



After a long effort,
success for Memorex

A \$30 Million Order!

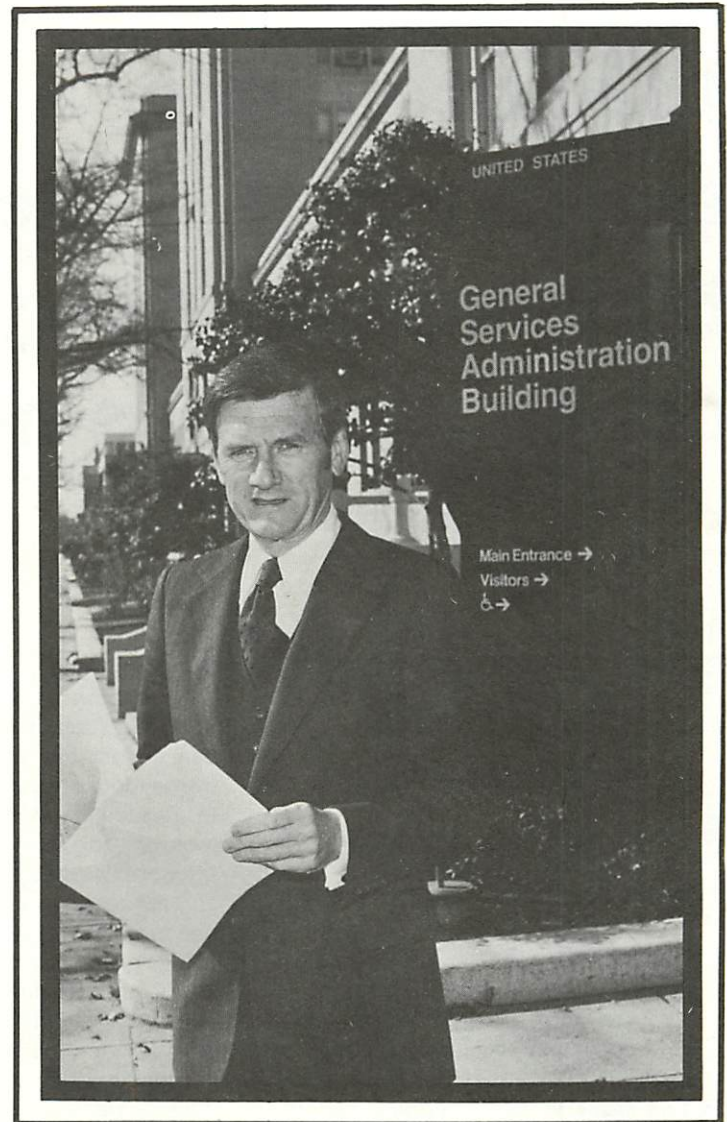
On February 22 a special excitement seemed to ripple throughout the company. In Santa Clara, word traveled quickly and almost with disbelief: "Memorex won the GSA!"

It was indeed a stunning moment, and one to be savored. For nearly three years the Federal office had hung in there with the U. S. Government and battled STC and IteI for one of the most sought after pieces of business in the computer industry: the mandatory contract from the General Services Administration. Obtaining the contract could mean about \$30 million in lease, sales and service revenue for Memorex.

As news of the success was still echoing around Santa Clara, other regions telephoned their congratulations to the Washington, D.C. staff and offered to assist in any way possible. It was a proud Friday for the Federal Region and a celebration was in order. Bill Koenig, Vice President, Federal, had not even returned from the GSA when members of the Washington team started migrating next door to the Holiday Inn for a well-deserved victory party.

The long story begins in the Fall of 1977, when Memorex first started working on the bid. The GSA had set very stringent specifications, with eight separate categories in the procurement. It specified 98% uptime in four of the bid categories and 95% in the remaining four. Memorex supplied massive amounts of technical information, including a list of customer references and reports proving that Memorex could meet the requirements of each category. In December, when the formal request for proposals was issued, Memorex began working on a bid that would eventually fill five 3-inch looseleaf volumes.

That bid was submitted in June, 1978. But almost immediately after the deadline IteI brought suit against the GSA and a temporary restraining order went into effect. In August, 1979, another opportunity to submit bids was opened. But the GSA was served with another temporary restraining order, this one initiated by STC. Finally, in January, 1980, bids were accepted. Then, on that glorious Friday in February, the good news came: Memorex had won in all eight categories. The decision brought to a close what had to be one of the most dramatic stories in the computer industry.



Bill Koenig poses in front of the GSA building after winning the hotly contested mandatory contract. The final bid submitted by Memorex after 2½ years of work was so large it filled five 3-inch looseleaf volumes.

Many people were involved in this order: Dave Miles, Leo Miller, and Deborah Leatherman, sales; Curt McCrary and Dana Huhn, field engineering; Bill Luther, systems analyst; Ray Eshelman, finance; Elise Snight, contract coordinator; Maria Glen, secretary. In Santa Clara, a whole other team supported the plan, which reached even to then-president Robert Wilson.

But it was Bill Koenig who spearheaded the long effort. Every single page of that huge bid had to be reviewed and authorized by him. And as long and complicated as the
(continued on page nine)

Letter from C. E. Splaine

1980 economic environment — New thinking necessary to conduct our business

**But spending
and inventories
must be kept low**

The economic climate of our country has always affected our business. As we enter the second quarter, this truth has never been more evident. We are currently experiencing an inflation rate of 18%, the cost of money has risen to the highest level in this country's history, and we are faced with the reality of a recession. The economy is indeed much different from what it was in 1979.

Many leading economists are skeptical of anti-inflation programs now underway, and predict that it will be a while before any of these problems are eased. But in the meantime, there are steps we can take to off-set the effects of the economy and turn them into a positive marketing environment for Memorex. I'd like to highlight the main areas of concern and touch on how I think we can best deal with them.

The Problems

Recession: Ironically, a recession should actually help us get orders. We can expect our prospects to be under tremendous pressure throughout 1980 to reduce expenditures. They will be looking for superior value—one of Memorex's specialties. The IDI, Cache, and ILA features are prime for marketing because they extend the life and capabilities of a product. They thereby protect a customer's data processing investments by eliminating the need to have new products installed.

High interest rates: To combat high interest rates, inventories must be kept to a minimum. Equipment needs to be installed promptly and on-rent as soon as possible. We should be reluctant to grant any concessions in the order-getting process. In the area of receivables, everyone has a part in collecting from various accounts. We should not let deadlines slip by.

High cost of money: cash is just as dear to us as it is to our customers, and with 18% inflation and the prime rate at 20% we must re-examine each and every expenditure we make. Is the trip necessary? Would a phone call suffice? Do we

need extra copies of a report? Is it necessary for us to type that letter or could we convey the message in person? In other words, we need to look for every opportunity to not spend money and to offset the high rate of inflation and cost of money.

I think we can have a realistic optimism about 1980. But we need to remember that the year will only be profitable if we all do our part to soundly manage the business. We need to reduce costs, reduce inventory levels, manage our assets efficiently, eliminate concessions, install our equipment promptly and collect our receivables in a timely fashion.

Also, it is essential that we implement each and every price increase promptly. An increase in prices does not mean that we should run out and book as much business as we can at the old prices. Rather, we should do everything possible to book all business from that point at the new prices. Furthermore, it is essential that every renewal be handled at the new prices.

