



volume one, number two
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News of the Field Operations Group

A star logo is born

The star has long been a symbol of excellence. The military uses it to honor generals, teachers use it to reward pupils, and in Hollywood it is a term for an outstanding performer.

The Field Operations Group adopted the star as its logo for a couple of reasons. First, FOG is comprised of five major elements: OEM sales, BSD sales, Field Engineering, Computer Media sales, and Large Systems sales. The five arrows forming the star represent these activities and the key role they play in the success of FOG.

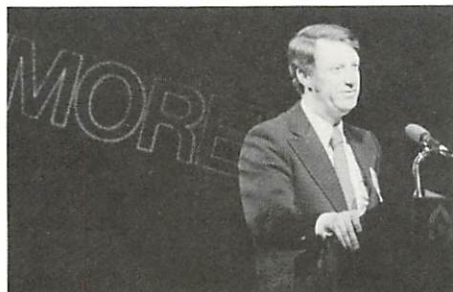
Second, the five points of the star represent the main characteristics of a winner—quality, excellence, competitive spirit, creativity, and integrity. These characteristics were highlighted at the Las Vegas Quota Club, as members of the Field Operations Group were told they were "star" performers in every sense of the word.

The logo will appear on all FOG materials as a reminder of the divisions comprising the group and of the excellent performers in each one.

New Orleans is '78 Quota Club Site

The 1978 Quota Club, to be held in New Orleans, will mark the first Quota Club for all the sales functions within the Field Operations Group. OEM, BSD, Computer Media and Large Systems Sales are all eligible to attend, and rules for qualification have been sent to all branch offices.

The combined meeting promises to further build a spirit of teamwork and rapport between all sales functions in FOG. All reps will be focusing their selling efforts for a trip to New Orleans next spring.



Quota Club 1977

A lot of learning and a lot of fun took place at the 1977 Quota Club in Las Vegas. Jim Dobbie, Executive Vice President, left, kicked off the event with the keynote speech, and audio-visual presentations added color and spark to the meeting (below). For more photos and story, see pages six and seven.



New FOG Council to improve exchanges between field, SC

Fourteen individuals from all regions and functions within the field organization have been selected to serve on the newly-formed Field Operations Group Council. The purpose of the Council is to provide a forum for improving communications between Santa Clara and the field. Meetings will be held every two months in locations across the United States.

Council members were selected for their knowledge of the company, their ability to communicate effectively and honestly, their ability to get along with subordinates and peers, and the confidence others place in their judgement. They are expected to discuss matters not only of regional importance, but

also within the function they represent, such as field engineering, sales and customer service.

Reports of their discussion will be given to Charlie Splaine, who will take appropriate action on them. To keep the entire field organization informed of what the council is doing, meeting summaries will be sent to each branch office.

According to Splaine, the council was created to give the field a voice to express their ideas directly to headquarters. "FOG now has over 1200 people in it," he states. "The council will play an important role in making sure the field knows what's going on in

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Letter from C. E. Splaine

Record shipments, new comp plan highlight 1st Q

Many important issues were addressed in the first quarter. Two of particular significance were the development of the second quarter compensation plans for LSS and BSD, and the issue of product availability.

Several changes have been made in the second quarter compensation plans to enhance commissions. Highlighting the changes is the development of an annual performance pool for both BSD and LSS Reps. Top sales representatives from each division will be awarded an amount of money based on their rankings. This adds a very positive incentive for top performance in 1978.

Additional monies were added to the 367X and memory product lines. These, coupled with the Starburst incentive program, mean more money to the sales forces.

Also, cancellation of on-order 365X orders during April, May and June will only qualify for chargeback at 50% of the current rate. This was initiated in consideration of the product availability situation.

For BSD Reps, percentages have been increased on 364X disc systems. This increase will add impetus to that program.

These compensation plans were reached after careful evaluation and discussion with your management. They are designed to help establish Memorex as the leader in compensation in the industry and to more adequately compensate you for your efforts. Details of the entire plan have been sent to all branch offices.

Product availability is an area of great concern, and every effort is being made to provide the product you need. A major expansion program, begun in 1977, is improving the situation. The program includes the doubling of production capacity in both the Eau Claire and Nogales plants. The Communications Division has moved to a new building in Cupertino, the Southwest RDC has opened in Dallas, and construction has begun on a distribution center in Santa Clara. These additions make more space available in Santa Clara for manufacturing and they will help bring product availability problems to a minimum by second half 1978.

In spite of this problem, order shipments in first quarter were up substantially. Disc and tape product shipments increased 21% over first quarter 1977, order backlog hit an all-time high, and there's excellent product availability on 367X, 364X, Memories and tape products.

Communications products has had its share of product availability concerns, and every measure is being taken to get the shipment rate up to meet the demand. Overall, shipments increased 266% over first quarter 1977. Much of that statistic is due to the successful 1377. In March, 1377 shipments were three times what they were the previous month. Shipments of the 1270 were up 119% over first quarter 1977.

I want to again congratulate and thank all of you who worked so hard in 1977 to achieve your objectives. I hope

everyone thoroughly enjoyed the Las Vegas Quota Club, and I look forward to seeing you again, in addition to new members, at the 1978 Quota Club in New Orleans. That meeting will mark the first full Field Operations Group Quota Club, and will be especially meaningful for all who attend.

The first quarter is now history. Despite availability problems and severe weather conditions, you again responded in an outstanding manner. With this kind of performance I am confident that 1978 will be a great year for all of us at Memorex and in the Field Operations Group.

Good Selling!



Charles E. Splaine
Vice President,
Field Operations Group

Salesrep of The Month

Note: The "Sales Rep of the Month" program is being modified. This will be the last feature under that heading. A new column recognizing outstanding achievers in the Field Operations Group will appear in the next issue of Foghorn.

Curt Johnson

With an undergraduate degree in criminology and a J.D. degree from the University of Baltimore it was only natural for Curt Johnson to enter computer media sales. He did so in 1973 when he joined Memorex's Baltimore staff.

"I always planned to be a lawyer," says Johnson, recalling the days he worked as a claims adjuster while pursuing his law degree. "But after joining Memorex and selling media for a while, I decided sales is really where I belong."

In 1976 Johnson switched to selling equipment. He received his training in the same class that produced such sales notables as Frank Jakovac, Vic Gamaly and Mike Ferguson. It only followed suit, therefore, that December was Johnson's month to take the number one quota spot.

A couple of disc drive orders from his territory of commercial Washington D.C. and suburban Maryland contributed to his high quota. C & P Telephone and Scientific Timesharing have gone with Memorex 3650s. "We wouldn't have landed C & P without Branch FE Manager Ron Dickerson," states Johnson. "Because C & P must be constantly on-line, FE support for this account is a critical issue. Tom sees to it that we have excellent FE coverage."

