

INTERCOM

MEMOREX

A newspaper for Memorex people everywhere



Volume 20 Number 8 October 1982

Security of Memorex property is everyone's responsibility

The security of Memorex property and technological advances doesn't end with the security staff. It includes and requires the attention and participation of Memorex employees, as well. A case in point is the recent arrest of an ex-Memorex employee for the theft of proprietary information and property.

During an exit interview, a resigning development engineer requested a property pass to remove a large amount of "personal" belongings. The human resources representative conducting the exit interview had a feeling that such a large amount (10 to 12 boxes) of property might not all be personal. She alerted a manager in the engineer's department who checked the boxes as the engineer attempted to remove them from the building. Sure enough, her instincts were right. The engineer had included some highly proprietary documents in the boxes.

Security was notified immediately. Due to a subsequent investigation by security and the legal department, it was discovered that the engineer had probably removed even more proprietary documents prior to the final exit. The facts discovered during the investigation were turned over to the local authorities and they obtained a warrant for the search of the engineer's home, car, and his work area at his new place of employment.

Not only were stolen proprietary and confidential documents found, but some components, also highly proprietary and important to the success of some of our most important products, were also discovered.

Without the cooperative efforts of the human resources representative, the manager, the security staff, and the legal department, the chances of recovering our stolen property would have been slim indeed.

Depending on what is stolen and to what uses the stolen property are applied, theft of Company property and information affects all Memorex employees in greater costs and loss of leadership in the industry, and directly affects our ability to compete. It is up to all of us to make sure it doesn't happen.

According to John Blackburn, Memorex's plant protection manager, here are some of the things we can all do to protect ourselves and Memorex:

1. Be aware of the sensitivity of the material you're working with.
2. Ensure that people have a "need to know" before they have access to sensitive material. If they have no need to know, they have no business with the sensitive material.
3. If someone attempts to enter a building with no badge or with a phony badge, or if you observe someone in an area where they don't belong, report that to security immediately by calling Blackburn on extension 2490.
4. Don't be disgruntled if a security guard asks to see your badge or to check it closely to make sure it's yours. They're doing their job to protect all of us.
5. If you see anything suspicious going on, alert security immediately.

ERT is prepared for emergencies

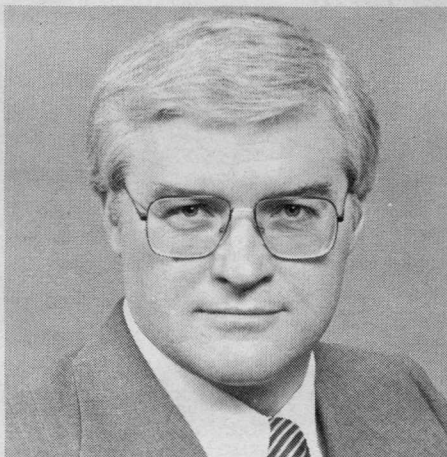
Are you your brother's/sister's keeper? Members of Memorex's Emergency Response Team (ERT) believe they are. According to John Walker, safety engineer, "We as individuals have a responsibility to help others on a day-to-day basis." The ERT takes that seriously, providing initial response and control at the scene of any emergency on Memorex Santa Clara property.

During the course of an emergency, ERT members have the ability and authority to direct:

- emergency care of the sick and injured
- first aid
- firefighting including containment (not structural)
- relocation or evacuation of people
- use of fire extinguishers, automatic sprinkler systems, and communications equipment.

On arrival of ambulance, fire, or law enforcement personnel, the ERT coordinates in first aid, cardiopulmonary resuscitation, how to use a fire extinguisher, evacuation techniques, hazard material handling, and spill control.

Their primary goal is to provide emergency services above and beyond the call of their regular duties at Memorex, wherein the safety of employees and ERT members has the highest priority.



John Mitcham

Mitcham named president of Communications

John Mitcham has been named president of the Communications Group, reporting to Dr. James Castle, Memorex's executive vice president. Mitcham joins Memorex following 17 years with Texas Instruments. Beginning in manufacturing for terminal products, he has held increasingly responsible management and general management positions at Texas Instruments.

In his new position with Memorex, Mitcham will have profit and loss responsibility for the Communications Group.

Mitcham holds a bachelor's degree in business administration from the University of Houston.

In case of any emergency, employees are required to dial extension 7-3333. That line is picked up by security, facilities, and the nurses' office. ERT members are summoned to the scene of the emergency at that time.

ERT members are all volunteers and include the following employees: Leonor Aanenson, Celia Alvarez, Dave Arnett, Sandra Ashabran, Rod Austin, Phil Ayers, Pat Berrito, John Blackburn, Andrea Bagner, Jon Brooks, Rasheeda Burrell, Ray Bursese, Al Callejo, Al Carter, Joe Castellanos, Roy Chadwick, Shaleen Cole, Frits Croes, Ryan Curtis, Ralph DeLange, Skip Dunbar, Einor Ekholm, Rudy Fens, Jean Galli, Irene Garcia, Amy Garza, Gene Gilman, Elmer Goings, Doreen Hawkins, Alfonso Hernandez,

continued on page 2

Tom Popek leads Computer Tape

Tom Popek has recently joined Memorex as vice president and general manager of the Computer Tape Division, reporting to Dick Martin, president of the Media Products Group.

Popek joins Memorex from Fairchild Camera and Instrument Corporation where he spent the past 15 years in a variety of domestic and international operations and general management positions. He has served as the general manager of Fairchild's Digital Products Division, CMOS Products Division, and the Latin American operations. In addition, he has held key positions in operating, marketing, and business planning within the European, Australian, and Hong Kong operations of Fairchild.

Popek holds a BS in chemical engineering from Newark College of Engineering and an MS in management from the Sloan School of Management at the Massachusetts Institute of Technology.



Tom Popek

Popek replaces Fred Koehler in the position. Koehler is now vice president, Burroughs Storage Equipment Programs, reporting to Dr. James Castle, Memorex's executive vice president. Koehler will be responsible for the Burroughs 659 and other Burroughs-related activities.

November 11 is Veteran's Day—a national holiday chosen to honor and thank veterans of military service. Many vets have risked their lives and limbs in defense of our freedoms. To all those men and women, we owe our sincere thanks.

Bryant new LDDD general manager

Jeff Bryant has been appointed vice president and general manager of the Large Disc Drive Division, reporting to Wade Meyercord, president of Storage Equipment Manufacturing and Development (SEM & D).

Bryant joins Memorex from IBM where he has held a variety of increasingly responsible management positions during the last 18 years. At IBM, he held management positions in data processing, methods and procedures, planning and scheduling, distribution, order processing, product management, and materials management, his most recent position.

Bryant holds a BS in industrial engineering from California State University at San Jose.

Bryant replaces Jack Kenney who had been fulfilling the assignment of general manager of LDDD in an acting position.



Jeff Bryant

Kenney has now been appointed manager of staff operations, also reporting to Meyercord.

Kenney replaces Howard Reed in that position. Reed now becomes operations support manager at the Tucson facility, reporting to Bob Milo, general manager of the Tucson/Nogales/Magdalena Operations.

Computer Tape qualifies as producer of highest quality

The Computer Tape Division has recently qualified as a certified producer of highest quality computer tape in a unique "Ship to Stock" program initiated by one of our largest OEM customers, a major manufacturer of mini-computers. The customer buys our tape with their label on each reel, then sells the tape to their own mini-computer customers.

As the first vendor to qualify in the program, the Computer Tape Division now ships tape to this mini-computer manufacturer who, in turn, places it directly in their warehouse, ready for shipment to their own customers. The final result is that our tapes are not required to be subjected to an in-coming quality inspection. To date, none of their other vendors has qualified, though several are now being evaluated.

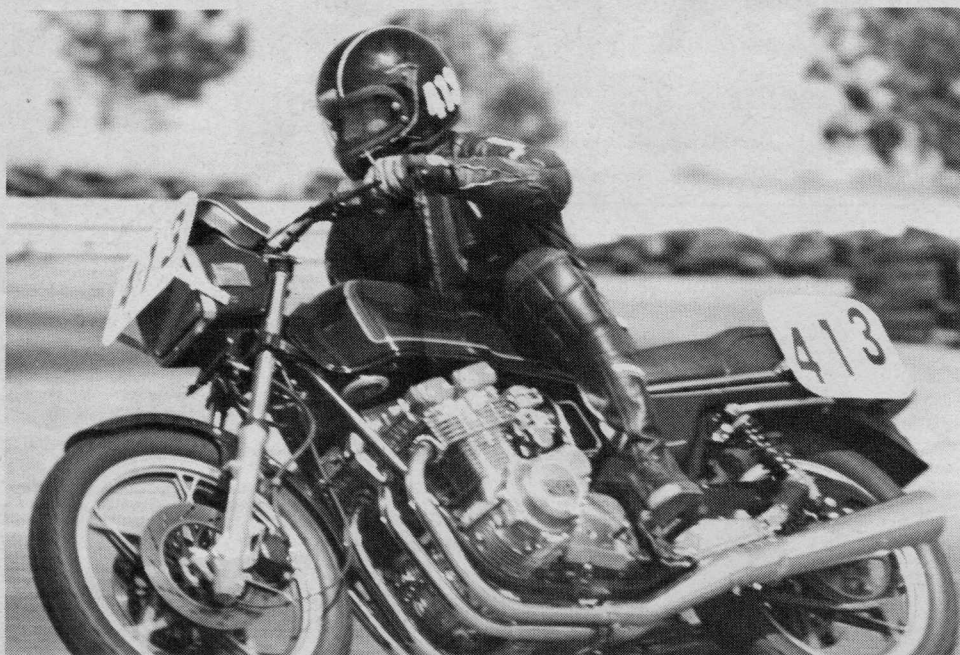
Following a critical inspection of CTD manufacturing processes, procedures,

and documentation, the customer provided a list of requirements which had to be met in order for CTD to qualify for ship-to-stock. Due to a concerted effort involving all employees from the In-Coming Inspection Department through the Shipping Department over a 2½-month period, CTD met all requirements.

