

December

News and Views of the Memorex Equipment Sales and Service Team

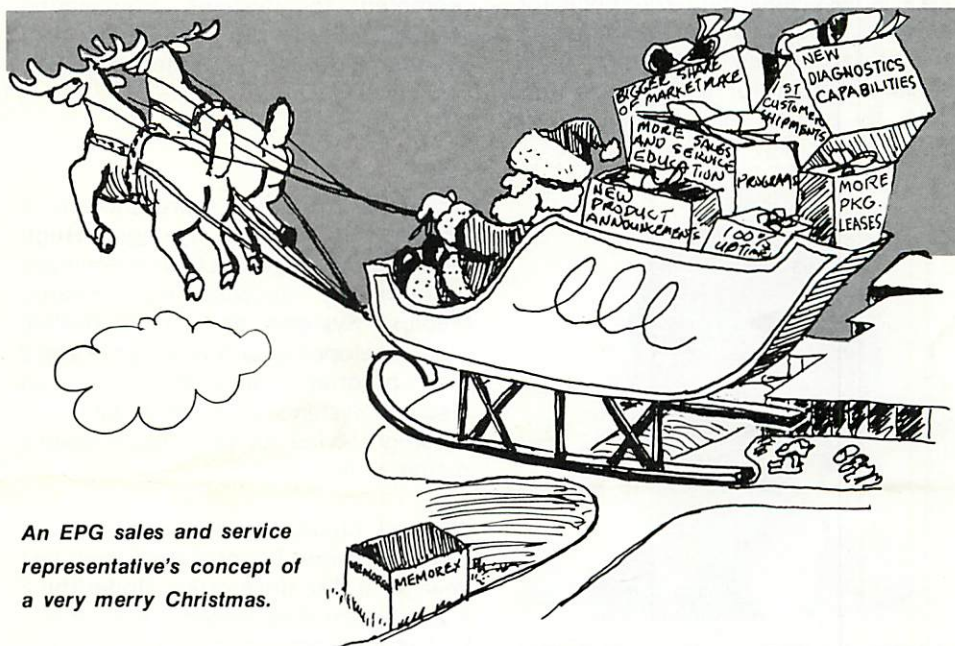
1976

Few Days Remain In Sales Contest

Not much time remains to earn points for the "Keep It Moving...Faster" sales contest. Under the rules of the contest, points are awarded on all new production machines sold between September 1 and December 31. If the units are installed before December 31, extra points are earned.

The person with the highest number of points will be known as Memorex's "Fastest Mover" and will win a sizeable cash bonus. Other contest participants who earn points will also receive cash prizes.

As of this writing the person in the "Fastest Mover" slot is **James Peck**, Dallas, with 125 points. Following hot on his heels, though, is **Ralph Casale**, Boston, pursued by **Joe Dowd**, New York, and **Dennis Cronin**, San Francisco.



An EPG sales and service representative's concept of a very merry Christmas.

Rigorous Training Prepared Them

NYC Regiment Carries Off Victorious Assault; First Attempt of its Kind

Dawn had come. It appeared to be just another Saturday morning, chilly and overcast. Captain **Warren Mullen**, NYC Regiment, and two intelligence officers from headquarters were on their way to rendezvous with his troops already on site. This was to be the first assault of its kind. The intelligence officers, **Al Oeding** and **Ed Barwick**, had brought some vital information from headquarters necessary to make this assault successful. Everyone was solemn.

Weeks of advance, rigorous training had taken place and everyone knew that by the end of the day we would know whether it had been worthwhile.

The day before, a reconnaissance mission was made at the site. Its purpose was to make contact with the local

people in the little village of Advertising Checking Bureau and prepare them for the upcoming attack.

It had been successful and no contact was made with the enemy.

