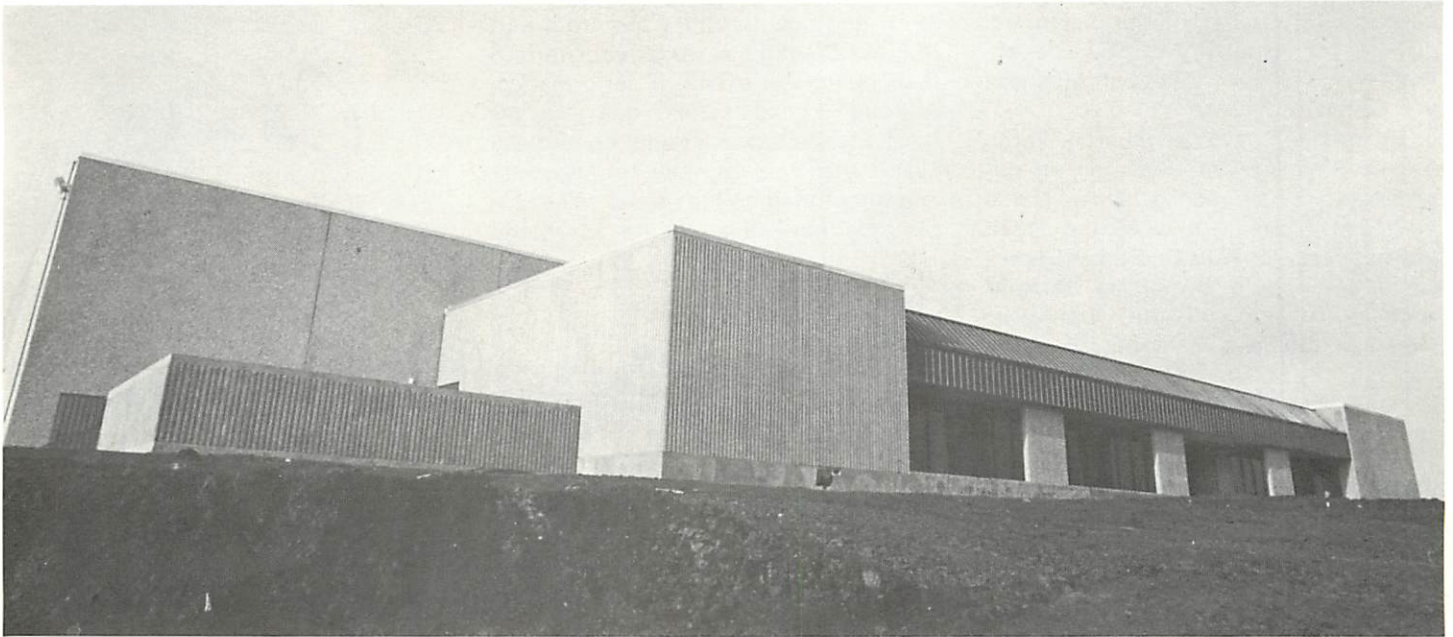


A publication for the Field Operations Group



Southwest Regional Distribution Center in Irving, Texas

Southwest RDC is up, open and 'on-line'

The new Southwest Regional Distribution Center sits on five acres of red Texas soil, atop one of the gently rolling hills that's characteristic of the land around Dallas. Landscaping ef-

forts have not yet begun, and only an occasional tree dots the area surrounding the new building located in the Walnut Hill Industrial Park.

"It's because of customers like you

that Memorex is able to open this distribution center," Jim Dobbie told a group of businessmen attending a luncheon in their honor at the Dallas Fairmont Hotel. "Memorex is committed to continuing its professional service to you and providing quality products that are truly the standard of value."

The luncheon was part of the February 3 activities planned to celebrate the opening of the center. The day began with a meeting for all employees and Charlie Splaine was in town for the occasion. "You can all be proud of the opening of this center," he told them. "Because of your hard work and dedication to increasing business in the Southwest region we are able to establish this new building. It represents appreciation for your work and continued commitment to the customers of the region."

Later that day the open house took place. With the furniture and plants in order, pictures hung, and the ware-

A Word About Foghorn

If you're wondering where your February-March issue of the Independent Journal is, wonder no more. You're holding it right in your hand. Only now it's got a new name—Foghorn. The name change came about as a result of the forming of the Field Operations Group, affectionately referred to as FOG. The new organization greatly expands the audience for whom this publication is written. BSD sales, OEM sales, LSS sales, communication sales, service, field customer service, and computer media sales reps are all part of FOG. The name change is an acknowledgment of the new depth and breadth they bring to this audience.

There's the obvious reason for renaming the publication Foghorn. But beyond the obvious is the subtle. A foghorn is a loud, deep voice—a form of communication carrying a message to inform, direct and encourage.

Thus is the purpose of this publication. It is to keep you, Memorex employees, informed of the activities, objectives and accomplishments of the Field Operations Group. We hope you find Foghorn an interesting, informative publication and that you will look forward to receiving each issue.

(continued on page six)

Letter From C.E. Splaine

Strong product demand, hard work, made 1977 'best year ever'

Let me take this first issue of 1978 to wish everyone a happy new year. I want to thank and congratulate you for your contributions which made 1977 a great year. Everyone certainly worked extremely hard during December to ensure that it was a record month. Orders, shipments, installations, cash collections—in all aspects of our business you excelled.

By now you have seen that 1977 was a record year. The demand for our products was at record levels. I was particularly pleased with the 1377 acceptance. Our 1377 Customer Representatives should be proud of their accomplishments. In our first year Memorex shipped over 5,800 units domestically. The Communications Division did a super job responding to this demand.

As we enter 1978 the demand for our products continues to be high. The 3650 is now being shipped at volume rates and the 3675 demand remains strong. We shipped our first tape system in December, and from all indications this is another excellent Memorex product.

The Business Systems Division Quota Club was an excellent opportunity to get to know this group of quality performers. I am confident that 1978 will be a great year for BSD. Congratulations to **Danny Hendrix** who was 100% Club President, **Jerry Periolat** who was Branch Manager of the Year, and **Bill MacKay** who was Regional Manager of the Year.

