



Robert C. Wilson, left, Memorex President and Chairman of the Board, stood proudly by the 3770 disc cache at the 1978 annual meeting for shareholders. The first unit was shipped in April to GTE Sylvania. Also on hand to show the unit to shareholders was Ron Singleton, Manager 3770 Engineering (right), and Wilfred Corrigan, Chairman of Fairchild Camera and Instrument. The 3770 uses Fairchild's charge coupled devices.

## 1st 3770 install looks A-OK

Memorex marked another milestone during the second quarter with the first customer shipment of the 3770 disc cache. The account that received it is GTE Sylvania, Needham, Massachusetts and Ron Dolan is sales rep for the historic order.

The 3770 was introduced last year at the National Computer Conference, where it drew considerable interest for

its faster data access and greater throughput capabilities. Over the year it has received enthusiastic response from prospects.

The 3770 represents the first time that transparent cache memory has been applied to bridge the data access gap between the computer and disc storage. Memorex is  
*(continued on page eight)*

## NCC, other shows give Sales boost

Every year the National Computer Conference seems to get bigger and better. This year's conference, held in June in New York City, was no exception. Nearly 70,000 people attended, and the Memorex booth received a record number of product inquiries from visitors.

Because of the growing popularity and benefits of trade shows, Memorex has a department primarily dedicated to trade show support. Managed by Tom Fitzgerald, Manager, Special Events, the department makes available to branch offices numerous exhibits for every trade show possibility. "Our purpose is to aid the sales and service efforts of the field," states Fitzgerald. "We're here to help them reach prospects and make sales."

There are many small trade shows in which Memorex participates. These primarily benefit local branch offices. The Dayton, Ohio, DPMA show is one example. According to Joe Schultz, Memorex Sales Consultant, Cincinnati, over 2,000 data processing personnel attended. "The show provided a lot of exposure for tape drives and 1377s," states Schultz. "We have already made two sales as a result."

"Exhibits can be designed to fit any type of trade show," points out Fitzgerald. "The objective of the physical design of the booth is to communicate to attendees—to make them want to enter the display and look around."

The 1978 NCC show in Anaheim is an outstanding example of what exhibits can accomplish. In a survey conducted by the show sponsors it was

*(continued on page five)*

Letter from C. E. Splaine

## Memorex readies ammunition against stiff competition

In reviewing the last few months, the one event that stands out from the rest is the IBM price announcement. This indeed impacted Memorex and has caused us to re-evaluate the realism of our goals. Our forecasted profitability is still achievable, however it will be more difficult to obtain.

The company has taken action in response to IBM's price cuts. The 365X and 367X pricing has been adjusted to allow Memorex to offer more function at a comparable price. The IBM announcement hit Memorex directly in one area only—the IBM plug-compatible disc drive market. All other markets continue to be strong. Our audio tape production is up and quality is excellent. The quality of the video tape line has also improved, and customer acceptance of the one-inch tape is at an all-time high. The word processing and computer media product lines enjoy strong market acceptance, and our European and A & A operations are showing solid, profitable growth. The strength of these operations continue to stimulate the company's growth.

But the effect the pricing announcement has had on our disc drive markets is causing some belt-tightening throughout the company. This is not to be misinterpreted as a weakened market. Rather, we are encouraging all departments to trim those expenses that don't contribute directly to profit. This is an opportunity for each of us to review any spending programs and watch for opportunities to trim back. We are confident that with our response to the announcement, plus the strength of all our markets, our growth will continue to be solid.

### NEW PRODUCTS

There was a lot of exciting product activity during this quarter. The first 3770 disc cache was shipped to Needham, Massachusetts, where it was installed at GTE Sylvania. We also installed QCM at GTE, and it is performing well.

Our first 3675 with the IDI feature was shipped to Aerospace, Los Angeles, during the first quarter, and now the first 3650 with the IDI has been shipped to a customer in Atlanta. The

IDI feature is proving a valuable sales plus for both the 365X and 367X disc drives.

Another product with an exciting future is the recently announced 3750 disc cache. This product is scheduled for second quarter 1980 delivery. With the 3770 and the IDI features, the 3750 marks the third unique, high performance disc storage product that we have either announced or shipped in recent months.

The General Systems Group has come forth with the 101, an 8-inch rigid disc drive. It utilizes advanced Winchester-type technology whereby heads and discs are sealed for total protection. This product is a complement to our existing line of general systems disc drives.

### FIELD ENGINEERING

In May profit and loss statements were introduced to field engineering. These statements show field engineering as a profit generating entity as well as providing management with new operation aids. They present an opportunity for each field location to be recognized for its individual contributions.

The revising of the spare parts inventory control system is progressing well. Once fully implemented, the system will provide current inventory data by location, which will result in

much more effective use, deployment, and control of spares.

### FIELD SUPPORT

May was, as we called it in Santa Clara, a "month of meetings." The regional sales managers, FOG managers, finance managers, and field engineering managers were each in various days, and the FOG Council met also. Such meetings always improve communication and understanding between the field and the different headquarters departments and are quite informative. With the demanding months ahead of us, that communication will be more important than ever.

The summer months are here and we need to be as aggressive as ever in obtaining orders. Product availability overall is very good, and if we vigorously pursue our markets our profitability should be in line with our forecasts.

On a closing note, I want to say that the Bermuda Winners Circle was the largest gathering of talented individuals I have ever seen, and it is a pleasure to have shared the week with you. Please don't hesitate to let us know what we can do to help you achieve your goals.

*Charlie*

Charles E. Splaine  
President  
Field Operations Group



**Why are these people smiling? . . .** Over 137 Winners Circle qualifiers basked for a week in the delights of the Bermuda. With their spouses they enjoyed mopedding, tennis and golf, shopping, and limbo dancing at an awards banquet. It was a week enjoyed by everyone, and it's certain they are hoping to qualify for next year's as well. Hope you'll be there!

## U.S. POST OFFICE DELIVERS RAIN OR SHINE— THANKS TO FE BOB JAMES

Constructive feedback from field employees is always important to Santa Clara managers. Especially when the feedback is like what Bob James, Federal Region FSE, gave the headquarters technical support staff. As a result of James' work, development engineering has made several design modifications in the 3674 microcode.