Certain CTD employees played a major part in the success of the program. They are: Hung Luu, John Cabot, Fred Leuschner, Jack Hahn, Don Stellman, Duane Holt, Mike Galata, Ron Goff, Percy Williams, Mike Roberts, Art Anderson, Virginia Martinez, Bill Schilling, and Lori Anderson.

Due to this major customer's show of faith in our computer tapes, revenues from sales to them are expected to more than double within a year. This is an accomplishment of which all Computer Tape employees can be proud.

SPORTSTALK



Mike Swanson takes a curve with ease in a motorcycle race.

Memorex CE starts on wheels and ends up in the clouds

by Bill Davis

Mike Swanson, senior customer engineer in U.S. Equipment Sales and Services, started motorcycle riding from the ground up—literally. Swanson has been riding since his early teens when he got his first dirt bike. Three years ago, he started competing in motorcycle road racing at places like Laguna Seca, Sears Point Raceway, and Riverside—all in California.

Although he's considered a semi-pro, Swanson says he has no desire to turn pro. "I'm not looking forward to that, he says, "I think I'll stay where I'm at and just enjoy it."

Swanson finished second and third in separate races at Laguna Seca on August 29 and is looking forward to the next event at Sears Point.

By the way, Swanson has decided to elevate himself to a slightly higher plane. He has taken up skydiving despite his fear of heights. He took his first jump class in Antioch, CA, recently and says he feels more confident about skydiving than he does about motorcycle racing.

I'm sure he'll do well in both. Go for it, Mike!

Eau Claire archer sets records and feeds the family

An employee in the Eau Claire plant has set records hunting deer with bow and arrow. The employee is a woman, and a small woman at that, by the name of Mary Mussberger, a planner/scheduler for OEM products. Mary and her husband Don share a deep love for and a communion with nature and consider their hunting deer, rabbit, and partridge a means of putting food on the table.

Besides bow and arrow hunting, Mary also goes snow-mobiling, water skiing, trail riding on motorcycles, and white-water canoeing on Wisconsin rivers. In the winter, "when it's too cold to do anything else," she says she likes to create needlepoint and bake pies.

Mary has been featured in sports magazines for her record-setting kills of very large deer and is well-known among Wisconsin deer hunters. She has also hunted Elk, her first of which had to be carried seven miles up a mountain in Colorado.



Mary Mussberger

Mary has been with Memorex since 1970 when the plant first opened. One of the original 20 employees, she is now one of about 320 working for Memorex's Eau Claire facility.

Memorex Divoteers take on Westlake golfers at Laguna Seca

Golfers in the Westlake Division recently challenged the Memorex Divoteers to a Golf Challenge Match at the Laguna Seca Golf Course in Monterey, CA. All matches were played without handicaps.

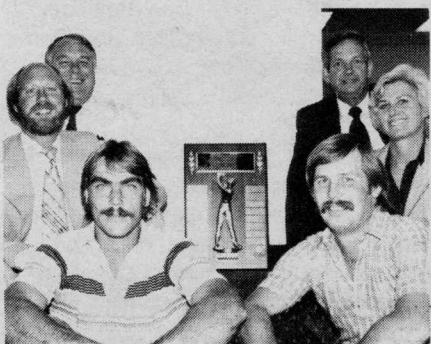
Westlake players were: Mark Yamauchi, Jim Colburn, Craig Hanson, Vic Suhajda, and John Guess, with one no-show. The Memorex team comprised Dick Pricer, Vern Johnson, Brad Baldinger, Chuck Anderson, Phyllis

Rankin, and Bob Bertram.

Baldinger played the low game of the day with a 73, followed closely by Chuck Anderson's 76. Three of the Westlake players shot rounds under 80 with Mark Yamauchi shooting a 76.

Except for the forfeit caused by the Westlake no-show, all matches were close with weather, play, and course conditions exceptional. According to all reports, participants had a great time and all are preparing to compete again next year. The Westlake team will really have to pour it on to take the trophy away from the winning Santa Clara Memorex Divoteers, who won the competition with a match total of 16½ points.

Memorex Divoteers are shown with the trophy they won at a recent Golf Challenge Match against a team from Westlake. Winners from the top down are, left: Dick Pricer, Vern Johnson, and Brad Baldinger. Top down, right are: Chuck Anderson, Phyllis Rankin, and Bob Bertram.



Robertson cited for outstanding job performance

Ted Robertson, a customer engineer working out of the Dallas branch, was recently presented with a Certificate of Appreciation by the Chilton Corporation, one of Memorex's largest Dallas-area customers, for "providing outstanding service and support."

The Certificate was presented to Robertson by Gordon Edgecomb, director of data processing for Chilton, and signed by Ron Woodall, vice president of data processing. Chilton Corporation is a service bureau for charge card users (retail outlets) and also offers check verification services. It is extremely important that Chilton's on-line system work properly and be "up" all the time. Robertson has been servicing the Chilton account for 1½ years.

In addition to his recent accomplishment, Robertson had also been named Employee of the Year in the Western area for 1981. He has been a customer engineer with Memorex since 1978.



Ted Robertson

Memorex signs new agreement with ParaData

Memorex has recently signed a master distribution agreement with ParaData International to distribute Memorex 5¼-inch and 8-inch rigid disc drives and other products to the OEM market throughout the United States.

Frank Buckley, president of ParaData International, said the agreement with Memorex "opens exciting new sales and service opportunities for the ParaData organization to offer the finest products in the market, with the commitment to excellence and support for which Memorex is known."

In announcing the agreement, Norman Petersen, Memorex vice president of OEM Storage Equipment, said, "Memorex is indeed fortunate to have the resources of ParaData's experienced distributor force representing Memorex."

ParaData International has representatives in 35 major U.S. cities and is represented by more than 350 experienced persons, 125 of whom are dedicated to the peripheral product lines.

ParaData will sell Memorex 5¼-inch and 8-inch rigid disc drives and will also perform field maintenance on the devices. Memorex products initially offered through ParaData also include a mini cartridge drive and a mini cartridge drive controller. Future Memorex products introduced for the OEM market will also be offered through the distributor network.

ERT members

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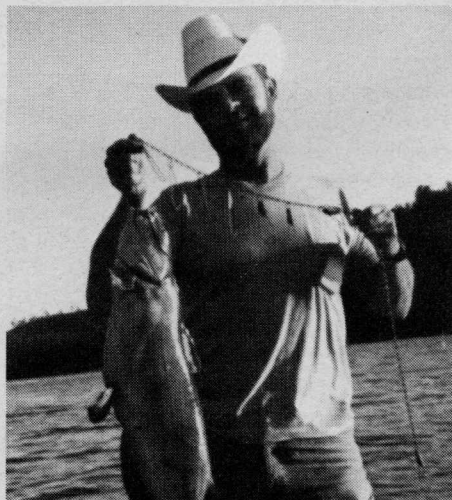
Richard Hinde, Brad Johnson, Patty Klein, Rodney Laas, Francisco Lujan, Malcolm MacCoy, Ruth Martinez, Anne Mattish, S.N. Medawar, Angie Medina, Rosemary Miguel, Gerald Miller, Victor Montez, Adele Muzzio, Robert Neumann, Marci Paulk, Tony Post, Karen Poutre', Don Ravey, Dave Salgado, Ken Schooler, Dennis Shiver, Debbie Skidmore, Marv St Claire, Bob Tempero, Linda Thompson, Lenora Tuttle, Christine Ulate, Mike Verdone, John Walker, Matt Webster, Jim Wright, Gina Wright, and Pasteur Yuen.

"Those who bring sunshine to the lives of others cannot keep it from themselves."

