

News of the Field Operations Group

## Altogether now, at Quota Club

Webster defines teamwork as "work done by a number of associates each doing a part but all subordinating personal prominence to the efficiency of the whole."

Memorex might define it more simply: 1978 Quota Club, Fairmont Hotel, New Orleans, March 7-10. This year's club will bring together representatives of every division within the Field Operations Group. It will be a picture of the total team effort that makes FOG efficient and successful.

Unlike meetings of the past, this year's Quota Club combines the LSS and BSD 100% clubs and the Field Engineering Technical Conference. The combination of the three meetings is in recognition of the inseparable roles field engineering and sales play to the success of FOG.

States Charlie Splaine, "I am extremely happy that this year's Quota Club will bring the organizations of FOG together. Every group plays an integral part of FOG's success and it is only appropriate that we celebrate our success together."

Approximately 50 field engineers will

be invited to attend the meeting. None of them, except the Field Engineer and Branch Manager of the Year, will be repeats of the October Technical Conference. The FEs are being selected by Regional Field Engineering Managers.

Al Montgomery, National FE Manager, is enthusiastic about the New Orleans

meeting. "It recognizes the outstanding professional performance, quality of work, and extra effort and dedication to duty by all field engineering personnel," he injects. I think the combined club

is an excellent move to provide mutual recognition and appreciation of the sales and service organizations."

In addition, employees from customer service, systems engineering, and OEM sales will attend.

The conference, whose theme is "Catch The Spirit," will be filled with speakers, recognition awards, technical seminars, and topped with special guest speakers and an audio/visual spectacular. With Memorex just completing the best year in its history, "Catch The Spirit" promises to boost enthusiasm and anticipation for yet another record-breaking year.



# VP Dobbie cites '78 as year of foundation building for FOG

James Dobbie became Executive Vice President in January, 1977. He had been Vice President, Computer Media since he joined Memorex in 1975. Memorex has just completed a record

year for income and revenue. The following article highlights some of Mr. Dobbie's thoughts about 1978...its accomplishments and disappointments, and his outlook for 1979.



J. Dobbie—"The purpose of decentralization is to make the company more profitable and efficient and stabilize it on a long-term basis. Even with the difficulties, I believe the program has been a success."

"1978 will be remembered as the year FOG came together. The group was established in November of 1977 as part of the company's decentralization program. Throughout 1978 building blocks were being established throughout the company to allow the smooth transition between a big small company and a small big company. We had our share of difficulties in this process. The purpose of decentralization, however, is to make the company more profitable and efficient and stabilize it on a long-term basis. Even with the difficulties, I believe the program has been a success."

We have established leaders in each of those building blocks of FOG and given them a clear-cut definition of responsibility. Our organization should be able to grow to two, three or four times its size without any major changes to the structure of the business teams.

## 1978 major events

In 1978 some major events took place. We acquired the Telex operations in Europe. We saw a tremendous growth in the communications products marketbasket. Tape drives were suddenly a very attractive product to sell, and the 3650 increased to take over the leadership position of the 3675...a product which had long been a mainstay of Large Storage Systems. We also announced the 6331 and 6332 semiconductor memories and the 3770 disc cache.

The disc cache was a particularly significant announcement because it was a first in the industry, and demonstrated Memorex's technical leadership in disc products. It also probably astonished our major competitor.

We started other organizations to assure our technical leadership. The Recording Technology Center and the

Magnetic and Chemical Technology Centers were designed to work on future technologies for information storage products.

1978 was also a year of team building. The importance of customer service, field engineering and product quality was stressed. To promote autonomy in the field we started regional data processing systems, decentralized financial controls, and made improvements in regional customer service operations. The distribution centers also began to play a bigger role in refurbishing equipment and personnel training and development.

## Not without problems

We were not without problems in 1978. Memorex was plagued early in the year with far too much turnover. We undertook a thorough examination of salaries, commission plans, and bonus programs, to ensure that people, our most important asset, had competitive career growth opportunities. Employee benefits were improved during the year with the development of the employee credit union and a new, expanded medical/dental program.

The area of add-on memory products caused problems. Some of the vendor support for field engineers was inadequate and spare parts were inadequate. Many installations caused long hours of frustration. Field engineers were frustrated from doing work that was poorly planned as a result of poor communication from product groups to the field. We owe a great deal to the determination and hard work of our field engineers who performed excellently despite these difficulties.

Throughout the year our product demand remained strong and sometimes our availability did not keep pace with the demand. Many lessons, however, were learned and towards the end of 1978 availability began to improve in most major areas.

The third quarter was somewhat disappointing. Despite good results, the expectations of the financial world were for better performance. As a result, when our earnings were published our stock fell significantly.

1978 had many new product start-up costs, which brought pressure on profitability, and together with the disappointing verdict of the judge in our IBM litigation, confidence in our capabilities was questioned.

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# Northeast CSRs: Movin' on up the career ladder

'Promotion from within' is a commonly heard phrase throughout the business world. An excellent example of this management philosophy is seen



in the Northeast Region's customer service group. In the last two years, eight customer service employees have been promoted to various exempt professional positions.

These successful promotions can be largely credited to the region's customer service manager, Jack Smith, in Boston. A firm believer in developing an individual's potential, Smith, when hiring, looks for motivated people who are interested in growing within Memorex. "Customer service is a good place to learn about the company, its products and how it operates," he states. "In that sense it's almost a training center. We try to hire forward-looking individuals who can take advantage of this 'training' and be good prospects for promotions."

Many customer service employees have found various fields for advancement. Ann Hilchey began her Memorex career five years ago as a secretary B. She was promoted to secretary A, then to Field Administration Coordinator. From that position, where she helped resolve many customer billing situations, she was promoted to 1377 customer support rep. Last summer she advanced to BSD sales rep.