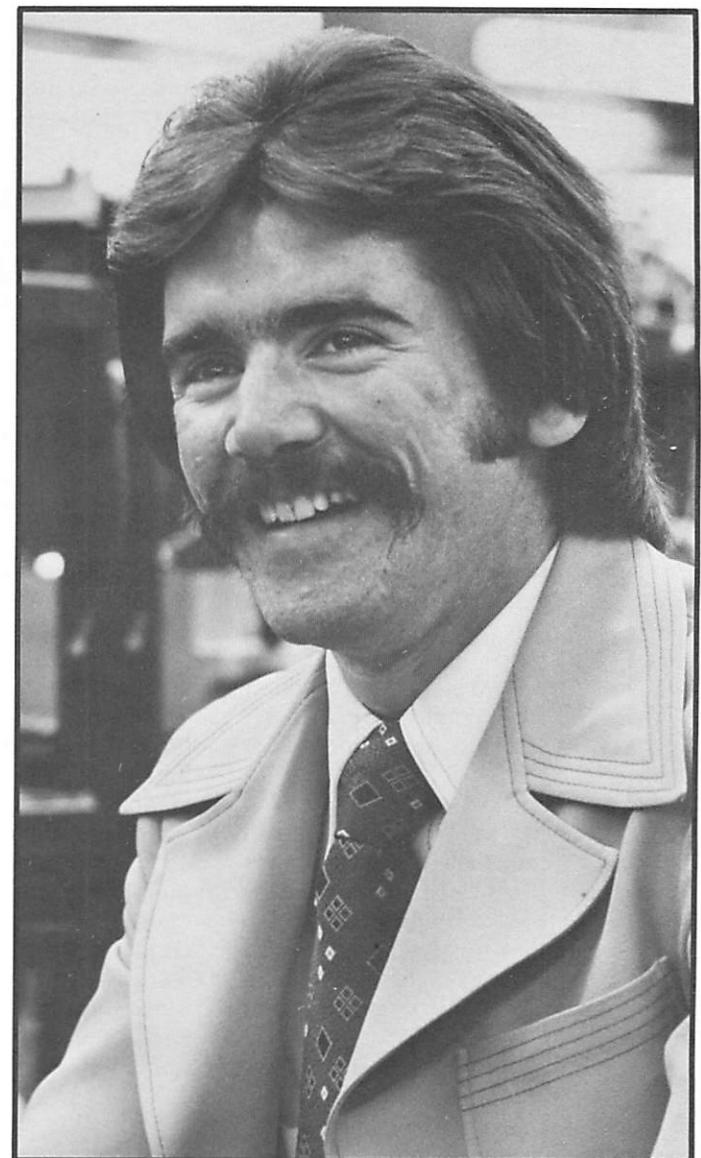
Our story begins last April, when Dana Huhn, Federal Region Technical Support Manager, received a somewhat urgent call from the Assistant Postmaster General in Washington D.C. It seemed that the data center in St. Louis was having trouble with a Memorex system. Huhn and Dave Miles, Federal Branch Sales Manager, hopped on a plane immediately.

The U.S. Post Office is one of Memorex's largest accounts. It has data centers in St. Louis, San Bruno, Minneapolis, New York City, and Washington D.C. The St. Louis installation site has three-3672s, two-3674s, a 6358 memory, a 661, two-660s, ten-3650s, twenty-3675s, two-3670s and three CPUs.

After assessing the situation in St. Louis, Huhn and Miles agreed that it would be advantageous to have regional specialists on site. Mike James, FE, and Phil Atwood, FE Branch Manager, both in St. Louis, were already there. Soon they were joined by Mike Marshall, Mid-West technical support, Shawn Roeglan, Mid-West SE, and Bob James.

Although each individual played a valuable role in resolving the situation, it was James' understanding of 'overrun' conditions (a condition that occurs when information is not properly transmitted from the disc drive to the computer) that proved most helpful. James, a seven-year field engineering veteran of Memorex, is proficient with the more sophisticated test equipment necessary to use in this situation. States Huhn, "From the start Bob was devoted to this project. He is very concerned about customers and their opinion of Memorex. He stayed with the account from beginning to end, taking one weekend off to come home for Easter. He's extremely dedicated."

James' dedication and competency is also appreciated by Santa Clara technical support and development engineering personnel. They were able to talk with James over the phone and give him instructions to help identify the source of the problem. States Wayne Robinson, who was the FE technical support interface between James and



*Bob James, Federal Region FSE, dedicated himself for a month to a customer in St. Louis who was experiencing trouble with the 3674 microcode. It was his diligence and competency with complicated test equipment that resolved much of the situation and resulted in a design change in the 3674.*

development engineering, "We wanted to duplicate the customer's exact function and force the problem to appear on a frequent-enough basis to diagnose it. Bob and the others used their ingenuity to do this, and with the help of a diagnostic they were able to pinpoint the problem in the 3674 microcode."

James was in St. Louis nearly a month. The customer continued to use the system while the work was being done, and the good account rapport that prevailed during the time is largely credited to James' outgoing manner and concern for the customer.

Curtis McCrary, Federal Regional FE Manager, recently gave a presentation to the Post Office staff explaining the resolution of the situation. Says he of James, "Bob's diligence and perservence has stood Memorex in good stead. The customer is very impressed with him, as well as the others who worked on this situation. We once again have a satisfied account, and that's the greatest reward for anyone!"



Art Mudge, Dallas



"Van" Van Gilder, Chicago



Jim McGovern, Philadelphia

## RSCs—refurb volume to double in 1979 as Dallas and Chicago expand

"To bring Memorex closer to the customer." That, in a nutshell, sums up the reason the company established the Philadelphia Regional Service Center in 1975. Two years later a center was opened in Chicago, and in early 1978 Dallas became home to a RSC also.

The centers bring Memorex closer to the customer in several ways. One of their largest and fastest-growing ways is equipment refurbishing and PCB repair. More and more products which were once sent to Santa Clara for refurbishing are kept in the field, saving the customer and Memorex time and expense.

The growth of refurbishing is affecting the expansion of the centers. The Dallas facility just enlarged its operation by 5,400 square feet, having acquired from Santa Clara the responsibility for refurbishing 366X and 367X products. Effective July 1, the Chicago service center, which already handles disc products, will add 1377 product refurbishing to its operations. Philadelphia continues to be heavily involved in disc and 1270 product refurbishing.

