

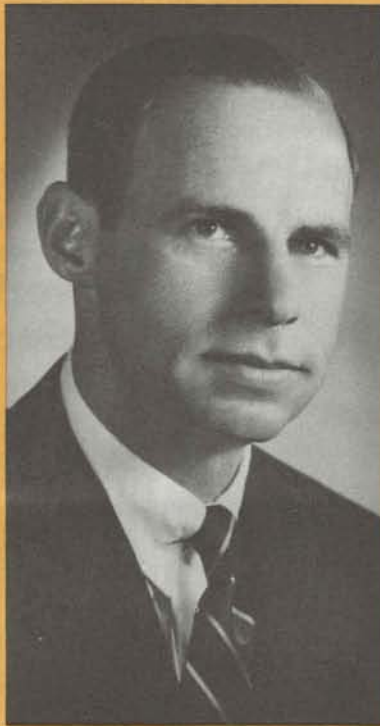
# INTERCOM

## NEWSLETTER FOR MEMOREX EMPLOYEES

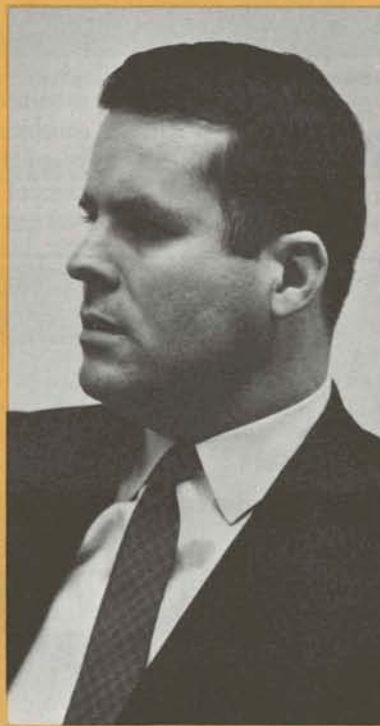
Vol. 6, No. 5, June-July, 1969



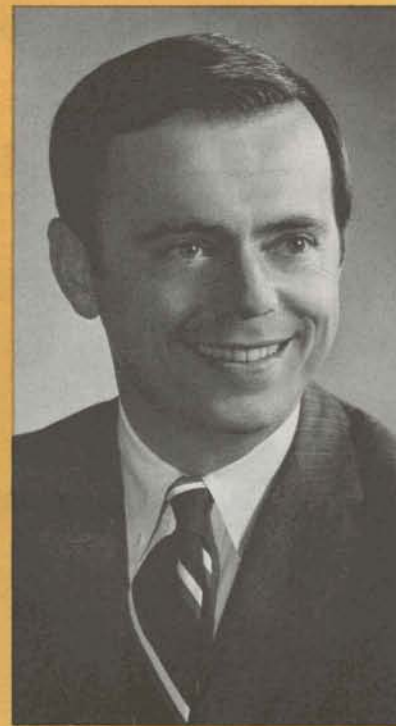
BOB BRUMBAUGH



DAVE ELLIOTT



JIM GUZY



JIM McNABB

### Board of Directors Elects Four New Vice Presidents

Four men have become Memorex vice presidents in the past month and a half—two by promotion and two who were hired to fill existing openings.

Bob Brumbaugh and Jim Guzy were elected vice presidents by the Corporation Board of Directors; Dave Elliott was hired as administrative vice president; and Jim McNabb was hired as vice president of Sales, in the Supplies Division.

#### Bob Brumbaugh

Bob joined the company as chief engineer in 1962. He was responsible for designing and constructing our specialized manufacturing equipment, including our first coating line and oven. In 1966, he became president of Peripheral Systems Corporations and

has led the company in developing its disc drive equipment.

Company President Larry Spitters says Bob was elected to his new position "in view of his significant role in managing Peripheral Systems, which is an increasingly important part of Memorex's business."