As you know, OEM Sales is now an integral part of Field Operations. We should do everything possible to make them feel welcome and help them achieve their objectives.

Computer Media had a good year in 1977, and now that they too are a part of Field Operations, we look forward to their continued excellent performance. Although "Leads to Revenue" has officially ended, we should continually evaluate all opportunities for Memorex and direct them to the proper salespeople. We have this unique advantage

over our competitors and we should use it well.

1977 was an excellent year. 1978 is going to be even better. I appreciate all your past contributions and look forward to working with you in 1978.

Charlie

C. E. Splaine
Vice President, Field Operations

Salesrep of The Month

As was pointed out in the previous issue, Bob Dodge frequently has the number "1" associated with his name. This issue he adds another first to the list—top sales rep for November.

A large order from Southwest Bancshares, a holding company, helped put him there. Initially the customer wanted to add storage to its string of 3330s. Dodge not only interested the customer in Memorex drives, he persuaded the account to replace its installed drives with two

strings of 3675. "Southwest Bancshares likes the upgrade potential to 3650s," explains Dodge. "Also, the account is going to switch to a CPU that doesn't have an ISC, so Memorex's outboard controllers were particularly appealing."

Another account which boosted Dodge's quota was Superior Oil. "This was a particularly trying account," he recalls. "At first our order was based on a package lease that the account had arranged with another vendor. When it fell through, Memorex's order was nearly cancelled. I tried to salvage the effort by arranging a Memorex package lease. With the help of branch manager Hank Seta we worked out the details and were awarded the package lease. But it was a long, back and forth process, and many times I felt like giving up. Hank was really supportive."

Since joining Memorex last January Dodge has closed many new accounts and first-time orders for the Houston office. Says he of his success, "I feel it's necessary to listen well and find out what the customer needs, and then tailor the presentation to those needs. You have to maintain communication with the customer to stay on top of the situation, and lastly, you have to use good common sense."

Dodge graduated from Cornell in 1972, majoring in management and marketing. Prior to Memorex he worked for Oscar Mayer. He is married and has a two year old daughter.



B. Dodge—necessary to listen

Foghorn is published six times a year by the Corporate Public Relations department of Memorex Corporation. Story ideas and comments are welcome and should be sent to:

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Mark Lutvak (left), and Ron Sodano, 3220 Technical Operations Specialist, eye the new magnetic tape subsystem. The 3220 complements and integrates the cost effectiveness of the 3670/3675/3650 subsystems by providing a total answer to information storage and retrieval needs.

Great Potential for Combination Proposals

First 3220 successfully installed in NY

The first customer shipment of the 3220 magnetic tape subsystem was wheeled off the loading platform of building 10 December 22. Its destination: Berkey Photo Technology, Long Island City.

According to Tom Corcoran, sales

rep for the account, the subsystem configuration was a 1 x 6 attached to a 370/135, operating in a DOS/VS mode.

The 3220 magnetic tape subsystem was introduced at the National Computer Conference last June. After undergoing extensive QA testing in Santa

Clara, the reliability of the drive is claimed to be superior to all expectations. Customer reaction to the drive has been outstanding, and the number of orders received to date is twice what was projected.

States Mark Lutvak, Product Manager, Future Storage Systems, "The drive's high transfer rate makes it a highly efficient vehicle for backing up disc drive storage. The association between tape and disc drives presents great potential for combination 3220 subsystem and 3670-3650 proposals."

A selling advantage of the product is the tape maintenance monitor, a device which improves data integrity. As error rates on reels of tape increase, the maintenance monitor automatically identifies this fact, and signals that the data should be copied onto new reels. Memorex is the only supplier in the IBM market place that offers this tape maintenance device.

Another unique characteristic of the 3220 subsystem is the radial connection between tape drives and controllers. Competitive tape drives use a serial connection, which forces drive strings to be made inaccessible when a controller fails. According to Lutvak this radial connection improves subsystem availability.

The first field engineering class for the 3220 was completed November 8. FE's Alex Walchek, Don Filamarino, and Anthony Cuccia were responsible for the successful installation at Berkey Photo. FE classes on the subsystem have been scheduled throughout the first half of 1978 in Santa Clara. After mid-June, FE training will be held at the Philadelphia training center.

MRX statement opens antitrust suit trial

On a rainy Thursday morning, January 19, 1978, Memorex and IBM finally met in a San Francisco courthouse for the opening day of the long awaited antitrust suit trial. It is being heard by a jury of seven women and five men before Federal Judge Samuel Conti.

The trial is estimated to last at least ten months and will be one of the longest and largest private lawsuits ever tried. Nearly 150,000 pages of exhibits have been filed with the court.

Memorex claims it was injured

through violations of the Sherman and Clayton acts committed by IBM to eliminate competition. Some of the asserted unlawful acts, cited by John Endicott, Memorex lawyer, in his opening statement, included making unnecessary product changes, manipulation of prices and tie-in arrangements for peripheral products.

The suit, Mr. Endicott told the jury, is important to Memorex and IBM as well as "to competitors and consumers because it goes to the very heart of the preservation of the free enterprise system that provides lower prices,

better quality and a choice of products."

Judge Conti turned down a number of IBM motions that attempted to have the suit dismissed or delayed when he established the January opening date.

Says Jim Dobbie, Executive Vice President, "We have spent over four years preparing for this case, and are excited that at last the trial is underway. Its outcome is extremely important to the company, and we're convinced that we have an excellent case."

Memorex originally filed its complaint against IBM in 1973.



C. Buch—BSD Products



L. Feltz—Communication Products

RESPONSE TO FIELD NEEDS STRENGTHENED WITH SPLIT OF SALES SUPPORT POSITION

The formation of product line management teams within the Field Operations Group enables better focus on product responsibilities. To this end, the position of Manager, Sales Support has been divided so that each of the four product line management teams includes a Manager of Sales Support.

