

# The Independent Journal

May/June

News and Views of the Memorex Equipment Sales and Service Team

## CLAPHAM, KOCH, GRODHAUS—FIRST THREE TO RECEIVE 'SALESMAN OF THE MONTH' AWARD

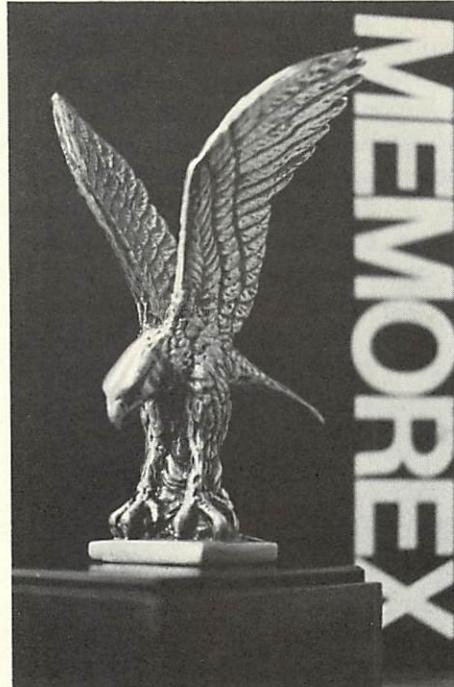
—New Program Begins—

The Equipment Products Group "Salesman of the Month" program is now in full swing. Three outstanding quota achievers have been named for January, February, and March.

Says **George Dashiell**, Vice President, Sales and Service, "I am proud to have these men on my team. Their hard work and professionalism has been of the highest standard. I, along with their regional managers, congratulate them on jobs well done."

Each month a winner is selected according to highest quota achieved. Quota is determined by dividing the sum of the purchase and lease figures by 2. Each winner receives a statue of an eagle, and a framed certificate personally signed by George Dashiell; **Roger Johnson**, Vice President and General Manager, Equipment Products Group; and the salesman's Regional Manager. Congratulations to the following:

**Andy Clapham** — January's winner, Andy, 37, is Branch Manager for the Hartford office. He joined Memorex in 1971 as a Sales Representative for that office, and was promoted to Branch Manager in 1972. Andy attributes his good month to a disc drive order from the State of Connecticut. "We worked on the account for over a year," he says. "The competition was narrowed from 30 vendors to finally just Storage Tech, Control Data, and Memorex. The account



Each winner will receive an 8-inch tall, bronze statue of an eagle with his name engraved on the base.

was already a Memorex 660 customer, and knew our service capability. That played a large part in their final decision." When asked what makes a good salesman, Andy replied, "Just a lot of hard work, a little luck, and a great service organization."

**Tom Koch** — From the Milwaukee office, Tom, 45, is February's winner. He joined Memorex in 1971 as a Sales Representative in Milwaukee. He attributes his high quota to the reception Memorex has had in the city of Madison. Several of his accounts are headquartered there,

### Profile

## MIDWEST—A LOT OF FARMS, CATTLE AND COMPUTERS

After Mrs. O'Leary's cow kicked the lantern in 1871 and started a fire that burned for 3½ days and leveled 15,000 buildings, Chicagoans cleared away the smoking ashes and rubble and set about to build a bigger and better city. Their hard work paid off, for today Chicago is the second largest city in the United States. It has the world's largest post office, tallest building, busiest railroad center, boasts a man-made river thru the heart of the city, and even has a "loop." Located on the shores of Lake Michigan, the "Windy City" is also the world's greatest inland port. And O'Hare airport serves more passengers per day than any other airport in the world.

It's little wonder, then, that Chicago is the hub of activity for Memorex's Mid-West region. Half of the region's revenues are generated from customers in and around the city. Headquarters are in the new distribution center in the Chicago suburb of Lombard. **Doug Speed**, Regional Manager, Field Engineering, and **W. Jere Werton**, Regional Manager, Sales, head up a team of 60 field engineers and sales representatives located throughout 9½ states. This area represents 14.4% of the total U.S. computer market.

