

Sam Guraci 14-30



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News of the Field Operations Group

## New FE nomination procedure is most objective one yet

Approximately 90 field engineers will attend Quota Club, to be held in Las Vegas, February 12-15. A new nomination procedure has been developed to evaluate FE "quota attainment" and it is the most objective devised so far.

Field Engineers and members of the FE management team may be nominated by their direct manager. For field engineers, quota considerations are:

- How closely does his time card correspond to the Incident Report? This percentage is based on a three-month average. A close correlation means that the field engineer keeps accurate and consistent track of his time and service calls.

- How efficient is his work? Every Memorex machine is assigned a standard repair time, and each field engineer is to report a DCI — Duration of a Correction Incident. A close correlation of the two means that the field engineer is repairing equipment close to the standard time—or being efficient.

- For overall evaluation, what are the standard workload hours carried by the FE? Are they high, low, or average?

- Are the customers satisfied with this FE? This is to be recommended by the sales rep or manager.

For branch managers, quota considerations will be:

- annualized attrition control
- percentage of expenses to forecast

All nominations are sent to the Regional FE Manager and then to Santa Clara, where they must be approved by Frank Juliano before they are official.



Communications Group employees gathered to hear Dick Ellgen, far right, discuss status of the 2076 and 2078 products. The long-awaited units are entering production and final test stages, and will soon be available to fill a growing need in the data communications marketplace. Ellgen has been chief engineer on the products since their beginning nearly two years ago.

## The 2076 & 2078—A long time comin' and lookin' good

Everyone in the Communications Group had gathered to hear the speaker. They were from manufacturing, marketing, sales, field engineering, development engineering, customer service, finance. "It takes many people to put together a product program," Dick Ellgen told the crowd. "You can see that by just looking around the room. But these products will be the Group's most important ones in 1980, and we'll all need to continue to pull together for their success."

Ellgen, Manager of Terminal Engineering, was referring to Memorex's two newest communications products, the 2078 Display Station and the 2076 Remote Terminal Controller. In the works now for nearly two years, they

are in their final stages of development. Soon they'll enter production and face the rigors of final test sites. If all goes as planned, that long-awaited first customer shipment will happen in April.

The two products fill a growing need in the data communications market. They enable Memorex to offer users of System/360, System/370, 303X and 43XX Systems a functional equivalent and interface-compatible replacement for IBM's 3278 and 3276.

But the products promise to be more than just a replacement for IBM. In Memorex new-product fashion, they are improved with features that set them apart from competition. The 2078

(Continued on page 8.)



# Revenue & Assets—We all have a part in helping

Our third quarter earnings report showed, as you know, that Memorex's revenue and profits were lower than our expectations. There are many reasons why. Perhaps the most influential are: 1) conditions in our marketplace and 2) lower orders and higher expenses than planned.

Our marketplace has been affected by aggressive pricing and IBM product announcements. These announcements have made many of our customers uncertain of their future needs and hesitant to make decisions to purchase equipment. The economic conditions in the country, such as the rate of inflation, are putting financial restrictions on our prospects and customers.

These factors make it increasingly difficult to grow the profitability of the company. Yet at the same time they present opportunities for professional growth. With the stamina and dedication each of you has shown in the past, I'm sure we can work with these conditions and bring profits up in the fourth quarter.

Each of us in FOG has a responsibility to contribute to the growth of revenue and profits, and there are three basic areas we can focus on to achieve this: revenue generation (orders), asset management, and cost reduction measures.

## Revenue Generation

Although we need orders—lots of them—we should use discretion as to what business is most profitable. We need quality orders—contracts that will produce the most revenue—and we should focus our time and energy on those rather than less productive accounts.

## Asset Management

Everyone can contribute to good asset management—it is not just a function of finance. Credit collections can be aided by all people. Sales can help resolve problems and expedite collections, along with field engineering and customer service.

Inventory is another area to be managed carefully. Reduced levels of inventory mean reduced cash consumption. This can be achieved by having the right product in the right place and not over-stocking spare parts.

## Cost Reductions

There are many measures each of us can take to reduce our expenses. Here are just a few:

- Use office supplies wisely. Try not to waste anything.

- Make the most productive use of your time. Focus on completing your work priorities and avoid overtime as much as possible.

- Conserve phone calls. Try to save up your reasons to make a long distance call, rather than making several calls to the same person.

- Reduce travel. Do you need to take that trip now or can it wait? Can you accomplish the same results over the phone?

- Reduce entertainment. Take your customers and prospects to lunch when you know it will be a valuable meeting. Avoid unprofitable entertainment expenses.

