



The Independent Journal

December

A Newsletter for Field Sales and Service Employees

1977

New Field Operations Group Enhances Customer Service, Regional Autonomy

—Splaine Appointed VP-Field Operations—

Everyone in the room seemed to feel the seriousness of the day. The long conference table in the board room of building 12 was lined with regional managers and key equipment product managers. President Wilson, in his opening remarks, expressed what everyone was thinking. "Today is quite a day—a very important day," he said.

He then announced that as of November 1 a new organization—the Field Operations Group—would be in effect and Charlie Splaine would head it as Vice President.

The new group significantly enhances Memorex's ability to provide efficient, responsive customer service. States Splaine, "The organization

allows more autonomy in the field by giving operations managers more responsibility and authority for decision-making."

Another benefit of the new organization is that the Vice President-Field Operations, is a member of the Corporate Operating Committee. "The elevation of Field Operations to a COC position shows recognition for the valuable contributions made by the various sales, service and customer service teams," continues Splaine. "It also gives the group a spokesperson at the corporate level."

Two new field positions have been created as a result of the new group—Regional Vice President and Regional Manager, Field Operations. Both positions report to Splaine.

Bill Koenig, Al Kennedy, and Jere Werton have been named Regional Vice Presidents for the Federal, Mid-Atlantic and Midwest Operations, respectively.

Managers of Field Operations are: Bob Berry, Northeast (formerly Northeast Regional FE Manager); Bill Etheredge, Western (formerly Western Regional Sales Manager); John Ryan, Great Lakes (formerly Manager, Sales Planning, Santa Clara); Dave Tobin, New York Metro (formerly New York Regional Sales Manager); Jim Welch, Southwest (formerly Southwest Regional Sales Manager); and Bill Whitaker, Southeast (formerly Southeast Regional Sales Manager).

Regional vice presidents and field operations managers are responsible for all of the field activities in their regions, including large and small systems sales, OEM equipment sales (as of January 1, 1978), field engineering, customer service, regional service

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Charlie Splaine and President Wilson celebrate the formation of the new Field Group.



Letter from C. E. Splaine

New Group Creates Expanded Career Paths

As you well know, we have established a Field Operations Group effective 11/1/77. Field Operations reports directly to the Office of the President, and this now allows the Field to have representation at the Corporate Operating Committee level. I believe this is a significant step forward in providing increasingly effective sales and service support to our customers. I would like to thank you all for your efforts which have enabled me to assume this new and important position. Needless to say, I look forward to your continued support.

This is a positive corporate program which brings together many elements of our field operating groups. We are most happy and pleased to have the BST Sales Organization as a part of the new Group. They have performed in an outstanding manner and we can all learn much from their prior successes. This segment of the business represents an important part of our future. The OEM Sales Organization, which has been instrumental in the revitalization of our OEM business, will become part of the Group effective January 1. Computer Media is an essential part of Field Operations and will report directly to the Regional Operations Managers effective no later than December 31, 1978. In the interim we will continue to work closely to improve all elements of the business.

Three Vice Presidents were named and I would like to recognize their significant contributions to Memorex's successes during the past years. I am confident that they will continue their outstanding performance in their new areas of responsibility.

Recently I spoke at the Field Engineering Technical Conference in Nashville, and the BST Launch meeting in Newport Beach. At both meetings I stressed the requirement for teamwork. This has become even more important to us now, especially between field engineering and the various sales groups, and between all our field activities and our support groups. We have excellent teams in place and now it is up to us to perform.

I am confident that our new Field Operations Group will result in many good things for Memorex, namely; increased revenues, market share, reduced expenditures, better asset

management, and the opportunity for improved pricing policies. Furthermore, career opportunities have been enhanced. I was particularly pleased to announce that one new Manager of Field Operations was formerly a Regional Field Engineering Manager; that another Vice President's background was Computer Media; and that Jim Welch, Manager of Field Operations, Southwest, began his career in data processing as a Field Engineer. I mention this to illustrate the fact that career opportunities within the regions have truly been enhanced for all personnel.

Our third quarter results were encouraging and I appreciate all the work that each of you did to ensure our excellent September. The fourth quarter is normally our best quarter. The order rates in October were strong, and at this writing, you continue to do an outstanding job in this area and it appears as though we will have a super order month in November. We need a strong fourth quarter to establish the upward momentum we need to enter 1978 with a strong backlog.

We should be particularly sensitive to our installation requirements during November and December. I know many of you Field Engineers will work long and hard hours (many of them on weekends) to install equipment to ensure our revenue attainment. The cor-

poration appreciates your dedication. A new benefits package has been announced to further your ownership of Memorex. These benefits are in recognition of your past valuable contributions and of your continued support.

As we move into 1978, the outlook for our products is excellent. The economy is strong, the marketplace is expanding, IBM's recent product announcements have enhanced our opportunities for growth and the additions of BST and CFI add major growth potential opportunities. Competition will be tougher and tougher, but that's what makes our successes so rewarding. The teamwork that we have established in the regions will continue to help us grow and achieve new records for Memorex and for ourselves.

I appreciate all you have done in the past and I look forward to your continued support. In case I don't have an opportunity to talk to each of you personally before the first of the year, I would like to wish all of you a very happy holiday season and a prosperous new year.

Charles

C. E. Splaine
Vice President-Field Operations

Sales Rep of The Month

BORGESON TOP AUGUST REP; JAKOVAC IS #1 FOR THIRD AND FOURTH TIME IN '77

"Being a good listener is imperative to successful selling. Only by listening can we pinpoint what a customer really needs, and then tailor a proposal for those needs."

