

# INTERCOM<sup>®</sup>

NEWSLETTER FOR MEMOREX EMPLOYEES

Vol. 6, No. 6, August, 1969



**Special Training and Educational Information in This Issue**





John Kramer



Garrett Fitzgibbons



Alan Shugart

## International and Equipment Divisions Welcome Vice Presidents

John Kramer is the new vice president of the International Division. His office will be in Santa Clara and he will report to Company President Larry Spitters.

John will be responsible for directing the company's international operations, including the Belgium tape plant, our Japanese Joint Venture sales company, Memorex InterAmerica Corporation and 14 sales subsidiaries throughout the world.

He is a former director of International Marketing for Control Data Corporation in Minneapolis, Minnesota. Before that he served four years as Control Data's managing director for Europe, with his office in Frankfurt, Germany.

### Garrett Fitzgibbons

J. Garrett Fitzgibbons has been appointed vice president of Marketing

in our newly formed Equipment Division (see story this page), announces Jim Guzy, Equipment Division vice president and general manager.

Garrett is a graduate of the University of North Carolina and a former U.S. Navy pilot. He comes to Memorex after 14 years at IBM, where he held a number of sales positions.

In 1960 he was promoted to marketing manager of the Cambridge, Massachusetts, office and from there moved to the Corporate Group Staff, where he was responsible for planning of scientific products. Later he became director of Data Processing Systems and Components, where he helped plan the development of the System 360 computer. Then he was given re-

sponsibility for several subsequent Systems 360 models.

Most recently, he held a senior management position in the Time Sharing Division, where he was responsible for all hardware development, software development, and operations in this division.

### Alan Shugart

A second new vice president reporting to Jim Guzy is Alan Shugart, who will direct the division's engineering activities.

Alan, a native Californian, comes to Memorex after 18 years at IBM, where he participated in the development of several direct access memory programs. He has held a number of management positions with IBM, including manager of Information Storage and Retrieval Systems, Education Systems Manager, and, most recently, director of Engineering in the Systems Development Division.

He is a holder of several U.S. patents and is a senior member of IEEE

## THREE SUBSIDIARIES BROUGHT TOGETHER TO FORM MEMOREX EQUIPMENT DIVISION

Three Memorex subsidiaries in the computer peripheral equipment business have been brought together under common management to form the Equipment Division of Memorex.

The three are Peripheral Systems Corporation (PSC), Image Products Corporation (IPC) and Information Printing Systems Corporation (IPSC).

Jim Guzy, vice president and general manager in charge of the Equipment Division, says the division's objectives are threefold: "To carry on the existing business of PSC, IPC and IPSC; secondly, and perhaps more important when thinking to the future, to initiate engineering development activities that will insure a continuous

flow of new products that will find acceptance in the marketplace; and thirdly, to seek to build a competence in manufacturing which will allow Memorex to successfully compete in the highly cost-competitive equipment markets we serve, thereby insuring continuous employment for the many people working at Memorex."

Reporting to Jim Guzy in the Equipment Division are: Garrett Fitzgibbons, president of Marketing; Peter White, director of Software; Alan Shugart, vice president of Development; Laurence Wilson, director of Manufacturing; Gary Menzemer, director of Finance and Administration.

## INTERCOM

NEWSLETTER FOR MEMOREX EMPLOYEES

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ORANGE COUNTY will be the site of Comdata's new home, shown here in an artist's drawing. Story below.

## Work Underway on Plant for Southern California Subsidiary

One of California's fastest growing counties will become the home of one of Memorex's fast growing subsidiaries, when Comdata moves to Orange County in January, 1970.

A nine-acre site has been purchased in the Irvine Industrial Complex next door to the Orange County airport, the 14th busiest airport in the United States.

Construction of 70,000 square feet of fully air-conditioned offices and manufacturing facilities has already begun.

### Operations Combined

The major reason for the move is to expand Comdata's plastic molding operations, which will occupy nearly one-third of the Orange County plant. Another important benefit of the move is that the new site will combine all present Comdata operations under the same roof, including the manufacturing and warehouse facility on Spring Street, the Daphne Street plant and administrative offices, and the 134th Street warehouse (all presently in or near Hawthorne).

The Irvine Industrial Complex is about 35 miles southeast of Comdata's present locations and, though the new area is served by three major freeways (the Santa Ana, Newport and San Diego Freeways), many Comdata employees will probably be moving to Orange County to avoid a long commute.

Ed Conti, Los Angeles manufacturing manager, said in a memo to all

employees, "It is our desire that as many of you as possible will move with us to Orange County since you have been loyal and cooperative employees."