The position previously provided field sales assistance for all equipment products. According to Charlie Splaine, Vice President, Field Operations, having four sales support managers instead of one greatly strengthens Santa Clara's ability to respond to field needs. "Under this structure each product line receives focused management attention. We are better able to implement

and carry through product programs," he stated.

The four managers of Sales Support are: Leo Feltz, Communication products, including the 1377, 1270, 1380 and 2089; Clark Buch, BSD products; Bill Roch, Large Storage Systems, including disc drives, memories, tape drives, package leases and COM; and Gail James, OEM sales.

All managers are directly responsible for implementing and assisting the marketing programs of their respective product lines. They are involved in competitive analysis, forecasting, sales compensation plans, pricing administration, national account coordination, product introductions, technical sales support, and sales promotion materials.



G. James—OEM



B. Roch—Large Storage Systems

Telex Unit Acquisition brings new products to EUMEA customers

Memorex's agreement with Telex Corporation of Tulsa, Oklahoma, to acquire the European operations of Telex, marks a significant addition to Memorex's European sales and service capabilities.

Telex's European marketing efforts emphasize magnetic tape systems and terminal products, while Memorex markets its full line of information storage and communication products. The blending of the lines will complement Memorex's broad European business base.

The agreement will have a positive impact on domestic marketing as well. States Charlie Splaine, "The agreement will greatly strengthen Memorex's EUMEA marketing efforts by eliminating strong competitive pressures. It also will bring a group of talented, capable people to Memorex and will give employees experience in marketing a new line of products manufactured by another company. These benefits encourage our domestic marketing efforts through their positive influence."

Under terms of the agreement Reto J. Braun, Vice President and General Manager of Memorex's EUMEA Group, will become President of the combined European operations. Douglas Cornwall, President of Telex, Europe, will become Executive Vice President.

Revenues of Telex Europe in calendar 1977 were approximately \$39 million. Memorex's 1977 worldwide revenues was \$450 million, of which approximately 40 percent were international.

Telex European operations are concentrated in the United Kingdom, West Germany, France, Italy, Switzerland, Belgium and Ireland. The transaction is subject to approval by various government agencies in the countries in which Telex operations are located.

Oh no! Freight Damage—What should I do now?

When it comes to packaging and shipping, Memorex cuts no corners to assure that products arrive safely at their destination. But occasionally damage occurs. And when that

(continued on last page)



A. Montgomery—National FE Manager

Al Montgomery points to third-party maintenance as profit booster in '78

"We've got many challenges facing us in 1978. We've never had as many products to maintain or a greater need for innovative exploitation of our available resources. It's going to be a busy year."

So states Al Montgomery, National Field Engineering Manager. In his new position he is responsible for many of the procedures and programs which will gear field engineering to meet those challenges. Says he, "The formation of the field operations group has caused a lot of changes in the field. We now have essentially eight autonomous groups. Communication between the groups is more important than ever and retaining the cooperation that exists among them will be a high priority for 1978."

Montgomery cites third party maintenance as another priority for

1978. "It will continue to grow as a factor in corporate profits," he states.

As an eight-year veteran of Memorex, he clearly knows the ins and outs of the business. When he joined in 1970 he was Planning and Control Manager for field engineering. Over the years he held management positions in various departments, including customer service and finance. In 1974 he became FE Resource Administration Manager and remained in that position until promoted to National Field Engineering Manager.

Montgomery holds a B.A. degree from the University of California, Berkeley, and is a CPA. He worked for five years as a CPA, then joined IBM, where he spent ten years in various market planning positions before coming to Memorex.

Federal region shines In show for Uncle Sam

Memorex's Federal Region staff turned out in force for DP EXPO, the largest and most comprehensive data processing exposition held annually in the nation's capital. The show took place January 31-February 2 at the Sheraton-Park Hotel. Over 4,500 individuals, representing every department and all major agencies of the Federal government, visited the exhibits.

The Memorex staff kicked off the exposition activities with a breakfast for customers and members of the press. Bill Koenig, Vice President-Federal Operations, gave an overview of Memorex and discussed the Federal Region operations and its range of services and support.

Several professional seminars were conducted during the exposition. Steve Puthuff, Memorex Vice President, Engineering, was in town to give a talk on the evolution of storage technology and examine future storage ideas through 1980. His seminars were well attended, and he later made the same presentation to the National Bureau of Standards, an agency responsible for



Memorex's booth at DP EXPO in Washington D.C.

setting up data processing standards for the entire Federal government.

Displayed in Memorex's booth were the 1377, 1380, 3650, various computer media products, and a head disc assembly (HDA). "We had many people

stop by the booth," reports David Miles, Federal Marketing Manager, "and received hundreds of sales leads. We feel that overall it was a very profitable show for Memorex."

(continued from first page)

Dallas opens its doors

house and refurbishing areas spotless, the center threw open its doors and invited the public to take a look. Throughout the afternoon various customers, prospects and interested passers-by stopped in. "We've been 'on-line' since December 19," reports Jim Welch, Manager, Field Operations-Southwest. "The open house was our way of inviting people to see what we're doing."

The 55,000-square-foot center is in Irving, a Dallas suburb that's proudly referred to by Welch as the "football capital of the world" because the Cowboys' stadium is within its limits. The facility houses the offices for the Dallas branch, Southwest regional, and the warehouse staffs. According to Dick Steffensrud, Regional Customer Service Manager, about 55 employees are located at the center. "We're all under one roof now," he states. "BSD, OEM, computer media, LSS, consumer and FE reps work side by side instead of from three different locations, as previously."

Approximately 45,000 square feet are used for warehouse, refurbishing and emergency parts facilities. These distribution services extend not only to accounts in the Southwest region, but also in Mississippi, Alabama, Georgia, Tennessee and Florida.

Already 660 and 367X refurbishing is conducted at the center. The emergency parts function is operated in two shifts (8 a.m. to midnight) and has a 24-hour, on-call service for 'round-the-clock coverage.

The first field engineering product training class began at the center January 18. According to Art Mudge, Regional Manager, Field Engineering, new training classes will start up at the rate of about one a month. Eventually all 367X and 3640 field engineering training will be taught in Irving.