#### Jim Guzy

Jim was elected vice president and general manager of the newly formed Equipment Division, an organization which will encompass all activities relating to the corporate equipment business.

In coming months, Jim will be responsible for the coordination and integration of the operations of Peripheral Systems, Image Products Corporation, and Information Printing

Systems Corporations (the latter two are recently formed subsidiaries which are developing products for the computer equipment business). He will also coordinate product planning and marketing activities of the three companies. In a notice to all employees, Mr. Spitters wrote, "The objective is to develop a unified organization which is the counterpart to the Supplies Division of the media business and which is responsible to a single corporate officer who, in turn, will report to me."

Jim came to Memorex in 1964 as managing director of International Operations and has been associated with our computer peripheral equipment business since 1966.

(Continued on Page 2)



# BRUMBAUGH, ELLIOTT, GUZY, McNABB BECOME V.P.s

(Continued from Page 1)

## Dave Elliott

As administrative vice president, Dave Elliott will be responsible for management of the Santa Clara Industrial Relations Division, the functional control and coordination of industrial relations activities of all subsidiaries, and manpower planning and management development for all Memorex operations.

Dave has spent the last five years in a number of administrative positions with the Peace Corps, achieving the rank of the highest officer grade in the U.S. Foreign Service. From 1966 to 1968, he was director of the Peace Corps in India, carrying on the largest Peace Corps program overseas. Before

working in India he spent two years managing Peace Corps programs in Africa.

His industrial experience includes six years as president of Solano Steel Corporation in Vallejo, California; a management position at Tidewater Oil Company; and industrial sales for the Scott Paper Company. Dave is a native Californian. He received his BA Degree from Stanford and an MBA from the Harvard Graduate School of Business Administration.

On welcoming Dave to the company, Mr. Spitters said, "No work is more essential to the future of Memorex than the continued good development of employee relations and the promotion, recruitment, and thoughtful organization of our managers."

## Jim McNabb

Jim has been appointed vice president of Sales for the Supplies Division. He will head our sales force, which includes 42 offices throughout the U.S.

Jim comes to our company from Xerox, where he most recently was manager of Marketing Planning in Rochester, New York. His past experience includes five years in data processing sales with IBM, followed by management positions with Xerox in New York, Detroit, San Francisco, and Los Angeles.

He will report to Executive Vice President John Del Favero, who says, "I am certain that the experience gained from this variety of responsibilities will be most beneficial to the management and future growth of the Memorex marketing organization."



"BEST IN THE WEST" is the name of a feature film about American Advertising Federation contest winners. Here, in a frame from that film, Advertising/Promotion Manager Jerry Kelly (left) talks with Paul Smith, director of the direct mail contest.

## Advertising Wins National Award

Memorex is the 1969 recipient of the Sweepstakes Award for the top entry in the annual American Advertising Federation direct mail contest. A series of three Memorex box mailers promoting disc packs was judged the best of more than 200 entries nationally.

The series of three mailers containing analytical games were mailed at equal intervals for three months last Fall to 2,500 specially selected data processing managers.

A plaque was presented to Memorex during the AAF Convention June 29 to July 2 in New York City. A film has been produced featuring the winners of various contest categories and wide distribution to educational television stations, advertising clubs and schools is planned.

## ★ ★ DID YOU KNOW? ★ ★

The section marked "FIT" on your pay stub indicated Federal Income Tax. The Internal Revenue Service requires employers to withhold income tax from pay checks according to a system of six graduated withholding rates. These graduated rates range from 14% to 33% and include the annual 10% income tax surcharge. Under graduated withholding, amounts withheld from most wage earners should closely approximate their annual tax liability.

"FICA" stands for Federal Insurance

Contributions Act (Social Security-Medicare). FICA and Medicare are part of the social security system, and this tax applies to the first \$7,800 of compensation paid to an employee during each year.

The Social Security-Medicare payroll tax rate for 1969 is 9.6%; of that, 4.8% is paid by each employee and 4.8% is paid by the company for each employee. The maximum amount of withholding this year is \$374.40 (4.8% of \$7,800).

