

News of the Field Operations Group

Readership survey returns in

You've told us a few things

We've received a good return from our readership survey. Many readers took time to send in their opinions about FOGHORN, and we appreciate that. Most of the comments received were sincere and constructive, and we will act on a number of them.

We drew a mixed bag of responses, varying from "I appreciate and look forward to FOGHORN" to "it seems to be a fairly well-balanced magazine" to "the publication is a good start, keep it coming" to "I feel FOGHORN is published in Disneyland—it doesn't seem realistic."

Our returns came from every area of the Field Operations Group. We learned a little more about what stories each function would like to see in print, and we will act on as many suggestions as possible. Here is some of the statistical information we obtained through the survey:

- 86 per cent of the respondents read every issue of FOGHORN. 14 per cent read it sometimes. When they read FOGHORN, 41 per cent read all of it, while 54 per cent read most of it.
- 58 per cent feel that FOGHORN has a good balance of news and feature articles that interest them, 14 per cent feel it does not cover a broad enough variety of topics. 22 per cent say it tends to avoid negative company news.
- 88 per cent of the respondents find reading about FOG reps and their accounts useful; 12 per cent said this is not useful to them.
- Of the regular features in FOGHORN, the best read ones include the listing of new hires and promotions, the "Around the Field"

(continued on back page)

A 3650 Milestone. . .



A major milestone in the 365X program was recently marked when Memorex shipped a unit to Chilton Corp., a customer in Dallas. On hand to help Mike Wojnar, center, Shipping Department Technician, push that special unit out the door were Bill Roch, left, Sales Support Manager, LSS, and Steve Stone, Product Support Manager, 3650. According to Stone 365X products are now being shipped at record monthly highs.

Letter from C.E. Splaine

Summer highlighted by top order rates, cash conservation

I am repeatedly proud of the way the employees of the Field Operations Group always respond in difficult situations. Like a miler who saves enough strength to sprint ahead of competition on the last lap, you all have shown reserves of dedication which surface when most needed. A case in point is your outstanding performance in the second quarter and early part of the third quarter.

Revenue for the second quarter was at an all-time high, totaling \$158.5 million. This 47 per cent increase over the 1977 second quarter includes the addition of Telex operations in Europe. Nevertheless much of the credit for the revenue jump is due to your order-getting efforts.

Product Orders—Keep 'em Coming

Order activity has been very good. 3650 orders are increasing, reflecting the outstanding acceptance of this product and its improved availability. Tape drive orders are at record levels. The 3670 and 3675 continue to be strong.

On the communications scene the big news is that the order entry group, headed by Mary Johnston, has developed a computerized order entry data base system. Dennis Palmerston developed the system, which has the capacity to pinpoint the exact date a product will be shipped. This gives sales people strong credibility when telling customers when to expect product arrival.

Installation and performance of 1371s, 1372s, and 2089 printers continues to be excellent. Interest in and orders for the 1380 have risen, largely due to better hardware performance, plus the fact that the TIAS-I software package was completed in August. The "old faithful" 1270 continues to have a good order rate, and 55 per cent of its business is from first-time users.

Order activity for OEM is also strong. Demand for flexible disc products continues to exceed production capacity. 677 orders remain firm, but we're soft in the 601. We need to



Larger Than Life—Very little looms over the MGM Grand Hotel in Reno, Nevada, except the Sierra Nevadas. The 26-story hotel is the site for the 1978 FE Tech Conference, set for October 24, 25, 26, and 27.

focus more attention on this product, and remember, we're the only manufacturer of this unit so we have a tremendous selling advantage.

There was other major news happening through the summer months. The semiconductor memories and tape drive businesses were consolidated into the functions that comprise the balance of the Large Storage Systems Group. This move was taken to strengthen our operating base, and in no way decreases the importance of the products. In fact, the outlook is better. The markets continue to be strong, so let's not limit our opportunities for new business.

Conserving Cash

The cash conservation program is still a priority, and I appreciate all efforts to minimize expenditures and collect receivables. The sale of 1,019,536 shares of common stock with the SEC is helping this effort. Part of the proceeds of this offering will be used to finance the expansion of our equipment lines and manufacturing facilities and additions to our equipment leasebase.

Litigation

The outcome of the IBM litigation was naturally disappointing, or to use our attorney's words, "incredible." The judge's decision will be as vigorously appealed as the entire case has been. We should not be discouraged in any way by this development.

Reno Tech Conference

I am looking forward to the annual FE Tech Conference in Reno and know that it will be an exciting time for all attending. My personal congratulations and appreciation to all who have qualified. It is your dedication that builds Memorex's reputation as a quality company and continually reinforces our commitment to product excellence. Our customers appreciate that dedication as well.

Charlie

C.E. Splaine
Vice President
Field Operations Group

Pneumo glows; praises go to Syracuse team

It was the kind of letter that makes an employee swell with pride. From Peter Gallauresi, Vice President and General Manager of Pneumo Services in Syracuse, New York, it glowed with praise for the members of the Syracuse office who handled a 1×7 tape drive and $3 \times 2 \times 7$ 367X installation. Pneumo Services provides data processing services to various divisions of its parent company, Pneumo Corporation.

The heros of the story are FEs Roger Cunningham and Bruce Wollschlager and Administrator Michele Tampa. Other FEs who assisted with the install are Richard Greer, Tim Jacobson, Paul Fink and Spencer Nichols. Richard Mickelson was sales rep for the account.

Seldom does a customer take the time to recall in a letter the kind of detail Pneumo did. Showing sincere appreciation for the work performed, Gallauresi said:

"I am, and remain, impressed by the excellent coordination and communication between Memorex's sales and service organization and its manufacturing divisions. Thirty-five days elapsed from the signing of the lease to the successful conversion to Memorex double density discs and high speed tapes. During this period it was imperative that this equipment arrive and be installed quickly because there was no provision for overlapping rentals and parallel processing. Furthermore, we were very impressed with the timely delivery and installation of their new 6250 BPI tapes. These tapes were absolutely essential in our conversion to double density disc packs. This was a major undertaking considering the alarming fact that every data file in the company had to be modified and given a new home in less than nine working days. Memorex's flawless execution provided Pneumo with minimal disruption to normal service."