The open house gave many employees their first opportunity to take a casual stroll around the facilities. For others it was a time to meet fellow employees. Commented one BSD rep as she circulated from group to group, "I didn't realize there are so many people here I don't know. It's good to meet them all."

It's that attitude of teamwork and cooperation that exists throughout the center. Although the first month of 1978 was unusually bleak and cold (it was 31° the day of the open house and snow had been on the ground a week earlier), the spirit of the employees is undiminished. "We've got a good group of people," affirms Welch. "Having the regional marketing and warehousing functions under one roof not only enhances the teamwork spirit, it greatly enlarges our capacity to serve customers. And that's what this place is all about."



Dick Steffensrud conducts tour through warehouse area.



Above: entrance to the center. To the right: Jim Welch, left, and Dick Steffensrud — "We're all under one roof now."



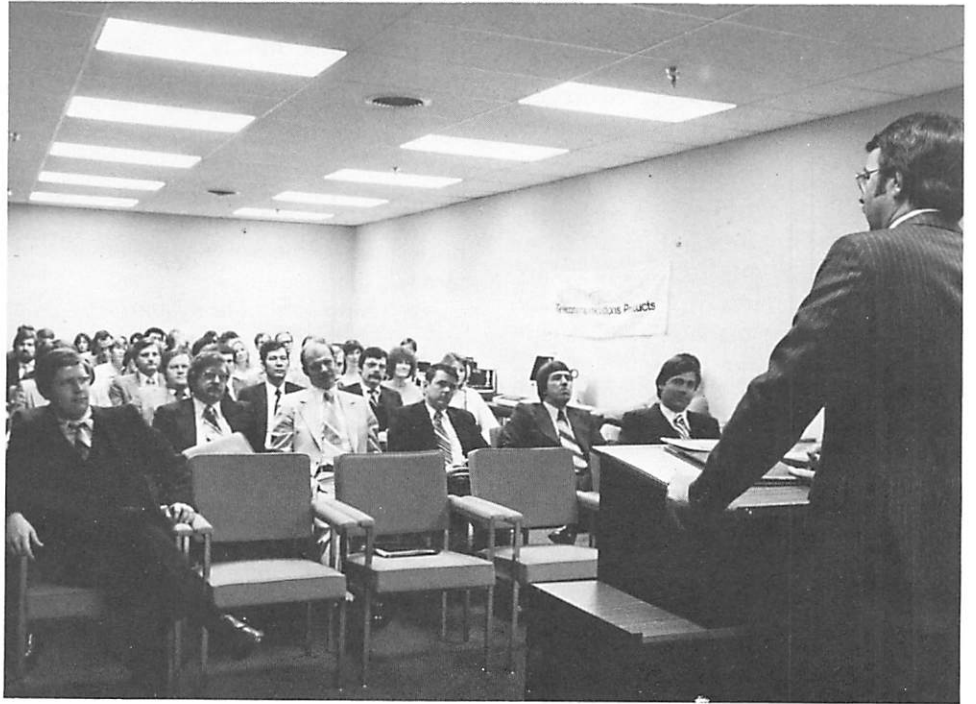
As inventory increases, warehouse space will decrease. But for now the area makes a great basketball court.



Below: Vince Vinson, left, and W. A. Buckley, Computer Media Manager



Below: Charlie Splaine addresses RDC staff members

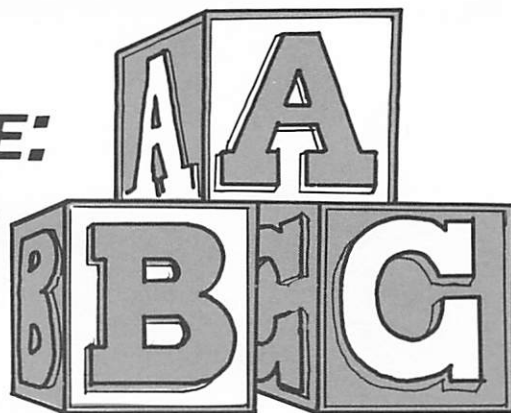


Below: Al Oeding, far right, instructs center's first FE class.

Below: Jim Dobbie with visiting customers



CONTROLLING YOUR TIME: EASY AS



Remember the last time you had an hour between sales calls and nothing to do? Or the time you went to service an account and had to wait 30 minutes before the customer made the machines available?

Everyday things happen to take time away from us, to keep us from getting the things done that really need to be done. We often complain that we don't control our time—our circumstances or people around us do. Or we just protest, "I have too much to do and don't have any time!" Time seems to be something we're always running out of.*

Alan Lakein sets forth a practical, no-nonsense approach to time management in his 160-page book, "How to Get Control of Your Time and Your Life." A time management consultant with a Harvard MBA degree, he proclaims, "Time is life. To waste your time is to waste your life, but to master your time is to master your life and make the most of it."

He starts with the premise that we all

"Time is life. To waste your time is to waste your life, but to master your time is to master your life and make the most of it."

have the ability to control our lives by working smarter instead of harder. "I'm an effectiveness expert," says Lakein. "Effectiveness means selecting the best task to do from all possibilities available and then doing it the best way. Making the right choices about how you'll use your time is more important than doing efficiently whatever job happens to be around. Efficiency is fine in its place, but to my mind effectiveness is a much more important goal."

* If you don't have "time" to read this article in its entirety, skip to the summary.

Control is a key concept in Lakein's book. He cautions about becoming a compulsive organizer, and offers these examples of ineffective time managers:

-The **overorganized** person is always making lists, updating them, and losing them.

-The **overdoer** is so busy doing things he has no time to assess their true value.

-The **time nut** is overwhelmingly preoccupied with time. He makes everyone else nervous with his concern about never wasting a minute.

Lakein says that control of our time is accomplished by working smarter and not harder. When we do this we have more time for self, friends and family.

By using a simple system of ABCs we can prioritize important items and eliminate unnecessary and nonproductive ones. "In all planning," he says, "long-range, middle-range, or short-range, you 1) make a list, and 2) set priorities." His system calls for planning each day's activities by writing a "To Do" list. "Write a capital letter 'A' to the left of those items that have a high value; a 'B' for those with medium value; and a 'C' for those with low value."