I am confident that if we pay attention to these details, 1980 will be a successful year for Memorex.

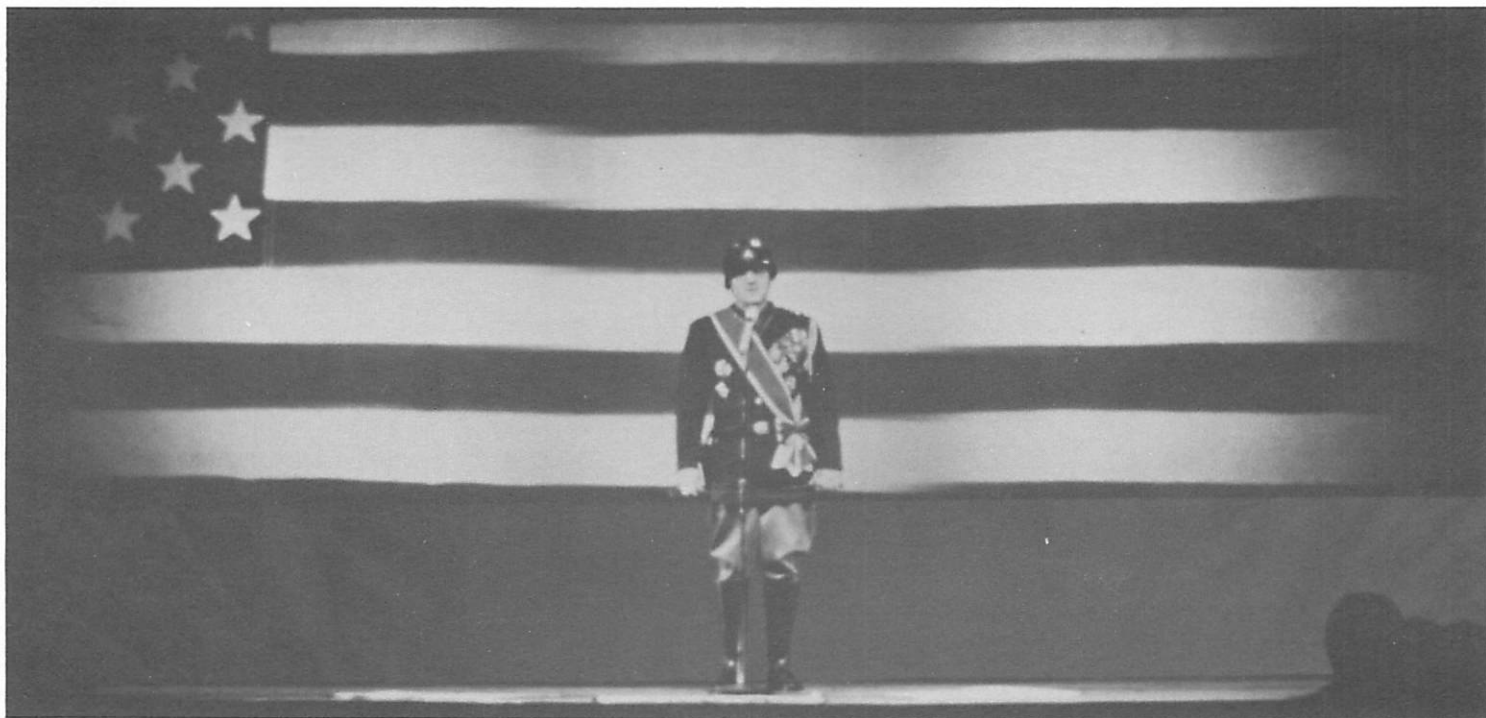
1st Quarter Orders

On a lighter note...this issue of *Foghorn* contains articles on two of the most exciting orders received in the first quarter. One is the cover story on the win at the GSA Mandatory. Bill Koenig and his Federal team worked long and hard to bring this victory about and they have been, and continue to be, congratulated for their work. We should all do what we can to support Federal on this very large and significant order. Tom Shelton, San Francisco Sales Rep, has helped the Western region to a strong first quarter with the order from Bank of America. This account will need a significant amount of equipment later, as well, and will be a big revenue-generator in 1980.

The attitudes and teamwork demonstrated on these two accounts and others will help us meet our 1980 goals and maximize profits. I look forward to working with you to make that happen.



C. E. Splaine
President
Field Operations Group



General "Bob Berry" Patton used Quota Club to exhort the "troops" to competitive excellence.

Quota Club—awards, honors and...General Patton?

Who ever heard of General Patton exhorting the troops to "competitive excellence?" Well, it happened, with the help of Northeast Regional Vice President Bob Berry, at the 1979 Quota Club in Las Vegas.

Berry's impersonation of the tight-fisted, strong-willed general was the hit of the three-day meeting. His 25-minute dialogue was frequently interrupted with laughter and applause. Standing on stage in his look-alike Patton uniform, the American flag behind him, his message was clear and simple: FOG employees have the talent to meet the enemy head-on in 1980 and finish the year in victory!



Although he was not officially president until March 1, Clancy Spangle attended part of Quota Club and talked with many FOG employees. This photo of him was taken during a meeting with regional FOG vice presidents.

Other presentations of a more serious nature were made at the meeting. The keynote address was given by Chairman Robert C. Wilson. He also introduced his successor to the presidency, Mr. Clancy Spangle, who said a few words of congratulations to club members.

Group presidents and vice presidents also spoke, and various product managers conducted afternoon seminars and workshops for sales and field engineering.

Other highlights included guest speakers Wally Schirra (former astronaut), George Blanda (former pro-football player), and comedian Norm Crosby. Original music and a special dance group added color and variety.

But the event seemed to climax, as it always does, at the awards banquet. Many, many presentations were made and people recognized. It is not possible to list them all, but here are some of the highlights:

