

# INTERCOM

## MEMOREX

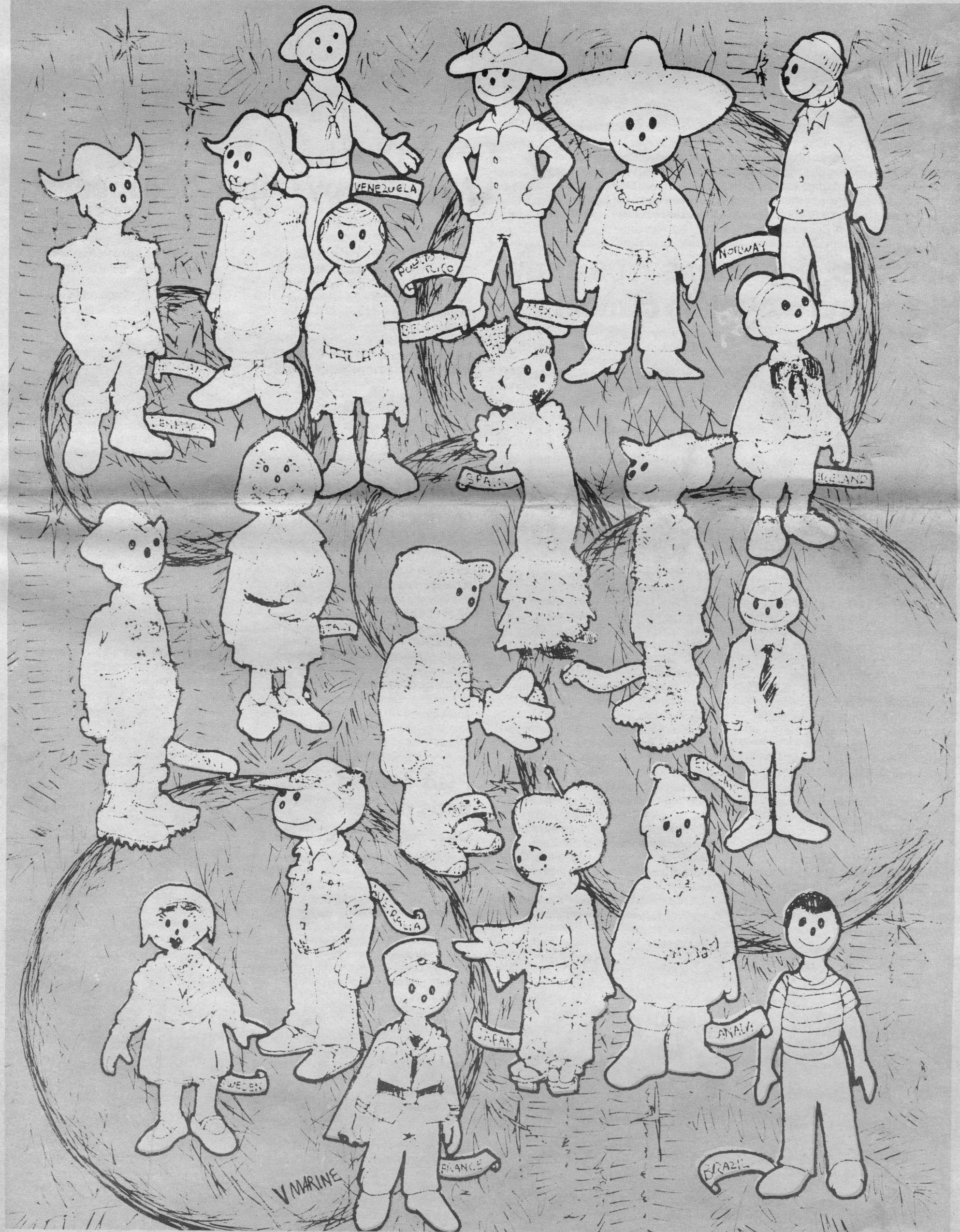
A newspaper for Memorex people everywhere

THE COMPUTER HISTORY MUSEUM

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**HAPPY HOLIDAYS TO MEMOREX EMPLOYEES ALL OVER THE WORLD!**



Keep this page for the First Memorex Coloring Contest! See page 2 for details.

# SPORTS TALK



Beating out all other competition in Winnipeg's inter-plant baseball league for the championship are members of the winning team, shown above. They are, top row, left to right: Wayne Stonehouse, Angelo Grestoni, Bill Burgess, Bob Gray, and Rob Simplot. Bottom row, left to right: George Valaitis, Bob Chapman, Sharon Gray, Joe Maspero, and Dale Thomas. Not pictured are: Ross Redman, Grant Nelin, and Allan Forbes. For the first year, games were played on Burroughs property at the baseball diamond installed by the Social Club and the plant. Congratulations to the winning team!

## Memorex engineer saves stray hikers and mountain climbers

by Bill Davis

James (Jay) Byrd, an engineer in the String Controller area of Development Engineering, is a member of an organization that most of us have never heard about unless we've been lost or stranded in the mountains.

Jay belongs to the Bay Area Mountain Rescue Unit (BAMRU), a unit of the Sheriff's Reserve. The organization comprises more than 55 volunteer members who are on call 24 hours a day and must always be ready to travel with three days' rations and their own equipment. They have the capability of reaching any area in the western U.S. within five hours of being summoned.

Members of BAMRU meet every third Monday at either Alta Bates Hospital in Berkeley or at the Sheriff's substation in Redwood City. Once a year, San Mateo County stages a mock disaster or rescue situation to which the members of BAMRU must respond as in a real emergency.

New members are taught tracking and rescue techniques by present members and sometimes by members of the Border Patrol who, according to Jay, are probably the best trackers around.

Jay, a veteran mountain climber, has been a member of BAMRU for a year. When asked why he volunteered, Jay said, "Since I climb, I figure I'm going to get stuck one of these times. I'm paying for it in advance."

The hardest part of a search and rescue function according to Jay, is the actual search.

Members must learn to read nearly undetectable trail signs such as broken twigs, bent grass, shifted stones, and a

number of other signs.

Although the search portion of an operation is usually the most difficult, sometimes just getting yourself out can be a hair-raising experience. Jay tells of a time when his team and another were to be removed by helicopters from a search area. It had been raining all day, the search team was drenched and, to make matters worse, they realized that they had been sent to the wrong area. They called for helicopter support to move them to the other area.

Unfortunately, they were in tall scrub brush with no place for the helicopter to land. They were also on a cliff overlooking a river 300 feet below. The helicopter pilot suggested that the teams climb down and wade the river. He would pick them up down there. The leader of Jay's team thought he had a better idea and told everyone to "duck."

"I had my head covered," recalls Jay, "when the leader tapped me on the shoulder and yelled 'go!' I looked up and there was the helicopter, hovering at the edge of the cliff. The blades were very close, my boots were wet, and the helicopter had no handles on the outside. Fortunately, the doors were off the copter, so I just grabbed the inside of the copter door and tried to pull myself in while the pilot countered my weight to keep the copter from rolling. The pilot lifted off and there I was—400 feet above a river, trying to climb into a helicopter. With some help from one of the other guys, I managed to climb in. I strapped on my seatbelt and breathed a sigh of relief. That was my first helicopter ride."

Obviously, Jay and his fellow rescuers are willing to take lots of risks to save others.



Jim Byrd looks up at the photographer from his precarious position climbing up the side of El Capitan, a huge sheer rockface at Yosemite National Park in California. Byrd climbs for practice in rescuing stranded people. Story below by Bill Davis.

## Coloring Contest for employees' children

The dolls pictured on the front page of INTERCOM represent the 20 countries around the world in which Memorex Corporation has offices and/or manufacturing plants. The illustration was done by Vince Marine to show employees and their families what an international entity Memorex is and to be the subject of the first coloring contest for children of Memorex and Burroughs' Westlake/Winnipeg employees.

INTERCOM will be awarding prizes to winners in each age group who show the best talent or best effort in coloring. Age categories are: Ages 2-3, 4-5, 6-8, and 9-12. There will be no discriminating between boys and girls, just ages. All entries must be in the INTERCOM office no later than January 31, 1983, and must include:

1. the name of the child and the child's age
2. name of the parent who works at Memorex
3. parent's job title, department, and work extension

Prizes are a \$50 U.S. Savings Bond for the first place winner in each category, and gift certificates from the MAG Store for second and third place winners in each category. So, get your crayons out, kids, and lots of luck!

## Flex Disc hosts Industry Microfloppy Committee meeting

by Martin Jenkins

On November 17, the Flexible Disc Media Division hosted the Industry Microfloppy Committee consisting of representatives from 19 companies from the United States, Europe, and Japan. The Committee includes representatives of drive manufacturers, such as Shugart, MicroPeripherals, and Olivetti; media manufacturers such as Memorex and Verbatim; and systems manufacturers such as Apple and Atari.

The purpose of the Committee is to quickly arrive at a standard which will allow fast market acceptance of the

microfloppy disc. Presently, four major microfloppy products have been announced; none of which is compatible with each other. Those are the Sony 3.5", Hitachi/Maxell/Matsushita 3.0", Dysan/Tabor 3.25", and the IBM 3.9". The Dysan/Tabor is merely a scaled-down version of the 8" and 5" vinyl jacket floppies, whereas the others utilize plastic jackets with automatic opening shutters.

The Industry Committee's criteria for selection of a design includes:

1. fits into a shirt pocket for ease of handling and transporting;
2. plug-compatible with existing 5 1/4" mini disc drives for ease of system integration and software transfer;
3. a hard shell with an automatic shutter to protect the media from the unsophisticated user who will be buying these systems;
4. as large as possible and still meet the above criteria so that technology is not pushed further than necessary.

To meet these criteria, the Industry Microfloppy Committee is tracking toward a modified version similar to the Sony, upon which both Sony and the Committee are expected to agree.

Although Memorex is an active supporter of this work, and will no doubt produce a product meeting the Industry Committee's final proposal, it does not mean that Memorex will not support and manufacture microfloppies to other standards as they become commercially viable.