Good time management is a factor Johnson regards as important in sales work, and adds that his manager, Jim Shaw, has been very instrumental in helping him get better control of his time. "Time control, a lot of hard work, and good fortune are key ingredients in sales success," he says. "And sometimes it's just being in the right place at the right time."

R. Payne earns 3rd FE Conf. attendance for work in Holland

"Measurably Better" is the theme for the 1978 FE Tech Conference to be held this year at the MGM Grand Hotel in Reno, Nevada, October 24, 25, 26, and 27. More than 80 Field Engineers are expected to attend. They are being nominated according to the calibre of their performance in several areas—resource management, customer relations, technical planning ability, and ability to service equipment rapidly and effectively.

One field engineer who has repeatedly proved himself a professional in all these areas of performance is Rich Payne, FE Branch Specialist, Miami. Rich attended the 1976 and 1977 FE tech conferences and was 1976 FE of the Year. He will continue his tradition of professionalism by going to Reno and is the only field engineer thus far to qualify for all three tech conferences.

Payne has been instrumental in the success of many Miami accounts. He has done a particularly outstanding job with Eastern Airlines, where 128 spindles of 3670s are installed. Eastern used a software package, ACP (airline control program), which was specifically developed for its reservation system. Payne's mastery of this software program made him an invaluable resource with another Memorex customer, KLM Airlines.



R. Payne at the 1977 Nashville Tech Conf.

KLM uses almost the same software as Eastern, and when the account was having a problem, Payne flew to Holland and straightened it out. Taking advantage of his being in Europe, Payne was asked to assist an FE in Switzerland with a similar problem.

In his letter to Payne, A. J. Millington, General Manager of KLM, praised Payne for his skill. "Your enthusiasm and attitude impressed us," he said, "and to a great extent you were responsible for making KLM another successful Memorex installation."

Payne's branch manager, Ken Matthews, Birmingham, echoes the feeling of many customers. "Rich sets an example we all should follow. His attitude toward Memorex and our customers is outstanding, and his professional capabilities are respected by all who know him. He is well trained on multiple products, yet continually strives to learn more. He's always eager for a challenge and has proven himself on numerous occasions."

FE nominations for the Sun Valley technical conference will continue through the end of August.

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Juliano Fills New FE Support Position

Frank Juliano, a veteran of the field engineering team, has stepped up to the position of National Manager, Field Engineering Product Support. He will report directly to Al Montgomery, National Manager, Field Engineering.

In this newly-created position Juliano is responsible for the planning, development, and maintenance for all equipment products from an FE standpoint. He and his staff of FE product managers will be part of various equipment product teams. They will work with engineering, manufacturing, marketing, quality assurance and other team members to enhance machine maintainability, profitability and customer satisfaction.

Explains Montgomery, "This position gives field engineering the direction that is essential to support in-



F. Juliano—out to enhance maintenance, profits, and satisfaction

dividual products. Through focused management we can better identify the needs of the field and ways to meet them. Our efforts will result in new FE product training programs, tighter quality control, new customer service programs—whatever is needed to enhance a product's performance and take maximum advantage of our FE resources."

Juliano joined Memorex in 1970 as Branch FE manager, Baltimore. He became Branch FE Manager, New York, and later, for Philadelphia. In 1975 he was promoted to Regional Manager, Great Lakes, a position he held until being promoted to National Manager, FE Product Support.

Prior to Memorex he was with Control Data Corp. for four years as a technical instructor and technical support engineer. He also was manager of manufacturing, responsible for PCB manufacturing, tape drives, card readers and final test. Prior to CDC he worked for National Cash Register for nine years.

Juliano is married and has five children—three girls and two boys.





Through the wooded hillside surrounding his Pittsburgh home, Frank Jakovac takes a late-afternoon run.

A day in the life of the #1 rep

WHAT MAKES A WINNER RUN?

The gray fingers of dawn are just stretching over the rolling hills east of Pittsburgh. As Frank Jakovac slides into his car and begins his 40-minute drive to the office, he methodically thinks through the day's schedule. 7:30—arrive at office, check the night's incident report, fill out a "to-do" list, make a few phone calls; 8:30—meet with field and systems engineers to discuss a couple of account problems encountered over the weekend; 10:00—leave for appointment with customer...

Before his workday ends about 12 hours later, Jakovac, Salesman of the Year and Quota Club President for 1977, will have made close to a dozen customer calls, either by phone or in person, tackled some of the paperwork and correspondence that's always present, and clocked anywhere from 50 to 100 miles on his car. His territory includes Pittsburgh and the state of West Virginia, and he's proved that it can be a gold mine for data processing equipment sales.

"You don't get to be number one without a firm commitment to succeed," he says. "Success means just doing the best you can. You have to clearly define your objectives and then do everything you can to meet them."

It's a simple-sounding formula, but for Jakovac it works. In 1977, his first full year on quota, he squeezed from his territory a whopping 418% of quota. He was Sales Rep of the Month four times (a Memorex record) and opened 12 new accounts in his territory. He sold a broad range of Memorex equipment, including over 200 1377s, and is

the first sales rep in the history of Memorex to be both Sales Rep of the Year and Quota Club President.

What makes him run? If Jakovac's success is the result of his commitment to succeed, then it follows that he works very hard to reach his goals. In watching him work, it's obvious that all the adjectives commonly associated with a winner are appropriate for him. He is demanding, results-oriented, highly disciplined, persistent.

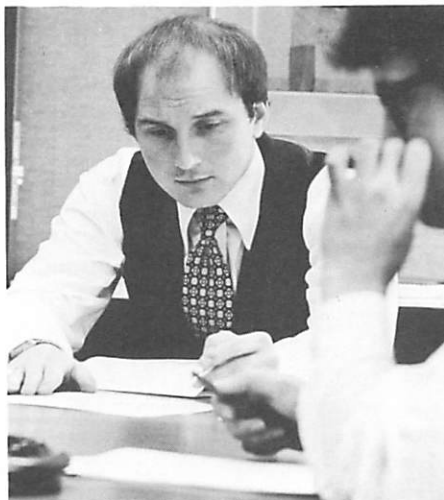
Jakovac was born and raised in Pittsburgh. In high school and college he played football and received his four-year degree and teaching credential from Edinboro College. He taught history and English, coached football, and served a couple of years in the Air Force.

The change from educator to sales rep was a dramatic one, and at first it

did not go smoothly for Jakovac. Bill Etheredge, Western Region Field Operations Manager and two-time Quota Club President himself, was Pittsburgh Branch Manager when he hired Jakovac. He recalls what the trainee did those first six months: "Frank always put in long, strenuous hours. He didn't understand a lot of what he was doing or why he was doing it. He read everything he could on Memorex products, followed me on sales calls, argued about sales techniques, and asked a million questions. But after about six months things started falling in place and he took off on his own."