Educational institutions, financial and business firms make the major markets for Memorex in Chicago. The City was recently a focus of attention from all over the country



## "SPRINT OF '76" ENTERS FINAL LAP

Already 15 sales representatives from the Equipment Products Group have qualified for the "Sprint of '76." This July they'll be jetting their way to Montreal to attend the 1976 Summer Olympic Games.

So far winners from the Equipment Group include: John Adams, Baltimore; Andy Clapham, Hartford; Jack Davis, formerly Atlanta; Doug Donald, Miami; David Emmit, Detroit; Bill Etheredge, Pittsburgh; Larry Foley, Greenwich; Greg Grodhaus, Dallas; Al Hortman, St. Louis; Tom Koch, Milwaukee; James Mastro, Chicago; James O'Rourke, Atlanta; Dean Painter, Raleigh; Bill Whitaker, Southeast Regional Sales Manager; and Ken Yauch, Detroit.

The contest is sponsored by the Corporate Marketing Council. Each sales person within the EUMEA, Equipment, A & A, Consumer and Business Media and Computer Media Groups who has been assigned a revenue quota is eligible to participate. The first 70 people to achieve 100% of their January 1 to May 31 quotas will win the trip.

As of March 31, a total of 40 people have qualified. More tickets are still available, so hurry and close those orders. Special awards will also be presented to all sales people who achieve 100% of their January 1 to May 31 quotas.

## TOM EDWARDS, NEW FE MANAGER, CITES '76 GOALS

You've heard the expression, "Like father, like son." This is certainly true with Memorex's Manager of Field Engineering, Tom Edwards. His father was a field engineer with IBM for a mere 46½ years. It was no surprise, then, that Tom's first job in the real world was as a field engineer with IBM.

But in 1970 he wised-up and decided to join the better company, Memorex. A native of Texas, his first assignment was to establish a sales and service office in Houston. "I was a one-man show when I came to the Company," recalls, Tom. "I was Houston's field engineer, branch manager, and sales representative. My office consisted of a telephone and a file cabinet. I didn't even have a chair or desk."



T. Edwards

Under Tom's leadership the Houston office grew rapidly. In 1972 he was officially made Branch Manager, and in 1975, promoted to Regional Sales Manager. Today the office is headquarters for the Southwest Region and employs more than 17 sales and service representatives. "And they

all have their own desks and chairs," adds Tom.

Memorex is fortunate to have a man as experienced in both sales and field engineering as Tom. He fully understands the importance of a well-trained, professional service organization to the success and quality of a Company.

"The name of the game," he says, "Is top notch service representatives. The best sales tool a salesman can have is a customer who says, 'I don't use Memorex because I save money or the machine works faster, but because the service organization is great.'"

Tom sees 1976 as a busy year. "There are two areas in particular I'd like to give priority to — one is providing incentive and recognition programs for field engineers; the other is implementing a number of technical education programs."

Several new training programs are planned for this year. With the addition of more sophisticated products to our equipment line, such as memories and the 1380, comprehensive training programs are becoming a vital part of field engineer training. Paths are being made for engineers with long-term career objectives.

He already has taken steps to make these goals a reality. A Field Engineering Technical Conference is planned for Fall of this year. It will be somewhat comparable to the Quota Club, but for qualifying field engineers. Plans for a "Field Engineer of the Month" award are underway. Every month one field engineer from each region will be selected in recognition of outstanding performance.

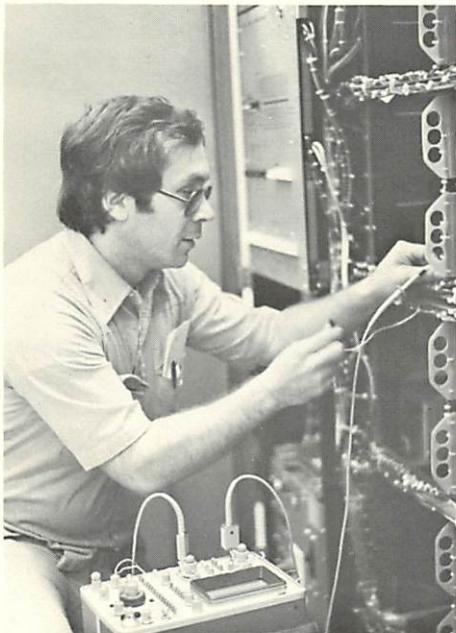
Summing up the year's programs, Tom says "We've got a lot of work to do. But I'm confident that with the support of headquarters and cooperation of the field, we can achieve our goals."