The Committee hopes to complete its work in 1982 and therefore create a defacto standard. This standard will be forwarded to the American National Standards Institute (ANSI), European Computer Manufacturers Association (ECMA), and the International Standards Organization (ISO), who typically take two years to arrive at a final standard.

Memorex is represented on the Committee by Dick Pricer, Flex Disc engineering manager; and by myself, program manager of OEM Products.

## PCB manufacture ends at Carlsbad—moves to Eau Claire

Burroughs Corporation has announced it will discontinue the manufacturing of printed circuit boards (PCB's) in Carlsbad, CA, in March 1983. Production will be transferred to the Burroughs/Memorex plant in Eau Claire, WI.

The Carlsbad facility will continue to operate but will focus its activities on process development and will continue to concentrate on some of the prototype requirements of the 3680 boards.

The increased work for the Eau Claire plant will add to the stability of that operation and will allow them to concentrate on manufacturing high technology PCB's for all of Burroughs/Memorex. While the bulk of their business will come from Burroughs/Memorex, the Eau Claire plant will continue to serve our present OEM customers and solicit future business from them.

In a related move, Memorex and Burroughs have announced that, over the next few months, the Eau Claire facility will become a part of Burroughs' Micro-Components Organization.

This organizational change will allow the Company to further capitalize on the synergy of the two companies resulting from the merger.

## RMCD announces new Mark XV Rigid Disc Pack

by Kerry Swanson

The Rigid Media and Components Division last month unveiled the Mark XV Error-Free Disc Pack. This new pack, which contains rigid discs coated with Memorex's exclusive M-Formula, has been especially made for 300 MB system users who have systems with little or no error correction capability.

The 300 MB error-free pack rounds out the RMCD error-free product line, which includes disc packs in 80 MB, 200 MB, and Mark XIII 300 MB configurations.

# Swiss employees temporarily at East Coast CE branch offices

by Tom Delaney

The New York/Connecticut branch office has taken on an international flavor for the past four months. In cooperation with the International Customer Engineering Division, Domestic Customer Engineering has utilized excess CE personnel from Europe.

George Simon and Jean Paul Cave have been working in northern New Jersey and Greenwich, Connecticut, respectively. Their expertise and equipment knowledge were very welcome during a period of high activity and reduced available personnel due to vacations.

Both Simon and Cave work for Memorex in Switzerland and reside in France. Their stay in the U.S. from June until October 1982 had many positive benefits. Friendships developed as well as an understanding of the differences between European customer service in relation to domestic customer service. All involved seemed to benefit from the exchange of ideas.

George Simon participated in customer service at Exxon in Floral Park, NJ. His dedication and hard work aided in the resolution of some very difficult tape drive problems. His attention to detail and expert recordkeeping were the basis of the information that was so very vital to the final resolution of the problem.

Jean Paul Cave participated in customer service in the Greenwich, Conn., field office. Jean Paul's background is primarily in communications. The Greenwich office has a large population of 1270's. Jean Paul carried a

full workload and performed in an outstanding fashion which was a credit to all of Memorex.

The New York/Connecticut branch enjoyed and benefited from their stay. Thanks to George and Jean Paul.

## Alert employees spot thieves in parking lot

by John Blackburn

Reporting "suspicious actions" pays off and earns the gratitude of the Security Department for Dennis Hanson and Cliff Dozier, both Memorex employees. Upon observing two individuals removing the hub caps from a vehicle parked in a Memorex parking lot, Hanson and Dozier immediately reported the incident, along with a description of the individuals and their vehicle.

Later that afternoon, the same suspects were arrested by the San Jose Police Department—caught in the act of attempting to steal hub caps again. They have been charged with a felony, with the offense committed in the Memorex parking lot included in the charges.

The Security Department wishes to express its thanks to Dozier and Hanson for their concern and assistance in the protection of employee property. We solicit reports of any suspicious situations on Memorex property.

The two suspects arrested for theft of hub caps were not Memorex employees.



Any successful Red Cross Blood Drive at a company requires employee volunteers to assist in recruiting blood donors. Memorex is no exception. The employees shown above volunteered to assist with the Blood Drive in 1982. They are, back row, left to right: Julie Shear (Chairperson), Suzanne Burkette, Regina Alix, Yvonne Herman, Laura Lingen, Sue Stevens, and Lee Fort (with the Red Cross). Front row, left to right: Nancy Crain, Charla Atwood, Sharon Maiden, and Janice Butts.

## Memorex employees "incredibly responsive" to blood drive

Memorex employees have responded very generously to the American Red Cross Blood Drive in 1982. According to Lee Fort, a representative from the local chapter of Red Cross, "Memorex has been incredibly responsive." Fort cited the efforts of Julie Shear, Blood Drive Chairperson; Ernie Tydell, Community Relations Manager; and the many Memorex volunteer coordinators for their major contributions to the program's success at Memorex.

Memorex employees have enthusiastically donated blood each year for the last four years of our participation. On a per capita basis, we have consistently donated more blood each year than in the

prior year. Says Fort, "The donors are our unsung heroes. What you do has an impact on the community. Users appreciate you."

Fort recently presented a plaque from the American Red Cross to Memorex employees honoring and thanking donors. He also gave Certificates of Appreciation to the volunteer coordinators at Memorex for their work in recruiting and scheduling blood donations.

Employees interested in participating in the Blood Drive, either as volunteer coordinators or as donors, should call Employee Services at (408)987-2367.

## THANK YOU! THANK YOU! THANK YOU!

During 1982, the following employees have voluntarily contributed to INTERCOM by writing articles, taking photographs, or drawing cartoons. Their contributions have added to the quality of INTERCOM and are greatly appreciated. The contributors are:

Donna Appelt  
John Blackburn  
Ron Coert  
Bill Davis  
Tom Delaney  
Martin Jenkins  
Margaret Joyce  
Henry Kilinski  
Bill Koenig

Angie Lindberg  
Maureen Majid  
Vince Marine  
Leigh Mateas  
Mike Maxson  
Grant Nelin  
Virgil Pitacco  
Carole Postniels  
Ken Rowe

Diane Rubino  
Aciele Shaban  
Kerry Swanson  
Marjorie Swindle  
Jim Talbot  
Joan Valdes  
Phyllis Wallace  
Jeff Zimmerman

Many thanks to you all. Remember that all employees are invited to submit ideas and articles, as well as photographs, cartoons, poetry, etc., for possible publication. Send your entries to Mail Stop 12-39 or call (408) 987-3376. Happy New Year!

## Parent of first "Memorex baby" celebrates 20-year anniversary

The mother of the first "Memorex baby" recently celebrated her 20-year anniversary with the Company. Dennis Burgstrom, who started with Memorex in November 1962, gave birth to her first child, a daughter, a few months later. Dennis worked up until 10 days before her daughter's birth. Her daughter Alana is now 19½ years old and has a child of her own. Dennis went on to have two more children during her first few years at Memorex and, for the last 15 years, has been a single parent.

The first swing shift employee hired, Dennis began her career working on instrumentation tape which eventually became the take-off product for videotape. That early Memorex instrumentation tape was the same tape used by NASA to take pictures of the earth from the moon.

Though Dennis doesn't recall her first job title (she suspects there weren't any), she did go on to work in production, quality control, scheduling, production control, and inventory control. She is now a senior inventory control analyst in the Computer Tape Division.

According to Dennis, the original Memorex cafeteria consisted of one picnic table at the bottom of the stairs in the original building. The Clean Room was a big, plastic tent filled with air.

equipment, and employees. Every time the doors were opened at both ends of the tent at once, the whole room caved in. At times, workers had to hold up the tent with one hand and rewind tape with the other hand.

Says Dennis, "It has been an absolute phenomenon to watch the Company grow so fast." Because she's been a single parent for so many years, Dennis is grateful for her opportunities at Memorex, which have provided the means for her to support her family on her own. At her young age, she could easily put in another 20 years with Memorex.



## Technical libraries support children's reading programs

For the second year in a row, the Memorex Technical Libraries, under the direction of Lynne Szabo, have participated in the South Bay Cooperative Library System's Summer Reading Program. For 1982, Memorex Technical Libraries donated the printing of an informational brochure about the Programs and also provided bookmarks for children participating in the Program.

Children are requested to set reading goals for the summer and keep a list of all books they read. Following the successful completion of their summer reading

goals, the children are presented with a certificate by the library system.

The brochures and bookmarks printed and furnished by Memorex do not carry the Memorex name, since the purpose of our participation is not to advertise Memorex, but to support and encourage children to read.

## HRD seeks a few good trainers

by Leigh Mateas

Do you have five or more years management experience? Do you have any teaching or training experience? Have you developed any courses or seminars in the area of supervision or management?

If you've answered yes to at least two of the above questions, the Corporate Human Resources Development Department wants you! They are looking for a few good people who would like to participate in the development of Memorex supervisors and managers by conducting in-house training programs. The amount of time required depends on your department's work load and what you and your manager agree to.

Why recruit part-time trainers from inside the Company? That question can be answered with another. Who knows Memorex any better? It has been established that some of the most effective training is done by people who daily experience the successes and frustrations of managing production, engineering, quality assurance, or finance, or your particular area. You speak the high technology language and have the real-world examples that help cause that critical transfer of classroom experience to on-the-job applications.

If you would like to discuss it further with Human Resources Development, get your manager's concurrence, then call (408)987-3700.

# Memorex thin-film products featured in Pittsburgh paper

The following article is excerpted from a story which ran in the September 20, 1982, issue of *Pittsburgh Business News* and is reprinted here with their permission.

Memorex Corporation has unveiled to the Pittsburgh market an entirely new family of high-performance disc subsystems which will substantially increase the storage capacity of computers, while reducing energy consumption.

"Technological advances are never-ending in data processing. The aim continues to be improving efficiency while reducing costs," said Bruce Thomas of Memorex's Pittsburgh office.

