fog horn

Even the competition was looking
# New 3770 disc cache steals attention at best NCC show

The National Computer Conference, held in Anaheim June 5-8, was the best attended in NCC history. Attendance increased 20,000 people over the 1977 Dallas show to total 57,000. For Memorex, the number of visitors to its booth was an estimated 300% over last year.

Several new products were introduced at NCC. They were two memory products, the 6331 and 6332; a computer tape formulated specifically for use on 6250 bpi tape drives called Cubic HD; a software and controller package called "Super 3" from BSD; and a course on data communications concepts for System/370-type equipment users. In addition, Memorex's new 3770 disc cache product was on display.

According to Bob Booth, Manager, FOG Programs, the cache was the most popular machine in the booth and drew particular interest from companies in the industry. The cache has been designed to set new standards in data access and provide the best alternative available today to improve system performance. Display visitors seemed to appreciate the advanced concepts used to develop the cache and understand their benefits; namely, faster data access, greater throughput, and increased I/O efficiency. Users can squeeze more value from existing systems without hiring a space manager, adding fixed heads to disc drives, spreading files across more disc spindles, or adding more storage control units.

A press briefing at the conference drew over 30 representatives from leading electronics publications, making it Memorex's best attended press event. Steve Puthuff, Vice President, Engineering; George Bragg, Vice President, Corporate Development; Dan Gomez, Marketing Manager, BSD; and Art Anderson, Manager, New Business Development, Computer Media, gave presentations.

For years, Memorex's participation in various trade shows has brought profitable attention to the company and its products. NCC was no exception. Hundreds of sales leads were obtained from customers and prospects, and orders for a 1270 and 3770 have already developed as a result. "It is without a doubt the most successful, most productive show we've ever been to," states Booth. "We'll be reaping its benefits for a long time."
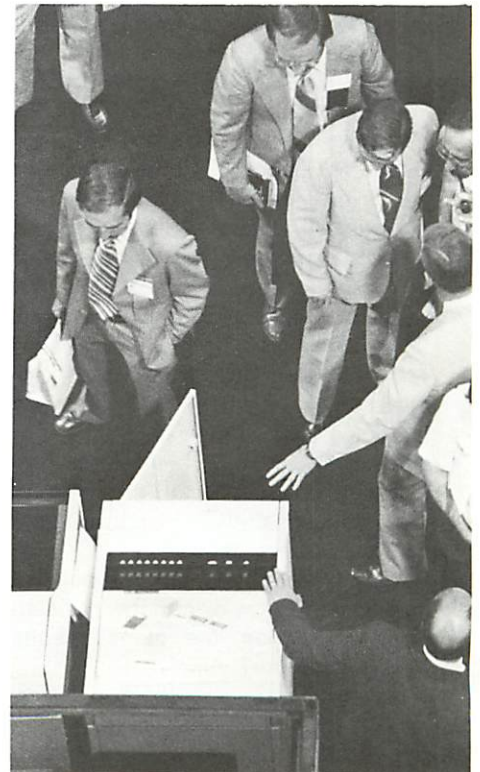
The 3770 disc cache, right, was a show stealer at Memorex's NCC booth, left. Announced in late April, the microprocessor-based storage product has already been instrumental in closing some immediate 367X business, and orders are ahead of projection.

Letter from C. E. Splaine

Save a nickel, save a dime—it's all part of cash conservation

To ask "Why is it important to save cash?" is like asking, "Why shouldn't I hit myself in the head?" Yet as we focus our efforts on cash conservation and profits, it is worth a minute to fully realize how important cash reserves are to the company.

Simply, cash is necessary to pay bills. If we can pay bills from our own cash reserves we avoid having to borrow money at high interest rates. Second, cash conservation affects profits. A reduction in spending levels will help our profits increase.

Every region is developing cash conservation programs to reduce expenditures. I am particularly pleased with the Southwest's prompt initiation of an incentive program, and congratulate Larry Craig for his fine efforts to collect receivables early (see story page 11). In Santa Clara a similar incentive program has been implemented for FOG employees.

There are many measures we can take to conserve cash. Here are just a few. I know that through our various programs there will be many more good suggestions before the summer is over.

- Conserve phone calls. Try to save up your reasons to make a long-distance call, rather than make several calls to the same person. Perhaps you should send a TYMNET message if it will suffice.
- Use time effectively. Stick to your job priorities and get the most important work done. Plan well and avoid overtime work whenever possible.
- Stay current on accounts receivable. If you foresee a billing problem, alert your manager or regional credit administrator before the matter becomes past due.
- Entertainment. Is it really necessary to take the customer to lunch? Can you successfully conduct the business in his office?
- Review travel needs. Do you need to take that trip now or can it wait? Can you accomplish the same results over the phone?

Cash saved here and there can add up to a sizable amount. I'm sure you will continue to do your best to help in this very important area.

On a different note, several new products brought out in the second quarter significantly enhance our market opportunities. Among them are the 3770 disc cache, the Memorex/BSD "Super 3" software and controller package, the 6331 and 6332 semiconductor memories, and Cubic HD, a new computer tape for high-tension, high-speed drives.

The 3770 disc cache provides the best alternative available today to improve system performance, and already this product has received considerable customer attention. The "Super 3" package marks our first step to provide System/3 users with software/hardware enhancements planned to increase throughput and efficiency by as much as 50 percent.

The addition of the 6331 and 6332 memories to our 6300 family assures customers of greater asset life of their installed 6358 and 6368 products. And Cubic HD is the only computer tape designed and manufactured to give superior performance when utilized on high-tension, high-speed drives.