According to Jerry Pattison, manager, Headquarters Support for Regional Service Centers, the 1978 volume of product refurbishing done in the field is expected to double in 1979. "We are shifting more and more emphasis to keeping the product in the field," he explains. "For example, we expect 85% of spares repair to be performed in the field by the end of 1979. This figure represents four-times what spares recovery in the field was in 1978."

That so much equipment refurbishing can be effectively done in the field is a credit to the Operations Manager at each center. Jim McGovern is Manager of the Philadelphia refurb

and PCB repair center; "Van" Van Gilder has the Chicago operation, and Art Mudge is responsible for the Dallas operation. All three men joined the company in the early 1970s as field engineers, and each has advanced through various engineering positions until being promoted to Operations Manager. They each feel that their refurbishing and PCB repair duties are as much a benefit to field engineers as they are to customers.

This feeling stems from their field engineering background. States Van Gilder, "I've been on both sides of the fence. Having been a field engineer I know the importance of having the right part working perfectly when you

need it. Part of refurb's responsibility is to see that field engineers have parts and equipment when they need it."

Mudge talks about the ultimate goal of the Dallas refurb center, and it is obviously one that applies to all the centers. "One of the best ways we can support field engineering is to turn out quality products in all aspects—cost, performance, and so on. That's what we shoot for—quality in all areas."

The Philadelphia center is the oldest and largest of the refurb operations. When it opened in 1975 it employed four technicians and covered 900 square feet. Today, McGovern has 28 people, including a test engineer, working with him in an area of 14,000 square feet. Among the test equipment is a 370/135, which is capable of running three types of diagnostics.

McGovern, like Mudge and Van Gilder, emphasizes quality when he talks about the goal of refurbishing. "We want to give the customer a product that looks and runs so well he can't tell if it's new or used. He ought to be able to just plug it in and go with it."

Although refurbishing is a big part of each center, other customer services are offered. The centers are a distribution point and warehouse for computer media, audio-video and word processing products. Often customer seminars, field and systems engineering classes are held at the facilities. According to Pattison, there are many areas into which the centers can expand. "We're looking at having more new product refurbishing done in the centers, and expanding to include a refurbishing capability for purchased equipment," he points out. "There are many things to consider. With the company placing more and more emphasis on decentralization, the opportunities are limitless."



Jerry Pattison, Manager, Headquarters Support for RSCs—"The volume of product refurbishing done in the field is expected to double in 1979."

## Trade shows

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learned that over 44,000 people from the computer industry attended. Of that number, nearly 17,000 were interested in the type of equipment Memorex sells. It was also learned that 36% of those 17,000 actually visited the Memorex booth, or 6,000 people.



Memorex's new 8-inch rigid disc drive, the 101, was a great hit at the show. Here, Walt Zemaitis, Engineering Specialist, right, shows it to a booth visitor.

## First QCM package for Western region installed

The first QCM package for the Western Region has been successfully installed at Arizona State University, Phoenix. According to Bob Quinn, Western Region SE Manager, the University used the software package for a one month evaluation period before signing off on it. "It has so far been very pleased with QCM," reports Quinn.

John Williams, Phoenix Sales Rep was the first to learn that the University might be interested in the product. He passed the tip on to Quinn, who contacted the account and explained the software and discussed a special educational discount pricing arrangement. After some of the details were worked out, SEs Joe Murphy, Los Angeles and Dan Meitus, Denver, installed the software.

"The university is a model account," states Quinn proudly of his first QCM customer. "It is a 3650 and 367X customer, and there's good potential for more business. We've used it as a reference for other customers, and I'm delighted it is QCM's 'first'."

To carry the analysis one step further, Memorex determined that the average cost per visitor was \$5.86. This compares very favorably to the cost of an average sales call.

Besides making sales, trade show exhibits have many benefits. They: help maintain an image and contact with customers; are useful in introducing a new product and in demonstrating non-portable equipment; offer an opportunity for customers to bring their

technical problems and get solutions; help identify new applications for an existing or projected product by obtaining feedback from booth visitors; build the morale of the local sales force and of dealers; and they can help in recruiting personnel and new dealers.

"Trade shows are to be used to the advantage of the company," sums up Fitzgerald. "What better way to effectively reach a large number of prospects at one time?"

*Memorex's booth at NCC...every product line was represented.*



## FOG's STAR PERFORMERS

Twelve FOG employees have been selected as "Star Performers", the program designed to recognize outstanding sales employees. As quota performance does not always reflect great work, other factors are weighed in determining award winners. Receiving an extraordinary order or working above and beyond the call are examples of the criteria for this award.

The performers are selected by their manager of sales support, and each receives an engraved plaque. Congratulations to the following stars:

### December

Kathy Wright, LSSG, Federal  
Doug Wright, Comm., Western  
Bob Koren, BSD, New York

### January

Jim Connor, LSSG, Mid-At.  
Joe Murrell, Comm., SW  
Carl Burke, OEM, Western  
Jay Broyles, BSD, SW

### February

John Sporck, Comm., NE  
Ann Hilchey, BSD, NE

### March

Woody Hancock, LSSG, Mid-At.  
Claire Good, Comm., Western  
Jim Timmons, BSD, Mid-West

# First anniversary of FOG Council celebrated as proposals, goals are realized

## —Six new members join Council—

About a year ago, 14 employees calling themselves the FOG Council met in Dallas. It was their first meeting, and no one knew exactly what was going to happen. Before the day ended, though, they had appointed a chairperson and a secretary, and tossed around several definitions of their purpose.

"We're a forum for improving communication to and from Santa Clara," said one person about the purpose. "We're a sounding board for the field," said another. It would evolve before the day was out that the purpose of the Council is a combination of both answers.

Today, as the Council celebrates its first anniversary, there is reason to reflect on its progress and accomplishments. Under the guidance of Jim Shaw, LSS Branch Manager, Baltimore and Chairman of the Council, the Council has laid some solid groundwork and guidelines during its first year: It meets every two months. Its membership is comprised of people from every division of FOG. About one-third of its members rotate in and out each year.

Yet what does all this mean to field employees? What has the Council done for the benefit of the people it represents? Just as city governments exist for the betterment of the community, the FOG Council is for FOG employees. How effective has it been?