## INTERCOM

NEWSLETTER FOR MEMOREX EMPLOYEES

EDITOR: .....Gary Williams

STAFF: .....Judy Bonino (Columnist)  
Peter Wilson (Artist)

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THE BELGIUM PLANT is shown here just after the building was completed, but not yet landscaped. Notice all those "foreign" cars in the picture.

## New Tape Plant Officially Dedicated in Herstal, Belgium

The first reel of computer tape came off the production line at our Belgium tape plant on May 21, only 21 months after the company's Board of Directors approved plans for the mammoth project.

The plant was officially dedicated by Larry Spitters, company president and chairman of the board, at its location in Herstal, Belgium, on June 11. Also taking part in the dedication ceremonies were the company's Board of Directors, Corporate Secretary Carl Anderson, Executive Vice President John Del Favero, Finance Vice President Gordon Pilcher, Roland Jang, representing the launch group, Belgian plant personnel and several of our European customers.

**ANOTHER distinguished guest at the ceremonies was John Eisenhower, United States Ambassador to Belgium.**

This first phase of the plant's development calls for Santa Clara to ship coated and surface treated jumbo rolls of computer and broadcast video tape to Belgium, where the production process is completed. Eventually, the new plant will have complete facilities to product computer, broadcast and closed-circuit video tapes, and disc packs. It will also have additional research labs and a technical center equipped to handle the most complex customer service needs.

Mr. Spitters has emphasized that start-up of the plant has been carefully scheduled so that production in Santa Clara will continue at a stable or increasing rate during and after the phase-in period.

Situated in Eastern Belgium, five miles from Liege and 60 miles from

Brussels, the 110,000 square foot plant is at the geographical heart of the European market. It is also centrally located to Memorex sales subsidiaries in Austria, Belgium, England, France, Germany, Denmark, Finland, Italy, Norway, Sweden, Switzerland and the Netherlands.

The nearly \$6 million facility is a major step in servicing the European, African and Middle Eastern markets; and it is one of the most ambitious projects our company has ever undertaken.

According to John Eastling, managing director of European Operations, the plant will employ about 200 administrative, skilled technical, operations and maintenance personnel within a year. By 1971, the number of employees is expected to double.

Dick Vasey, former Santa Clara production manager and one of Memorex's first employees, is the Belgian plant manager. He joined the company in 1961 and was instrumental in the design and start-up of the first Santa Clara production lines.

Dick is one of four Santa Clarans who have transferred to Belgium. Others from the home plant are Dr. Peter Wymann, technical director; Jan Jansen, site engineer (who is returning to Santa Clara in July after nearly two years in Belgium); and Jim McSpadden, accounting supervisor. The other employees, like Dick's administrative assistant Andre Plume, were hired in Belgium and nearby countries.

Supervisory personnel have spent hundreds of hours learning to run the new plant and most of them were in Santa Clara for an extensive training program directed by Don Smith.

The success of the Critical Path method of scheduling work on the complex project was largely responsible for the plant being completed on schedule. The original project coordinator and the man responsible for Critical Path Scheduling was Phil Conley. When Phil recently became assistant to the company president, Phil Gahr was named project coordinator. His job will now be to help plan the next phases in the development of the facility.

The launch team included people from so many different areas of the company, it would be impossible to mention everyone who had a part, but among those who worked on the project are Charley Nichols, manager of Facilities Engineering, who coordinated engineering work between Santa Clara and Belgium; Bernie Benz, whose job was to select and schedule installation of the new equipment; Roger Tregear, who helped Bernie; Materiel Manager Tully Bryant (just promoted to director); International Marketing Manager Phil Davis; Tax Accountant Don Galbasini; Information Services Director Paul Hodge; Senior Engineer Cal Strobele; Lillian Prindle; Charles Brierly; Jerry Skaw; Wayne Saylor, and many others.