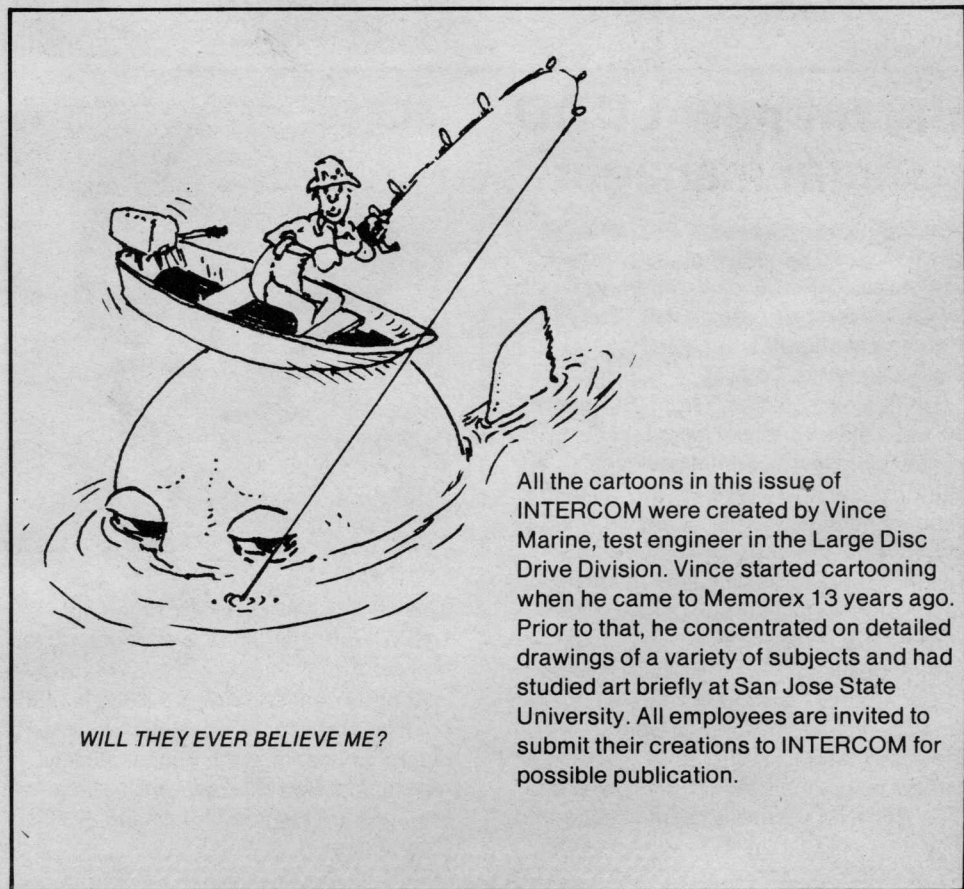
Sir James Barrie

Leuschner snags a big cat while trolling for bass

While trolling for bass at Clear Lake, California, Fred Leuschner, senior quality engineer in the Computer Tape Division, recently caught an 11 pound 14 ounce Catfish on an eight-pound line. At the time it was weighed in on September 10, it turned out to be the largest Catfish caught during the monthly derby and may win Leuschner a \$20 prize. Money aside, Leuschner says the honor would be nice, but the real reward came in catching and eating the fish.



Fred Leuschner



WILL THEY EVER BELIEVE ME?

All the cartoons in this issue of INTERCOM were created by Vince Marine, test engineer in the Large Disc Drive Division. Vince started cartooning when he came to Memorex 13 years ago. Prior to that, he concentrated on detailed drawings of a variety of subjects and had studied art briefly at San Jose State University. All employees are invited to submit their creations to INTERCOM for possible publication.

PPD employees at Lion Country Safari picnic

by Marjorie Swindle

The annual Precision Plastics Division picnic, sponsored by the Memorex Activities Group, was held recently at Lion Country Safari in Irvine, CA. Approximately 600 employees and family members attended, making this the largest turnout ever for a PPD MAG function.

Picnic tickets included admission to the park, a tour of the animal compound, special animal acts, and other attractions, as well as games and food provided in the PPD reserved picnic area.

Picnic activities featured volleyball, baseball, horseshoes, and a variety of other games for younger members of the families, as well as a bingo game with lots of prizes. According to all reports, everyone had a great time and there have been many requests to have next year's picnic at Lion Country Safari again.



Flo Woodruff, human resources specialist, makes friends with one of the Lion Country Safari staff members.



Daisy Phillips, payroll specialist, picks up her bingo prize.

Engineering team in LDDD solves persistent problem with HDA's



Ron and Marcie Paulk, seated, explain how they solved an HDA problem to Jeff Bryant, Peter Noto, and Cleayton Mills, standing left to right.

Marcie and Ron Paulk are a team in every sense of the word. A married couple who met at Memorex, the Paulks are both engineers in the Large Disc Drive Division who, together, recently solved a long-term recurring problem that has saved LDDD a large amount of money and a lot of rework.

Some of the HDA's manufactured in LDDD had been having intermittent operational problems and, sometimes, produced no output at all. Ron and Marcie decided to tackle the problem, both at home and at the office, until it was resolved.

Due to their persistent and patient investigation, they discovered the cause

of the problem. Because of that discovery, a number of HDA's with the problem will no longer require rework.

A group of managers, led by Jeff Bryant, vice president and general manager of LDDD, recently presented the Paulks with bonus awards for their contribution and a letter of thanks. The letter read in part, "Your concern and actions are an example for all of us to emulate as we face our daily tasks. Thank you for a job well done." The letter was signed by Bryant; Peter Noto, HDA/heads manufacturing manager; Cleayton Mills, quality assurance manager; and Bob Behlman, manufacturing manager.



Lynn Casillos, plant controller, delivered liquid refreshments to horseshoe players.



Water balloon tossing proved to be a popular, albeit wet, event.



With the temperature soaring to 95°, Pat DeKoning, secretary, and Terri Hagan, marketing and sales administrator, relaxed in the shade during the bingo game.

CTD quality program includes "Reel Spirit" and much more

The Computer Tape Division's quality program has been partially underway for two years via the "Reel Spirit" cost-reduction program which relies on the suggestions of employees to identify all types of problems. Implemented suggestions reap monetary rewards for employees.

With suggestions in the areas of cost-saving, quality improvement, or safer practices, some of the most recent winners are: Colin Barrie, James Bennett, Gus Blocher, Joseph Boyer, Jim Cranny, Vera Davis, Wayne Davis, Manfred Falk, Stanley Kelly, Lou DeLeersnyder, Rich Felton, James Ferenz, Joseph Gentile, Al Gutierrez, Clarence Hamm, Debra Henderson, Louise Hines, Mohammed Irshad, Anne Johnston, Otto Kralicek, Gaetano Marino, John Mendes, Joe Mendez, Marvin Morazan, Diane Pamanian, Frank Perez, Cresencio Rangel, Lena Salerno, Jack Sanders, Jerry Tappela, Doris Vasquez, Larry Williams, and Edith Wydra.

Wayne Davis, a maintenance technician in CTD, has had more suggestions implemented than any other CTD employee in recent months, leading the pack with 13 implemented suggestions since mid-June. His suggestions have fallen in all three categories of cost-saving, quality improvement, and safer practices.

In addition to the "Reel Spirit" program,

Computer Tape has identified general quality objectives including:

- improvement of product and system quality
- enhancement of employee and department effectiveness through more training
- improvement of quality systems' effectiveness
- more employee involvement in problem-solving activities
- reduction of costs and losses.

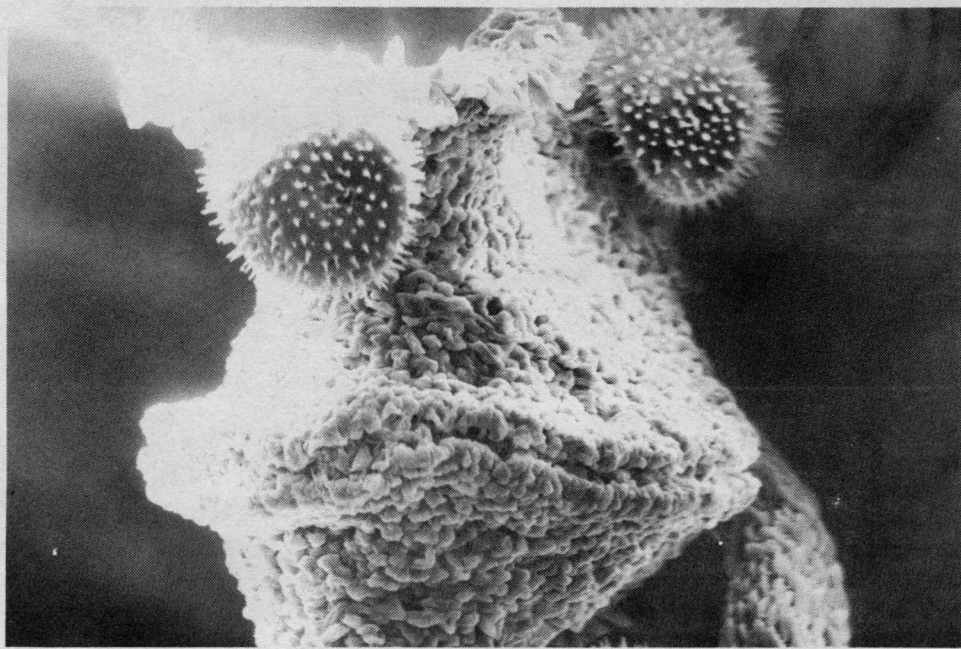
Some of the specific goals being addressed are:

- prevention of delivery of defective product
- reduction of number of customer returns
- reduction of out-of-specification tape
- meeting all committed shipping dates
- improvement of response time to customers
- project completion within projected time frames.

Each department within the Division has identified very specific goals with strategies and actions to be taken. Improvements in all areas of the plant have resulted. Specifically, tape defects have been dramatically reduced.

Because of the increase in quality, the Computer Tape Division has recently qualified in a major customer's ship-to-stock program. Details of that program can be found on page 1.