These are not easy questions to answer. But in reviewing its first year, it is evident that the Council has attempted and accomplished a lot. After that first meeting in Dallas, Coun-

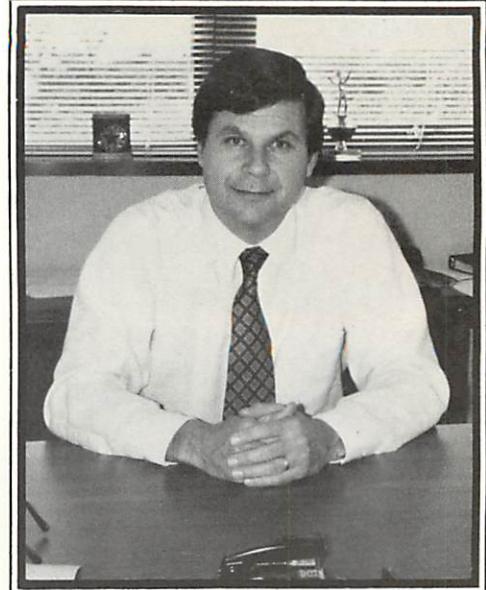


Sharon Szafranski, Regional Finance Manager, Chicago

cil members returned to their regions and began surveying all employees, asking for ideas concerning the needs and issues of the field.

From that survey the Council defined what matters it would address. Committees were formed, people in Santa Clara were consulted, and ideas came together. Through the persistence and diligence of the Council members, all of whom did this work in addition to their full-time jobs, 26 items were defined. Before the end of 1978 action was taken for improvements, and today many of these items are now fully implemented. For instance, the FE pay plan is in effect, and we have full-time systems engineers for BSD technical support both at headquarters and in the regions.

The process of implementing a recommendation involves many people. Charlie Splaine must read and approve it. Then, as often is the case, several people from Santa Clara become involved in pursuing it. Here is a summary of the recommendations that were made by the Council during its first year.



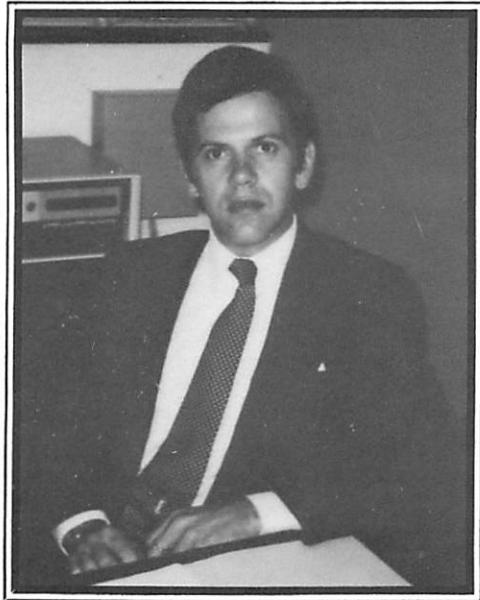
Frank Kearney, LSS Branch Manager, Boston

## Employee Orientation/Education

- Produce an orientation program for new employees. The program will include video tapes which tell "The Memorex Story" and explain employee benefits.
- Provide equipment with which to show video tapes.
- Ensure that Field Structured Training (FST) is appropriate and timely with training needs, and that the FST school board has an opportunity to audit programs.
- Provide a small handbook for new field engineers which explains how to fill out different reports, how to find, order, and track inventory parts, how to use the dispatching service, and how to use the alert procedure.
- Managers should stress the importance of existing corporate training programs by encouraging employee enrollment. One person should have primary duties for all FOG training and development activities.

## Field/Santa Clara Communication

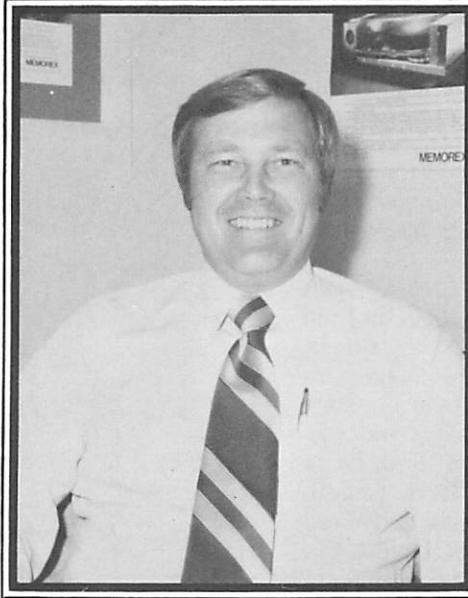
- Improve and coordinate all field/corporate communications relative to orders, shipments, installations through use of a field interface/liaison person.
- Request that manufacturing provide division customer service personnel with firm commit date or no commit



*Hank Loher, Regional Customer Service Manager, Philadelphia*

date on weekly basis on all products. Division customer service must provide order status to branch and region offices on weekly basis.

- Enforce the standard DAR procedures at division and field levels to reduce the time required to service telephone requests for rescheduling equipment. This recommendation is to relieve the scheduling problems when equipment is deferred or cancelled outside of standard DAR channels.
- Require headquarters data processing manager with concurrence of FOG VP/Managers to sign off on master data processing for all regions. This ensures standardization of data processing for all divisions and groups.
- Establish a publications coordination function to review and update documents which relate to policy, procedures, products and pricing.
- Improve the system for notifying the field of product availability in inventory by sending communications to Regional Sales Manager, Regional Customer Services Managers, and Branch Sales Managers.



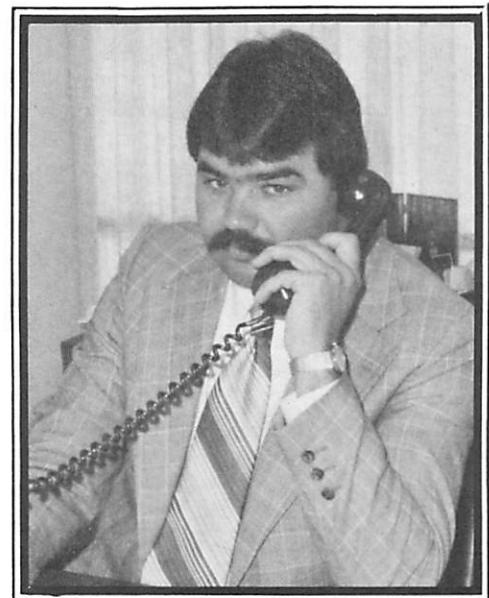
*Gary Beebower, Regional OEM Manager, Dallas*

#### **OEM/BSD Support**

- Appoint an individual with technical competence to address customer problems and technical inquiries in a timely manner.
- Review OEM compensation plan to make sure plan is competitive.
- Review BSD compensation plan to make sure plan is competitive.
- Develop a clearly defined criteria for club qualification for FE, SE, LSS, BSD and OEM positions.
- Have a systems engineer provide support for BSD installations as well as training classes for BSD systems engineers.
- Rewrite BSD sales manual.

