

Saga

Of The
MEMOREX
Computer Media
Group



THE COMPUTER HISTORY MUSEUM

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A Bi-Monthly Newsletter for
Memorex Computer Media Field Sales Personnel

In 1976 the only product choice
is Memorex
by James Dobbie

1975 was a very significant turning point for all of Memorex and for our Computer Media Group. During this year probably the most important single achievement that all of you have accomplished is returning confidence to all of our customers in Memorex, its products, service and people.

We started off the year with the shadow of 1973 and 1974 still present. Customers still had questions about our ability to serve their needs in a competitive environment and even had questions about our financial stability as a company. As a result of all of your efforts, it is clear that many of these problems are behind us. Our 1975 earnings report shows that our financial position should now be a very positive factor in your capacity to sell products.

In 1975 we also started off the year with some areas of questionable product quality and serious questions from many of our customers about our capability to serve their needs from an availability standpoint. Many of our competitors used the 1975 GSA contract as a means of indicating that we were putting large contract needs above the needs of small users.

Many of our competitors announced disc products which were calculated to erode our marketshare.

The 1976 picture is totally different. Availability of virtually all our products is more than sufficient to meet the customer service needs, including immediate off-the-shelf delivery of most standard items. Our Philadelphia Distribution Center is now fully stocked and provides another example of our commitment to customer service. Our product quality in both



Steve Stone
talks about
Data Mark

1976's outlook for disc products, in general, and Data Mark, specifically, is an extremely promising one, according to Steve Stone.

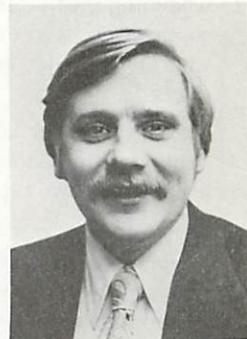
Stone, product manager for Data Mark and disc packs, makes this statement for a number of reasons:

"One, the competitors aren't as tough as they use to be, plus, they're having difficulty getting the technology; two, Memorex's financial position has improved dramatically; three, our sales force is larger and getting better everyday; and fourth, we have an excellent reference base with good, solid products out there," Steve concludes.

Media's Data Mark is one of those "solid products." Stone elaborates on the growing data module market; product features that set our data module apart from competitors' products; and, the workings of investment tax credit in reference to modules.

"One of the most important things that Memorex Media sales representatives should be aware of during '76 is that IBM has accelerated System/3 Mod 12 deliveries from June to March," says Stone. "And we expect the Mod 12 users to be the current users of S/3 Mod 10's and Mod 6's. Currently there are approximately 12,000 Mod 10 users, and we are estimating that 80 percent of these people will upgrade within the next four to five years."

This means there is a potential market of 50,000, or more, modules starting in '76 with approximately 2,500 of the Mod 12's, installed this year. Each Mod 12 requires two 3340 spindles "...and therefore, the average guy will



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Connie Chilla: Salesperson of the Year

"Congratulations to Connie on a superior performance in a terrific year!" — Gary Fisher



1975's Salesperson of the Year was recently announced, and the person named was Connie Chilla of Media's Midwest region.

Connie's sales orders and quotas were consistently large throughout the year, according to Gary Fisher. "Connie led the nation on a full-year basis with an outstanding 222 percent quota performance. This achievement resulted from the consecutive months of quota attainment, with eight of these over 200 percent and three over 300 percent! This kind of consistent excellence precludes any single account, effect of big month, or big order," sums Fisher.

Chilla's Regional Manager, Marty Dasher, has high praise for the Salesperson of the Year. "Connie is a prime example of a 'home grown' salesperson. That is, she had no sales experience prior to joining Memorex in March, 1974. Her sales expertise has come solely through the Media sales organization."

In describing Connie's working *modus operandi*, Dasher says, "She has dynamite drive, hard-work dedication and an overwhelming enthusiasm. This enthusiasm is one of her keys to success. On a sales call, her vitality translates to customers, who in turn get as excited as Connie about her Media products."

This excitement about Media sales and products was also reiterated by Connie, "I owe a lot to hard work and perseverance. And I also received a lot of help from my friends."