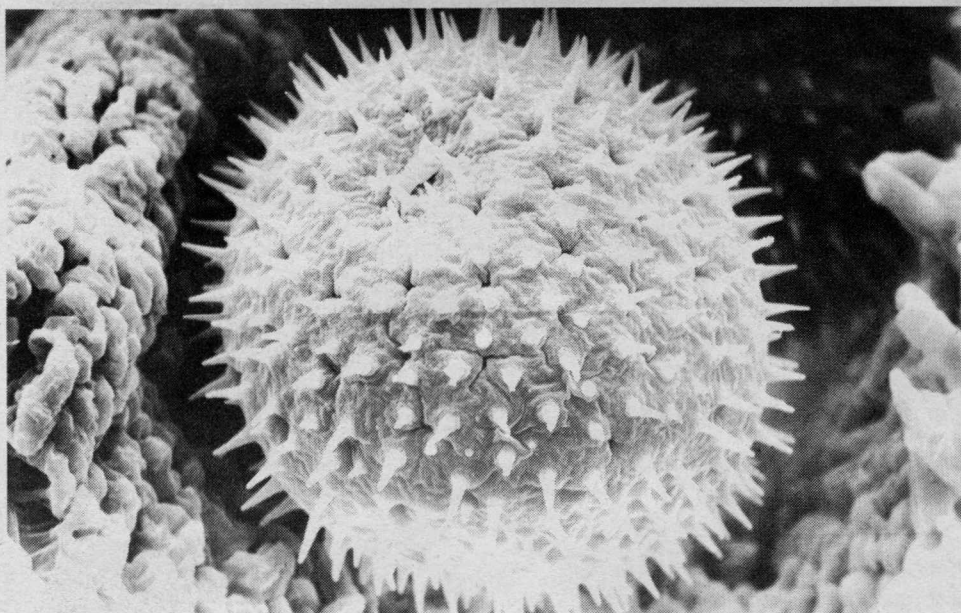
Scanning electron gives unique view



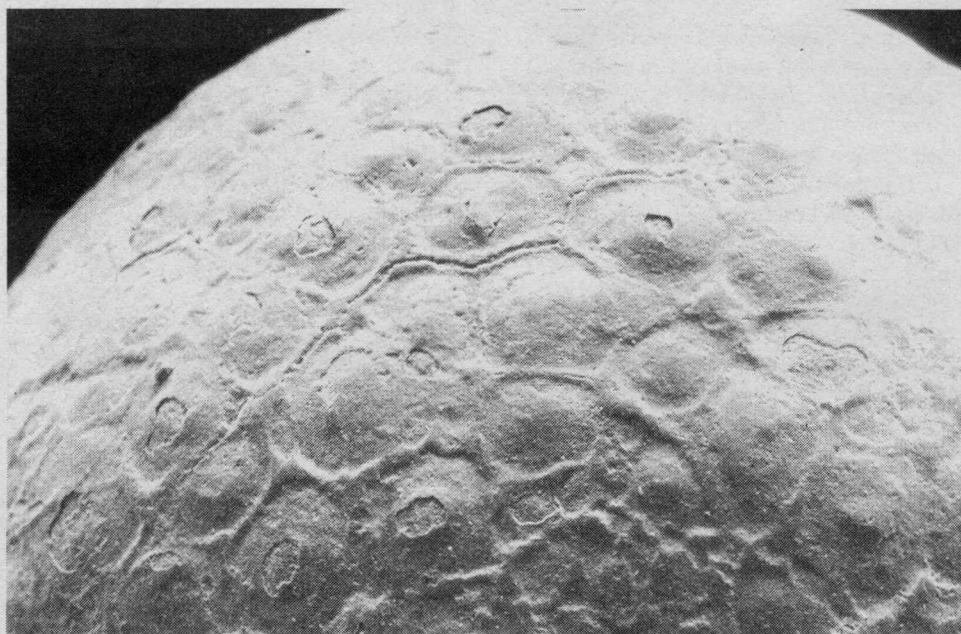
- (1) a. Miss Piggy's boyfriend
b. a disgruntled ex-employee
c. weed pollen



- (2) a. rear view of an armadillo
b. face of a spider
c. a punk rocker

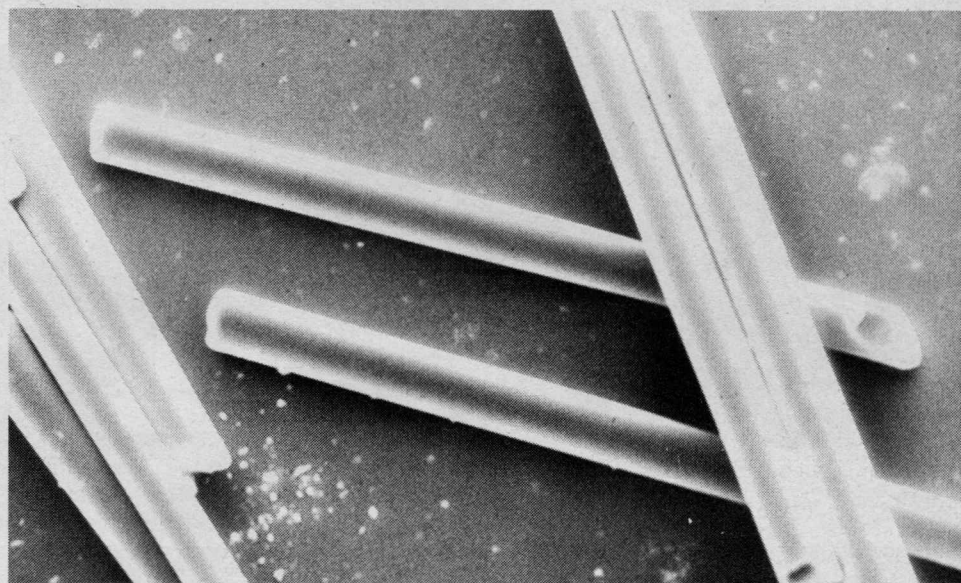


- (3) a. projectile bomb
b. pollen
c. miniscule jellyfish



- (4) a. surface of the moon
b. steel shot used for milling iron oxide
c. the back of Yul Brynner's head

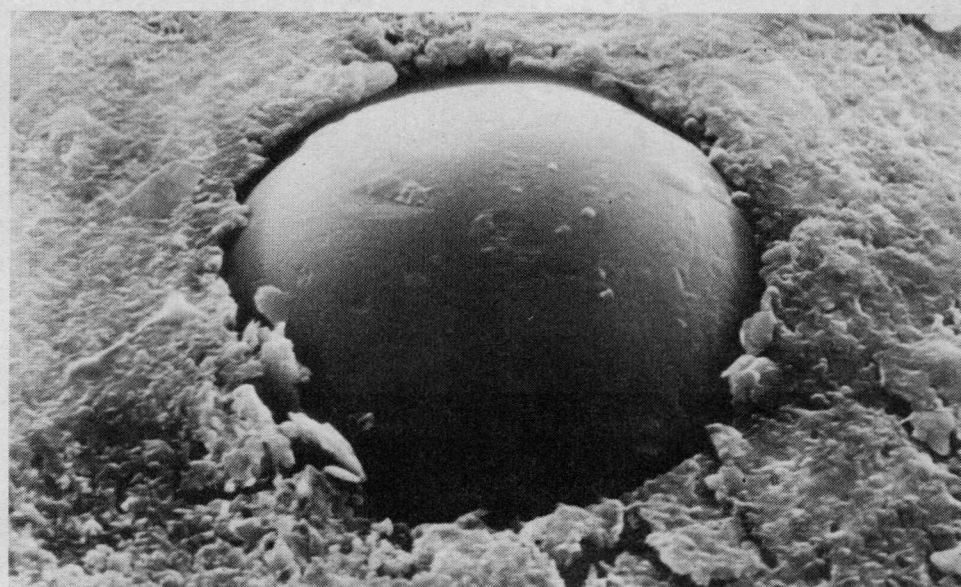
- (8) a. thistle
b. a Med Fly's foot
c. spider antenna



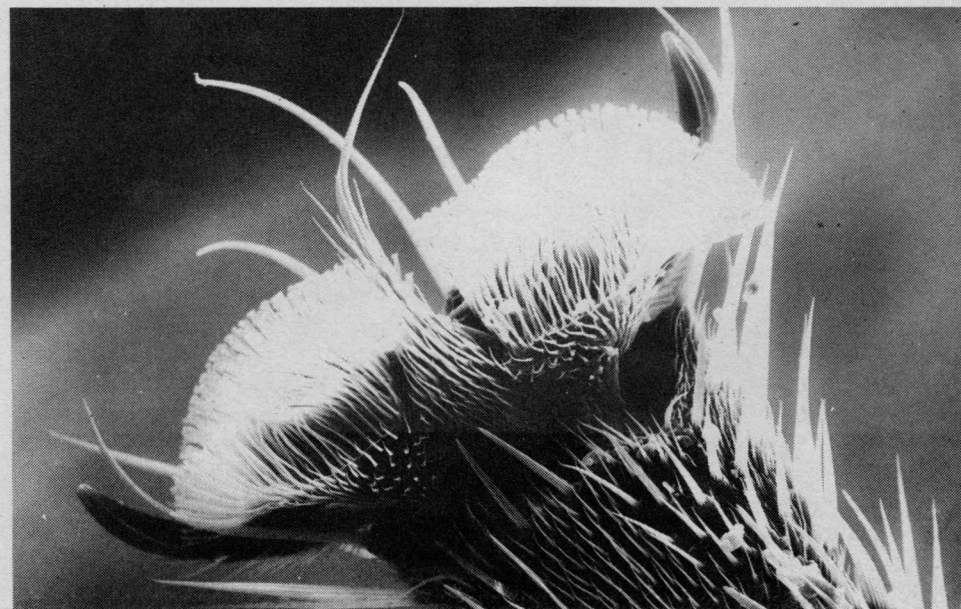
- (5) a. fiberglass rods
b. human hairs
c. minute laser tubes