I know each of these products brings new versatility to their respective lines and will help each of you meet your quota objectives.

As you know, the 1978 Winners Circle will be at the Southhampton Princess Hotel in Bermuda. The meeting will be the first for all qualifying sales and service personnel in FOG, and promises to be the most exciting in Memorex history. I hope that the remaining half of 1978 sees each of you experience your best year yet, and that these new products give you the boost you need to qualify for Bermuda.

Good Selling!

Charlie

Charles E. Splaine
Vice President,
Field Operations Group

Memorex's new Cubic HD computer tape on display at NCC.

FOG's best shine in new Star Performer program

The "Sales Rep of the Month" program has been modified into what's now known as the "Star Performers of the Month." Outstanding reps from large storage systems, communications, BSD and computer media sales will be recognized each month by their manager of sales support. Selection is based on their overall performance for a given month, such as any extraordinary orders received or outstanding work done on a particular account.

Explains Charlie Splaine, Vice President, Field Operation Group, "The program is designed to give recognition to those individuals who have performed in a most outstanding manner. Quota performance does not always reflect this, and we feel the star performer program will provide the proper recognition to sales individuals in FOG."

Each person selected receives an engraved plaque, and every month a poster will be sent to each branch office identifying the star performers. This issue of Foghorn brings us up to date on the program. Congratulations to the following stars:

MEMOREX GALAXY STAR PERFORMERS

★ ★ ★

January

Communications — Jim Neagle, Chicago
LSS — Don McTigue, Greenwich
BSD — Ron Zaba, Chicago

Star performer D. McTigue, right, with C. Splaine at 1977 Quota Club

February

Communications — John Senkeleski, New Jersey
LSS — Jim Hill, SF
BSD — Dave Turner, Charlotte

★ ★ ★

March

Communications — Don McTigue, Greenwich
LSS — Woody Hancock, Baltimore
BSD — Ron Zaba, Chicago

★ ★ ★

April

Communications — Mike Vena, Chicago
LSS — Mike Vena
BSD — Steve Miller, Atlanta
Computer Media — Larry Bond, Atlanta

Issues, goals defined at 2nd Council meeting

Jim Shaw, Baltimore Branch Sales Manager, and Bob Quinn, Western Region SE Manager, have been elected chairperson and secretary, respectively, of the FOG Council. Under Shaw's leadership the Council met for the second time July 6, in Chicago.

During that meeting the 14-member Council reviewed the purpose and goals of organization. "What we essentially are," explains Shaw, "is a sounding board for the field organization. As issues rise the council will listen and, when warranted, pursue response from Santa Clara."

It was decided that the first task of the council should be to identify key needs in the field. To do this, each council member was given responsibility for surveying the FOG employees in his or her region in three specific areas: 1) their feelings about the effectiveness of communications between the field and Santa Clara, 2) their evaluation of job education and training, 3) and their top three concerns about their jobs.

Jim Shaw, Baltimore Branch Sales Manager and Chairperson of the FOG Council. "What we are essentially is a sounding board for the field organization."

States Shaw, "We want to determine our direction and see what opportunities exist to address matters of the field. I feel the council is a great way to address issues. Our support from headquarters has been excellent, and I know that there'll be good listening and responding to all our suggestions."

Product training, new courses highlight 2nd SE conference

It was an enthusiastic group of systems engineers who met in Monterey, California, May 8-12 for the Second Annual Technical Conference. The theme of the conference, "Systems Excellence," set the spirit of the meeting and summed up its foremost objective: to continue building the effectiveness of Memorex's Systems Engineering Services as an essential sales support function.

The conference also marked the first anniversary of the systems engineering organization in its present structure, and thus was an opportunity to review the year's events. As Mike Mann, Manager, Sales Technical Services, pointed out, 1977 was a year of many firsts for the SE organization. It was the year that SE services became a revenue-bearing function; a SE trainee program was implemented; a SE education specialist position was added to the Santa Clara education staff; and career opportunities were developed for the systems engineering profession.

The SE staff increased last year from 22 to 32, with continued growth expected for the rest of 1978. It was a successful year for the organizaton, and 12 of the 22 SEs qualified for the 1977 Quota Club. Several changes took place in regional management: John Gaudin is now Manager, Northeast and New York Metro; Dan Weber, Mid-West; Paul Gaddy, Great Lakes; Bob Quinn, Western; George Thomas, Southwest and Southeast; and Paul Ellis, Mid-Atlantic and Federal.

The highlight of the conference was the awards banquet, with guest speaker Charlie Splaine. In a lighter moment, Klaus Kind, SE, Houston (left) presented Splaine with a "FOGse" shirt.

During the conference various product managers from the LSS, communications and memory product lines met with the group to explain their priorities and programs. Several new products were reviewed, including a thorough indoctrination of all BSD products. SEs can now provide their services as consultant programmers for that product line.

The newest addition to the company's series of customer education classes, Data Communications Concepts, was also introduced. A course on basic concepts for users of data communications systems, it will be taught by Memorex SEs in major cities throughout the United States. Currently 16 classes are scheduled for the second half of 1978.

A task force of nine people was formed at the conference to discuss ways to improve the marketing position of the 1380. Many of its ideas on development, engineering, manufacturing and sales support will be incorporated into further 1380 plans.

There's a feeling of pride throughout the SE organization for what has been accomplished in its first year, and high expectations for the goals of 1978. Sums up Mann, "We've developed a good foundation and have proven ourselves as a valuable sales support function. We've got more products, courses and services to offer than ever before. We're also better trained and staffed to serve our markets. Our revenue goals for 1978 are ambitious, but realistic. It's going to be a good year."