The firm's new line of thin-film read/write heads developed by the company's Recording Technology Center in Santa Clara, CA, were on display at Memorex's recent Technology Tour at the Greentree Marriott in Pittsburgh.

Techniques developed in the semiconductor industry for the creation of integrated circuits are the basis of the new manufacturing processes used for the thin-film heads.

As the amount of data that can be stored on each new generation of disc drives has been increasing, the actual space used to store the data has been decreasing. The capacity of these recording surfaces is determined by the number of tracks per inch and the number of bits per inch. (A bit is a unit of data.)

The Memorex 3680 subsystem offers four times the storage capacity of the Memorex 3650, and twice the capacity of the dual-density Memorex 3652, while requiring less floor space.

Initial customer shipments of the first member of the new series, the 3690, have already been made in selected markets. Shipments of the second announced member of the series, the 3680, will begin in the first quarter of 1983, with volume shipments of production units scheduled for the third quarter of 1983. Orders for the 3680 are being taken immediately.

Shipments of the 3690 make Memorex the first independent supplier of the plug-

compatible disc storage subsystems to deliver production-level units utilizing internally developed and produced advanced-technology thin-film read/write heads.

Use of LSI (large-scale integration) circuitry enhances the reliability of the 3690 subsystem and reduces its energy consumption. Additionally, a single motor is used to drive both the spindle and the efficient air-flow system, providing low heat generation and power consumption as well as fewer mechanical components.

The 3680 Disc Storage Subsystem, which is compatible with the IBM 3380, is a large-capacity fast-access disc subsystem designed to give users greater storage capacity, faster throughput, and improved reliability, while requiring less overall floorspace than competitive products. Its lower profile design permits greater flexibility in computer room layout, and enhances visibility in the user's data center, according to Memorex.

The minimum 3680 subsystem string comprises the 3888 Dual Director Storage Control Unit, the 3683 Dual Path String Controller, and two 3680 Dual Actuator Disc Modules.

## Memorex donates videotapes to local nonprofit groups

Memorex Corporation recently donated over \$70,000 worth of  $\frac{1}{2}$ " reel-to-reel videotapes to several local nonprofit organizations as part of Memorex's continuing commitment to community and public service.

The videotapes were donated to the San Jose Unified School District, the San Jose State Instructional Resource Center, Hope Rehabilitation Center, Foothill College, and Open Channel, and will be used as teaching aids in various programs. The donations were coordinated through Jim Chatman, EEO/AA manager, and Maureen McSweeney, asset recovery manager.



United Way coordinators are the selfless Memorex employees who volunteer to assist in communicating the United Way message and appealing for United Way funding from other Memorex employees. All the people shown above volunteered to assist with the Memorex United Way campaign for 1982. They are, in alphabetical order: Carol Ahnin, Corinne Batcho, Pat Chase, Jeanette Clark, Ann Donahue, Cliff Dozier, Theo Hoeper, Joe Holan, Sue King, Bob Kozich, Michael Madison, Dave Maginnis, Ken Murray, Gary Myers, Ketty Palau, Peter Reyes, Bambi Smallshire, Evelyn Smith, Thea Suit, Ernie Tydell (campaign chairperson), Kathy Wilson, and Pat Wong. Not pictured are: Linda Cobb, Tommie Fisher, Ian Graham, Tony Heptig, Bob Hungerford, Vern Johnson, Lupe Montiel, Larry Mullins, and Cathy Wilcox. Look for campaign results in the January INTERCOM.

## Eau Claire quality circles participation, results up

by Mike Maxson

Five new Quality Circles have been formed at Eau Claire, bringing the total number of Circles in the plant to eight. Total membership is now at 60 members. Most major manufacturing departments now have at least one Quality Circle. These include the Drilling, Lamination, Fabrication, Printing, and Wet Process departments.

New Circles undertake an eight-hour training course in problem-solving techniques, such as pareto analysis, brainstorming, cause and effect (fishbone or ishikawa) analysis, and use of various types of graphs and charts. The course is supplemented with audio/visual training modules, and each member receives a textbook covering the various techniques.

Eleven supervisors from Production and Quality Control completed a 24-hour Quality Circle Leader Training Course in July. The first 16 hours were completed in the plant over a two-week period. The final eight-hour session, complete with a final exam, was held at the Midway Motor Lodge on a Saturday. Also attending the Saturday session were John Turk, plant manager; Verl Carlstrom, quality control manager; Larry Petersen, production manager; and Bill Frane, human resources manager.

The course was taught by me, the facilitator, and was designed to teach supervisors how to organize, train, and lead Quality Circles in their respective areas. Besides the basic techniques of problem analysis, the potential leaders covered such topics as effective meeting skills, group dynamics, management presentations, and statistical concepts used by Quality Circles.

Three Quality Circles from the Eau Claire facility have recently given management presentations on their respective projects. The presentations were attended by staff personnel from the plant, and are one of the highlights for the Circles.

The "Missing Holes" from the Drilling department, described a project concerning the performance of the automatic tool changers on their numerically-controlled drilling machines. Using charts, graphs, and actual tools, they described how they were able to bring the percentage of successful tool changes from 85% to 98% and hold it there. A lot of credit was also given to Mark Coyle from the Maintenance department, who attended several Circle meetings and helped in the development of a troubleshooting guide for operators to minimize the problem.

The "BG4" from the Lamination department gave a presentation to management staff describing their study on thickness problems. By using histograms, it was determined that different board types gained different amounts in thickness in the plating operations. By adjusting laminated thicknesses to compensate for these differences, rejections caused by this problem have been reduced by over 60% in the past six months. Credit was given to all who participated in this project, including employees in Process Engineering, Quality Control, and Plating.

In September, the "Bevelmates" from the Fabrication department, gave a presentation to the Eau Claire management staff describing a study done on the punch press operation. They also proposed several procedural changes which the study shows will increase productivity within the department.

Quality Circles, though fairly new at Eau Claire, are proving to be very profitable for the Company and very educational for its participants.

## Burroughs Westlake holds holiday celebrations

by Aciele Shaban

Burroughs' Westlake will be celebrating the Christmas holiday season in style. The Westlake Employee's Club is sponsoring several holiday events beginning with a semi-formal dinner/dance at the Oxnard Hilton Hotel. Approximately 250 employees and their guests are expected to kick up their heels at this event to the music of a live band, and also enjoy a buffet-style dinner and door prizes.

And what would the holiday celebration be without children? Westlake's answer to that is the Children's Christmas Party on December 19 where children of employees will receive gifts, refreshments, and a visit from Mr. and Mrs. Santa Claus. They will also enjoy the entertainment of magicians and clowns.

Celebration within the plant will not be forgotten. Several local choirs from junior and senior high schools will serenade employees in the cafeteria during the week before Christmas. On December 23, the cafeteria will be serving a traditional Christmas feast with all the trimmings.

Burroughs' Westlake wishes all Burroughs and Memorex employees, families, and associates around the world a beautiful holiday!

## Memorex Corporation Presents



A PERIODICAL VIDEOTAPE PRODUCED BY  
AND FOR MEMOREX PEOPLE



STARRING: Memorex Employees

### WHAT VIEWERS ARE SAYING:

"Wow, that anchorman sure is cute!"

"The best show I've ever seen."

"Gee, I never knew all those things about Memorex."

NOW PLAYING NEAR YOU.

CONTACT

YOUR HUMAN RESOURCES REPRESENTATIVE  
FOR SHOWTIMES AND LOCATIONS.



Mr. Tetsushi Yamada, president of Memorex Japan, presents an award for quality to employees of the Communications Group (see story below). Above, left to right, are: Ed Dunn, production operations manager; Phil Dean, manager of export and international liaison; Mr. Yamada; Dave Jenkins, vice president of manufacturing; John Mitcham, president of the Communications Group; Bill Pulaski, quality engineering manager; and Chuck Mosby, manager of 2078/2051 Display Stations.

## Memorex Japan cites Communications for excellent product quality

Memorex Japan was established in 1968 as a joint venture between Memorex Corporation and the Japanese Trading Company, Kanematsu-Gosho. The number of employees at the time of establishment was around 25 and the revenue for the first year of business was about \$1 million.

Memorex Japan has grown continuously since then with revenues in 1981 reaching \$41 million. Memorex Japan now has 280 employees and will be achieving \$48 million in revenue for 1982.

The population of Japan is 118,000,000 compared with 227,000,000 in the United States. The land area of the United States is 25 times larger than Japan. Japan has 2.0% of the world's land, 2.7% of the world's population, and is credited for about 9% of the world's production of goods.

Japan has almost no natural resources and imports most raw materials such as oil, iron ore, grain, cotton, wool, lumber, etc., which they need for their survival. At the same time, they must export goods, such as automobiles, steel, televisions, radios, and cameras, in order to pay for imported materials and to achieve a growth in the economy.

About 17% of the Gross National Product in Japan is derived from their export business which is crucial to the economic survival of the country. Since the computer industry is especially competitive in Japan, Japanese products must have very high quality standards in order to compete effectively in world markets.

Japanese computer companies such as Fujitsu, Hitachi, Nippon Electric, Mitsubishi, and Toshiba are competing against foreign computer companies such as IBM, Burroughs, Univac, Honeywell, and NCR. In the United States and Europe, IBM holds a significantly larger market share than any other computer manufacturer in the world, expressed in numbers of computers installed. On the other hand, as a result of heavy competition from the Japanese computer manufacturers, IBM Japan holds a relatively small market share, expressed in numbers of computers installed.

Therefore, there is less market opportunity for the Memorex products marketed in Japan because of fewer IBM installations. At the same time, companies such as Hitachi and Fujitsu offer similar IBM plug-compatible products. Therefore, Memorex is also competing with Hitachi and Fujitsu, two formidable Japanese companies. Memorex Japan must offer highest quality, best service, and the most competitive prices to meet customer's expectations and to earn a larger market share in Japan.