## KAISER INDUSTRIES IS BETA TEST SITE FOR 6258 MEMORY

Kaiser Industries, Inc., a world-renowned holding company headquartered in Oakland, Calif., was the center of much attention the weekend of April 24. Santa Clara Equipment Products Group personnel waited anxiously as a team of Field Engineers and Memory Product Specialists hustled to attach Memorex's first 6258 Memory to an IBM 370/158.

The installation marks the Beta Test Site for the new product. According to **Tom Neblett**, San Francisco Sales Rep., the 6258, 4K-chip Memory, installed for a 90-day test period. "Kaiser Industries was already a 1270 customer," he says. "They were familiar with Memorex and willing to let us use their data processing center as the test site. Use of the 6258 is also helpful to Kaiser, since the company is consolidating a lot of small computers into a large one and can use the additional storage capacity. The test period is really a joint venture beneficial to both firms.

Latest report says that the machine has been up and running with no problems since it went on-line.



*Perfection is critical in all installations. Here, Jim Dimino, Memorex Specialist, Santa Clara, checks the timing of the Memorex Memory.*

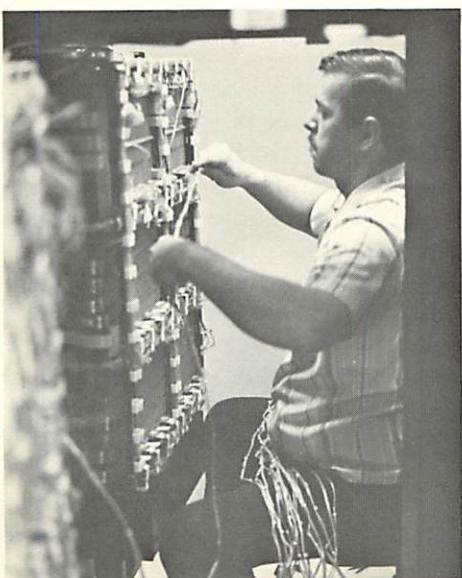
Credit for this goes to the men who worked 'round the clock on the installation. They are: **Chuck Cochran**, System Support Team, Portland; **Jim Dimino**, Technical Support, Santa Clara; **Dan Kilgore**, FE, San Francisco; **Dick Ranck**, Memory Planner, Santa Clara; **Dan Tortorelli**, Development Engineering; and **Frank Chester**, System Support Team, Santa Clara.

The 6258 is now available for shipment.

## IR CARDS — HELPING THE COMPANY AND YOU

*submitted by: Paul Keller, Supervisor  
I.R. Data Control*

Recently a Field Engineer replaced 30 light bulbs while servicing a string of drives. But when filling out his Incident Report, he wrote down the wrong part number. The card showed that 30 sets of Read Only Memories had been used instead of 30 light bulbs. Thirty bulbs cost \$7.80. Thirty ROMs cost \$101,520. Had the error not been caught by the Resource Administration Department at headquarters, the Company would have spent more than a hundred thousand dollars on parts not needed!



*Chuck Cochran, FSE, Portland, installs tri-leads from the Memorex 6258 to the IBM 370/158.*

Incident Reports are regarded by some as a nuisance, but the above is a good example of the problems that happen when they aren't accurately filled out. The cards are a valuable source of feedback and useful in many applications. First, they provide engineers with data on the performance of a product in the field.

Second, they help plan for spare parts. It is essential to know how often spare parts are used so they can be promptly reordered from manufacturing. Make sure that when you fill out the reports, the correct spare part number is recorded.