- (6) a. spider eyes
b. salt
c. ferrite particles



- (7) a. a dropout on magnetic tape
b. an incubating spider egg
c. a bowling ball left on the beach



on microscope v of the world

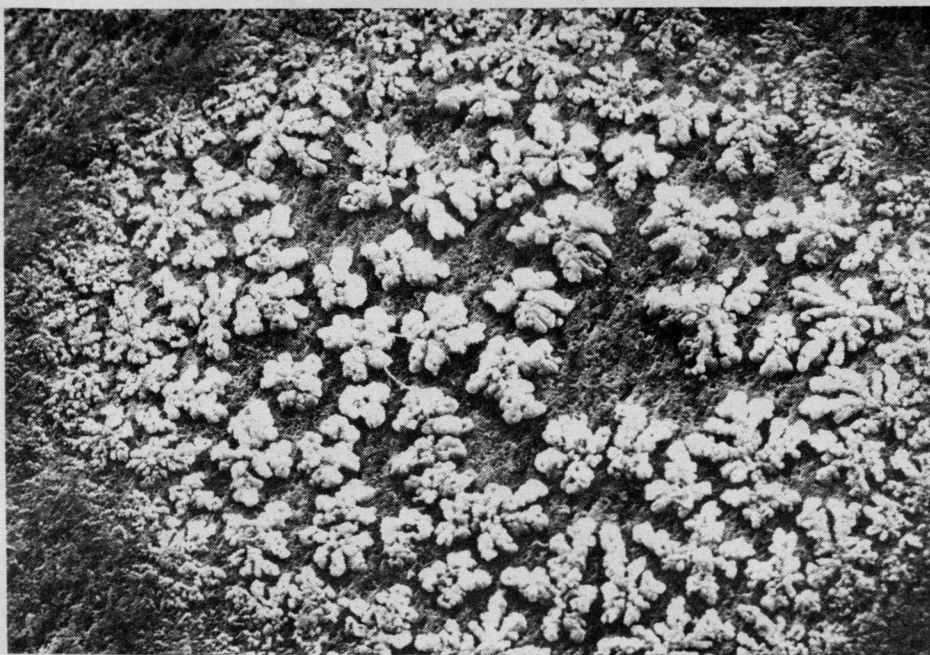
All the pictures shown here were taken with the AMR Scanning Electron Microscope located in the Computer Tape Building in Santa Clara. The scope can magnify up to 150,000 times original size in one shot.

The AMR works off surface reflection of the specimen being photographed, whereby the sample is intentionally excited by electron bombardment causing other electrons to be emitted, which are picked up by the electronics of the instrument then imaged on the screen.

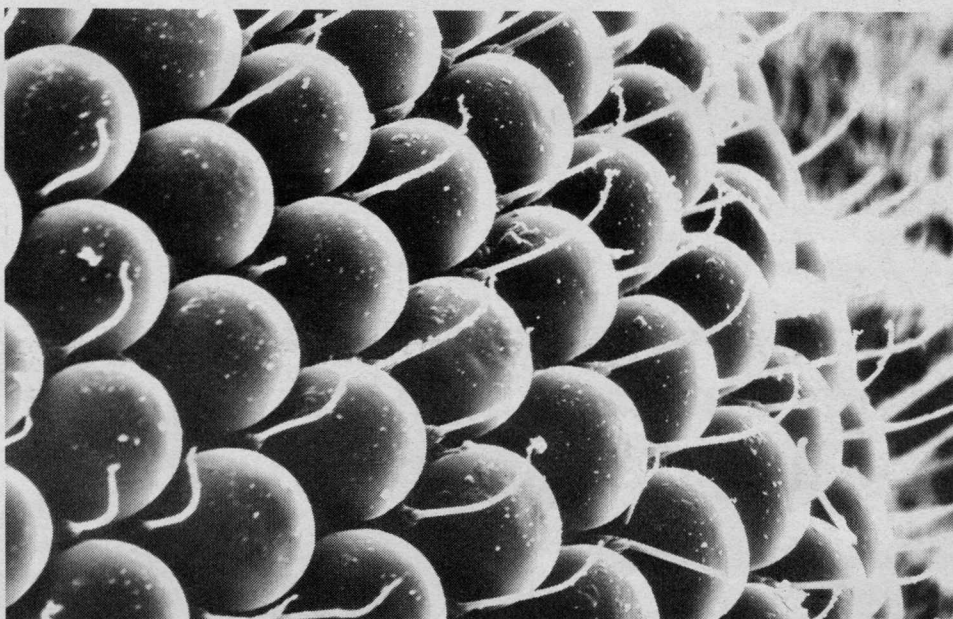
The instrument is used by all facilities of Memorex world-wide to examine any

number of things, including defects on products. Harry Shade, staff scientist, and Alfred Gutierrez, engineering associate, are the principal operators of the scope and are happy to explain how it works and show off some of its extraordinary results. Memorex employees may make an appointment to visit the lab by calling (408)987-1567

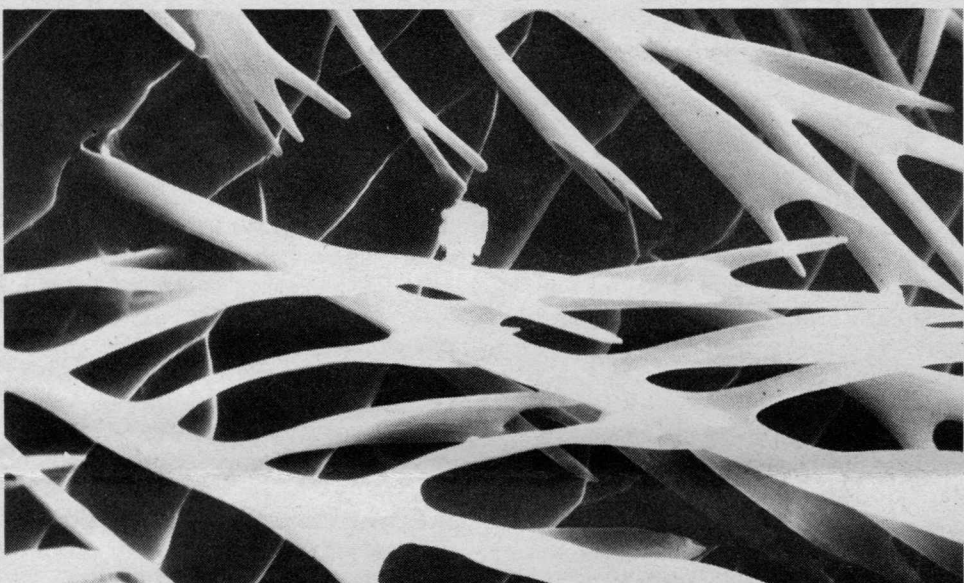
There are three choices under each photograph shown here. The correct answers are given on the back page.



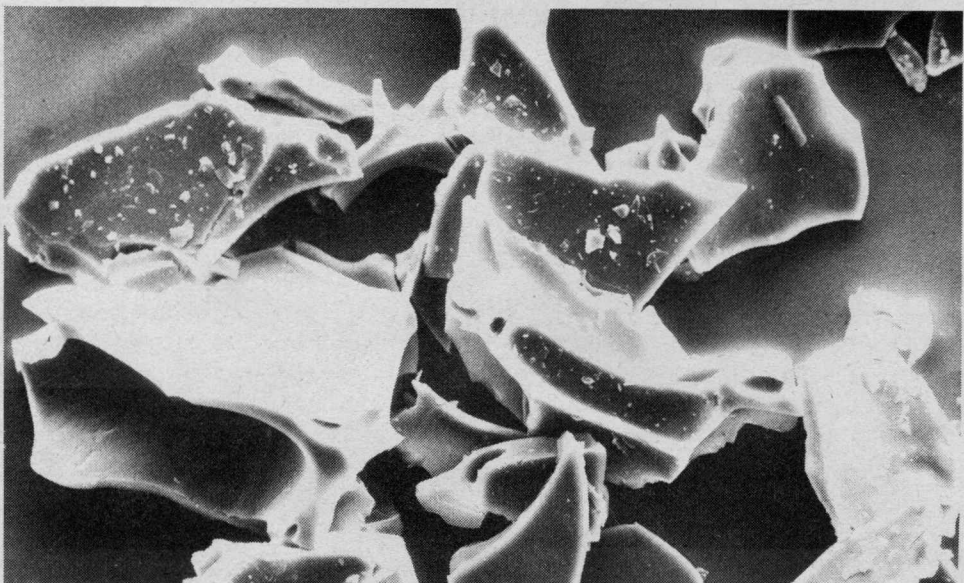
- (12) a. fungus growth on tape
b. fingerprint
c. paint particles