These revenue, asset management and cost reduction measures all can contribute to profits. It's our responsibility to take part in improving revenue and profitability. Costs reduced here and there can add up to a sizable amount, and with all of us making a conscientious effort we can improve our situation in fourth quarter. Thank you for your continued help.

*Charles E. Splaine*

Charles E. Splaine  
President  
Field Operations Group

## Reach for the gold!

Less than two months remain to participate in the "Reach for the Gold" sales contest. The pace of the competition is picking up as LSS sales reps are bringing in qualifying orders. Leading the competition at this writing are the following sales reps:

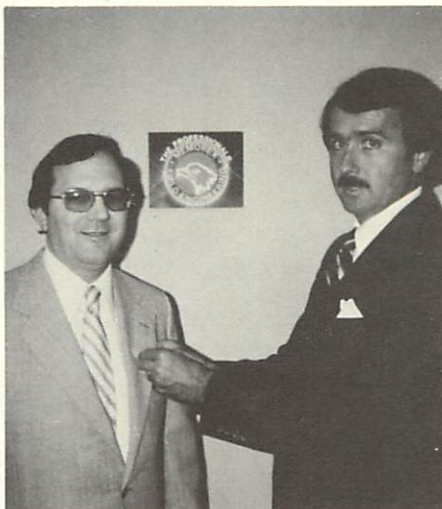
365X: William Beeghley, Los Angeles  
James Connor, Philadelphia  
Ray Olsz, Albany  
Frank Williams, Pittsburgh

322X: Rich Cook, Milwaukee

1377: Allan Lebow, Birmingham

The prizes will be awarded according to a combination of orders received. A bronze prize is a video recorder; silver is a home video theater; and a gold is a trip to the Olympics!

## Berry celebrates 10th year



The Boston office was on hand to help Bob Berry, FOG Vice President, Northeast Region, celebrate his 10-year anniversary. Bob joined Memorex as Eastern Regional FE Manager. He was promoted through various FE management positions in Santa Clara until returning to the East Coast. In 1977 he became Northeast Regional Manager, and was promoted to Vice President this year. A shrewd manager, many feel Berry's background in field engineering and corporate management has given him a broad perspective of the company. Charlie Splaine, right, was on hand to present Berry with his ten-year pin.





Jerry Keane, sailor—"I just like to fix things—like people who'll take apart watches to see how they work. I enjoy helping people with their problems."

This article is sort of a tortoise and hare story. The subject is not a fast, flashy employee who has sprung to prominence through a dazzling install. Rather, it is a dependable, dedicated worker who has, through the years, emerged as a true star in his profession.

His name is Jerry Keane, Senior Field Support Engineer, New York, and he has been the unsung hero of countless installations since he joined the company almost a decade ago. Ask anyone who knows him what he's like and they'll just about all answer the same thing. They'll describe him as "sharp," "dedicated," a "person who can fix anything." His reputation is both widespread and solid.

Keane was hired by the New York Region in 1971, and sent immediately to Minnesota to help develop the Memorex 40/50 computers. His previous experience as an engineer for RCA, where he worked on eight CPUs, plus four years in electronics school, equipped him well for his career with Memorex. When the mainframe program disbanded, Keane returned to New York and began studying Memorex's other products—the 1270, 3670-75, and Memories.

He proved a quick learner. Nikita Asanasieff, Santa Clara Field Support Engineer for Memory products, helped train Keane on the Memory product line and continues to work with him on

***Says he'd rather be sailing***

## Portrait of a top technician

*After nearly 10 years and a million miles he's fixed them, installed them, and even designed them*

certain installs. "Jerry caught on quickly and became very knowledgeable," he remembers. "His learning was helped by the fact that he doesn't get excited when he doesn't understand something. He perceives the problem before he acts, making sure he understands the machine before he starts taking it apart."

### World travels

Keane's reputation for competence spread quickly and he began receiving calls for assistance from around the world. He traveled to Australia, England, France and all over America to aid with memory, disc and 1270 installations. "I must have flown a million miles since I joined Memorex," he calculates.

In October of 1976 Keane became part of a 3650 program team. He was one of five field engineers who went to Santa Clara, set up temporary residence for eight months, and helped design and test the 3650. They worked with Development Engineering and contributed their ideas based on their expertise as field engineers. As a result of their input the 3650 has more built-in diagnostic aids than any other Memorex drive.

Keane's expertise is not unique in Memorex field engineering. Many have been recognized for outstanding competency and effectiveness. But Keane has acquired a vast amount of highly technical knowledge that is invaluable to customers and Memorex. He holds the highest technical position a field engineer can achieve and his abilities are widely recognized and respected.

John DeLeo, Branch Field Engineering Manager, Manhattan, has known

Keane since 1972. He describes him as a quiet person who's serious most of the time. "He's very conscientious and very cordial with people, especially customers. He can relate technical problems without getting over the customer's head. He's also very good at calming a customer by patiently explaining a situation and solution."