#### **Industrial Relations**

- Modify present stock purchase plan so stock is available at 85% of market price through payroll deduction.
- Review and implementation of new salary programs for all FOG employees.
- Improve stand-by, on-call and shift premium pay for FEs.
- Review LSS compensation plans.



*Jim Peck, BSD Branch Sales Manager, Dallas*

In addition, new council members have been named for the 1979-1980 term. They are: Barbara Chilson, finance, Chicago; Frank Kearney, LSS sales, Boston; Sharon Szafranski, finance, Detroit; Jim Peck, BSD management, Dallas; Gary Beebower, OEM management, Dallas; and Hank Loher, customer service management, Philadelphia.

Returning members of the Council are: Perry Cradin, field engineering, New York; Jim Mastro, LSS management, Chicago; Don McTigue, LSS sales, Greenwich; Dave Miles, LSS management, Federal; Tom Moriarty, field engineering, Indianapolis; Bob Quinn, systems engineering management, Santa Clara; Pat Rogers, administrative management, Atlanta; and Jim Shaw.

The Council will continue to build on the foundation laid in its first year. Field employees are encouraged to share their ideas with Council members and take advantage of their position. In the words of Chairman Shaw, "The Council exists to build up and improve the success of Memorex." If that holds true, the second year should be even more profitable than the first.

## 1st 3770 INSTALL

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the first company to engineer and ship a product of this advanced design incorporating charge-coupled device and microprocessor technologies.

The disc cache underwent extensive testing at the Dallas office of Southland Corporation, parent company of 7-Eleven stores. Results of benchmark testing have been released in a disc flash.

GTE Sylvania has also installed a QCM software package. QCM is very instrumental in the evaluation of the cache memory. SEs Bob Carlson, Boston, and Tony Unger, NE Regional SE Manager, worked long hours to make sure QCM was running smoothly prior to the disc cache install. The cache unit arrived in Boston a week early and was tested off-line. The latest report indicates that both QCM and the 3770 are performing well. Kudos for a smooth install go to FEs Bob Umberger, Don Juhola and Fred Burgher. Hank Baylor, Northeast FE Regional Manager, did much of the coordinating for spare parts and scheduling.



FEs (l to r) Don Juhola, Bob Umberger and Fred Burgher were extensively involved in the installation of the first 3770 production unit. Don and Bob visited Development Engineering in Santa Clara for 3770 FE training and were able to instruct other FEs during the install.



**Memorex has a tiger by the tail...** The fierce aggressiveness of the tiger portrays the attitude Memorex has taken in response to recent competitive pressure. Regional Sales Managers took note of it when in Santa Clara for a May meeting. They are (l to r): Leo Miller, Federal; Dennis Cronin, Western; Ron Bulin, Mid-West; Bill Roch, Manager, National Sales Support; Ralph Casale, Northeast; Jim Dobbie, Executive Vice President; Andy Lovas, Manager, LSS Sales Support; Charlie Splaine; Joe Ryan, Mid-Atlantic; Greg Grodhaus, Southwest; Bill Reardon, New York; and Al Hortman, Southeast. The tiger was visiting from Marineworld to promote the Company picnic.

## Dolan named 'pro of month' for NE region

Ron Dolan was named "Professional of the Month" recently by the Northeast region, and a look at his accomplishments tells why. In addition to cementing the first 3770 install at GTE Sylvania, he also had the customer sign for 2-3674s, 2-3653s, 2-3650s, 1-3673, 1-3675 and 1-1270. GTE was impressed with the professionalism of Memorex sales and service: the account was planned correctly, shipped on time, and installed without problems.

In March Dolan got another big order from Raytheon: 5-3674s, 5-3653s, 9-3650s and 1-3654. And in May he picked up the first segment of a 3675 order at Data General.

Dolan is described by his co-workers as "mature." That's obviously a quality that serves him well. Dolan is expected to finish 1979 as one of the country's top sales reps.

## Helman takes new OEM territory

For the first time, Memorex has an OEM sales rep based in the Denver office. Jack Helman, formerly with field engineering technical support in Santa Clara, is covering an OEM sales territory of Arizona, Colorado, and Utah. Included in that territory are two of Memorex's largest accounts, NBI and Digital Equipment.

According to Jim Felt, Western Regional OEM Sales Manager, the Rocky Mountain area is becoming the fastest growing area in the country. Says he of Helman, who was a field engineer before joining technical support, "Jack knows the company and he knows the products. And best, he knows how to get things done. I'm sure we'll see some exciting things happening in this territory with Jack taking care of things."

## SE region creates new spares system



Spare parts employees (l to r) Arlene Cook, Ed Lange and Sharon Hitchcock

Spare parts ordering and tracking can be a time-consuming task, which is one reason Sharon Hitchcock, Parts Administrator, Atlanta, has become a bit of a heroine to the field engineers in the Southeast region. Last March she began organizing a system for a centralized inventory record on spares. Now, thanks to her work, spares ordering is handled through a regionalized parts operations, lifting from field engineers the administrative work associated with spares. Records of all orders are kept by the operation and passed on to the regional distribution centers. According to Bill Emond, Southeast Region Field Engineering Manager, Hitchcock did an outstanding job organizing the system. "She even deferred her own vacation to complete the job and train employees," he praises. "She's very dedicated."

