

## *In a grand hotel in the old west*

# Awards, seminars and fellow FEs are highlights of 3rd conference

What do the muppets, auto racing champion Johnny Rutherford, and the MGM Grand Hotel all have in common? They were each a part of the Third Annual Field Engineering Technical Conference held in Reno October 24.

The muppets were seen on a film announcing a coffee break—one of the many outstanding audio-visual presentations shown during the three-day conference. Johnny Rutherford added zip as a guest speaker, and the MGM was the place where it all came together.

The conference featured plenty of speakers, technical seminars, and

award presentations. Charles E. Splaine kicked off the meeting with a keynote address that highlighted some of the accomplishments of the Field Operations Group during its first year. Other speakers included Robert L. Erickson, Vice President, Legal; Steve Puthuff, Vice President, Engineering; and Bob Berry, Field Operations Manager, Northeast Region.

Audio-visual shows and award ceremonies were sprinkled throughout the presentations, adding color, humor, and excitement. Several "special recog-

nition" awards were made. Among them was Terry Bently, Boston, who was given a barometer for going out in the middle of a storm to service an account. Larry Swick, SF, received a stop watch for persevering while an account required eight weeks to install a System/3. (A list of additional award winners is on page 8).

There were serious awards as well. Doug Middour was named FE of the Year and Curtis McCrary was FE Manager of the Year (see story, pages 4 and 5). Jack Helman, Rich Payne, and

(continued on page three)



1. W. Evans, O. Gonzales
2. A. Montgomery, G. Norman, F. Juliano
3. A. Montgomery, H. Baylor, R. Payne, J. Helman
4. A coffee break
5. A technical seminar
6. A. Montgomery, C. McCrary, D. Middour
7. J. Turner

## Letter from C.E. Splaine

# **Bermuda-bound hopefuls bring 4th Q surge and push 1978 to strong close**

As 1978 draws to a close, I would like to take this opportunity to thank you all for your many contributions throughout the year. Also, as we recognize the first anniversary of the Field Operations Group, I would like to express my appreciation to everyone for your positive attitudes and spirit of cooperation. They both helped make this an excellent year for the Field Operations Group.

By now many have said that our third quarter performance was less than satisfactory. Although our revenues increased substantially over the third quarter of 1977, our net income did not grow at the desired levels. Consequently, the investment community viewed this as disappointing.

### **Fourth Quarter Surge**

The need for a strong fourth quarter has become even greater. Throughout 1978 the Field Operations Group obtained orders at a rate faster than our production capability. However, in the fourth quarter we have excellent product availability in most products. The 3650, the 367X, the 1270, and BSD

Printers especially are immediately available for installation. I would ask you to please concentrate your efforts on these and other products that are available for immediate shipment in order that we might bring 1978 to a very successful and profitable close.

We will be shipping and installing a very large amount of equipment during this fourth quarter. Many of you will be called upon to work extra hours to make deadlines. I know that this might interfere with some of your family activities over this holiday period. However, it is absolutely essential that we achieve our 1978 objectives. I ask for your continued support and I thank you in advance for your positive attitudes and willingness to help Memorex reach its revenue and profit goals during this most important fourth quarter.

### **Whitaker and Etheredge Promoted**

Two new vice presidents have been added to the Field Operations Group in the past two months. This is certainly a testimonial to their achievements as well as yours, the members of the Field Operations Group (see page 8).

## **Meeting Activity**

The Field Engineering Technical Conference was a success and I would like to thank Al Montgomery and Bob Booth and their staffs for their hard work.

We conducted meetings in Santa Clara for our Regional Customer Service Managers and our Regional Sales Managers for LSS and OEM. Our Regional Systems Engineering Managers recently concluded a meeting in Philadelphia. These meetings were most beneficial, and I appreciate the time that everyone spent away from his responsibilities.

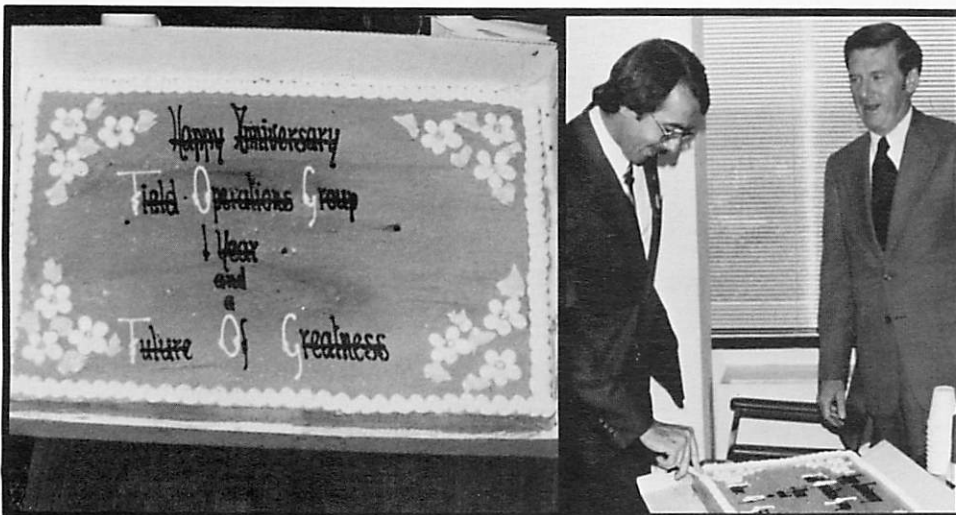
In the next month or so I expect to visit as many regions and branch offices as I can to personally thank you for your contributions and to help achieve any year-end objectives.

### **Quota Club and Winners' Circle**

I certainly hope that all quota personnel make the Quota Club and qualify for this year's Winners' Circle.