"We are extremely pleased with the performance of this equipment. But, more than this, we are very impressed with the professionalism demonstrated by Memorex people, particularly the local field engineers. They spent long hours during the middle of the night working beyond the call of duty to affect a successful deinstall/install. We are extremely pleased with their field engineering management, especially



Memorex and Pneumo people gather in front of a mural depicting a history of data processing. They are, L to R, Richard Pfahl, Pneumo; Roger Cunningham, FSS, Memorex; D. Ned Hovater, Pneumo; and Bruce Wollschlager, Sr. FE, Memorex.

Roger Cunningham and Bruce Wollschlager. Our operations manager relied upon and was able to successfully coordinate delivery schedules with their customer service representative, Michele Tampa."

Memorex replaced IBM and Telex products, and according to Pneumo, the change reduces costs while improving performance, extends the



Peter Gallauresi, VP and GM, Pneumo Services—"I am, and remain, impressed..."

useful life of the mainframe by balancing channels, provides compatibility for its disaster recovery reciprocal arrangement, and eliminates the problems formerly experienced with dual vendor support.

Pneumo's delight with the relationship is not one-sided. Says Cunningham, "It is a great account to work with. The people are very cooperative and help us in any way they can. We appreciate their confidence in Memorex."

Service with a style

She bubbles with enthusiasm for her work. "This is more than just a job. It's so interesting and involved—I do everything from answer the phone to visit customer sites. I love it."



It's that kind of attitude that makes Michele Tampa, Field Administration Coordinator, Syracuse,

such an outstanding employee. She recently was awarded a gold watch and check for her assistance with a complicated equipment installation at Bibliographic Retrieval Services. For the installation at Pneumo she ordered equipment, cables, tracked down parts, handled the billing and helped field engineering set up its schedules.

Such variety, she says, is the benefit of being in a "one girl" office. "I'm in a position to see a lot of things to get involved in," she says. "I'm often in the office alone, and when something needs to be done I just jump in and do it."

The Syracuse staff appreciates her initiative. Says Bruce Wollschlager, FE, "Her ability to thoroughly coordinate activities is why so many Syracuse accounts are installed ahead of schedule. She's always on top of things. Her cheerful, outgoing manner motivates everyone in the office. We're glad she's here!"

A Memorex first

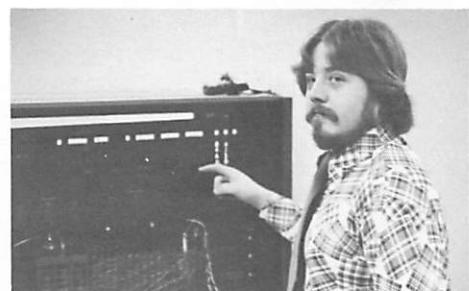
Motown Movers attach 367X to Xerox CPU

FEs in Detroit are sometimes proudly referred to as "Motown Movers" for their outstanding work on various installations, including key accounts such as Ford Motor, Fisher Body, and Bendix Corporation.

Living up to that reputation, FEs Mike Quinn, Randy Whitehead and Dennis Duby recently performed a "flawless first" for Memorex: installing 367X drives to a Xerox Sigma 9.

The unique installation was the result of Dave Emmitt's sales efforts with Comshare, an international timeshare company. "Comshare was an Ampex customer when we stepped in with our proposal," he recalls. "They were impressed with our quality and decided to go with us, even though we were more expensive than Ampex." The total order is for five 3674s, five 3673s and 20 modules of 3675s.

The significance of the installation is



Motown Movers, clockwise, Randy Whitehead, Dennis Duby and Mike Quinn

that it proves Memorex's capability and technology to attach to a Xerox CPU. It was through the efforts of everyone involved that the installation was completed on schedule and with minimum complications.

All reports say the customer is extremely impressed with the drives

and service team. In fact, Comshare says it is going to use Memorex drives solely in the future, and has plans to replace Ampex in its London, Toronto and Tokyo offices. For an account that wasn't even a Memorex customer prior to this install, that's quite a commitment!

Some say a kiss is just a kiss, but SE Copley proves different

When "Chip" Lewis Copley, SE, Jacksonville, Florida, markets complicated software programs to customers and prospects he follows what he calls his "KISS" formula: Keep It Simple, Stupid. "I use a lot of examples when giving software explanations to try to paint a picture of what programming involves. But when it's time to be technical, I use all the detail necessary," he explains.

His KISS formula is producing admirable results. Copley is the first SE to qualify in the systems engineering incentive plan. He sold a CICS application system to SDC Integrated Services, Inc., a subsidiary of Systems Development Corporation.

SDC is a fiscal agent for the State of Florida. The primary application of Copley's program is to handle Florida's medicade information. Data such as client medicade eligibility and claim status is processed through the system, which is a collection of



Chip Copley making a point at the 1978 SE Technical Conference. Copley is the first to qualify in the SE incentive plan.

CICS programs kept on an online mode to the data base.

SDC is a software house and has a broad customer base. It was already a 1270 customer when it bought Memorex software services. According to Copley, the contract for the State of Florida may be the first of many services Memorex provides SDC. "There is a lot of potential for additional business in 1978-79," he reports.

That should also make the Southeast sales force happy. In the past Copley has been effective in passing along sales leads which have triggered equipment orders for Memorex. "The sales reps in this region consider systems engineering a tool in their tool bag. They make effective use of our services and it seems everytime we get together we make a sale. Likewise, I keep an eye open for potential business and sales leads. We help each other out all we can, and it makes for good results."