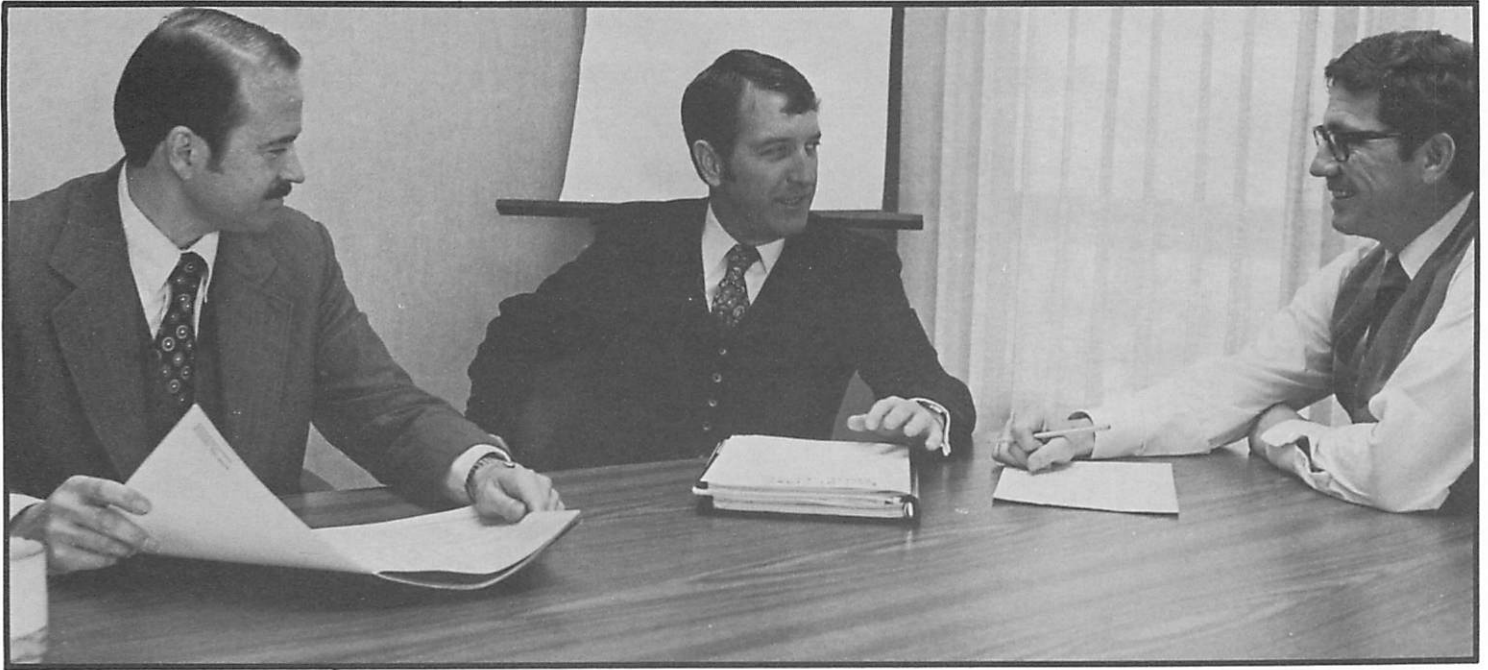
"Of the Year" Awards

LSS sales rep:	Reggie Widgeon, Federal
LSS rookie:	John Everett, San Francisco
BSD sales rep:	Michele Spelliscy, Garden Grove
BSD rookie:	Tom Cusick, Chicago
SE:	Mel Raymundo, Santa Clara
FE:	John O'Connell, Boston
OEM rep:	Jack Helman, Denver
FE manager:	George Kirschner, Philadelphia
Sales branch manager:	Frank Kearney, Boston
Sales regional manager:	Ralph Casale, Northeast

*For the first time the FE and FE Manager of the Year will attend Winners Circle in special recognition of their contributions to FOG.

Club Officers

President:	Jim Connor, LSS sales rep, Philadelphia
VP, LSS:	Larry Anglin, Dallas
VP, BSD:	Alan Lebow, Birmingham
VP, OEM:	Jack Helman, Denver
VP, FE:	John O'Connell, Boston
VP, SE:	Mel Raymundo, Santa Clara



According to Hal Krauter, center, staffing the MFC organization was the top priority and accomplishment of its first year. It grew from two to 30 professionals. He is shown here with members of the management staff, Don Campbell, left, and George Surmeier.

Whew! After a busy first year, MFC is ready for the '80s

The Memorex Finance Company recently marked its one-year anniversary, and the contrast between where it was a year ago and where it is today is striking.

It made a number of significant strides in 1979. It grew from two employees to 30. The headquarters staff moved to its new Sunnyvale facility. And MFC's revenue, cash and profit results enabled it to successfully negotiate its first multi-million dollar bank credit line.

Much of the year's progress is due to MFC's president, Hal Krauter, an 11-year Memorex finance veteran who worked tirelessly to get the program on its feet. He estimates he traveled over 125,000 miles in 1979—taking approximately two trips a month. His priority: to complete field staffing and meet with prospects and customers.

There are currently 12 senior financial sales reps in the United States: Tim Connors, Northeast; Frank Jakovac, Pittsburgh and Great Lakes; Leo Miller, Mid-

Atlantic; Steve Denari, Chicago; Tom Peterson, Minneapolis and St. Louis; Ron Joplin and Bill Winchell, Southwest; Al Hortman and Bill Wiley, Southeast; Larry Nesbit, regional sales manager, Southeast/Southwest; and Bill Roch and Larry Burns, West.

The sales force is comprised of half former Memorex equipment sales personnel, and half new hires who recently joined MFC from other leasing companies. The sales force averages 10 years of directly applicable industry experience. The ratio of Memorex and non-Memorex personnel is one which MFC would like to maintain, thus providing an opportunity for Memorex equipment sales personnel, and at the same time staffing MFC with individuals who have heavy experience in computer equipment leasing.

MFC's management staff includes: John Sherman, Executive Vice President, Leasing, who has direct management responsibility for the field sales organization; Don Campbell, Vice President and Treasurer; Linda Vaughn, Vice President, Brokerage services; George Surmeier, Controller; and Alex Najjar, Contracts officer.

If rounding up a team of dedicated workers seems difficult, it is. But Krauter is confident that the people in MFC will become the best in their business. His confidence was boosted at the Silverado management meeting when he was presented a congratulatory award for the new team.

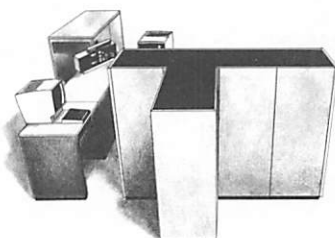
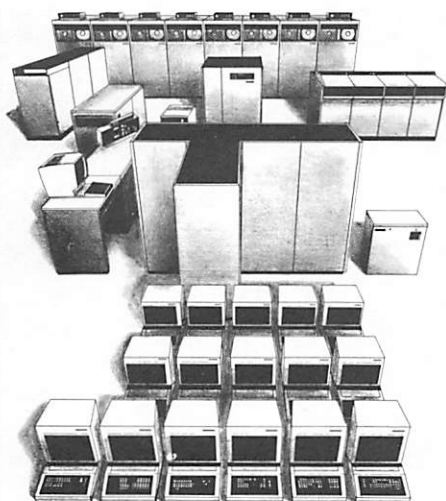
How MFC works

To those unfamiliar with the world of package leasing, MFC's role might best be explained by example: Roanoke Hospital, Virginia, had a data processing system installed under long term leases from four different lessors. The equipment was no longer capable of handling the hospital's requirements—but the customer was locked into the equipment because of the leases. Ed Dolan, the local equipment sales rep, contacted Leo Miller, the MFC rep, and together they developed a proposal which addressed all the various elements of the installation. Through MFC's brokerage services function, a larger, more sophisticated processor was purchased and refurbished. Certain peripherals were removed, and in some cases penalties paid. They were replaced with Memorex products. Other products, under lease to third party lessors, were purchased by MFC and installed. MFC arranged to sub-lease the installed processor to another customer.

Package leasing is a complicated business, all right, but it's the specialty of MFC reps. And it's loaded with advantages. In the case of Roanoke, the big benefit is that now the hospital has the equipment it needs, under affordable

FOR \$29,062 A MONTH YOU GET THE MEMOREX LEASE PACKAGE.

OR THEIRS.



When you lease an IBM 3031 from Memorex* Finance Company, you get the same CPU, console and power supply you'd get from IBM at the same cost. But with a Memorex lease package, your new 4MB 3031 comes fully equipped. With Memorex peripherals — a 3221 tape controller, eight 3228 tape drives, a 3674 disk controller, a 3653 disk drive, three 3650 disk drives, a 1372 communications controller and sixteen 1377 CRT's — you get a 3031 computer system instead of just a computer. It's like getting all your peripheral equipment at no additional cost. In fact, only maintenance on the equipment and applicable taxes will cost you extra.