Among the Memorex products marketed by Memorex Japan in Japan is the 2078 Display Station manufactured by

the Communications Group. According to Tetsushi Yamada,\* president of Memorex Japan, the quality of the 2078's has greatly increased in the last few months, providing the opportunity to gain a larger market share in Japan.

During a recent visit to Santa Clara, Mr. Yamada presented an award for "Excellent Quality Level" to employees of the Communications Group. In a speech to the employees, Yamada reported that the defective rate for the 2078's at Memorex Japan's incoming inspection stations for the first half of this year was high by Japanese Standards.

"However," said Yamada, "as a result of continuous and enthusiastic quality efforts in the Communications Group from top management to every employee, the quality has improved dramatically. The defective rate at our inspection stations during the last three months has dramatically decreased to 1% and 2% and, in October it reached zero defects. Employees at Memorex Japan are very encouraged with this excellent performance and outstanding achievement."

\* Thanks to Mr. Yamada for his assistance in preparing this article.—Editor.

## Memorex hosts fifty analysts

by Ken Rowe

More than 50 securities analysts from the East and West Coasts met Nov. 9 in Santa Clara for a close-up look at Memorex's thin-film technology and the implementation of the Burroughs/Memorex integration strategy.

The session was designed to familiarize the analysts—most of whom had been following Burroughs closely, but were less familiar with Memorex—with Memorex's technology, facilities and products. Attendees included analysts from many of the leading securities firms, including Merrill Lynch, Morgan Stanley & Co., Bankers Trust, Kidder Peabody and Oppenheimer & Co.

Dr. Paul Stern, president of Burroughs; C.W. Spangle, president of Memorex; Dr. James C. Castle, executive vice president of Memorex; Wade F. Meyercord, president, Storage Equipment Manufacturing and Development; Frank J. Sordello, vice president, Technology; and James A. Unruh, Burroughs vice president, Finance, addressed the conference.

Those attending the session also had an opportunity to tour the Recording Technology Center laboratories to get a first-hand glimpse of Memorex's thin-film head, 3680 disc storage subsystem in test, and to see how Memorex utilizes thin-film technology to manufacture advanced read/write heads.

## Federal Computer Conference presents latest in technology

by Bill Koenig

The annual Federal Computer Conference was held at the Washington Sheraton Hotel on September 28, 29, and 30. The purpose of the conference was to present a total update on new technology and products directed to the specific federal government market. Memorex has enjoyed an outstanding relationship with federal government agencies and all of our products are used daily throughout the government.

The first day of the conference consisted mainly of seminars on new technology. Frank Sordello, vice president of Corporate Technology, gave a seminar entitled "Thin-Film Technologies for Rotating Memories—the Future." Approximately 200 key government data processing managers attended his seminar.

The other two days of the conference included over 200 exhibitors from all sections of the computer industry. The highlight of the Memorex booth was our new 3680 thin-film disc drive. It was the first showing to customers in the United States of this outstanding product. The general comments were very favorable and many follow-up appointments were made by Memorex sales personnel. In addition, our booth contained the 2500, 2079, 3652, and 2078, as well as Memorex's complete line of Computer Media products.

Over 17,000 attendees toured the Computer Conference during the two days the exhibits were open—the best turnout in the history of the Federal Computer Conference. Memorex plans to attend again next year and looks forward to an even bigger government turnout.



Memorex's customer engineering team in Italy is shown above at a recent two-day meeting held in Sirmione, Italy. In alphabetical order, they are: G. Baschera, G. Bove, R. Contratto, A. DePaoli, C. Deregibus, M. Ercoli, G. Guardini, U. Magro, V. Pitacco, A. Riccio, P. Rinaldo, P. Rosin, G. Sabatini, G. Tonello, R. Totaro, and C. Veniani.

## Italian area managers attend meeting in ancient Roman resort

by Virgil Pitacco

"One area where our competitors should never be allowed to match our performance is in responding to our customer's needs," said U. Magro, Memorex's Customer Engineering Country Manager in Italy.

The occasion was a two-day meeting for Italy's area managers during which new products (3690, 3260, and 3680) were presented and discussed, an outline on customer engineering account management was presented, and regional problems were analyzed.

The meeting took place in the town of Sirmione, Italy on Garda Lake, famous since Roman times as a spa and resort area.

"Meetings like this," continued Magro, "are one of the tools we use to sharpen the professionalism of our managers, get first-hand feedback, and refocus our long-range plans. All of this is oriented to one thing: customer satisfaction."

If there's anyone out there who knows about customer engineering, Magro is indeed one of them. He has spent 23 years in customer engineering, including 12 years with IBM as a field specialist and 11 years with Memorex (first as area manager in Padova and, since 1978, Italy's CE Country Manager).

"When something gets accomplished," says Magro, "it is always a result of a team effort involving personal involvement and dedication of each of the team's members. In that sense, I am very lucky because we have a good team."

The results from Memorex Italy prove that. But Magro also knows that the task of improving the professionalism of his team is never finished. That's why he

brought them all over to this nice old resort, away from telephones and crazy traffic, to talk things over, reset objectives, recharge, and breathe.

## RMCD unveils automated line to process discs

The Rigid Media and Components Division (RMCD) has recently unveiled a prototype for an automated disc process line for 5 1/4" discs which has the potential for automating all processes involved in the preparation of rigid discs from initial disc cleaning to certifying. Those processes include coating, polishing, and burnishing.

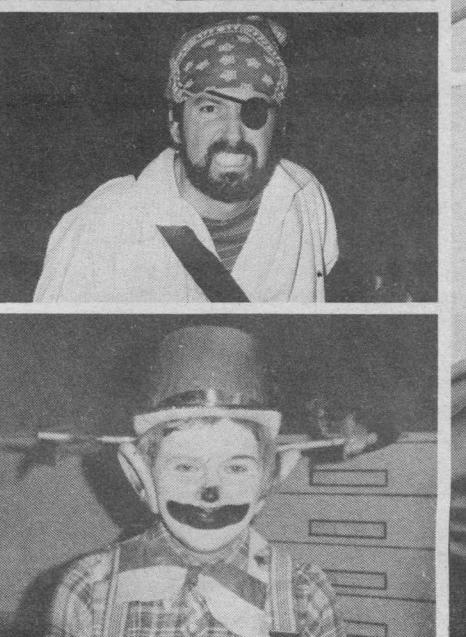
Discs are placed into the input station, sent through all process steps, then inserted into the output station at the end, without ever being exposed to the environment. They remain contained within the automated process line from beginning to end.

Some of the major advantages of the system are expected to be: an increase in yield, less handling by people in environments which can be hostile to the integrity of the discs, and the equipment's ability to grade and sort the discs.

The prototype is currently operating while RMCD engineers prepare to expand and refine the system. The Memorex employees most responsible for the design and development of the system are: Don Nagy, project engineer; Frank Kelm, project manager; Dick McGovern, mechanical design engineer; and Bill Jarvi, electronics engineer.



Halloween is definitely a "happening" at Memorex, with many employees dressing for the occasion. Most of the pictures on these pages were taken in various locations around Santa Clara Memorex offices and at the Winnipeg plant. Some were taken at the Halloween Party sponsored by the Memorex Activities Group in Santa Clara.







## FIRST COMMON HDA STRING

### LDDD celebrates shipment of first common HDA string

The Large Disc Drive Division recently shipped the first common HDA string. The product allows a double density disc drive to perform as either double or single density in the field without having to change the HDA itself.

Previously, a customer with a single density product who wanted to switch to double density, was required to change

the HDA. With Memorex's new string, no hardware change is required to expand storage capability.

Also significant about the HDA string is the Large Disc Drive Division's commitment to ship on November 1, a deadline that looked nearly impossible to meet. However, due to a concerted team effort involving the LDDD manufacturing team, plus employees from Planning and Program Management, Design Engineering, and Customer Engineering, the deadline was met. The first common HDA string was shipped on November 1, but not without some initial celebrating by employees involved in the project.

Following some brief congratulatory remarks by Wade Meyercord, president of Storage Equipment Manufacturing and Development; Bob Behlman, LDDD Manufacturing manager; and Bob Berry, vice president of U.S. Equipment Sales and Service; employees were served cake and beverages by LDDD management. Congratulations to all Memorex employees involved in this successful project.

the new technology of computers and robots actually creates new jobs.

• *Workers resist the introduction of robotics.* Wrong. Studies show that workers are eager for robots to perform the unsafe, mundane tasks, so they, the workers, can be freed up to do tasks that are safer, more challenging, and more interesting.

The small robot brought to Memorex performed only small tasks involving lifting, moving, and placing small (one pound or less) objects, but it did give observers an idea of what can be done with robots, large and small.

Who knows? You may just see R2D2 working at Memorex some time soon, but be nice. Robots are preceded by a bad, but undeserved, reputation of wanting to take over the world. If they could really do that, all we'd have to do is pull the plug!

Robots can work with hazardous chemicals and in controlled environments, with none of the same problems encountered by people in those jobs. Some robots can even lift up to 2000 pounds, a task impossible for people to perform.

Robots can work with hazardous chemicals and in controlled environments, with none of the same problems encountered by people in those jobs. Some robots can even lift up to 2000 pounds, a task impossible for people to perform.

Bill Riley, an associate programmer in Development Engineering, recently brought a small robot to Memorex to demonstrate various ways of applying robots in manufacturing. Setting up in a temporary "Memorex Robotics Lab" in building 10, Riley showed off a TeachMover made by Microbot, Inc., to all interested Memorex employees, and there were quite a few.

Riley also addressed some of the myths surrounding robots and their use in American industry. Two of those myths are:

- *Job security is reduced.* As a matter of fact, robots are designed to perform tasks which are impossible, difficult, or hazardous for humans to perform, and



Rich Friedlinghaus (left), test engineer, and Richard Reynolds, engineering technician, program a small robot to pick up blocks. The robot was visiting Memorex recently for demonstration purposes.

## Media sales rep highly praised in Florida newsletter

by Kerry Swanson

Media Products Group sales representative Jim Waddell was praised recently in a newsletter published by National Data Products (NDP), a Memorex distributor headquartered in Tampa, FLA.