Region SE managers at an informal meeting with Mike Mann during Tech Conference. They are, L to R: Mann, Paul Gaddy, Bob Quinn (gesturing), Dan Weber, John Gaudin, Paul Ellis, and George Tomas. The team is continuing to build SE services as an essential sales support function.

Move 197 strings & 1,004 cables? It's a snap for intrepid MRX FEs

Relocate a customer's data processing operations? Sure, easy enough. Except when the customer is Bank of America, one of the world's largest users of data processing equipment. Then the task is a major operation.

Two and a half years ago the bank began building larger facilities in Los Angeles and San Francisco. Memorex was contracted to move its equipment, which totaled a whopping 14 × 14 × 52 strings of 367X for the LA and 37 × 37 × 145 strings of 367X for the SF dp centers. The bank also wanted all new cables put in, and for the two locations the number came to a mere 1,004.

Jorge Morelos-Zaragoza, Senior FE now Field Manager, was appointed manager of the relocation. An excellent organizer, Morelos-Zaragoza had every technical detail planned on paper before any work actually began. He formed an FE team specifically to work on the relocations, comprised of Pam Glovan, SF; Mike Florence, SF; Bob Murray, LA; Greg Norman, LA; and Kim Stanley, SF. So thorough and precise was his planning that every deadline of each move was met.

Once the move was underway Bob Krueger, Field Manager, took over its responsibility from Morelos-Zaragoza.

On-site supervision of the move was handled by Greg Norman, who did an outstanding job implementing a program of action while remaining flexible enough to adjust to changing schedules.

"Greg's technical knowledge was an invaluable aid in determining the time factors for de-installing, transporting, and re-installing the equipment," reports Krueger. "The bank is extremely impressed with his abilities." For his excellent work Norman has been selected to attend the Reno FE tech conference.

The LA relocation was completed in May, and the SF move will finish in July. Sums up Western Region FE Manager Lou Perkins, "It was a tremendous task, and the bank has been very complimentary about the way Memorex performed, saying we were a reference point for the other vendors to follow during the move. I'm very proud of Jorge and the FE team. They've been tremendous!"

The team that installed 1,004 cables and 197 strings of drives. FEs from LA and SF executed the relocations so smoothly that not one deadline was missed and Memorex's progress became a reference point for other vendors involved in the move. They are, L to R, front row: Kim Stanley, Mike Florence, Pam Glovan, Greg Norman; second row, standing, Bob Murray and Bob Krueger.

Survey ranks MRX in top ten DP Cos.

The June issue of Datamation magazine holds double good news for Memorex: The company ranks among the top ten U.S. companies in the data processing industry, and the issue also includes a three-page feature on Memorex's dramatic turnaround.

The study of the data processing industry was produced by Arthur Little, Inc. It ranked the top 50 U.S. companies according to their data processing revenues. Memorex is the first non-mainframe manufacturer in the listing, which appears as follows:

Company	DP Revenues $M
1. IBM	$14,765
2. Burroughs	$ 1,844
3. NCR	$ 1,574
4. Control Data	$ 1,513
5. Sperry Rand	$ 1,472
6. Digital Equipment	$ 1,059
7. Honeywell	$ 1,037
8. Memorex	$ 405
9. Hewlett-Packard	$ 402
10. TRW	$ 350

The report states that 1977 was a good year: cumulative 1977 revenues for the top 50 U.S. companies in the data processing industry amount to $29.6 billion, an increase of 18.1% over the previous year's restated level. For comparison, 1976 revenues were only about 14% higher than 1975's. The threshold for entry to the list was also up, to $69 million, from $55 million in 1976 and $40 million in 1975. And only two companies on the list reported losses for the year.

The positive tone of the report was also present in the feature on Memorex. After discussing Memorex's organization the article states, "The products being developed by this (decentralized) structure are more than reactions to what IBM announces. The company, for example, recently was the first to announce a cache-fronted disc drive capability.."

The article continues to discuss products from the company's large storage systems, general systems, and communications product lines, and closes on a positive statement about Memorex's restoration of profitability and current positioning for continuity of growth.

OEM—the small systems team doing nothing in a small way

The OEM Division of Memorex's General Systems Group prides itself in saying that although it serves the small systems market, it doesn't do anything in a small way. A look at this enthusiastic group of people shows they mean what they say.

The division has grown dramatically since it was formed in 1974. It is now part of the General Systems Group, headed by Vice President and General Manager A. Keith Plant. Business Systems Division, under founder and General Manager Del Elder, also serves the small systems market and is part of the General Systems Group.

In 1977 Worldwide OEM revenues shot up 53% over the previous year. Much of this is credited to the seven who comprise the domestic sales force: Carl Burke, Northwest Region Sales Manager; Jim Felt, Southwest Region Manager; Gary Beabower, Central Region Manager; Mike Weinstein, Eastern Region Manager; Bobby Doyle, SR, Boston; Bob Baughman, SR, Detroit; and Pauline Davis, SR, Irvine.

Understanding the market

What makes this small group of individuals so effective? According to Tazz Pettebone, Manager, OEM Marketing, it's all in understanding the OEM market. "We have a very focused market—the small systems segments of the information processing industry," he explains. "We market high-technology, quality peripherals to OEM's and firms called 'system integraters.' They combine our products with a minicomputer to create a system, and then market that system to the end-user. Memorex has the current technology and high quality products they need."