The nuts & bolts of management are issues of Workshop/78

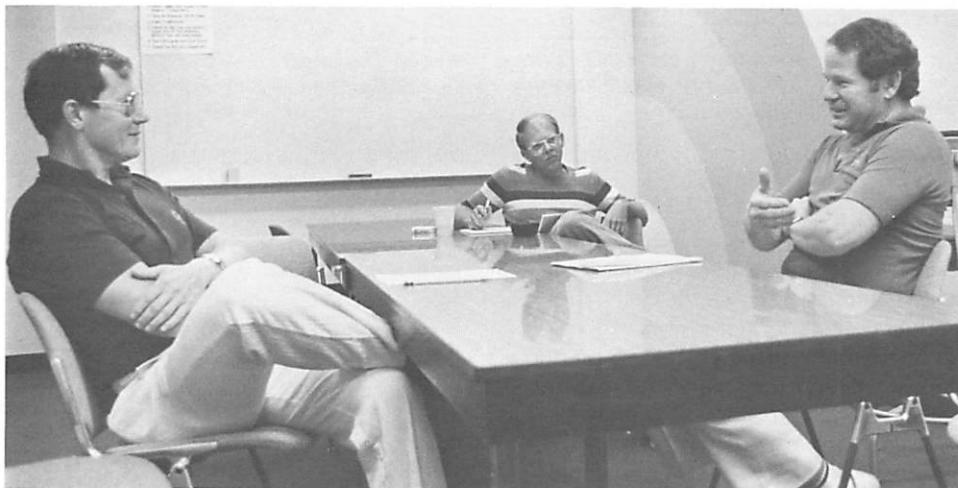
"Three weeks ago you were promoted to branch sales manager. Since arriving at your new branch office you've made calls with three of your sales reps. The call you made with Tom Jones concerns you. He did not seem well prepared, he "winged" several questions, and appeared nervous with you there. You want Jones to understand your concerns and be aware of the need for improvement soon. His quota performance thus far in 1978 is below expectations and the calls you made with him have not given you a feeling of confidence. How do you convey this to him?"

The above is an example of one of the many case studies used in Management Workshop/78, a 2-1/2 day seminar developed by Combined Resources, Inc., Dallas, and Dave Branning, formerly of the sales education depart-

ment. The purpose of the workshop is to help develop people management skills and an understanding of managerial responsibilities. Over 60 managers have attended the seminar, which to date has been held in four cities—Dallas, Philadelphia, Hyannis, and Santa Clara.

Management Workshop/78 deals with some nuts and bolts issues of management. Motivation of people, effective forecasting, appraising and recruiting employees and teamwork building were some of the areas covered.

Favorable response to the class has been overwhelming, with many participants claiming it was the most helpful seminar they've ever attended at Memorex. Plans are being made to offer it again in 1979 at locations throughout the United States.



How would you handle this situation? Seminar attendees do a little role playing to develop people management skills. They are, L to R, Ray Cardinal, BM, Montreal, Chip Chakford, BM, Cleveland, and Dave Mannis, BM, Atlanta.

Everyone seemed to learn something in Management Workshop/78. Here are some of the comments of a few course participants:

Bill Reardon, Branch Sales Manager, West Orange: "One thing I understood from this course is that mistakes are a part of learning. I also appreciate what I learned about the four types of personalities. It showed me that my way is not necessarily the only way to do something. Personalities differ, and each in its own way can be effective. I attended the Dallas workshop, and the Southwest Region's monthly reporting system was taught as part of the seminar. It's a good system and since

Opinion from the field

we've adopted it in New York Metro we've been much more efficient."

Mark Caton, Branch Sales Manager, San Diego: "I think this workshop was the best class I've ever attended through Memorex. I learned what teamwork is and how to develop it in your people. I also have a better idea of what my role is as a manager. I can play an active part in the development and success of my reps and capitalize on my experiences to help them. In a way you could say it heightened my sense of management worth."

Chip Chakford, Branch Sales

Welch named VP



Jim Welch, formerly Southwest Regional Field Operations Manager, has been named Regional Vice President-Southwest.

Welch is responsible for all equipment products sales activity, field engineering and finance operations in the region. He is also responsible for the Regional Distribution Center in Irving.

He joined Memorex in 1970 as a sales rep in Dallas. His career with the company is dotted with promotions to increasingly important positions. States Charlie Splaine, "I am delighted to appoint Jim to this new post. It reflects recognition and confidence in his managerial abilities. I know the Southwest region will continue to perform well under his leadership."

Welch was promoted to Dallas Branch Sales Manager in 1972. In 1976 he was named Southwest Regional Manager, and was again promoted in 1977 to Southwest Regional Field Operations Manager, a position he held until being named Vice President.

Manager, Cleveland: "There are two areas where the workshop most helped me. One was effective time management and the other was the benefits of developing a team approach to marketing. Regarding time management, we discussed taking a positive attitude toward interruptions. Now when the phone rings I think of it as 'my job calling' rather than an interruption. This attitude can be applied to any happening that takes me away from my immediate work. If I just accept the interruption was part of my job responsibility I am less likely to become irritated or depressed about not tending to my immediate task."

SALES PLANNING: Searching and researching just about anything to increase sales support

A colored assortment of magic-markers lies near the poster-size map of Manhattan. Methodically, she picks one up and begins counting city blocks, marking "Xs" and drawing lines here and there. When finished she will have marked the location of every CPU in Manhattan, indicated the size of the installation, name of the account, and divided the island into equal sales territories. "Who in the branch office has the time and the resources to do this?" she asks matter-of-factly as she continues to work.

The answer is no one, which is why the Sales Planning Department is doing a booming business. It has just completed a similar project for Los Angeles and is working on one for San Diego. Since it emerged from another department and became its own entity last January, Sales Planning services have grown dramatically in scope and value to domestic field operations.