As a sales rep in the Los Angeles office, **Dave Borgeson** follows his own advice. All his listening has paid off, though. His August quota was the highest in the country.

One account that made it so was Bradford National Clearing Corp., a data processing service company whose clients include the Pacific Stock Exchange. BNC has facilities nationwide, many with Memorex equipment. But Borgeson's order marked the first Memorex install for the L.A. location. "We replaced STC equipment with 3672s, 73s, and 70s," explains Borgeson. "The drives had special channel and string switching and 2860 attach features to accommodate the 360/65, 370/135, and 370/145 CPUs." According to him, the complicated install was done smoothly and in mini-

FIRST DOMESTIC INSTALL OF 6400 ADD-ON MEMORY PERFORMED BY S.F. FE HOGEMAN

Memorex's newest memory, the 6400, made its U.S. debut in September when it was installed at West Valley College, near Santa Clara. According to San Francisco Sales Rep Jim Hill, the college needed additional storage, and ended up with .5 megabytes of IBM and .5 megabytes of Memorex memory attached to a 135. This combination doubles the maximum size offered by IBM. The memory is the first Memorex product in what was an "all blue shop."

Kudos for the smooth install are due Stan Hogeman, San Francisco Sr. FE, who was on-site for 24 of the 27 hours required to complete the operation. With the assistance of fellow SF FE Sally Pyle, Stan was able to define and correct a recurring IBM problem (it was a cold solder joint on the line capacitor to the floppy disc assembly) and solve some relay problems with the motor

generator of the CPU. Even with these unexpected complications, the install was completed with one hour to spare. "Since it was the first 6400 install, it took a little longer than was actually necessary," says Stan modestly.

According to Gunter Klein, Data Processing Manager for West Valley College, the new memory is used by school administrators, and students who use it for class assignments. "The response time is 30% faster with the new memory," he reports. "So far we're very satisfied with its performance."

The 6400 memory was announced at the NCC held in Dallas last June. According to Mike Cooper, Marketing Manager, Semiconductor Memories, customer response to the new memory has been enthusiastic, with September being the highest order month in the history of the memory program.



It's the first one! Stan Hogeman worked 24 hours straight to ensure the success of the first U.S. 6400 memory install. For his commitment he was presented a small cash bonus by Hal Krauter, General Manager, Semiconductor Memory Products Section.

Sales Reps

(continued from previous page)

mum time due to the responsive leadership of Field Manager Felipe Cervantes.

The engineering computer lab at the University of Southern California was another account that boosted Dave's quota. USC was using IBM 3340 and 3344 drives with two DEC System 10s when Memorex stepped in and displaced IBM. The interchangeability of Memorex's 3675s and 73s allowed USC

to pool its data base between the two DEC systems, a feature IBM couldn't offer. Says Borgeson, "The USC order was a combination lease/purchase. I couldn't have worked out all the financial details without the help of Mike Mauldin, Manager, Sales Administration, in Santa Clara. He really put the whole thing together." USC, by the way, is another new customer for Memorex.

Borgeson joined the Los Angeles sales staff last January.

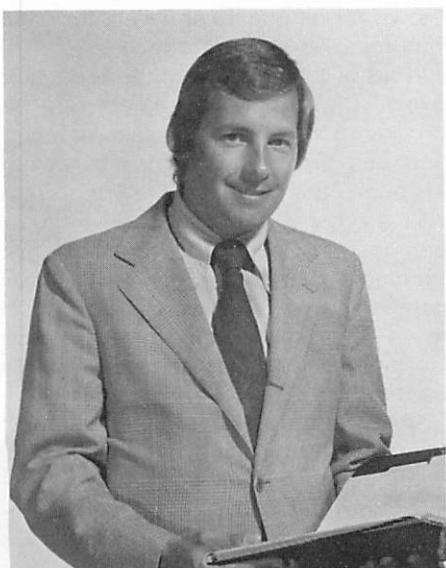
it means that maybe you worked a little harder that month and luck went your way."

His regional manager, Hugh Graham, knows that Jakovac works hard for his success. "He uses every club in the bag to win an account," he says metaphorically. "He has an attitude of winning. When he approaches a prospect, he expects to be successful and he usually is."

Several accounts which contributed to his high September and October quotas are: Borg Chemical (3640s and 3650s), Bradford Computer and Systems (3650s and 3675s), Charleston Newspapers (85-1377s), Union Carbide (3650s), and McGraw Edison, (67X).

Jakovac joined Memorex in 1975 as a sales trainee in Pittsburgh. Vic Gamaly, SR, Federal, who incidentally was July's sales rep of the month, was in the same sales trainee class as Jakovac. He remembers Jakovac as being a very sincere and determined person.

"He worked hard to develop his understanding of the data processing industry," recalls Gamaly. "He learned everything he could about the products and sales, and before the class ended he was voted the "most improved" person in knowledge of the industry and selling. His growth really showed how determined he was."



Dave Borgeson—a good listener

Frank Jakovac Is Tops For September/October

Frank Jakovac works hard. This is evident in his sales record. He was top sales rep for the months of May and June. Now he has aced the honor for September and October. He is the first rep in the history of the program to earn this honor a third and fourth time in one year.

When asked what he felt the secret of his success is, Jakovac, who is a Sales Rep in Pittsburgh, answered modestly, "I think a lot of selling success is just plain luck. I am of course very happy about this recognition. But receiving an award doesn't mean you're better than anyone. I think

For Improved Ability to Respond to Customers

CONFERENCE WELCOMING BST TO GENERAL SYSTEMS GROUP SETS STAGE FOR FE PLANS

A two-day conference held in Newport Beach in October brought BST and Memorex sales and service people together to celebrate the merger of the two companies. BST officially merged with Memorex in July and is a division of the General Systems Group (previously the Small Systems group). The event gave everyone an opportunity to meet each other (some for the first time) and discuss common objectives and plans.