The OEM domestic sales territory is divided into four regions, and most accounts are located in four geographic areas: Boston, Santa Clara Valley, Orange County, and Dallas. All sales are on a sold basis. Contracts usually are for 3-5 years and require product shipments on a monthly basis.

Like the end-user rep, all OEM reps are professionally trained sales people. But because of OEM's heavy design orientation, a representative must possess a strong engineering background. "Most of our sales people have electrical or mechanical engineering degrees," explains Pettebone. "A strong technical background in our business is essential so that the representative can work effectively with the customer's development and engineering personnel. They get involved in actually designing the integration of our equipment into the customer's systems. At the same time the OEM rep must be a good businessman, for he still has to convince higher management that the Memorex product is the best cost-effective way to satisfy their system disc drive requirements."

A much different world

The OEM rep deals with a much different world than the end-user rep, who interfaces most with data processing personnel and higher management. Frequently, and because of long-term contracts with an account, the OEM rep becomes involved in future product planning, creating new opportunities for peripherals, and playing a vital role in the future design of Memorex equipment.

Memorex products have established a reputation for state-of-the-art technology, quality, and reliability through-out the data processing industry. One product which supports this is the 677 disc drive. Digital Equipment Corporation (DEC), the largest 677 customer, has complained that its field engineering organization is getting a "Maytag complex" because the 677 is so reliable. DEC is Memorex's largest OEM customer and the world's largest minicomputer manufacturer. It has been a 677 customer, as well as a 660 customer, for several years, and its success with these drives has been a strong endorsement for Memorex quality.

Another OEM product which is proving outstanding is the 601, an advanced Winchester fixed media disc drive brought out in 1977. Although several competitors have since introduced equivalent equipment, the 601 continues to be the industry leader. One 601 customer, Basic/Four, signed an agreement earlier this year for the initial deliveries of approximately $2.4 million worth of drives. It will use the 601 in its recently announced System/200.

The future for OEM

Although the OEM products have established many industry standards and the division has had outstanding growth, challenges are ever-present. Keith Plant has managed the OEM division since its formation. Says he of the challenges, "The market is changing rapidly. We must continue to

OEM Marketing Manager Tazz Pettebone. "Our success is all in understanding the OEM market. A strong technical background is essential."

Many people stopped to examine Memorex's line above, L to R, are the BSD line printer and flexible disc drive, and the 550 and 552 flexible discs.

Charting a career path; Where do I go from here?

Career pathing is something every employee, sooner or later, thinks about. Yet how far and how fast an employee progresses in a career basically depends on his or her drive, initiative, talent, skill and desire to advance. Not everybody can or should be a manager, engineer or finance executive. But it's important that those who want to advance in a career know they have opportunities to do so.

Since the Field Operations Group was formed on November 1, over 349 employees have been promoted. This includes 171 organizational upgrades and 30 moves from non-exempt to exempt status. Foghorn recently interviewed two FOG employees who have taken advantage of opportunities to advance at Memorex. Here are some of their thoughts on what helped them move upward in the organization:

A. Keith Plant has been involved in OEM operations since their beginning.

develop cost-effective, state-of-the-art products that keep us ahead of our competition and we must expand the capability of our present equipment. Our technological expertise is fundamental to our future growth."

But for the division that does nothing in a small way, the future looks nothing but bright. Says Plant confidently, "We've got the professional commitment, the technical know-how, and the quality reputation, and we will take advantage of every new market and product opportunity. Our future growth will only be limited by our ability to successfully execute new programs."

Then, as though summing up his whole outlook he adds, "The grass has never been greener."

of General Systems products at the NCC. Shown disc data entry terminal, the 364X disc drive, the 677

Dennis Cronin's career at Memorex began in 1970. When he joined the company as a Systems Engineer he was equipped with a degree from St. Lawrence University and over 17 years experience in the data processing industry. His first job with Memorex was in the Installation Assistance Center (IAC), a Santa Clara sales and systems engineering support function. Now, eight years later, Cronin has changed career paths completely and is Western Region Sales Manager.

His transition from a systems engineering to a sales career happened through a series of promotions that enabled him to weave the two professions into one job. In less than two years after he joined Memorex he was promoted to IAC manager.

Says he of his first job at Memorex, "I enjoyed my involvement in IAC because I was constantly involved in crisis situations where a timely response resulted in a satisfied customer and a relieved sales rep. This type of involvement also resulted in a great deal of visibility and recognition from Santa Clara management."

Career evolution

A year later the western region needed an SE manager, and because of his impressive record with IAC, Cronin was a natural consideration. He says that it was after his promotion to regional SE manager that he started thinking more about entering a sales profession. "I always had in the back of my mind the idea that I'd like to get into sales, " he explains. "As Regional SE Manager I was in a support function and took advantage of all opportunities to work with sales." He volunteered his services, went beyond the "normal" SE function to help get equipment on-rent, and made several sales presentations

himself. "There were always opportunities to do more selling and I took advantage of them. It was something I enjoyed doing, " he explains.
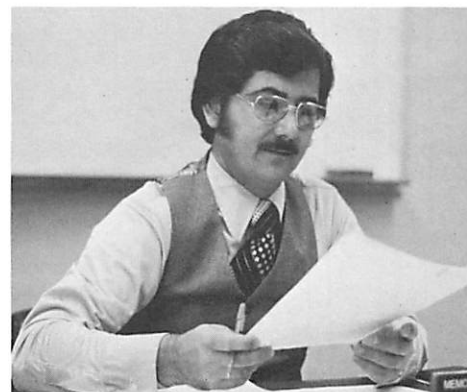
Dennis Cronin—Went beyond the "normal" SE functions. "There were always opportunities to do more selling and I took advantage of them."