### Vacation Pay Reminder

You can receive your vacation pay on the day before your vacation begins, if you ask your supervisor or manager to submit a check request to the Accounting Department at least 10 working days before your departure.



## MEMOREX EMPLOYEES GROW WITH COMPANY

The Marketing Division has made a number of promotions as late, two of the most noteworthy being **Bob Funk's** promotion to video product sales manager and **Jerry Heitel's** to computer products sales manager.

Bob is now responsible for sales of video tape for broadcast and closed-circuit television systems. Before accepting his new position he was video product manager and before that he was video tape specialist in the New York area. Bob, who has been with the company since 1964, is a graduate of Miami University, Ohio, and a former Captain in the U. S. Air Force.

Jerry joined the company in July, 1965, as a sales engineer and in April, 1968, he was promoted to district sales manager in charge of the northern portion of the Central Atlantic Region. Before coming to our company, he was a sales and marketing specialist for 3M.

His wife, Betty, and their two children, are in the process of moving from their home in New Jersey to the Santa Clara area.

There were also several other management level promotions in the past month, including two managers who are now directors and five men who were promoted to manager positions.



FUNK

HEITEL

BRYANT

WESENDUNK

**Tully Bryant**, former manager of Materiel, is now director of Materiel and **Dick Wesendunk**, former manager of Industrial Engineering, has become a director in the same division.

### AMERICAN IMPORTED FROM ENGLAND

The Santa Clara International Operations staff has a new import—he's **Barry Bobbitt**, manager of Export Sales.

Barry has actually been with Memorex since December, 1967, as manager of International and Military Contracts, assigned to European Operations in Maidenhead, England.

He was born in Portland, Oregon, and is a graduate of Lewis and Clark College in that state. He is also a graduate of the American Institute for Foreign Trade in Arizona.

Barry speaks fluent Spanish, which will be a valuable aid as he begins his new job of developing sales and marketing program with our existing sales organizations in Mexico, Central and South America and the Pacific.

### NEW ENGINEERING DIRECTOR

**Roland Jang** has a new assignment that will involve directing various launch groups responsible for introducing new product lines into the Supplies Division.

His replacement as director of Engineering is **Robert Bertrand**, who comes to our company after two years as

In Marketing, **Jerry Colligan** moves from supervisor of Marketing Office Services to manager of Sales Service; and **Steve Walsh** moves from sales engineer to district manager in the regional sales office in Belmont, California. Steve joined the company in 1965 as a order correspondent/sales trainee, while he was still attending college. Jerry started as customer sales and service specialist, in 1967.

The third new manager is **Frank Dalle Molle**, who moves from supervisor to manager in Cost Accounting. The fourth new manager is **Bob Reif**. Bob started with Memorex in 1966 as a technician in Quality Control. In 1967, he was assigned to the Disc Pack Support program as a production specialist and then was officially transferred to Los Angeles in 1968, where he became a production supervisor. Now, Bob is back in Santa Clara as manager of Manufacturing Test and Inspection.

And the fifth is **Don Miller**, who is promoted from sales engineer to sales manager of Memorex Canada Limited, a sales subsidiary in Toronto.

Still more promotions since May have included: **John Ethier**, senior mechanical engineer to group leader; **Chuck Limprecht**, quality control auditor to quality control engineer; **Hendrik Brandt**, electro-mechanical maintenance technician to foreman trainee; **Mitsuru Okamoto**, electronic technician to associate engineer; **Terence Levesque**, production set-up operator to electro-mechanical maintenance technician.

**William Griffin**, mix operator to chemical technician; **Benny Reynolds**, mix operator to chemical technician; **Les Hadley**, associate engineer to circuit design specialist; **Margaret Lewis**, finishing and scheduling operator to computer schedule handler; and **Bobbie Beach**, general clerk to marketing data coordinator.