Hilchey is but one of the employees who has passed through customer service positions into exempt professional jobs. Sue Pittman was in customer service for five years, and is now also a BSD sales rep. LSS sales rep Terry Schwartz was a field administration coordinator prior to her promotion.

The computer media group has also benefited from the pool of talent in



*The Northeast region is brimming with a pool of talent. Some of the employees who have passed through customer service are: 1) Sue Pittman, 2) Nancy Augustyn, 3) Ann Hilchey, 4) Terry Schwartz, 5) Jan Gibbons, 6) Sheila Farber, 7) Roberta Naughton. Jack Smith (8) is Northeast Customer Service Manager.*

customer service. Janice Gibbons, Nancy Augustyn, and Roberta Naughton have all been promoted to computer media sales reps.

"This is a good department to gain experience working with customers and develop a knowledge of Memorex products," explains Smith. "Going on to sales work is a natural direction. It is

often easier to teach someone who understands the internal workings of Memorex how to sell than it is to teach a sales rep the internal operating

procedures of Memorex."

Whether it's easier or not may vary. But Smith proudly reports that every ex-customer-service rep now in sales has performed up to expectations. In addition, the company has saved money because training time is shortened.

Not all employees holding customer service positions enter sales. Sheila Farber was promoted from Cash Application Clerk to Regional Credit Administrator. Another employee is currently enrolled in night courses to learn to become a field engineer.

Nor are all employees promoted out of customer service. One may advance within the department, as did Elaine Rizzo when she was promoted to the newly-created position of Customer Service Supervisor.

Some employees want to make careers of the job they hold and are not thinking about other entities. But some wish to go on to something else. States Smith, "We want to encourage individuals to develop their potential so they see a future for themselves in Memorex."

Bob Berry, Northeast Regional Field Operations Manager, enthusiastically supports Smith's management philosophy. "Through Jack's hiring of motivated, professional people we have developed a pool of talent which all groups can draw from. This has become a great asset to the stable growth of the region. The career-orientation of our customer service employees is paying off to everyone's mutual benefit."

## Seminar sparks Memorex movement

# Hartford calls a spade a SPADE with aggressive marketing plan

Hartford, Connecticut has been known for years as the insurance capital of the world. Insurance company home offices abound throughout the area, making the computer population enormous.

To take maximum advantage of Memorex's marketshare potential in this area Bob Varo, Branch Manager, LSS, has implemented an aggressive marketing program called "Operation SPADES." The letters of SPADES each stand for an ingredient of effective marketing—Service, Pricing, Availability, Delivery, Effect and Sales.

"The thrust of the program," explains Varo, "is to impress on Hartford prospects the quality and value of Memorex. We've been in this town for a while and we expect this program to

cause many companies to seriously consider Memorex as a vendor. We want them to know about our quality field engineering, competitive pricing, good product availability and timely delivery schedule."

To bring SPADES to the attention of prospects, the Hartford branch hosted a seminar on January 18. Over 75 data processing personnel attended, despite the six inches of snow that fell the night before. Several people from Santa Clara were on hand to give presentations, including Charlie Splaine; Steve Stone, disc drives; Frank Sordello, Recording Technology Center; Dave Sobo and Ted Britton, communications products. Bob Berry, Northeast Regional Field Operations Manager also addressed the group.

Over 75 data processing personnel attended the SPADES seminar, despite the six inches of snow that fell the night before. SPADES is a new marketing program sponsored by the Hartford office. SPADES stands for: Service, Pricing, Availability, Delivery, Effect, and Sales.



"All the presentations were excellent," reports Varo. "But Frank Sordello's discussion of thin film and the Recording Technology Center was particularly enlightening. We've heard nothing but good comments about the whole day."

To cap off the seminar, two customers gave "testimonials" about their experiences with Memorex. "This is the first seminar of its kind that we've ever done in Hartford," states Varo. "It was extremely positive and we expect it to spark Memorex's movement in this marketplace."

While in town Splaine also spoke to the local chapter of the DPMA (Data Processing Management Association).



Several of Memorex's products were on display at the Seminar. Many customers and prospects stopped to examine the 3220 tape subsystem (photos: Dave Branning).

## Teamwork between MRX and customer increases reliability

As every FOG employee knows, reliability factors don't come into play just during installation. What goes on between installs is just as important. For this reason, Steve Stone, Product Sales Manager, has been developing procedures to improve reliability techniques. The following is a case study of a Canadian account which was experiencing severe reliability problems in late 1977 and early 1978. Through the use of several reliability procedures and teamwork between the customer and Memorex, the situation was turned completely around. A few months ago the customer even added 3650s to his shop. What was once a troubled account is now a reliability showcase. Here's how it was done, as told by Stone:

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"The account is a major service bureau and has 3-168s, a 3031, and uses Memorex 3670 and 3675 disc drives. It was experiencing severe reliability problems so a meeting between the customer and Memorex was held to determine what could be done.

The first action taken was to improve communication between the customer, field engineering, and sales. Weekly meetings were established. One outcome of these meetings was the development of MTBF and MTTR charts. These control charts helped identify specific objectives for the account.

Preventive maintenance schedules were also established and agreed upon by the customer and Memorex. Memorex agreed to perform the maintenance at specific times and the customer agreed to relinquish the equipment for that maintenance. Improvements were made in the configuration, such as shortening cable lengths to enhance reliability.