A sales opening

In 1974 the San Francisco branch office had an opening for a branch sales manager. Cronin was offered this opportunity and enthusiastically accepted it. In his four years as branch manager he qualified for four Quota Clubs and two Winners Circles. Then, in the beginning of 1978, Cronin was promoted to western regional sales manager, large storage systems.

When asked what he feels most contributes to professional growth Cronin replied, "You need to have good visibility to management. Whatever you're doing, it's important that people recognize you and are aware of your work. If you do your work well, you'll be appreciated. Then, if you show a desire to advance, the drive to work

Great product, great support makes 322X great for sales

Jack McInturff, left, and Ken Bahl. "The 3220 is the best on the market—every account we've installed is good for reference."

When Ken Bahl was hired in March he was given leadership responsibility for the 322X tape subsystem program and its new organization. Three months later this soft-spoken Manager of Tape Products Section has already implemented a number of programs to boost tape drive sales and accelerate the momentum of the program.

Bahl has held various marketing and manufacturing management positions with Telxon, Telex and Honeywell. As a man who knows disc and tape drives inside and out, he's convinced that the 3220 system is the best on the market. "It's an excellent product," he states matter-of-factly. "Every account we've installed is good for reference. The product shows great potential and with a little more market exposure it will really take off."

"More market exposure" sums up in a nutshell what Bahl sees as the program's main objective. Working with him to achieve that is Jack McInturff, former Los Angeles sales rep and now Manager of Tape Subsystems Marketing. McInturff is putting together an aggressive marketing program which includes developing brochures, video tapes on selling tips, a glossary of product terms, and organizing a demo program, where each region has access

to a unit which may be used for demonstration at "must win" accounts.

"We have good inventory and product availability at the moment," explains McInturff. "We're here to support the field in whatever way necessary to move this product."

The tape subsystem is an asset to sales in several ways. It strengthens the company's total product line approach to information storage and retrieval and better enables the company to be a sole supplier of data storage equipment.

Another benefit of the product is that it allows penetration into new accounts with IBM 3420-type tape drives, making it a door opener for new and continuing account business. For existing disc drive accounts the subsystem can be an opportunity for additional business. Here are three orders recently received for tape drives, and all are reference accounts:

Dallas County, Texas—Mike Sinclair, Branch Manager, Dallas, cinched a 2 × 7 order with this account. Dallas County was already a Memorex customer, and Sinclair says that's one reason he was able to replace IBM and get the order. "We were able to sell the subsystem based on a proven record of quality performance. And so far, the

customer has been very pleased."

Medical Information, Texas—The first customer ship of the tape drive had not even taken place when Joe Morell, SR, Dallas, suggested to Medical Information that it consider using Memorex. Since Medical Information was already using Memorex drives it was familiar and pleased with the products and services. The account signed a lease for one controller and eight drives of 3226. "They went with Memorex primarily on the basis of quality," explains Morell. When asked his thoughts on the tape drive Morell replied, "It's great for new and additional business. It's one more product to talk about, to offer customers. It shows Memorex as a viable vendor comitted to its markets, and that really helps when trying to gain a customers trust."

Kroehler Manufacturing, Co., Chicago—This furniture manufacturer was already a Memorex disc drive customer when Mike Vena, SR, had it sign for a 1 × 4 3226 system. The customer is impressed with how well the drives perform, and has found the tape monitor device very useful. "They discovered when they first used their tape on our drives that a lot of it was going bad," reports Vena. "The TMD is a great feature to offer."

Like Morell and Sinclair, Vena praises the tape drive. "I've been selling Memorex equipment for seven years and of all the new products that have been installed in Chicago the tape drive is one of the smoothest running. Field engineering here has done a great job, and credit for the drive's performance also goes to manufacturing and quality assurance. The install at Kroehler is a valuable reference for other potential business in Chicago."

The days dwindle To qualify for conf.

August 31 marks the last day to earn a nomination to attend the 1978 FE Technical Conference. As of this writing, 46 field engineers have qualified to attend what promises to be Memorex's most exciting FE conference yet.

The measurement standard for July-August is "Resource Management." FEs will be evaluated for their ability to effectively manage parts, tools, test equipment, training time, finances, and so forth.

The conference will be held at the Reno MGM Grand Hotel, October 24, 25, 26, and 27.

Career pathing

hard and the willingness to work beyond what you're required to do, opportunities have a way of presenting themselves and a lot can happen."

Margie Corbin

Margie Corbin's road from a temporary position with Memorex to Southwest Regional 1377 Customer Support Rep is paved with several and varied jobs. Like Cronin, she never thought of entering sales. It was through a series of promotions which helped her acquire the appropriate experience that she became a 1377 CSR in August, 1977. Then, in just four months, she impressed everyone by attaining a quota that not only qualified her for 1977 Quota Club, but Winners Circle as well, the first 1377 CSR to do so.

Margie Corbin — From a temporary employee to Winners Circle qualifier. "You have to establish yourself as a person with ambition and goals."

Yet when Corbin began working for Memorex as a contract worker in 1972 she was only looking for a job to support her until she obtained her college degree. Nine months later, she accepted a permanent job at Memorex as a quality assurance technician. She learned to enter data into a computer at ISD (Information Systems Department), and was promoted to tracking systems analyst in 1975.

Corbin became more and more involved in TSO and programming. A college class in Fortran helped her progress in data processing, and in 1976 she became a timeshare administrator for ISD. Soon she was promoted to systems programmer.