It is managed by Marleen Martin, a diminutive, energetic figure who describes the department's work as "quite fun." "Our primary purpose is to provide the tools to assist the sales force," she points out simply. "We do this by knowing as much as we can about their accounts and business."

Researches anything

There's no question that the effectiveness of sales planning is in its ability to research just about anything related to Memorex and the data processing industry. This includes studying sales reps and their selling patterns, knowing their territories and individual accounts, product selling trends, and competitive strategies. The department's research work is bolstered by numerous reference materials, including a \$25,000/yr. subscription to a list which tells the model and location of every installed CPU in the United States. In other words — prospects!

The research is a big job, and Martin is assisted by Edelia Reyes, Sales Planning Analyst, and Nancy Hardin, Field Administrator. Together they take what seems like a tangle of reports and printouts and develop them into a "bible" for field management. Martin is quick to point out the benefits of all the work: "Territories and sales strategies can't be effectively managed without the information we provide. It's our



Marleen Martin, and Steve Bess, FOG Finance Manager. The effectiveness of Sales Planning is in its ability to research just about anything related to the data processing industry.

compilation of numbers, comparisons, and conclusions that tells a manager what's going on in his territory and makes us such indispensable support to domestic branch personnel."

One facet of research the department conducts deals with territory management. From the data collected on the weekly activities report, branch managers can know how much time their sales reps are spending on their accounts, what products are selling, what business they're getting and losing. This data is particularly useful when projecting sales forecasts and planning inventories.

Analyzing Territories

The map of Manhattan illustrates another type of research called territory analysis. This shows a manager what's in his territory and helps him determine if he's over-staffed, under-staffed, if his territory can support additional reps, if it's equally divided, and where all accounts and prospects are. "Every branch manager should have one of our maps hanging in his office," declares Martin. "It's an invaluable tool."

The research conducted by sales planning is also important to Santa Clara managers. Because it is collected from all over the country it offers a

perspective on national selling patterns. Product managers can determine the average time required to sell a product and what products are moving



Edelia Reyes, left, and Nancy Hardin work on a map of Manhattan. When they finish they will have marked the location of every CPU in the city.

most. Just as important, the research reveals business that has been lost to competition and alerts management to examine why.

The department is branching out into other areas of research. Martin has been assisting product planning in exploring future data processing requirements. Informal meetings with data processing personnel are opportunities to ask what their future product needs might be. "This information will be used in new product planning," explains Martin, who has already made several trips to the field to meet with accounts.

Other opportunities for research, according to Martin, exist in the areas of field engineering and finance. "We're only limited in what we can do by people and resources," she says. "Possible research projects are endless."

For now, sales planning has its hands full researching existing sales territories. Explains Martin, "Before we developed our research methods it was difficult to know what was going on in our sales operations. We're changing that, and it's netting out to better-managed territories."

And everyone can appreciate what better-managed territories means: more reps make quota! That's when the research really pays off.



Under the motto "We close business," the Guest Relations Center has hosted over 120 customers and prospects since the first of the year. The center tailors presentations to fit a visitor's need, whether it be to know more about head technology or the history of the company. "A visit to Santa Clara can put the finishing touch on a sales presentation," states Dave Branning, Manager, Customer Service. He is shown here left, with Edward J. Farrell, D.P. Manager, AMAX, Greenwich, and Dick Belschner, Branch Sales Manager, Greenwich, right, in front of one of the several product displays in the center.

Glimmer of hope brings McTigue largest 1270 order in Memorex history

The largest 1270 order in Memorex history was recently signed by National CSS, one of the nation's largest time-sharing networks. Don McTigue, Sales Rep, Greenwich, is collecting kudos for an order for 300 units to be shipped over a 30-month period of time.

An order this size is indeed rare for an end-user sales rep, and according to McTigue the possibility of it ever happening was at first very dubious. His interest in National CSS was roused last January when he learned that the account was planning to announce a 370 plug-compatible CPU and peripherals. National CSS wanted to develop a system to market primarily to its time-share customers who want to convert to their own in-house system.

National CSS was already a Memorex customer, using the 1270 and 677 in its own data processing center. It planned to use the 677 in its new system, whose mainframe would come from Two Pi, Co., Inc., a subsidiary of U.S. Phillips Corp.

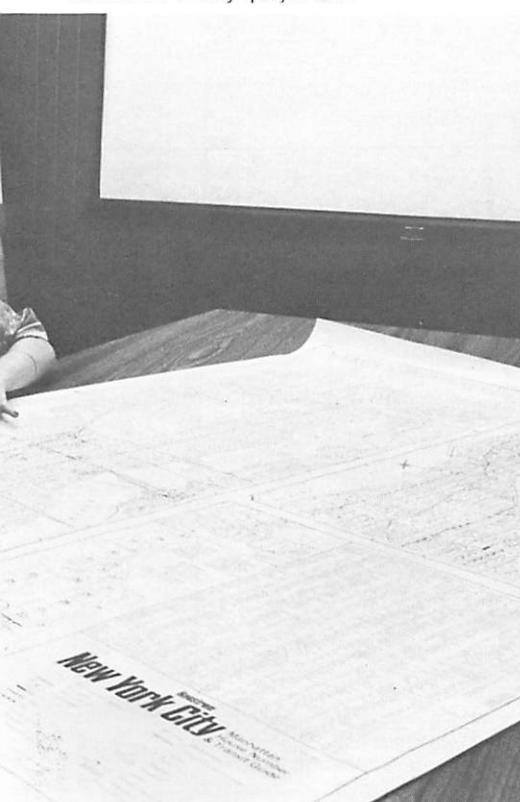
But chances of the 1270 being a part of the system did not look promising. "National CSS had two main objections—pricing and configuration," explains McTigue. But the account showed just enough interest to give me a glimmer of hope for the order."

Determined, he worked with Branch Sales Manager Dick Belschner and Branch SE Manager Ron Malyszka to kindle the customer's interest. He received Santa Clara support from Leo Feltz, Manager, Sales Support, Communications, and John King, Product Manager, 1270. With their help he was able to work out an arrangement satisfying to the account.