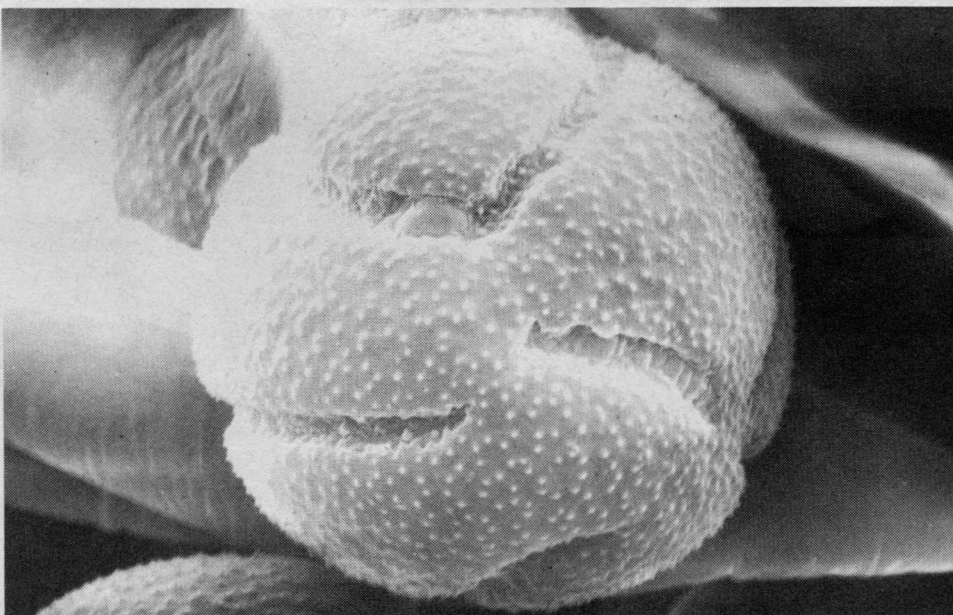
- (13) a. fruit of the loom
b. caviar
c. mosquito's eye



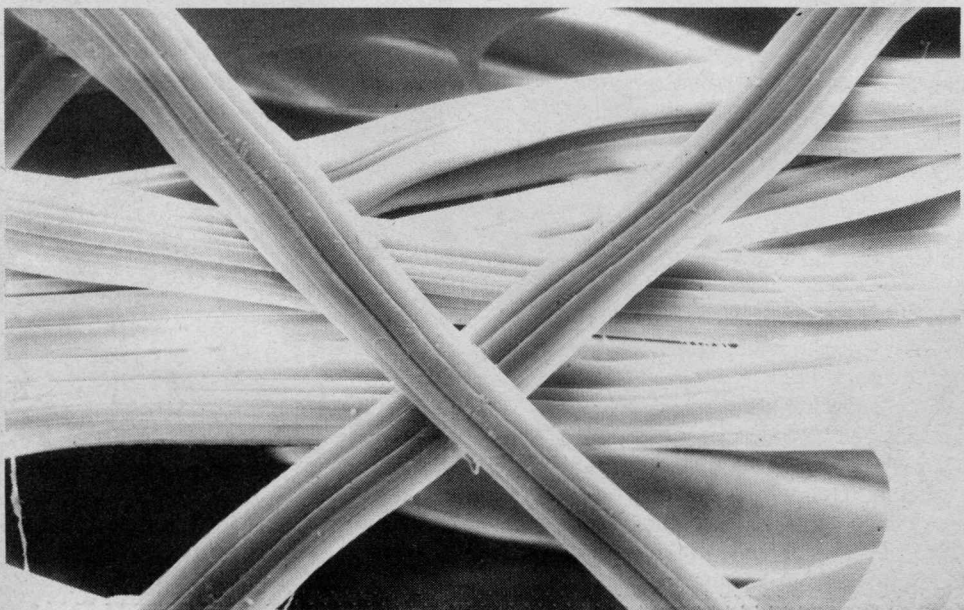
- (9) a. antlers in the treetops
b. hairs of a honeybee
c. albino kelp



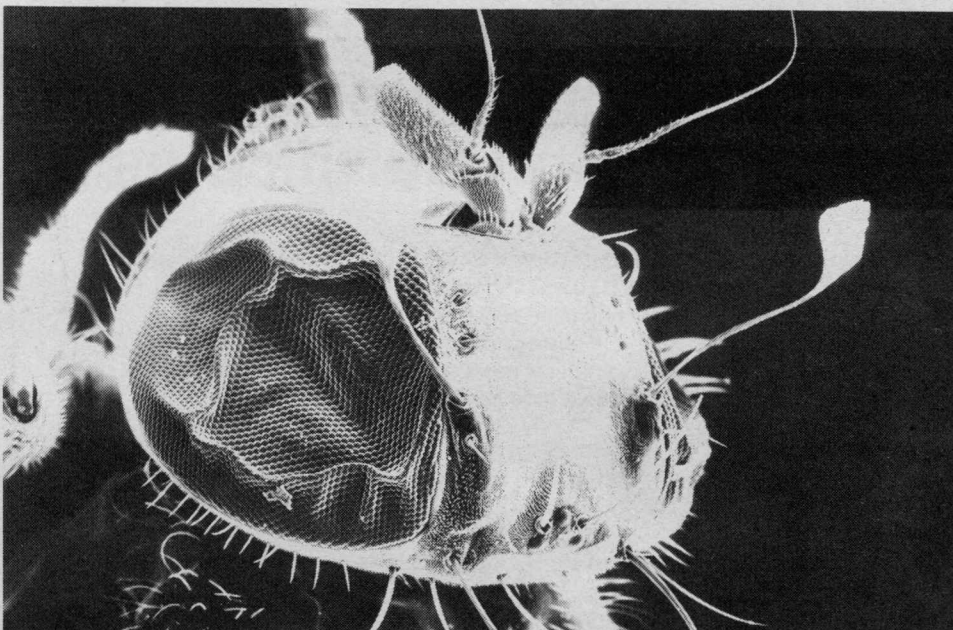
- (10) a. glass particles
b. peanut brittle
c. dust from Mt. St. Helens



- (14) a. a cricket's elbow
b. pollen
c. fish ganglia



- (11) a. taffy candy
b. fibers from flexible disc liner material
c. celery strings



- (15) a. one dead Med Fly
b. a wasp
c. Howard Cosell

MPG distributors attend new training class in Santa Clara

by Kerry Swanson, publications specialist

Twenty-nine Media Products Group (MPG) distributor representatives recently completed an extensive one-week Computer Media Product Training Course at the MPG Santa Clara, CA, education center.

These students, representing 13 Memorex U.S. and international distributors, attended the course to better understand the technical and marketing aspects of MPG computer tape rigid media, precision plastics, and flexible disc products. A comparison and analysis of Memorex products with competitive products was made during the course and manufacturing, care, and handling of each product was discussed.

MPG training specialist John Gercon, who presented the course, also covered compatibility and applications of media products with consumer data processing needs.

Managers from the Computer Tape Division (CTD), Rigid Media & Components Division (RMCD), Flexible Disc Media Division (FDMD), MPG Distributor Program, and the Advertising and Sales Promotion Department were on

hand throughout the week to discuss distributor issues and to answer any questions.

Student participation was encouraged throughout the class and videotapes and role-play techniques were used to present relevant knowledge and customer-oriented selling techniques.

Authorized Memorex MPG distributors represented at the course included H.S. Crocker Co.; Softel, Inc.; I.D.E.A., Inc.; Challenge Computer Co.; File Data Corp.; Arrow Computer Co.; Willamette Data Supply; Data Systems; Systems Media, Inc.; Compu Copy (Division of Butler Paper Co.); Wordmagdata Co.; International Memory Products; and the Utah-Idaho Supply Co. Also attending was Helen Chua of Singapore, David Shian-Chun Yu of Taiwan, and Humberto Nepote of Mexico, all representing Memorex International distributors.

MPG also holds two-day distributor field classes in various locations throughout the country each year. These courses are condensed versions of the week-long course held in Santa Clara.



Betsy DeVilbiss, seated, utilizes the secret weapon in Flex Disc's Telemarketing Program. Marilyn Gilman, standing left, is the program director. DeVilbiss, Jan Fichera, standing center, and Denna Johnson, right, support the program as telemarketing specialists.

Telemarketing program reaches prospective flex disc customers

by Kerry Swanson, publications specialist

A new Media Products Group department has evolved that's determined to reach out and touch the Memorex flexible disc market. So far, the Flexible Disc Media Division (FDMD) Telemarketing Program captures an average of \$20,000 a week in distributor purchase commitments by using their secret weapon—the telephone.

"We just passed the \$1 million mark in purchase commitments made since May," program director Marilyn Gilman said earlier this month.

The early goal of the Telemarketing Program was to find sales leads for flexible disc sales in conjunction with FDMD's recent 10 percent and 20 percent disc bonus promotions.

"So far, we've moved thousands of promotional flex discs and we're adding new distributors all the time," Gilman explained.

Until July, the program was staffed only by Gilman. Her efforts were recently tripled with the addition of three telemarketing specialists—Denna Johnson, Betsy DeVilbiss, and Jan Fichera—to boost the program's results.

Telemarketing, which combines telecommunications with sales techniques, is quickly gaining popularity throughout the country, according to Gilman. As travel expenses skyrocket, in-person sales calls become more impractical and many

companies have turned to the telephone to reach their marketplaces.

"You can make five times as many sales calls by phone than with in-person visits," Gilman estimated. "The average in-person sales call these days costs about \$200 per visit."

To boost FDMD's 10% and 20% flexible disc bonus promotions, telemarketing specialists qualify sales leads on the phone and direct prospects to the appropriate MPG sales representative or distributor. The Telemarketing Program staff also follows up on each lead two weeks later, keeps detailed records of each lead's response and purchase amount, and measures the response to MPG advertising and promotions.