Hard work and learning the ropes of selling gave Jakovac a sound understanding of his job and the company. But it is perhaps the way he applies his knowledge to individual situations that makes him so effective. When it comes to dealing with customers, he knows what they want and how they want it. "People here are very down-to-earth and they want their information straight. They don't want a wheeler-dealer for a sales person. They want somebody to treat them fairly and if you do, they're fair to you."

Quality is always the crux of any discussion Jakovac has with customers and prospects. "I always present as many aspects of Memorex quality as I can—quality selling, field engineering, products, performance," he states. "If you do this from the beginning, by the time you get around to a cost analysis the customer is already sold. Cost becomes secondary to the quality he knows he's getting."



Sales Rep of the Year and Quota Club President Jakovac

Jakovac opened 12 new accounts in 1977. When asked about how he approaches new business he replied, "You must work at qualifying a prospect and hopefully reach a point where you are able to tell by either a phone call or sales call if the customer is sincerely interested in what you're marketing. I want to know what they know about Memorex both on a local and national scale and, more importantly, what their day-to-day problems are."

"Success just means doing the best you can. You have to clearly define your objectives and then do everything you can to meet them."

"I ask specific questions about their operations and closely examine what their criteria are for judging a vendor. Customers want and expect you to be creative. Memorex is in a position in the market where we must get out of the 'black box one-for-one replacement mode. Our market is more sophisticated, and so are our customers. Therefore we have to offer more than just a cost alternative to what they are presently using."

He continues, "Making a sale is really a matter of educating the customer about Memorex. My background in teaching has definitely helped me learn how to listen to people and ultimately offer them a viable preference; i.e., Memorex. I just educate them to a point where they've got to make a positive decision about Memorex."

It's 10:30 a.m. now. In the 17th floor conference room of the Mellon Bank building Jakovac is meeting with Penn Bradford Financial Service, a large 3675/1270 customer. They're discussing a 3675 installation that took place over the weekend and required 12 hours to complete instead of the predicted 8. The customer is asking why.

For this meeting Jakovac has asked Pittsburgh Branch FE Manager Frank Williams, and Territory Supervisor Andy DeRose to come along. Williams picks up his cue. "You changed the planned reconfiguration prior to our install without notifying us," he tells them. "We needed extra time to find a cable to accommodate the new floor plan." With that, the discussion begins.

This is the same total systems support approach Jakovac will use in another meeting later that day with Duquesne Light Co., only there it's a software problem. Ed Miller, Pittsburgh Systems Engineer, is in on this one. After discussing the problem and a solution, Jakovac turns the conversation to tape drives. "Have you considered Memorex in your room?" he asks the customer. "What's holding you back? If service is your major reservation, let me arrange for Frank Williams to meet with us and discuss what your account service requirements are. He'll explain what Memorex can do for you in the tape drive area and I'm sure it will be to your satisfaction."

Jakovac's approach in talking with people is a straight-forward one that his customers seem to respond to favorably. "Bill," he asked at the end of one meeting, "are you a member of PLUG (Pittsburgh Large Users Group)? You're eligible to join, you know, and I think you'd find it interesting." Or later, joking with customers at Duquesne Light he says, "What? You're going to raise your rates again? My electric bill last month was \$125 and I'm never even home!" The customer quipped back, "You think it's bad now, if we take those drives your bill will double. We've got your account flagged."

The customer is clearly #1 in his book, and he strives to establish credibility with each account. "I never over-sell a customer," he states. "I just provide them with the hardware and resources they need to do their job more efficiently." Along the same lines,

Jakovac says he never reads a script when giving speeches or slide presentations. "I'm uncomfortable with it," he explains.

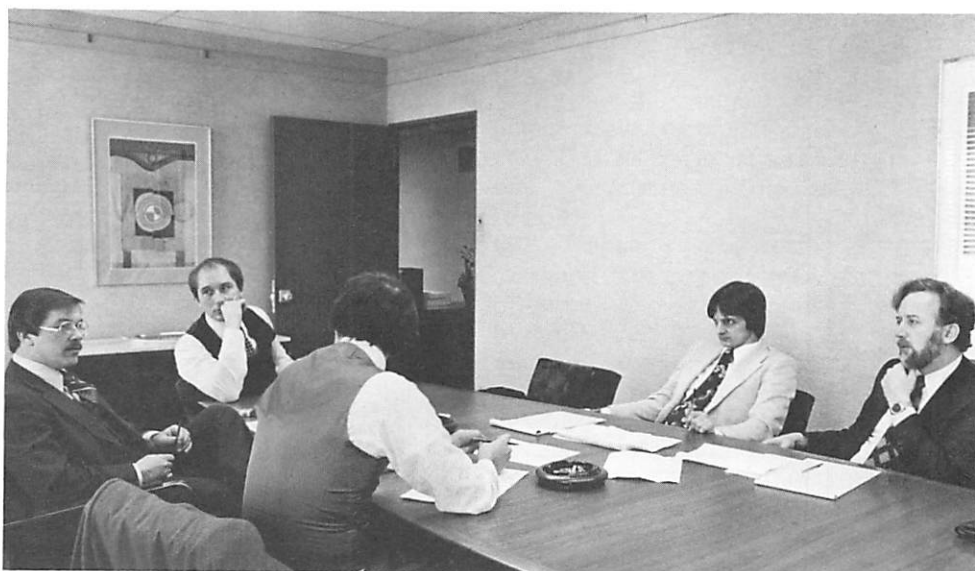
"They (customers) don't want a wheeler-dealer for a sales person. They want someone to treat them fairly and if you do, they're fair to you."

Frank Williams has been Branch FE Manager for nine months. Previously he was a DP manager for an insurance company, which happened to be a Memorex customer, and before that he was an FSE for the Hartford, Connecticut office. He's had the opportunity to view Memorex as a customer and an employee, and has worked closely with Jakovac since coming to Pittsburgh.

He says of Jakovac's selling style, "I've been in the business for over 20 years and I've never known a sales rep who is more aware of what he's selling and in less need of support services. Yet he constantly uses me and other resources because we're useful to the sales effort. We present a unified front to customers and it nets out to better and more business."

Jakovac knows that when something goes wrong at an account he is responsible for it. He also knows about dry spells and terrible days. He copes with these pressures the same way a

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Frank Williams, right, and Andy DeRose, second from right, meet with Jakovac and customers at Penn Bradford. Meetings such as this are part of the total systems support approach frequently used by Jakovac.