Connie points out that "help from my friends" came from her regional co-workers and from the credit, billing, ordering and Media marketing personnel in Santa Clara. "Plus, help on sales systems via Marty Dasher and District Manager, Jim Mooreland, also significantly contributed to my success," she praises.

And what about Salesperson of the Year in '76? Connie optimistically says, "I'll give it my best shot."

Goal Setting by Gary Fisher

A new year brings with it a fresh set of challenges and objectives. We tend to dwell on those passed on to us, and ignore a less obvious but equally vital area . . . that of personal goals.

This can begin by putting those objectives given to you on a daily basis. A \$40,000 monthly quota requires \$2,000 worth of business a day. Planning and measuring yourself on this basis guarantees that you'll know each and every day what kind of day you've had. It also insures that you'll know where you stand as the month progresses, and won't fall into that familiar trap of waking up to find that you are in the

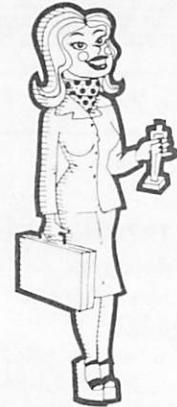


last week of the month and need \$25,000 worth of orders and shipments! Ours is a day-to-day business in other respects, and we should plan, prioritize and measure ourselves on that basis.

Another aspect of personal goal setting is that it extends above and beyond those passed on to you. Above in degree because that's how over-achievers get to be over-achievers. Beyond in kind because you'll set goals other than those passed on to you. These can be financial, professional growth, career path, or strictly non-business.

This activity forces a discipline in that the goals immediately beg for a road map or plan as to the "how to" and timetable for achievement. The individual with crisp goals is directed, but the person who knows how and when he will get there is in control.

The last but most important aspect of this technique is commitment. And the most significant commitments are those that we make to ourselves!



Roll Call of The Great Ones

Ann Kane in November '75

"The only thing that I have to say is 'Fantastic,'" says Ann Kane, Midwest region sales representative, upon her selection as Professional of the Month, November 1975. Ann was recently named for the honor by Gary Fisher after she led the nation in November with a 370 percent quota performance. She did it by selling a lot of tape and disc products — in near equal proportions. She built up to the high quota with 151, 145 and 176 percent quotas prior to November.

Ann, who thus far stands at 171 percent for '75, says that she did it by working very hard for four years. When asked what it is that she does to keep her quota so high, she replied, "Ask for the order on every call. That way, even if the prospect doesn't order, at least I feel better when I leave."

Ann also suggests that every salesperson read Robert Ringer's book, "Winning Through Intimidation." It's a real ringer!

1975 Professionals

November

October
September
August
July
June
May
April
March
February
January

Ann Kane

Allan Gaudet
Dennis Pickrell
(No Selection)
Jeff Moser
Bob Murphy
Tom Walker
Bob Schlosser
Connie Chilla
Dave O'Connor
Jay Benedict



War of Worlds ends: It's a draw!

If ever there was a sales contest holocaust in Mid-America, let it be known Media's Midwest and Great Lakes regions' square off in fourth quarter, 1975, has to be ranked tops in inter-regional guerrilla warfare. Or as Vince Tarpey, Great Lakes regional manager, puts it "... the duel to the death."

But this time the duel wasn't to the death. It ended in a tie, according to Marty Dasher, Midwest regional manager. In October, "Scooter" Dasher's Midwest region "Windy City Wonders" blew away "Tread" Tarpey's Great Lakes region "Motown Maulers." Then in November the table turned and Tarpey's crew out dragged Midwest (see results below).

In the final month, December, for the Wonders: Connie Chilla, Jim Mooreland, Rod Zimmer and Ralph Ambruster upended Monte Watson, Tom Petrus, Bob Lucidi and Rich Smith, respectively. For the Maulers: Dave Noltemeyer, Greg Sobieski and Randy Garth munched Jeff Moser, Ann Kane and Roger Hathaway.

In November it went this way:

For the Motown Maulers:

Dave "The Colonel" Noltemeyer lambasted Jim "Big Bubba" Mooreland, 192.2 to 98.4.

Monte "The Mangler" Watson depth charged Bob "Billy Jean" Staples, 195.8 to 7.6.

Bob "Lightning" Lucide sizzled Jeff "The Closer" Moser, 74.3 to 22.6.