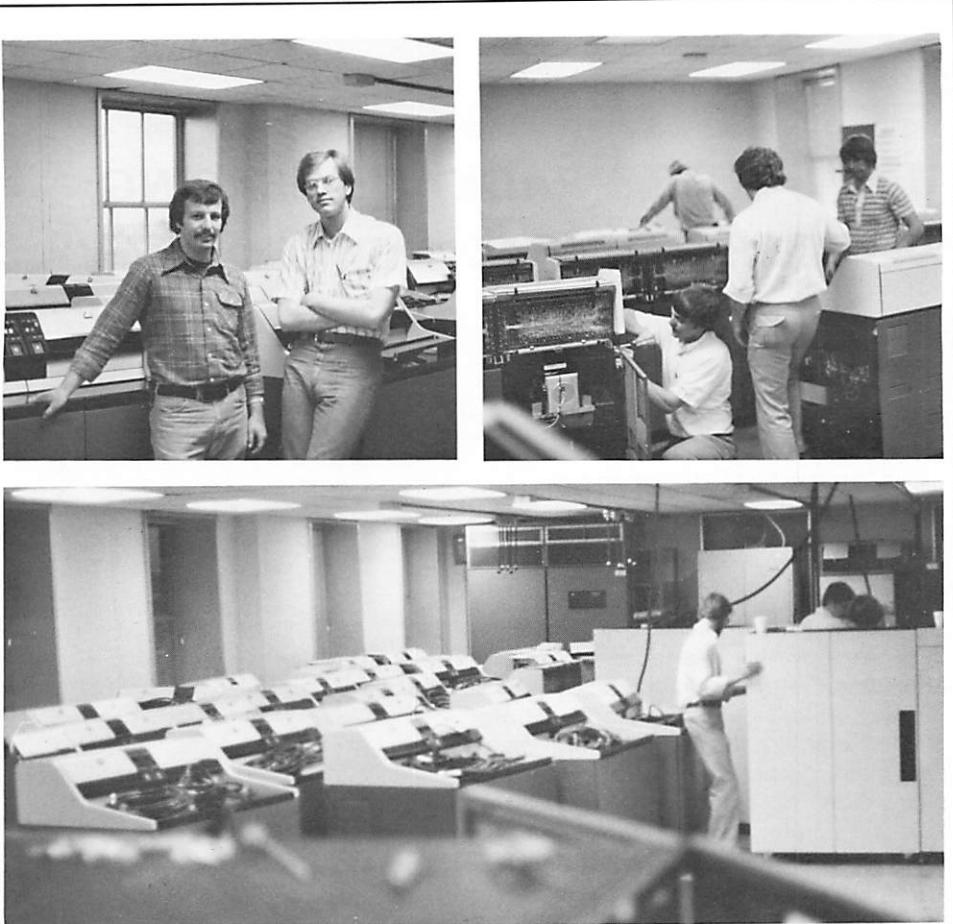
The customer helped Memorex field engineers become more familiar with the system. In return, Memorex field engineers trained the account's computer operators on the types of problems often encountered, how to determine what the problem is, how to document it and how to work around it until it can be resolved.

In addition, hardware planners consulted field engineers on configuration changes. This assured that the field engineers understood the status of the system. This also allowed the FEs to make suggestions to minimize failure.

Equipment was examined and brought to the latest level of engineering technology. A new set of spares was brought in, which was used only to identify the failing unit. It is never left in the machine.

Problems were identified and serviced according to the greatest need. All bad disc packs also were identified, removed and repaired or replaced.

The account is now also a 3650 user. Because of the experience and reliability techniques developed on the 367X, the installation of the 3650s went very smoothly. To date, the 3650s have a **perfect** reliability record. The equipment at this account is now consistently performing above industry standards."



*It took a team to move the 367X and 1270 equipment installed at the State of Georgia. Heading the Atlanta crew were (upper left photo) Don Silva, left, and Bill Smith. Other photos show various stages of the move (taken by Bill Smith).*

## A FLAWLESS MOVE BY GEORGIA FEs

Disconnecting, moving and installing 12 strings of 367X equipment and two 96-line 1270s is no easy job, although the Atlanta field engineering organization can make it look that way.

When the State of Georgia decided to move its data processing center to larger facilities, Don Silva, field engineer with account responsibility, and Bill Smith, co-leader and planner, pulled together a team to tackle the task.

Starting on a Friday morning with only 72 hours to execute the move, 12-hour shifts were implemented, with six men on each shift. Bill and Don alternated as group leaders and provided technical and organizational support for the 12 FEs. Bill and Don, of their own volition, often worked in excess of 12 hours to provide assistance.

When the customer pushed the load button at 8:00 a.m. Monday, **every** piece of Memorex equipment worked, down

to the last line on the last 1270.

Lynn Swidersky, Field Manager, beams over the performance of his organization. "The fact that this move was carried off with such professionalism and thoroughness is a credit to all the field engineers involved, especially Don and Bill," he states.

Don Steel, Sales Rep for the account, shares Swidersky's satisfaction. "Not only does a flawless move enhance future business potential, it cements in the customer's mind the fact that Memorex has the talent, organizational skills and desire to meet their needs regardless of their magnitude," he adds.

Other FEs who helped with the move are Jerry Ferguson, Tom Speir, Nick Tarantino, Rick Walker, Ken Gogan, Gary Creel, Clyde Clapp III, Phil Eve, Odell King, Steve Gwyn, and Gil Maggs.

Expands career paths as well

## **MFC BOOSTS PACKAGE LEASING; KRAUTER TO HEAD NEW COMPANY**

The recent announcement of the formation of Memorex Finance Company was met with enthusiastic approval by the Field Operations Group. The package leasing business enables FOG sales reps to arrange package lease transactions which were previously handled through other package lessors and/or brokers. This means Memorex now has one more service to offer directly to its customers.