Part of those plans discussed were the development of a new field engineering strategy for the small systems user. Although BST has a well-established sales force which continues to serve this market, the company's field engineering services had been provided by Memorex on a third-party basis since 1974. When BST became part of Memorex, the structure had to be revised.

It is not unusual to have a separate sales force for small systems products. However, a separate field engineering force is uncommon. It is necessary, though, to meet the special needs of that market.

Explains Bob Van Delinder, Manager, General Systems Technical Support, "Those who use a small system

are usually people who have no previous data processing experience. It is usually their first venture into the world of computers. It's not uncommon for the person in charge of data processing to also be the president of the company.

"They use the system for perhaps 10-12 hours a day, five days a week," he continued. "Their downtime is critical, and they have a special sensitivity to any problems that come up. It takes a certain kind of field engineer to work with this individual and meet his needs."

So a special field engineering force has been developed. It includes at least one person at each Memorex location who is responsible for the maintenance of small systems. FEs report to a Regional Field Engineering General Systems Manager. VanDelinder continues to work from BST headquarters in Santa Ana, and reports to Al Montgomery, Manager Field Engineering — Headquarters.

States VanDelinder, "This group broadens career opportunities in field engineering and technical support. But most important, it strengthens our ability to respond quickly and effectively to our small systems customers. And that's our number one purpose!" ■



Technical sessions and product demonstrations were part of the BST/MRX "launch" meeting. The line of BST equipment will be serviced by Memorex field engineers who are trained to meet the special needs of the small systems user.

1377 CALLED A "UNIQUE PRODUCT" AS 6500th UNIT READIES FOR SHIPMENT

Various Santa Clara manufacturing and marketing personnel gathered in Building 10 recently to celebrate the completion of the 6,500th production unit of the 1377 Model 4 since January, 1977. Dick Allen, General Manager, Communications Division, and Jim Dobbie, Executive Vice President, were on hand to thank and congratulate all who contributed to the success of the product.

Stated Dobbie, "The 1377 Model 4 is a unique product. One year ago we had



Claire Good, Sales Support Specialist, celebrates the completion of the 6,500th 1377 unit with Lynne Shanrock, Western Region 1377 Customer Support Rep (left).

no significant market share. Today we have a substantial share and customers realize that Memorex manufactures one of the best terminals in the industry."

He also referred to a recent Datapro report which rated the 1377 tops in overall performance. "The product is known for its quality and well-designed features," he pointed out.

Part of the success of the product is owed to the 1377 Customer Support program, which began last January, and has proved a valuable sales aid. Through the program, regional reps visit prospects to give product demonstrations and provide customer training. Two new reps have been named to that function: Dave Shaw for the Great Lakes Region, and Margie Corbin, formerly a systems engineer in Santa Clara, Southwest Region.

According to Fred Bonnett, Product Manager, the order rate for the CRTs continues to steadily climb. "We're getting more and more Fortune 500 companies," he reports. "This product has really been a door-opener for new accounts." ■



Memorex and County of Dallas employees at site of first 3650 install

They Came Up Clean

Customer Reports 1st 3650 Install is A-OK

The first customer shipment of the 3650 went to the County of Dallas. According to Greg Grodhaus, Dallas Branch Manager, the account signed a purchase order for a total of 36 spindles. "The account is expanding the capacity of its on-line data base" he says. "When all the drives are in place, the capacity will have increased from 11,600 megabytes to 15,430 megabytes."

The County of Dallas has been a Memorex disc drive customer since 1975, when Greg, then a sales rep, arranged a package lease for them. It included 60 spindles of 3675, two 1270s and two 370/158s.

Over the years Memorex has established very solid, successful relations with the customer. Field engineering services, under the supervision of account rep Wendall Williams, have been excellent, along with product performance. States Grodhaus, "In the past six quarters, the average downtime for all 60 spindles of 3675 has been less than four hours per quarter. Needless to say, that's phenomenal. That's only a fraction away from being a full 100% uptime."

It was this product performance and customer satisfaction that cinched the 3650 order for Memorex. "We had competition from STC, IBM, CDC and Itel—but no one came close to replacing Memorex," Grodhaus says. "The account has been so satisfied they didn't hesitate to place the 3650 order."

According to Charles Collier, director of data services for the County of Dallas, the data services office supports a wide range of activities, such as the sheriff's department, the criminal justice system, real and personal property tax roles, and voter registration.

tion. The additional storage capacity enables the county to keep pace with its growing responsibilities.

The first phase of the new installation was completed on October 3 by FEs Williams, John Lewandowsky, and Larry Grigory. It consisted of two 3650s, one 3653, and one 3674 storage control unit. Phase two of the installation, scheduled for late December, will consist of the balance of the 36 spindles plus the third and fourth 3674 SCUs.

"Installation of the new storage equipment went very smoothly," recalls Hank Lipscomb, operations manager for the County's Data Services office. "The 3650s were installed during one and a half shifts and they came up clean. Since the 3650 modules can emulate 100 megabyte (3670 drives) and 200 megabyte (3675 drives) modules, we've had no problems in converting to 317.5 megabyte devices. This was particularly important to us as we're operating both 200 and 317.5 megabyte drives during the change-over."

The Memorex 3650s are being shared between two mainframe computers, an IBM 370/158 and an Itel AS/5. They are attached to the block multiplexer channels of both CPUs.