SETH gives quality work

In 1977 a position opened up which Corbin hotly pursued—SE trainee. Her interview for that position is one that will long be remembered in the SE program. She was asked to put together an interview presentation which would demonstrate her sales ability and creativity, and allowed only one hour to prepare. Proving herself resourceful and quick-thinking, she pinned a tag on her which read "SETH—Systems Engineering Trainee Hopeful" and made her sales pitch to Mike Mann, Manager, Sales Technical Services. "SETH can give you quality work for only pennies a day," she said, and with Mann in stitches, went on to explain some of the benefits of making her an SE trainee. Her creativity and imagination won her the job.

Promoted to 1377 CSR

Her next promotion came when the Southwest region needed a 1377 CSR and, desiring to move to Dallas, she applied and won the position.

"I've had a lot of opportunities to do a wide range of things for Memorex," she states. "I feel that each job I've had has been a learning and growing experience and has prepared me for advancement."

As does Cronin, she thinks that exposure to a lot of people is beneficial. "To be considered for anything you must establish yourself as a person with ambition and goals. You have to prove yourself and, of course, be noticed. Just do the best you can where you are, and be aware of what's going on around you."

FOG council
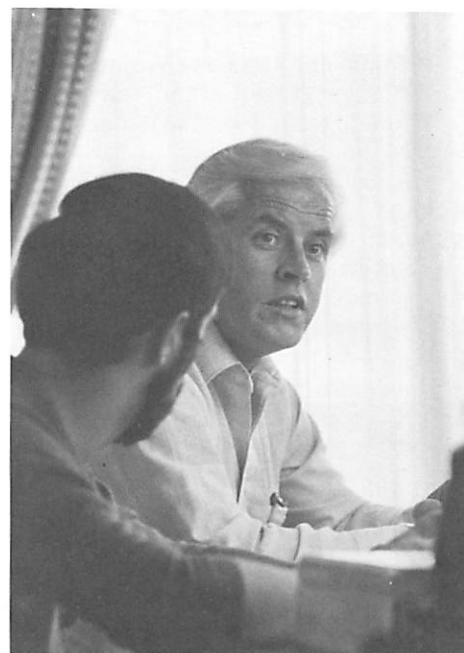
Bob Quinn, Western Region SE Manager, is Secretary of the FOG Council.

The council will meet again in August. Other council members attending will be: Jay Benedict, CMG Regional Manager; Don McTigue, LSS SR, Northeast; Stan Szcygiel, Regional Finance Manager, Mid-Atlantic; Perry Cradin, FS Manager, New York; Pat Rogers, Regional Customer Service Manager, Southeast; Jim Mastro, LSS BM; Ross Bottorff, Manager, Operations-RDC, Midwest; Carl Fulmer, BSD Regional Manager, and Margie Corbin, 1377 CSR, Southwest; Carl Burke, Regional OEM Manager, Western; Tom Moriarty, Manager, FS, Great Lakes; and Dave Miles, Manager, Federal Region Marketing.

Minich named #1 at CM conf; Cook, Brownell also honored

Vic Minich, McLean, Virginia, was named Sales Person of the Year at the Computer Media National Sales Conference, held in early May at San Francisco's St. Francis Hotel. Minich also received the Expense Control Award, an honor given to the salesperson with the best sales-expense ratio. In short, he sold more computer media products at the lowest territory expense than any other CM sales rep in the country.

Vic Minich, left, and Steve Walsh. Minich sold more computer media products at lowest territory expense than anyone else in the country.

Other award winners were Ray Cook, Dallas, Region Manager of the Year, and Bob Brownell, SF, Rookie of the Year. Several brand awards were given to those who sold the highest volume of a particular Memorex label product. They went to Vince Vinson, Dallas, for Cubic tape; W.A. "Bucky" Buckley, Dallas, Memorex disc packs; Martin Crimmins, Pittsburgh, Quantum and Markette; Dennis Pickrell, Houston, Memorex IV tape; and Doug Moher, Detroit, Data Mark.

Speakers at the conference included Jim Simpson, CM Vice President and General Manager, and Charlie Splaine, Vice President, FOG. Various reports from general managers of the computer tape, disc pack, CFI, Comdata and Liege Divisions were given, along with reviews of marketing, product, legal and industrial relations activities.

A particular highlight of the conference was a talk on the distributor sales program by Robert Leigh, Manager of Distribution Sales. This program of product education for distributors was enthusiastically received by the sales force and field operations management.

During the conference 11 awards were presented to people with more than five years experience, along with one 10-year award. Currently, the Computer Media sales organization has over

200 years of sales experience. The average length of Memorex employment is three years.

"We want to continue to earn this kind of career commitment," Steve Walsh, National Sales Manager, told the group. "Our ultimate goal is to further establish Memorex leadership in all phases of computer media business, and we need the commitment of our employees to do this."

All Aboard The Red Lion Express

To reflect its spirit the Computer Media Group has adopted the Rampant Lion, a creature rearing upon its hind legs with forelegs extended, as its symbol. The lion reflects aggressiveness and determination and if computer media's spirit is half of what the lion portrays, 1978 will truly be a roaring year!

Lost your memory? It might be over on Bowers Avenue

The semiconductor memories product section of the large storage systems group has moved to a 21,000 square-foot building at 2800 Bowers Ave.

The building is less than a mile from the San Tomas complex. According to Marcelo Gumucio, Vice President and General Manager for LSS, the move provides more space for LSS activities at the headquarters facility and allows for further expansion at the Bowers Avenue location.