Waddell, who covers Florida distributor accounts for the MPG Southern Sales District from his Tampa office, was commended in the article for doing "a fine job" of conducting three half-day product training sessions for NDP. The newsletter, *National Data Printout*, is circulated to about 5,000 NDP customers.



"Memorex has shown a great deal of leadership during our two-week training conference," Ken Sellers, executive vice president of NDP, was quoted in the article. "Jim Waddell has done a fine job of helping the trainee in all facets of the computer supply industry."

The article also noted that NDP personnel had videotaped the training sessions "so that future trainees will also be able to share the same product knowledge, sales techniques, and marketing approaches presented by the Memorex representatives."

Joe Falzone, Memorex technical support manager, was quoted in the

newsletter article which features Waddell's training efforts. Falzone praised NDP as "an excellent vehicle for quality marketing of our products."

Waddell was also quoted in the article, noting that the training sessions had been "a great opportunity for us to explain the benefits of Memorex computer media to the trainee."

"We're here because we feel a concern and commitment to National Data Products," Waddell added, "and because of the confidence they've shown in Memorex Corporation."

## Mitcham named to lead Corporate Quality Council

Since its inception, the Memorex Quality Council, according to Clancy Spangle, "has performed a very important and effective role in providing leadership for our quality programs throughout Memorex. We intend to continue to emphasize this activity and to make our Quality Policy our top operational priority."

Spangle continued, "We have made an excellent start in implementing our Quality Policy and improving quality awareness throughout the organization and we want to continue this drive. We can only do so if all of our employees accept the program and actively participate."

Spangle has appointed John Mitcham, president of the Communications Group, to the position of Chairman of the Quality Council. Mitcham replaces Dick Martin who recently left the Company to pursue outside business interests.

Says Mitcham, "Quality, meeting the customer's requirements, is good business. Meeting the customer requirements better than our competition, a goal that each of us must pursue, will provide growth for Memorex and opportunity for us all."



THE MEMOREX 3260 SERIES TAPE SUBSYSTEM

## Memorex introduces 3260 Tape Subsystem to 4300 marketplace

Memorex recently introduced its 3260 series magnetic tape subsystems—a key component of a new program, the Galaxy package, directed at the 4300 marketplace.

The Galaxy package combines Memorex disc, tape and communications equipment to enhance performance of 4300 CPU installations. The new, highly sophisticated 3260 tape subsystem included in the Galaxy package uses large-scale, integrated electronic components to increase reliability and reduce floorspace requirements. It is fully compatible with the IBM 3803/4320 tape drive subsystem and can be attached to the 4300 series CPU via a block multiplexer channel.

In the package, the 3260 tape subsystem is complemented by Memorex's plug-compatible communications equipment and 3650-class disc subsystems.

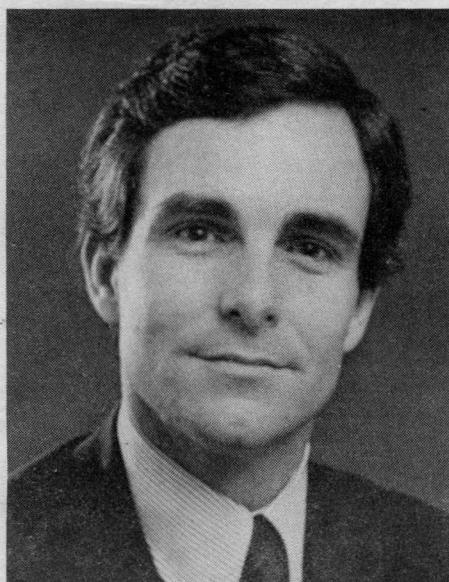
Key features of the 3260 subsystem include the combination of a unique single or dual controller and a tape drive, in the same cabinet; and a simplified tape

transport mechanism which facilitates subsystem operation and maintenance. Use of LSI components in the 3260 tape subsystem results in a 40% reduction in floorspace requirements compared with equivalent subsystems.

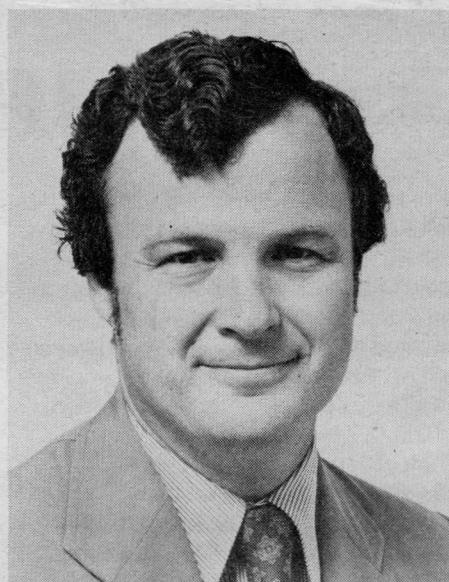
Standard features include Memorex's exclusive tape maintenance monitor which electronically identifies and automatically marks deteriorating tapes before they become unreadable; a fully automatic, microprocessor-controlled tape loader; and auto-loading mechanism which accommodates both standard, open reels and easy-load tape cartridges; and a two-stage, automatic cleaning system to reduce head and tape wear.

A typical Galaxy package configuration would include a 1270-81A Terminal Control Unit, 2500 megabytes of 3650-class disc products, and a 1 x 4 subsystem of the new 3260 tape devices.

Availability will begin in December of this year. Sales in the U.S. will be limited to 10 major cities for the first six to nine months.



**MICHAEL HALTOM**



**TOM STEVENS**

## Stevens and Haltom promoted—accept expanded responsibilities

Tom Stevens and Michael Haltom have been promoted to new executive management positions within Memorex: Stevens to president, Media Products Group; and Haltom to vice president, Finance and Business Development. Both will continue to report to Memorex president Clancy Spangle.

Prior to his recent appointment, Stevens was vice president, Finance. He joined the company in 1975 as Finance director for the former Europe/Middle East/Africa group headquartered in Liege, Belgium. He moved to Santa Clara in 1978 as director of Corporate Budgets and Measurements, and he was appointed Corporate controller in

1979. He was elected vice president and treasurer in 1981 and appointed Corporate vice president, Finance, in January of 1982.

In his new position, Stevens becomes a director of Memorex Teijin Ltd. Before coming to Memorex, he held division and group controller positions during three years at Fairchild Camera and Instrument, and before that, was with General Mills in systems and finance positions.

In his new position as vice president of Finance and Business Development, Haltom assumes the duties of vice president, Finance, in addition to those which he previously held as vice president of Business Development, with the exception of Corporate Communications. Haltom joined Memorex in that capacity in January 1982.

Prior to joining Memorex, Haltom was director of Operations and Analysis on the Burroughs Corporate Engineering and Manufacturing staff. From 1974 to 1981, he was with Rockwell International, where he held key corporate positions as director of Acquisitions, director of Business Analysis and Director of Market Planning. From 1969 to 1974, he was with Recognition Equipment, Inc., in marketing and financial posts.

Prior to joining Memorex, Cardis was with KSTS-TV in San Jose, CA, as creator, producer, managing editor, and anchor of "Business Today," a nationally-syndicated television business and news program. Before that, he was with J. Walter Thompson, USA, as vice president and director of public relations; Potlatch Corporation as manager of corporate communications; and Boise Cascade Corporation as manager of corporate resource communications.

He holds a BA from Butler University in botany with minors in psychology and Spanish and was a PhD candidate at the University of Arizona where he served as a National Science Foundation senior in dendrochronology. He also served on the faculty at the University of Arizona.

## Cardis heads Corp. Communications team

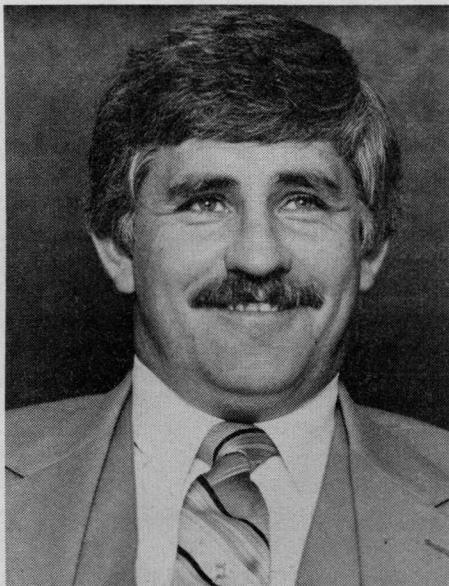
John Cardis has joined Memorex in the newly-created position of manager of Corporate Communications, reporting to Larry Chamberlin, vice president of Human Resources. In the new position, Cardis will be responsible for the development and implementation of a comprehensive internal and external communication program.

## Flanagan named marketing vice president in Communications

Dennis Flanagan has joined the Memorex Communications Group as vice president of Marketing. Flanagan will report to John Mitcham, group president, and will be responsible for all Marketing activities, including International Programs, Product Marketing, Advertising and Sales Promotion, Customer Engineering Headquarters Support, Distributor Sales, Technical Publications and Training, and Marketing Operations.

Flanagan joined Memorex from Texas Instruments, where he had been employed six years, most recently as Product Marketing manager for all of TI's terminal and peripheral products. Earlier, he worked as a sales representative for Singer Business Machines.

Flanagan holds a bachelor's degree in marketing from Quinnipiac College in Connecticut.



## A MESSAGE FROM CLANCY SPANGLE



This past year has been a significant one for Memorex in many ways. Chief among them is our new and developing relationship with Burroughs Corporation, with whom we celebrated our one-year anniversary of partnership on December 3. Memorex has added considerably to the profitability of Burroughs, something we intend to continue.