THE STARS IN LAS VEGAS

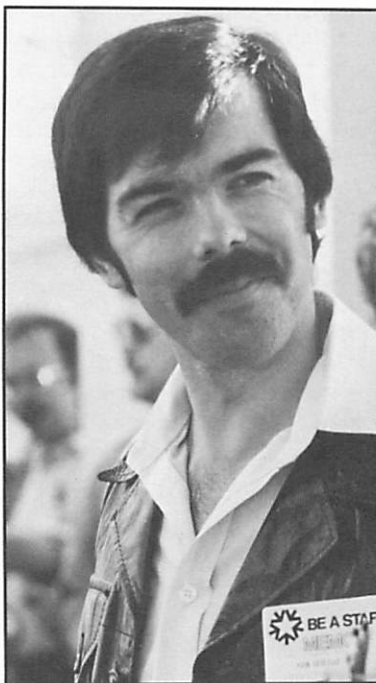
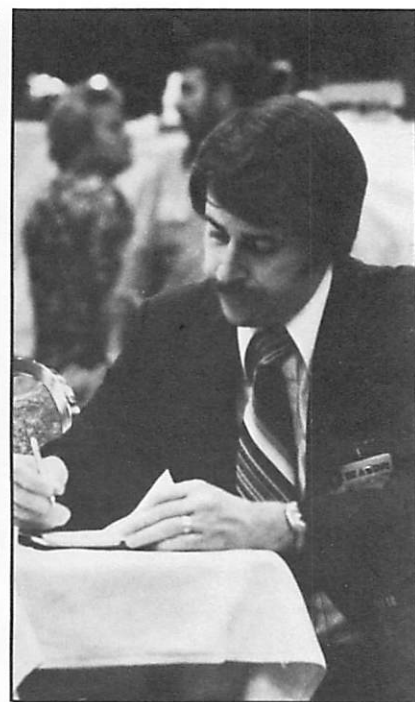
The theme urged everyone to "Be A Star," but the 89 people who qualified for the 1977 Quota Club had already proved themselves such. Gathered in Las Vegas March 7-10, they comprised the largest, most successful sales force in Memorex history.

There were many highlights and speakers during the conference. Jim Dobbie, Executive Vice President, delivered the keynote speech Wednesday morning and discussed performance and 1978 goals. Robert L. Erickson, Vice President, Legal and Secretary, stirred everyone with his comments on Memorex integrity and the IBM lawsuit. And Ara Parseghian, ex-football coach from Notre Dame, gave a rousing talk on the spirit of competition. Lighter moments were abundant, especially when the group visited a nearby "ghost town" for a "Night in Old Nevada."

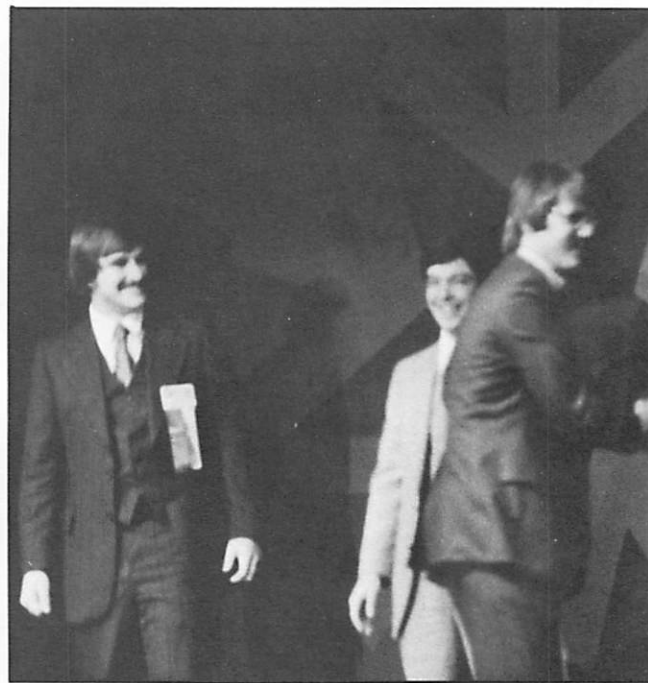
But the best highlight was the awards banquet, where all reps were honored for their 1977 achievements. Special recognition went to Frank Jakovac, Quota Club President and Sales Rep of the Year; Graham Baxter, BM, San Francisco, Vice President; Mike Ferguson, SR, Wash. D.C., Secretary; Jim Hill, SR, San Francisco, Treasurer; and Directors Don McTigue, SR, Greenwich; Mark Caton, BM, San Diego; and Vic Gamaly, SR, Wash. D.C. Bob Dodge, SR, Houston, was Rookie of the Year; Leo Miller, Wash. D.C., was Branch Manager of the Year; and Western Region, under the direction of 1976 Quota Club President Bill Etheredge, took top regional honors.

The meeting was an opportunity to meet new people and chat with old friends. Charlie Splaine took the occasion to hold an informal "rap" session with Branch Managers and discussed everything from problems and goals to where to hold the 1978 Quota Club meeting (see story page 1).

Quota Club will be remembered in many ways. A sample of some of the lighter moments and some of the more serious moments is seen on these pages. Congratulations to all who were there!