Incident reports also are the basis for determining the cost of service, which then becomes the basis for pricing our service. In addition, they trigger time and material billings to our customers. Field Engineers can help the Resource Administration Department by remembering to do the following:

*Print legibly—handwriting which is not neat can be misread by a key-punch operator. The result may be a wrong part ordered or incorrect billing.*

*Fill the form out thoroughly and accurately — if the report doesn't have all the necessary information, it's not very useful. Make sure you read the correct number from the parts catalog. Also, the more comments made about the service required, the more informative the report. This information is especially critical on unscheduled interruptions (service code 01).*

*Mail promptly—receiving late reports postpones computer processing and report evaluation.*

Taking a few minutes to fill out an incident report after each activity may seem a bother, but its value is great. The feedback provided is essential to making sound decisions. A few seconds taken to verify your work and send in the reports will pay off in better management and a more effectively run operation.

## SALES SEMINARS SPARK 1380 AND 1377 INTEREST

Do you want help generating a lot of customer interest in the 1380 and other Memorex equipment products? A customer sales seminar may be the answer for you.

Since the beginning of March, John King, Manager, Field Support for Communications Products; and Tom Fitzgerald, Product Engineer for Communications Controllers, have been traveling to branch offices to update Memorex personnel and conduct the seminars. "We began this program," says John, "to update Memorex Sales and Service personnel as well as to stimulate potential user interest in our communications products. We discuss all our products but spend most of our time on the 1380 and 1377."

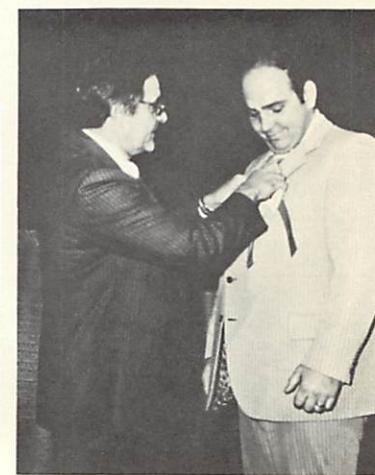
A highly successful seminar was held April 1 in Richmond at the request of Nick Jackson, Branch Manager. A whopping 65 people were present, including people who never before attended a Memorex seminar. "We were delighted with the turnout," states Nick. "In one morning we were able to talk to more people than we could if John and Tom had stayed for a week. The meeting was professional, educational, and generated a lot of enthusiasm."

Mike Leavinson, Sales Representative for the office, was also very enthused about the seminar. "It was more an informational program than a sales pitch," he says. "Many people asked questions and participated in discussions about the products. I'm sure Memorex soon will have new customers as a result of this seminar. Everyone thought it was worthwhile."

Branch personnel hosting each seminar are responsible for making all the meeting arrangements, including locating a conference room and inviting people. If you are interested in learning more about this sales seminar or hosting one, please contact John King, X-1380, for details.



Charles Splaine, Western Region Sales Manager



George Dashiell, left, and Greg Grodhaus, Salesman of the Year.