The extensive diagnostic capabilities of the 3650 subsystem also were an important consideration in the county's selection of Memorex. The 3650 has a full range of on-line and stand-alone diagnostics which permit problem detection, isolation and correction to be accomplished in minimal time.

According to Grodhaus, the install at the County of Dallas was 100% on-time. "Overall, the first installation of the 3650 has gone very smoothly," he says.

Didnt We Make Those Disc Drives Blue?

It was around 7:30, the night before the first customer shipment of the 3650, when the phone rang in Duke Borozan's home. "Duke, the drives for the County of Dallas are blue," said the voice over the phone.

"That's right," answered Memorex's EPG Materials Manager.

"Well," replied the voice, "Dallas ordered red."

With that statement, various personnel from purchasing and manufacturing began an amusing pursuit to find a means of changing the drives' color. Recalls Duke, "Within one hour we had a buyer on a plane to Los Angeles to meet with one of our suppliers. Meanwhile, several people from Santa Clara were calling around the area to find a painter who could do the job."

Relief came when a local painter said that if he had the covers by 4:30 a.m., he could change the color in time for Memorex's first customer shipment ceremonies at noon.

When Santa Clara personnel gathered in the manufacturing area on September 29 to celebrate the shipment of those first units, they saw just what the customer ordered—red drives. Says Duke, "Memorex is known for the extra effort it gives to bring total customer satisfaction. No one can say we don't always measure up to that reputation."

Notes of Nashville

More than 78 Field Engineers gathered in Nashville September 21 for the Second Annual Technical Conference. The meeting was highlighted by product sessions, an awards dinner featuring performers from "Country Music USA," and speeches by Charlie Splaine, Vice President, Field Operations; and Henry Tinker, Director of Manufacturing, Large Storage Systems. President Wilson, unable to attend, addressed the group via film.

It was a time of learning, sharing, meeting new people and saying hello to old friends. It was a time to catch up on the newest Memorex products and experiment with the latest test equipment. But best of all, it was a time to recognize individual and team professionalism. Congratulations to all who attended. For those who didn't, there's always next year. (Photos by Rick Klain, Sr. Advertising Supervisor)



Mike Klapperich, I.R. Manager, Large Storage Systems (left); Bill Farmer, N.Y., Metro.

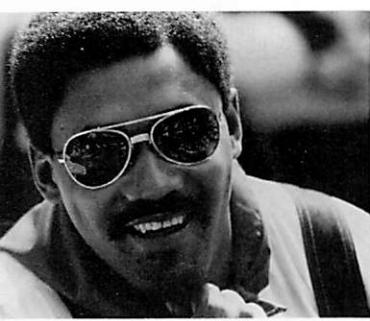


Bob Berry, Regional Manager-Field Operations, Northeast

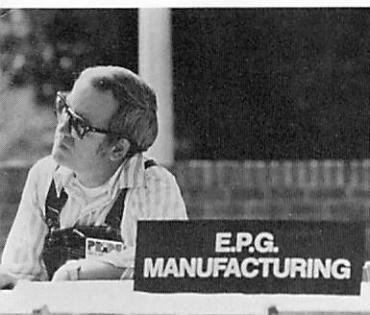


Ronnie Patlan, Santa Clara

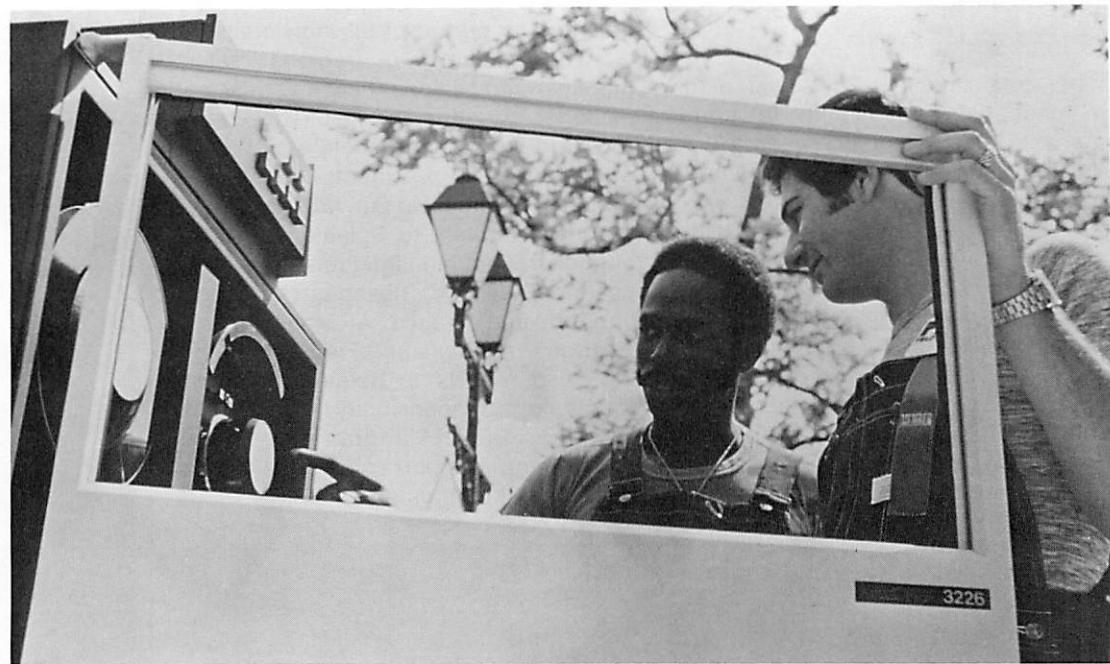
Lane Park, N.Y. Metro, learns about a new logic analyzer



Curtis McCrary, Washington D.C.