### Never turns down a call

Keane is known for accepting service calls, no matter where or when. Once he flew to Indianapolis to help the Great Lakes Region with a 365X problem. After three days he had just pinpointed an internal cable problem when he was summoned to help at an account in New York. So back he flew, and without any sleep he rushed to tackle another problem.

Keane can attribute his lifestyle to two things—he's single and he sincerely enjoys his job. "Everyday is different, every problem is a challenge," he claims. "I just like to fix things—like people who'll take apart watches to see how they work. I enjoy helping people with their problems. I enjoy the travel. I enjoy learning. Each has rewards."

If there's one thing Keane might enjoy doing more than fixing problems it's sailing his 25 ft. boat. He docks it about seven miles from his home in the middle of Long Island. Although he admits he doesn't get out as much as he'd like, Keane says he's able to make 12-13 serious, planned excursions a year. "It's difficult, of course, to make definite plans for any trip because I never know when I'm going to be called to an account," he offers.

Well, that's one of the hazards that goes with a good reputation.

# How to keep yourself motivated

—A short course on keeping your heart in your work—

Got the blahs? Is your job boring? Have you lost enthusiasm for things that once were fun? Do you feel frustrated by your responsibilities as employee, parent, spouse? If so, perhaps you could use a motivation "pick-me-up." We all do from time to time.

Unfortunately, there are no surefire ways of developing or maintaining self-motivation that will work for everyone all of the time. There are some techniques though, that can help to release that most vital source of human energy—self-motivation.

**Reexamine your purposes.** Working with a purpose is simply knowing why you are doing what you are doing. Sometimes we have never defined our purpose for working. Other times we begin a job or activity for one reason, such as a genuine interest in the work itself, but become turned off when we unconsciously accept another person's purpose for working, such as advancement or high earnings, forgetting that our own objective may be quite different. A necessary step in improving self-motivation, then, is to define clearly your own purposes for your jobs, responsibilities and activities.

**Set goals.** Goals direct effort and provide the opportunity for achievement. Goals should be challenging, attainable. Overly difficult goals tend to frustrate and provide ready excuses if they are not met. Easy goals are not rewarding. Experience shows that the most motivating goals are those which can be attained about half of the time. The important thing is that you have specific targets to shoot at and benchmarks to see how well you are doing.

**Give yourself a reward.** When you accomplish goals, don't hesitate to give yourself a reward. Simply knowing you have done a good job in an important area is a great source of satisfaction and is often sufficient. A word of

recognition from family, boss or co-worker can be great, but as we all know, it is not always forthcoming. So give yourself a reward. Consider a short break from the routine, perhaps that piece of fishing equipment you have wanted, or an evening out. The reward need not be great, but it needs to be there. Who knows better than you when you have earned it?

**Take a break.** Continuous dedication to work may seem like extreme motivation but is actually self-defeating. Without the refreshment of change, enthusiasm soon dies and we are unable to use our potential fully. Motivation then turns to frustration. Effective breaks range from a few minutes for a cup of coffee or a short walk, to a prolonged change in activity. Physical exercise can be one of the most refreshing breaks for those who are generally tied to a desk. Experiment with different kinds of breaks and take those that work for you.

**Solve problems.** For most people, solving problems is a great source of satisfaction. Fortunately, there is opportunity to solve problems in nearly every job, even those which on the surface appear to be entirely routine. Look for ways you can save work, make things easier, or discover new and improved ways of doing your job. When one problem is solved, pick another.

**Use your strengths.** Most self-improvement and motivation programs start on the wrong foot. They ask you to identify and overcome your weaknesses. Why start with those things that are most difficult to change when equal, if not greater, gains can be made by capitalizing on your existing strengths? Identifying strong points is not as easy as it sounds, but three exercises can help. First, list the

things that you have done well and enjoyed—the many smaller accomplishments of your life as well as major successes. Second, look over your list and pick out the common skills and abilities you have used. Finally, analyze your job for ways you can use your unique strengths to greater advantage.

**Accept the possibility of failure.** Any time we take the initiative and act on our own we run the risk of failure. If we are to be self-motivated we must be able to accept the possibility of failure.

**Invest in yourself.** Long-term motivation is a never-ending process. Purposes are fulfilled, new challenges arise, our personal situation changes. If we are to remain motivated and enthusiastic, we too must change. Existing strengths must be maintained while new strengths are developed. Areas of weakness need to be identified and corrected. New interests need to be cultivated. Personal growth requires that we spend time and energy on ourselves in exploration and learning.