Yvon Leveille, Canada



Officers Hill, Ferguson, Caton, Baxter and Jakovac



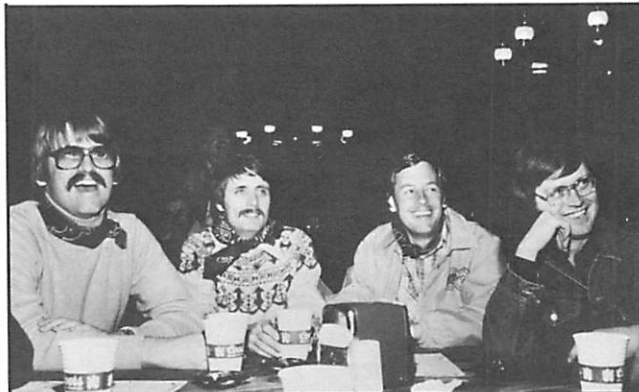
An afternoon reception on the terrace



Doug Sevier, SR, Portland



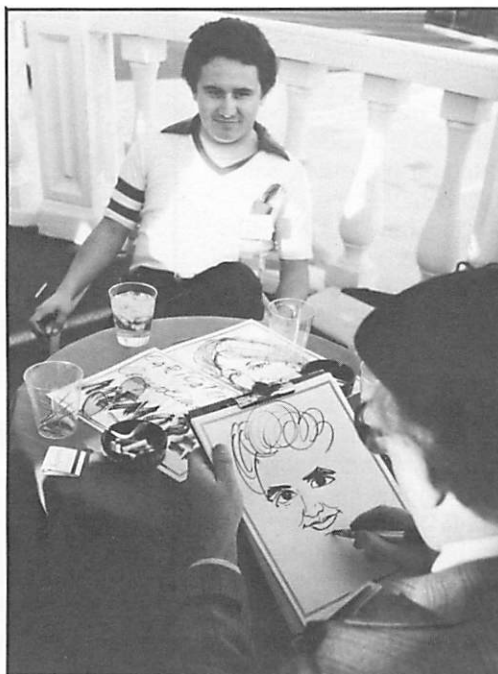
Frank Jakovac and Charlie Splaine



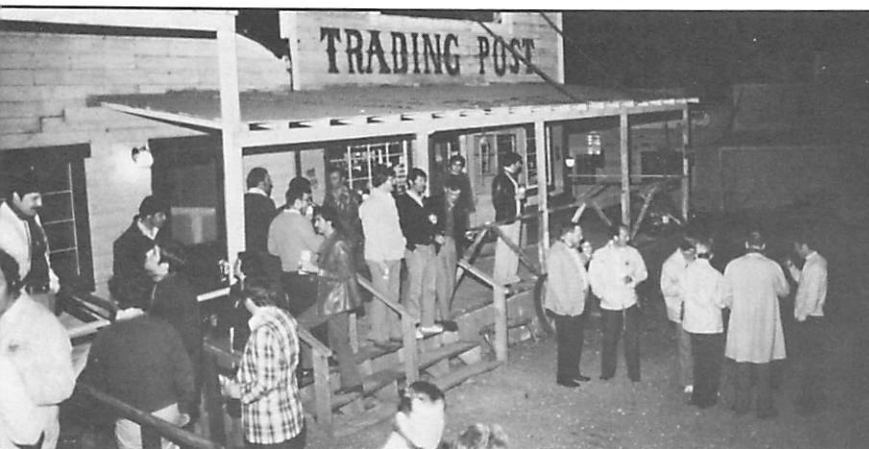
M. Caton, BM, SD; C. Pike, SE, LA; D. Borgeson, SR, LA; P. Milano, SE, Federal



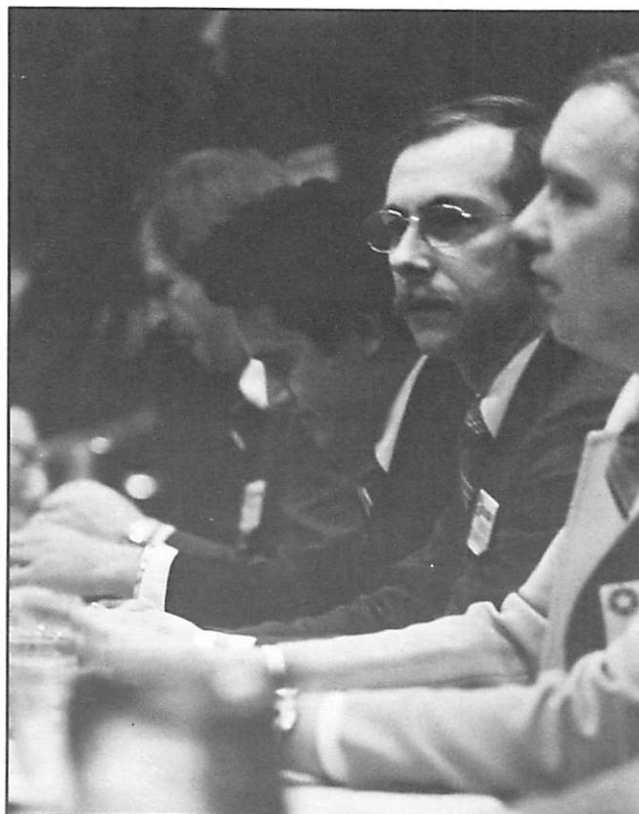
D. Donaldson, Chicago; M. Vena, Chicago



E. Zapata, SE, Los Angeles

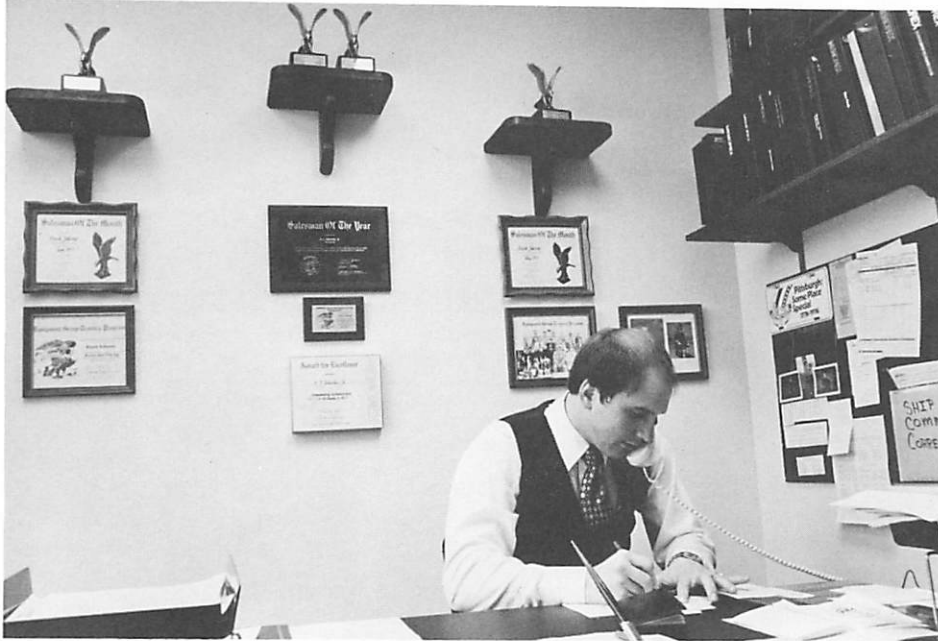


"A night in Old Nevada"



Jakovac: Winning requires commitment

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Jakovac in his award-trimmed office: "When I look at what I did in 1977 and what I can do in 1978, I have to be realistic. My territory will only let me do so much."

top-notch athlete does, something he learned in his own college football days. "Athletes should be good at selling because they're accustomed to pressure and competition. You have to have thick skin. Some days are really bad and you may go a month without a sale, but if you let it get you down you'll develop a losing attitude. I've always liked this saying, 'Show me a good loser and I'll show you a loser.' Odds are that you will lose sometime, but you don't take time off and you don't get depressed about it. You can't make excuses for yourself."

To free his time for customer calls, Jakovac usually handles his paperwork either nights or on weekends. Some days he can't get out of the office because of it and he admits that's bad. "Ideally I try to make about three prearranged calls a day and talk to several accounts by phone," he explains. "Sometimes I just drop in on a customer to see how he's doing. Frequent contact, of course, is critical to good account rapport."

What does the number one rep see in store for himself in 1978? "When I look at what I did in 1977 and what I can do in 1978, I have to be realistic. My territory will only let me do so much. How can I top 418% of quota or open more than 12 new accounts? I've set 1978 goals for myself, like how many large new accounts I'd like to open and the quota I'd like to attain.