Some of the factors taken into consideration when selecting the new site were land cost, taxes, housing, freeway access and general living conditions.

An information sheet on the industrial complex shows that our plant will be close to all types of transportation. Orange County Airport offers passenger service on Air California and Bonanza Airlines to major California cities, helicopter passenger service to Los Angeles International Airport, just 43 miles away, and private charter air freight service.

It is also 19 miles from Long Beach Airport, and 25 miles from the port facilities of Los Angeles and Long Beach. In addition, Santa Fe and Southern Pacific Railroads serve the complex.

### Climate Like Santa Clara

The average climate of Orange County is much like the climate of Santa Clara County, with the temperature varying from a high of 85° to a low of 53°.

Comdata became a Memorex subsidiary in October, 1965, and at that time it employed only 18 people. Today there are about 130 people at the company's three locations and Comdata Personnel Supervisor Dick McLennon estimates that employment will rise to 150 before the move to Orange County.

Comdata produces hubs and flanges for precision aluminum reels, assembles plastic reels and cannisters; assembles plastic video cases; and will soon be manufacturing molded plastic products for tapes and disc packs.



A strong image building advertising campaign earned Memorex a "Best Seller Award" from the Association of Industrial Advertisers (AIA).

Five other United States companies also received "Best Seller Awards" at the annual AIA Convention in Los Angeles last month. More than 800 entries were submitted for these national awards, but Memorex and the five others were selected as having the top 1968 advertising campaigns.



# Manpower Development--A Modern Approach To Developing the Potential of All Employees

"Most people have a vast potential beyond what they normally use; we want to tap and develop that potential, for their own benefit as well as for the benefit of Memorex," says Dave Harris, coordinator of the Manpower Development Department.

Manpower Development is a relatively new department that reports to Personnel Administration Manager Don Smith. Although the company has always recognized the importance of employees continuing their education, we did not have anyone devoted entirely to education and training until February.

Today, Manpower Development operates the training facilities on the corner of Shulman and Ronald Street; sharing the use of the classrooms in that building with Sales Training and Technical Training. Sales Training concentrates on orienting new salesmen and keeping our sales force up-to-date on the most recent developments in our industry. Technical Training offers technical orientation courses for all employees and supports sales and customer engineer training.

Others in Manpower Development with Dave are: Pat Phillips, who handles various assignments including serving as secretary, scheduling the use of training rooms and making seminar arrangements; Judy Arrigo, who works in the area of Educational Reimbursements, local school contacts and course material development; and Charlie Brierly, who operates our highly advanced Audio-Visual Center in sup-

port of all training and related development programs.

"Manpower Development is not a conventional training effort," explains Dave. "Our overall objective is to develop the manpower potential of the company by providing training and educational opportunity for all employees. This means not only skills development, but influencing attitudes so that new skills are sought and used. Therefore, to meet the employees and the company's needs, our courses must range from machine operation to management theory."

The conventional lecture type of training is rarely used in Man-



**TOP**—Dave Harris, coordinator of Manpower Development, uses an overhead projector as he conducts a class in the Training Building.

**LEFT**—Pat Phillips (left) and Judy Arrigo ready equipment for an upcoming training session.

power Development courses. Instead, 16mm films, case studies, simulation, slide/tape, and discussions involving the participant (not "student") in the course topic. Experts from both inside the company, and from local colleges bring a variety of viewpoints and disciplines to help develop supervisory and management practices.

The department's first major operation was to prepare an operators' training program for new employees at our recently opened Belgium tape plant. The program uses color slides keyed to a tape recorded narration, and teaches new employees how to operate slitters and certifiers, as well as tape handling and clean room procedures. The program was first done in English, then translated to French. The English version is being used to train operators in Santa Clara.

Another slide/tape program prepared by Manpower Development is used in courses for foremen, supervisors and managers, to convey Memorex's policy and involvement as an Equal Opportunity Employer.

Besides the classes conducted during and after work hours, an arrangement has been made for Metropolitan Adult

Education District supervisory courses, which are open to all employees, to be held in Memorex classrooms this fall.

Another important function of Manpower Development is educational counseling. Judy Arrigo or Dave will help you choose classes at Memorex, or any of our nearby education institutions, that will help you with your job or prepare you for promotional opportunities.

Course information from adult education programs, company-sponsored courses, and the many colleges and universities in the Bay Area is maintained by the department.

Educational counseling goes along with another department responsibility, which is to administer the Educational Reimbursement Plan and outside seminar program.

Dave, Pat and Judy can also tell you about the Memorex Supervisory Club, since the department helps plan, develop and implement the club's programs.