## **One-Year Anniversary for FOG**



While in McLean, Virginia for budget reviews, Charlie Splaine, left, was presented a cake honoring FOG's first anniversary by Federal Regional FOG Vice President Bill Koenig. While cutting the first piece of cake, some 25 Washington D.C. employees sang a rousing chorus of "Happy Anniversary." The Field Operations Group was officially formed in November 1, 1977.

As you know, Quota Club will be conducted in New Orleans in March, and the Winners' Circle in Bermuda during April. I can assure you that these will be activities consistent with the quality of our people.

For those of you that I do not see personally in the next month, I would like to wish you all a very happy holiday season and a very healthy and prosperous new year.

*Charlie*

C. E. Splaine  
Vice President  
Field Operations Group

## Better Customer Service

# Central Dispatch makes life a little easier for everyone

At 5 a.m., Tuesday, September 6, 1977, Santa Clara's Uniform Dispatch and Data Collection Center opened its phone lines for business. Eight minutes later it took its first customer service call and was on the way to providing new and better service for Memorex field engineers and customers.

The dispatch center began as a pilot program to determine if field engineering response to customer service calls and the quality of field data collection could be improved through a central answering and data collection service. Time and experience proved it could. Under the supervision of Carolyn Straaberg, Dispatch Center Manager, the center has grown from servicing 18 locations to what will be 42 by the end of 1978. Eventually every FE location in the United States will be on the system, which provides 'round the clock service, seven days a week.

The center offers numerous benefits. For one, it replaces unreliable answering services. Explains Pat DiFillipo, an FE in Maine who uses the system, "Before the dispatch center was available, we used a local answering service to take customer calls. We found that 30% of the messages never reached us. They were either lost, forgotten, or just not taken. Since the dispatch center we haven't missed one call."

Unlike answering services, the center is dedicated solely to Memorex business, making it more efficient and personal. The dispatchers are familiar with Memorex products and in time they memorize the name, location, and voice of most FEs using the system. When a customer calls the center, a dispatcher gets as much detail as possible as to the nature of the service needed. He or she then contacts the FE.

"It never takes more than an hour to get a service call to the field," explains Straaberg. "If we can't locate the FE we call his back-up. The important thing is that we get someone on the account as soon as possible."

The center also maintains a file of



Dispatchers (L to R) Jan Navarre, Mary Lou Horn, and Jo David field calls from across the United States. Unlike answering services, the Dispatch Center exists for the sole purpose of Memorex. According to Carolyn Straaberg, standing, it never takes more than an hour to get a service call to the field and the quality of the message is tops.

incident reports. After an FE has performed a service, he verbally submits an incident report to the dispatchers. This prompt reporting shortens the billing cycle between Memorex and the customer. Another benefit of the prompt receipt of incident reports is that through them product deficiencies can be identified and fixed in a more timely manner.

Dave Worden, Charleston, was the field engineer who received that historic call on September 6, 1977. Since then he has become the center's number one fan. In addition to faster response to customers, shortened billing cycle, and more accurate parts verification, Worden appreciates the resources the center offers. "When I became a Territory Supervisor I used the files available in the dispatch center to learn the machine and service history of every account in my territory," he explains. "Records like that have never been available to us

and they've been very valuable in helping me know my customers."

Other benefits of the center show up on the balance sheet. The dispatch operation is saving substantial amounts of money in all locations. In New York, for example, the savings are approximately \$71 per month per FE. Customers also save money through the system, for the center's toll-free number eliminates any long-distance calls.

What began as a pilot program has proven to be a highly efficient, economical field support system. Any skepticism of the center's value has been erased by a long list of successes. Sums up Straaberg, "We wanted a system that would give our FEs an edge on our competition when offering service to our accounts. We think the center provides it. And the better we support our field engineers, the happier our customers. That's our greatest reward."

### Technical Conference

(continued from first page)

Hank Baylor were recognized for being third-year members.

It seemed everybody got a lot from the meeting. A survey handed out at the end of the conference produced varied but favorable comments. One person said, "I can only be positive in thanking and congratulating the organizers." Another said, "This was a most impressive meeting—well run and informative."

The survey also asked what people thought was most beneficial. Many

mentioned Robert Erickson's speech regarding the results of the IBM trial. The MGM Hotel was rated very highly as an excellent place to meet. Others commented that the most beneficial thing was "shooting the breeze" with other FEs and meeting Santa Clara managers and engineers.

Over 100 field engineers attended the conference, making it Memorex's largest technical conference yet. Plans are already being laid for next year. For those who didn't attend, 1979's conference presents another opportunity for you!

# Field Engineer of the Year: Doug Middour

When Al Montgomery, National Field Engineering Manager, introduced Doug Middour at the Reno Technical Conference, he referred to him as a quiet, dignified individual. Middour, 1978 Field Engineer of the Year, has both those qualities and more. Many words could describe this man who spent his entire speech at the conference thanking those who contributed to his professional growth, including his wife and children, and whose work prompted one customer to call him a "brilliant individual who knows his equipment."

Middour was born in Chicago, but has lived in Atlanta since he was a year old. After spending four years in the Navy as a helicopter crewman and electronic technician, he went to work for IBM. In 1970 he joined Memorex's Atlanta office as an FE. He went through a series of promotions, attended numerous product training schools, and eventually became Technical Support Rep for the Southeast Region.

## A 'Last Ditch' Measure

Middour's knowledge of Memorex products, coupled with his keen analytical ability and calm self-assurance, aptly qualifies him to be a technical support rep. As he describes his job, he's the one who steps into an account with something to do when everyone else says there's nothing left to do. Sitting in a chair, his elbows resting on the arms, lacing and unlacing his fingers in front of him, he quietly explains, "I'm a 'last-ditch' measure. When all else fails, they call me. My boss likes to say the buck stops with me."