These tasks are not done by "just picking up the phone," notes Gilman. Telemarketing goals are set and each call is carefully planned and organized. Specialists keep a thorough outline, called a "prompter," of all information to be discussed and questions to be asked during a call.

Through contact with the program, some Memorex distributors have been encouraged to set up their own telemarketing programs. The staff regularly gets requests from distributors for organizational information for their own telemarketing efforts, according to Gilman.

Penny Bruce wins U.S. Juvenile Highland Dancing championship

Many Memorex employees are extraordinary individuals and, in some cases, parents of extraordinary children. Bill Bruce, OEM major accounts manager, is the very proud father of the United States Juvenile Highland Dancing Champion, 12-year-old Penny Bruce.

Placing fifth in the competition last year, Penny walked away with the crown this year and has won many other Highland Dancing championships.

The very athletic dance form requires superior physical ability and precision. "If you misplace your foot by one inch, you lose five points," says Penny, who has been involved in Highland Dancing for the last four years under the tutelage of Norine Vujovich, owner of the San Jose School of Highland Dancing.

A recent injury called "Fever's Disease," which normally occurs in children who play soccer and football, kept Penny off her feet for a few weeks. Since she uses her heels to support her entire body while the weight is placed on the balls of her feet, the injury was a critical one to her future in dance. However, after a brief recovery period, she's back at it and preparing for the World Championships in Scotland in 1984. She hopes to beat out the Scottish and Canadian competition for the world title in the 15-and-under category.



Penny's other interests include ballet, tennis, gymnastics, and reading mysteries. In the future, Penny would like to teach dance and be a tax attorney because, "They make a lot of money," she says.

Penny gets straight A's at St. Leo's School in San Jose. With all her physical and mental prowess, no wonder Bill is so proud of her.

Credit Union offers high yield Money Market Certificates

The Memorex Employees' Federal Credit Union is now offering high yield Money Market Certificates of Deposit. To qualify, you must deposit a minimum of \$10,000 for 182 days. Depositors will enjoy the safety and convenience of the Credit Union along with the rates equal to the current 26-week Treasury Bill rate.

Also available are the following new rates on Certificates of Deposit for members who have \$1,000 or more to invest for a minimum amount of time:

Minimum Deposit	Annual Rate	Effective Annual Rate	Term
\$1,000	9%	9.38%	Optional 6 to 24 months
\$2,000	10%	10.47%	Optional 6 to 18 months
\$5,000	12%	12.68%	Optional 6 to 12 months

It is not necessary to be a member of the Credit Union in order to take advantage of these Certificates. Call (408)987-1122 or stop by the Credit Union for current rates and details on these programs and other special high-yield investments that offer tax-saving opportunities.

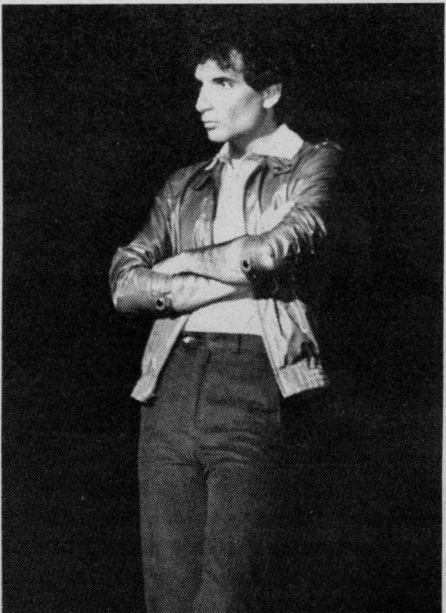
Van Cleave stars in fund-raiser for MD charity

Richard Van Cleave, a statistical clerk in the Communications Group, recently appeared in "Fashion Fusion," a multimedia show featuring local Santa Clara County actors, singers, dancers, and models.

The group presented a history of fashion starting with Adam and Eve and going up to the present. Included were brief scenarios of hypothetical and real events throughout history, a slide show, music from Broadway shows, and a fashion show featuring the latest fashions of today.

"Fashion Fusion," a fund-raiser for the Muscular Dystrophy Association, ran for one week at the Old Town Theater in Los Gatos. Much of the talent was professional, but all participants donated their time for the worthy cause.

Van Cleave presented a dynamic portrayal of Odysseus, a Greek God and king in Greek mythology known for his cunning.



Richard Van Cleave

Rodriguez solves sticky problem—receives award

Domingo Rodriguez, a systems technician in the Communications Group, was minding his own business at work one day recently. At his task of reworking defective display stations, Rodriguez had been tasked to correct whatever was causing the image on the CRT's to be too narrow.

Snooping around, he noticed a problem in a tube which was connected to a socket. Realizing that the situation needed correcting, he examined the socket very closely and suspected that some of the contacts were a bit too large. Although he was not certain, because the problem had not arisen previously, Rodriguez mentioned the situation and his diagnosis at the next morning's employee meeting.

After some investigation, it was determined that he was absolutely correct.



Domingo Rodriguez
Because of his discovery of the problem, he saved the Group a substantial amount of rework and money.
For his quality awareness and attitude, Rodriguez was recently presented a bonus award and a Memorex pen by Bill Walker, quality assurance manager, at an employee's meeting.

LDDD produces training films for employees

by Joan Valdes, training specialist

"Building 10: The Building of Excellence," a 35-minute color videotape, is currently being shown to the employees of the Large Disc Drive Division. Human Resources is also showing it to all new employees as part of new-hire orientation.

The videotape presents an overview of the major LDDD products and the division's organizational structure. It also highlights the assembly process of a disc drive, showing such operations as the soldering of the minute wires on a head-slider assembly and the automatic component insertion onto a PCB.

The purpose of the tape is not only to inform the viewers of the products, the organizational structure, and the manufacturing process, but also to present the idea that every part of the assembly process is important and that all employees contribute to the making of a quality product.

The videotape is the first of a series to increase employee awareness of the division's operation and LDDD products. A second tape, devoted to the high technology aspects of Memorex disc drive products, is now in production.

One group, the PCB unit, has instituted a tour of the plant for all PCB employees to accompany the showing of the videotape. The response has been extremely positive, according to Steve McDermott, PCB production manager, who conducts the tours. Assembly workers now know what the PCBs they make are used for. This knowledge has increased their pride in their work and, as a result, the quality of their workmanship, claims McDermott.

The videotape was produced by Training Specialists Jeff Paris and Joan Valdes. It is available in both the 1/2-inch and 3/4-inch formats. Viewings may be scheduled by Memorex managers to show their groups by calling (408)987-2991 or (408)987-2532.



Donna Mae Ellison

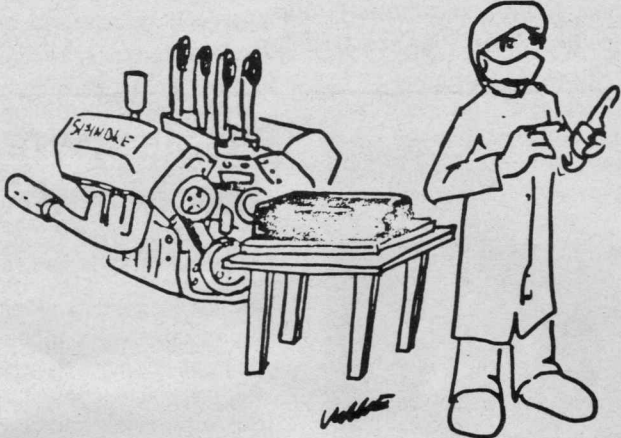
Memorex donates scholarship for mature women

The Los Gatos Business and Professional Women's Club in Los Gatos, CA is an organization that, in keeping with its ideals of elevating standards for women and extending opportunities to women pursuing an education, offers the Ruth Comfort Mitchell Young Scholarship Award to a mature female registered in the West Valley College Re-Entry Program.

Memorex Corporation has donated to that scholarship program in order to support the goals of the Club. The recipient of Memorex's Scholarship Award this year is Donna Mae Ellison, mother of two grown children, whose long-term career goals include developing computer programs related to music. According to Mrs. Ellison, her programs would serve musicians, choral directors, the media, publishers, and large music distributors.

Mrs. Ellison has given much of her time in volunteering, including being a companion to a cancer patient until that person's death, playing the organ for churches, visiting rest homes, and providing company for underprivileged and elderly hospital patients.

Rose Toledo, senior human resources specialist in the Communications Group, is a member of the Los Gatos Business and Professional Women's Club and the person who brought the Scholarship Award to the attention of Memorex Corporation. The Award had previously been given to young women high school graduates. Due to Rose Toledo's efforts, the Award is now also given to mature women re-entering the work force.



I THINK I'VE FOUND A SOLUTION TO THE SPINDLE TORQUE PROBLEM.



JUST WHEN I GET ONE FLYING REALLY WELL, IT WHACKS AGAINST THE FAR WALL AND THEN IT'S NO GOOD FOR ANYTHING.



ANY INANIMATE OBJECT, REGARDLESS OF ITS POSITION OR CONFIGURATION, MAY BE EXPECTED TO PERFORM AT ANY TIME IN A TOTALLY UNEXPECTED MANNER FOR REASONS THAT ARE ENTIRELY OBSCURE AND COMPLETELY MYSTERIOUS.