The real key to your future is you—and what you do to improve your qualifications. For further information about how Manpower Development can help you, call extension 666.



**CHARLIE BRIERLY** is an artist with a camera and a tape deck, as well as the usual artist's materials. You can see some of his work on pages 1 and 8.





**IT WAS A BEAUTIFUL DAY FOR A PICNIC,  
MUCH TO THE DELIGHT OF PAC'S MEMBERS**





## MEMOREX EMPLOYEES ON THE MOVE

**Jim Milne** has moved from product engineering supervisor to director of Industrial Engineering. He replaces **Dick Wesendunk**, who has taken a job with another company. Jim joined the company in the summer of 1967, after seven years at FMC. He is a former U. S. Navy Lieutenant, and a graduate of the Naval Academy at Annapolis. Jim enlisted in the Navy, then was selected to attend the academy. After graduation he piloted P5M seaplanes.



Jim Milne



Emile Houle

**Glenn Ray**, **Don Schleth** and **Steven Wong** have transferred from Engineering to Manufacturing Process Control (MPC) and will report to Manager **Frank Holden**. MPC was created in 1967 and its implementation has been accomplished gradually since then.

Glenn, Don and Steve will assist MPC in providing close production support for short term projects.

**Jim Armstrong** has been promoted to regional manager, Central Atlantic Region, announces **Jerry Heitel**, computer products sales manager. Jerry also announces that **Bill Koenig** has been promoted to district manager and will report to Jim Armstrong.

Jim, who came to Memorex in early 1966, will be moving his wife, Dorothy, and their three children to the Philadelphia area, where the Central Atlantic Regional Office will be located.

**Bill Koenig** brought more than 10 years of sales experience to the company when he joined us in 1967. He will continue to headquarter in the Bethesda, Maryland, office.

**Emile Houle**, who came to the company in 1965 as a process development supervisor, has been promoted to manager in the same department. Emile is a graduate chemical engineer.

Other promotions in the months of June and July are: **Yoon Paek**, research technician to research engineer; **Pat Kostelnik**, personnel specialist to personnel assistant; **Mary Nelson**, statistical clerk to finance specialist; **Jerry Skaw**, electro-mechanical maintenance technician to technical training supervisor (Liege). **Al Lohoff**, chemical engineer to senior development engineer; **Spence Takeshita**, senior design specialist to quality control engineer; **Ed Hanlon**, mix operator to chemical technician.

**Dave Minnoch**, receiving inspector to foreman; **King Anderson**, senior electronic engineer to supervisor, applied research; **Ping Tom**, draftsman to associate engineer; **Joanne Neissel**, keypunch operator to programmer trainee.

**Steve Kime**, draftsman to designer; **Pat O'Donnell**, mix operator to foreman; **Josefina Quintero**, light duty cleaner to finishing operator.

## Hounslow and Rhodes Earn Promotions in Supplies Division

Guy "Dusty" Rhodes, manager of Mechanical Engineering for the past two years, has been promoted to manufacturing manager of the tape plant. He will report to Tape Plant Manager **Hig Tavrow**.

Dusty takes the place of **Jack Hounslow**, who is now manager of the Image Media Program (not the same as Image Products Corporation).

Now that Dusty is manufacturing manager, the three tape departments (Production, Computer and Special Products Finishing) will report to him.

He came to Memorex in 1966 as a senior mechanical engineer and has since served as leader on projects such as the development or improvement of film baths, coating lines, and video orientors. He has also directed the capacity expansion programs for our coating, surface treating, slitting and finishing operations.

One of Dusty's main interests away from work is taking his wife, Jean, and two girls, Molly (age 3) and Suzanne

(age 5), camping in their well equipped camper-truck.

### Jack Hounslow

Jack's new job gives him the responsibility for all of the manufacturing and development activity related to Memorex's entry into the image media market.

He will report to Executive Vice President **John Del Favero**, who says "We believe this program is as significant to the Memorex media business as was our entry into the disc pack business in 1967. It is highly probable that three years hence, image media will be a significant percentage of the then much larger media business."

Jack's extensive industrial experience includes management of a small Bay Area firm prior to joining our company; several years with IBM, including considerable experience in the image media area; and a management position with GAF in the photographic products area.



Dusty Rhodes



Jack Hounslow



## PROFIT SHARING POINTERS

By John Morse

### SECOND QUARTER PROFITS

**AND PROFIT SHARING**—During the Second Quarter, Memorex sold \$17,551,000 of its products and earned \$1,676,000, or 45c per share, on its sales. These profits resulted in \$385,000 being set aside for the 1969 Profit Sharing Contribution, a 26% increase over the Profit Sharing reserve in the Second Quarter of 1968.