Captain Mullen and the intelligence officers finally arrived at the rendezvous site. His troops were already there, making their final preparations, checking out their equipment and performing the final tasks necessary before going into battle. Morale was high, but one could sense the tension in the air. The main assault was to be led by Sgt. **Jim Russo** with Corporal **Jim Ingrassia** and Private **John Daddino**, all of Regiment. Backing them up flank was Staff Sgt. **Pete Wong** and **Don Filomarin**, of the Long Island

(continued on page four)

**KEEP
IT
MOVING...**



PASTER

Salesman of the Month**Cronin, Graham, Receive Top Quota Honors**

Dennis Cronin, Branch Manager, San Francisco, and **Hugh Graham**, Branch Manager, Philadelphia, are in the quota spotlight for the months of September and October, respectively.

Dennis is responsible for an account that not only boosts his September quota to the number one slot, but marks a very important reference for Memorex. Amdahl Corp., the manufacturer of large-scale computers, gave Dennis an order for a string of 3675 drives to attach to, of course, an Amdahl 470.



D. Cronin—big thanks to Customer Service

The company, which was already a Memorex 660 customer, first tested the drives to make sure they were 100% compatible and reliable. While Amdahl was conducting their evaluation, Dennis was busy with another account, OSI (Optimum Systems, Inc.), a time-sharing company and an installed Ite account. OSI needed additional storage capacity and, after studying the market, decided to go with Memorex for two strings of drives.

Because OSI needed the equipment right away, Dennis informed Amdahl that another account wanted the test drives if it didn't. But Amdahl did. The company had completed the testing and was convinced of Memorex's quality and compatibility. Amdahl signed a contract immediately.

He then told our Customer Service Department that if they could get two strings of drives to OSI within two weeks, the account was his. The rest is history.

Says Dennis, "I owe a big thanks to Customer Service people for their cooperation and support in meeting the delivery requirements of OSI. Without the efforts of several individuals we never could have made the deadline."

Dennis joined Memorex six years ago as a Sr. Systems Engineer. He was later promoted to Systems Engineering Manager, Western Region, and in 1974 became Sales Branch Manager, San Francisco.

* * *

October's top sales representative is Philadelphia Branch Manager **Hugh Graham**. "My high quota was achieved through my success with Shared Medical Systems and an innovative plan developed over a year ago — the 2 + 2 program," says Hugh. Shared Medical Systems operates a data processing service for over 200 hospitals nation-wide.

"Shared Medical was already a 1270 customer when I approached them last year for a disc drive order. Under the 2 + 2 program they leased 6 x 24 3675s. In October, according to plan, its upgrade order came through."

Although only four strings of 3650s are required to replace the 3675s, Shared Medical placed an order for eight. Says

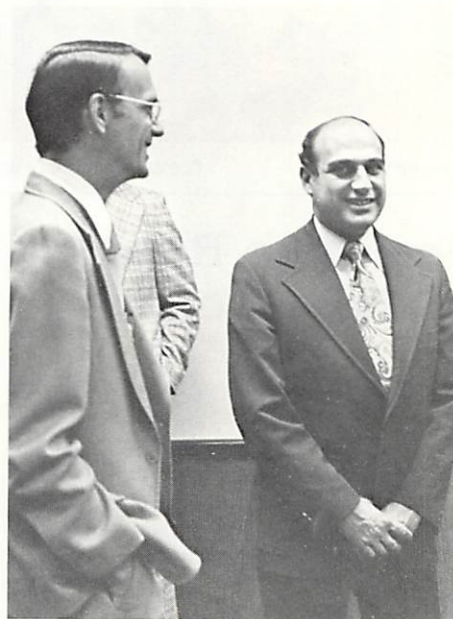


H. Graham—2 + 2 program did it

Hugh, "In addition to fulfilling SMS's need for more storage capacity, this order is an expression of confidence in Memorex. This confidence certainly couldn't have been earned without the full support of our field engineers. Shared Medical is an extremely active customer and many people have con-

tributed to our success in developing this confidence."