Leo

### It Happened in Reno

## OUTSTANDING ACHIEVERS HAILED AT '76 QUOTA CLUB

submitted by: John Ryan, Manager Sales Administration

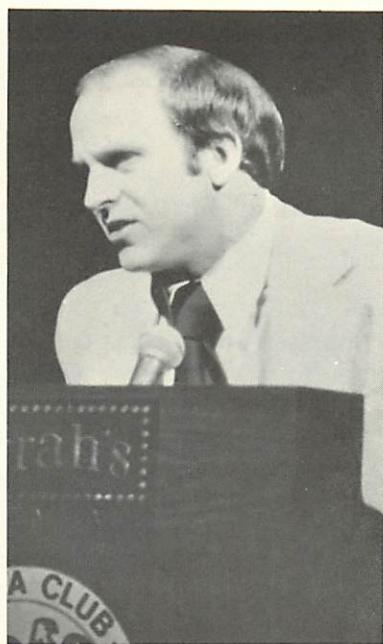
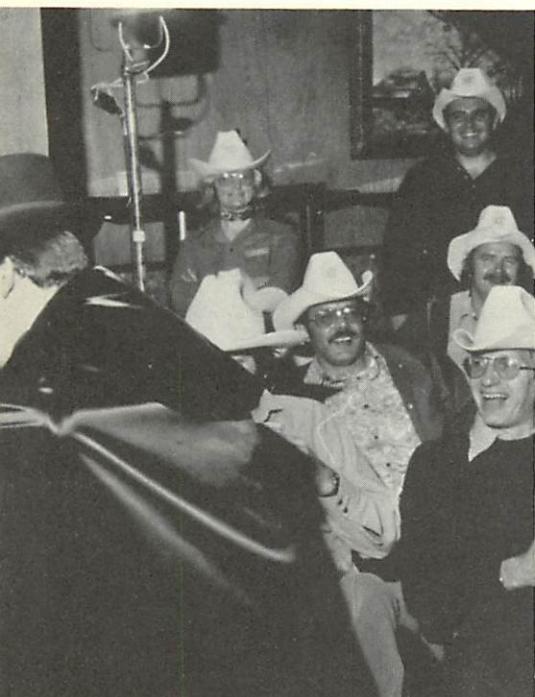
The lights dim, the crowd noise settles, as George Dashiell steps up to the podium. "Welcome to the 1975 Quota Club in Las Vegas, Nevada...er, uh, San Diego...uh, no...would you believe Reno!"

Thus the 1975 Quota Club began, demonstrating precisely the theme of this year's program: "Keep It Moving." The fact is, a Quota Club for "100%" achievers will be a tradition at Memorex, initiated by this memorable meeting.

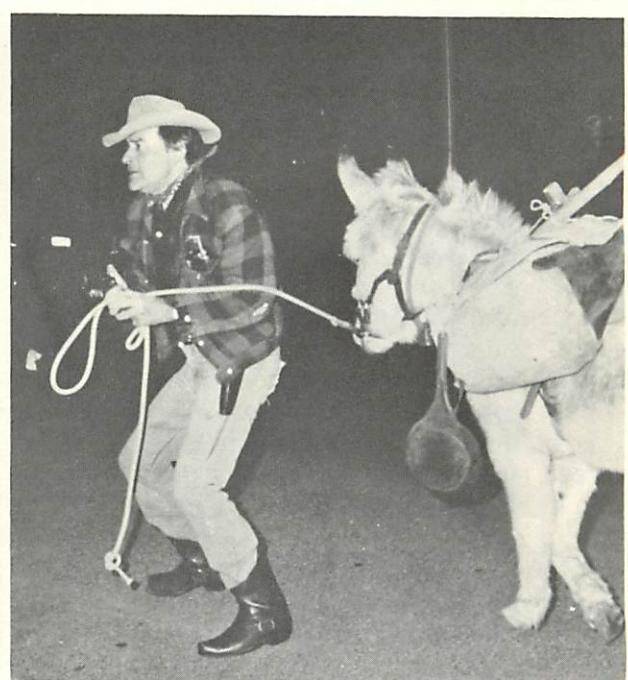
But other traditions were also

initiated, not the least of which is the new "Double Eagle," symbolic of the Man and his Company (or is it the Person and its Company?). The "Double Eagle" also represents the "Salesman of the Year." This is the man in our sales organization who best represents the quality, integrity, and achievement of the Memorex sales force. This honor was earned in 1975 by Greg Grodhaus of Dallas. Congratulations, Tiny.

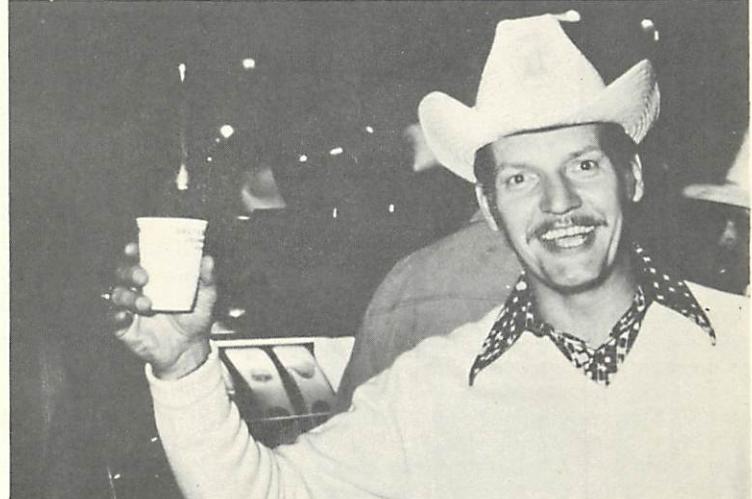
Several speakers addressed the group, including Robert C. Wilson, President, who gave the keynote address. The featured speaker at the Awards Banquet was Roger W. Johnson, Vice President and Gen-