Henry The Tinker"



Looking at the new tape drive



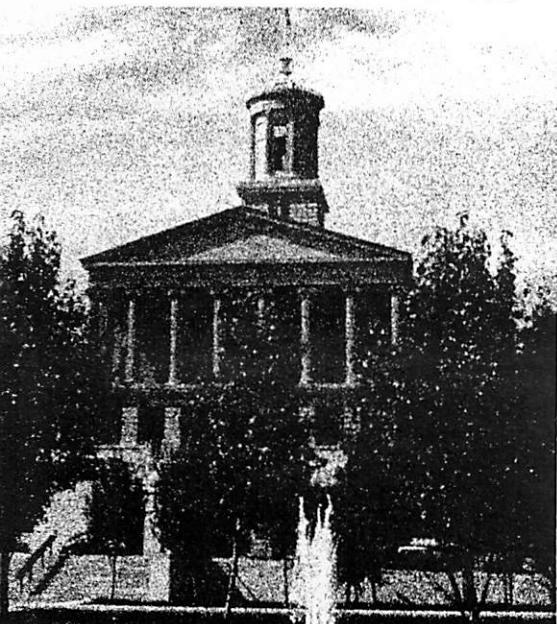
Mike Schlotterbeck, Baltimore (examining scope)



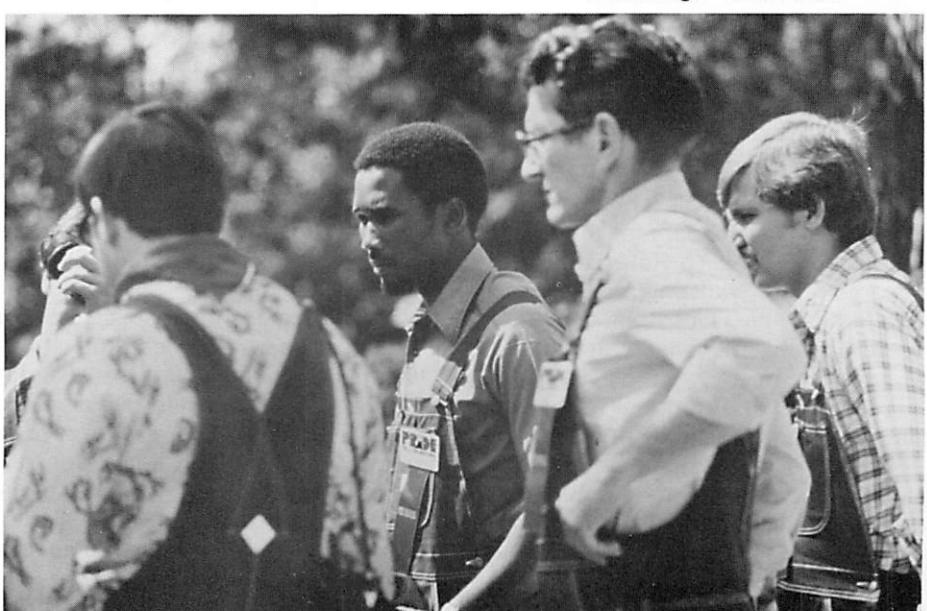
Robert Huck, Milwaukee,
"FE of the Year"



Hank Baylor, Boston,
"FE Manager of the Year"



Tennessee State Capitol Bldg.



New Field Group

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centers, and finance. They will also have functional responsibility for consumer and business media sales.

To optimize distribution patterns and facilitate integration with CFI, the computer media sales force will eventually report to the field operations managers and vice presidents. This will take place no later than December 31, 1978. Media sales in the Federal region already report to Bill Koenig.

"This new organization opens many opportunities for career growth and advancement for all field personnel," explains Splaine. "It's a very positive step

forward in providing greater recognition for the efforts of all individuals."

The positions of regional sales manager and regional field engineering manager continue to exist. They both report to the manager, field operations, or regional vice president. Other functions within the Field Operations Group reporting directly to Splaine are sales administration, industrial relations, field customer service, headquarters sales support, and finance. Al Montgomery, Headquarters Manager, Field Engineering, also reports to Splaine, and has functional responsibility for field engineering. Headquarters field engineering support positions report directly to Montgomery. ■



Al Kennedy, Mid-Atlantic (left), and Jere Werton, Midwest (center), talk with Mr. Wilson after the announcement of their promotions to Vice President-Field Operations. Kennedy joined Memorex in 1970 as Philadelphia Branch Sales Manager, and Werton joined in 1969 as Manager, Central United States.

Leads to Revenue

First Winners of Sweepstakes Drawing Are McSpadden, Walson, Southwest Region

Two equipment sales reps are the first sweepstakes winners for the grand prize in the "Leads To Revenue" sales program. Dave Walson, Dallas, and Jerry McSpadden, Houston, and their spouses have won a five day trip to the Bahamas.

Leading the program with top cumulative points are: Doug Moher, Computer Media Sales, Detroit (40 points); Sheldon Shaw, Equipment Sales, Detroit (37 points); and George Dakis, Field Engineering, Philadelphia (20 points). The top region in cumulative points per participant is the

Great Lakes Region.

The "Leads To Referral" program was developed to encourage all sales and service reps to consider their customers excellent prospects for the products and services of other Memorex divisions. Points are awarded to individuals whose referrals meet the program criteria. The top ten point earners, plus ten individuals from the sweepstakes drawing, win the grand prize. Other prizes, such as desk sets and plaques, are offered top point earners on a regional basis.

The program ends January 31, 1978.