A LETTER OF COMMENDATION

The letter below was recently sent to Bill Koenig, regional branch manager in McLean, Virginia, from an official in the U.S. Department of Justice commending three Memorex employees for excellent performance. As a result, Clancy Spangle, Memorex's president, sent a memo to those three employees, stating in part, "I want to join Mr. Deterding and extend my congratulations to you for helping make this performance possible. Many customers are quick to complain when there is some fault in performance, but it takes an outstanding effort to generate enough enthusiasm in a customer to write a letter of commendation. We appreciate the contribution you have made."

Dear Mr. Koenig:

I wish to congratulate you and your staff for making our data center a glowing example of what can be achieved when both the vendor and a government agency cooperate in achieving excellence. The following statement was inserted into my status report to George S. Vaveris, Computer Technology and Telecommunications Staff (CTTS), who in turn inserted the same statement in his status report to Kevin D. Rooney, Assistant Attorney General for Administration.

"The most recent monthly report from the Reliability Plus national data base reflects that for the month of July our Memorex 3330-II type disk drives were the best performing group of Memorex drives of the 1380 units on the data base. While the "average" drive delivered 8.025 million seeks per hard fail, our drives delivered 92.799 million seeks per hard fail. This performance placed us in second position out of 271 sites when all manufacturers were considered."

This was not the first occasion that I have appraised my management of the outstanding performance that your firm is providing for our data center. I know that this level of continued support is not the effort of a single individual, but of a coordinated team. Please pass on my thanks to Ralph Morrison, our account representative, Carl Stalker who has been most responsive when significant problems arose, and especially to Rick Barg, our resident field engineer. Rick's understanding, dedication and concern for our goal in providing reliable service for our customers has been of cardinal importance in achieving the results which reflect so positively upon your firm's capabilities.

I look forward to a continued effective working relationship with Memorex.

William Deterding, Assistant Director
Justice Computer Service
Computer Technology and Telecommunications Staff
Office of Information Technology
Justice Management Division

NEWSMAKERS

Mowry promoted at PPD

Herman Mowry has recently been promoted from supervisor to shop operations manager in the Precision Plastics Division, reporting to Roy Straight, manufacturing manager. Mowry joined the Company in 1975. Prior to that he had been with the W. S. Shamban Company and the Romalite Company, both in Southern California. Mowry attended Cerritos College.

King in MPG marketing

David S. King has been appointed marketing manager for the Media Products Group Flexible Disc Media Division. King will report directly to vice president and general manager Brendan Staveley and will have full responsibility for the division's marketing activities.

King comes to Memorex from MicroPro International Corporation where he was director of marketing communications. King holds a B.S. degree in marketing management from Oregon State University.

Sinette promoted at Eau Claire

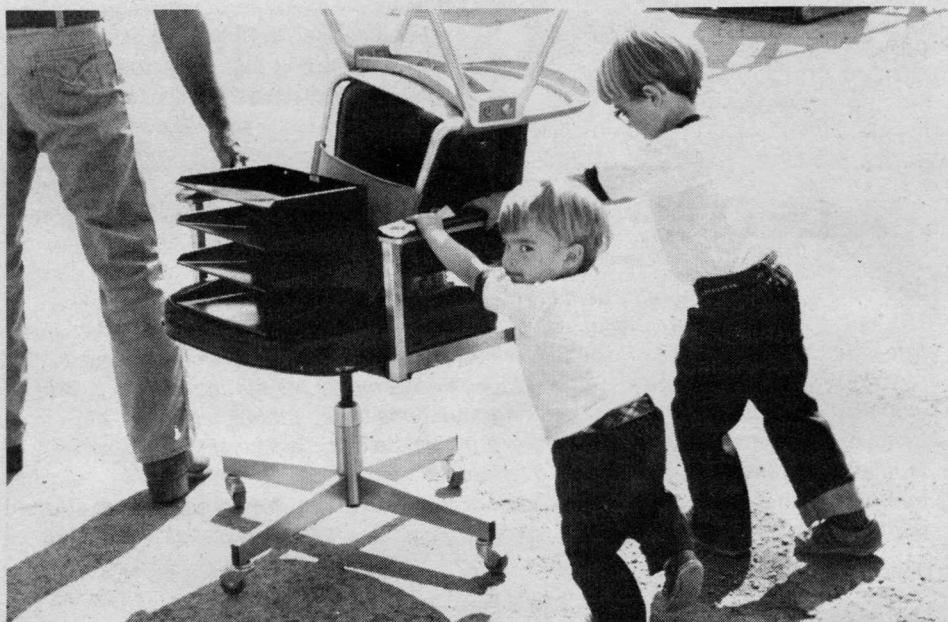
Dave Sinette has been promoted to the position of management information systems manager in the Eau Claire facility, reporting to John Turk, plant manager. Sinette joined Memorex in 1980 as an analyst programmer. He holds a bachelor's degree in business administration with an emphasis on information systems from the University of Wisconsin in Eau Claire.

Stradling moves up at PPD

Nelson Stradling has been appointed to the position of manufacturing engineering manager in the Precision Plastics Division, reporting to Roy Straight, manufacturing manager. A Memorex employee since 1973, Stradling has held increasingly responsible manufacturing and engineering positions including his most recent position of senior manufacturing engineer. Prior to joining Memorex, he had been a production engineer with Honeywell Information Systems. Stradling holds a recently acquired BS degree in business administration from the University of the Redlands.

Memorex Flea Market turns out profitable and fun for crowds

The Memorex Flea Market, held recently at Memorex in Santa Clara, was a smashing success. Coordinated through the joint efforts of the Memorex Activities Group and the Asset Recovery Store, the event proved highly profitable for people who came to sell their "white elephants"; for the Asset Recovery Store who sold nuts, bolts, desks, chairs, and a large assortment of miscellaneous items; and for the Memorex Activities Group, who sold hot dogs and sodas and provided assistance all around.



Helping Daddy.



Julie Shear, left, and Maureen McSweeney coordinated the first Memorex Flea Market.

OCTOBER ANNIVERSARIES

15 YEARS

John Newman, Recording Technology Center
Alfred Hochberger, Rigid Media and Components Division
Frank Toledo, Computer Tape Division

10 YEARS

Lindelof Hennin, Communications Group
Lucher Crumpler, Computer Tape Division
Ann Hilchey, U.S. Equipment Sales and Service
Charlene White, U.S. Equipment Sales and Service
Karl Bostelman, U.S. Equipment Sales and Service
Walter Kluga, Jr., U.S. Equipment Sales and Service
Judy Larkins, Computer Tape Division
Kevin Lecznar, U.S. Equipment Sales and Service
Mary Medford, Corporate Staff
Dana Nelson, U.S. Equipment Sales and Service
Thomas Royster, Corporate Staff
Janet Feeney, Eau Claire
Theodore Cooper, Communications Group
Abdul Rydhan, Communications Group
John DeLeo, U.S. Equipment Sales and Service
Sandy Youngman, Planning and Program Management
Bonnie Rochester, Large Disc Drive Division
Lee Gomez, Communications Group
Carl Reno, Precision Plastics Division



Lucy Velez vends bicycle flags.



This lady offered good deals on everything but the kitchen sink. Even the car was for sale.

"Salespersons of the Month" named in OEM contest

Earlier this year, the Memorex OEM organization announced a 1982 sales contest, "Explore New Horizons/Set New Records." The contest, based on developing new accounts, establishes what constitutes a new account and includes various prizes and awards, not the least of which is "Salesperson of the Month."

Winners of the "Salesperson of the Month" awards have been Mike Henry for February, John McMahon for April, and Bob Rafalovich for the month of May. No salespeople qualified for the award for the months of March, June, or July, and the results are not yet in for August and September.

Dick Promen, vice president of sales for North America OEM equipment, has great hopes that new pricing will change the trend and that there will be many candidates for each month's award for the remainder of the year.

Quota leaders in the OEM sales force this year are: Bob Rafalovich, Western Region; Werner Korfmann, West Germany; Dan Reiter, Central Region; George Campbell, Western Region; and Geoff Bowen, United Kingdom.

WANTADS

FOR SALE: G.E. refrigerator, 20 cubic feet, green, automatic icemaker, excellent condition. \$150. Call Jan at (408)629-5129.

FOR SALE: Sofa, 8 foot floral, excellent condition. \$150. Call Jan at (408)629-5129.

WANTED: IBM self-correcting typewriter. Call (408)263-2278.

FOR SALE: Two boy's 20" bikes, both very good condition. One MX style with mag wheels and heavy duty fork, \$55. Other has new paint job, \$40. Call Ray at (408)225-5773.

ANSWERS

- (1) c. weed pollen
- (2) b. face of a spider
- (3) b. pollen
- (4) b. steel shot used for milling iron oxide
- (5) a. fiberglass rods
- (6) c. ferrite particles
- (7) a. a dropout on magnetic tape
- (8) b. a Med Fly's foot
- (9) b. Hairs of a honeybee
- (10) c. dust from Mt. St. Helen's
- (11) b. fibers from flexible disc liner material
- (12) b. fingerprint
- (13) c. a mosquito's eye
- (14) b. pollen
- (15) a. one dead Med Fly

Editor, Diane Brazil
Graphic Designer, April Bishop
Intercom is published by the
Corporate Public Relations Dept.
San Tomas at Central Expressway,
Santa Clara, California 95052
Mail Stop 12-39,
Telephone: (408)987-3376
Telex: 334-492
Memorex Corporation is a free-standing
subsidiary of Burroughs Corporation.