Bill Etheredge, Quota Club President



Roger Johnson, Branch Manager, Washington D.C., receives Quota Club award from Roger Johnson as Hal Rumph, left, and George Dashiell look on.



John Hoiness

eral Manager of the Equipment Group.

Other speakers included Marcelo Gumucio, Vice President and General Manager, Americas & Asia; Keith Plant, General Manager, OEM Division; Hal Krauter, Director of EPG Finance; Hal Rumph, Vice President, EPG Marketing; Dr. Val Feigenbaum, President of General Systems Company, Inc. — Quality Consultant; and John Eastling, Vice President, Litigation Support Activities.

Representing the Sales and Service organization with stimulating discussions were Bill Etheredge, Club President; Tom Edwards,

Manager, Field Engineering; John Hoiness, Director, Field Administration; Charlie Splaine, Western Regional Sales Manager; Bill Koenig, Federal Region Sales Manager; and Frank Kirchhoff, representing himself. Our sincere thanks to all these gentlemen.

Group breakdown sessions on Package Leasing, Quality, and Communications Products could not have taken place were it not for the contributions of the panel members. To those gentlemen, our thanks also.

Special recognition is due Jim Censky and Bob Lehman, who are the first salesmen in EPG history to attend five 100% clubs. Did you

ever think it would happen?

But of course, all is not work, as many Club members chose to personally test the rumor that the "tables" in Reno were open twenty-four hours. And who can forget the skit with "dirty ol' George" and "Petunia" at the memorable Western Night in Virginia City?

But let us not forget the most important people of all: the members. For those of you who attended, I hope you felt it worthwhile. For those of you not in Reno, you missed a good time. Don't miss the 1976 Quota Club — it will be better than ever!

**He who hoots with the owls at night,  
Cannot fly with the eagles at dawn.**

### Profile

(continued from first page)

as Memorex's first two 1380s were installed at Loyola University. **Mike Vena** was Sales Representative for the account. Special recognition for an outstanding job handling the installation goes to **Mal Brooks**, Field Engineer, who worked 12 hours a day, 7 days a week for one month to make sure the communica-



*W. Jere Werton is one of Memorex's original Equipment Products Group Managers. He joined Memorex in 1969 as Manager, Central United States, responsible for opening and staffing equipment sales offices in that region. He worked from the Detroit office for a year before moving to Chicago as Midwest Regional Manager.*

tion controllers were working properly. Three 1380s will soon be installed at Western Electric, thanks again to Mike Vena.

Other parts of the region are not as concentrated with businesses as Chicago, but nevertheless present opportunities for Memorex. "Two markets we're focusing on," says Werton, "are state government and colleges. We are particularly pleased with our recent win in the dairy state of Wisconsin. The Department

of Industry, Health and Labor Relations in Madison, had made a decision to go with an IBM disc storage system. But **Tom Koch**, Sales Rep. from the Milwaukee office, gave a 'last chance' presentation and swayed them to go with Memorex. Just goes to prove it's never too late.

"We will be concentrating on other state government business, but we've learned from bitter experience that it usually takes longer to get these accounts than commercial accounts. Sometimes it takes years for governmental agencies to make a move. But we will pursue them vigorously."

If an artist were to paint a realistic landscape of Kansas, Iowa, and Nebraska, it would include rolling fields of wheat, clusters of oil well derricks, great herds of cattle and towering grain storage elevators. These states contain some of the richest soil in the world, and earn the region's nickname, "America's farm belt." Memorex has a service location in Omaha and a sales and service office in Kansas City. Western Auto and General Motors are two Memorex accounts in this area.