Koenig is 1st Field Sales Employee to Reach 10 Yrs



Bill Koenig recently celebrated his ten-year anniversary with Memorex and thereby set a precedent for all other sales reps. The celebration recognized another important event in his life—his promotion to Vice President-Federal Operations.

Koenig was approximately the twentieth sales rep hired by Memorex. When the first-ten-year-rep was asked to recall his early years with Memorex he replied, "We had three main products at the time—video, computer, and instrumentation tapes. When we called on a prospect we often had to first explain who Memorex was. I remember one customer asking, 'What's a Memorex?'"

He continued, "Then came the evolution of our equipment line and Memorex became widely recognized as a quality company. Now when we approach a prospect we can focus on selling a product—not explaining who we are."

Koenig was a computer media rep when he joined the company. In 1969 he was promoted to District Sales Manager. He became Eastern Regional Manager in 1973 and Federal Regional Manager in 1975, responsible for both equipment and computer media sales.

He added, "One thing I really appreciate about being with Memorex ten years is that the company is only 15 years old. I think that's really where the significance of this anniversary is. The company is still so young."

A Word Quiz:

How Well Do You Say What You Mean?

You come home from work one night, settle back in your favorite chair, and open the newspaper. You read that John Doe has been strangled to death, that the amount of rain that fell that day was minuscule compared to what's needed to end the drought, and that the first annual Jaycee tennis tournament has been canceled. With dismay you admit none of this is very good news.

The fact is, it's very bad news. Once again the English language has been misused and abused in print. If someone has been strangled, it's sad, it's unfortunate, it's even terrible. But they're dead—to strangle someone to death is redundant. The amount of rain may have been minuscule, but not minuscule—that's not how it's spelled. And finally, much as you may have wanted to attend the first annual tennis tournament, you can't have it both ways. If it's the first time, it can't be annual.

In equipment sales and service, communications is our business. As professionals you talk to data processing managers and company executives. You communicate on paper to your branch or regional manager or to Santa Clara personnel. But how often do you examine what you say and how you say it?

Here's a quiz to stretch your mind a bit—sometimes referred to as a horrible exercise in professional humility. By the way, no one has ever—unaided—scored 100.

A. Please correct each word that is misspelled:

1. pantomine _____

2. accommodate _____

3. sacrelious _____

4. innoculate _____

5. cemetary _____

6. embarrass _____

7. affadavit _____

8. punctuation _____

B. Each sentence below contains at least one mistake. Watch for wrong punctuation, redundancy or improper word usage. Rewrite the sentences in their correct form in the space provided. We'll give you the first one:

1. Management appraised the two men of the very unique solution to the controversy.

Management apprised the two men of the unique solution to the controversy.

2. She peddled her bicycle slowly, feeling adverse to going any farther.

3. In the forward of the book the author eluded to the reasons why the subject matter peaked his interest.

4. Her remarks inferred that the ecstasy she found in her elicit liaison had an all together disastrous affect upon her conscience.

5. Before excepting the job with the company, Mary formerly held two separate part-time jobs.

6. After a night of fitful sleep, the detective felt refreshed and ready to resume tracking the impostor.

7. Radiating confidence, the speaker stepped on the lecturn, and strode to the podium.

8. A consensus of opinion indicated that union members should proceed to strike at 8 p.m. tonight.

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- C How are your singulars and plurals these days? Listed below are the singular or plural forms of nouns. Supply the missing form:

1. media/ _____
2. criteria/ _____
3. phenomenon/ _____
4. mores/ _____
5. graffiti/ _____

- D. Some of the following statements are false, others are true. Check the correct response.

T	F
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1. Staying up all night is enervating.
 2. One can get a vicarious thrill from the movies.
 3. Misanthropes have an antipathy toward other people.
 4. Optimistic people are weighed down with *weltschmerz*.
 5. Modest people are supercilious.
-
-

THE ANSWERS

A. Correct spelling

1. pantomine/ pantomime
2. accommodate/
3. sacreligious/ sacrilegious
4. innoculate/ inoculate
5. cemetary/ cemetery
6. embarrass/
7. affadavit/ affidavit
8. punctuation/ punctuation

B. Correct sentences

1. *Solution:* Management apprised the two men of the unique solution to the controversy.

Reason: Apprise means to inform; appraise means to evaluate or estimate. Unique is something that is only one of a kind. It can't be very unique or rather unique. Either it is unique or it isn't. It's controversy, not controversy.

2. *Solution:* She pedaled her bicycle slowly, feeling averse to going any farther.

Reason: You peddle something for sale; you pedal a bike. If you don't like something you are averse, or opposed to it. Adverse is an adjective, as adverse (bad) weather.

3. *Solution:* In the foreword of the book the author alluded to the reasons why the subject matter piqued his interest.

Reason: It's foreward for the preface of a book. You allude to (or mention) a book, and elude (or escape) a pursuer. Your interest is aroused if it's piqued, not peaked.

4. *Solution:* Her remarks implied that the ecstasy she found in her illicit liaison had an altogether disastrous effect on her conscience.

Reason: To imply is to suggest, to infer is to draw a conclusion. It's spelled with one c and two s's—ecstasy. Illicit is an adjective meaning that something is not sanctioned by custom or law, elicit is a verb meaning to draw out or bring forth. Affect/effect—confusion concerning the use of these two words stems from the fact that anything that affects something has an effect on it. However, the verb meanings of the two words differ widely. To affect means to bring about partial results; to effect means to achieve complete results. "The cost of the farm program affects all our pocketbooks." "Arbitration was necessary to effect a settlement of the strike." It's spelled conscience, not concience, and all together is one word — altogether.

5. *Solution:* Before accepting the job with the company, Mary held two part-time jobs.