Middour's competence is recognized by both sales and field engineering personnel. Says Don Steel, Atlanta Sales Rep, "Doug not only knows the technical end of the business, he is sensitive to the impact field service has on marketing situations. I can go to him with a proposal and ask, 'Will it work?' and Doug tells us what he can do. He's quick and understands marketing and its concerns."



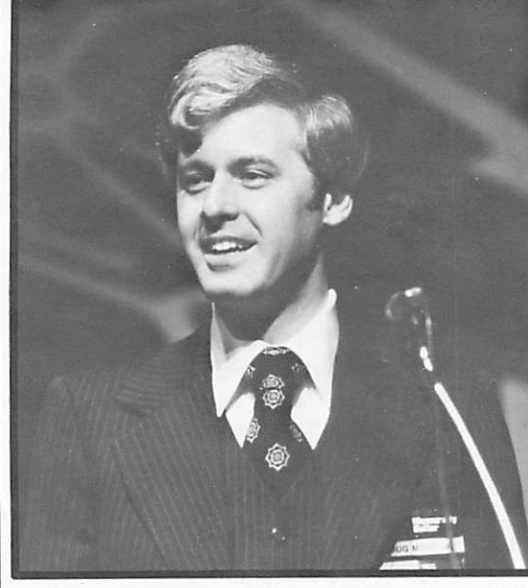
## Be Prepared

Because Middour is usually the last one to walk into a problem, he often has to deal with potentially emotional situations. "The best way to handle tempers and anxiety," he says, "is to remain calm, even if you don't fully understand the problem. I try to have a plan of action before I ever walk into the room. Having the appearance of knowing something sets people at ease. Once a customer has confidence in people, the situation smooths out."

Middour's comprehension of Memorex equipment is valuable not only to his customers, but to his peers as well. Says Bill Emond, Field Engineering Regional Manager, SE, "Everyone listens to what Doug says because he thinks things through. He doesn't throw in a lot of extra verbiage. He's very clear in expressing himself and his knowledge and we all benefit from what he shares with us."

## An Understanding Family

Every field engineer has experienced the pain of making plans to be with his family and then having to break them because an unexpected service call came up. As a technical support specialist, Doug is on call 24 hours a day, seven days a week. Lately he says he's spent approximately 60% of his time outside Atlanta. He has had his share of plans broken. He credits his ability to cope with these disap-



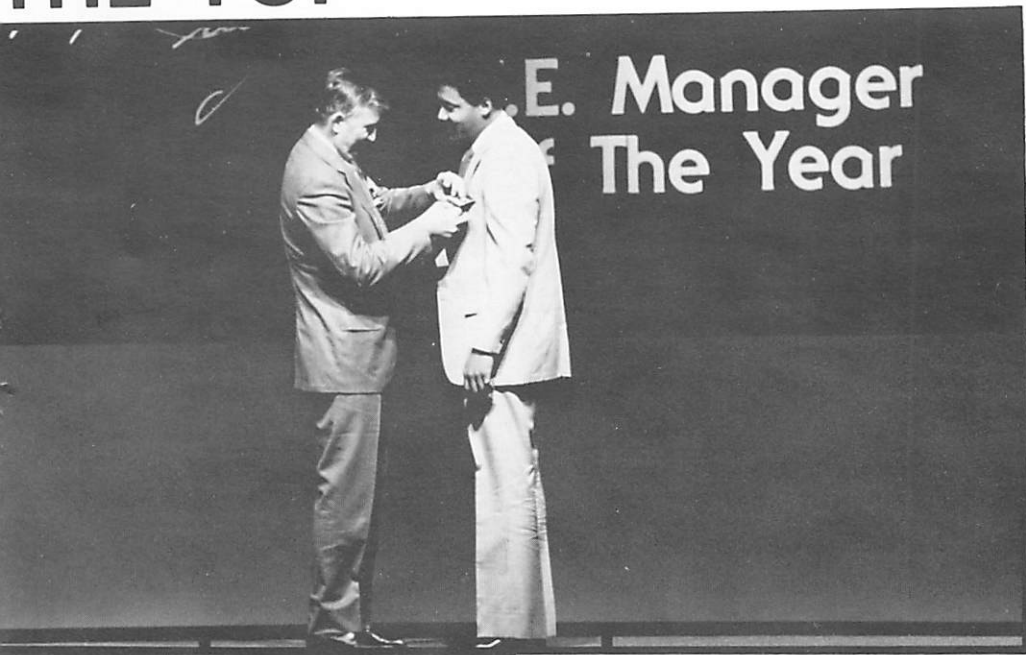
pointments to his wife and two small daughters. "I'm lucky in that I was able to sit down with my wife when I got into this business and explain what the job would require. It takes a special kind of relationship to handle this situation. Some people can't stand the separation or having plans cancelled at the last minute. I'm fortunate that my wife is so understanding and supportive."

## Enjoy Your Work

Middour is a hard worker, but he also knows how to enjoy his work. "What makes this job fun is the people you travel and work with. Sometimes

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# THE TOP



## FE Manager of the Year: Curtis McCrary

"You can't stand around and wait until we get the business to start preparing. And I don't just look at what needs to be done today and tomorrow. I try to look at what's happening for the next 6-18 months and start planning for it today. You've got to plan that far ahead to be effective."

That summarizes Curtis McCrary's

attitude about management, and it's one that is obviously successful. 1978 FE Manager of the Year, McCrary has smoothly developed the field engineering operations in Washington, D.C., into a staff almost as large as either the New York Metro or Southeast Regions. He has 39 people reporting to him, and the number is expected to grow to 50 next year.