Farther south is the "show-me" state of Missouri. **Al Hortman**, Branch Manager of our St. Louis office, recently showed a customer what Memorex could do. He arranged a large disc drive purchase order for Southwestern Bell, which has data processing centers in St. Louis and Houston. The St. Louis installation is serviced by **Gerald Robinson**, FE, who did an outstanding job of staying with the account until it was right. **Ron Skiles**, FE, resides in Columbia, Mo., and services a disc drive installation at the University of Missouri as well as other 1270 and disc drive accounts in Central Missouri.

An Emergency Parts Center (EPC) is in Berkeley, Missouri, staffed by **Fred Locario** and **Don Weber**.

In Minneapolis, competition is very keen, primarily because Control Data is headquartered in that town. But

## The Independent Journal

**Jerry Huebner**, Sales Representative, continues to chip away, and has been doing a fine job. He recently received an order from Marquette Computer Corporation. **Steve Huffman** supervised the installation for this company which handles the data processing for Bank Americard in the Minneapolis area.

The Northwest corner of Indiana is a striking contrast to the rest of the region. It's hard to believe that in 1906 Gary was a sand dune, for today Gary, Hammond, East Chicago, and Whiting comprise one of the world's greatest concentrations of heavy industry, especially steel, cement and oil-refining plants. The area is relatively new for Memorex, but **Ron Bulin**, who was recently promoted to Chicago Branch Manager, has been staking out potential customers. He was successful with The Associates, a financial lending institution in South Bend, which is now one of the region's largest customers. This account marks a significant win over Itel.

Both Speed and Werton agree that it's not easy to manage some of the remote "pockets" of business in the region. Says Werton, "It's important to meet with customers, talk with people. This is not easy to accomplish when we don't have a concen-



*Doug Speed joined Memorex in 1971 as Field Support District Manager, Dallas. Six months later he was promoted to Technical Operations Manager, Santa Clara, and in 1972 he became Midwest Regional Field Engineering Manager. Prior to Memorex he worked for IBM for 15 years.*

tration of business in one area. We must treat each state individually, flying to see customers and making special arrangements."

Speed agrees. "It is extra important that we let the guys in remote service locations know we care about what they're doing. Some are hundreds of miles from a Memorex office or another Field Engineer. But their work is always noticed."

Working together is another area the two men agree on. Says Werton, "Cooperative spirit and teamwork are making our work successful. Media and Equipment Sales Repre-

sentatives exchange sales leads. Field Engineers and Sales Representatives work side by side, making joint calls, sharing information. We work together to maintain Memorex's reputation for quality and to achieve our challenging revenue and profit goals for 1976."

Speed says, "One goal for 1976 is to make Mid-West the finest service organization in the Company. We always strive to give personalized assistance to the customer, to act and look like professionals at all times. 1975 was a good year for us, and we expect 1976 to be even better."

## MIDWEST REGION



### MIDWEST REGION SALES AND SERVICE ORGANIZATION

George E. Dashiell  
Vice President  
Sales and Service Equipment Products Group

Tom Edwards  
Manager, Field Engineering

W. Jere Werton  
Midwest Regional  
Manager, Sales

Douglas Speed  
Midwest Regional Manager,  
Field Engineering

Chicago	Minneapolis
R. Bulin, Branch Mgr.	G. Huebner, Sr. Sales Rep.
D. Brigance	
R. Comerford	St. Louis
D. Donaldson	
J. Mastro	A. Hortman, Branch Mgr.
W. Roch	F. Ames
M. Vena	R. Hardt
Milwaukee	G. Lawler,
T. Bednarik	Kansas City
T. Koch	
J. Kratoska,	B. Lewis
	Peoria
	G. Beaver