Hal Krauter, a ten-year employee of Memorex and a finance veteran, was appointed president of MFC. He explains how the company will operate: "We will employ senior financial sales representatives who will be located in key geographic locations around the country. When equipment sales reps identify potential package lease customers they can call their designated MFC sales rep. The two will determine if the account qualifies as an MFC customer, and, if so, work to structure an appropriate package proposal."

The benefits of MFC are numerous. One, a commission premium is offered to FOG sales representatives on MFC transactions. The premium serves as compensation for the extra time and documentation involved in arranging the typically complex lease transactions. Two, under the lease agreement it is easier for a customer to add additional Memorex equipment. Three, in selling the financial package, sales reps have an opportunity to call on executive levels in the account not previously accessible and, four, the package lease market segment represents new business for Memorex.

Another important benefit of MFC is that it creates the position of senior financial sales representatives. This adds another promotion and career growth opportunity for senior equipment sales reps.

There are currently three interim MFC sales representatives in the United States: Tim Connors is responsible for the Northeast region; Leo Miller has NY Metro, Mid-Atlantic and Southeast regions; and Jim Seay has all remain-



Hal Krauter—president of MFC

### **"MFC gives sales one more service to offer customers"**

ing regions. Other senior financial sales representatives will soon be added to the MFC staff.

As president, Krauter will report to the MFC Board of Directors comprised of Chairman George L. Bragg, Vice President, Corporate Development; James Dobbie, Executive Vice President; Gordon Smith, Vice President, Marketing; and Charlie Splaine. Mr. Krauter is also on the Board.

## **Announcement affirms MRX investments in new technology**

It may seem ironic that a company views a new product announcement by a major competitor not only as a challenge but also as a new marketing opportunity. Yet that is the outlook Memorex now has toward IBM's recent announcement of two CPUs—the 4331 and the 4341, and a new disc drive, the 3370, based upon analysis of the limited information provided by IBM.

The new 4331 is a replacement for the 115 and 125 CPUs and has the power of a 138. The 4341 is a replacement for the 135/148 with the power of an IBM 158-3. The 3370 attaches to the new IBM 3880 storage control unit and utilizes read-write heads manufactured with a thin film technology.

Apparently, all major Memorex LSS peripherals will attach to the new IBM 4341, including the 3650 and 3770 disc cache. This fact should open doors to many new marketing opportunities for Memorex. Points out Bill Roch, Manager, National Sales Support, "The way it looks now, we have a whole new market to tap."

The IBM 3370 disc drive essentially doubles the capacity of the Madrid (3344) file. The thin film technology used on the 3370 is a technology in which Memorex has already made substantial investments and may also enjoy a lead position among independents. Explains Roch, "The fact that the drive uses this technology affirms our own research and development activities in this area." The announcement actually boosts Memorex's credibility as an industry leader. Capitalizing on this, we will continue to emphasize to customers and prospects that our products are the 'standard of value' and market them aggressively as such."





## Council proffers many ideas concerning needs of field

The first FOG Council meeting of 1979 was held in Santa Clara January 22 and 23. The five council committees (they were reported in the last issue of *Foghorn*) concluded the meeting with a series of recommendations to benefit the employees of the Field Operations Group.

Approximately 28 issues were addressed. Most of them became full recommendations and will be submitted to Charlie Splaine for review. Many of them revolve around ideas to improve employee indoctrination and compensation plans, sales commission plans, employee recognition and communication programs, field education, and field engineering workload hours reporting.

The FOG Council serves as a communication channel between all levels of management. Many of its recommendations will find their way back to the field as an integral part of addressing and resolving issues. Field employees are encouraged to discuss with their regional FOG Council representative whatever issues they feel pertain to the effectiveness of the Group.

*FOG council members pictured are, top to bottom, starting left, Pat Rogers, Bob Quinn, Tom Moriarty, Margie Corbin, (top right) Dave Miles, Jim Mastro, Perry Cradin, Jim Shaw. Not pictured are Jay Benedict, Don McTigue, Ross Bottorff, and Carl Burke.*



## IS A SYSTEM EFFECTIVE? QCM REMOVES GUESSING

Getting the most from a system's performance is an objective of every computer user, and with the introduction of QCM (Quantitative Computer Management), Memorex can now offer just that service. The software package is designed to monitor and evaluate computer system performance.

The monitor, which was developed by Duquesne Systems, Inc., is particularly useful with large, complex computer systems where it is impossible, through intuition, to optimize total system performance and at the same time provide for planned evolutionary growth. An account needs to know exactly how much of a computer system's capacity is utilized by the current workload.

Explains Phil Dean, Manager of Systems Engineering Services, "QCM monitors the performance of a system with more accuracy than any other software monitor today. It is the most comprehensive, cost effective software product available for measuring system performance."

The monitor will be marketed by LSS sales reps and systems engineers. One systems engineer from each region has been given advanced training on QCM and it will be that person's responsibility to assist other members of the region with the more technical aspects of selling and supporting the monitor.

To support QCM marketing efforts, two slide shows have been put together. One is a general product introduction for the initial sales call. The other is a technical presentation for a customer's systems programming and operations personnel.

Enthusiasm for the new product is high throughout FOG. Sums up Dean, "QCM extends and complements Memorex's line of equipment products. We expect it to be a big plus in our total marketing plan."



*Phil Dean, left, has been responsible for managing the QCM program. He is also involved in developing many of the systems engineering courses offered to customers. He recently authored an article about a data communications concepts course Memorex offers, which was published in the December issue of Data Management Magazine. His efforts won him a technical writing award, here being presented to him by Steve Puthuff, Vice President, Engineering.*

## Uncle Sam praises dedicated FEs



Nestor Lujan, right, receiving congratulations from Bill Koenig, Vice President, Field Operations-Federal.