It follows logic to say you'll make the most out of your time by doing the A's first and saving the B's and C's for later. Your A's can be further broken down into A-1, A-2, and A-3, according to priority.

It's quite possible, when you make your daily list, that you won't complete everything on it. Don't feel guilty, Lakein says. "It's not completing the list that counts, but making the best use of your time."

"It's not completing the list that counts, but making the best use of your time."

Lakein adds that many C's can be turned into what he calls CZ's. CZ's are

C's that can be deferred indefinitely without harm. Many C's can be turned into CZ's, but some C's must be done; even though they seem trivial, routine tasks.

The "80/20" Rule

Lakein's theory of setting priorities applies to the amount of time spent on customer calls by applying the "80/20" rule. He says that if all items are arranged in order of value, 80 percent of the value would come from only 20 percent of the items.

In other words, in a list of 10 things to do, doing two of them will yield 80 percent of the total value. The trick is to choose the right two. For example, 80

"In a list of 10 things to do, doing two of them will yield 80 percent of the total value."

percent of sales comes from 20 percent of customers. It's important to remind yourself again and again not to get bogged down on low-value customers but to focus on the 20 percent where the high value is.

Lakein's Question

One way of reminding yourself not to get bogged down on low-priorities is to ask: "What is the best use of my time right now?" Explains Lakein, "If your first answer when you ask this question is, 'I don't know,' then the best use of your time is to ask the question again. If you still get 'I don't know,' then tell yourself: 'I already know that, but I still need a better answer.'"

Lakein's question can be employed effectively in situations where your routine has been interrupted, by say, a visitor or phone call. You also can ask it anytime you feel you're not making the best use of your time, or when you uncover a tendency to put things off.

Only Once, With Feeling

Lakein says one of his best rules is to "try to handle each piece of paper only once. Try not to put down an incoming piece of paper that requires a response until you have fired off that response. If you can't immediately take care of it, at least try to do something to advance its processing.

Coping with Information Overload

"If you feel the need to read more books for your work," states Lakein, "Try reading them as you would a newspaper. Read summaries at the beginning and end of a book, read only sections which give you a chance to absorb some useful, new ideas." He also advises dropping subscriptions to magazines and newspapers we never read, and concentrate on literature that's most important to us.

Dealing with Procrastination

According to Lakein, procrastination is when you've come up with a good A-1 activity, validated your choice, found at least some minutes you could have spent on that A-1, and you are still not with it. Instead you are doing a lesser A, a B, a C, or maybe even a task that you should admit is not worth doing at all.

Mostly you're being human when this happens, Lakein assures us. The goal is to select your A-1 and do it now. "Suppose you're at work and you've just finished a phone call. As you put down the receiver you think to yourself that the best use of your time right now—the A-1—is to start work on the time-consuming, complex budget. You glance at your watch and see it's ten minutes before you usually go to lunch.

"A stack of routine paperwork is sitting on the corner of your desk, awaiting your attention. What should you do? Get a couple of quick paperwork C's out of the way? Or put ten minutes into the A-1 task, even though you feel quite overwhelmed by the prospect. Or go to lunch early."

The best answer — which is to get started on that overwhelming A-1 even with only a few minutes at your disposal — seems unrealistic, even meaningless, but let's face it, he says, large blocks of uninterrupted time are a comparative rarity. The key to getting

an overwhelming A-1 under control is to get started on it as soon as you've identified it as the A-1 task.

No Such Thing As "No Time"

Lakein makes it clear to the reader that there is no such thing as lack of time. "We all have plenty of time to do everything we really want to do. If, like so many people, you're too busy to get things done, keep in mind that there are plenty of people who are even busier than you are who manage to do

"We all have plenty of time to do everything we really want to do."

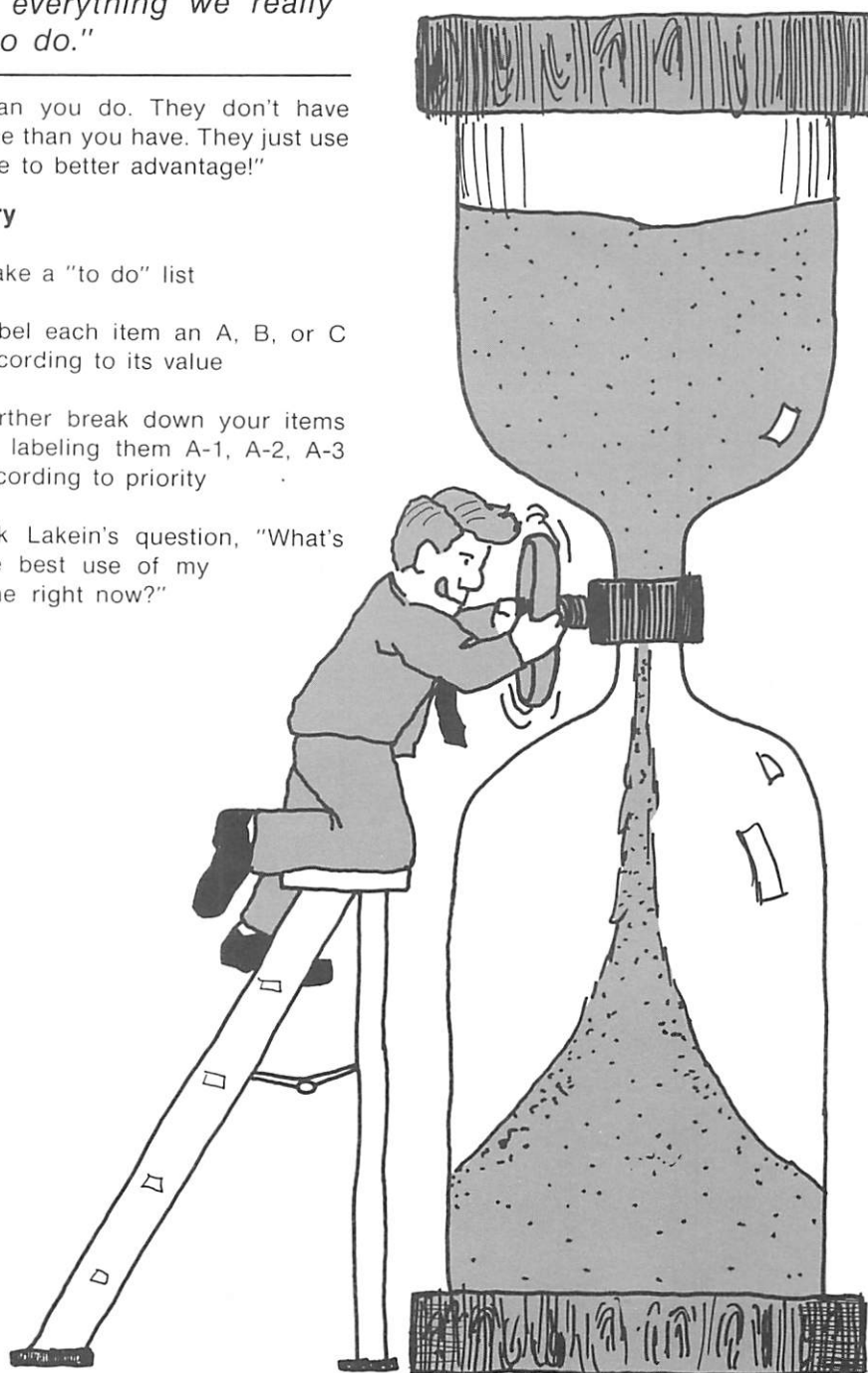
more than you do. They don't have more time than you have. They just use their time to better advantage!"

