent condition, recently remodeled, near transit to Memorex, \$35k. (408) 778-1513.**

**Are you a single parent? If so, please contact Diane Brazil at extension 7-3376 to assist with a special feature article on single-parenting.**

## INTERCOM

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