**Recognize that motivation is contagious.** People who are excited about their lives and their jobs excite others. Those who are turned off drag others down. Avoid those people who are convinced that everything is wrong and nothing can be changed. Association with other motivated individuals reinforces our purpose for working and stimulates us to set challenging, exciting goals. Sharing plans and goals with others strengthens our desire to attain our goals. The success of others encourages our efforts.

Also, recognize that you affect the motivation of those with whom you work. Communicate high expectations. Be willing to share your knowledge, skills and abilities. Listen to ideas and suggestions. As you contribute to the self-motivation of others, you contribute to your own.



After serving as a dispatcher for the New York region for eight years, Bob Nelson is retiring. He is shown here with his wife, Jean; Stan Gang, left; and Perry Cradin, right. Nelson says he'll miss the people, but not the phone calls in the middle of the night.

## He got 'One Break' and gave excellent service for 8 years

The name of the placement agency in New York was J.O.B. — Just One Break. But unlike your average placement agency, J.O.B. specialized in finding employment for the handicapped. It was through this agency that Memorex, eight years ago, learned about Bob Nelson.

Nelson, confined to a wheelchair since he had polio when he was 15, had been working as a bookkeeper on Wall Street. He quit that job in hopes of finding work he could do from his home.

At that time Memorex's New York branch was using a number of answering services for field engineering service calls. Frustrated by their under-dependability, Memorex management contacted J.O.B. and arranged for Bob Nelson to handle a regional dispatch service from his home as a contract worker. A special phone was installed and Nelson was given responsibility for answering calls from 5 p.m. to 9 a.m. Monday-Friday, and around the clock on weekends.

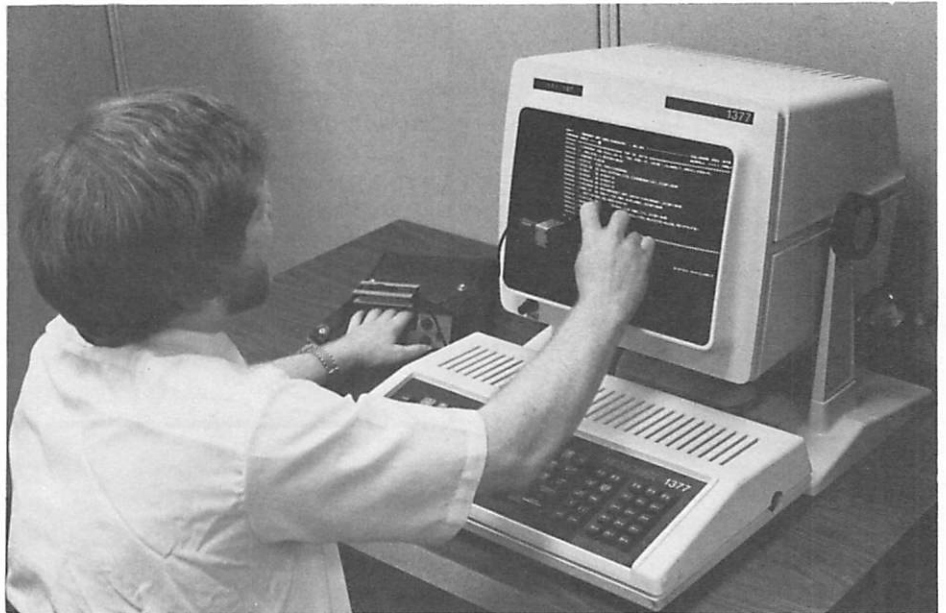
"I hadn't considered a job like that," recalls Nelson. "Memorex and I decided to try it on a month-to-month basis to see how I liked it and how efficient it was." Nelson, who has two children, appreciated being able to stay home. He recently remarried and became stepfather to three more.

Working at home was evidently very efficient, for now, eight years later, Nelson is "retiring." New York has begun using the Central Dispatch Service in Santa Clara. Nelson continues his dispatching service at home for several other clients.

Stan Gang, New York Field Engineering Manager, and Perry Cradin,

Field Manager, visited Nelson upon his retirement and presented him with a clock as a token of appreciation. "Over the years Bob has done a great job for Memorex," states Gang. "Everyone in the region speaks very highly of him, and I know that the prompt, efficient servicing of our accounts can be largely credited to his dedicated work. We'll miss him!"

## 1377 used by handicapped programmer of OAG, Inc.



A blind programmer for Official Airline Guides, Inc., is able to "read" and operate a Memorex 1377 through use of an optacon. The 1377 was modified only slightly to accommodate the instrument. The programmer is shown here proof-reading his work.

Through the use of a special instrument, a 1377 is being operated by a blind employee of Official Airline Guides, Inc., Oak Brook, IL. The CRT received only a few special adjustments so it could be used with an optical scanner by the operator.