### Manages Two Markets

Because of the size of the branch, McCrary was given a special branch manager status earlier this year. That status also recognizes the unique nature of his job. "I manage two very different markets," he explains. "And that's probably my greatest challenge. One-third of my install base is federal and two-thirds is commercial. The federal accounts want much more detailed information than commercial."

In the past 18 months his territory has experienced tremendous growth. McCrary prepares for it by knowing where the capabilities of the sales and service forces are and keeping constantly in touch with sales plans. Says Leo Miller, Federal Branch Sales Manager, of McCrary, "Curtis takes an interest in what future sales are. He works very closely with sales management and encourages field engineering's involvement in sales plans. Often field engineers participate in sales calls and they advise us of what commitments we can make. I've been with

Memorex since 1971, and Curtis and I have worked to establish a spirit of cooperation in the office. We both know it takes teamwork to be effective."

### Planning Means Sacrifice

McCrary joined the Washington, D.C., office in 1970 as an AFE after a stint in the Navy. He was the 22nd FE hired by the company and attended one of the first product schools. His career is dotted with promotions that encompass just about every phase of field engineering, and he knows the value of good planning.

"Good planning means making sacrifices. You sacrifice today so you have what you need when the time comes. For example, we needed one person to handle a new software development area. We took a qualified FE out of the field and started training him on Type-I software. By the first of the year he'll be ready to assume responsibility for Type-I software support. This plan means that we're a little strained now, but in the first quarter we'll be in a much better place to handle our work."

### Dealing With Time

As a veteran FE McCrary is well aware of the time demands of the profession. His only son was born in 1970 while McCrary was attending a product training school in California. He views the demands with concern. "A person never really adjusts to being away from his family," he states. "I think the situation can be eased by training as many people as possible with certain skills. Everyone should have at least a general working knowledge of each product. This requires cross-training, scheduling, and a combination of things. If we plan effectively the situation should be eased in 1979."

### Motivating People

"There is no one single thing you can do to motivate everyone," states McCrary. "But one thing everyone seems to appreciate is a pat on the back. I deal best with people on a one-to-one basis, and I think I'm an honest manager. I'll tell my people where they stand. You can't demand respect from your people—that only comes from being a fair and honest manager."

McCrary also strives to foster good

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## In rain or snow Memorex REVEALS are sure to go

With a little help from Western Union and the U.S. Postal Service, Memorex has developed a new REVEALS (Remote Vehicle for Alert) system that literally rushes all urgent news to an FE's doorstep. In addition to improving efficiency, the system reduces message costs by up to \$1 per unit.

The REVEAL program was implemented in 1974 to distribute urgent news, such as information immediately affecting the cost, maintenance, and installation of equipment to field engineers. Originally, messages were sent via a telephone TWX network and branch office secretaries distributed them to appropriate FEs. This system had its flaws, however. Often the copies were difficult to read and the process of sending a message usually took three to five days and cost about \$2-\$2.50 per copy.

According to Tim Scholz, FE Planning, the new system has been in effect since July 1. It allows an FE to have REVEALS delivered to his home or office, saves up to \$1 per unit, and virtually guarantees delivery by the next business day.

Memorex maintains a computerized list of field engineers and the products each is responsible for. Messages are typed into a Western Union terminal



Get the News Faster—With the new system, REVEALS may be delivered to an FE's home and saves up to \$1 per unit. Here, San Francisco FE Bob Leader opens a REVEAL that came in his mail delivery.

located in the Memorex technical support area and sent to post offices across the country. The REVEAL arrives at the FEs' home or office in the form of a mailgram in the next mail delivery. Points out Scholz, "This system is particularly valuable to FEs who work in remote locations and seldom get to their branch offices."

REVEALS are divided into seven product categories and are sent to FEs who work with the products in each particular category. "We're pleased

with the economy and efficiency of this new system" sums up Scholz. "But especially with the fast way REVEALS deliver news to the FE. A REVEAL may contain information that means the difference between taking 5 hours or 40 hours to service a machine. If an FE is having difficulty with an installation or repair and goes home frustrated, he may well find the answer to his problem waiting for him in the mail. What better way to end a hard day!"

## Zaba, Weinstein take lead in BSD/OEM Sales Contest

*Operation Go*, a 4th quarter sales incentive program, is the first program of its kind sponsored by the General Systems Group. Designed by A. Keith Plant, GSG Vice President and General Manager, and Bob Erdman, Product Sales Support Manager, the program focuses on obtaining orders for the OEM 601, 660, 677, and the BSD printers, disc and tape drives, memory and data entry products.

According to Cat Chapman, Disc Drive Division Advertising and Promotion Coordinator, *Operation Go* is generating a lot of product enthusiasm. "In just three months of the program's existence, orders have increased in nearly every area, and in many cases, the number of orders forecast has been exceeded," she explains.