Letters from customers are always welcome, especially when they're like the ones the Federal government has

been sending to Memorex's Washington D.C. field engineers.

One letter, from the U. S. Department of Commerce, glowed with praise for Federal FE Nestor Lujan, who's been servicing the account for about nine months. The Department of Commerce uses a  $5 \times 21$  3660 system, a 1270 and 15-1377s and has been a customer for five years. But they report that since Lujan has taken over the account the remedial service calls have been fewer. "The system down-time is significantly lower than before," the letter said. "Memorex would do well to have more people of Mr. Lujan's calibre."

According to Joe Matta, Field Manager, Lujan shows a great deal of concern for the account, and that's one reason they wrote the letter. "Nestor

has shown so much interest in the account, its problems, and its plans that the customer has almost done a complete turnaround in its attitude toward Memorex. They really appreciate him," he explains.

Lujan is also appreciated by sales, who benefit from his dedication. The final paragraph of the customer's letter read, "We are looking down the road toward newer CPUs and disc technology. We hope Memorex will continue to support our disc equipment in a fashion we have become accustomed to."

Another FE who has been doing an outstanding job in Washington D.C. is Jesse Harrison. He is responsible for maintaining a disc subsystem for the Board of Governors of the Federal

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Reserve System and for coordinating with internal computer operations personnel on problem resolution and disc planning. A letter signed by the chief of computer operations for the Board referred to Harrison as "an outstanding FE...a fine individual and a definite asset to Memorex." It further said, "My staff and I are very proud of Jesse and want to insure that he remain assigned to our account for as long as possible."

Mr. Wilson, Memorex president, was copied on that letter and personally telephoned congratulations to Harrison. "This letter reflects a great deal of credit upon you as an individual and indirectly reflects credit on Memorex," he later wrote Harrison. "The high regard in which they hold you indicates outstanding performance on your part."

The work of these field engineers and many others like them will stand Memorex in good stead when new business opportunities arise.

## Thar's gold in them 601s!



\$100	for the highest number of new units ordered with delivery 90 days
\$ 50	for the highest number of new accounts
\$ 50	for the most qualified new prospects

According to OEM sales support, 601 product availability is excellent. Don't miss this opportunity to earn a few extra "nuggets!"

## Regional kick-off meetings spark teamwork and spirit for yet another record year

Throughout the month of January FOG regions held 1979 kick-off meetings to promote teamwork and competitive spirit for the new year. Melinda Bruno, secretary to Dave Tobin and *Foghorn*'s regional correspondent, had a little fun in reporting what happened at the New York Metro meeting. Here are some excerpts from her "script:"

### New York Metro Kick-Off Meeting

Starring: NY Metro FOG personnel  
Special Guest Stars: \* Tom Gaskell,  
Field Operations Programs  
Andy Lovas, Manager, Sales Support

\*courtesy of Santa Clara

### Act I, Scene 1—a nearby NY raquetball club

FOG people have an ice-breaking, fast-paced round of raquetball. The branch managers suggest forming opposing teams with their salesmen and fighting it out. One salesman suggests they dispense with the balls and just fight it out with raquets.

### Scene 2—Harrison House Conference Center, New York

Dinner. Master of Ceremonies Dave Tobin, New York Metro Field Operations Manager, presents awards.

### Scene 3

After dinner. Free lance entertainment. Field Engineering's Ted Cooper and Pete Wong prove themselves useful in fixing the ball return on the bowling alley.

### Act II, Scene 1—next morning, same place

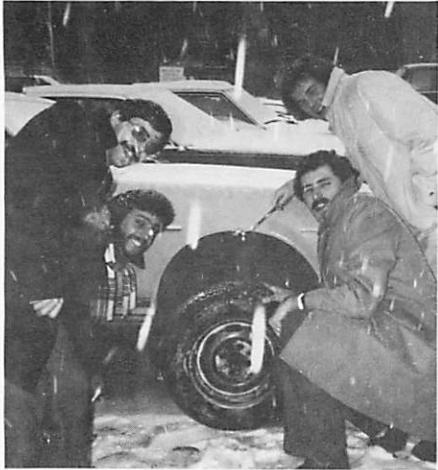
The meeting. Opening to the victorious strains of Beethoven's Ninth, the region is treated to several audio/visual modules by the Field.

Operations Programs Group. Presentations are made on the accomplishment of customer service, sales, field engineering and systems engineering. Bob Muller, Branch Sales Manager, Manhattan, relates the exciting 11th hour saga of how they delivered and installed 3650s to Citibank two days after placement of order. Bill Reardon, Branch Sales Manager, New Jersey, followed up with his story of an all-night vigil to fix a completely down system at Bradford, where the Memorex president was to meet the next morning with their president. Perry Cradin, Branch FE Manager, Long Island, spoke for Stan Gang, NY Branch FE Manager, who was unable to attend.

### Scene 2

As the meeting breaks up we return to the dining room for a buffet lunch. Sales people whip out their calculators to figure out the new commission plan, and some seriously consider courses in remedial algebra. We hit the Long Island Expressway mentally recharged and ready for another year of business.

# AROUND the field



## Service beyond the call

Trust a field engineer to always rally to a cause. When the first bad snowstorm hit Boston, temperatures were 20° and three inches of snow fell. Just getting around to make customer and service calls was difficult. Yet when in the midst of the storm Keith Dwyer's (Field Administration Coordinator) car was found with a flat tire, FEs Chuck Shehadi, Bob Procopio, Art Ross and Bob Shaughnessy didn't hesitate to help with the change. Leave it to teamwork—the four had the new tire on before you could say, "Where's our next service call?"