Summary

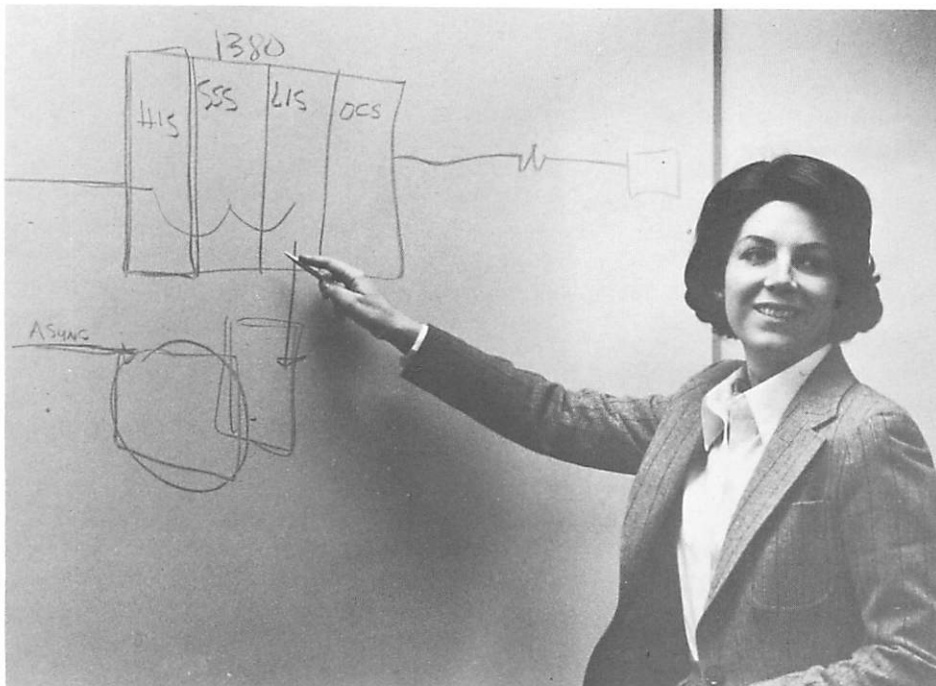
1. Make a "to do" list
2. Label each item an A, B, or C according to its value
3. Further break down your items by labeling them A-1, A-2, A-3 according to priority
4. Ask Lakein's question, "What's the best use of my time right now?"

5. Handle each piece of paper only once.
6. Read summaries of books, newspapers and magazines. Cancel subscriptions you never read.
7. Do it **now!**

For those who would like to read more about time control, copies of Alan Lakein's book may be found in most public bookstores. It is published by Signet and costs about \$1.50.



IN FRENCH OR FORTRAN, KAVA CAN ANSWER THOSE 1380 TOUGHIES



P. Kava—her engineering career was launched when she got tired of eating hot dogs

As a french and psychology major at Rice University, Patricia Kava obviously wasn't planning on a career in data processing. But she has joined Memorex's sales education staff with over ten years of data processing experience and judging from her skill and enthusiasm, this industry is where she belongs.

Kava fills the newly-created position of Customer Education Specialist, reporting to Dave Branning, Manager, Sales Education. She is responsible for organizing and teaching courses on 1380 system and externals and 1380 basic programming and internals to Memorex customers. The courses will be taught, for a fee, at the regional distribution centers in Santa Clara, Dallas, Chicago, and Philadelphia throughout 1978.

States Kava, "We hope that at least one person from every customer site will be able to attend the classes. The 1380 is a very complex machine, and these seminars are designed to help a customer understand its operations and take maximum advantage of its capabilities."

The course will benefit Memorex field sales and service as well as customers. When customers become more self-sufficient they can perform their own trouble-shooting calls,

lessening system down-time and reducing the service load for field and systems engineers. Also, as customers learn about the inherent qualities of Memorex products, their trust in the company will grow, presenting opportunities for additional business.

After each seminar participants will be surveyed to determine what material was most and least useful. "We will constantly update our material to stay current with customer needs," states Kava.

Another method of instruction to be used is the "modular classroom." In

large installations where the configuration is quite complicated, seminars may be taught on-site with several members of the data processing staff present. This way customers may receive training specifically tailored to their needs."

After Kava graduated from Rice she pursued graduate studies in psychology and political science at the University of Michigan and Ohio State. "I was at Ohio State during the height of the '60s campus unrest," she recalls. "Tear gas and riots had become a way of life for a student and the campus atmosphere was terrible. That, plus the fact that I was tired of eating hot dogs and never having any money, made me drop graduate work and look for a job."