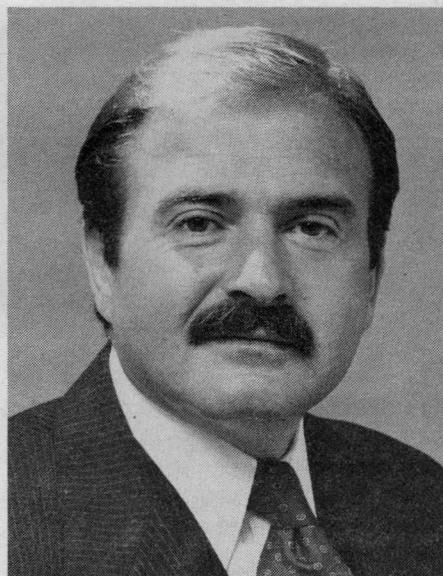
Also significant for Memorex in 1982 has been the successful efforts of our employees to make and keep a commitment to highest quality workmanship and attitudes. That workmanship and those attitudes have been displayed in improved products and more satisfied customers.

In spite of having approximately 800 fewer employees at Memorex in 1982 than in 1981, our employees made remarkable and generous contributions to our most successful United Way Campaign and the local events of Special Olympics. Memorex was the first company in Santa Clara County to donate t-shirts to and recruit employee volunteers to assist at Special Olympics, something we are very proud of.

In the third quarter, we were very pleased to announce a family of thin-film disc drives which represent the highest technology in the industry and reflect the words in the Memorex name: memory excellence.

Overall, 1982 has been a very good year for Memorex, our employees, and our customers. We expect 1983 to be even better. Have a very happy holiday and a great new year!

*Clancy Spangle*



## Travers joins MFC as VP, treasurer

Richard Travers has joined the Memorex Finance Company as vice president, treasurer, reporting directly to MFC chairman and president Hal Krauter. Travers' responsibilities include relationships with financing sources, as well as the development of new financial programs.

Travers came to Memorex from Chromalloy Finance Corporation in St. Louis, MO, a subsidiary of Chromalloy American Corporation, where he served as executive vice president of operations. Before that, he held positions with United States Leasing International, Inc., and with IBM.

He holds a degree in engineering from St. Louis University, a degree in finance from the Harvard University Graduate School of Business Administration, and a law degree from the University of San Francisco.

## Spadafora now VP in Sales/Service

Sam Spadafora has been promoted to the position of vice president of sales operations in U.S. Equipment Sales and Service, reporting to Bob Berry, vice president of U.S. Equipment Sales and Service.

In the new position, Spadafora will be responsible for Sales Support under the direction of Woody Hancock; Systems Engineering under the direction of Larry Miller; and the Major Account Sales Program under the direction of Tom Cudihy.

Spadafora joined Memorex in April 1980 with responsibility for sales and support of storage and communications products as vice president of the Central Area. In February 1982, he relocated to Santa Clara where he assumed the responsibility of market planning manager for U.S. Equipment Sales and Service then later for Planning and Program Management.

He holds a BS from Eastern Michigan University in marketing and economics and has had extensive prior experience with Honeywell, Xerox, and Ford Motor Company.





The team that installed the Exxon account in New Jersey is shown above. Front row, left to right: Mike Falco, Alan Rishty, Ray Abenilla, Mark Schlegel, and Joe Czipo. Back row, left to right: Stan Gang, Paul Chapman, Vic Ferrenty, Ray Giampino, and Bob Piccirillo.

## Memorex teams join forces to DO IT RIGHT THE FIRST TIME

by Tom Delaney\*

At Exxon Corporation in Floral Park, NJ, the Exxon Tiger recently smiled. A team of Memorex customer engineers led by **Ray Abenilla** reached a new high on-site at Exxon. Abenilla, with crew **Stan Gang, Paul Chapman, Bill Reyna, Ray Giampino, Tom Walter, Joe Czipo, Vic Ferrante, and Alan Rishty** of the New Jersey Field Office, and **Gil Montez** from the Large Disc Drive Division in Santa Clara, had the privilege of participating in an installation that rated a perfect "10."

The successful installation wouldn't have happened without the total cooperation from the local office and Santa Clara personnel. The achievement included the installation of 108 boxes of disc and tape in seven working days. This feat was no less significant than running a two-hour marathon or a three-minute mile.

This installation serves as a shining example of the Corporate Quality Policy and Clancy Spangle's words in the August INTERCOM, "Our individual commitments to excellence form the foundation of our Corporate commitment." It was a result of the coordination, cooperation, and utilization of field and local resources focuses at Exxon that fulfilled our goal and commitment to them.

This installation represented the largest singular installation for all of Memorex domestic offices in 1982. The equipment was installed, tested, and ready for operation in just seven working days.

The account was sold to Exxon by **Jude Cordiero**, one of Memorex's finest sales representatives. The pre-installation was performed by Ray Abenilla in New Jersey, wherein Ray produced floor plan diagrams, cable layouts, equipment placement, installation schedules, and procedures for checking the equipment. This work was primarily done at Ray's home with the assistance of his wife **Rachel** and their children, **Craig** and **April**. Ray and his family unquestionably have made contributions to the success of this installation that will lead the way for future large account installations. He was both the innovator and the prime mover that made things happen.

Santa Clara personnel were called in on the project and charged with supplying over 650 fully double-tested cables. Because of the short time period involved, the cables had to work right the first time. The response from Santa Clara was an attitude of "can do" right from the very beginning. The people involved deserve a lot of credit for supplying cables with a defective rate of less than 1%. We would like to thank: **Lou Martin, Rich Reynolds, Greg Schoppe, Ted Neu, Ron Mellies, Bob Foley, Susan Raia, and Kathy Huffman**.

Kathy Huffman, the creator of the Santa Clara team, reports that she went to church every Sunday morning during the course of the project, feeling she needed all the help she could get to complete her team's part of the project.

After the cables arrived at Exxon, the New Jersey team installed them in four days—some had to be installed between floors. The cables were again tested and labelled. Phase One was now complete, Memorex quality and teamwork being evident from the beginning.

During this time, Paul Chapman, a customer engineer in New Jersey, was sent to Santa Clara to assist with final test on some of the strings. We would like to thank all those employees in LDD Final Test and Manufacturing for their support, assistance, and friendliness to Paul and their hard work to give Exxon a quality product.

The equipment arrived at Exxon on September 1, meeting the Corporate goal of delivering on schedule. Although there were some minor problems, the completion of this installation in seven days speaks for the quality of product, personnel excellence, individual commitment, and team effort to supply our customer with the very best.

Along with the physical work was a commitment to keep spares on-site during the installation. This was a significant contribution to the success of the installation. For this, we thank **Pam Weiner, Mark Schlegel, Jay Freeman, and Jeff Raybould**.

A quality success bouquet also goes to **Claeaton Mills and his group** at Quality Assurance in the Large Disc Drive Division. Another bouquet to **Doug Sourbeer and Final Test employees, Jeff Zimmerman and employees** of the King of Prussia refurb center, and to manufacturing employees.

The disc drives installed include 121 HDA's. During the installation, not a single HDA "fell out" because of a hard failure. The HDA replacement rate was zero.

On September 23, Exxon formally accepted the equipment which brought Memorex, through the Memorex Finance Company, in excess of \$3 million in revenue and monthly maintenance for customer engineering of over \$30,000 a month.

The Exxon Tiger smiled at a team representing a Corporation that: DID IT RIGHT THE FIRST TIME! Congratulations and thanks to all Memorex employees who participated in this project.

\* Delaney is the customer engineering branch manager for the New Jersey office and, in 1981, was named "Branch Manager of the Year."

## Credit Union offers Christmas Club plan for all employees

by Donna Appelt

If you're now enjoying a Memorex Employees' Credit Union Christmas Club account, you may receive a beautiful acrylic crystal ornament when you increase the amount of your Christmas Club payroll deduction by \$5 or more per paycheck.

If you do not presently have a Christmas Club account, you may receive an ornament by opening an account for 1983 with payroll deductions or regular deposits of \$5 or more per paycheck.

Now is the perfect time to open or increase a Christmas Club account in preparation for next year's expenses. Call or stop by the Credit Union office for enrollment forms. The last day to sign up for this program is January 10, 1983. Ornament supply is limited, so act now!

## Abenilla leads CE team in successful NJ installation

The Memorex products recently sold to Exxon Corporation were installed in record time and are performing far beyond customer expectations. The installation was successfully implemented by a team of customer engineers led by **Ray Abenilla**, a customer engineer working out of the New Jersey branch office.

Most of the equipment installed replaced competitor's products. Those competitors had not been able to offer Exxon the product quality and service offered by Memorex.

Some of the installers were recently-trained Memorex field engineers with little or no related experience, just the basic Memorex training course for new-hires in customer engineering. According to **Tom Delaney**, New Jersey customer engineering branch manager, "Their work was outstanding, reflecting their attitudes and the quality of their training." Some of those same field engineers are now servicing the Exxon account, arriving at the site early in the morning to clear up any anomalies before the workday begins at Exxon.

With many of the employees involved working evenings and weekends to meet the customer's deadline, the project was completed 30 days ahead of schedule, to the great delight of Exxon.

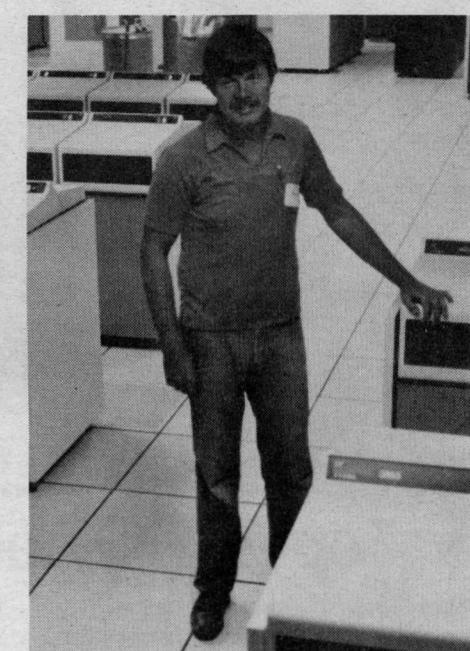
The successful installation of the Exxon account was a result of teamwork, involving Memorex employees located in various parts of the country. It was not only successful in terms of being right the first time, but was accomplished ahead of schedule—against all odds—and represents the largest account of its type for Memorex in 1982.