"Leo put together an agreeable pricing schedule," recalls McTigue. "Then we dealt with the configuration problem. John figured that the 1270 could operate on a cable length of 150 feet, allowing it to be placed in an area away from the mainframe. This took care of the customer's concern for bulkiness around the CPU."

Convinced, National CSS decided to go with the 1270. Logistics for the order, according to McTigue, have been gigantic. Dave Slater, Sr. Field Support Engineer, devised a system to handle the complicated paperwork.

The 1270 units will be ordered from Memorex as needed, and under the stipulations designed by Slater. To date five units have been shipped and McTigue says the customer is very pleased with the entire system and contract arrangements.



A territory analysis of Manhattan. Before and size of every CPU on the island.

MORE STAR PERFORMERS AT WORK

BSD Rep Miller Sells 384k bytes of Storage to Hospital

Nurses at Doctors' Hospital in Atlanta are proficient at handling not only medical instruments but Memorex 1377s as well. The CRT devices are part of a full system leased recently to the hospital by Atlanta BSD sales rep Steve Miller.



The hospital was planning to upgrade from a System/3 Model 12 when Miller stepped in. Working with a broker, he put together a full system proposal that included a System/3 15D, 4-3640s, 25-IBM 3284 line printers, 2-2089 printers, 2-1371 controllers, a 3213 tape drive, a 550 printer, and a 41-1 diskette reader. Competition for the order came from brokers and IBM, but the hospital went with Memorex for its flexibility in leasing and good field engineering service.

The system has 384K bytes of storage and will be the largest installed System/3 in Atlanta. Installation is scheduled to begin September 20. The 110-bed hospital will use it for a variety of patient-connected services. For example, patient prescriptions may be ordered by the nurses via the 1377s located throughout the wards. The order is printed out via a 2089 located in the pharmacy, while a charge is generated in the computer for patient billing. "It's an efficient system," states Miller. "The hospital has justified its installation by the improved service it will provide, and expects to gain back most of the charges lost because of the old systems inefficiency. The account will be a great reference."

Miller joined BSD in November, 1976, and currently has the divisions second highest quota attainment.

Bay Area prospects get a peek at new 3770 Disc Cache

Like proud parents inviting friends to see their first-born, the San Francisco branch office recently hosted a mini-seminar to let Bay Area prospects take a first look at the 3770 disc cache. Over 60 people attended the event held at the San Francisco Hyatt Regency. Seminar highlights included discussion of disc technology and features of the cache by Santa Clara product managers Fred Jakolat and Steve Stone.

According to Graham Baxter, SF branch manager, the attendees were very impressed by the presentations, product displays and people. "This is the first time the San Francisco branch has organized such a seminar, and it was very good experience for us," he says. "It was professionally done, and many people told me they thought it was extremely worthwhile."

Along with building the professional reputation of Memorex, it looks as though the branch may have a few new customers as a result of the seminar. "I think the



Mike Miller, LSS Sales Rep, S.F.

impressions people got from the event will be a significant positive influence on future business," Baxter adds. "It's a great way to bring attention to a new product and enhance prospect-Memorex rapport."

Dennis Cronin, Western Regional Manager, LSS, shares Baxter's enthusiasm for the seminar, and reports that similar presentations are planned for other cities in the region.

Regional FE Managers in Santa Clara



Regional Field Engineering Managers gathered in Santa Clara in early August for what was termed "vigorous participation" in a week-long management meeting. Major issues brought up were parts supply responsibilities, third party sales and educational needs. Above, Al Montgomery, profile, National FE Manager, makes a firm point in an animated discussion on the new school board program with FE Regional Managers. They are, left to right, Montgomery, C. E. Shannon, Great Lakes, Ron Steen, Mid-Atlantic, Bill Farmer, Midwest, and Lou Perkins, Western.

Memorex & the TVA:

It wasn't water over the dam



The Chickamauga Dam was built by the TVA in 1936-1940 on the Tennessee River near Chattanooga. The installed generating capacity is 117,000 KW, provided by four generators. The TVA disc drive order marks the first "remote" sale for the Federal region, and opens Chattanooga for the first time.

The Tennessee Valley Authority was established by Congress in 1933 to develop the Tennessee River System and aid in the development of other resources in the Tennessee Valley region. It supplies power to 160 local electric systems serving two million customers in seven states, and sells power directly to several large atomic, military and industrial installations.

Now, thanks to the patient efforts of Federal sales reps Vic Gamaly and Ralph Morrison, the TVA is a Memorex customer. After nine months of negotiating, these two reps have harnessed a three-year lease contract for \$1.5 million worth of 367X drives.

The TVA order is significant not only for its size. Perhaps more important, the TVA is the first "remote" Federal agency Memorex has landed. Explains

Morrison, "The data processing operations for the TVA are in Chattanooga. We sold the account through phone calls, letters and airplane trips back and forth. We hope it's the first of many 'remote' sales."

Another important aspect of the order is that it opens Chattanooga for the first time. "All our competition on this bid—IBM, CDC, Telex, Cal Comp—had established FE capabilities in Chattanooga," points out Morrison. "In this regard Memorex came from behind, for we had none."

Knowing how critical field engineering support is, Morrison and Gamaly immediately sought the help of Lynn Swidersky, Field Manager, Atlanta, and Curtis McCrary, FE Branch Manager, Federal. Swidersky immediately committed two FEs to Chattanooga, and

even though there was no firm commitment from the customer, he began planning spare parts inventory and taking other measures to insure competitive FE support for the TVA. McCrary and Swidersky also made several sales calls with Morrison. "We made a total team effort and presented a united front to the customer," explains Morrison.