Rich "Bentley" Smith drove over Roger "The Dodger" Hathaway, 197.9 to 41.2.

For the Windy City Wonders:

Ralph "The Bomber" Ambruster flew a seek-and-destroy mission on Tom "Pretty Boy" Petrus, 146.7 to 58.0.

Connie "Chickeroo" Chilla harpooned Greg "Whiskers" Sobieski, 279.8 to 71.8.

Ann "Candy" Kane out sweet talked Randy "The Kid" Garth, 369.5 to 128.7.

According to Dasher, prize money of \$400 will be split equally between the two Groups to use as they see fit. He feels that both the Midwest and Great Lakes regions are of excellent quality and that after the contest they both ended up exactly

the same way "... not proving one to be better than the other, but rather that both are of such significant quality, neither one could out do the other."

Dasher concludes, "I would personally like to offer my congratulations to Tarpey and his region for what proved to be an exciting and very rewarding contest for all participants."

Both regions would like to have another contest in '76. But next time, according to "Scooter" they are going to install a built-in tie breaker.

EDITOR'S NOTE: The new "Innovative Professional" column that follows is dedicated to the art and craft of selling Memorex Media products. In the column, selected individuals will expand upon known, innovative or unique sales techniques. Additionally, from time-to-time, the column's authors will touch upon their most memorable or unusual sale. Hopefully, the column will help to inform and enlighten, plus in some way, help make us more sales-wise.

The Innovative Professional

Bill Koenig's
Memorexemplary
sales technique:
Account Penetration



Bill Koenig, Media Federal region manager is now entering his ninth year with Memorex — the last seven of those years as field manager. During that time he has had the opportunity to work with outstanding, average and below average Memorex salespeople. The thing that distinguishes outstanding salespeople, according to Koenig, is "total customer effort or account penetration."

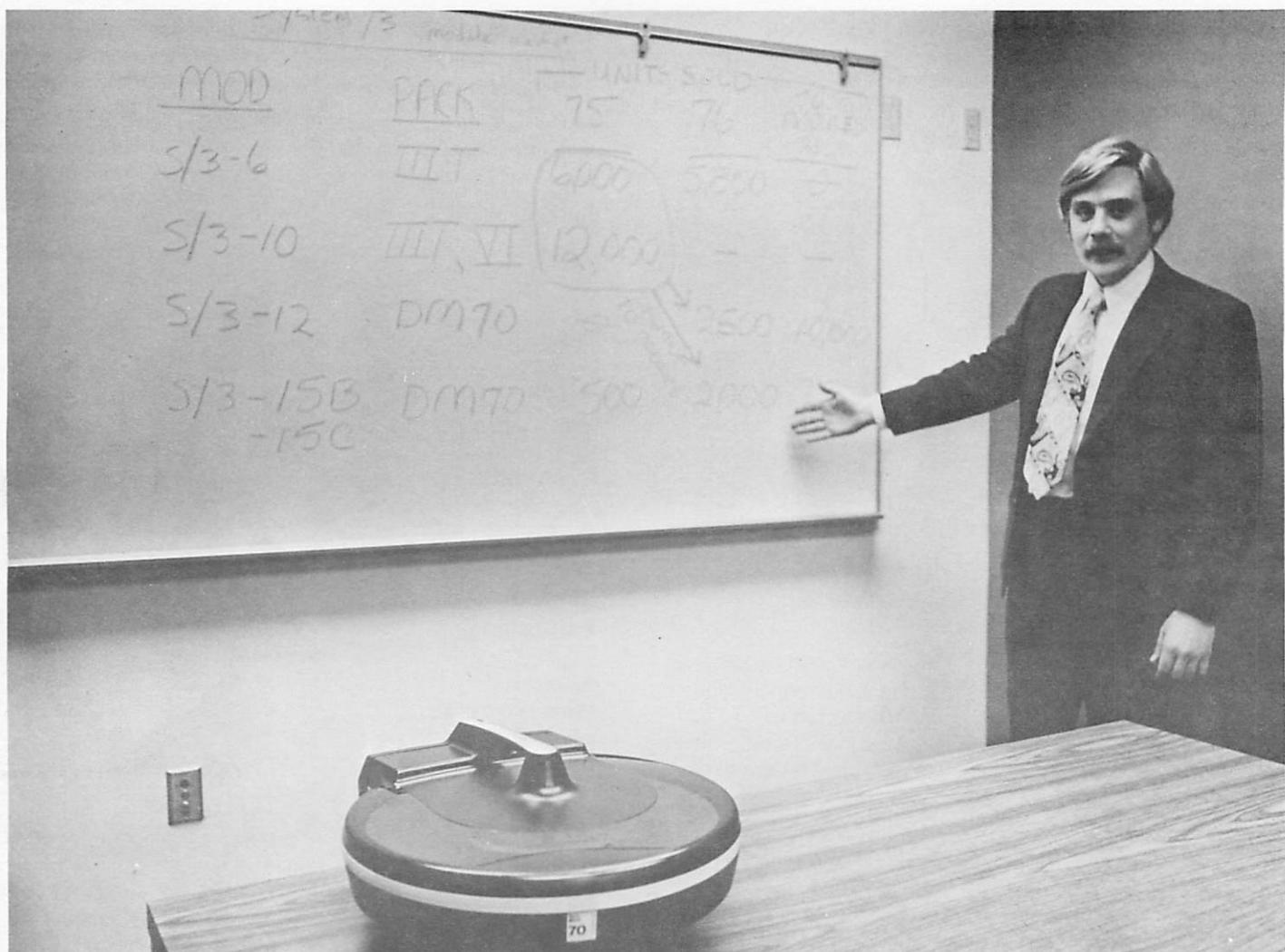
Here's how Bill describes it: "Account penetration, basically, is the representative's ability to thoroughly understand his or her account, the account's role in the marketplace, and above all, a thorough understanding of every key person within that account, from computer operator to company president. And only with this ability to call at all levels within an account can a salesperson be truly successful."