## Two hats for Schneck

John Schneck is a "jack of all trades, master of all." He proves it by working in Youngstown, Ohio, as a field engineer and a sales rep. Not only has he established a reputation for outstanding service, Schneck's sales record qualified him for both Quota Club and Winners Circle.

Schneck joined Memorex in 1971 as a field engineer. In 1977 he began selling in Youngstown while continuing to service accounts. In two years he doubled the number of customers and, he reports, it may double again shortly. To help, an FE trainee has been brought on board.

One thing Schneck says he has learned from his two jobs is how much sales success depends on field engineering. "One of the first questions a prospect asks when I'm selling is 'What is your service like?'," he chuckles. "I tell them I'm their service rep and I'll be right there when they need me."

Schneck, who attended sales school, likes wearing two hats. "I love the challenge," he says. "There are some real highs and some real lows in selling, but there are lots of rewards. There are also many rewards in field engineering. I suppose that some day I'll have to choose to pursue one of them full time. That's going to be a tough decision."



## #1 for the SW region

Jerry McSpadden, LSS sales rep, Houston, was named Regional Sales Rep of the Year at the Southwest's regional kick-off meeting. McSpadden had an outstanding 1978. He held either the #1 or #2 sales spot throughout the year, sold the entire product line and opened eight new accounts. All this hard work was accomplished while building an excellent rapport with peers and customers. According to Greg Grodhaus, Regional LSS Sales Manager, McSpadden is also thorough and prompt with his administrative duties. "Jerry is an all-around, consistent professional," he reports.

## The greatest program ever made

What is the Hebrew meaning of this word? Where else in the Bible is this subject discussed? These and other reference questions may soon be answered in a flash, thanks to the ambitious work of Larry Ellison, Senior Product Test Technician, Philadelphia Distribution Center. He has put over a year's work in developing a data base containing the Bible and related reference material for home-computer users.

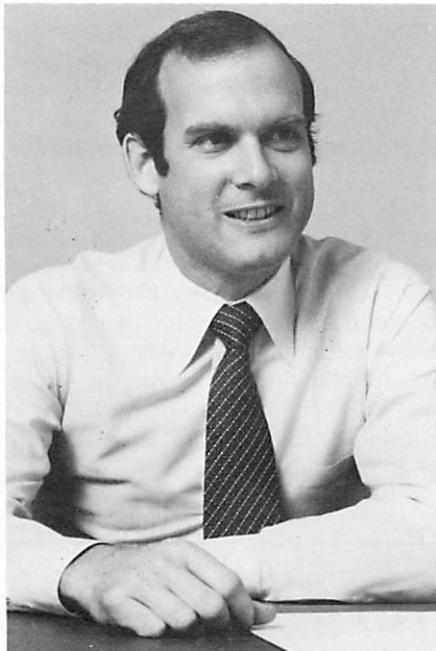
To drum up some interest in his project he is publishing a newsletter called CABS — Computer Assisted Bible Study. His mailing list includes people in South America, Hawaii, Italy and England as well as the United States. Although it will take a couple of years to complete the huge project, Ellison's enthusiasm is undiminished. "I've always wanted to do this," he reports. "When done it will help Bible students accomplish in one hour what would otherwise take 20."

## Ross advisor to job program

Don Ross, FE Manager, Baltimore, is a community-minded individual. When he was asked by the mayor's council to serve on the LMAC — Labor Market Advisory Council — he immediately accepted. The 10-member council is overseeing the formation of a field engineering job training program sponsored by the mayor's council. Funding for the program will be provided through the CETA program (Comprehensive Employment Training Act) and Control Data Institute will conduct the job training.

Ross says his involvement on the council takes only a couple of hours a month. "I feel the job training program is very worthwhile," he states. "I think my participation on the council is as beneficial to Memorex as it is for me. Some of the people going through the program may be potential Memorex employees."

Ross must be a good committee member. He is currently under consideration to serve on PIC—Private Industry Council—a council which inventories various manpower training and education programs involving private sector participation.



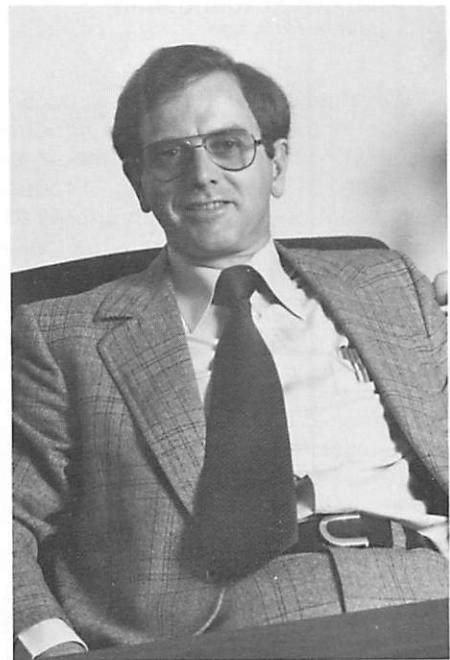
Dick Heinzelman, BSD Marketing Manager

### Key BSD posts filled

BSD has a couple of new people in its key posts. Dick Heinzelman is Marketing Manager and Gary Hughes is General Manager.

Dick joined Memorex in 1976 as Planning Manager, Americas and Asia Group. He also was acting country manager of Memorex's Venezuelan subsidiary for six months. In his new position at BSD he will report to Hughes.

Hughes is also a veteran Memorex employee. He joined the company in 1977 and was President and country manager of Memorex Canada before going to BSD. As General Manager he is responsible for the division's marketing, engineering, manufacturing and financial operations and will report to A. Keith Plant, Vice President and General Manager, General Systems Group.