## FOGLIGHTS



**John Deleo**, New York FE Branch Manager, was recently recognized by his region for his work at Irving Trust, New York. John carefully planned and executed the install of 2 megs of add-on 6268 memory. This was done while IBM installed an AP feature to the system, which already had 4 megs of Memorex memory. John's smooth work opens new doors at this account... **Gene Douglas**, International Trade and Government Affairs, Federal Region, has been making outstanding contributions to the "Ireland Launch Team." His involvement with both the consumer products division and LSSG has moved this project forward for Memorex. The long hours he has spent in delicate negotiations with the Irish government is a credit to Memorex. He is positive and enthusiastic about the project, not to mention a

veteran of travel between Ireland, Washington D.C. and Santa Clara... The "Big Apple" award for May has been given to **Melinda Bruno**, New York City. Melinda spent much of the month coordinating the NCC and Lotos Club trade show efforts. As a result, she's a pro when it comes to hotels, motels, cabs and busses... In the Northeast Region **Pam Toy**, Customer Service, has been recognized for her outstanding support of the whole Boston Branch... **Jerry Cronin**, LSS sales, received the Northeast regional "professional of the month" award for May. Jerry joined Memorex in January, 1979, and was assigned Hartford North as a territory. His first order was for a 1270, tape system, and 3650s at Friendly Ice Cream, which he won over STC. In May he received a letter order for two strings of 3226, which will eventually replace four strings of installed STC 3420-6s and opens the door for 80 modules of 3650. He also closed an order in May for 3640s at Moore Co. His successes and prospects are causing a great deal of excitement and encouragement for Memorex in Hartford... **Bob Berry**, Northeast Regional FOG Vice President, is giving a speech to the System/3 Users Group of Greater Boston. It is but one of the many customer, employee, and prospect contact activities Bob has been involved in recently. **Robert Jones**, LSS sales, Charlotte, received an order from Cannon Mills for 12-1377s, 1-1372, 1-2089, 1-3674, 1-3643 and 3-3640s. Cannon Mills is a new Fortune 500 account... **Dan Meitus**, SE, Denver, was instrumental in closing a 3650 IDI order at Fischbach & Moore through his ongoing technical support. This is the Western Region's first 3650 IDI order... **Carl Greninger**, Western Region FE, has been commended on three occasions by 1380 customers in the Northwest. He has single-handedly restored our image at Pacific Northwest Bell through his 1380 support.

## NANCY DRABEK IS THE BEST

**Nancy Drabek**, Customer Service Representative, was presented with the Great Lakes Region "You're the Best" award. The award is given quarterly to an employee who shows outstanding attitude and competence at work. Drabek is the customer service contact for Bendix, one of the region's largest customers. "They use all our equipment—2089s, 367X, 365X, memories, 1377s—and it's installed in 24 locations across the country," explains Drabek.

To keep account rapport at its best, Drabek visits the customer at least once a month. She has impressed the account so much that if ever a sales rep isn't handy to answer a question the customer calls her.

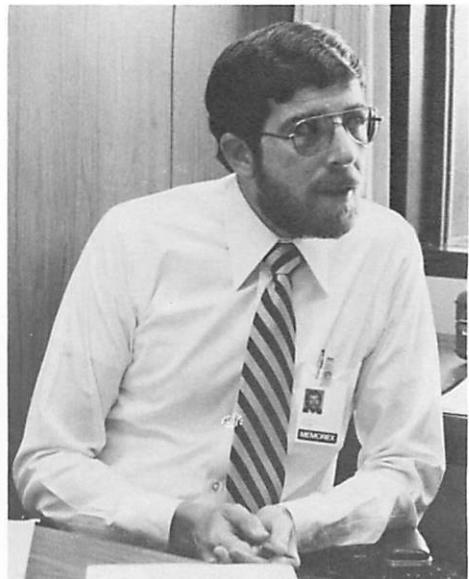
The award includes an all expense paid trip for two to Montreal, a city Drabek says she's never been to. What is she looking forward to most about the trip? "All the French food," she exclaims. "I hear it's great!"



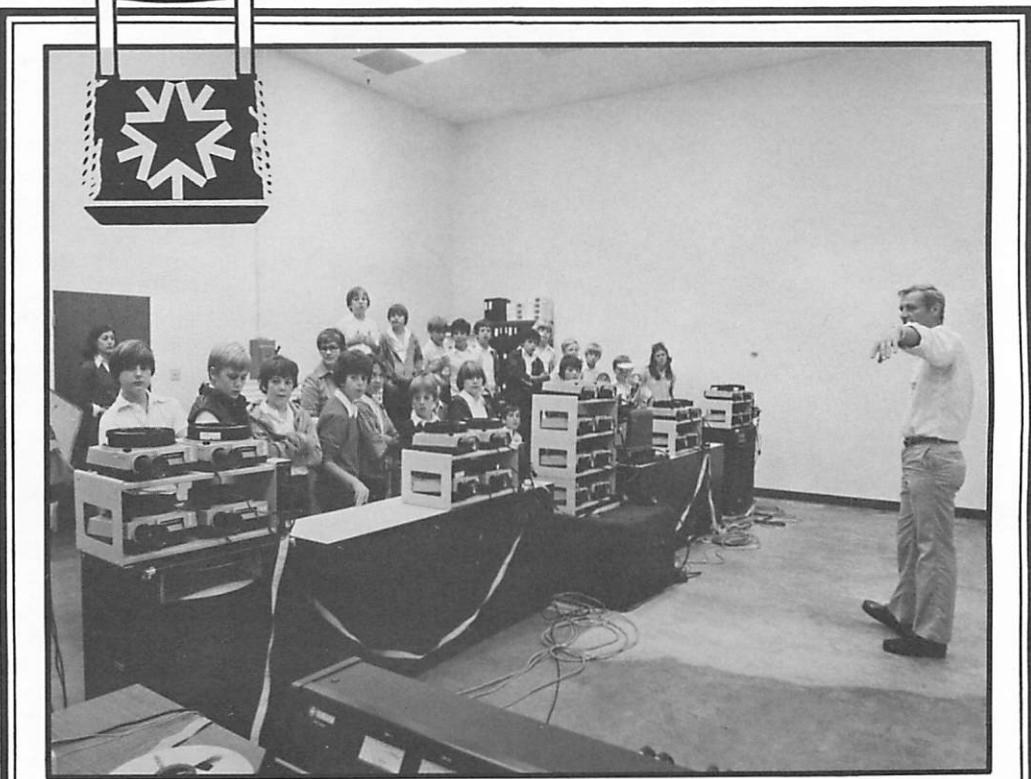
The new Boston office occupies the entire second floor of this building.