"I have seen several sales lost because we were not calling on the right person. Too many times salespeople take for granted knowledge of everyone at the account; however, it sometimes turns out that the person we don't know is the strategic and important decision-maker."

"Also, salespeople should never let the account do his or her selling for them. Rather than make a sales presentation to the purchasing agent, who in turn tells Memorex's story to the data processing manager, the successful sales representative presents Media's products to everyone, at every level."

"How many times have you heard 'just leave your information and I will make sure it gets into the hands of the right people.' Generally it doesn't get anywhere because that person is not getting paid to sell Memorex's products."

In summary, Koenig emphasizes, "Without account penetration the average and below average rep gets average and below average orders. With proper account penetration, at all levels, the highly successful salespeople get the outstanding orders."



STEVE STONE - CONTINUED FROM PAGE 1

require about four modules - that's one of the major market segments. It will constitute 20 to 25 percent of the total market in '76," summarizes Stone.

In addition to the new Mod 12 installations, Stone says that there is an existing installed base of less than 1,000 S/3 Mod 15B's and 15C's. These users will also expand their applications, and thus, expand their module usage. Stone estimates that in total numbers there will be over 18,000 modules sold this year.

Concerning the S/3 user, Stone points out that salespeople should not take the small computer user too lightly. "There are some S/3's that have 20 to 30 modules on them. In particular, there is a small CPA firm in Nebraska that has already bought 20 Memorex Data Marks. So just because he's a S/3 user doesn't indicate small orders. When you go into one of these little accounts, and he buys \$60,000 worth of modules, it's certainly a dramatic Media sale even though the user is right at the very bottom of the computer-user base."

The recently announced IBM System 370, 115-2 and 125-2 is another module market Stone sees as Data Mark hunting grounds. "The 115-2 handles eight 3340 spindles, whereas the older 115-1 handles only four spindles." He continues, "The 125-2 handles sixteen 3340 spindles, whereas the 125-1 handles only eight. Additionally, IBM has made faster

memories for these units, faster CPU's, and they have added some important software."

According to Stone, the 115-2 and 125-2 will hit the market by mid-year. Existing 115 and 125 users will be able to upgrade and utilize twice as many data module drives.

"On the high end of the module market, IBM's 3344 will be installed beginning second quarter. And each 3344 requires a minimum of two 3340 spindles." In Stone's opinion, "These two 3340 spindles will be fixed head intensive. Users will probably put fixed head feature into their drives. This, of course, creates a strong market for our Data Mark 70/F."