Hugh joined Memorex in 1974 as a sales representative in Philadelphia and was promoted to branch manager a year later.



Stan Gang (right) is shown here with Bob Beckett, Manager, FE Education

For the First Time**FIELD MANAGERS ATTEND SALES TRAINING CLASS**

This past fall, two Field Managers, **Stan Gang**, New York, and **Lynn Swidersky**, Atlanta, did something that has never before been done at Memorex. They participated in and completed a sales training class. No — they aren't thinking of changing to the sales profession. They took part in a pilot project to determine if it would be worthwhile for field managers to attend sales classes. The outcome of their participation can be summarized in one word — YES.

This pilot project was proposed by **Tom Edwards**, Manager, Field Engineering, who has been both a field engineer and a sales rep in his career at Memorex. "I've always felt it would be beneficial for field managers to participate in sales training classes," he says. "This program helps both sales reps and FEs learn how they can support and help each other when dealing with prospects and customers. In short, sharing the classroom helps build teamwork."

The objective of FE participation in sales classes is to promote greater understanding and insight into what the sales rep's job is all about. In turn, sales trainees have an opportunity to learn what field engineering encompasses.

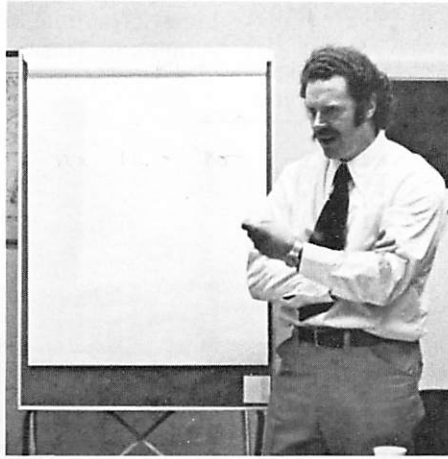
Both Lynn and Stan are enthusiastic about what they learned in the class. Says Lynn, "I now have a comprehensive understanding about what a sales rep faces every day. He not only has to know how to sell a product, he needs the technical background to explain it. I see many ways field managers can assist on sales calls and lend the technical support necessary to answer some of the prospect's often difficult questions."

Likewise, Stan felt the insight he gained is tremendously beneficial. "I feel that Lynn and I were able to respond to many subjects from a field engineering point of view. The sales trainees in this class had an opportunity to learn firsthand what field engineers do and how we work with the sales force."

How does **Dick Penny**, Manager EPG Sales Education, feel about having FEs in his classroom? "I've made them honorary sales representatives," he says. "I only hope their gain was as great as the sales trainees. My classes will always be open to FE attendees."

In the future the Regional FE managers will be responsible for selecting field managers from their region to attend sales classes.

GOT A TOUGH QUESTION ABOUT THE 1380? TAKE IT TO THE SALES SPECIALIST



G. Baxter at Chicago meeting

Early this fall, systems engineers from all over the country and Canada gathered in the conference room of the Chicago distribution center to discuss the birth of a new program. After an all-day session led by **Graham Baxter**, Manager, Communications Systems, the SEs emerged and have since officially been known as "1380 Sales Specialists." Their new responsibilities and titles are the outcome of a new program designed to address the unique selling requirements of the 1380.

According to Graham, the need to have sales personnel completely dedicated to knowing all the ins and outs of the 1380 has been growing since the product was first announced. "It is a highly technical product and requires a

great deal of detail work and intricate knowledge to sell," he says. "For example, the number of optional features available on the 1380 has grown from 38 to 98. It's a full-time job just knowing all the product configurations."

The Specialist lends valuable assistance to sales representatives seeking 1380 prospects, and often accompanies them on customer calls. When preparing a proposal or speaking to a prospect, the Specialist provides the technical information. In addition, he or she coordinates all the paperwork between the headquarters STS center (formerly IAC) and the sales representative.