Convinced that Memorex had the best product and could provide the required support, the TVA signed the lease. The order opens tremendous potential for future business. The TVA is planning to expand its data processing facilities and add three more CPUs. Says a happy Morrison, "We're excited about the 'firsts' this order brings and look forward to a mutually rewarding relationship with this account."

AROUND the field

A Sense of Community

Blood banks can run low on supplies, even in the Delaware Valley. When the local chapter of the Red Cross expressed its need for blood donations, Eastern Distribution Center employees sprang to help. Led by **Al Kennedy**, Regional Vice President, and **Hank Loher**, Regional Customer Service Manager, 33 EDC employees gave donations. Their reward? A supply of blood available to them without cost for the next year. But perhaps even more rewarding, the satisfaction of knowing their blood may be instrumental in saving a person's life.

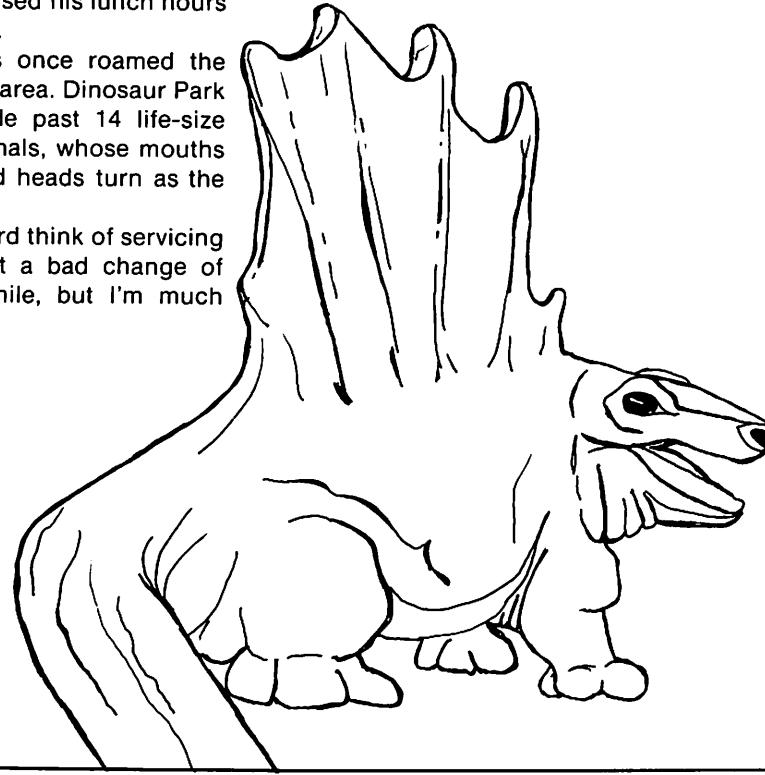
Denver Dinosaurs

Oh yes, Memorex field engineers can service just about everything from disc drives to dinosaurs.

Dinosaurs? That's right. **Gary McCord**, Field Manager in Denver, recently rushed to the aid of a friend who owns Heritage Square Dinosaur Park, near Denver. It seems the computer-operated beasts-of-the-past had a problem somewhere in their PCBs, so McCord used his lunch hours to solve the matter.

Many dinosaurs once roamed the Utah and Colorado area. Dinosaur Park features a train ride past 14 life-size replicas of the animals, whose mouths open and close and heads turn as the train passes.

What does McCord think of servicing dinosaurs? "It's not a bad change of pace once in a while, but I'm much



Cleveland Cash Generator

Dean Kepler, FE, Cleveland, has won the Great Lakes Region cash conservation award for a suggestion he made regarding the 1377. Most 1377 repairs were being performed in Santa Clara when Kepler stepped in with a suggestion of how they could be made locally. Kepler discovered, for example, that when the power supply is at fault it can be repaired locally in fifteen minutes for about 48 cents. Repairs can amount to hundreds of dollars per terminal when returned to Santa Clara. Cash is generated by being able to get the machine back on rent much quicker and thus generate revenue sooner. Good thinking, Dean!

more excited about installing the new business in the Denver area."

That includes a recently acquired order for 5.2 billion bytes of storage for the State of Colorado.

Hope the Tyrannosaurus Rex isn't miffed by his answer.

Collecting from Uncle Sam

The Federal Region has responded to the cash conservation call and is also having excellent results in the accounts receivable area. Much of this is due to **Barbara Fry**, Credit Administrator. She took over the cash collection function for the Federal Region in April, and quickly caught on to her responsibilities. In the month of June she collected over a million dollars, the highest amount ever collected in one month for that region.

Her hard work is paying off in other ways. The dollar amount of all 90+ day overdue accounts has been reduced by 77 per cent, and the region has exceeded its cash collection ratio.

Previous to Memorex, Fry worked for the Justice Department. Says **Ray Eshelman**, Finance Manager for the region, "Barbara is a conscientious worker and excellent in details—you have to be to collect from the Federal government. She's doing an outstanding job!"

It Do Rain in Indianapolis in the Summertime

Employees in Indianapolis are a bold bunch. Apparently tired of their daily routines they decided to stir up some excitement and ordered a tornado to hit town. They got their wish and the staff spent two days recovering. They had to move furniture, clean the office, dry out papers and settle claims with the insurance companies.

Unfortunately their daily routine was scarcely broken, but it's to their credit. Within two days they had established a temporary office, complete with telephones and equipment. Their fast recovery during this calamity is indicative of their customer dedication as well as their ability to be flexible under all circumstances.



BE A STAR!



Bob Varo, Hartford LSS Branch Manager

An MBA for Varo

Working all day and studying half the night is a heavy load to carry, and for **Bob Varo** his discipline and hard work has paid off. He recently received, with honors, a Masters in Business Administration from Babson College, Wellesley, Mass.

Bob spent four years studying for the degree and was able to qualify for two Quota Clubs and two Winners Circles while doing it. "I'm happy it's over," he admits. "Although I enjoy the academic environment, it was a lot of work." His wife and children, whom he says were very supportive of his endeavor, attended the graduation ceremony.