**John Cardoza**, production set-up operator to computer operator; **Darlene Kirk**, kardex clerk to programmer trainee; **Dan Simons**, customer service specialist to sales service specialist; and **Joe Richards**, sales service specialist to supervisor of Marketing Office Services.



BERTRAND



JANG

plant manager at International Minerals and Chemicals Corporation (IMC) in San Jose.

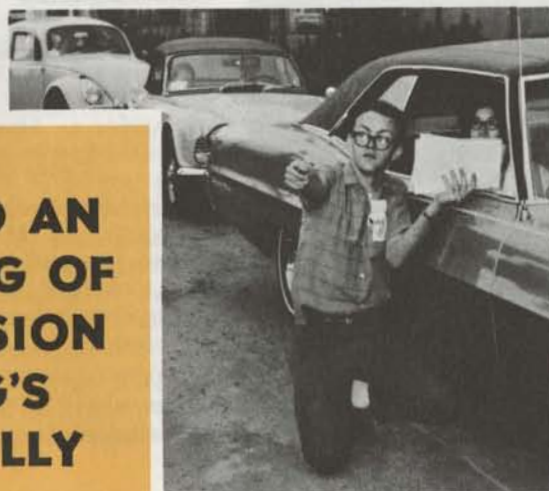
Bob is a former chemical engineering instructor at Kansas State University. He came to San Jose IMC plant four years ago and since then has held several key technical positions.

Roland, who came to our company in 1966, most recently served as launch project manager for our Belgium plant project. His job was to coordinate the entire project between Santa Clara and Belgium. (For further information on the new Belgium plant see the story on page 3.)





**A DAY OF FUN AT THE  
JUNE 14 MAG PICNIC . .**



**... AND AN  
EVENING OF  
CONFUSION  
AT MAG'S  
CAR RALLY**







**MONITORING** some mix in process are Juan Chacon (left) and Bob Nicholas. But who does that third face belong to?



**MEASURING** the consistency of a mix sample is Ed Horn, while Mix Department Supervisor Gary Harris looks on.



**ROSEY JONES**, who has been at Memorex more than six years, transfers a product to storage.

## The Santa Clara Mix Department— A Unique and Important Operation

"SECURITY AREA, Do Not Enter Unless Specifically Authorized," read the large signs on the wall at the back of the Santa Clara tape plant.

Few employees ever see inside the Mix Department which is behind those signs, but the people who do know it is one of the most unique and important areas in the plant.

One of the unique job requirements for the department is that the men be flexible and willing to work odd shifts. Here's why. To meet the plant requirements, mix operates 24 hours a day, seven days a week, 365 days a year, regardless of holidays, weekends, or MAG activities.

There is a crew for each of the three regular shifts, plus a relief crew that works when one of the regular crews has a day off. The schedule has a four week cycle that gives each crew a maximum number of weekend days off; a four-day weekend each four weeks; and two 12-hour shifts in each cycle. There is a slight catch to obtaining the four-day weekends, though; they only come after the crews have worked seven straight days.

The plan allows Gary Harris, Mix Department supervisor, to schedule the crews a full year at a time. This means they can plan to work certain weekends and holidays; and they can make the best of those 12 four-day weekends each year.

Promotions occur frequently in the Mix Department, which is not surprising considering the type of require-

ments new employees must meet and the type of on-the-job experience they receive. Gary explains, "We prefer that a mix operator have at least two years of college credits in science or math, or two years experience in a chemical process industry; he must be able to work with people; versatile; willing to really apply himself on his job; be neat; and use math readily." Being versatile includes making minor mechanical repairs on their equipment, serving as emergency drivers on week-ends and holidays (they are sometimes the only people in the plant who might need help on those days), and watching over research and development projects on weekends and holidays.



**TWO JUNE** college graduates, Pat O'Donnell (left) and Granny Stark, check the mix schedule. Pat has been with the company nearly four years and Granny has been here five years. Both men worked full time while attending college.