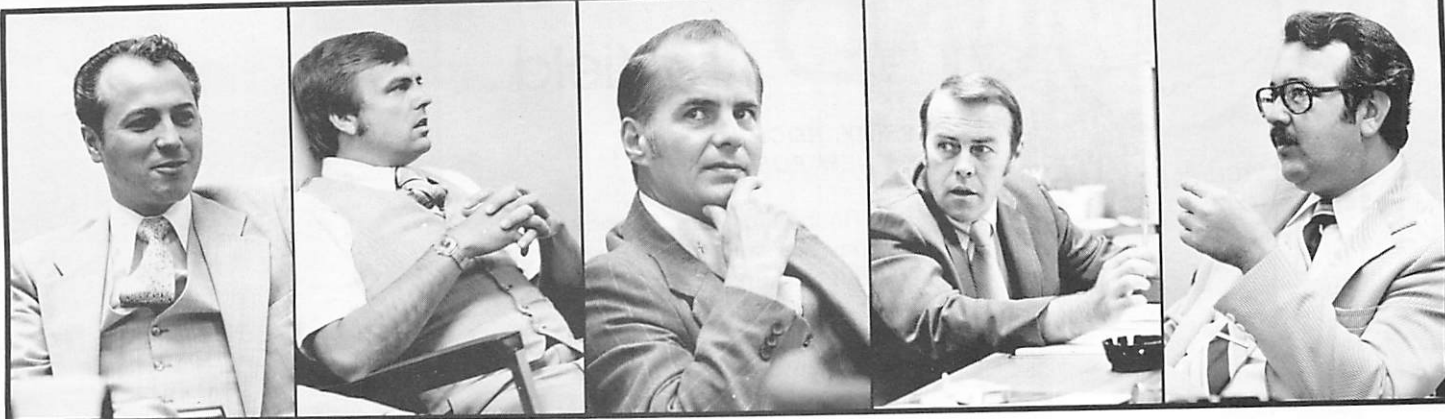
*Operation Go* is based on a point system where points are awarded for qualifying orders. These points are convertible to prizes ranging from sail boats to water skis to weekend holidays across the United States. The grand prize—a Caribbean Cruise for two—will be offered to both the top BSD Rep and the top OEM Rep.

To date the leading sales person for BSD is Ron Zaba, Chicago. Zaba is the 1977 BSD Sales Rep of the Year, and he continues to be one of the top 1978 performers. He has closed some new accounts for Memorex, which include Bell Chemical and Globe Amerada. In addition, he's cinched orders with Brown's Data and Great Equity Insurance Company.

On the OEM side of sales, Mike Weinstein, Boston, is out in front. He recently opened two new accounts and wrapped up additional orders with two standing accounts. Some of the customers who helped put him in the lead are Device Developments, National CSS, and Applicon.

On the manufacturing floor in Santa Clara and Irvine, employees are participating in the program by wearing their *Operation Go* buttons and by setting production records.

In addition to the competition between the individual sales people for the grand prize, the nine regions for BSD and three regions for OEM are competing for regional and branch recognition.



Bob Coppola

Jim Brown

Bob Halberstadt

Skip Peters

Les Schaub

## School board members to monitor FE education needs

Six field engineers have been selected to serve on the "school board," an advisory committee to the field engineering technical education department. Representing every region in the country, they are: Skip Peters, Santa Clara, Western Region; Bob Halberstadt, Kansas City, Midwest and Great Lakes; Les Schaub, Baltimore, Mid-Atlantic; Jim Brown, Tulsa, Southwest; Doug Middour, Atlanta, Southeast; Bob Coppola, Hartford, New York Metro and Northeast.

The school board concept was formed to monitor the total education and training needs of the field. According to Art Mudge, Dallas, who has had primary responsibility for developing the school board program, the board provides the information, technical data, manpower resources, and development planning assistance to assure that product training courses and schedules are according to business needs.

The school board will meet with Santa Clara technical education per-

sonnel approximately every quarter for an exchange of ideas. States Dave Hilst, Manager FE Education, "We are anticipating a lot of valuable input from the board, and know that our interaction will enhance education curriculum. Many of their ideas will be incorporated into new training programs for 1979."

Board members were selected by their regional managers on the basis of their skill and knowledge of products and education involvement. Each member will serve for a year.

### Doug Middour

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work is very trying. To lighten up, we find humor not so much in what we're doing, but in one another. In the middle of a crisis we can joke about what's going on, yet underneath we're working very hard to get the situation straightened out. It's sort of like two firemen sitting around talking about the size of the hose they used to put out the fire—its irrelevant and funny."

### Oh No—A Speech!

When Middour learned he was field engineer of the year, his first reaction was, "Oh no, now I have to give a speech at the conference." Such a reaction seems out of character for one who constantly delivers customer proposals and leads meetings. Yet Middour is modest in his recognition. "This is my second year at the conference, and I'm honored to have this award. But as far as I'm concerned, everyone here is FE of the year. If you go to a

customer site where a machine isn't working and it's working when you leave, that's all that counts. Everyone here has done that.

"To me," he continued, "you get to the top by just plain doing your job well. If you do, your manager will recognize you and start giving you other things to do. You soon become known in the branch and then start traveling to other locations. People in your region and at headquarters get to know you. Good news spreads and your name becomes known. The same applies to bad work. Everyone soon knows your name. And if you do mediocre work, nobody knows you. But if you just keep trying to get better at what you're doing, people are going to notice. Then the rewards really come."



### Curtis McCrary

(continued from page five)

sales-service support. "A good rapport begins with managers. I have a good working relationship with both branch

sales managers and we set a tone for the office. It's not uncommon for the sales guys to take the field engineers and their wives out to dinner, or vice versa. Often, when FEs are working all night on a difficult install, a sales rep will show up with coffee and donuts. This action is very important because it tells FEs that they matter—that it's not just the install sales is concerned with. I've felt this way all through my career."

### On Being No. 1

What does it take to be a branch manager of the year? According to McCrary it takes a dedicated core of people who feel their job is not a job but a profession. "Six people from my branch attended the conference this year," states McCrary. "They are the key to my success. Their hard work helped me earn this award." He continued, "I also follow a management formula known as PLOC—planning, leading, organizing, and controlling. It's a simple but successful formula. This, coupled with the excellent FEs working for me, makes my branch an effective one."