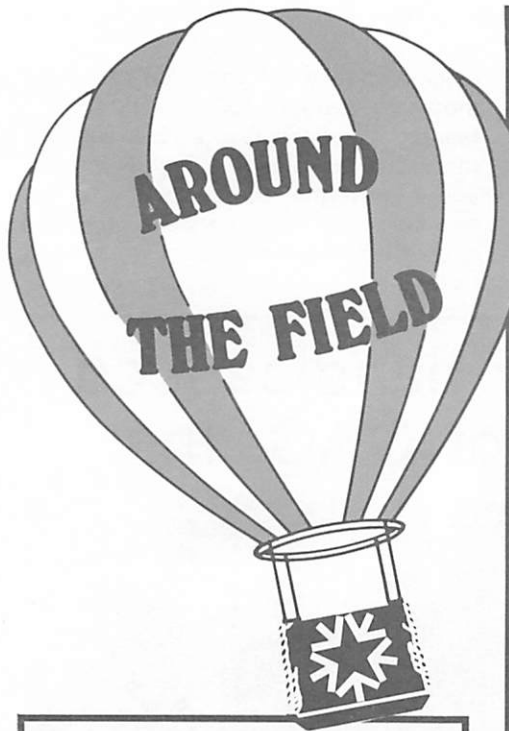
OAG first began using the 1377 approximately six months ago when 40 CRTs were installed. According to Al Lukasik, Chicago FE, none of the adjustments made on the one 1377 were electrical. "The 1377 is a remarkable piece of equipment," he states. "We modified it only slightly by making the screen 7" instead of 9". This makes the letters smaller and sharper and easier to be read by the optical scanner, or Optacon."

The Optacon is an electronic device that enables a blind person to read printed material. To use it, the "reader"

holds a scanner in his hand and sweeps it across the written page. As he does, a camera within the scanner head converts the words and figures into electrical impulses. These impulses translate into physical images that can be felt by touching the fingers of the other hand to a sensitized area in a readout box connected to the scanner. So, when the scanner reads a printed "A" the Optacon user feels the outline of the "A" on his index finger. By piecing individual letters together to form words, the blind person reads.

To proof-read work, the Optacon may be used in a similar way to read the screen of the 1377.

Official Airline Guides, Inc. publishes many standard reference products for the travel industry. Mike Vena was Sales Rep for the order.



#### Rathbun celebrates 10th year

Friends and staff members gathered recently to honor **Howard Rathbun**, Manager, Sales, Systems Engineering and Marketing Education, for reaching his tenth year with Memorex. Rathbun has pretty much completed

a full circle of jobs in his career with the company. He was Education Manager when he joined, and worked in several other capacities through the years, including Marketing Manager, COM; and Sales Support Manager, Semiconductor Products; before returning to his present job in 1978.

It is estimated that over 1,000 people have passed through his education classes. In a letter from **Mike Mann**, Manager, Sales Technical Services, Rathbun was praised for equipping employees to "face the rigors of selling in a highly technical and competitive marketplace."

**Charlie Splaine** also complimented Rathbun, recalling when he himself was a student in one of Rathbun's classes. "You've been able to present complicated material in a logical, understandable way," he said. "The success of the sales force today speaks well for you."



*H. Rathbun*

#### DCC exceeds revenue

**Gene Downard**, Acting Manager of Customer Education, has been recognized for his efforts in helping the Data Communications Course exceed its budgeted revenue of \$52,000. The first DCC course was taught in July, 1978. The course is a 3-day, industry-oriented program to teach people the functional components of a communications environment. **Charlie Splaine** was on hand to recognize Downard's efforts. "Courses such as DCC enable Memorex to sell SE services as well as products. Systems engineering services are a profit center. Revenue is important, but our profitability is more important, and we'll see more emphasis placed on SE as a profit center in the 80s. We appreciate the success of this program."



*G. Downard*

#### Trimble nabs Mattel Toys

Barely five months with the company, **Bill Trimble**, Sales Rep, Los Angeles, is developing a sales record that would make a veteran a bit envious. Hired as a pro-hire last May, his latest triumph is Mattel Toys, who signed a lease for a string of 3650s and 2 x 10 tape drives.

The story goes that Mattel had been a Memorex customer four years ago, but was lost to IBM. Despite efforts to reclaim Mattel, which included a Santa Clara plant tour two years ago, the toy manufacturer remained with IBM. Then Trimble got wind of possible upgrade plans and approached them with IDI and tape drive presentations. Mattel was impressed with Trimble and Memorex's product quality, availability and the upgrade features of IDI, so it signed off on the order. To please Mattel even more, the equipment was installed one week after the order was received. **Ernie Harper** and **Pete Adams**, both in

Santa Clara, were very instrumental in getting the equipment delivered quickly to Los Angeles.