But I've looked at my territory and know realistically what's possible. I don't feel threatened by other sales people who want to better me."

It's late afternoon now. As the sun drops behind the woods surrounding the Pittsburgh office, Jakovac makes a few last phone calls and delves into some paperwork. By the time he wraps up the day's work it will be dark. As he gets into his car and heads for home, he turns on the FM stereo radio and Memorex drops far from his thoughts. To unwind that evening he may visit his parents, take a date to the show, tend to some personal business, or just read a book and get lost in thought. "The last thing I want to do when I get home is talk about work," he says. "When I'm home, I'm home, and there are other things in life to appreciate."

But he allows one final question on what it takes to win. "You can't accept mediocrity in anything," he says determinedly. "It tends to breed more mediocrity. You have to give your full nine yards—do the best you can—know your limitations, your strengths and your weaknesses. You can sometimes fool your boss, and you can occasionally fool your customers, but you can never fool yourself. You know what you're capable of giving, and you should never give anything less. That's what winning takes—your full nine yards."

14 chosen to voice opinions on FOG Council

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Santa Clara and at the same time, Santa Clara can stay up with field matters. It will help everybody know what's going on."

The first meeting of the council is scheduled for May 4 in Dallas, at which a chairperson will be chosen. The following individuals have been asked to attend: Jay Benedict, CMG Reg. Mgr. and Don McTigue, LSS SR, Northeast; Jim Shaw, LSS BM and Stan Szczygiel, Reg. Finance Mgr., Mid-Atlantic; Perry Cradin, FS Mgr., New York; Pat Rogers, Reg. Customer Service Mgr., Southeast; Jim Mastro, LSS BM, and Ross Bottorff, Mgr. Operations-RDC, Midwest; Carl Fulmer, BSD Reg. Mgr., and Margie Corbin, 1377 CSR, Southwest; Bob Quinn, Reg. Mgr., SE, and Carl Burke, Reg. Mgr., OEM, Western; Tom Moriarty, Mgr., FS, Great Lakes; and Dave Miles, Mgr., Federal Marketing, Federal Region.

58 qualifiers discover Kona's beauty at W.C.

Fifty-eight members of the Large Storage Systems Sales Group and their wives attended the 1977 Winners Circle, held April 22-27 at Kona Coast's Mauna Kea Beach Hotel on the Island of Hawaii.

The event opened with a brief meeting, at which a few of the film modules from Quota Club were shown. Morning seminars were held throughout the week, and a Wednesday night banquet climaxed the five-day event.

Of course, there was plenty of time to enjoy the natural beauty of Hawaii, as Circle members played tennis, golf, went volcano-seeing, and took excursions on glass-bottom boats.

The 1978 Winners Circle promises to be equally enjoyable and rewarding. Its site has not yet been chosen, but it is guaranteed to be as beautiful and as exciting as this year's. Hope to see you there!

Fourth quarter surge proves west is best region around



A gallant fourth quarter team effort by Western Region sales pushed the region into the number one quota position for 1977 and earned them the "President's Trophy," an award presented each year to the region with the best quota and financial performance. Bill Etheredge, Western Region Field Operations Manager, was given the award at the 1977 Quota Club.

The region entered the fourth quarter ranked number two. Its determination to become number one was boosted by a fourth quarter sales contest, appropriately named "The West is Best."

Jim Hill, SR, San Francisco, won the contest with a disc drive order from Tymeshare Corporation. It was the region's largest single order sold and installed during the fourth quarter, and as his prize he received a five-piece, Samsonite luggage set.

The region had a strong, well-balanced finish for 1977. Of the 29 people eligible for Quota Club, 16 qualified. Three of them were Quota Club officers: Graham Baxter, BM, SF, was Vice President; Jim Hill was Treasurer; and Mark Caton, BM, SD, was a Director. Also, three of the region's four branches qualified for Quota Club.

Says a proud Etheredge, "I think the region developed a strong identity in



B. Etheredge accepting the President's Trophy at 1977 Quota Club

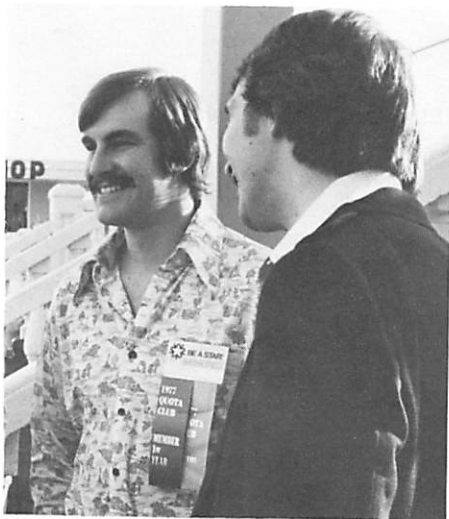
1977. The Sales Reps had a very competitive spirit and put forth the extra effort in the fourth quarter to make us number one. They were not just concerned with individual or branch quotas, but the regional quota as well."

1978 has gotten off to a promising start. Hill is continuing his winning streak with a \$2.4 million disc and tape drive order from Amdahl Corp., has sold five additional strings of 3670s to Tymeshare and two megabytes of 6358 memory to GTE Sylvania.

Mark Caton has sold almost 150 1377s to Teledyne Ryan, and Bill Lemley, SR, Seattle, has also had success with the 1377, closing a purchase order for 50 with Puget Power and Light. Both of these orders were obtained with the support of 1377 Customer Support Rep Lynne Shanrock.

Several new accounts have opened in the first quarter. Dave Borgeson closed a 3670 order with Flying Tiger Lines in Los Angeles, and Johnnie Holt, a new sales rep in Denver, cinched 3640 business at Basic, Inc., and sold a 1270 to STC. In addition, she's done a dynamite job opening new account business with five other companies in the Denver area.

"There's well-balanced activity in all our branches," sums up Etheredge. "We aim to keep the President's Trophy in our region for more than one year."



J. Hill, left, has helped the region get off to a good 1978 start with orders from Tymeshare and Amdahl.

Buy a 550 drive off-a-shelf? You can do it from Heath

Heath Co., headquartered in Benton Harbor, Michigan, is known to almost anyone associated with electronics for their excellent Heathkits. The company markets ready-to-assemble kits for everything from signal generators to color TV sets.

Now, thanks to Bob Baughman, OEM Sales Rep, Detroit, Heath will soon offer the Memorex 550 flexible disc drive in their stores and catalogues. Baughman closed a purchase order for 500 units to be shipped to Heath in August, with the potential for additional units to be shipped into 1979.

According to Baughman, Heath was at first hesitant to go with Memorex. "They didn't want to use two vendors and they were already using a competitor's floppy drive with another product," he explains. Finally Heath agreed to visit both Memorex's and the competitor's manufacturing facilities. Reports Baughman, "Heath was so impressed with our products, our ability to deliver and our desire to serve them that they changed their minds, even after giving the competitor the go-ahead."