Gary Hughes, BSD General Manager

### A house pet it wasn't

It wasn't a plane. It wasn't Superman. It was a four-week old bird that Tim Shingara, Sr. FE, Harrisburg, found in an alley as he left an account in Steelton, Pennsylvania. Shingara was planning to let it go in the woods, but when he learned that the creature, still covered with down, was a Peregrine Falcon, he knew he'd found something special. An endangered species, the Peregrine grows to weigh two pounds and develops a wing span up to 43 inches. When pursuing food it can swoop up to 180 speedy miles an hour, faster than any other bird. "Definitely not a house pet," decided Shingara.

He turned the bird over to a local wildlife sanctuary, where it was eating a half pound of hamburger daily before it was set free.

According to Shingara, finding un-



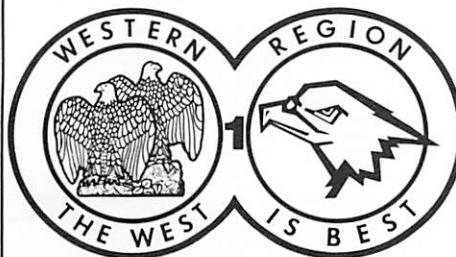
usual birds in the middle of a tall city is not uncommon. Many birds make their nests on the tops of buildings where pigeons below are easy prey. Occasionally a young one falls out. Who knows what Shingara will find next?

*Catch  
the  
Spirit*



### No wonder the West Is Best

Yes, systems engineers have career paths too. A perfect example of this is



seen in the Western Region, the only region that has at least one systems engineer in each of the SE career positions. They are: Dan Meitus, SE Trainee, Denver/Phoenix; Dick Dobson, Assoc. SE, Seattle/Portland; Margie Corbin, Assoc. SE, small systems, San Francisco; Edd Zapata, SE, Los Angeles, Orange County, San Diego, Phoenix; Mel Raymundo, Sr. SE, San Francisco; Carl Pike, Consulting SE, Los Angeles; and Bob Quinn, Regional SE Manager.

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**'78 established foundation**

(continued from page two)

We enter 1979 with renewed confidence in the company. Our product availability situation in 1979 should be the best it has ever been. Product quality continues to be a top priority for everyone. The spare parts situation is improving with the establishment of the corporate-wide spares activity.

The challenges for 1979 will be substantial. It is essential that we continue to sell products and services on the basis of their value and quality. Profitability needs continued attention in 1979. Improved profitability will result with each of us doing our jobs

more efficiently than our competition. Competitive excellence will continue to be our standard for measurement.

Customer service must play a more active role in assuring customer satisfaction. Customer service managers must move closer to the customers to determine their needs. Regular account visits will ensure good communication and help identify real customer needs. Efficient customer service will also enable salesmen to concentrate on beating the competition in selling and increasing Memorex's marketshare.

**Everyone is important**

All of our people in Memorex are important, but the importance of the

people in the field can't be overstated. They are the front-line who confront competition face to face every day, and they deserve the best support possible in 1979.

A continuing challenge in 1979 will be to build excellent team relationships. Let's all foster warmth and respect between each other to make every workday a joy as well as a challenge. Let's cultivate the sense of pride and accomplishment in our tasks. With improved communication, better product group planning and support, and excelling quality and availability of products, 1979 will be another record year for Memorex."