Reason: Accept, not except, means to receive something that is offered. Two implies separation so "two separate" is redundant. And since the sentence deals with the jobs Mary held before, it's not necessary to say "formerly".

6. *Solution:* After a night of restful sleep, the detective felt refreshed and ready to resume tracking the imposter.

Reason: If your sleep has been fitful, odds are you won't feel refreshed. Fitful means restless. And it's spelled imposter, not impostor.

7. *Solution:* Radiating confidence, the speaker stepped on the podium and strode to the lectern.

Reason: It's spelled lectern, not lecturn, and if you step on it you may smash it to bits. A lectern is what a speaker stands behind, a podium is what a speaker or conductor stands on.

8. *Solution:* The consensus indicated that union members should proceed to strike at 8 p.m.

Reason: By definition, consensus means collective opinion. Even though this phrase is commonly used, it is not proper. It's spelled with 2 e's—proceed. To say 8 p.m. tonight is redundant. All you need is 8 o'clock tonight or 8 p.m. today.

C. Missing Forms

1. media/medium (sing.)
2. criteria/criterion (sing.)
3. phenomenon/phenomena (pl.)
4. mores/mos (sing.)
5. graffiti/graffito (pl.)

D. True-False

1. true
2. true
3. true
4. false
5. false



Leads from Datacon

Memorex displayed its 1377 Model 4 and 3640 disc drive in the annual Datacon '77 show held in St. Louis September 22-23. The show is sponsored by the DPMA (Data Processing Managers Association) and various vendors from the information systems field participated. **Rich Hardt**, St. Louis sr. sales rep, and **Linda Price**, Midwest 1377 customer support rep, were on hand to meet prospects. "We talked to a lot of people at Datacon," says Hardt. "In fact, we're close to cementing a few 3640 and semiconductor memory orders which were initiated at the show." In addition to memory and disc drive interest, many leads were obtained for the 1377 model 4. "It was a very profitable show for Memorex," reports Hardt.



Rich Hardt, left, and Linda Price, center, at Datacon Show

Kudos for Southern Cal

Field sales and service people from Southern California gathered in Los Angeles October 30 for a special branch dinner. The event was held to recognize the efforts of individuals who had made significant contributions to the success of Los Angeles and San Diego branch operations.

Bill Emond, Branch FE Manager, Los Angeles, hosted the dinner, and **Lou Perkins**, Western Regional FE Manager, was on hand to help present awards.

Sales elected a "field engineer of the year"—**John Dorosh**, LA, and field engineering nominated a "sales rep of

the year"—**Dave Borgeson**, LA. Other awards were presented to **Liz Dillon**, San Diego, for customer service support; the "technical giant" award went to regional specialist **Jack Turner**, LA; a parts management award went to **Felipe Cervantes**, LA Field Manager; and a "field engineering manager of the year" award went to **Tom Pearce**, LA.

From Bologna to Equipment

Since **Bob Dodge**, Houston Sales Rep, joined Memorex in January, 1977, the number "1" has been commonly associated with his name. He was first in his sales training class, and he's been successful in cracking many new accounts and first-time orders for the Houston office. The new accounts are TCC, an insurance company in Austin who ordered a 1270; Total Business System, a 3673 and two-3670s; T.R.W. Mission, the first 3640 order for the branch; Mitchell Energy, 1270; and Superior Oil, the first 3650 order for the branch, and Dodge just closed the branch's first package lease order with this account.

When asked what is his secret for cracking new accounts, Dodge replied, "The first thing I do is to try to identify with the customer—to get along with him. Then I sell the company and the products." Dodge credits much of his success to the reps who have had previous contact with the accounts.

Prior to Memorex, Dodge worked for Oscar Mayer, in sales. "I did pretty well there," he says, "So I decided to try a more technical field and applied at Memorex. Computer equipment is certainly more technical than bologna."

Hank Seta, Houston Branch Sales Manager, says Dodge is an exceptional guy. "He plans very thoroughly and uses sound account strategy," Seta explains. "His efforts have increased our customer base and helped the attitude of the Houston branch. He's very well liked, a great businessman, and we're glad he's here!"

Dodge holds a B.S. Degree in management marketing from Cornell University.

Reardon Goes East

Bill Reardon has joined the West Orange, New Jersey, office as Branch Sales Manager. The branch, just a year old, recently expanded its facilities. The four reps who cover Northern New Jersey are: **Dennis Zanone**, **Debbie**

Lager, **Frank Cummings**, and **John Hischer**.

Reardon previously worked in various Santa Clara education and sales support positions. How does he like the East coast? "It's cold here," he says. "I've learned how to buy chains, snow tires and rake mounds of leaves from the front yard." As for work, he says he and branch members are looking forward to making 1978 their best year ever.

It Was a Picnic

Members of the field engineering group in King of Prussia and their families got together for a little late-summer picnic fun. The activities included a sack race, and winners **Mr. and Mrs. Scott Dimeler** received tickets to an Ella Fitzgerald, Count Basie, and



Bob Birdsong, FE, in a sack race

Dizzy Gillespie concert. **Mrs. John Senatore** received a plant for winning the egg tossing contest, and **Eliot Rosario** won a \$50.00 bill door prize (donated by the sales reps). The picnic was good ol' fashioned fun for all.

The Independent Journal is published by the Corporate Public Relations Department of Memorex Corporation. All correspondence and photographs should be sent to: Laura F. Smith, Editor, Santa Clara, MS/1239, Phone (408) 987-2202.

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SALES CONTEST AIMS TO MAKE WESTERN REGION TOPS IN NATION

The Western Region has developed a contest—"The West is Best"—to boost fourth quarter sales and help all reps in the region qualify for both quota club and winner's circle.