All personnel working for the memory product section are in the new location, including the marketing, customer service, finance, engineering, field engineering, and purchasing operations. The section, formerly located in building 14, provides semiconductor memory products for all System 370 computers from models 135 through 168, as well as the new 3031 and 3032 processors.

The new mailing address is 2800 Bowers Ave., M/S 06-01, Santa Clara, 95051. The telephone numbers have been changed, and are being reported to the field on the monthly product availability cards.

Ray Cook, left, was named Region Computer Media Manager of the Year. Sharing the honors with him here are, L to R, W. A. "Bucky" Buckley, Dallas; Earl Fowler, Houston; Jim McDowell, Tulsa; and Dennis Pickrell, Houston.

AR◯UND the field

Thanks from the memories

Three members of the equipment products traffic department have received special Memory Excellence Extra Effort Awards in recognition of their outstanding service to the Semiconductor Memories Product Section. They are Domestic Traffic Manager **Jim Ziola**, Traffic Coordinator **Peter Adams** and Senior Traffic Clerk **Bob Kennedy**.

H. J. (Hal) Krauter, General Manager of the memories section, presented each of the three with a plaque and praised the men for their special efforts on shipments and for their excellent tracking of both vendor and customer shipments.

"They provided us with services, in many cases on short notice, which assisted us in meeting our revenue goals," said Krauter.

Working 'round the clock

FEs are known for their flexibility and for going that extra yard. **Gary Patterson**, **Bill Huff**, and **Bob Showalter**, all of the Denver office, had a chance to prove those qualities one weekend in May when they were given three accounts to install: Basic, Inc., 3640s; Peoples Bank, 3640s; and Hamilton Management, 3650s.

In a leap-frog pattern the three FEs, aided by **John Pugh**, FSS, Seattle, worked around the clock, going from account to account, helping and relieving each other, running out for a bite to eat or to catch four hours of sleep at home before returning to an account.

Frustrations came up, as when a mislabeled ribbon interface cable turned out to be the cause of an interface connection problem. Another delay was encountered when the truck bringing in the 3640s blew two tires.

But showing the true grit of a field engineer, they all hung in there and completed the installs on schedule. "The accounts are all very pleased with the products," reports Huff. "In spite of

the problems encountered, the equipment came up clean."

The Denver FE staff has since expanded to handle the increasing number of customers in the area. **Stan Smola** has been hired as an FE, and **Gary McCord** is now Field Manager, the first the office has had.

Craig generates cash

Larry Craig, Southwest Regional Credit Administrator, has won his region's first Cash Generator Award for his outstanding efforts in April which produced a receivables collection ratio more than 50 percent above standard.

"Larry collected nearly $2 million in cash," reports **Richard Steffensrud**, Regional Customer Service Manager. "He even got some people to pay their bills early."
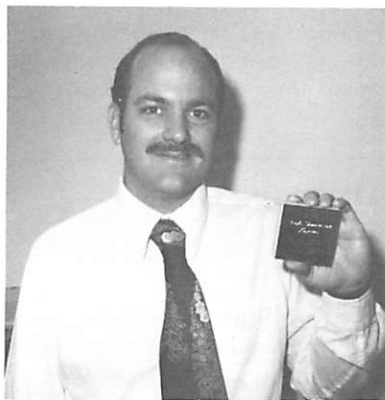
Larry Craig, Southeast Region Credit Administrator, won his region's first cash generator award.

For his achievement, Craig received an engraved paperweight and a $25 savings bond. Regional Field Operations Manager **Jim Welch** made the presentation during an all-employee meeting at the Dallas Regional Service Center.

New office in Southern California

Memorex has opened a new sales and service office in Garden Grove, Calif., to improve service to its Orange County customers. Previously, customers in the large county were served by sales and field engineering personnel from offices in Long Beach and San Diego.

"The growth potential for all Memorex products in Orange County is tremendous," says **Joe Friscia**, Customer Service Manager for Southern California and Arizona. "Now we'll be able to serve this market better because we have sales representatives from each of the company's divisions all under one roof and at a location which is nearer to our customers."

About 25 FE and sales personnel from Comdata, BSD, and the LA and Long Beach offices will work from the new office, which is located in Koll Business Park. Its address and telephone number are 12821 Western Ave., Suite L, Garden Grove, CA 92641, (714) 891-2541.

More new offices

Speaking of new buildings, the Midwest region is growing like a weed and has moved two branches into larger offices. The Chicago branch is now in a new facility apart from the region and distribution center offices. It's in the same industrial complex as the RDC, has the same phone numbers, but the new address is 78 Eisenhower Lane North. The Minneapolis branch has also moved into larger facilities in the same building it previously occupied. Same phone number and address there.

People on the move

Doug Speed, Midwest Region FE Manager, has moved to cowboy country. He's now Southwest Region FE Manager. **Bill Farmer**, former New York Metro FE Manager, replaces Speed in Chicago. **Stan Gang**, former New Jersey FE Branch Manager, is new Region FE Manager for the Big Apple..On the sales side, **Al Hortman** is
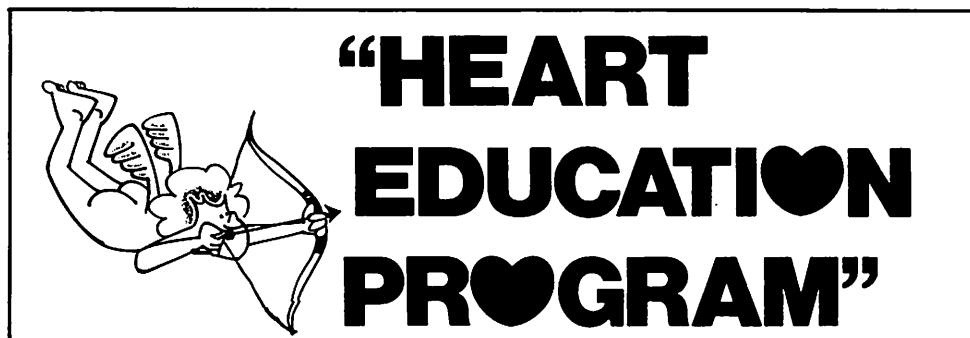
Looking out for #1
Reducing risk of nation's top killer is new program's goal

Contrary to what the songs say, our hearts are not made of wood or stone. They can break, ache, and poop-out if they're not properly cared for.