## FOG people on the move

**Thomas Arendt**, to Sr. AFE, Minneapolis

**Robert Baker**, to Sr. AFE, Cleveland

**Albert Banks**, to Terr. Supvr., Philadelphia

**Louis Barbour**, to Sr. AFE, Birmingham

**Brent Basara**, to FE, Chicago

**Terry Bell**, to Sr. AFE, Dayton

**Anne Bidwell**, to Sr. Spare Parts Planner, SC

**Gary Billingsley**, to FE, Seattle

**John Blanett**, to Product Test Tech., Chicago

**Mary Brown**, to Dispatcher Data Coll., SC

**Ronald Brown**, to FSR, Houston

**Howard Brunner**, to Sr. FSS, Los Angeles

**Melinda Bruno**, to Secretary A, New York

**Mark Buchanan**, to Sr. Mtl. Hdrl-Dist., Dallas

**Nathan Canada**, to Sr. FE, Indianapolis

**Michael Carter**, to Sr. FE, Charlotte

**James Casto**, to Sr. FSS, Portland

**John Centinaro**, to Sr. AFE, Newark

**Aaron Clement**, to RDC Traffic Coor., SC

**Robert Conner**, to FSR, Baltimore

**Daniel Croghan**, to Sr. AFE, SC

**Joseph Curran**, to Sr. FSR, Philadelphia

**William Darringer**, to Sr. Mat. Handler, SC

**Clifton Davis**, to AFE, Dallas

**Harlan Dodge**, to Sr. Sales Rep., Jacksonville

**Mark Dokulil**, to FE, Los Angeles

**Michael Earley**, to Sr. AFE, Elmhurst

**William Eaton**, to Sr. FSS, Atlanta

**Mark Ellis**, to Sr. AFE, Louisville

**James Eyer**, to Sr. FSS, Harrisburg

**Thomas Fitzgerald**, to Mgr., Special Events, Santa Clara

**Leonard Fontana**, to Sr. FE, Los Angeles

**Harold Foster**, to Sr. AFE, Miami

**Loren Furness**, to Sr. AFE, Los Angeles

**Marvin Gatzmer**, to Sr. FE, Minneapolis

**Thomas Genovese**, to FE, Chicago

**John Graddick**, to Sr. FE, Tallahassee

**Ronald Guasticci**, to Sr. Sys. Programmer, Santa Clara

**Issac Hamilton, III**, to Mtl. Hdrl-Dist Ctr., Santa Clara

**Warren Hartman**, to Fld. Supp. Oper. Clk. A, Chicago

**David Heidt**, to Mtl. Hdrl-Dist. Ctr., SC

**Claire Henderson**, to Supv. Maint. Bill., SC

**Marie Hendrickson**, to Admin. Sect. B, SC

**Danny Hendrix**, to Mgr. Reg. BSD SLS, Atlanta

**Peggie Henry**, to Inv. Cntr. Clk. A, Chicago

**Rogelio Holder**, to Sr. FSE, Brooklyn

**John Hopkins**, to FE, Los Angeles

**Thomas Horan**, to Sr. Sales Rep. Equip., New York

**William Huff**, to Territory Supv., Denver

**John Hughes**, to Br. Mgr. FE, Houston

**Salvatore Iacona**, to Sr. FE, New York

**Debra Ingrassia**, to Field Order Brooklyn

**Clarence Jackson**, to Sr. AFE, Chicago

**Janice Jacobs**, to Sr. Fld. Order Adm., Minneapolis

**John Jennings**, to Sr. Sales Rep. Equip., St. Louis

**Judith Johnson**, to Asst. Planner/Scheduler, Santa Clara

**Kenneth Johnson**, to FE, Ann Arbor

**Kurt Johnson**, to FSS, Boston

**S. Pete Jones**, to FE, Boston

**Allen Kermick**, to Mgr. Inven. Control, Chicago

**Chester Kiernicki**, to Mgr. Fld. Eng., Chicago

**Karen King**, to Sales Rep., Columbus

**Bob Kollias**, to Sr. AFE, Detroit

**Stefan Kulinski**, to Sr. AFE, Bolingbrook

**Clifford Kull**, to Accounting Spec., SC

**Michael Kuly**, to AFE, Los Angeles

**Richard Lataille**, to FE, Hartford

**Glenn Lawrence**, to Sr. AFE, Los Angeles

**Allan Lebow**, to Sr. Sales Rep., Birmingham

**John Lipchak**, to Sr. Tech. Instructor, SC

**Andrew Lovas**, to Mgr. Sales Support, SC

**Arthur Malin**, to Sr. AFE, Los Angeles

**Patricia Mann**, to Field Adm. Spec., Louisville

**Daniel Marino**, to Sr. AFE, Providence

**Maureen McCarty**, to Order Corres. A, SC

**Keith McClung**, to Terr. Supv., Charleston

**Thomas McNamara**, to Mgr. Field Eng., Philadelphia

**Timothy Michalski**, to FE, Pittsburgh

**Samuel Mitchell**, to Sr. AFE, Beltsville

**Cyril Motchka**, to Sr. Tech. Instructor, SC

**Michael Mullins**, to Disp. Data Coll. SP, SC

**Joe Murrell**, to Sr. Sales Rep., Dallas

**James Nelson**, to FE, Peoria

**John Netzel**, to FE, Warrenville

**Michael Osborn**, to Sr. AFE, South Bend

**Daniel Overlin**, to Tech. Instructor, SC

**Rui Palatino**, to FE, Hartford

**Patricia Parpan**, to Sr. Fld. Order Adm., Chicago

**Thomas Payne**, to Sr. FE, Philadelphia

**Mark Pollastri**, to FE, Boston

**Wayne Price**, to Mtl. Hdrl-Dist. Ctr., SC

**Terrence Pule**, to Sr. Mtl. Hdrl-Dist., SC

**Sally Pyle**, to Cust. Support Spec., SC

**Robert Rankin**, to Sr. FE, Dallas

**Edelia Reyes**, to Unclass. Position, SC

**Elaine Rizzo**, to Supv. Cust. SVC, Boston

**Irene Roberts**, to Systems Coordinator, SC

**Anthony Sanders**, to Sr. AFE, Cincinnati

**Michael Schlotterbeck**, to FSS, Washington, D.C.

**Judy Schultz**, to Cust. Service Rep., Arlington

**Joseph Schultz**, to Sales Consultant, Cincinnati

**Theresa Schwartz**, to In-Training Sales Rep., Greenwich

**Lynne Shanrock**, to Prod. Sales Support Analyst, SC

**Cheryl Siders**, to Field Order Adm., Boston

**Mary Simpson**, to Order Corres. A, SC

**Eugene Sinks**, to Mgr. Tech. Education, SC

**Karen Sirois**, to Sr. Dispatch Data Coll., SC

**Larry Smith**, to Sr. FE, Washington, D.C.

**William Smith**, to Sr. FE, Atlanta

**Carole Spillman**, to Accounting Assoc., SC

**Travis Stegall**, to Sr. FE, Dallas

**Leonard Stelz**, to Sr. Assoc. FE, W. NY

**Jerry Stutzman**, to Br. Mgr. FE, Akron

**Lorelli Thor**, to Field Order Adm., Minneapolis

**Galon Tustison**, to Sr. AFE, Little Rock

**Dennis Valadez**, to Terr. Supv., Chicago

**Erwin Vangilder**, to Operations Mgr., Chicago

**Thomas Vernon**, to FE, Houston

**Kenneth Wagner, Jr.**, to Sr. AFE, St. Louis

**Pamela Weiner**, to Secretary A, Pittsburgh

**Robert Wentworth**, to Terr. Supv., Kansas City

**Philip Wheeler**, to Sr. AFE, Akron

**Roger Witcher**, to Sr. Sys. Engr., Dallas

**Lindsay Womack**, to Terr. Supv., Greenville

**Douglas Woodward, Jr.**, to Product Test Tech., Philadelphia

**Thomas Zamer**, to FE Manager, Washington, D.C.