Currently the Western Region is the number two ranked region in the United States. Clearly out to change that status, Bill Etheredge, Regional Manager, Field Operations-Western, says, "The Western Region has made significant progress this year. However, our ultimate success—the difference between being number one and number two in the country, depends on our fourth quarter performance. We want to close and install all potential business between now and year end."

Under contest rules, prizes are available to the salesperson who makes the largest net revenue order above a specified amount for 367X or 1377s and DAR'd on rent during the fourth quarter.

The winners have a choice of one of three grand prizes—a stereo component system, a sound movie outfit, and a luggage set. In addition, all field engineers who attended the Tech Conference, all systems engineers and all sales people who achieve a minimum participation level or qualify for quota club will receive a lined nylon jacket featuring the new Western Region logo, "The West Is Best" (the logo, by the way, was designed by San Francisco FE Grant Seaverson).

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"The contest also unites members of the Western Region and gives them a feeling of regional cohesiveness," says Etheredge. "We're sending out weekly contest updates, which also contain news about what's happening in other branch offices. We're really working as a team, all striving toward the same goal—for all sales reps to attend the quota club and winner's circle representing the number one region!"

The top three sales reps currently leading the contest are Jim Hill, San Francisco, for an order at Tymeshare; Mark Caton, San Diego, for an order at Smith Tool; and Bill Lemley, Seattle, for an order at the Seattle School District.

1ST MEMOREX BUILT 1380 SHIPPED ON ORIGINAL TARGET 10/28/77



Members of the Communications Division gathered in the cafeteria October 28 to celebrate the shipping of the first all-Memorex-built 1380. Dick Allen, General Manager, Communications Division, addressed the group and congratulated all for their contributions. The first unit went to Multiple Access Corporation in Los Angeles.

FIELD SERVICE

New Hires

Jonathan Allen, AFE, New York
 Gary Billingsley, Sr. AFE, Seattle
 Leroy Cline, Sr. AFE, St. Louis
 Robert Conner, Sr. AFE, Baltimore
 Ralph Core, FE, Seattle
 Michael Dorio, Sr. FE, New York
 Glen Fichter, Sr. AFE, Chicago
 Scott Gregg, AFE, Pittsburgh
 Robert Haskins, Sr. AFE, Chicago
 Donald Huson, FE, San Francisco
 Walter Jarema, AFE, Philadelphia
 Ken Johnson, AFE, Detroit
 Kenton Kaufman, Sr. AFE, Ft. Wayne
 Harold Kepler, AFE, Cleveland
 Edmond Magnan, AFE, Hartford
 Keith McCoy, FE, Santa Clara
 John McGuire, Sr. FE, Pittsburgh
 Timothy Michalski, AFE, Pittsburgh
 Robert Showalter, FE, Denver
 Travis Stegall, FE, Dallas
 Michael Swanson, Sr. AFE, San Francisco
 Dennis Valadez, Sr. FE, Chicago
 Robert VanAlstine, Sr. FE, San Francisco

Promotions

Jim Brown to Br. Mgr., Charlotte
 Joe Curran to FE, Philadelphia

Dennis Delaney to Sr. AFE, Cleveland
 Joseph Dougherty to FSS, Philadelphia
 James Hammond to FE, Dallas
 Fred Hickey to Sr. AFE, Miami
 William Huff to Sr. FE, Denver
 Don Juhola to FSS, Boston
 Michael Klinger to FE, Philadelphia
 Keith McClung to Sr. FE, Pittsburgh
 Robert Nelson to FE, Dallas
 John O'Connell to FSE, Boston
 Wallace Olsen to Sr. AFE, Madison
 Raymond Proulx to Sr. AFE, Dallas
 Michael Quinn to Sr. AFE, Detroit
 Tom Robinson to Sr. AFE, Philadelphia
 Cleon Rogers to Sr. AFE, Little Rock
 John Senator to Sr. AFE, Philadelphia
 David Shantry to FE, Detroit
 Mel Stanton to FSS, Boston
 Marvin Strickland to Sr. FE, Greensboro
 Lloyd Tuggel to Sr. AFE, Los Angeles
 Raul Vallejo to Sr. AFE, Riverside
 Jim Vignola to FE, San Francisco
 Frank Williams to Br. Mgr., Pittsburgh
 Jim Wright to Sr. AFE, Los Angeles

New Hires

Arthur Chavoya, Sales Rep., Kansas City
 James Christie, Sales Rep., Omaha
 Lewis Copley, Sr. Supt. Engr., Jacksonville
 Arthur Dejohn, Sales Rep., San Francisco
 Ronald Dolan, Sr. Sales Rep., Boston
 Katherine Duncan, Syst. Engr., Houston
 Jim Henderson, Sales Rep., Detroit
 Johnnie Holt, Sales Rep., Denver
 Gary Kolesick, Syst. Engr., Chicago
 Paul Medura, Sales Rep., Chicago
 Bob Minshall, Sales Trainee, Dallas
 James Nechieba, AFE, Chicago
 Richard Paukstis, Sales Rep., Seattle
 Charles Salvato, Sales Trainee, Albany
 William Schroeder, Sr. Sales Rep., St. Louis
 Dave Shaw, Sales Trainee, Detroit
 Timothy Wadd, Sales Rep., Philadelphia
 Dave Walson, Sales Rep., Dallas
 Roger Witcher, Syst. Engr., Dallas
 Douglas Wright, Sales Rep., Los Angeles

SALES

Promotions

Richard Hardt to Sr. Sales Rep., St. Louis
 Gerald Huebner to Br. Mgr., Minneapolis

MEMOREX

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