The program has other benefits. The order entry forms and proposal procedures have been revised, and as a result the total order processing cycle has been reduced from 90 to 30-60 days. "In addition to allowing faster deliveries," says Graham, "the new procedures ensure that all configuration information is accurate and complete."

This program has also been implemented in Canada and Europe. After the Chicago meeting, Graham flew to Liege and met with **Dennis Palmerston**, EUMEA's 1380 Marketing Manager. The two then traveled throughout Europe to explain the 1380 Sales Specialist program to our overseas sales personnel.

"The whole thrust of this program," Graham says, "is to provide accurate product information and faster deliveries. If anyone has a question about the 1380, the Specialist will have the answer. That's what they're here for."



During their meeting in Chicago, the 1380 Sales Specialists gathered on the steps of the distribution center for a photograph. They are left to right, (bottom row) Bob Booker, Boston; George Thomas, Dallas; Dave Emmitt, Detroit; (top row) John King, Santa Clara; Bill Potts, Toronto; Barbara Ellis, Phoenix; Pete Milano, Federal; Bob Claeys, Atlanta; Graham Baxter; Dan Weber, Santa Clara; and Jim Kratoska, Milwaukee. (Photo by Jeff Egan, Reg. Admin. Mgr., Midwest)

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Is it IBM or is it Amdahl? It Makes No Difference to Memorex

It used to be that when a sales representative walked into a prospect's data processing room he could assume that the CPU in use was one of IBM's. This is not the case any longer. More and more, the CPU belongs to Amdahl, the manufacturer of large-scale computers.

Although just put on the market a little over a year ago, the large Amdahl 470s are rapidly increasing in their appeal to large-system users. Says **Jack Davis**, Manager, Disc Product Sales Support, "Amdahl is using a very effective approach in penetrating this market. As they continue to be successful, additional opportunities for Memorex business will open."

With any prospect, questions about Memorex's compatibility with Amdahl are inevitable. Recently we acquired an account which provides the perfect answer to the compatibility question. Amdahl itself is now a Memorex customer (see sales representative of the month, page two). The company leased several strings of drives to attach to its 470 and an IBM 370/145.

"Memorex has earned the respect of our customers, especially Amdahl," says Jack. "We have a proven record for performance and reliability. This, backed by our superior

maintenance and diagnostic ability, makes Memorex an attractive choice for peripheral equipment."

Several other Amdahl accounts are also Memorex customers, including Western Electric in Chicago; NCSS in Greenwich; Liberty National Life Insurance in Birmingham; and American Airlines in Tulsa.

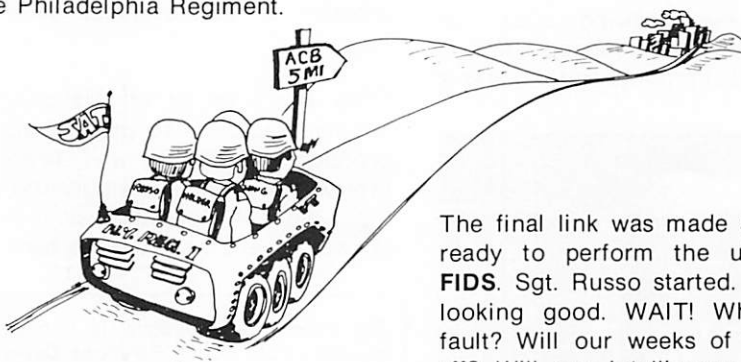


Lex Grainger, left, Birmingham Branch Sales Manager, and **Bob Clayton**, assistant Vice President and Manager of Computer Operations for Liberty National Life Insurance, recently were in Santa Clara touring our manufacturing facilities.

First Assault

(continued from first page)

Regiment, and behind them with heavy artillery support was Lt. **Roger Holder** of NY Regiment and Lt. **Jay Tuckwood** of the Philadelphia Regiment.



Now it began, like clockwork. Every man knew his job and executed it with confidence and precision. The cables were laid, the equipment put into place. Each unit was precisely timed and checked out once again.