"A placement agency asked me if I knew anything about computers," she continues. "I remembered a fortran class I'd had and liked pretty well, so I decided to look into the data processing opportunities."

Thus her systems engineering career was launched. Her first job was as a SE trainee for Burroughs Corp., Columbus, Ohio. She also worked as a systems programmer for Westinghouse, Columbus, before becoming self-employed in a software programming business in Klamath Falls, Oregon. Immediately prior to Memorex she was director of computer services for West Valley College, Saratoga.

"Data processing is an exciting field," she says. "I see lots of opportunity to develop more new courses for Memorex customers, such as one on telecommunication concepts or telecommunication considerations for data processing managers. I look forward to the work I'll be doing in 1978."

RON ZABA NAMED TOPS AT BSD 100% CLUB

"Make It Happen" was the theme of Business Systems Third Annual 100% Club, held amid the lush palms of Hawaii January 11-15. Twenty-four top reps, a record attendance, gathered to celebrate BSD's best year ever. In 1977, seven new products were announced and revenues shot up 40% over 1976.

The conference marked BSD's first 100% club since becoming a division of Memorex. Charlie Splaine gave the keynote address, followed by Del Elder, General Manager, BSD. Conference workshops included one on BSD's full

system lease program and an announcement of the new tape subsystem for System/3 users.

An awards banquet highlighted the four-day event, with Keith Plant, Vice President and General Manager, General Systems Group, presiding. Ron Zaba, Chicago, was named number one sales rep; Carl Fulmer, Dallas, was rookie of the year; Danny Hendrix, Charlotte, was 100% club president; Jerry Periolat, Chicago, was branch manager of the year; and Bill MacKay, Los Angeles, was regional manager of the year.

AROUND the field

A Good Deed Done

It was almost 9:00 p.m. when **Mike Graham**, FSR, wrapped up his work at a downtown Philadelphia account. As he left the building a scuffling sound caught his ear. Peering across the dark street he saw that three women had fallen prey to a purse-snatcher. Without wasting a nanosecond Mike sprang to their defense. When the assailant started running Graham was hot on his heels and almost two blocks later he pinned the thief and held him until the police arrived.

In the commotion Graham's suit was torn, but the purses were recovered. Says Graham about his good deed, "I really didn't think about what I was doing until it was all over. Then I began to feel that the whole event was a little scary. I'm glad it ended the way it did."

Mike's act of bravery earned him a nomination for the Mayor's Citizen Citation. The three women, who were a mother and her daughters in town for a funeral, were a bit more practical but no less appreciative. They bought him a new suit and treated him to dinner.

A Little PMA for Southeast

Customer service reps from the Southeast Region gathered in Atlanta recently for a day-long seminar on effective customer relations. **Pat Rogers**, Regional Customer Service Manager, designated the theme of the day-long conference as PMA-Positive Mental Attitude. **Jerry Jenkins** from Customer Service, Santa Clara, spoke to the group about everything from how to thoroughly fill out contracts to obtaining customer authorizations.

According to **Judy Hester**, Customer Service Rep., Atlanta, the seminar was informative and gave everyone's morale a good boost. There was even a five year anniversary celebrated at the event—**Pat Wolfe**, Customer Service Rep, Raleigh, joined Memorex in 1972.

Chicago Celebrates Yuletide

Mr. and Mrs. Claus were honored guests at an old fashioned Christmas

luncheon held Dec. 21 for personnel located in the Chicago Distribution Center. Nearly all of the 75 employees who attended brought a gift valued between \$3.50 and \$5.00 for Santa's "grab bag." When everyone finished lunch, Santa (**Jim Mastro**, Branch Sales Manager) and Mrs. Claus (**Donna Giancana**, Order Administrator), handed out the surprises, which varied from soap to saws. But the funniest one was to **Ron Bulin**, Regional Equipment Sales Manager, from **Jere Werton**, Vice President Midwest Operations. Knowing that Ron is a devout tennis player, Jere playfully gave him a can of used, dead tennis balls. They may not be good for a lob, but everyone thought they were great for a laugh.

McInturff Raises Jack

Most people find asking for money pretty difficult. But to **Jack McInturff**, SR, Los Angeles, it's almost second nature. He spends much of his free time developing alumni gift support for his alma mater, California Institute of Technology, Pasadena. He was recently awarded a plaque for his three years as a member of the Board of Directors for the Alumni Fund Council. His work included volunteer recruitment, chairing a committee on leadership, and organizing seminars on effective fund raising. He also served as area chairman for downtown Los Angeles. "Fund raising is not easy," he admits "but it's fun."

And it's rewarding. The Cal Tech fund raising program has been recognized by a donating foundation as the most consistently effective program in the United States among private universities.

McInturff received a Master's degree in engineering from Cal Tech in 1962.

New Two For The Bahamas

James McDowell, Tulsa, and **Doug Moher**, Detroit, both Computer Media Sales Reps, are the two newest winners

in the "Leads To Revenue" program. They'll join other winners for a five day trip for two to the Bahamas April 16-20.

Other winners to date are: **Dave Walston**, Equipment Rep, Dallas; **Jerry McSpadden**, Equipment Rep, Houston; **Anthony Cuccia**, Sr. FE, New York City; **Doug Miller**, Computer Media Rep, Boston; **Cleon Rogers**, Jr, Sr. FE, Arkansas; and **Terry Kelleher**, Equipment Rep, Chicago.

The Leads To Revenue program ended January 31. The latest report shows that the program has inspired over 1,000 endorsed referrals, resulting in over 75 orders. Program revenues have doubled their projection.

Western Groundbreaking

Like Philadelphia, Chicago and Dallas, Santa Clara will soon include a distribution center and warehouse. The new, 68,000 sq. ft. building will be located across the street from Memorex headquarters at San Tomas and Central Expressways. The existing facility, which Memorex has owned and occupied since 1971, will continue to be utilized as the manufacturing plant for flexible disc products, as well as headquarters for the Western Region sales and service organizations. The new building will be used to serve customers in the Western United States and is scheduled to be finished this spring.