**SWING SHIFTER** Marty Henkel examines a coating sample in the Mix Department test lab.

## PAC PICNIC

Peripheral Activity Club (PAC) had an evening of "MAY Play" at Zorba's in San Jose and more than 200 members took part. Those at the May 24 spring dinner-dance ate and danced to the music of the Johnny Vaughn band.

PAC's membership presently includes about 85% of the company's 245 employees.



## PROFIT SHARING POINTERS

By John Morse

The success of a company—any company, large or small—depends on one thing: the attitude and personal involvement of its employees. And that means *all* of its employees. Just as a small firm succeeds through the sum total of each individual effort, so does the larger firm.

When each employee is cost-conscious and efficient, a company can continue to be competitive, to grow, and to increase its profits. This will result in more profit sharing and in better, more secure jobs.

And speaking of profit sharing, it is profit sharing that recognizes the vital importance of each employee's individual effort. That's one of the reasons we have profit sharing here at Memorex. Last year we spent \$1,120,000 on profit sharing. Now that amount of money is not spent on a whim. It is spent in recognition of your personal involvement with our company.

The Memorex Employees' Profit Sharing Plan is *your* profit sharing plan. It needs your efforts and welcomes your suggestions. You, your opinions, and your efforts at cost-cutting and increasing efficiency are very important around here.

## MAG Offers Special Marine World Discount

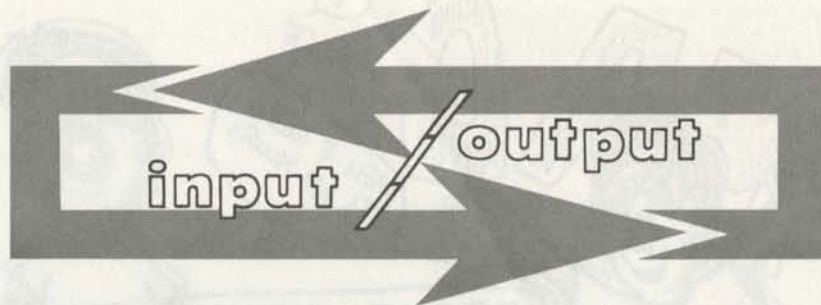
Sunday, August 17, will be MAG-Day at Marine World in Redwood City.

Board member Don Munn requests that all MAG members who are interested in seeing Northern California's answer to Marineland sign up at the MAG Box Office, to give the board an idea of how many plan to attend.

Tickets will be sold at substantial price reductions at the MAG Box Office or by board members, about two weeks before the event.

**All MAG members with discount coupons will receive one price reduction and a second price reduction will be obtained if more than 500 employees attend on that day.**

Marine World will open at 9:30 a.m. and families will be able to enter the park any time during the day.



INPUT/OUTPUT is an anonymous channel for employee questions, comments, complaints, or suggestions. INPUT/OUTPUT forms and locked boxes in which to put them are located throughout Memorex. Forms are collected by Employee Relations Supervisor Bill Ramsay, who then forwards the forms to top management for answers. Bill is the only person who ever sees the names of employees who submit INPUT/OUTPUTs and this is only so he can mail the answers to their homes. INPUT/OUTPUTs of general interest are selected for publication, unless the author requests otherwise.

### HOW MUCH OF A FACTOR IS DRESS AND APPEARANCE IN THE HIRING OF PRODUCTION EMPLOYEES?

Dress, appearance, basic cleanliness and hygiene are initial requirements when candidates are screened by the employment department. When applicants are referred to a department for final selection, the manager or supervisor also takes these personal requirements into consideration.

Memorex intends to continue to employ qualified individuals who will promote a high standard of appearance and professional quality. Those already on the payroll are encouraged to stay within the standards of good professional taste, including dress and personal appearance.