# AROUND the field

## CUSTOMER SERVICE PLANS DISCUSSED AT SC MEETING

Regional Customer Service Managers gathered in Santa Clara recently to discuss some of the plans and strategies for customer service in 1979. The week-long meeting featured several speakers, including President Bob Wilson and Executive Vice President James Dobbie.

President Wilson, in his remarks, referred to customer service as one of the major functions of the marketing profession. He said it plays a major role in profitability, enhancing market position and freeing a salesperson's time, and is critical to the quality service reputation of the company.

Regional customer service managers attending included D. Steffensrud, Southwest; J. Smith, Northeast; T. Sinyard, Federal; P. Rogers, Southwest; G. Brown, Great Lakes; B. Mazza, New York Metro; W. Balc, Western; and H. Loher, Mid-Atlantic.

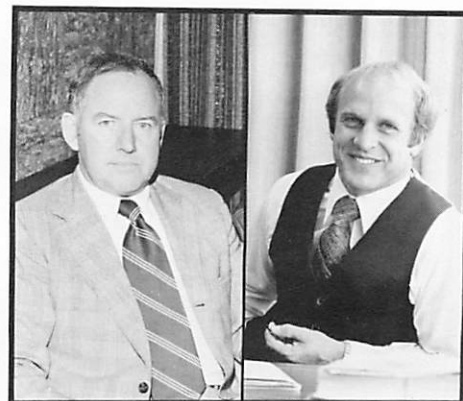
## CASSIDY, ROCH TAKE NEW POSTS

Bill Roch and Pete Cassidy have taken new positions in the Field Operations Group. Roch is Manager, National Sales Support, and Cassidy is Finance Manager. Both report to Charlie Splaine.

Roch was Manager, Sales Support, Large Storage Systems, before this promotion. As Manager, National Sales Support, he will provide support, coordination, and continuity between product divisions and the domestic regional selling organizations.

He joined Memorex in 1973 as a Sales Rep in St. Louis, and has held various sales, professional, and managerial positions, including Branch Manager, Seattle, prior to moving to Santa Clara in 1977.

Cassidy is responsible for financial measurements, budgets, controls analyses, and reporting functions. He previously was Manager, Internal Audit, a position he had held since joining the company in 1977.



Bill Whitaker

Bill Etheredge

## TWO REGIONAL MANAGERS STEP TO VICE PRESIDENT

Two more field operations regional managers have stepped to the rank of regional vice president. Bill Etheredge is Vice President, Field Operations-Western Region, and Bill Whitaker is Vice President, Field Operations-Southeast Region.

Both Etheredge and Whitaker are responsible for the equipment sales, field engineering, customer service, and finance activities in their regions. In addition, Etheredge will be responsible for the Western Region distribution center when it opens in Santa Clara in early 1979.

Whitaker joined Memorex in 1971 as Branch Manager in Birmingham. In 1973 he became Southeast Regional Sales Manager and was named Southeast Regional Manager in 1977.

Etheredge joined Memorex's Pittsburgh staff in 1973 as a Sales Rep. He later was promoted to Branch Manager and in 1977 he became Western Region Manager. Etheredge was 1974 Sales Rep of the Year and the President of Quota Club in 1975 and 1976.

## Hard Workers



Meeting end-of-the-month shipping deadlines is pretty busy work. Customer service personnel often find themselves on the loading dock verifying serial numbers and examining labels to help prepare the units for shipping. Getting into the spirit of things and showing their willingness to help, schedulers and order correspondents don "ship-it" shirts for the monthly occasion. They are, L to R, Darlene Byers, 367X products; Cathy Paasche, 365X; Linda Benenato, 364X and COM; and Colleen Wilson, 322X.

## 23 RECEIVE ENGINEERING AWARDS

The quality performance of Memorex products is directly related to the input and feedback received from field engineers. It is often their ideas and suggestions that bring about improvements in a machine's operation.

Steve Puthuff, Vice President, Engineering, handed out special recognition awards to 23 field engineers at the Technical Conference. The awards were made in recognition of valuable contributions made by each field engineer. "I am pleased to present these certificates to so many talented, skilled people and I thank everyone for his input and ideas," he said.

The following received awards: Tom Boswer, Fred Durso, Ron Ferg, Gordon Fergeson, Marv Gatzmen, Ron Gelaude, Bernie Harrison, Don Juhola, George Kirchner, Joel Koch, John Lewandowsky, Dick McElhenie, John McGuire, Doug Middour, Rich Moon (3 awards), Lane Park, Jeff Perkins, Wayne Robinson (2 awards), Mills Qualls, Shawn Roeglin, Bob Umberger, Harry Whittley, and Wendall Williams.

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

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## FOG Council adopts by-laws, guidelines

Since its first meeting last Spring the FOG Council has devoted most of its time to defining its purpose and mode of operation. Today the Council has a full set of objectives, by-laws, and operational guidelines which equips the group to function effectively.

The Council provides a channel for communication between all levels of management, allowing the free flow of ideas necessary for understanding and addressing issues. Several committees have been developed to facilitate the exchange of ideas. Anyone who wishes to discuss a particular matter should contact one of the Council members:

### *Communications Committee:*

Pat Rogers  
Carl Burke  
Dave Miles

### *Training & Education:*

Bob Quinn  
Margie Corbin

### *Recognition of Employee Contributions:*

Carl Fulmer  
Jim Shaw

### *Compensation Programs:*

Perry Cradin  
Jim Maestro  
Don McTigue

### *FE Standard Workload Hours*

#### *Reporting:*

Tom Moriarty  
Ross Bottorff  
Jay Benedict

Another committee has been formed for Council membership. Members serve on a "rotating" basis, and new members are nominated by various management sources. Because of the seriousness of the Council's purpose, members are ranked every six months on their performance. The ranking procedure is based on a person's originality of thought, judgment, achievement, forcefulness, stability, and human relations.