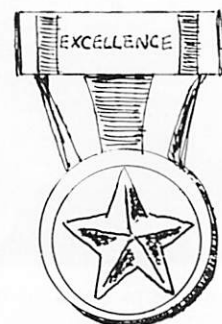
The final link was made and all were ready to perform the ultimate test, **FIDS**. Sgt. Russo started. Everything's looking good. WAIT! What's this, a fault? Will our weeks of training pay off? Will our intelligence officers be able to give us the information needed? Will the artillery support team come through? These questions raced through everyone's mind.

Immediately everyone took his battle station and went into action. Headquarters was notified of the bottleneck and strategic plans were put into place. General **Bill Farmer** was in continuous communication with the assault team, and constantly updated on our progress.

Time was running out. Finally a weak link was discovered in the lines and instantly rectified. The assault team immediately advanced forward to complete the mission. There was a collective sigh of relief as headquarters was notified of the breakthrough.

We knew we now had it made. All that was left was the cleanup action. Everything was performing perfectly and the village was secured and finally liberated.

A job well done by all those involved. Memorex's first 3640 system was installed in New York City.



At 0900, the assault began. Sgt. Russo's team and Staff Sgt. Wong's team moved forward with precision timing; a brilliant maneuver. The enemy was retreating, taking his equipment with him. The first skirmish was successful, but we all knew the main battle was yet to come—secure the village and set up the equipment. It had to be operational by 2400. The initial quick success was due to exceptionally fine ground work performed by General **Frank Kirchhoff's** Sales Assault Team.

This article was written by Warren Mullen, Captain of the NY field engineering regiment.



New Home for Federal

The headquarters office for Federal Region is moving. It seems the landlord wants his space back, so he's provided a bigger and better location for the office. The phone number and zip remain the same but effective January 20th, their new address will be: 1970 Old Chainbridge, McLean, Virginia.

★ ★ ★

1st Package Lease for NY Metro

New York Metro Sales Rep **Kevin McCormick** has completed the region's first package lease. The customer, Bowne Time Sharing, leased a 155 memory with 3-672s, 3-673s and 10-670s. Congratulations, Kevin!

★ ★ ★

Your Number Please

You will make someone in Cleveland very happy if you'll note the following

information: The FE phone number listed in the Memorex directory for Cleveland is incorrect. It now reads 216/441-0525. It should read **216/447-0525**. The person living at the 441 number will be quite relieved if everyone notes this change!

★ ★ ★

Commute Brings Results

Boston Sales Rep **Frank Dolan** has been covering a lot of territory lately and getting a lot of good results. He recently added two more accounts to his growing list of customers in Portland, Maine. One, Union Mutual Insurance Co., purchased two megabytes of 6258-II add-on memory while Hannaford Brothers Co., a food distributor, signed a lease for three modules of 3640. Guess results like this make Frank's snowy commute from Boston to Portland worthwhile.

★ ★ ★

Christmas Cheers

Across the country employees are gathering to share a little holiday spirit and joy. Here's what a few offices have planned: In Philadelphia the entire distribution center staff will gather at the Westover Golf Club for dinner and dancing — over 120 are expected *** It may be raining in Houston, but that won't stop Memorex employees there

from enjoying a dip in the pool — **Dennis Pickrell's** pool, to be exact. Dennis, a computer media sales rep. and his wife **Dot** have opened their home (and their indoor heated swimming pool) to all Memorex Houston employees for a Christmas get-together *** Memorex Washington D.C. employees are meeting at the Alpine II for some good food and entertainment. One staff member is bringing his reel-to-reel tapes with music for dancing *** The Atlanta office is celebrating with an old-fashioned potluck lunch. *** In New York City husbands and wives, for the third consecutive year, will enjoy dinner and dancing at the Marina Del Rey, a popular Bronx restaurant (it's at the foot of the Throggs Neck Bridge).