One person in particular inspired a flood of comments for his contribution. Some of those comments follow.

**Jude Cordiero**, the sales representative who secured the account, stated: "This sizable project has been planned, prepared meticulously and executed with a flair of professionalism, excellence, and an unusual attention to detail that left room for only one outcome—total success! And 'success' is the word the customer is already using without reservation. Many in Santa Clara and here in New Jersey helped to bring this project together. One single individual deserves credit for actively pursuing this mission with a vengeance from inception to the finish—**Ray Abenilla**. His execution of the installation was nothing short of superb as was his planning of the entire project. I have never seen things click like they did here. It came from a very well-orchestrated effort."

**Bill Lambert**, New Jersey branch sales manager, said, "Without dedicated people like Ray, it is impossible to compete in our business. The planning and execution by **Ray Abenilla** and his group was superior to what any other vendor could have offered. The benefit of these efforts will pay Memorex residuals for many years. We are well aware of the dedication, long hours, and effort that was required to accomplish this resounding success and wish to thank Ray and all those who worked with him. It is not necessary to discuss Ray's abilities since they are well known within Memorex and outside the company. The consensus of opinion is that there are very few in our industry as good or better."

**Gil Montez**, a lead technician in the Large Disc Drive Division who went to New Jersey to assist with the installation, reported, "The customer engineer, **Ray Abenilla**, was very positive about the install. The work he put into the planning of the install paid off when we actually did the work. Exxon was very impressed and pleased with the install, primarily because of the well-organized and executed plans that Ray had set up. Of significance to Exxon was the fact that all drives were up in only seven working days. The organization and planning that Ray put into it impressed me very much. It was a pleasure to work with a customer engineer like Ray and his technicians."



**RAY ABENILLA**

## Memorex hosts transit boosters

Memorex Corporation recently hosted a reception and awards presentation honoring local companies and individuals for their active participation in developing and promoting a smoother, more efficient, transportation system in Santa Clara County.

Included in the festivities was a sweepstakes drawing for a variety of wonderful prizes given to participants in "Commuter Saluter Month" throughout October. The reception was attended by representatives from companies all over the County, local politicians, and preliminary winners in the sweepstakes contest.

Principal speakers at the event were: Rod Diridon, Santa Clara County Supervisor; Michael Haltom, Memorex's vice president of Finance and Business Development; Ysabel Duron, anchor-person for the news on Channel 36; Art Hubbard, a vice president at Lockheed and chairperson of the Transportation Task Force; Tim Alldridge, Director of Consumer Marketing for the San Jose Mercury-News; and Becky Morgan, County Supervisor.

## King of Prussia started slogan of quality program

by Jeff Zimmerman

You've undoubtedly asked yourself many times: where did the slogan "Quality Begins With Me" originate? It originally came out of the King of Prussia quality assurance department, inspired by an employee's spouse, and has become the slogan adopted for the incentive program offered at the facility for nonexempt employees exhibiting the extra effort required to do a quality job.

In the program, employees are nominated by managers who consider the employee's communication skills, reliability, job proficiency, and quality of workmanship. At the end of each quarter, the Quality Area CE manager and the Human Resources manager select winners based on total merit points accumulated.

Winners selected for the first three quarters of 1982 are: Ted Sack, warehouse coordinator; Ed McCarty, technician; George Phillips, Jr., inventory analyst; Dave Royer, associate inventory analyst; Jerry Rhoton, senior product test technician; Al Piers, senior assembler; Art Berger, senior electronic technician; Jim Cahill, floor support operator; and Terry Quinn, product test technician.

Congratulations to all these King of Prussia employees and thanks to the Corporate Design Center (especially April Bishop) in Santa Clara for the beautiful poster they created to display our slogan.

## Sodano cited for extraordinary job in Canada

Back in mid-October, one of our most valued customers in Canada, the Canadian National Railway, encountered a problem with a Memorex tape subsystem. Considered to be a serious problem by the customer and one which could not be easily solved, it was critical to our future relationship with this very important customer to resolve the problem quickly and correctly.

Because we are the kind of Company we are and because our relationships with our customers are considered extremely important, a specialist was called in to solve the problem. **Ron Sodano**, an engineer in Development Engineering, was the expert consulted. Within two weeks, Sodano not only solved the problem for CNR, but inspired praise from his co-workers, Memorex management, and most important, the customer.

For his efforts, Sodano was recently presented with an award by Bill Brown, vice president of Development Engineering, at an employee's meeting. He was also cited in several memos for his accomplishments. Said Dennis Bishop, Eastern Region Manager in Montreal, "A lot of people put in many long hours to resolve this customer's problem and we (including the customer) greatly appreciate it. There is, however, one man who deserves special credit and thanks—Ron Sodano."

John Livingston, president of Memorex



*Bill Brown, right presents an award to Ron Sodano for his excellent work on a Canadian account.*

Canada, stated in a memo, "While we appreciate the efforts of all those involved, we would like to single out Ron Sodano for special thanks. His frankness with us and the customer, his extraordinary efforts and his commitment to customer satisfaction were the ingredients that turned a potential embarrassment into a success story. The result of this situation is dramatically increased confidence in Memorex on the part of Canadian National Railway. I believe it will positively affect our business results in the future."

Sodano, who reports to Roy Nakai, engineering manager, has been with Memorex for 13 years in field engineering and technical support. Prior to working at Memorex, he was with IBM.

## Credit Union offers variety of financial services to members



by Donna Appelt

The Memorex Employees' Federal Credit Union is a nonprofit, cooperative financial institution owned by its members, which began operations on January 1, 1979, for the purpose of serving the financial needs of Memorex employees and their families. In less than four years, the Memorex Credit Union has grown to a financial institution with assets over \$3 million.

It offers financial services like a bank and encourages savings like a savings and loan association. But, because it is a member-owned financial institution, profits are returned to members in the form of higher earnings on savings, lower interest rates on loans, and a wide range of other financial services.

The Memorex Employees' Credit Union is federally chartered and regulated by the National Credit Union Administration (NCUA), an agency of the federal government.

The success of the Memorex Credit Union depends on membership. Members invest in the Credit Union and the Credit Union, in turn, invests those savings by making loans to other Credit Union members. Interest collected on those loans represents gross income for the Credit Union.

Credit Union operating expenses, including salaries, supplies, insurance, etc., are paid and deducted from gross income to arrive at net profit. As required by federal law, 10% of that gross income is put aside as a reserve for possible bad loan losses. The balance of net income is then available for dividend declaration by the Credit Union Board of Directors.

Savings (called shares) are an investment in the Credit Union. The Credit

Union offers a variety of savings plans which pay very competitive interest rates (called dividends). These savings plans are designed to meet members' needs whether they choose a long-term or short-term savings plan. All member accounts are insured to \$100,000 by the NCUA.

Members may borrow money for new and used automobiles, home improvements, vacation expenses, educational expenses, taxes, bill consolidation, or a number of other purposes. Loans are usually available to members at lower rates than other financial institutions offer and may be repaid through the convenience of payroll deductions.

The Credit Union offers a variety of other financial services including family memberships, tax sheltered savings programs, automobile discount programs, savings and loan payroll deductions and savings withdrawals by mail.

All full-time permanent employees of Memorex Corporation and their immediate family, living in the same household, are eligible to join the Memorex Credit Union. To join, simply complete a Membership Enrollment Card (available at the Credit Union office in the San Tomas cafeteria, or through your Credit Union representatives located in all Memorex buildings) and return it to the Credit Union with your initial deposit of at least \$5, plus a one-time membership fee of \$1.

You may also wish to complete a Payroll Deduction Authorization Form and submit it with your Membership Enrollment Card. Payroll deductions enable you to begin a systematic savings program by automatically depositing a set amount from each paycheck into your Credit Union savings account.

As the Credit Union continues to grow, so will the services it is able to offer, including new savings programs and loan programs that beat the banks and savings and loan associations.

The years ahead will bring even more services from your Credit Union because of the support and confidence of the Memorex employees and their families. If you would like further information, call the Memorex Credit Union at (408)987-1122.

## Gadgets turn red traffic lights to green at flip of a switch

How would you like to ride in a sleek vehicle equipped with a little device that switches red lights to green lights, just so the passengers in your vehicle don't have to wait for that pesky red light to change? Well, now you can. The vehicle is called a Santa Clara County Transit Express Bus and you can take a ride any weekday in Santa Clara County.

The Express buses with their little light-changing gadgets are just one of the ways Santa Clara County is solving its monumental transportation problems. As in any fast-growing area such as Santa Clara County, keeping up with the growth by providing necessary services is always a critical problem. Santa Clara County has been the fastest-growing area of the U.S. for several years. That fact alone puts us in a unique situation.

Because road and freeway construction is subsidized with revenues earned from taxes on gasoline and because Californians have been using less and less gasoline for the last few years, funds are not available to construct the roads and freeways to support all the extra traffic coming into the area in the last few years. In Santa Clara County, that presents an even worse problem than in other areas, simply because of the rapid growth.

Displaying a great deal of foresight, Santa Clara County residents voted in a one-half percent sales tax a few years ago, the proceeds of which must subsidize transportation—all kinds. The result is while there is not enough money available to build new roads and freeways, Santa Clara County does have funds to spend on solving transportation problems in other ways.

Those solutions include the use of commuter lanes on expressways; expanding bus and train services; the introduction of electric trolley cars in some areas of the County; and other actions which are planned or in process. One of the neatest and most immediate solutions to too much commuter traffic is for commuters to carpool or vanpool.

thus relieving the roads of a number of vehicles, and saving its users a substantial amount of money they would otherwise spend on maintaining and driving their cars—alone. There are a number of "commuter lanes" on major routes throughout the County which can be used only by vehicles with two or more passengers.