Elaborating more on fixed head, Stone points out that Memorex guarantees that Data Mark is upgradeable from 70 to 70F. This means that if a user thinks he may upgrade later, we can still sell him a Data Mark 70 now. Then he can purchase an upgrade later. Also, "...our upgrade price is less than the difference in the price of a 70 and a 70F from IBM."

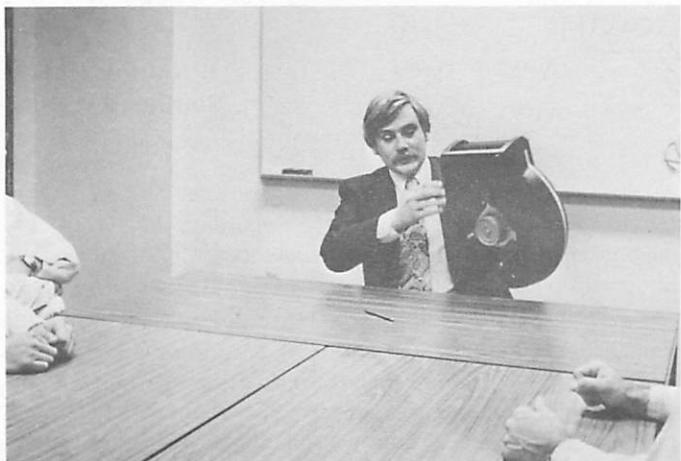
Moving into the area of Data Mark features, Stone's opinion is that Memorex makes the best unit on the market. There are many reasons for this as he points out.

"For one thing, our module has fewer defects which require fewer skip-defect assignments. This would include defects of one, or more, bits in error." Elaborating more, "With all

defects covered by assignments, it means that the module is error-free to the user. In essence, because we have fewer defects, there is a reduction in the amount of time that hardware and software spend in error correction."

Stone goes on to say, "Stringent in-house testing of competitors' modules show that a high number of defects on these modules were not given skip-defect assignments, which means, to the user, there's a greater risk that defects will be picked up. Thus, it takes longer computer time to correct the errors."

Regarding one competitor's module in particular, Stone reports that it was tested and 59 disc unskipped defects were found. Qualifying this, Stone says that during analysis testing there are two disc error dimensions that are measured. First, there is length of the error and then signal remaining amplitude. "Say, the system can read down to approximately 35 percent signal remaining. We test at 65 to 75 percent signal remaining... so what happens is that the equipment skips defects that probably wouldn't be seen on most systems. This testing and other tests show competitors aren't skipping those same defects.



"This testing is also applied to our own units, making it more difficult for us to get a flag free module out; but, it also means our Data Mark runs faster, better and longer than competitor's modules."

According to Stone, our module is also tested in many other ways (over 100 tests). The testing program is continually being revised to correct any new problems which could cause defective modules in the field. Because of this, Data Mark has been experiencing less than one percent failure rate.

Additionally, the high quality of module discs and heads allow minimum number of defects and guarantees a flag free module, comments Stone. Also, Data Mark is assembled in class 100 clean rooms "... which means it's assembled in the most stringently controlled clean room in the industry — even cleaner than a hospital operating room.

"In the assembly of Data Marks," Steve goes on, "great attention is given to details." Examples of this care and attention are Data Mark's door and carriage home bracket.

"Where our competitors provide labels on their modules saying module doors should be pulled closed by hand, Memorex has replaced all modules with door problems. Typically," he says, "if the module door does not have the right flexibility, dimensions, aligned tracks or if there are

burrs or protuberances in the track or channels, the doors hang up. Then the operator has to shut them by hand after dismounting the module. To put out a \$2,000 product, and then have to close it by hand is just not the way Memorex does things."

Data Mark's nonmetallic carriage home bracket is another feature that represents attention to detail. The bracket prevents any misalignment or mislocation of the carriage during transportation and handling. However, if a module is seriously jostled around, the bracket comes in contact with a ground stainless steel pin. And because all competitors use a metallic carriage home bracket, it is possible to introduce metal chips, flakes, or peel.



According to Stone, a problem may not arise within the first three to four years, but five to six years downstream, several loose particles, within the unit, will destroy the entire module.