Varo was a Memorex sales rep in Boston in 1972 and 1973. He left the company and rejoined in 1976, and was recently promoted to Hartford Branch Sales Manager, LSS.

Rawlings Hits 5-Yr. Mark

Betty Rawlings, Southwest Regional Secretary, was recently honored for her five years of service with Memorex. She joined the company as a receptionist in the Dallas office. In 1976 she was promoted to equipment order administrator, responsible for establishing the word processing center. In 1978 she became regional secretary. Rawlings is instrumental in the management of administrative tasks in the Dallas office, and her co-workers claim she is one of the reasons the office runs so smoothly. Congratulations Betty!

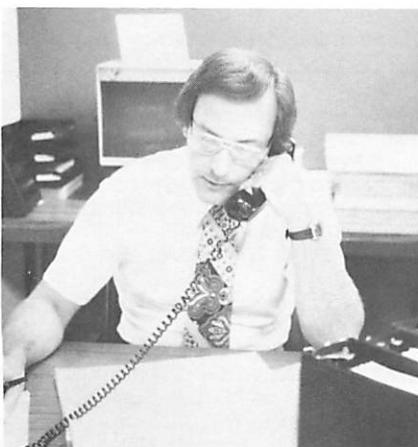


Betty Rawlings—Five Year Employee

Hipp's Highest Hit

One of the Midwest region's cash conservation award winners is **Steve Hipp**, Regional Credit Administrator. Hipp and his credit staff have been working extra hard to collect from accounts receivable, and their efforts are paying off. The region's collection ratio is 69 per cent—the highest ratio achieved in 18 months.

Hipp was hired last May to strengthen asset management in the Midwest region. His success in doing that is a result of his excellent leadership and the good credit collection team that gives all it can to get a good job done.



Steve Hipp—High on ratios

A Word From the Editor:

Through the readership survey it was learned many people don't understand how to get news into FOGHORN. Your input is considered valuable, and we don't want you to miss opportunities to send us hot news items because you don't know how to reach us.

There are two ways to submit your ideas. One is to give the basic information directly to me, the editor, either by telex, memo or telephone. My name, phone number and address is printed in every issue.

Another way is to channel news through your regional correspondent. Every region has a person who's responsible for gathering news. If you tell your idea to that person, he or she can take it from there. The names and numbers of each correspondent are also listed in every issue.

Some of you may have a journalistic flair, and want to write the entire story yourself. That's fine, if you have the time. But those not so inclined can submit news by passing on what's known in journalism schools as the 5 Ws: Who, did what, when, where and why. Be sure to include your name and telephone number so I can get back to you for more details, if necessary.

Your comments and ideas for FOGHORN are always welcome. It is a publication "of, for, and by the people," to use another person's words, and your input is necessary for its effectiveness and value as a communication tool. I look forward to hearing from many of you soon.

Laura

Laura F. Smith, Editor
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San Tomas & Central Expwy.
Santa Clara, CA 95052
(408) 987-2202

Regional Correspondents: Gail Haines, Western (408) 987-1590; Betty Rawlings, Southwest (214) 258-3510; Karyn Danes, Great Lakes (313) 354-4511; Judy Hester, Southeast (404) 321-0200; Elaine Rizzo, Northeast (617) 890-0700; Kay Danisi, Mid-Atlantic (215) 337-1050; Melinda Bruno, New York (212) 541-7780; Pat Raucci, Midwest (312) 620-3200; and Dave Miles, Federal, (703) 821-3300.

Readership Survey

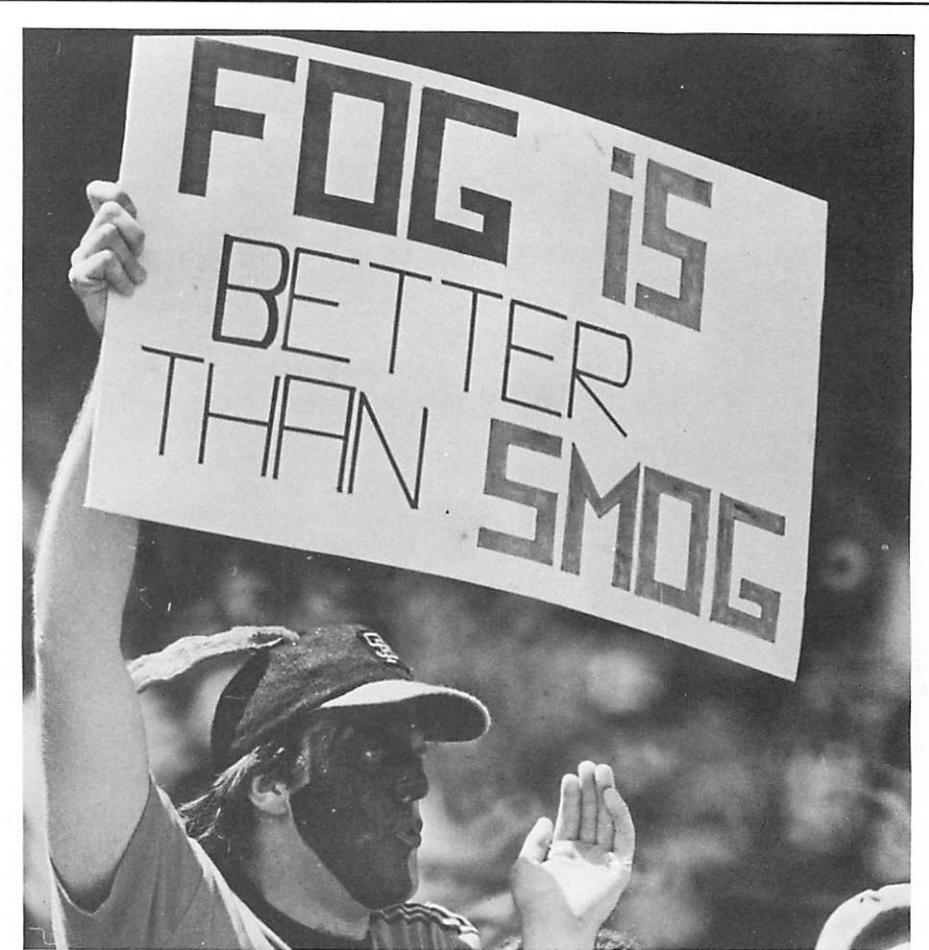
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column, and Charlie Splaine's "Letter to the Field". Two of the least read are the "Sales rep of the Month" (now defunct), and articles on new FOG personnel.