**Bill Etheredge**, Western Region FOG Vice President, is proud of his region's new hire. "The learning curve in the equipment business is a long, difficult one," he told Trimble in a letter. "For a sales representative to close an order of this significance only weeks after having completed formal sales training is quite an accomplishment."

#### Shaughnessy wins contest

All that's sometimes needed to bring out the competitive spirit in people is a challenge. And that's exactly what **Katherine "Keith" Dwyer**, Field Administration Coordinator, Boston, presented to the Boston field engineering team recently. As Dispatcher for the branch she created a competitive program to encourage FEs to be more thorough in reporting their service calls. She made a large chart with all the FE's names on it and hung it in the office—choosing a spot where everyone could see it. Each time a field engineer thoroughly completed a service call he was given a star. The first FE who filled out his column with stars was the winner.

**Bob Shaughnessy**, after six months, had acquired the most stars and won.

"Perhaps the most important aspect of Bob's accomplishment is his ability to keep me fully aware of his schedule," reports Dwyer. "I feel that the Dispatcher's rapport with field engineers is crucial to effective customer service."

Although Shaughnessy picked up the cash award for the program, it's agreed that the real winner of the contest was Memorex. Customer service continues to improve in the Boston area, thanks to the ongoing efforts of Memorex field engineering.



*Katherine Dwyer and Bob Shaughnessy, winner of Boston FE contest.*



# SPOTLIGHT



**Kay Danisi:**  
*Regional Reporter*

Kay Danisi, *Foghorn's* Regional Reporter, has been involved in much of Memorex's growth in the Mid-Atlantic Region. She joined as a receptionist in

1971 when the office was in Bala Cynwyd. She was promoted to Branch Secretary, and when the Regional Service Center opened in King of Prussia, she was Regional Secretary. Last summer she was promoted to Industrial Relations Specialist.

As any good reporter, Danisi likes the people-contact aspect of her job. In her spare time, if you could call it that, she and her husband enjoy caring for their 6-month old daughter. Anyone wishing to suggest an article idea for *Foghorn* may contact her in the Philadelphia office.

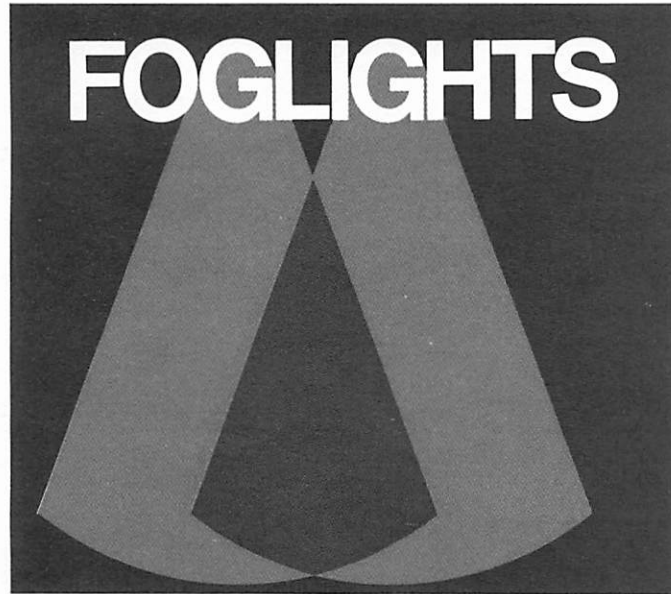
## New London job mart

A job mart held in New London, Connecticut, on a Saturday in September proved again that this method of recruitment is very effective.

The job mart was coordinated by **Ted Ulven**, Industrial Relations Manager for the Mid-Atlantic Region. According to him, 62 applications were accepted that day, and some job offers have already been made.

He added that the applications received are available for all regions to consider. "Some of the applicants listed a geographic preference other than the East Coast," he reports. Anyone wishing to talk to him about the applications may reach him in the Philadelphia office.

## FOGLIGHTS



**Joe McAluney**, Mid-Atlantic Region, should be applauded for his tenacity at Bethlehem Steel Corporation. After approximately two years of effort he has received verbal notification of an order for two strings of 3650s to be installed at headquarters in Bethlehem. . . . **Mike Henry**, has been an asset to the Northeast Region in making budgeting, forecasting and reporting more timely. He's also spent a lot of time developing accurate inventories and training managers to be more astute in terms of financial management. . . . **Larry Parker**, Southwest Region, has spent three weeks in BSD sales school. Not one to waste time, however, he already had six accounts ready to make a decision about Memorex prior to his leaving for school. That's called extremely fast learning. . . . **Cherrill McMahon**, Santa Clara Branch Secretary, recently worked many extra hours to produce extremely professional proposals for six major accounts. She paid a great deal of attention to details such as tables and pricing lists. She completed this extra