Memorex Finance Company offers similar savings with lease packages for the IBM 3032, 3033 and plug-compatible CPU's.

All designed to provide you with the data processing equipment you need at a reasonable cost.

For more information about our Series 3000 lease packages, any of our custom-tailored financing programs or our equipment brokerage services, contact Memorex Finance Company today: 1153 Bordeaux Drive, Sunnyvale, California 94086, (408) 734-2261. Regional offices: Atlanta/Larry Nesbit (404) 321-0200; Boston/Tim Connors (617) 890-0700; Chicago/Steve Denari (312) 620-2599; Dallas/Ron Joplin (214) 258-3510; Pittsburgh/Frank Jakovac (412) 531-6900; San Francisco/Bill Roch (408) 987-1450; Washington, D.C./Leo Miller (703) 821-3300.

MEMOREX FINANCE COMPANY

Hard-hitting ads like this are part of MFC's aggressive marketing program. The MFC series 3000 lease packages offer customers an IBM 303X or plug compatible processor, complete with Memorex peripherals, all for what it would cost to lease just the processor. There are also benefits to sales reps. Commissions for one of these packages may run as high as \$40,000.

terms and conditions. The customer has the added advantage of now dealing with only one supplier. Very little will transpire in this account for the next several years that Memorex, through MFC and FOG, does not control.

This is a good example of how effective FOG and MFC can be in competitive situations when they work together.

1980 priorities

MFC has several priorities for 1980. Topping the list is an improvement in the competitive quality of MFC financing and

marketing programs. A third area is to increase staffing, principally in the New York, Mid-Atlantic and Detroit areas, plus add two individuals to provide national support for MFC programs focused on state and local governments.

1979 was the year that MFC put its foundation in place. 1980 is the year to go after the opportunities. States Krauter, "You can bet that the competition will be tough, but with MFC and FOG sales reps working together, day by day, account by account, we'll be just as tough."

Largest order for Central Area now at GM Research

It's the kind of sales success everyone likes to read about—the team that stayed on top of a situation even after it seemed they had lost. As a result, they closed the largest order the Central Area has ever had, worth nearly \$2 million. The account: General Motors Research.

The heroes of this story call themselves the GM team. In Detroit, they are Bill Colestock, Branch Manager for Automotive accounts, Tom Pozniak, and Richard May, sales reps.

About June of 1979 this team became involved in selling 3652s to General Motors Research. Competition was heavy from CDC and STC. Memorex had just introduced its double density drive, and Fred Jakolat and Dennis Moynihan, Santa Clara, lent support to the sales effort by making several calls on the account.

Although Memorex's presentations were excellent, by the first of October the account decided to go with STC.

"We were discouraged," recalls Bill Colestock. "But we didn't give up. We knew that STC was having shipping problems so we prepared a back-up plan in case the order fell through."

It was a smart thing to do. In December the account contacted Memorex and asked how soon it could have its 3652s installed.

On the 16th of January a letter of intent was received, and the order was firm—18 strings of 3652 for GM Research. The order displaces Fisher Body as being the largest Memorex installation for General Motors.

The 3652 is one of Memorex's most reliable products. According to Gary Brock, product manager, the drive is averaging 90 million I/Os per hard failure at various installations. That is about ten times the reliability of other competitive products.

It's back in his hands!



An elated Bill Etheredge accepts the President's Cup from Charlie Splaine. His region ranked 1st or 2nd in six of the nine evaluation categories and produced four "Of the Year" award winners.

The President's Cup, an award introduced in 1977 for the top region of the year, was first earned by the Western Region. In 1978, after a neck-and-neck race, the Southeast Region snatched it away from Western by five points. But in 1979 the Western Region sprang back, and now the coveted silver bowl, a symbol of pride and success, sits again in Santa Clara offices.

It's an award well-earned. The region generated the highest revenue, spent the least money, and had the lowest AIT and IBNOR percentages in the country. It was first or second in six of the nine evaluation categories. It also produced the BSD sales rep of the year (Michele Spelliscy), the OEM sales rep of the year (Jack Helman), the LSS rookie of the year (John Everett), and the systems engineer of the year (Mel Raymundo).

For the second time in three years, Bill Etheredge takes President's Cup for Western Region

What makes the region so effective? What gives fire to its success? A look within the territory itself answers that. Its greatest asset, as with any region, is its people. They are a generous blend of talent, skill and determination—a combination that makes them successful as individuals as well as collectively.

Bill Etheredge has headed the region for over three years. He's another reason the employees do well. Listening to him

talk leaves little doubt that one of his strongest points is his ability to motivate others. A competitive individual, he knows his people like a football coach knows his players. He can rattle off their strengths and weaknesses, tell you when they joined the company and where they were prior, what accounts they're working on, their height, weight, where they went to school, etc.

"Jack Helman is a delight to work with," he'll say. "He was in field engineering for years and has only been selling since April of '79. But he's so self-motivated and tenacious he has adapted quickly. He's also got good business judgment, which was very important for his DEC and NBI orders." (DEC and NBI helped Helman bring in 80% of OEM's national revenue in 1979.)

Etheredge could say as much about any of his people. He describes Arnie Freedman, BSD rep, and Bill Trimble,



Michele Spelliscy, BSD rep of the year

What should I have done differently?" And so forth.

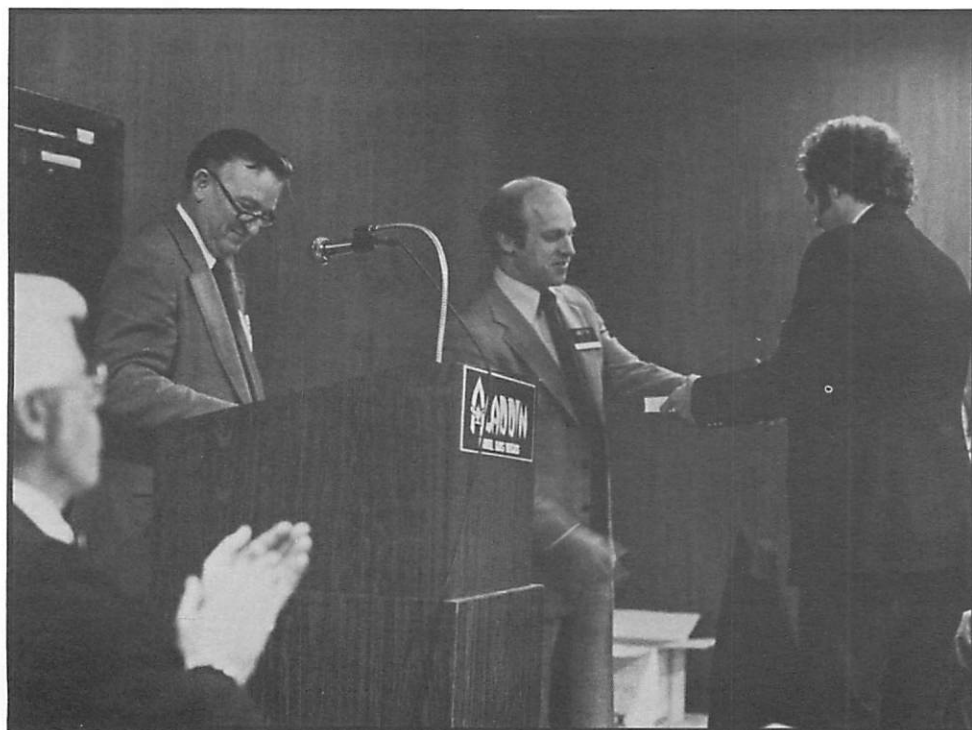
Etheredge is a two-time Quota Club President himself. His background in field sales and management helps him understand how to build a team concept between those two areas. This was useful when trying to meet the 1979 objectives of the region. "I try to let everyone know they're involved in the total profit and revenue activity of the region," he explains. "I tell my employees both good and bad news, and let them know how they affect all that happens."