## NEW HOME FOR BOSTON STAFF

People visiting Boston won't find Memorex in its usual spot. The region and branch staffs recently moved from its crowded quarters to the new building, which is located 1/2 mile from the old location. The new address is 300 Bear Hill Road.



Jeff Egan has been placed in charge of Santa Clara FOG customer service activities, including media order entry and the marketing distribution center. Egan joined Memorex in 1976 as Manager, Regional Customer Service, Midwest, and was promoted through various customer service positions until being named Manager, Headquarters Customer Service.



**And over here we have...** Some 30 fifth-graders from Sacred Heart Elementary School in San Jose recently took a tour of FOG's audio/video operations. The occasion was a viewing of fellow classmate Danny Juliano's (son of Frank) acting ability in "Kluge & Blivet," the old-fashioned western melodrama shown at the Reno Technical Conference and New Orleans Quota Club. The young admirers got into the spirit of things, offering "boos" and "yeas" at appropriate times. Besides being entertaining, the students received instruction on A/V production, which the class's several photography enthusiasts found particularly enlightening. Tom Fitzgerald, right, was "teacher" for the event.

## KUDOS FOR JOE, TONY AND BILL

Chesapeake and Potomac Telephone, Silver Springs, Maryland, is the largest customer in the Mid-Atlantic region. It has installed six CPUs, 37 subsystems of disc drives, seven megabytes of memory, and 1377s. Three engineers are assigned to that account, and are physically on-site from 7 A.M. to midnight. Needless to say, keeping the whole data processing operation in tip-top shape is a big responsibility, so the region was justifiably proud when, in March, scarcely a moment of downtime was reported. Kudos for that go to FEs **Joe Mitchell, Tony Caffo, and Bill Gonas**. **Bill Brown**, FE Manager of C & P, praises the FEs

highly. "they are very competent, obviously," he beams. "In March we recorded only 12 minutes of downtime. C & P has been a customer for more than five years and it is very pleased with our performance. Joe, Tony and Bill deserve a lot of credit!"



*Meeting with systems personnel from C & P are FEs (l to r) Tony Caffo, Bill Gonas and Joe Mitchell.*

## SPOTLIGHT



**Judy Hester:**  
Regional Reporter



Why does the Southeast Region always have some kind of article in Foghorn? This gal is one reason why. **Judy Hester**, Customer Service Representative,

is a Regional Reporter for Foghorn. She joined Memorex in 1969 as one of the region's two computer media order correspondents. In 1976 she began working in customer service. Judy likes to jog, and will be one of six members of the Atlanta office participating in the Peachtree Road Race July 4. Judy is also good at jogging around the office, scouting out article ideas for the editor of Foghorn. Anyone in the region who'd like to submit a story idea through Judy can reach her in the Atlanta office.



## APPRECIATION FOR RAWLINGS

**Betty Rawlings**, Secretary, Dallas, was recently awarded a certificate of appreciation by **Gary Beebower**, Regional OEM Manager, Southwest. "I gave her the certificate simply because she supports OEM sales so well," explains Beebower. "She's dependable, takes initiative, and works well with relatively little supervision."

It's a good thing, too. Beebower spends 40% of his time outside the office, covering his OEM territory. "I know I can count on Betty to make good decisions while I'm gone. She'll write letters for me, and respond to customer needs by calling the factory or service department to make whatever arrangements are



*Super-worker Betty Rawlings with Gary Beebower*

required. She always goes beyond what is expected of her." Rawlings also supports **Dick Steffensrud**, Manager of the Service Center. He, along with **Janice Kirkland**, Regional Customer Service Manager, signed the certificate also.

## Berry steps to Vice President

Bob Berry has been promoted to Vice President, Northeast Region. He previously was Northeast Regional Manager.

Berry joined Memorex in 1969 as Eastern Regional Field Engineering Manager. In 1972 he became Western Region FE Manager. He was promoted through various FE management positions in Santa Clara from 1973 until returning to the East coast in 1976 as Regional FE Manager. In 1977 he was named NE Regional Manager.

# FOG People On The Move

Thomas Altman, to Sr. AFE, Detroit  
 Guadalupe Andrade, Jr., to Whse. Coordinator, Santa Clara  
 Robert Belcourt, to Sr. FE, Portland  
 Dawn Bell, to Assoc. Sys. Programmer, Santa Clara  
 Terry Bell, to FE, Dayton  
 Robert Benson, to Senior AFE, Birmingham  
 Barry Brazenec, to Supv.-Prod. Test, King of Prussia  
 William Breech, to Sr. AFE, Greenwich  
 Charles Brough, to Sales Rep, Chicago  
 William Brown, to Manager Br. Fld. Engineering, Washington, D.C.  
 Gary Campau, to FE, Santa Clara  
 Doug Campbell, to Mgr.-Reg. Fld. Engineering, Southwest  
 Michael Carter, to Fld. Sup. Specialist, Charlotte  
 Paul Chapman, to Sr. AFE, New York  
 James Christie, to Manager Br. Equip. Sales, Kansas City  
 Leroy Cline, Jr., to FE, St. Louis  
 Gerry Colden, to Product Tester, King of Prussia  
 Robert Coppola, to Field Supp-Engr., Boston  
 Robert Cotter, to AFE, Los Angeles  
 Frank Cummings, to Br. Mgr. BSD Sls., Orange, N. J.  
 Thomas Cusick, to Sales Rep, Chicago  
 Louis D'Annucci, to Sr. AFE, New York  
 Jo David, to Sr. Dispatch Data Coll., Santa Clara  
 Clayton Davis, to Manager Fld. Eng., Greensboro  
 David Day, to Inventory Analyst, King of Prussia  
 John De Leo, to Manager Br. Fld. Eng., New York  
 Edward Dolan, to Senior Sales Rep, Richmond  
 Michael Donohoe, to Sr. Sales Rep, New York  
 Roland Downard, to Sr. Education Specialist, Santa Clara  
 Nancy Drabek, to Cust. Service Rep., Detroit  
 John Duslak, to FE, Toledo  
 Michael Earley, to FE, Chicago  
 Felix Estremera, Jr., to Sr. AFE, Newark  
 Judy Evans, to Associate IR Rep, Santa Clara  
 Jerry Ferguson, to Fld. Sup. Specialist, Atlanta  
 Jaime Flores, to Territory Supv., Dallas  
 Loren Furness, to FE, Los Angeles  
 Marlene Galvan, to Marketing Analyst, Santa Clara  
 Ronald Gelaude, to Mgr. Field Eng., Detroit  
 Judy Giangrosso, to Secretary A, Birmingham  
 Mark Gockman, Inventory Control Clerk A, Chicago  
 Thomas Gray, to Sr. AFE, Boston  
 Barry Gregg, to Fin. Analyst, SC  
 Scott Gregg, to Sr. AFE, Pittsburgh  
 Joseph Guzy, to Territory Supervisor Los Angeles