work, as well as her usual secretarial duties, with care and professionalism in spite of her heavy load. . . . After only two weeks in her new position in media order entry, **Joy Shade**, Santa Clara, demonstrated responsiveness above and beyond the call of duty. NASA Ames had ordered 82 reels of video tape for delivery a day later. They were to be used for filming pictures of Saturn. NASA called four days later to report that they had never received the order and had only 60 minutes of tape left. Without more, they'd have to shut down the Saturn project. With speed that would make Superman look slow, Joy manually processed the order and personally delivered it all within the 60-minute timeframe. . . . **Bob Brandley**, Portland; **Joe Campbell** and **Mike Kuly**, Los Angeles; **Kim Stanley** and **Adnan Kandah**, San Francisco; and **Bob Eaton** and **Gary Billingsley**, Seattle, all were honored as the FEs of the month in their respective branches. . . . **Jane Berry**, Order Coordinator for the Philadelphia Branch, is the Professional of the Month. Jane has enthusiastically tackled her job, which had been disorganized and backlogged, and is making it the hub of information and action in Philadelphia. She not only handles her job with professionalism, but also has trained three temporary receptionists for their responsibilities. . . . **Jim Dethlefsen** and **Jeff Vogel**, San Francisco, have been performing above and beyond the call in servicing the tape evaluation at the Bank of America. They have helped turn a bad situation caused by read incompatibility problems into a very positive attitude towards our tape drives. . . . **Shirley Colter**, **Roger Hammond**, **Ricki Kamimori**, San Francisco, have consistently worked overtime in the credit and collection area to improve cash receipts. Their dedication made Western Region's collection ratio 64% in September—\$300,000 over forecast. . . . In the Southeast, **Bill Eaton**, **Wayne Johnson**, **Dave McBride**, **Doug Middour**, **Clyde Clapp**, **Randy Kruger** and **Tony Childers** were praised for an installation at Texasgulf in Raleigh. In a two-day period IBM removed an ISC from the customer's 158, and removed all of the IBM disc drives from the computer room. Memorex then had to install two full strings of 365X with IDI and have it operational by Monday morning. The job was accomplished with minimum inconvenience to the customer, who later sent Memorex a letter of praise for all the people involved.

## THE 2076 & 2078 --

(Continued from page 1.)

Display Station is cost-effective, offers an improved nonglare screen and key tops, system status display and tiltable monitor. "Our customers will appreciate these features," points out Lynne Shanrock, Display Station Manager. "They're not available elsewhere."

The 2076 Remote Controller offers the user greater flexibility than IBM's offering in that any of the four models of the 2078 Display Station may be attached. The IBM Controller must be ordered to fit the specific models of the 3278 Display Stations.

Because of its small size the 2076 Controller can be placed almost anywhere (in a closet, under a desk). This allows the customer a great deal of flexibility in his office layout. Since all the inner-connecting cables go to the Controller, all the Terminals in a cluster don't have to attach to the Controller Display Station. This eliminates the large, sometimes messy bundle of cables at that Display Station.

That the 2076 and 2078 have so many enhanced features is a credit to their many designers. Development Engineers Don Stoye and Hank Almeida have been involved in the project from the beginning. They recall that many of the ideas were the result of field engineering input received during the early design stages. "Maintenance features such as easy access to the power supply and PCBs were suggestions from field engineering," explains Almeida. "From an FE standpoint, these



Soon the 2078 will be out of the development lab and into final production. This cost-effective product will offer larger screen and key tops, system status display and tiltable monitor. According to Lynne Shanrock, Display Station Manager, shown here with the unit, these features are not available from competition.

products are extremely reliable." Both Stoye and Almeida will be involved with training field engineers on the new products.

Shanrock and Charlie Hanson, recently named Terminal Controller Manager, currently are preparing technical and sales materials, arranging Beta test sites and implementing cautious quality control measures. For Ellgen, who has been chief engineer on the products since their beginning, it's a gratifying time. "These products will be big revenue-getters in 1980," he says optimistically. "They've been a long time coming, but they will prove worth the wait!"