"We feel it is a privilege to serve on this council," points out Shaw. "It is in a position to have a profound impact on the performance of the Field Operations Group. It is here to build up and improve the success of Memorex. Now that the committees and guidelines are in place, we can go full steam doing just that."

## FOG PROMOTIONS

Thomas Arendt, to Sr. AFS, Minneapolis  
Thomas Attanse, to FSR, Brooklyn  
William Banks, to Sr. AFS, National Park  
Brent Basara, to FSR, Carpentersville  
Thomas Bernzott, to FSR, Florence  
Gary Billingsley, to FSR, Seattle  
Karl Bostelman, to Sr. FSR, Southfield  
Ross Bottorff, to FE Reg. Mgr., Midwest  
Phillip Botwin, to Terr. Supvr., Mishawaka  
George Brown, Jr., to Reg. Mgr. Adm.,  
Fin., Burke  
James Brown, to Terr. Supvr.,  
Broken Arrow  
Dennis Bujacich, to FSR, Wantagh  
Jane Bulgrin, to Maint. Bill. Supvr.,  
Sunnyvale  
Ronald Butsky, to FSR, Brighton  
Nathan Canada, to Sr. FSR, Indianapolis  
Karen Carduff, to Secretary A, Norristown  
Peter Cassidy, to Mgr. FOG Finance, SC  
Geraldine Choice, to Secretary B,  
Sterling Park  
Aaron Clement, to Sr. Mat. Handler, SJ  
Robert Conner, to FSR, Baltimore  
Marjorie Corbin, to Systems Engr., SC  
Joseph Curran, to Sr. FSR, Aston  
William Darringer, to Sr. Mat. Handler, SJ  
Lyle Davis, to Mgr. FOG Field Engr.,  
Indianapolis  
David Day, to Inven. Analyst, Mont Clare  
Jay Degraff, to Terr. Supvr., Riverside  
James Dethlefsen, to FS Spec., Daly City  
James Devou, to Accountant, SJ  
Elizabeth Dillon, to Sales Prom. Coor., SC  
Gregory Dixon, to Sr. AFS, Greenville  
G. Richard Dobson, to Assoc. Sys. Engr.,  
Maple Valley  
Joseph Dougherty, Mgr. Field Engr.,  
Woodbury  
Diana Eggers, to Order Corr. A, SC  
Philip Eve, III, to FSR, Decatur  
Joseph Fallacaro, to FSR, Pinellas Park  
Sheila Farber, to Assoc. Reg. Credit Adm.,  
Peabody  
Thomas Fielder, to Sr. FSR, Raleigh  
Donald Filomario, to Mgr. Field Engr.,  
Bronx  
Paul Fink, to FSR, Egypt  
Louis Gangone, to Sr. FS Spec.,  
Edgewater Park

Marvin Gatzmer, to Sr. FSR, Minneapolis  
Dale Gervais, to FSR, New Carlisle  
Glenn Gravitt, to Tech. Instr., SJ  
Richard Greer, to FSR, Ithaca  
Carol Gunderson, to Comm. Spec. A, SC  
Stephen Gwyn, to Sr. AFS, Pleasant Garden  
Jesse Harrison, to FSR, Alexandria  
Jack Helman, to Mgr. 3rd Pty Mt. FDC, SJ  
Claire Henderson, to Supvr. Maint. Bill.,  
Sunnyvale  
Peggie Henry, to Inven. Cntr. Clk. A,  
Carol Stream  
John Higdon, to Sr. FSR, Louisville  
Holder, Rogelio, to Sr. FSR, Brooklyn  
Howard Holland, to Sr. Sys. Analyst, SJ  
Thomas Horan, to Sr. Sales Rep. Equip.,  
Belle Harbor  
Michael Huffman, to Sr. FSR, Tacoma  
David Huson, Jr., to Sr. FSR, SC  
Timothy Jacobson, to Sr. FSR, Endwell  
Frank Jakovac, to Mgr. Br. Sales, Pittsburgh  
Judith Johnson, to Order Corr. A, SC  
Susan Johnson, to Secretary A, SC  
William Koo, to Terr. Supvr., La Cresenta  
Amy Kung, to Assoc. Accountant, SC  
Freddie Lamback, Sr. AFS, Philadelphia  
Richard Lataille, to FSR, Willimantic  
Thomas Leftwich, to FSR, Carrollton  
Andrew Lovas, to Mgr. Sales Supp., SC  
Perry Mark, Br. FE Mgr., Irvine  
Sonya Martin, to Supvr. FOG Lease Bill.,  
Walnut Creek  
Kenneth Masco, to Br. FE Mgr., Norristown  
Keith McClung, to Terr. Supvr., Charleston  
Curtis McCrary, to Br. FE Mgr., McLean  
Jerry McSpadden, to Sr. Sales Rep.,  
Houston  
Richard Mead, to Sr. FSR, Pasadena  
Timothy Michalski, to FSR, Pittsburgh  
Lisa Mints, to Spare Parts Planner, SJ  
Josephine Montez, to Acctg. Clerk A, SJ  
Michael Mullins, to Sr. Disp. Data Coll., SJ  
D. Bruce Olds, to Assoc. Prod. Test Tech.,  
Norristown  
Michael Osborn, to Sr. AFS, South Bend  
Rui Palatino, to FSR, Ludlow  
Patricia Parpan, to Sr. Field Order Adm.,  
Glen Ellyn  
Gary Patterson, to Sr. FSR, Denver  
William Patton, to Sr. FSR, Columbus  
Thomas Payne, to Sr. FSR, Phoenixville