His approach works. Says one sales rep, "Bill is a real person with us. We not only know what to do, but why. This makes a big difference in our attitudes and motivation. We all want to pull together harder and stay a team."

Field Engineering

Al Montgomery has headed the region's field engineering team since February of '79. He brought a strong administrative and finance background to the position, and his highest priority was to implement management controls in the field. At first the FE force reacted with caution to him, fearing that his background may mean that he wouldn't fully understand field engineering issues. But many FEs had a part in developing what

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Al Montgomery, left, assisted by Etheredge, made field engineering award presentations at the Quota Club regional breakfast. "It's not individual performance that sends an FE to Quota Club—it's the work of many. Whether you were nominated or not, you're part of the team that brought success to the region."

Pincolini sets a precedent



Denise Pincolini—first Field Parts Administrator to attend Quota Club.

People she works with say it's a pleasure to have her in the office. In addition to her enthusiasm, Denise Pincolini, Field Parts Administrator for the Santa Clara FE Branch, is appreciated for the precise and efficient way she does her job. Her recordkeeping is so neat and well-documented a field engineer can check her daily log book and know an order status at a glance. On emergency orders she often picks up the shipment herself on evenings and weekends so the FE has it first thing in the morning.

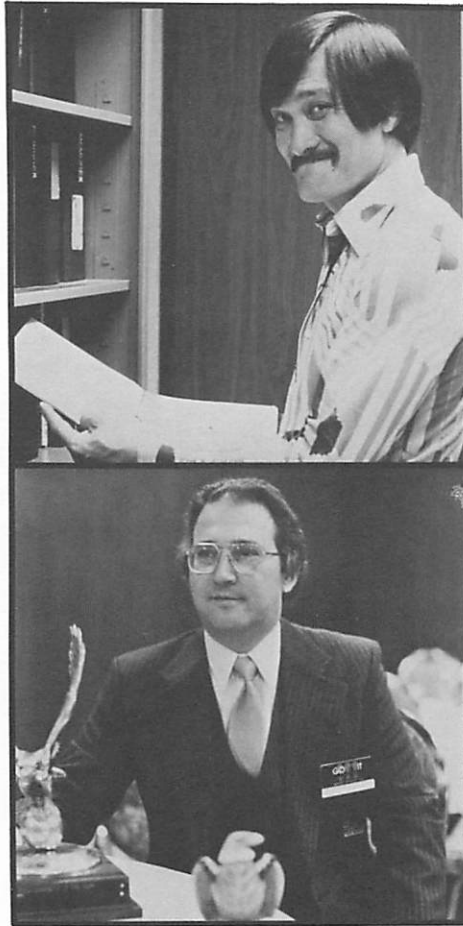
Pincolini has been a field engineer herself, and says the experience helps her appreciate the importance of her work. There's no doubt that others value her. She was elected to be a 1979 Quota Club member and became the first SPA to attend such a meeting. Said Bill Etheredge as he presented her with an award at the regional breakfast in Las Vegas, "The fact that Denise was nominated to attend Quota Club shows the importance of her work and its value to field engineering. She's doing a great job!"

President's Cup

(continued from page 7)

is called an FE controls book—a manual that set down guidelines for handling parts, manpower, overtime situations and other issues. They soon realized that Montgomery was trying to unify the region. Confidence in him grew. Said one FE Branch Manager eventually, "Al's the most professional person I've worked for. His operating procedures have given us a clearer understanding of what we can and can't do. We work together under the same rules now, and we're more productive as a result."

Montgomery's emphasis is also on knowing and motivating his people. This was especially seen at a regional field engineering breakfast in January. To be an annual event, Montgomery organized the occasion to review the issues of the year and recognize top performers. He presented Stan Hogeman, SF, with a Branch Manager of the Year award, and George Wong, SF, with an FE of the Year award. The awards are obviously a source of pride and satisfaction for him. The 'of the year' trophy, a solid brass eagle, was personally created by Montgomery and his wife.



George Wong, Stan Hogeman—Western Region's FE and FE Branch Manager of the year



Mel Raymundo accepts SE of the Year award from Mike Mann, Manager, SE Services.

Systems Engineering

Under Regional SE Manager Bob Quinn, Western's team of systems engineers had a strong 1979. QCM installations picked up and DCC classes became more popular. A particularly outstanding SE in the region, and the country, for 1979 was Mel Raymundo, Santa Clara. In 1978 the Western Region was 130% of quota, at \$71,000. In 1979 Raymundo personally contributed almost \$70,000 in QCM and educational services—the highest individual SE contribution in the country. According to Etheredge, system engineers are an integral part of the sales team. "Their support has substantially improved Memorex's credibility in the west," he claims.

1980

With the solid performance of 1979 behind them, 1980 took off on a strong note. In the first quarter several large orders were confirmed, including a whopping 30 strings of 365X for Bank of America, and 5 strings of 365X at Tymshare. Etheredge's top action items for '80 are to further penetrate large Fortune 500 accounts and qualify every sales rep for Winners Circle. He expects to be on the road often to help make that happen.

Yet, in spite of Western's strong start, other regions are quickly showing that the region will have to fight to keep the Cup. The Eastern area has cemented large disc drive orders at Bell of Pennsylvania, Bethlehem Steel, and C & P Telephone. The Mid-west boasts orders from Sigma Chemical, Gould, Inc., and R. R. Donnelley.

And the Southeast is not about to be outdone again. States Bill Whitaker, Vice President, "My region is putting the Western region on notice that while we may have missed the Cup by a few points in 1979, we're fast out of the block in 1980." He speaks proudly of his Carolinas branch, which was over 200% of quota in the first quarter, and of a large order received from the State of Florida.

All the regions seem just as determined to have the shiny silver cup in their office a year from now. But Western is committed to keeping it. Perhaps the region's spirit is best exemplified by San Francisco sales rep Tom Shelton. When told that *Foghorn* was writing a story about Western being #1 for 1979, he replied, "You mean 1980, don't you?"

His comments may be presumptuous but, with confidence like that, Western is going to be hard to beat.