Hope whatever your office plans, it's jolly!

SEASON'S GREETINGS
The Ed.

QUANTOR TO PURCHASE A QUANTITY OF COM PRINTERS AND DUPLICATORS

Memorex and Quantor Corp. have entered into an agreement whereby Memorex will sell up to 70 model 1603 COM printers and up to 70 Model 1620 duplicators to Quantor over the next 30 months. Memorex's field engineering force will provide maintenance for the units installed in the United States.

Quantor, a leading COM equipment manufacturer with headquarters in Mt. View, markets both off-line and on-line COM peripherals including its Model 115 Mini-Computer controlled COM recorder. The Memorex 1603 (Quantor 16) has been attached to the 115 as an option. It can be marketed to 360/370 users for on-line application.

According to **Don Kelley**, Manager COM products, this agreement has no impact on the Memorex sales effort. "The EPG sales force will continue to have the 1600 product line available," he said. "For our existing customers, this agreement provides a means for growth into fiche and off-line if required."



Don Kelley, Manager, COM Products (right) is shown here with Quantor Marketing Vice President V. "Buck" Pieters. The 1603 COM printer will be marketed by Quantor as the Q16.

NEW OFFICE OPENS IN NEW YORK METRO

A champagne breakfast was held Wednesday, November 3, in West Orange, New Jersey to toast the opening of a new field engineering branch office for the New York Metro Region. **Bill Farmer**, Regional FE Manager, was present, along with **Dave Tobin**, (Acting) Regional Sales Manager; **Stan Gang**, N.J. FE Branch Manager; **Jim LaTorre**, N.J. Branch Sales Manager; **George DeVoe**, Territory Supervisor, and the entire N.J. Sales and FE force.

The new office is located at 95 Main Street, West Orange, New Jersey, ph. no. (201) 325-1830. It will be occupied primarily by service personnel. Stan Gang will work from this office, while Jim LaTorre will still be located in New York.

"The location of this branch greatly improves our response time to cus-

tomers calls in the New Jersey area," explains Bill Farmer. "It also facilitates substantial savings in travel costs and manpower availability."

Other FEs located at this office besides George DeVoe and Stan include **Charles Clines**, **Ken Goodwin**, **Bill Kalfur**, **Dennis Labs**, **Lane Park**, **Patrick Tumbelty**, and **Bill Wentzel**.

Memorexpedite Ideas: Worth Mugs 'n Money

Those of you who have taken orders for the 3650 will be particularly interested in a recently developed program for all Memorex employees—**Memorexpedite 3650**. The purpose of this program is to advance the first customer ship date of the 3650 product.

All Memorex employees are encouraged to submit their time-saving ideas about how we can shorten the number of days until the first 3650

customer ship. Everyone is eligible to receive awards for adopted ideas that are beyond the expectancy of their assigned duties. The ideas may or may not concern the individual's own job.

The ideas will be reviewed by **Al Wilson** 3650 Program Manager, **Dr. John Scott**, Manager, Research and Engineering, and one manager from the department the idea concerns. They will determine its validity and recommend the awards.

All employees whose suggestions are accepted will receive a special Memorexpedite 3650 coffee mug. Cash awards will be given for all implemented ideas and at the end of the program the employees who submitted the top three time-saving ideas will each receive substantial cash prizes.

Additional information and special forms are being sent to all field branch offices. Anyone wishing to participate in this program should submit their ideas on one of these forms.