In Memory

Hugh Graham, a well-known member of the equipment sales team, died January 7, of a heart attack. He was 40.

Graham joined Memorex in 1974 as an equipment sales rep in Philadelphia. In October, 1975, he was promoted to branch manager, and in January, 1977 he became Mid-Atlantic Regional Sales Manager.

Graham attended the 1974, 75, and 76 quota clubs and was a member of the 1975 Winners Circle. He received a bachelor's degree from University of Pennsylvania in 1959.

He is survived by his wife, Carrol and four children, Dean, John, Caroline and Sarah.

Walsh Steps Up To CMG Sales Helm

Steve Walsh's promotion to National Sales Manager, Computer Media Group, marks another stride in his long, solid career with Memorex. He joined the company in 1965 as one of the then only two sales order correspondents in the company. Two years later he became a sales rep in the San Francisco office. As the computer and consumer media line grew, Walsh held various sales and marketing management positions. He spent one year in Canada, where he was responsible for launching the video and word processing marketing programs in that country. He was Manager, Pacific Regional Sales for the video division before being promoted to national sales manager. Says he of his long career with the company, "I'm ready to spend another 12 years with the quality organization Memorex has become and continue my own growth and development."

Walsh sees his two biggest tasks in 1978 as implementing the distributor sales program for computer media products, and integrating the computer media sales organization into the Field Operations Group. "Bringing the media sales organization into FOG represents a tremendous opportunity to address customers on a more local and unified basis," he states.



S. Walsh—ready for another 12 years

Currently, eight regional computer media managers report to Walsh: John Hoiness, Western Region; Ray Cook, Southwest Region; Robert Scheper, Midwest Region; Monte Watson, Great Lakes Region; Philip Hoffman, Southeast Region; Vince Tarpey, Mid-Atlantic Region; J. N. Benedict, Northeast Region; Robert Zigman, New York Region; and a functional responsibility for computer media sales in the Federal Region under the direction of Bill Koenig.

Walsh received a B.A. degree in marketing and sales in 1962 and an M.B.A. in 1967 from San Jose State University. He succeeds Gary Fisher, who has joined the OEM sales organization as manager, flexible disc sales.

Freight damage

(continued from page four)

happens, George Jacobs wants to know about it.

As Corporate Traffic Claims/Cost Analyst, Jacobs is responsible for evaluating damage and freight loss situations and, when warranted, filing claims with the responsible carrier. "Most freight damage or loss occurs in transit," he states. "Too often when these incidents are discovered the costs are automatically absorbed by Memorex. As a result the company is spending thousands of dollars a year on losses it is not responsible for."

Jacobs joined Memorex in January. He says one of his immediate objectives is to increase awareness of the traffic claims function and help employees recognize its value to the corporation. "I'm here to help field engineers, sales reps — anyone who discovers damaged freight — follow through in reporting the incident and filing claims with the involved carrier. This action will result in reduced dollar losses to the company, and hopefully will help reduce further occurrence of damaged freight."

Jacobs may be contacted for freight damage claims on ext. 7-2161.

FIELD ENGINEERING

Promotions

Michael Barnes to AFE, San Francisco
Teresa Bradley to FE, San Francisco
William Brewer to Terr. Supv., Tulsa
James Brown to Sr. AFE, Jacksonville
John Ciaverelli to Sr. FE, Philadelphia
Jim Coulter to FE Marketing Rep., Dallas
John Daddino to FE, New York
Goerge Dakis to Terr. Supv., Pittsburgh
Scott Dimeler to Sr. AFE, Philadelphia
Ron Ferg to FSE, Washington DC
Jerry Ferguson to Sr. FE, Atlanta
John Geer to Field Manager, Dallas
Mark Green to Sr. AFE, Louisville
Larry Grigery to FSS, Dallas
David Ivester to FE, Philadelphia
Thomas Kurtz to Sr. AFE, Baltimore
Joel Koch to FSE, Washington, DC
Joseph Mooney to Branch Manager, Boston
Greg Norman to Sr. FE, Los Angeles
Wallace Olsen to Sr. AFE, Milwaukee
John Shingara to Sr. FE, Allentown
Robert Simpson to FSS, Los Angeles
William Smith to FE, Atlanta
Frank Williams to Branch FE Manager, Pittsburgh
William Wilson to FE, Dallas

New Hires

Thomas Arendt, FE Minneapolis
Albert Banks, Sr. FE, Philadelphia
Barry Bennecoff, AFE, Washington, DC
William Brown, AFE, Indianapolis
Kirk Cordy, AFE, San Francisco
Michael DeSario, AFE, Akron
Glenn Gravitt, FE, Kansas City
Larry Hill, AFE, Detroit
John Kraus, FE, Pittsburgh
Tim McFadden, AFE, Harrisburg
Daryl Mizelle, Sr. AFE, Chicago
Harold Ruder, AFE, Dallas
Larry Smith, FE, Washington, DC
Mark Southscott, FE, Portland
Wesley Stafford, Sr. FE, Charleston
Thomas Vernon, AFE, Houston
Cecil Wilson, AFE, Greenwich

SALES

New Hires

Jack Fendel, Sales Rep, Kansas City
Theodore Koch, Sales Trainee, Pittsburgh
James Scoggins, Sr. S.E., Raleigh

Promotions

Graham Baxter to SF Branch Sales Mgr.
Richard Belschner to Sr. Sales Rep., Greenwich
William Colestock to Sr. Sales Rep., Detroit
Philip Corcoran to Computer Media Sales Rep. I, Chicago
Dennis Cronin to Western Regional Sales Manager
Dick Dupree to Equipment Branch Sales Manager, Tulsa, Oklahoma City, and Little Rock
Randal Garth to Computer Media District Sales Manager, Chicago

SANTA CLARA

Promotions

Bob Booth to Manager, Field Operations Programs
Duke Borozon to Manager, Purchasing, LLS
Thomas Fitzgerald to Special Events Coordinator