The 550 will be used with the recently announced H-11 mini-computer, also offered by Heath.



B. Baughman—sold 550s to Heath Co.

AROUND the field

Gleaming great lakes

The field engineering staff assigned to the Ford Motor Company, Detroit, has set an all-time record by having "zero" downtime at that account during the month of January. According to Ford Motor Company personnel, Memorex is the first major supplier of DP equipment to achieve this goal. In recognition of this accomplishment, Detroit sales reps **Bob Oxley** and **Bob Hachadurian** presented each member of the FE staff with personalized "Ford Team" plates for their cases.

Other news from the Great Lakes Region is of a new employee "GLEAM" award—Great Lakes Employee Attitude Member. Each month branch managers nominate employees who have made outstanding contributions, and the regional managers determine the winner. The winner receives an engraved brandy snifter and has his/her name engraved in a "GLEAM" plaque.

The January recipient was Mr. **C. W. Riehlman**, FE, Cincinnati. He installed a 6400 memory on a 370/135 under difficult conditions and pulled it off like a champ. The February recipient was **Carol Carter**, Order Administrator for the Indianapolis branch. She made substantial contributions for enhanced relationships between Memorex and its customers, and helped the office run smoothly while a new sales rep was being trained.

Congratulations GLEAM winners!

Zanone the fire fighter

When he's not selling equipment, **Dennis Zanone** often finds himself fighting fires. The LSS sales rep from West Orange is a 16-year veteran of the Boonton, New Jersey fire department. He was recently elected volunteer Fire Battalion Chief, responsible for the fire protection and prevention for the town's 11,000 inhabitants.

His home has a built-in alarm, and his car is equipped with a red light and police radio. But fire fighting is strictly an after-hours, volunteer activity for Zanone. "Our department has over 190 volunteers," he reports. "When I'm at work and can't attend a call there are plenty of others to cover for me."

Lately it's been a busy business. During his first week as Battalion Chief he received seven fire calls—and six of them were during hours he was home. Occasionally, and most dreaded of all, he must respond to a bomb threat. "One week a firm in town received bomb threats three nights in a row," he recalls. "Nothing was ever found, but it wasn't much fun looking for it."

Says he of his fire-fighting business, "It's good community work. There's always danger involved, and we constantly have to be careful. But it's certainly a worthwhile service and I enjoy working with the other volunteers."

Hortman and Hardt are Among Memory Contest Winners



R. Hardt and A. Hortman

Al Hortman, BM, St. Louis, and **Rich Hardt**, Sr. SR, St. Louis, were two winners in the 4th quarter memory sales contest. At a recent meeting in the St. Louis office, **W. Jere Werton**, Vice President, Field Operations-Midwest, rewarded them both with a Sony color television set.

Hart received contest credit for 6400 memory orders he closed at United Van Lines and Washington University. United Van had a particularly speedy install. Their decision to go with Memorex was made on a Wednesday, and the memory was installed that weekend.

Hortman received credit for these orders, as well as one at Community Federal Savings and Loan and another at Western Electric. Other winners in the memory contest are **Jerry Huebner**, BM, Minneapolis; **Joe Schultz**, Cincinnati; **Jim Christi**, Omaha; and **Ken Bush**, Ft. Wayne.



The "Ford Team"—they set a record with "zero" downtime

"Starburst" sales contest

"Starburst," a 3675 sales incentive program, went into effect March 1. By the time it was announced March 3 at the Las Vegas Quota Club, the program had four qualifiers: **Don McTigue**, Greenwich; **Rich Hardt**, St. Louis; **Woody Hancock**, Washington D.C.; and **Mike Vena**, Chicago.

The contest provides for a designated amount of money to be awarded a sales rep for each 3675 unit sold by September 30 and installed by November 30, 1978. In addition, a "pool" of money has been made available to each region. When the

contest ends, the top three sales reps and top branch manager in the regions will win a percentage of the money in their pool.

Starburst awards "instant cash" to reps when they qualify—meaning that as soon as their orders have been received and approved, a check is issued to them. Details of the contest have been sent to all offices. For more information, contact your branch manager.

Viva Zapata's 'Star Warriors'

After putting in a day's work as a Systems Engineer for the Los Angeles office, **Edd Zapata** often winds down by spending a few hours on the playing field, where he coaches the "Star Warriors," a boy's soccer team in the City of Thousand Oaks.

Zapata became involved in the sport when his son signed up for a team. "They needed coaches," he recalls. "I knew nothing about soccer, so the first thing I did was check out six books from the library. I learned everything on the sport I could."

He learned it well, it seems, for his team romped its way to first place and white-washed every team in the league. Of the nine games they played, eight were shutouts and one was a forfeit. To add to their impressive record, the Star Warriors scored the most tallies in the city for their age group (six to eight years)—37 points in nine games. In league playoffs, his team placed third.

Yet all his success is not the result of a deliberate intention to win. Explains Zapata, "Winning is not our objective, but a by-product of our objective. Our

first goal is to work as a team. When we do that we're playing our best and usually winning, too."

Not content to rest on his laurels, Zapata is now coaching a city all-star team and has been asked to coach a team in the CUSAC (Conego United Soccer Athletic Club), a prestigious soccer club which competes state-wide.

A TV Celebrity

How can our mass transit be effective 20 years from now? What effect is urban sprawl having on our education? These and other difficult questions were posed to **Larry Bond**, CM sales rep in Atlanta, when he participated in "Future Talk," a TV series on Station WSB-TV. Larry and three other panelists have been guests on the half-hour program, shown once a month for five months, which focuses on discussing what Atlanta may be like in the year 2000.

Bond says he was recommended for the panel by his real estate agent. "I live on the outskirts of Atlanta—in the country," he explains. "I expect that by the year 2000 my bucolic neighborhood will be another section of suburbia. I was chosen to be on the panel for the viewpoint I'd have on certain issues."

How does he like being a TV celebrity? "I've gotten a lot of feedback from people I work with, my customers, and people I don't know. The show has really stirred up some good discussions."

"Future Talk" is sponsored by Atlanta 2000, a business organization, and local politicians to stimulate interest in planning for the Atlanta of the future.



P. Rogers on 10th anniversary

Ten Years for Rogers

Another member of the field organization has celebrated a ten-year anniversary. **Pat Rogers**, Southeast Regional Customer Service Rep., was recently presented a diamond service pin by Jim Dobbie, Executive Vice President, in recognition of her years of service to Memorex.

Pat joined the Atlanta staff in 1968 as a computer media secretary. In 1973, she became a secretary and order administrator for the equipment products group, and in 1975 became Regional Customer Service Manager.