- watch your diet and weight
- get regular exercise
- don't smoke
- avoid worry
- have regular check-ups

"HEART EDUCATION PROGRAM"

The Field Operations Group has developed a heart education program for its employees. The program is the first of its kind at Memorex and its purpose is to help people learn how to ward off the nation's #1 killer—heart attack.

Although there is no guarantee that reducing the risks can prevent heart attack, there is evidence that reducing the risk does lessen chances of attack. And certainly reducing the risks can result in good general health and physical fitness and increase chances of living a longer life.

There are five basic ways to help prevent a heart attack:

Unlike cancer, diseases of the heart and arteries are controllable to a large extent. The heart education program will increase awareness and provide information about the heart and early warning signs of heart attack. According to Marlene Galvan, in charge of the heart education program, information packets have been sent to all FOG personnel. Employees are encouraged to take a Cardiopulmonary Resuscitation course, which teaches an emergency first aid procedure to save the life of a cardiac arrest victim. CPR training can be obtained from your local Heart Association or Red Cross chapter.

People on the move
(continued from page eleven)

now Southeast Region Manager. **Rich Hardt** replaces Hortman as Branch Manager, St. Louis. Rich is the first rep from the 1975 sales trainee class to become a branch manager...In Santa Clara, **Ken Yauch** has moved to Houston as Branch Sales Manager. **Dave Branning** replaces Yauch as Manager, Guest Relations. **Howard Rathbun**, formerly with the memory products division, replaces Branning as Manager, Sales Education. **Jerry Pattison** has joined the FOG Santa Clara staff as Manager, Headquarters Support, Regional Service Centers. He is responsible for coordinating support for all service centers and ensuring their fully effective use.

FIELD ENGINEERING

Promotions

Herbert Arlt, FSR, Greenwich
Donald Bonaventure, FSR, Long Island
Robert Buckley, FSR, Greenwich
Gary Campau, Sr. AFSR, San Francisco
Kenneth Carpenter, Terr. Supvr., Peoria
Danny Carter, FSR, Tulsa
Charles Clines, FS Spec., Newark
Theodore Cooper, Mgr. FS-EPG, New York City
Ralph Core, Sr. FSR, Seattle
Richard Coyle, FSR, Portland, Maine
Perry Cradin, Mgr., Br. Fld. SVC, New York
George Dakis, Mgr. FS-EPG, Pittsburg
Geoffrey Davies, FSR, San Francisco
Dennis Duby, FSR, Detroit
Debbie Eichelberger, AFSR, Baltimore

Ronald Gelaude, Terr. Supvr., Detroit
Mark Green, FSR, Lexington
Robert Herbert, FSR, Newark
Larry Hill, Sr. AFSR, Detroit
Stanley Hogeman, Mgr. FS-EPG, San Francisco
Richard Hovis II, FSR, San Francisco
Kenneth Johnson, Sr. AFSR, Detroit
Harold Kepler, Sr. AFSR, Cleveland
Walter Kluga, Jr., Terr. Supvr., Buffalo
Christopher Layton, Mgr. FS-EPG, Boston
Ken Lobner, FSR, San Francisco
Thomas Maloney, Mgr. FS-EPG, Minneapolis
Joseph Matta, Mgr. FS-EPG, Washington
Bartley Mayhorn, Sr. AFSR, Charlestown
Gary McCord, Mgr. FS-EPG, Colorado Springs
Timothy Michalski, Sr. AFSR, Pittsburg
Richard Miller, FSR, Detroit
Stanley Pennington, FSR, Oklahoma City
Robert Procopio, Sr. AFSR, Boston
Raymond Proulx, FSR, Dallas
Thomas Quinn, Terr. Supvr., San Francisco
Charles Riehlman, Terr. Supvr., Cincinnati
Terry Schillinger, Sr. AFSR, Omaha
Michael Schlotterbeck, Sr. FSR, Baltimore
Donald Silva, FSR, Atlanta
Steven Simone, Mgr. FS-EPG, Hartford
John Taton, FSR, Buffalo
Matthew Vaughan, FSR, San Francisco
Thomas Vernon, Sr. AFSR, Houston
Randy Whitehead, Sr. FSR, Ann Arbor
Bruce Wollschlager, Sr. FSR, Syracuse

SALES

Promotions
Robert Muller, BM, New York

SANTA CLARA

Promotions

Tony Grigg, Tech. Instructor, SC
Larry McCaleb, Mgr. Comm. Prod., SC
Cathy Norton, Sls. Administrator, SC
Eugene Sinks, Mgr. Tech. Eductn., SC
Joan Sotelo, Exec. Secretary, SC
Roberta Walker, Sr. I.R. Spc., SC
Carol Wright, FSR, SC

BE A STAR!