David Heidt, to Sr. Material Hldr.-Dist., Santa Clara  
 Ronald Henderson, to Sr. Sales Rep, Richmond  
 Kenneth Hobbie, to Manager Br. FE, King of Prussia  
 Stanley Hogeman, to Mgr. Br. Fld. Eng., Santa Clara  
 John Hopkins, to Territory Supervisor, Los Angeles  
 Helaine Howard, to Cust. Service Rep, King of Prussia  
 Pamela Huie, to Supv. Br. Adm. Suppt., Los Angeles  
 James Ingrassia, to Sr. FE, New York  
 Sharon Innes, to Acctg. Spec., Detroit  
 Robert James, III, to Sr. Field Support Specialist, Washington, D.C.  
 Jim Johnson, to Manager Div. Indus. Relations, Santa Clara  
 Rogene Katt, to Sr. AFE, Los Angeles  
 George Kirchner, to Mgr. Mid-Atlantic Tech. Support, King of Prussia  
 William Koo, to Manager Field Eng., Los Angeles  
 Edward Kranak, to Sales Rep, Chicago  
 Michael Kuly, to Sr. AFE, Los Angeles  
 Alda Laketek, to Supv. Cust. Service, RSC, Chicago  
 Marian Langerman, to Sr. Field Order Administrator, Chicago  
 Robert Leader, to FE, Santa Clara  
 William Lipke, to Senior AFE, Detroit  
 Loren Lundy, to Senior AFE, Houston  
 Edmund Magnan, to FE, Hartford  
 Karl Malewski, to Senior AFE, Detroit  
 Domenic Marcoccio, to Sr. FE, Boston  
 Kathleen Martin, to FE Training Coord., Santa Clara  
 Kenneth Masco, to Manager FE Prod. Support, Los Angeles  
 Kenneth Matthews, to Manager Br. FE, Birmingham  
 Jeffrey Matz, to Senior AFE, Newark  
 Kathleen McCaffrey, to Senior AFE, Greenwich  
 Idonna McGilvrey, to Or. Corpndt B, Santa Clara  
 James McGovern, to Manager Refurb and Test, King of Prussia  
 John McGuire, to Sys. Eng., Pittsburgh  
 Daniel Meitus, to Assoc. Systems Eng., Denver  
 Larry Miller, to Sr. Sys. Eng., SC  
 James Moore, to Sr. AFE, Columbus  
 John Myles, to Sr. Fin. Analyst, SC  
 William Nadzam, to Sr. FE, Detroit  
 Betsy Nash, to Field Order Adminr., Atlanta  
 Robert Nelson, to Senior FE, Dallas  
 Robert Nelson, to Sr. AFE, Seattle  
 Theodore Neu, to Mgr. Mktg Dist. Ctr., Santa Clara  
 Christopher Newton, to Mgr. Br. FE, Detroit  
 Margaret Null, to Field Admin. Spec., Houston  
 Wallace Olson, to FE, Madison  
 Dennis Palmerston, to Manager Sys. Engr. Service, Santa Clara  
 James Pelican, to Mgr. Br. Fld. Eng., Santa Clara  
 Denise Pincolini, to AFE, Santa Clara  
 Andrew Plunkett, to FE, Hartford

Kenneth Price, to Terr. Supv., Miami  
 Richard Ranck, to Regional Operations Manager, Mid-Atlantic  
 Ron Rawson, to FE, Santa Clara  
 William Reardon, to Manager Reg. Equipment Sales, New York  
 Charles Riehman, to Mgr. Field. Eng., Cincinnati  
 Cleon Rogers, Jr., to FE, Dallas  
 John Rooney, Jr., to Associate Programmer, King of Prussia  
 Arthur Ross, to FE, Boston  
 Gregory Rudd, to Territory Supervisor, Madison  
 Danny Runyon, to Territory Supervisor, Houston  
 Suzanne Ryhal, to Commission Spec. A, Santa Clara  
 Anthony Sanders, to FE, Cincinnati  
 Dianne Saran, to Field Order Adminr., Boston  
 Donald Silva, Senior FE, Atlanta  
 Eugene Sinks, to Manager Natl. FE Support, Santa Clara  
 David Slater, to Manager Field Eng., Providence  
 Stanley Smola, to Senior FE, Denver  
 Mary Soto, to Fld. Order Administrator, Los Angeles  
 Donald Steele, to Manager Br. Equip. Sales, Atlanta  
 Steve Storm, to Senior AFE, Denver  
 Robert Street, to Supv. Cust. Service, Detroit  
 Nicholas Tarantino, to Sr. AFE, Atlanta  
 Charles Tillett, to Mgr. Br. FE, Portland  
 Robert Tirado, to Sr. AFE, Orange, N.J.  
 Thomas Trainer, to Senior AFE, King of Prussia  
 Roger Trobec, to Sales Rep, Chicago  
 Frederick Van Loon, to Assoc. Prod. Test Technician, Dallas  
 Donald Vignola, to Senior FE, San Francisco  
 Thomas Vitt, to FE, St. Louis  
 Ralph White, to Acct. Spec., Chicago  
 Randy Whitehead, to Field Support Specialist, Detroit  
 John Whitney, to Receiving Insp. C., King of Prussia  
 James Whynot, to Sr. AFE, Boston  
 Chris Woodard, to Sr. AFE, Detroit  
 David Worden, to Manager Fld. Eng., Charleston  
 Ronald Zaba, to Mgr. BSD Br. Sales, Chicago  
 David Zornes, to Fld. Sup. Specialist, Dayton

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