A hard worker who's known for her friendliness and warmth, her office partners say she has a way of working with people to get the job done and make it seem fun. But Pat just says she enjoys what she's doing. "I've been very pleased with my career at Memorex. The people are great, and I hope to be here another ten years!"



"Future Talk" panelist Larry Bond (right)

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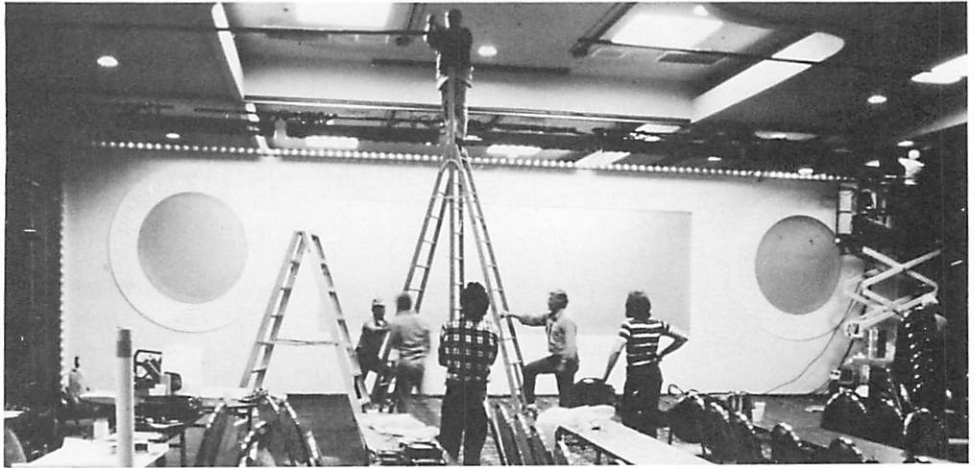
Behind the Screens at Quota Club '77

Behind every great show there is a lot of work and the Las Vegas Quota Club was no exception. People began setting up the show two days before the opening morning and their work almost continued through the first strains of "The Star-Spangled Banner." Lights had to be hung, the stage erected and equipment put in place. The custom-made set included one 9 x 27-foot rear-projection screen and two 6-foot diameter circle screens. Audio-visual equipment included 24 carousel projectors, a stereo sound system, all precisely controlled by a computer program, and a film projector.

Recognition for a smooth-running show goes to the following people in the Field Operations Group: Bob Booth, "Executive Producer;" Tom Fitzgerald, "Associate Director;" Tom Gaskell, "Lighting Director;" John Hershey, "Multi-Image Producer;" Lin McMains, "Production Assistant;" and Rick Klain, "On-site Photographer." Special recognition also goes to two people who lent tremendous clerical support at the show—Cathy Norton and Ginger Mutoza.



Above, the crew assembles one of the screens and, below, lights are hung.



FIELD ENGINEERING

Promotions

Phillip Atwood, Br. Mgr., St. Louis
Terrence Bentley, FE, Boston
William Brewer, Field Mgr., Dallas
William Brown, Terr. Supvr., Wash. D.C.
Henry Bullock, Sr. AFE, San Diego
Ron Butskey, Sr. AFE, Detroit
Michael Carter, FE, Charlotte
Anthony Cuccia, FSS, New York
Barbara Davis, FE, Houston
Patrick Defilippo, Sr. FE, Portland, Me.
Lewis DeLeo, Field Mgr., St. Louis
Pam Giovan, Sr. AFE, San Francisco
Tony Grigg, Tech. Instr., Philadelphia
Michael Hambrick, FE, Charleston
Kurt Johnson, Sr. FE, Boston
Perry Mark, Field Mgr., Los Angeles
Gary McCord, FE, San Fernando
Leroy McDaniels, FE, Phoenix
John McGuire, FSS, Pittsburgh
Chris Newton, Br. Mgr., Detroit
Don Nivens, FE, Miami
Richard Payne, FSS, Miami
Walter Quick, FE, Philadelphia
Elliott Rosario, Sr. AFE, Allentown
Jack Sedgwick, Br. Mgr. Hartford
Don Self, Sr. AFE, St. Louis
Clarence Shannon, Reg. Mgr., Great Lakes
Marion Stanley, Field Mgr., Los Angeles
John Sweeney, Sr. AFE, Providence
David Townes, Sr. AFE, Birmingham
Thomas Vitt, Sr. AFE, St. Louis
Bill Waller, Sr. FESS, Dallas

New Hires

Samuel Barber, AFE, Chicago
Brent Basara, AFE, Chicago
William Banks, AFE, Philadelphia
Fred Burgher, FESS, Boston
Ronald Burian, FE, Los Angeles
Walter Capper, Tech. Instr., Philadelphia
Mark Cox, FE, Dallas
Ray Curiale, FE, Portland
Gary Dehnhostel, AFE, Milwaukee
Steve Diorio, FE, Long Beach
Anthony Dowler, AFE, San Francisco
John Duslak, Sr. AFE, Toledo
James Guzy, FE, Los Angeles
Stephen Gwyn, AFE, Greensboro
Gary Jacobs, AFE, Detroit
William Koo, Sr. FE, Los Angeles
Richard Lataille, Sr. AFE, Hartford
George Nagellis, FE, Hartford
Robert Parker, FE, W. Los Angeles
Arthur Ross, Sr. AFE, Boston
Anthony Sanders, AFE, Cincinnati
Kenneth Wagner, AFE, St. Louis
Gordon Walsworth, Sr. E, W. Los Angeles
Max Wayden, FE, Los Angeles

SALES

Promotions

Ralph Casale, to Reg. Sales Mgr., Northeast
Gary Guiles, to Sr. SR, Detroit
John Kennedy, to Br. Mgr., Philadelphia
Joseph Ryan, to Reg. Sales Mgr., Mid-Atlantic

Michael Sincclair, to Br. Mgr., Dallas
Gary Spaier, to Br. Mgr., New York

SANTA CLARA

Promotions

Richard Arey, to Supvr., Sys. & Proc.
Dieter Artz, to Supvr., Sys. & Proc.
Frank Chester, to Sr. SE
Sandra Churchey, to Supervisor, Comm. Ad.
Sandy Garcia, to SE
Nancy Hardin, to Field Administrator
Susan Jones, to Account Specialist
James Malone, to Mgr. Sales Comm. Comp.
Jay Shotwell, to Supvr., Sys. & Proc.

New Hires

Thomas Aaron, SR, Baltimore
Charles Johnson, Sr. SR, Richmond
James Keady, Sr. Sales Rep, Detroit
Karen King, 1377 CSR, Detroit
Roger Muller, BM, Detroit
Russell Muller, SR, Washington D.C.
James Thomas, BSD Sales Rep, Detroit
Louis Unger, Sr. SE, Greenwich