Federal wins GSA

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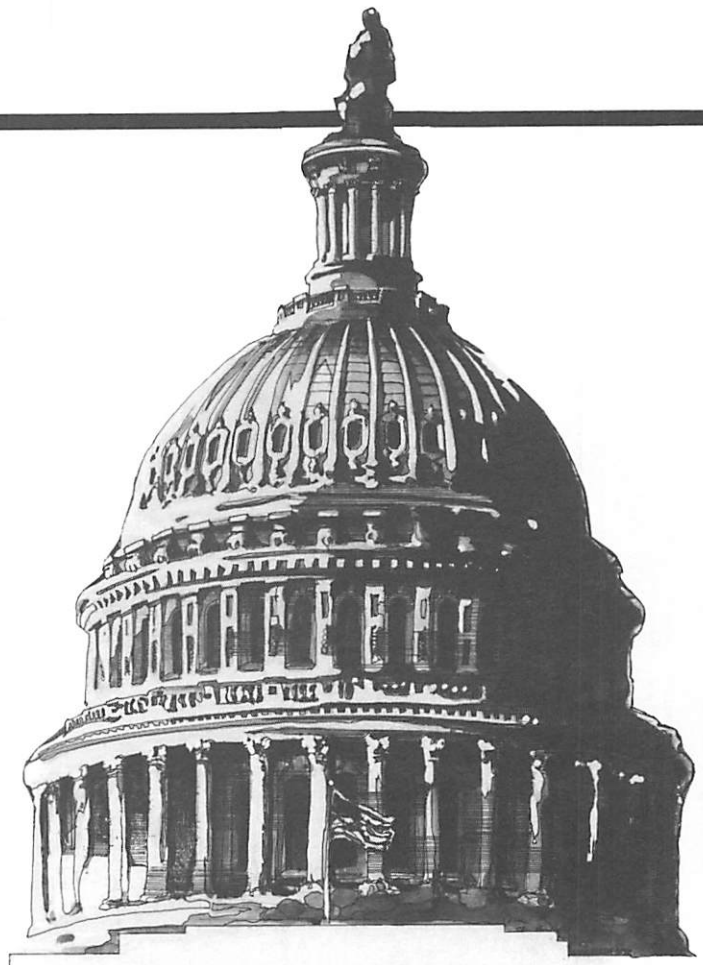
process was, Koenig and his staff were always committed to an attitude of cooperation with the GSA. "Our strategy was to be above-board and build a good customer relationship," he explains. "We worked with many GSA people for two and a half years, and now we've got a good relationship already established."

One obvious note stands out about the Federal staff—it is a group of professional and hard workers. While so much time and energy was being poured into the GSA order, other business was going on as usual. The Department of Transportation, the Tennessee Valley Authority, the U. S. Army Management Systems Support Agency, and the CIA are just a few of the accounts penetrated in 1979.

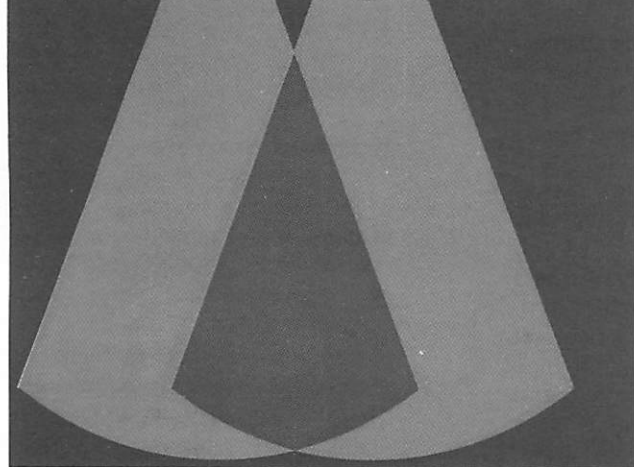
Selling to the government can play a big part in Memorex's growth. Orders tend to be more profitable overall because their size is usually very large. Add-on business can be as much as 200% of the original order.

At the recent Silverado management meeting, Sheryl Root, a manager from the Information Systems Division, introduced herself to Bill Koenig and congratulated him on the GSA award. The ISD has no direct association with FOG—news had indeed traveled far and fast around the company. A delighted Koenig thanked her for her offers of assistance. Said Root, "This order has affected morale in Santa Clara. It is a show of confidence in Memorex's products and people, and great recognition for the company. Everyone in Santa Clara is proud of it."

You can bet that everyone in Washington is, too.



FOGLIGHTS



Dick Dobson, Systems Engineer, Seattle, has just completed a DCC class at Pacific Northwestern Bell that brought great praise from several management levels. The class will be an on-going one at this account, which is one of the largest in the Western Region...and in Southern Cali-

fornia, **Mark Hill**, Field Manager, and **Stan Stanley**, District FE Manager, have both been doing an outstanding job providing account support... **Ralph Morrison**, Federal, has kicked 1980 off to a flying start. He got three major accounts—National Academy of Sci-

ences, NASA and the Civil Aeronautics Board—to commit to Memorex. He'll be at Winners Circle, too... **Ron Dolan**, Boston, was Northeast Region's professional of the month. He has been successful with Raytheon for drives, IDI, 1270s, and the order is only just beginning...And a Santa Clara employee gets recognition, too. **Gary**

Brock, 3652 Product Manager, was called in at the last minute to be a substitute in a critical presentation at R. J. Reynolds, Southeast Region. Gary flew all night to arrive in time for a 9:00 a.m. presentation, and then assisted in other presentations at Western Electric, Spring Mills, J. P. Stevens, and Network Computing. Thanks, Gary!... **Lou Gangone**, Area Support Specialist in the Eastern Area, is commended for his dedication in a customer situation at the Budd Co. He has also contributed to smooth operations at a number of other key accounts, such as Bethlehem Steel... **Pat Norton** had a significant win at the State of North Carolina, Department of Transportation. Memorex will replace STC with tape drives. Pat also closed a very large QCM package at Carolina Power and Light...The San Francisco FE team of **Jim Pelican**, **Jeff Vogel**, **Jim Dethlefsen**, **Rickie Butler**, **Andy Hemphill** and **Terry Reed** are commended for their professionalism at Bank of America. Their ability to consistently perform was recognized by the bank and played an important part in their choice of Memorex over IBM and STC.



Jeff Matz

Matz the de-bugger

Perhaps the toughest challenge a field engineer can face is trying to turn an account around. This was the situation **Jeff Matz**, FE, West Orange, faced last Fall when he was assigned to Bradford National Computer, New Jersey. Bradford, a national account, had 8 strings of 3650, 2.5 of 3675 and 2.5 of 3670. It had been having problems with data and equipment checks and poor showings on reliability Plus Reports.

Matz, recently married, recalls that he was home little in those early months. "I almost lived at the account, getting to know the room and each machine like a person," explains the diligent FE. "They required constant monitoring."

His persistence paid off. In November, the de-bugging process was well on its way and the errors were back to zero, where they belong.

Matz was honored as a Professional of the Month for the Eastern Area. Says **Tom Delaney**, Branch Manager, "His work has had a very positive effect on both the customer and Memorex." It's people like him that put Memorex ahead of competitors and keep it a company with a proud reputation.



Decathlon gold!

Every year Memorex holds an international management conference at the Silverado Country Club in the Napa Valley, California. Known simply as Silverado, the three-day meeting is an opportunity for Memorex managers to discuss the company business and future plans.

This year a special activity was held to help employees meet each other—the decathlon. The ten events weren't exactly of olympic calibre, but they did offer some challenge, fun and laughs. They were: golf, tennis, table tennis, racquetball, frisbee, bowling, bicycle racing, backgammon, a one-mile run, and a good ol' pie eating contest.