One of the most interesting solutions to the transportation problems in the County is the planned introduction of Light Rail Transit (LRT) systems. LRT systems have evolved from, and are similar to, yesterday's streetcars. However, modern LRT is faster, quieter, and offers a more comfortable ride than streetcar ancestors. Powered by overhead electric wires, LRT's steel wheels driven by electric motors run along steel tracks, operating in mixed traffic with automobiles, in railroad rights-of-way, or at high speeds in exclusive rights-of-way.

One of the major advantages of LRT over buses is that light rail vehicles can be joined together like trains with one driver operating up to three linked vehicles at a time. Whereas a bus holds an average of 75 passengers, an LRT with one driver can pull cars carrying up to 600 passengers, offering an obvious savings in labor costs.

Initially, LRT will be introduced in downtown San Jose only. The San Jose Trolley Corporation has been formed for the purpose of restoring two to four historical trolleys that were once used in San Jose. The Corporation now owns two trolley bodies of cars that originally carried San Jose passengers in the 1920's. They will be restored to their original appearance and made fully operational for actual revenue-generating service on and near downtown. The cars are expected to be ready for operation by 1984 or 1985. The project is also considered to be "An Historical Restoration Project" to highlight San Jose's colorful connection with its rich history—a source of civic pride.

## Westlake presents "Zero Defects" program for selected suppliers

by Margaret Joyce

"The battleground of the future is quality, and the future has come to Westlake." So stated Sam Bass, Westlake's manufacturing manager, at a recent conference on Westlake's new quality program, known as "Zero Defects." The conference was held specifically to familiarize mechanical and electrical suppliers with the new program.

Chuck Weidler, purchasing manager, made the opening remarks and introduced the guest speakers, which included Gary Hodgman, plant general manager, and Bill Krehbiel, vice president of Off-Site Operations for Memorex's Storage Equipment Manufacturing and Development organization. Other speakers were Bass; John Rooney, quality assurance manager; and Rob Bowman and Paul Wenzel, technical purchasing managers.

Weidler began the conference by pointing out that attitude is the first step in implementing any new concept. Hodgman stated that the best way to improve market status is to improve quality and "do it right the first time."

Krehbiel addressed Burroughs/Memorex financial status and new growth potential, stating that in order for growth to occur, we need to deliver quality products on time and at competitive prices.

Rooney explained that "inspection can't put in quality where it does not exist" concluding that Westlake's focus is on prevention of defects, not detection alone.

Bass also spoke about the declining U.S. market as a result of foreign competition and the need for U.S. businesses to improve quality.

Bowman and Wenzel reinforced Westlake's commitment to quality and requested of the suppliers that they supply only quality parts, on time, at competitive prices.

The speakers were enthusiastic about the new program and their presentation was well received by the suppliers. Westlake is on the way to "Zero Defects."

## Structure of MPG changed to meet new market needs

Citing changes that have occurred in the media market and our position in it since the formation of the Media Products Group, Memorex president Clancy Spangle recently announced a change in the structure of that organization.

As of December 6, the Media Group now consists of the Computer Tape Division, the Flexible Disc Media Division and the Precision Plastics Division, along with the current Group activities of sales, finance, and human resources.

The Rigid Media and Components Division is being more closely tied to the Memorex equipment operations, with Division vice president and general manager Russ Krapf now reporting to Wade Meyercord, president, Storage Equipment Manufacturing and Development.

# NEWSMAKERS

## Hein heads Communications finance

Tom Hein has been named finance manager for the Communications Group reporting to John Mitcham, president of Communications. Hein joined Memorex in 1977 as budgets and measurements manager for the America's and Asia organization. In 1979, he was promoted to budgets and measurements manager for the General Systems Group. Since February 1981, he has been finance manager for the Large Disc Drive Division. Hein holds a BS in accounting from Iowa State University and an MBA from Michigan State University.

## Frye now MPG finance manager

Elizabeth Frye has been named budgets and measurements manager for the Media Products Group, reporting to Ed Valentine, Group finance manager. In her new position, Frye will be responsible for budget and measurement functions including group consolidation with an emphasis on analysis, both causal and corrective. Frye, who joined Memorex in January 1981, has been finance support manager for Storage Equipment Planning and Program Management. She holds an MBA in finance and accounting from the University of California at Berkeley.

## Matej promoted to R & D in RMCD

Al Matej has been promoted to the position of research and development engineering manager in the Rigid Media and Components Division reporting to Russ Krapf, general manager of RMCD. Matej joined Memorex in November 1976. Prior to his recent promotion, he was RMCD's manufacturing engineering manager. Before joining Memorex, he held various engineering managerial positions with Iomec, Caelus Memories, and Varian Associates.

## Williams joins SEM & D management

Rick Williams has joined Storage Equipment Planning and Program Management as manager of financial planning and analysis reporting to Al Conover, vice president of that organization. Williams joins Planning and Program Management from U.S. Equipment Sales and Service where he was responsible for Group Budgets and Measurements. Before that, he was a division controller for Siltec Corporation and held a number of increasingly responsible financial positions at Memorex and Ford Aerospace Corporation prior to Siltec.

## Seabrook promoted to marketing post

Geoffrey Seabrook has been promoted to the position of marketing manager, reporting to Al Conover, vice president of Planning and Program Management. Seabrook replaces Sam Spadafora who was recently promoted to vice president of sales operations in U.S. Equipment Sales and Service. Seabrook relocated to Santa Clara from London, England, in May of this year to assume responsibility for program management of large disc programs for the Planning and Program Management organization. Prior to that, he was the large disc product manager for Memorex International.

## Robinson now in SEM & D management

Keith Robinson has assumed the position of product transfer manager in Storage Equipment Manufacturing and Development Off-Site Operations, reporting to Bill Krehbiel, vice president of SEM & D Off-Site Operations. Robinson joined Memorex in 1970 shortly after receiving his MBA from San Jose State University. He left the Company in 1973 and held materials management positions with Singer Business Machines, Fairchild Systems Technology, and Atari before returning to Memorex in 1980. Since then, he has held the positions of OEM manufacturing manager, materials manager, and his most recent assignment as a unit manufacturing manager, PCB Operations, in the Large Disc Drive Division.

## WANTADS

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

FOR SALE: 1974 Dodge Wagon, fully equipped, high mileage, well maintained, full records. Fast sale at \$695. Call Ed at (415)592-5704.

FOR SALE: Reuther Board (similar to a springboard). \$90. Call Dianna at (408)732-1938.

FOR SALE: 1978 Ford Fairmont, power steering and brakes, AM radio, 70k miles, very good condition, runs well. \$2500 or best offer. Call (408)258-9006.

MOVING SALE: Angel fish and aquarium, camera equipment, 10-speed bike, dinette set, 25" color television set, Sunn guitar amplifier, queen size bed, and other household items. Best offers on each. Call (408)737-9344.

FOR SALE: Ruger Mini-14 .223 caliber, blued steel, 20-round carbine. \$250 firm to responsible adult. Call Ken at (415)369-8414.

FOR RENT: South Lake Tahoe cabin available for holidays and ski lease. Nicely furnished, cable TV, wood-burning stove, AEK, washer/dryer, stereo. Sleeps 8+. Only a few minutes from skiing and casinos. Call Grace at (408)268-8633.

FOR SALE: 1977 Volkswagen Bus, automatic stick shift, brown and cream, 62k miles, good condition. \$3500 or best offer. Call Mary Ann at (408)226-2378.

HOMELESS DOGS: Two exceptional dogs looking for homes—one male Afghan, AKC champion, red with black mask, 8 years old, very friendly and good with children; one male Whippet, AKC champion lineage, 22 months old, incredibly lovable and fun-loving. Prices negotiable, good home most important. Call Jill at (408)978-1973.

FOR SALE: Maui oceanfront condo, 1 bed 1 bath end unit, Deeded Interval Ownership (two weeks every July). New carpeting, fully furnished, quiet, overlooking Molokai and Lanai, three miles from Kaanapali. \$18,000 with flexible terms or \$9,000 per week. Call Tom at (408)356-5088 after 6 p.m.

FOR SALE: Mountain West security alarm system for your home and belongings. Cheap as a dog. \$375 or best offer. Call Tim at (408)942-0978.

## NOVEMBER/DECEMBER ANNIVERSARIES

### 20 YEARS

Dennie Burgstrom, Computer Tape Division

### 15 YEARS

Peggy Martinez, Flexible Disc Media Division

Tomas Dupree, Computer Tape Division

Thelma Hunter, Flexible Disc Media Division

Helen Sayre, Customer Engineering, U.S. Sales & Service

Celia Alvares, Large Disc Drive Division

Leonard Konopacky, Computer Tape Division

Richard Walsh, Rigid Media and Components Division

Claudia Walls, Computer Tape Division

Katie Serrano, Computer Tape Division

Rodney Laas, Development Engineering

### 10 YEARS

Stephen Auerback, Communications Group

Marie Santos, Liege

John Baty, Sales and Administration

John Chenoweth, Customer Engineering, U.S. Sales & Service

Michael Vena, Sales, U.S. Sales & Service

Eliane Joyeux, Liege

Mitaya Roberts-Punya, Large Disc Drive Division

Wayne Rundle, Computer Tape Division

William Grayson, Computer Tape Division

Lucette Hardy, Liege

Maggie Brocker, Large Disc Drive Division

Roy Valdez, Computer Tape Division

Viviane Polmans, Liege

Judith Hester, Sales, U.S. Sales & Service

Kathy Cammack, Corporate Staff

Jenny Loute, Liege

Clayton Davis, Customer Engineering, U.S. Sales & Service

Richard Moon, Customer Engineering, U.S. Sales & Service

Jay DeGraff, Customer Engineering, U.S. Sales & Service

Dominique Fintolini, Liege

John Massara, Rigid Media and Components Division

Susan Cherms, Precision Plastics Division

Stanley Woods, Customer Engineering, U.S. Sales & Service

Kay Lockwood, Eau Claire

Daniel Weber, Planning & Program Management