Deborah Peirce, to Cust. Serv. Rep.,  
Phoenixville  
John Petranek, to FSR, Carol Stream  
Nicholas Puzzella, to Assoc. Prod. Test  
Tech., SC  
Michael Quinn, to FSR, South Lyon  
Terrence Quinn, to Assoc. Prod. Text  
King of Prussia  
Thomas Robinson, to FSR, Boothwyn  
William Roch, to Mgr. Nat'l. Sales Supp. SJ  
James Russo, to Field Supp. Spec.,  
Brooklyn  
Gary Sanders, to Budget Mgr., SC  
Anthony Sanders, to SR. AFS, Cincinnati  
Lynne Shanrock, to Comm. Prod. Supp.  
Analyst, Cupertino  
Robert Showalter, to Sr. FSR, Denver  
Troy Sinyard, to Mgr. Reg. Adm., Herndon  
William Smith, to Sr. FSR, Atlanta  
Thomas Speir, Sr. FSR, Atlanta  
Carole Spillman, Acctg. Assoc., SC  
Marion Stanley, Jr., to Br. FE Mgr.,  
Northridge  
Travis Stegall, to Sr. FSR, Dallas  
David Sullivan, to Sr. FSR, Niles  
Robert Swanson, to FSR, Minneapolis  
Bruce Thomas, to Sr. Sales Rep., Phoenix  
Jamie Tibbs, to Assoc. Inven. Analyst,  
Richmond  
Thomas Trainer, to AFS, Philadelphia  
John Trischette, to Sr. Sys. Analyst, SC  
Eugene Tryner, to Sr. FSR, Peoria  
Warren Turner, to Sr. AFS, Gaithersburg  
Galon Tustison, to Sr. AFS, Little Rock  
Dennis Valadez, to Terr. Supvr., Chicago  
Jeff Vogel, to FSR, So. San Francisco  
Fred Welch, to Sr. FSR, Diamond Bar  
Pamela Weiner, to Secretary A, Pittsburgh  
Robert Wentworth, to Terr. Supvr., Bedford  
Robert Werley, to Sr. FSR, Bethlehem  
Philip Wheeler, to Sr. AFS, Uniontown  
H. Whitley, to Sr. FS Spec., Richmond  
Wendall Williams, to FS Spec., Dallas  
Roger Witcher, to Sr. Sys. Engr., Dallas  
Lindsay Womack, to Terr. Supvr., Landrum  
Douglas Woodward, Jr., to Prod. Test  
Tech., Exton  
Rickie Wyatt, to FSR, SJ  
Zawerczuk, Andrew, to Sr. FSR, Irvington  
Scott Zerbe, to Inven. Analyst,  
Newtown Square

# Kluge & Blivet



1. Our story takes place in the little mining town of "Eagles Gulp."

2. Heros of the yarn: Blivet, left (Jeff Vogel, FE, SF) and Kluge (Larry McCaleb, FE Prod. Mgr., Communications Products).

3. Banker Tim Scholz, FE Planning, desperately tries to hold back angry miners from the Field Operations Gold Mine who have heard that their payroll is late.

4. On their way to save the bank, Kluge and Blivet pick up their ward, Two Bits (Danny Juliano).



5. They meet a beautiful heroine, Plain Vanilla (Lynne Shanrock, Communications Product Support Analyst).

6. With Plain Vanilla and her father, Old EC (Jim Tyson, FE Operations Manager), the group travels to Eagles Gulp.

7. They arrive in time to get the banker's system (which consists of a 1371 controller and a 1377 display station) up and running. It turns out that Plain Vanilla knows more about the system than our two heros.

8. The group celebrates its success at the saloon owned by Mother Lode, right (Pat



Weirshauser, secretary to Al Montgomery). Other cast members celebrating are, L to R, Tim Scholz, Tom Gaskell; Head Miner Wayne Robinson, FE Tech Support; and Bartender Guy Priou, FE Education.

9. The staff that made it happen: L to R, Bob Booth, Manager, Field Operations Programs; Tom Fitzgerald, project coordinator; Tom Gaskell, assistant to the director; John Hershey, director and photographer; Lenny Lind, photographer; Liz Dillon, cast arrangements (sitting, left); Julie Wiles, scriptwriter; and Sue Johnson, production assistant (not pictured).

## Behind the scenes of Kluge & Blivet

The location of October's FE Technical Conference was one that had roots in both the Old West and in the grandest of the Hollywood film studios (via the MGM Hotel). The Field Operations Programs staff wanted to have some fun with these two aspects of the meeting site so they created, with "actors" and "actresses" from the Field Operations Group, a slide show take-off of the silent Western movie.

The story, called "Kluge & Blivet," took countless hours of script writing,

photography, and editing to create. It was programmed on a 24-projector system, and had music accompaniment and title slides to give it the "silent movie" effect.

Filming alone took two days and was done in the historic gold mining town of Columbia, California. Complete with make-up and costumes, the cast went through its paces: horseback riding up and down dusty trails, rehearsing scenes that required being swept downstream in an icy river, and standing for long periods under hot studio lights.

Although being "stars" is not easy work, everyone enjoyed participating and it didn't take long to develop a

spirit of camaraderie. The many people who had a part in producing the show celebrated its success at a cast party that featured a premier viewing of the show.

"Kluge & Blivet" is the first show of its kind produced entirely by Memorex. It was so enthusiastically received at the Technical Conference that it is going "on tour" and will be part of the 1978 Quota Club. Although it's doubtful that Memorex will enter the movie-making business, the success of "Kluge & Blivet" seems to rival any Hollywood production. Congratulations to the Field Operations Programs staff!