### WHY DOESN'T MEMOREX INCLUDE SOME TYPE OF DENTAL INSURANCE IN ITS FRINGE BENEFIT PACKAGE?

We have previously considered dental insurance as a possible fringe benefit that would be of interest and assistance to our employees. Also, you should be aware of the fact that we do keep abreast of current developments regarding all fringe benefits and are well aware of the various dental insurance programs which are being tried, including those where employees pay part of the cost. Few dental insurance programs have been fully tested and proven as completely successful up to this point.

It has been the judgment of Memorex management that the money we are able to spend for fringe benefits can be better utilized by providing the coverage we now have than if we included dental insurance in one of the forms now available.

### WHAT CAN BE DONE ABOUT THE SAFETY HAZARD CREATED BY THE OVERHEAD CHAIN DOOR NEAR THE PACKAGING AREA?

As a result of your INPUT/OUTPUT, we took immediate corrective action to have this door repaired. It now should be in a functionally safe operating condition. Thank you for showing your concern and bringing this to our attention promptly.

### WHO IS RESPONSIBLE FOR THE CLEANLINESS OF THE AREA DIRECTLY OUTSIDE THE MEN'S CHANGE ROOM?

We greatly appreciate your question, because, much to our surprise, we found that no one had been assigned the responsibility for daily maintenance.

As a result, we have assigned daily cleanup operations of this area to our janitorial crew. This daily operation will consist of emptying trash, dry and wet mopping when required. Of course, during any 24-hour period, this and other areas of the plant, can have ups and downs depending upon the volume of traffic and usage. However, the daily maintenance that is being initiated should prevent any accumulation or build-up in debris such as you noted.

### HOW ABOUT A VITAMIN PROGRAM FOR MEMOREX EMPLOYEES?

We are concerned with the overall health of our employees and we provide healthy and safe working conditions as well as a health insurance program for all employees and their dependents.

However, we basically feel that a vitamin program is a personal health matter and is not something we should be involved in from an industrial medical point of view. A review of your proposal with our medical counsel indicates that most companies share our philosophy and do not provide personal vitamin programs for employees.





## PERIPHERAL HOLDS SUMMER PICNIC JULY 19

When Peripheral Activity Club (PAC) holds its summer picnic, July 19, at Adobe Creek Lodge it will be the second major Memorex event at the lodge in two months.

PAC's summer picnic was preceded by the June summer picnic hosted by MAG.

The area will open to several hundred Peripheral Systems employees from 10 a.m. until sundown, says PAC board member Jim Stubblefield. Lunch and refreshments will be provided at

no cost for PAC members and a clown will be present to amuse the kids (both young and old). There will also be a number of planned activities for all who attend.

Tickets will be required for admittance to the area and they may be obtained from PAC Board of Directors members, who are: Jim Ellis (President), Mac Wallace (Vice President), Jackie Hilton (Secretary), Irene Yerger (Treasurer), Jerry Sparks, and Jim Stubblefield.

## MAG Car Rally Wins Participants' Approval

The Santa Clara Police and the United States Auto Club approved it and so did the vast majority of those who participated in MAG's first car rally, June 7.

Of course, there are bound to be a few cases of hypertension among those who spent most of the evening lost in the wilds of Santa Clara County—it was not an easy rally.

A gimmick rally, like the one planned for MAG by Dean Smoot, Glen Eastman, Gary Stevens and Gary Toms, tests the entrants skills (and good humor) at following directions to a complicated course over city streets and mountain roads.

A rally is *not* a race. The object is to complete the course and arrive at a specified destination with the fewest number of wrong turns.

Mits Okamoto and his navigator-wife, Donna, won first place. They were followed (in points only) by

Richard Fullerton and his friend, Joan Kowalski; and Don Castro and Sue LaRue.

Of the thirty-one cars which started the rally, only nine made it through the entire course, but everyone managed to make it to the destination (a pizza parlor) for free pizza and beer.

Those who would like another crack at a MAG gimmick rally should watch the bulletin boards for news of the next one that is tentatively scheduled for August 23.

### DON'T FORGET

The second MAG picnic is August 9 at Frontier Village. See Bulletin Boards and box office for further details.

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