Teams were entered from each of the Memorex groups. But wouldn't you know, it was the illustrious FOG team who captured the first place gold. It just further proves what a talented bunch FOG employees are! Those who placed are:



tennis—Jerry Pattison, Mgr. RSC Support and Rich McCraney, Central Area VP (1st)

pie-eating—Andy Lovas, Mgr. Sales Planning (1st)

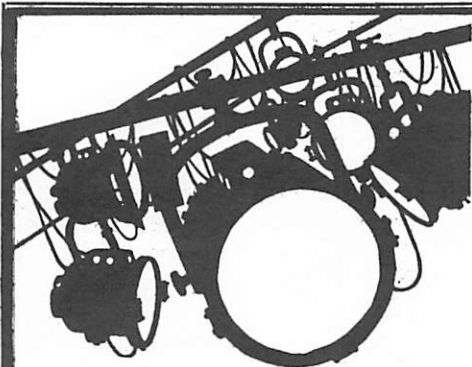
frisbee throw—Charlie Splaine (1st)

bowling—Bob Booth, Mgr. FOP and Mike Mann, Mgr. SE Services (1st)

bicycle race—Andy Lovas (3rd)

backgammon—Andy Lovas (1st)

Each member of the FOG team received a gold medal. The computer media group took second place, and corporate was third.



SPOTLIGHT

Regional Reporter: Betty Rawlings

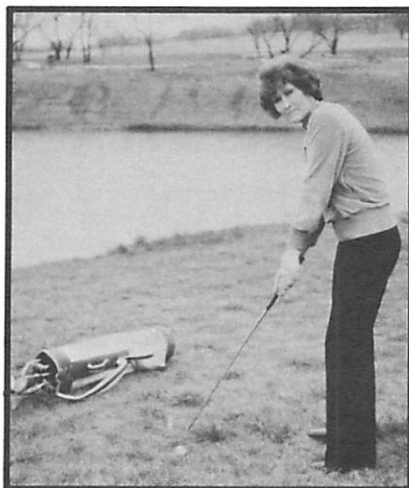
She's been commended for her work many times—by both customers and co-workers. She takes initiative, is responsive to needs, and makes sound decisions. But to Betty Rawlings, Southwest Regional Secretary, such opportunities are the excitement of her job.

That's one reason why she's Foghorn's Regional Reporter. She stays on top of things.

Betty joined the Dallas staff in 1973 as a receptionist/typist. She held a number of jobs before her 1977 promotion to Regional Secretary.

Her favorite way to unwind is playing golf, a sport her husband introduced her to 15 years ago. She wouldn't reveal her handicap—but she says she loves sharing the activity with her family.

Betty supports the regional FE, OEM, and customer service functions and thrives most on customer contact. Always on the lookout for news, if you have a customer order story or a field/systems engineering feat, give her the scoop. She can be reached in the Dallas office.



Al Kennedy, Jim Welch

A decade of service

It's not often that we read of field employees reaching ten year anniversaries, but they are becoming more and more frequent. The two most recent are Regional Vice Presidents, **Al Kennedy**, Eastern Area, and **Jim Welch**, Southern Area.

Kennedy joined Memorex as a branch manager, Philadelphia. A few months later he was promoted to district manager. In 1971 he was named regional sales manager, and in 1977 became regional vice president.

Welch joined as a sales rep in Dallas. He spent a year in Cleveland as a branch manager before returning to Dallas, where in 1976, he became regional sales manager. In 1978 he was promoted to vice president.

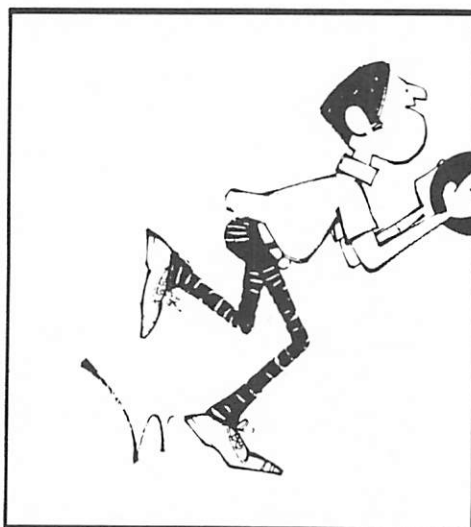
In 1969, Memorex revenues were \$78 million. Today, they are over \$700 million. These two individuals, through their dedication, have been a large part of this successful growth.

Bayer to head GSG

William Bayer has taken the helm of the General Systems Group. He is responsible for the manufacturing and marketing of rigid and flexible disc drives for the OEM market, and for the 8-inch disc program.

Keith Plant has been appointed Vice President, Marketing, for the 8-inch program.

Bayer brings more than 20 years of computer industry experience to his new position. He previously was with CDC, Minneapolis, where he served as Vice President, OEM operations since 1977.



The perfect 300

It wasn't a perfect 10, but it was a perfect score. **Scott Dimeler**, Refurb Technician for the King of Prussia Regional Service Center, earned the wows of his friends by scoring 300 at a bowling tournament held to benefit area child guidance clinics.

Dimeler, who has been bowling for ten years, says his previous best game was 269, and he usually averages around 195. When asked how he felt entering the tenth frame, Dimeler answered honestly, "Really nervous!"

His perfect score earned him \$250 and various other merchandise prizes.



FOG people on the move

Allen, Sharon, to Fld. Adm. Coordr., Boston
 Austin, Virginia, to Assoc. Inven. Anl., Houston
 Baker, Deborah, to Expt. Trfc. Coordr., Santa Clara
 Barbour, Linda, to CSR, Chicago
 Barnes, Teresa, to Analyst Programmer, Santa Clara
 Bergeron, David, to FE, Atlanta
 Bradley, Robert, to Sr. FE, Portland
 Breech, William, to FE, Greenwich
 Bright, Pamela, to Inven. Cntrl. Anal., Federal
 Brown, George Jr., to Mgr. Reg. Sls., Detroit
 Brown, Ronald, to Sr. FE, Houston
 Burroughs, Edna, to Sec. B, Houston
 Butler, Rickie, to Fld. Support Rep., San Francisco
 Caffo, Anthony, Jr., to FE, Federal
 Calhoun, Randy, to FE, Detroit
 Campbell, Doris, to Supv. Br. Adm. Suppt., Federal
 Canada, Nathan, to Terr. Supv., Indianapolis
 Carpio, Agnes, to Sr. Dispatch Data Coll., Santa Clara
 Castillo, Charlie, to Acctg. Spec., Santa Clara
 Chiantella, Christine, to Sr. Dispatch Data Coll., Santa Clara
 Chrones, Peggy, to Supv. Cust. Svc., Lombard
 Connor, James, to Sr. Sls. Rep., Philadelphia
 Craig, Christine, to Sr. Ed. Spec., Santa Clara
 Crapo, Ray, to Sr. Credit Rep., King of Prussia
 Croghan, Daniel, to FE, Santa Clara
 Cronin, Jeremiah, Jr., to Mgr. Br. Sls., Hartford
 Currie, Edward, to Sr. FE, Charlotte
 Davis, Clifton, to FE, Irving
 De Vou, James, to Sr. Acct., Santa Clara
 Downard, Gene, to Mgr. Cust. Ed., Santa Clara
 Dwyer, Katherine, to Vis. Dis. Rep., Boston
 Eaton, William, to Fld. Supp. Eng., Memphis
 Evans, Paul, to FE, Los Angeles
 Fautt, Donald, to FSS, Los Angeles
 Ferg, Ronald, to Sr. Fld. Supp. Engr., Federal
 Florence, Michael, to Sr. FE, Santa Clara
 Forest, Henry, to Sr. AFE, Los Angeles
 Fowler, Earl Jr., to Sr. Sls. Rep., Houston
 Francimore, Bernard, to Sr. AFE, Houston
 Friedl, David, to Sr. AFE, Kansas City
 Garpow, Russell, to Sr. AFE, Chicago
 Gaskell, Thomas, to Prod. Supv., Santa Clara