**Note:** Boldface names report directly to Werton.

Chicago N.	Chicago S.	Minneapolis	St. Louis
J. Helman, Br. Mgr.	R. McElhenie, F. Mgr.	W. Maertens, Br. Mgr.	W. Spencer, F. Mgr.
J. Crowder, Adm.	R. Perlongo	L. DeLeo	M. Gatzmer
E. Briege	A. Kulinski	G. Richter	S. Hoffman
M. Brooks	G. Vance	G. Robinson	T. Moloney,
G. Gerkin	M. Sraga	C. Weber	Terr. Sup.
C. Kiernicki	R. Lannefeld	G. Weber	E. Van Gilder
R. Lannefeld	T. McEvoy	South Bend	
T. McEvoy	D. Wallestad	P. Botwin	Peoria
D. Crites	D. Crites	M. Osborn	Omaha
W. Weinand	W. Weinand	D. Sullivan	
Kansas City		K. Carpenter	R. Kraning
R. Halberstadt, Terr. Sup.	EPC Berkeley	J. Nelson	T. Grigg
P. Atwood	D. Weber	E. Tryner	Milwaukee
E. Norman	F. Locario		
R. Reed			R. Huck
Colombia, Mo.			M. Marshall
R. Skiles			C. Preston
			Madison
			T. Miteff
			G. Rudd

**Note:** Bold face names report directly to Speed.



G. Grodhaus



T. Koch



A. Clapham

**Salesman of the Month***(continued from first page)*

including the State of Wisconsin who leased a disc drive system, and American Family Insurance, who renewed their lease for a 3670 system and 1270 during February. "Madison is a relatively small community," he says. "The Memorex name is well known there and we have a reputation for a fine service organization. The area shows a lot of opportunity for Memorex."

**Greg Grodhaus** — March's winner, Greg, 28, joined Memorex in 1973 as a Sales Representative for the Dallas office and was promoted to Branch Manager this Spring. Greg attributes his whopping March quota to two accounts in particular: Medical Information Systems, which leased three 3670 disc systems, and Hagger Co., a clothing manufacturer, for an outright purchase of 145 Memory. Of his work Greg says, "It takes tremendous effort to be a good salesman. But I try to get to know my customers and have a little fun when doing business."

**SALES****Promotions**

*Tim Connors*, from Sr. Sales Rep. to Package Lease Rep., Boston

*Kevin McCormick*, Sr. Sales Rep. to Package Lease Rep., NY Metro

*Jack Williams*, Sr. Sales Rep. to Package Lease Rep., Houston

*Ken Yauch*, from Sales Rep. to Package Lease Rep., Detroit

**New Hires**

*Frank Cummings*  
Sr. Sales Rep., New Jersey

*Gerald Lawler*  
Systems Engineer, St. Louis

*James Peck*  
Sales Rep., Dallas

*Robert Varo*  
Sr. Sales Rep., Boston

**FIELD ENGINEERING****Promotions**

*Bob Beckett*, Technical Instructor, to Manager of Technical Education, SC

*John Byron*, Sr. FE to FES, Richmond

*Felipe Cervantes*, FE to Sr. FE  
Los Angeles

*Bill Emond*, Manager of Tech. Ed., SC to FE Branch Manager, Los Angeles

*Bill Farmer*, FE Branch Manager, LA to NY Metro Regional FE Manager

*James Holody*, Sr. FE to Territory Supervisor, Buffalo

*Danny Kilgore*, FE to Sr. FE, San Francisco

*Curtis McCrary*, Field Manager to FE Branch Manager, McLean

*Cyril Motichka*, FE to Sr. FE, Denver

*Warren Mullin*, Tech. Instr., SC, to Field Manager, NY Metro

*Thomas Pearce*, Territory Supervisor, to Field Manager, San Diego

*Ed Ponczka*, Sr. FE, to FES, Richmond

*Blaine Smith*, AFE, to Sr. AFE, San Francisco

**New Hires**

*Thomas Bowser*, FE, Pittsburgh

*Arthur Brown*, Sr. FE, Los Angeles

*John Caverelli*, FE, Philadelphia

*James Connors*, AFE, Greenwich

*Glenn Croft*, Parts Clerk, Dallas

*Joseph Curran*, AFE, Philadelphia

*Tim Gressett*, AFE, Atlanta

*Tony Grigg*, AFE, Omaha

*Douglas Kay*, AFE, Greenwich

*Danny Runyon*, AFE, Houston

*Douglas Wurster*, Sr. AFE, Philadelphia

# MEMOREX

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