The comments we received made for lively reading, and most of them were very informative and helpful. Thanks for your feedback. Here are a few examples of what the field said:

- Everything seems to be about California. What about news in other regions?
- It is too sales oriented. There are other people in FOG besides sales reps.
- It needs more technical information on equipment and new products.
- It needs more stories about people who have interesting experiences on and off work. For example, unusual vacations and unusual product installations.
- FOG has a negative connotation. IBM came up with "Think." Why did we have to come up with FOG?
- It needs an "action line" column for people in the field to write to.
- It needs more photos.
- Eliminate the use of outdated term "FSR".
- Why don't you write articles about the FEs who spend their lives away from their families in customer accounts doing battle with the dragon?

A few people said they didn't know how to submit article ideas to FOGHORN or who their Regional Correspondent is. This information is included in every issue (see page 11). Any future questions or comments will always be welcomed by the editor.



Giants baseball fan, his face painted black and orange, the Giants' colors, holds sign deriding Los Angeles. But for members of the Field Operations Group, the sign took a special meaning. How about, "Fog is better than So Many Other Groups?"

FOG NEW HIRES

Cheryl Adams, Sales Rep., Minneapolis
 Wanda Allers, Fld. Admin. Coordr., Detroit
 James Burns, Sr. Sales Rep., Portland
 Anthony Caffo Jr., AFE, Washington
 Randy Calhoun, AFE, Flint
 Thomas Cronin II, Sales Rep., New York
 Edward Currie, FE, Charlotte
 Ernest Faircloth, FE, Washington
 David Fowler, AFE, Washington
 Joseph Gardner Jr., Sr. Sls Rep., Greenville
 Jeffrey Goldman, AFE, St. Louis
 William Gonds Jr., AFE, Washington
 Derrick Goss, Sr. AFE, Orange County

Marvin Heery, Sr. Systems Engr., Atlanta
 Lloyd Hotchkiss Jr., Sys. Engr., Kansas City
 Terrence Hoy, Sr. Systems Engr., Cleveland
 Randall Krueger, FE, Raleigh
 David Murphy, Sales Trainee, Baltimore
 Maureen O'Halloran, Disp. Data Col., S.C.
 Leonard Roll, Sales Rep., Boston
 Labert Romero, Sales Rep., Miami
 William Ryan, Sales Trainee, Detroit
 Karen Sampson, Fld. Ad. Coordr., Hartford
 Donald Steele, Sales Rep., Atlanta
 Steve Storm, AFE, Denver
 Calvin Thompson, FE, Washington
 Carl Vaughn, AFE, Washington
 Robert Warren, FE, New York City
 Juliette Wiles, Creative Writer, Santa Clara

FOG PROMOTIONS

Michael Barnes to Sr. AFE, S.F.
 Victor Bedel to Sr. AFE, Indianapolis
 James Brown to FE, Jacksonville
 William Brown to Sr. AFE, Indianapolis
 James Casto to FE Spec., San Francisco
 Henry Chakford to Mgr. Branch Sales, Cleveland
 Kirk Cordy to Sr. AFE, San Francisco
 Dennis Delaney to FE, Cleveland
 Michael DeSario to Sr. AFE, Akron
 John Dorosh to Terr. Supvr., Los Angeles
 Lester Gentle to Visual Display Rep., L.I.
 Raymond Giampino to FE, Newark
 Pamela Giovan to FE, San Francisco
 Kenneth Goodwin to Sr. FE, New Jersey

Robert Hendrickson to Sr. FE, Albany
 Richard Keener to Terr. Supvr., Pittsburgh
 Chester Kiernicki to Terr. Supvr., Chicago
 George Kirchner to Sr. FE Software Spec., King of Prussia
 Roland LaVigne to FE Spec., Los Angeles
 Charles Linen to Sr. FE, Orange County
 Matthew Lucas to Sr. Systems Engr., N.Y.
 Nestor Lujan to Sr. FE, Washington
 Timothy McFadden to Sr. AFE, Harrisburg
 James McInerney to Terr. Supvr., L.I.
 Richard Mickelson to Sr. Sales Rep., Boston
 Thomas Moriarty to Mgr. Br. FE, Detroit
 Robert Murray to FE, Los Angeles
 Dana Nelson to Mgr. FS, North East
 Gregory Norman to Terr. Supvr., L.A.
 Gordon Pack to FE, Chicago

Russell Panther to Sr. AFE, Oklahoma City
 Lane Park to Sr. FE Spec., New York
 David Petrucci to FE, Seaford
 Gary Richter to Sr. FE, St. Louis
 Gregory Schanding to FE, Charlotte
 Joseph Schneider to Mgr. Br. FS, Chicago
 Malcolm Smith, Jr., to Mgr. Br. Sales, Charlotte
 Carolyn Straaberg to Mgr. DSP-Data Col., Santa Clara
 Robert Sundberg to Sr. FE, San Diego
 Leslie Swanson to Sr. DSP-Data Col., S.C.
 Jeffrey Taylor to FE, San Francisco
 Dave Tiedman to FE, Cleveland
 Robert Varo, Jr., Mgr. Br. Sales, Hartford
 David Wallestad to FSS, Chicago
 Peter Wong to Sr. FSS, New York