Turning his attention from product features to product tax credit advantages, Stone comments, "The investment tax credit is a real advantage, and works in this way: Say, the user purchases a piece of capital equipment, like a data module. Then based upon his total costs, (the cost of purchase, transporting it, and installation — or the capitalized cost) he sets up his capitalized cost for a useful life period on his books. In the books the investment tax credit has to be equal to the unit's useful life that's used for depreciation of assets. Thus," he continues, "we advise that Data Mark should be set up for seven years, or more. This means the user can take the full 10 percent investment tax credit.

"Also, users have to keep the equipment a minimum of three years, or else, they have to pay back the entire credit to the government when they terminate the equipment.

"Therefore," continues Stone, "the only way that it makes any sense is to either purchase the module, outright, or buy it on a conditional sales program. That way the user's total cost is reduced. Further, if users take the investment tax credit, and if they lease the module three years, they're going to pay for it twice anyway. Therefore, they might as well buy the unit."

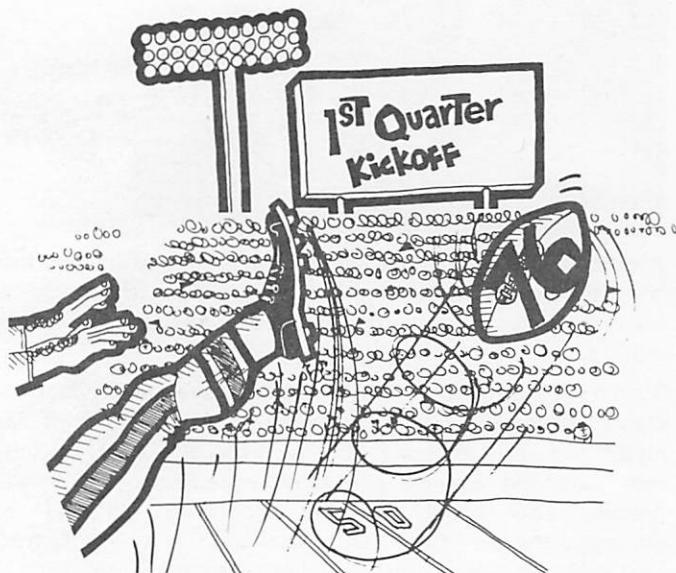
IN THE NEXT ISSUE OF SAGA,
"STEVE STONE ON MARK X AND MARK XI" WILL BE PRESENTED

JIM DOBBIE - CONTINUED FROM PAGE 1

tape and disc leads the industry. We had many notable successes in late 1975, including on-time deliveries of Data Mark 70 and 70F units. As a result of your efforts and the efforts of the other dedicated Memorex employees, we had record shipment months during the year in both Tape and Disc and continuous records in Disc Pack in many areas.

However, as in all types of businesses, our adversaries — the competition — have not left us and are waiting for any sign of weakness or mistakes. Only by total diligence to every area of our business needs will we be able not only to equal 1975 but far exceed that year's performance in 1976.

Let's go after every competitor and contract to demonstrate to all customers that with Memorex quality, Memorex service and the dedicated team of Memorex people, their only product choice is Memorex.



They're off and selling: First Quarter Kick Off

"Bet on a Sure Thing/Western Region 1976" was the meeting theme that Western Region used to kick off their New Year. The meeting was held during the second week in January at Harvey's Resort Hotel, Stateline, Nevada. Guest speakers included John Hoiness, director of field administration, Melody Schmickrath, regional administrative manager, Ed Sutter, senior field engineer for disc products and Gary Fisher. According to John Morgan, Western region manager, Tahoe's "... accommodations were great and so were the guests' presentations." Hoiness overviewed field administration, in general, and suggested some outstanding ideas on selling purchase business; while Melody concentrated on informing the sales delegation about regional administration's objectives and how they will assist Media in the coming year.

Detailing the technical aspects of Data Mark was Ed Sutter who Morgan says, "...had the task of selling a bunch of salespeople and did an extremely professional job."

Additionally, Bob Parson, Media's Los Angeles district manager presented an interesting analysis on what the Media Group has going for them in '76, and what they did not have going for them last year.

Providing "this year's inspiration and motivation," according to Morgan, was Gary Fisher who capped the program with some words on '76 sales objectives.