Genther, Don, to Mtl. Hdlr.—Dist. Ctr., King of Prussia
 Gonzalez, Enrique, to Sr. AFE, Lombard
 Green, Robert, to Mgr. Fld. Eng., San Francisco
 Grove, Gary, to Mgr. Sp. Inv., Santa Clara
 Hardin, Patricia, to Sr. Fld. Order Adminr., Greensboro
 Harrington, Katherine, to Sr. AFE, Dallas
 Heins, Sherry, to Inven. Cntrl. Anal., Irving
 Hemphill, Andrew, to Sr. FE, San Francisco
 Henry, Michael, to Mgr., Off. Svc., King of Prussia
 Higgins, Diane, to Assoc. Acctnt., Santa Clara
 Hill, Mark, to Mgr. Br. Fld. Eng., Los Angeles
 Hipp, Stephen, to Mgr. Fin. Svcs., Lombard
 Holody, James, to Mgr. Br. Fld. Eng., Buffalo
 Holpit, Sandra, to Fld. Admin. Spec., Cleveland
 Horan, Thomas, to Mjr. Acct. Rep., NYC
 Huck, Robert, to FSS, Milwaukee
 Jenkins, Jerry, to Mgr. Offc. Svc.—West, Santa Clara
 Jenkins, Mae, to Assoc. Acctnt., Santa Clara
 Jenkins, Sharon, to Sr. Receptionist, King of Prussia
 La Vigne, Roland, to Sr. FSS, Santa Clara
 Leinss, Christine, to Sr. Fld. Order Adminr., Milwaukee
 Lindberg, Ann, to Acctg. Spec., King of Prussia
 Lukasik, Alexander Jr., to Sr. AFE, Santa Clara
 Makowiec, Sonya, to Assoc. Credit Rep., King of Prussia
 March, Daniel, to FE, Hartford
 Martin, Ellen, to Acctg. Assoc., Irving
 Masterson, Suzanne, to Sr. Sec., King of Prussia
 Mayers, Carol, to Cust. Serv. Rep., King of Prussia
 Mayotte, Jan, to Sr. Fld. Order Adminr., King of Prussia
 McKenzie, Landon, to FE, Akron
 Mendoza, Glorinda, to Sr. Dispatch Data Coll., Santa Clara
 Mesa, Kimberly, to Sr. Dispatch Data Coll., Santa Clara
 Miller, Richard, to Sr. FE, Ann Arbor
 Mooney, Joseph, to Mgr. Br. FE, Boston
 Morales, Jesse, to Acctnt., Santa Clara
 Morales, Mary, to Dispatch Data Coll. Sp., Santa Clara
 Necessary, Robert, to Mgr. Fin. Svcs., Irving
 Neustadt, Colleen, to Sr. Sec., Lombard
 Norman, Gregory, to Sr. FSS, Los Angeles
 Pagni, Lollie, to Sr. Dispatch Data Coll., Santa Clara
 Paradis, Nancy, to Sec. A, Federal
 Peters, Harold, to Mgr. Reg. FE Tech. Supt., Santa Clara
 Pinto, Leonard Jr., to Sr. AFE, King of Prussia
 Quay, Jeffery, to Fin. Anal., King of Prussia
 Quick, Walter, to Sr. FE, King of Prussia
 Quiring, Robert, to Prod. Engr., Santa Clara
 Reid, Raymond, to Sr. AFE, Federal
 Robertson, Ted, to Sr. FE, Irving
 Sack, Terrence, to Sr. Trfc. Clk., King of Prussia
 Salken, Kenneth, to FE, Richmond
 Shannon, Clarence, to Mgr.—Reg. FE, Lombard
 Sherman, Paul, to FSS, Phoenix
 Sinclair, Maxine, to Fld. Admin. Coordr., Boston
 Smith, Sandra, to Fld. Admin. Spec., Cleveland
 Stanley, Kimbal, to Sr. FE, San Jose
 Stinton, Dale, to Sr. Acctnt., Lombard

Stockelman, Marilyn, to Fld. Admin. Spec., Cincinnati
 Sundin, Barbara, to Sec. A, Santa Clara
 Supnet, Rosemary, to Acctg. Spec., Santa Clara
 Swetzer, George, to Sr. FE, West L.A.
 Szczygiel, Stan, to Mgr. Fin. Svcs., King of Prussia
 Thomason, George, to FE, Akron
 Toy, Pamela, to Fld. Admin. Coordr., Boston
 Umberger, Robert, to Sr. FSE, Boston
 Underwood, Phillip, to Sr. Sub-Assembler, Irving
 Waller, Billy, to Sr. SE, Houston
 Watkins, Jeffrey, to Sr. AFE, Federal
 Wentzel, William, to Sr. FE, West Orange, N.J.
 White, George Jr., to Sr. Fld. Supp. Engr., King of Prussia
 Wiesinger, Linda, to Purchsg. Expedtr., King of Prussia
 Wilcox, Frank, to AFE, Boston
 Zerbe, Scott, to Supv. Trafc.—Mat. Han., King of Prussia

In Memory

James Scoggins, 39, Sr. Sales Rep, Charlotte, died March 22 of cancer. He had been hospitalized since January 21.

Scoggins joined the Charlotte branch in January, 1978. By the end of the year he was one of the top ten performers in the country with 272% of quota. In early 1979 he married his second wife, Bonnie, and the Bermuda Winners Circle became their honeymoon.

Although he worked little more than half of January, 1980, he was ranked sixth in the company by the end of the month.

Scoggins was national account manager for Western Electric Corporation. He interfaced with many departments and people, and according to Branch Manager Malcolm Smith, everyone thought highly of him. "He was a very, very likeable fellow," describes Smith. "He was not a charger or a super aggressive person, but more a gentleman and a scholar. He'll be missed."

Foghorn is published six times a year for the Memorex Field Operations Group. Please send ideas and comments to:
 Laura F. Carroll, Editor
 Field Operations Programs
 Mail Stop 0601
 2800 Bowers Avenue
 Santa Clara, CA 95051
 (408) 987-0949

Regional Correspondents:

Marilyn Toto, San Francisco (408) 987-1214
 Betty Rawlings, Dallas (214) 258-3510
 Karyn Danes, Detroit (313) 354-4511
 Judy Hester, Atlanta (404) 321-0200
 Sandy Cook, Boston (617) 890-0700
 Kay Danisi, Philadelphia (215) 337-1050
 Melinda Bruno, New York (212) 541-7780
 Colleen Neustadt, Chicago (312) 620-3239
 Joanne Stanley, Federal (703) 821-3300