Heckman, Mary Jane, Fld. Ord. Admin., Dallas

Heidt, David, Ord. Corr. A, SC  
Holyfield, Charles, FE Fld. Mgr., Hartford  
Honda, Gary, In-Training Sls. Rep., SC  
Hopkins, John, Mgr. Fld. Engr., LA  
Ingrassia, James, Terr. Supv., NY  
Jarema, Walter, FE, King of Prussia  
Johnson, Kurt, Sr. Sales Rep., Baltimore  
Jones, Michael, Sr. AFE, King of Prussia  
Kepler, Harold, FE, Cleveland  
Klinger, Michael, Sr. FE, King of Prussia  
Krueger, Randall, Sr. FE, Raleigh  
Lloyd, Pat, Fld. Admin. Spec., Dallas  
Marshall, Michael, Sr. FSS, Chicago  
Mayotte, Jan, Fld. Admin. Coordr., Pittsburgh

McLaughlin, Cristy, Sr. Fld. Ord. Admin. Birmingham

Miteff, Thomas, Terr. Supv., Madison  
Montez, Josephine, Acctg. Spec., SC  
Morrison, Dawn, Secretary A, San Diego  
Nivens, Donald, Sr. FE, Miami  
Pack, Gordon, Mgr., Fld. Engr., Chicago  
Panther, Russell, FE, Oklahoma City  
Patterson, Gary, FSS, Denver  
Patton, Ronald, Sr. AFE, Harrisburg  
Peck, James, Mgr. Reg. BSD Sls., Dallas  
Pierman, Samuel, Sr. AFE, King of Prussia  
Pizzola, John, Mgr., Dsp-Data Col., SC  
Price, Mark, Inven. Analyst, Wash. D.C.  
Roberts, Christopher, Mgr., Fld. Engr., Greenwich

Rooney, Kevin, Fld. Ord. Admin., King of Prussia

Rosso, Camille, Fld. Parts Admin., Greenwich

Russell, James, FE, Chicago  
Ryhal, Suzanne, Fin. Admin., SC  
Sanders, James, Sr. AFE, Dallas  
Stanton, Melvin, Mgr., Fld. Engr., Boston  
Stewart, Michael, Sr. FE, Portland  
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Trevino, Joe, FE, Dallas  
Vaughan, Carl, Sr. AFE, Wash. D.C.

Waad, Timothy, Sr. Sls. Rep., King of Prussia

Wendt, Richard, Visual Display Rep., SC  
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Wilcox, Frank, AFE, Hartford  
Williams, Duane, Sr. AFE, Portland

Woodard, Sandra, Fld. Ord. Admin., Dallas  
Yates, Ricky, FE, Dallas

Zanone, Dennis, Mgr., Br. Sls., NY  
Zimmerman, Robert, Tech. Instr., King of Prussia



**FOG people on the move**

Berry, Jane, Fld. Admin. Coordr., King of Prussia

Bologna, Aldo, Sr. AFE, New York  
Bowman, Joyce, Fld. Ord. Admin., Dallas  
Brown, Ronnie, FE, Denver  
Capelle, Karen, Fld. Admin. Spec., Chicago  
Castillo, Charlie, Acctg. Clk. A, SC

Cox, Mark, Sr. FE, Dallas

Crescenzo, John, Terr. Supv., New York  
David, Jo, Ord. Corr. A, SC

Davis, Joseph, FE, Dallas

Dedios, Jill, Dispatcher, SC

Degraff, Jay, Mgr, FE, FOG, LA

Devey, Steven, Terr. Supv., LA

Deyorio, Donna, Fld. Supp. Oper. Clk. A, Hartford

Dobrovolsky, Andrew, Mgr, FE, FOG, Denver

Dobson, G. Richard, SE, SC

Dodrill, Kathleen, Sr. Fld. Ord. Admin., Chicago

Doyle, Richard, Sr. AFE, NY

Duby, Dennis, Sr. AFE, Detroit

Dumler, William, Sr. AFE, Roanoke

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Evans, Paul, Sr. AFE, SC

Ferrante, Victor, Sr. AFE, NY

Fitzgerald, Norman, Terr. Supv., LA

Foley, Stephen, Mgr., Reg. BSD Sls., Cleveland

Fowler, David, Sr. AFE, Wash. D.C.

Gentry, Alice, Acctg. Spec., Atlanta

Goldman, Jeffrey, Sr. AFE, St. Louis

Hackhel, N., Mgr., Distrib., Chicago

Hammond, James, Tech. Instr., Dallas

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Laura F. Carroll, Editor  
Field Operations Programs  
Mail Stop 0601  
2800 Bowers Avenue  
Santa Clara, CA 95051  
(408) 987-0949

Regional Correspondents: Marilyn Toto, Western (408) 987-1214; Betty Rawlings, Southwest (214) 258-3510; Karyn Danes, Great Lakes (313) 354-0450; Judy Hester, Southeast (404) 321-0200; Elaine Rizzo, Northeast (617) 890-0700; Kay Danisi, Mid-Atlantic (215) 337-1050; Melinda Bruno, New York (212) 541-7780; Colleen Neustadt, Midwest (312) 620-3239; and Gloria Edwards, Federal (703) 821-3300.