New York and Federal regions are looking forward to '76

First Quarter Kick Off meeting for Federal and New York regions took place at New York's Broadway Street headquarters.

According to Federal region's Manager, Bill Koenig, 1976 is "The Year of Challenge and Opportunity." On that note the regions reviewed '76 marketing plans which Koenig terms "excellent." He adds that the opportunities, rewards and goals are there. Now it's up to the regions to attain them.

Southwest and Southeast regions meet

At Media's Dallas office, January 13, Southwestern region met for its First Quarter Kick Off. According to Ray Cook, regional manager, the meeting inaugurated "... the beginning of something new." That something new, as Cook terms it, is a "total" sales representative education within Memorex.

The way Cook intends to bring this education to his sales personnel is by having other Groups, within Memorex, come to his regional meetings for learning sessions. At the Dallas meeting, Gayle James, Southwest OEM regional manager for Equipment, spoke to the gathering about his Group's 1976 sales objectives. He also gave an informal and informative talk about the equipment that he sells, the territory that he covers (13 states) and how sales leads that he receives should be turned into Media leads, and vice versa.

Additionally, Cook says, "We covered Southwest's 1975 accomplishments and weak points. Then we compared them to what we plan to accomplish in '76." He continues, "And it looks like '76 is going to be an outstanding year. This year's compensation program is the finest that I have seen in my nine years with Memorex . . . Southwest's reps are elated over the new program," Cook sums.

According to Cook, that region's outlook for the new year looks especially good in light of improved economic conditions — overall — in that region. He says, "There's every reason that 100 percent, or more, quotas can be reached every month, by everyone."

Like Dallas, Southeastern's Atlanta meeting also featured a guest speaker from outside the Media Group. Mrs. Pat Rogers, administrative officer for Southeastern region, spoke about the duties of her office, and how field administration is taking over many of the salespeople's detail work, such as PR and billing problems. With administrative help, says Cook, "Our representatives' abilities and time are enhanced. We're able to sell more, and consequently, improve everyone's performance and profits."

Consistency Plus!

Within a sales organization that thrives on Competitive Excellence — and an industry noted for competitive zest — there's one Memorex Media sales representative that has truly distinguished himself.

According to Gary Fisher, "Bob Murphy of the New York region has earned a spot in the Top Ten Performers, each of the last three years.

"In 1973, Bob's 137 percent placed him ninth in the country. In '74, his 134 percent was good enough for fifth place, nationally. The pace picked up in '75, but so did Bob as his 204 percent, again, earned Mr. Murphy third position in the Top Ten for the year."

Fisher adds that Bob's sustained and accelerated performance has stamped him as a real Pro of Pros in an outstanding sales organization.



Vince Tarpey: Looking to '76

"It's expected that 1976 will be a good, strong year for the Great Lakes region since the economy — including automotive — is moving ahead," says Vince Tarpey, Great Lakes regional manager.

Tarpey or "Tread" as he's known to his contemporaries, has been regional manager, headquartered in Detroit, for over a year now. He cites other reasons for a strong Great Lakes showing during the coming year. "There are more products available to us now, for example, the Data Mark 70 and 70F; and," he continues, "our region has an increased number of aggressive, professional salespeople. We've grown from seven to nine representatives."

Vince feels, additionally, that Great Lakes Media sales representatives have a full understanding of the need for significant increases in revenues, and they're "... working to that end while still maintaining the region's high gross-margin profits," he concludes.

Tarpey started his career with Xerox Corporation in Baltimore after graduation from college in 1965. He attended Mt. Saint Mary's College in Maryland. While with Xerox, Vince covered Harrisburg, Pennsylvania — a territory filled with "Amish buggies and few computer installations," he says.

In 1970 Tarpey joined Memorex and continued selling in the same territory ("more Amish buggies") and then ended up in Philadelphia in 1972. Two years later Tarpey was promoted to Detroit district manager. Since then he has assumed regional sales manager responsibilities.

Vince's wife, Maryanne is a nursing graduate from the University of Maryland. They have two daughters, Debrah, 9, and Anne Marie, 5, who "... are another source of joy and a few gray hairs," says Tarpey.

His private interests include World War II history and imported cars, which, may help explain Vince's nickname, "Tread."



Hello There!