SALES

New Hires

James Brogan, Philadelphia Br. Manager - Small Systems
William Colstock, Detroit, SR
Urban Daniel, Kansas City, SR
Jack Dittmann, San Francisco, Sr. SR
John Jennings, St. Louis, Sales Trainee
Frank Maxwell, Los Angeles, SR
Jack McInturff, Los Angeles, Branch Manager - Small Systems
James Neagle, Chicago, Sales Trainee
Christopher Nolan, Detroit, Sales Trainee
Richard Warneka, Detroit, Branch Sales Manager
Paul Wiest, Detroit, Sr. SE
Fred Wright, Cincinnati, Sr. SR
Edward Zapata, Los Angeles, SE

Promotions

James Mastro, Chicago
from SR to Branch Manager

FIELD ENGINEERING

New Hires

Jean Alexander, Sr. AFE San Francisco
Barbara Beers, Field Order Administrator, King of Prussia
Thomas Bernzott, AFE, Cincinnati
Dennis Bujacich, AFE, Long Island
Dennis Delaney, AFE, Cleveland
James Dethlefsen, Sr. AFE, San Francisco
James Digman, FE, Washington, D.C.
Thomas Genovese, AFE, Chicago
Robert Grut, Sr. AFE, Baltimore
Ralph Hill, AFE, Chicago
Lonnie Kayser, AFE, Dayton

Roland La Vigne, AFE, Los Angeles
Keith McClung, FE, Pittsburgh
Paul McMahan, AFE, McLean
James Mahoney, AFE, Hartford
Reginald Myrick, AFE, Philadelphia
William Nadzam, AFE, Detroit
Jesse Neal, Sr. FE, San Francisco
Robert Nelson, AFE, Dallas
Wallace Olson, AFE, Wisconsin
Charlo Parker, AFE, McLean
Paul Parsons, FESS, Atlanta
Thomas Paterik, AFE, Chicago
Jimmy Sadler, FE, Los Angeles
Gregory Schandling, Sr., AFE, Charlotte
John Senatore, AFE, Philadelphia
Donald Silva, AFE, Atlanta
Marvin Strickland, FE, Greensboro
Richard Tomaszowski, AFE, Pittsburgh
Charles Webster, FE, McLean
Ronald Woolever, AFE, Chicago

Promotions

Miller Baker, to FE, Washington, D.C.
Robert Belcourt, to FE, San Diego
William Brewer, to Sr. FE, Tulsa
Donald Colgin, to Sr. AFE, St. Louis
George Connolly, to Sr. AFE, Chicago
Dave Critas, to Sr. AFE, Chicago
Robert DeMay, to Sr. FSE, San Francisco
Dennis Duby, to Sr. AFE, Toledo
William Eaton, to FSS, Atlanta
Willie Evans, to Sr. FE, Washington, D.C.
Louis Gevais, to Sr. FE, Hartford
James Hammond, to Sr. AFE, Dallas
James Hughes, to FE, Houston
Reed Johnson, to FSE, Houston
Douglas Kay, to Sr. AFE, Riverside
Jerome Keane, to Sr. FSE, Philadelphia
Michael Klinger, to Sr. AFE, Philadelphia
Fred Locario, to Manager, Parts Center, Chicago

Terrance McEvoy, to Sr. AFE, Chicago
Thomas McNamara, to Field Manager, Washington, D.C.
Milford Mathews, to FE, Houston
Johnny Meadows, to Sr. FE, Los Angeles
Wayne Munson, to Sr. AFE, Riverside
Robert Nordberg, to Territory Supervisor, Pittsburgh
Thomas Payne, to Sr. AFE, Philadelphia
Stanley Pennington, to Sr. AFE, Oklahoma City
Gary Richter, to FE, St. Louis
Danny Runyon, to Sr. AFE, Houston
David Shantry, to Sr. AFE, Detroit
Paul Sherman, to FSS, Los Angeles
David Slater, to FSE, Boston
William Smith, to Sr. FSE, Atlanta
Lawrence Swick, to Sr. FE, San Francisco
Douglas Wurster, to FE, Philadelphia

Transfers

Jay DeGraff, from Santa Clara to Riverside, FE
Gary Jackson, from Phoenix to San Francisco, Sr. FE
Stephen McGill, from Detroit to Milwaukee, FSS
Michael Schlatterbeck, from Seaford to Baltimore, FE

MEMOREX

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