Our Santa Clara, California facility is not only home base for Memorex manufacturing and marketing, it's also home for Media's Western region sales office.

Western's office is on the second floor of Building 23, or the Pear Orchard, as it's best known locally. The building is not more than a long stones throw from Memorex's main headquarters. From Pear Orchard's second floor, Media personnel overlook a beautiful wooded landscape and Santa Clara Valley's beautiful surrounding foothills.



The Pear Orchard,
Building 23



John Morgan,
Western region manager



Morgan and Mary Lou Mund,
Media secretary



Mary Lou and Shirley Rovetta,
order correspondent

Midwest leads the pack!

It was a good year for Midwest region. Here's how Gary Fisher sums it: "Midwest region finished 1975 at a strong 144 percent of quota to lead Computer Media, nationally. This was a result of positive leadership and the kind of consistent commitment to excellence that enabled the region to put together nine consecutive 100+ percent months in achieving this goal."

Marty Dasher, Midwest region manager, was elated over his region's performance. "One of the prime reasons that we did so well in 1975 can be summed up in three words: Everyone Pulls Together."

In further clarifying his region's "group effort" performance, Dasher says, "All our people believe in the region's capabilities. Both sales and administration work closely together all the time; they're all a part of a team." He further says, "They also socialize together. They have group parties, or they all go to hockey games together. Thus, Midwest region is close-nit and motivation is well distributed among individuals."

In offering his congratulations to Midwest region for their outstanding year, Fisher complements the region for "... paralleling and contributing to the Memorex turnaround, with a truly superior '75 performance."

Bill Berkman: New man in disc product marketing

"One thing that I hope to bring to disc products is an organized way to approach the total potential market. We have an opportunity, with our superior products and latest technology, to increase market share substantially over our competitors. To accomplish this, we must aggressively exploit every possible market."

These are the words of disc product's new Marketing Manager, Bill Berkman. The stocky six-footer is responsible for product planning, marketing, customer service and OEM/distributor sales.

"The key to our success in '76 is a sales force versatile enough to sell a Data Mark to a System/3 user in the same day he sells 25, Mark XI's to a 158 user.

"Also, disc products are becoming increasingly complex, technologically. It becomes more and more necessary for the Media salespeople to have a technical understanding of our products and their corresponding equipment application." Berkman concludes, "This challenge to raise our technical competence level will result in better sales and a more professional image with our customers."

No newcomer to electronic and computer industries, Bill comes to Memorex from the Braegen Division of Calcomp where he held the post of manager of marketing. Prior to that, he worked in equipment sales management with ISS, Ampex and Univac.

Berkman attended both the U.S. Air Force Academy and San Jose State University where he received his BA degree in mathematics.



New Professional of the Month Award

In keeping with Memorex President Robert C. Wilson's theme of "Competitive Excellence" in 1976, Media's Professional of the Month sales representatives will receive a new plaque, symbolic of Olympic competition.

The Olympics is this year's overall theme at the annual Memorex Management Meeting, held at Silverado C.C. near Napa, California in late February. Additionally, Memorex's current, company-wide sales contest "The Sprint of '76", carries out the same Competitive theme.

Formerly, Professionals received a felt-backed plaque decorated with an "Oliver." In 1976, the figure will be replaced by a 2 inch, specially cast Professionals medallion, hung by a red, white and blue ribbon over framed black felt.

The medallion symbolizes the highest competitive achievement attainable at the Games — the Gold Metal.

In addition, a special award, utilizing the medallion embedded in lucite, will be given to Pro repeaters.

Editor's note: SAGA's new look

Things are changing from Excellent to More Excellent at Memorex... and Media. So on that note, we're changing SAGA's appearance to better fit the Excellence theme. The newsletter's new look is a reflection of Memorex professionalism that is personified in Media field sales personnel.

To help keep SAGA the informative news carrier that it is, keep in touch. We want to know about your latest thoughts, news and outstanding sales efforts. Write Terry Hostek, SAGA Editor, 1125 Memorex Dr. MS/0064, Santa Clara, CA 95052 or call (408) 987-2828.

Also, the Editor would like to thank Jim LeBeouf, Media marketing consultant and Ed Sessler, Media order administrator for their editorial contributions to SAGA. Borrowing from Ray Cook, "Total Team Effort" is what gets the job done.