Quarterly operating results and Profit Sharing comparisons for the Second Quarter are as follows:

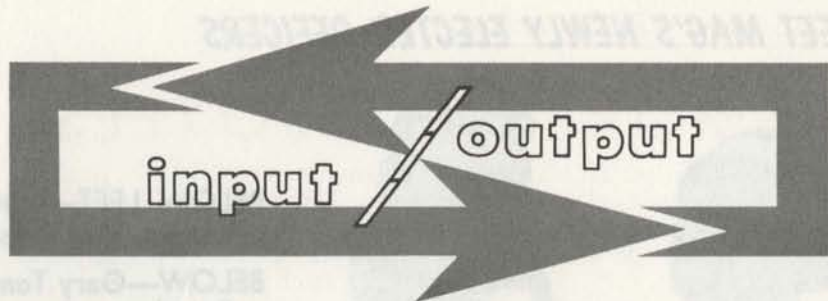
	Three Months Ending June 30, 1969	1968
Sales	\$17,551,000	\$14,392,000
Profits	1,676,000	1,223,000
Profit Sharing	385,000	305,000

### PROFIT SHARING INVESTMENTS

In the three month period ending June 30, the stock market declined approximately 6½%, as measured by the Dow Jones Industrial Averages. Memorex's Profit Sharing investments also declined in market value, but less than 1%. The value of all of our investments on June 30 was \$2,651,714.84. As a matter of interest to members of the Plan, the names of the companies whose common stocks are held in our investment portfolio are listed below:

American Medicorp  
Atlantic Richfield Corporation  
Control Data Corporation  
Dome Petroleum Ltd.  
Downtown Corporation  
Electronic Data Systems  
Equity Funding Corporation of America  
Evans Products Company  
GAC Corporation  
International Business Machines Corp.  
Mattel, Inc.  
Metro-Goldwyn-Mayer  
Memorex Corporation  
National Semiconductor Corp.  
Skyline Corporation  
Tally Industries, Inc.

It should be noted that these securities were purchased previously at prices which may vary significantly from current market prices. Their inclusion in our Profit Sharing portfolio should not be considered as a recommendation for current purchase for personal investments.



### WHY HAVE THE VENDING MACHINE PRICES GONE UP?

Prices on only three items have gone up in the last six months because of higher distribution costs—hot dogs from 25c to 30c, canned soup from 15c to 20c and green salads from 15c to 20c. At about the same time these prices went up several new vending machines were installed to offer a better variety of foods. Some of the new selections cost more than the items available before, but this is only because of the higher distribution costs.

If you are an active member of MAG you have enjoyed many of the activities sponsored by the group. These activities are paid for by contributions from you, the company and vending machine commissions.

### CAN THE LIBRARY BE KEPT OPEN SO THAT THE SWING AND GRAVEYARD SHIFTS CAN USE IT?

Your suggestion is a good one; however, the problem is that with no supervision, books can be checked out incorrectly, or perhaps not at all. As a compromise to your request we have decided to try having the library open at 7 a.m. on weekdays so that the Graveyard Shift can check out books. This will establish new library hours of 7 a.m. to 5 p.m., which will permit access to all three shifts. These new hours are now in effect on a trial basis.

## Zurich Born Secretary Becomes Citizen

By Roger Cook

The United States gained another citizen last month when Liz Fallis, production department secretary, took her oath of allegiance.

Liz was born in Zurich, Switzerland, the land of the snow-topped Alps, where nearly everyone skis, ice skates, or goes on long hikes (known as mountain climbing in the U.S.)

She lived in the suburbs of Zurich until she had completed a year of business school, then moved to England as part of an employment program. She lived with an English family in London and attended a commercial language school. Her leisure time was spent touring London and the English countryside, but Liz also found time to take in the ancient castles and picturesque scenery of Scotland.

After returning to Switzerland, Liz applied for a visa to visit the United States. When it was granted she came to Woodland, where she stayed with some friends and worked as a clerk for the Bank of America in San Francisco.

A year later, still in the Bay area, she met and married John Fallis, who is attending San Jose State University and studying to become an Industrial Arts teacher.

John is a Canadian and he obtained his citizenship just two months ahead of Liz.

Liz has seen a good portion of the United States since moving here. She has toured the northwest, Yellowstone National Park, the Grand Canyon, and the Indian country of the southwest. In April of this year she took another



long trip, but this time it was back to Switzerland, to visit family and friends.

Perhaps her sense of adventure and love of traveling prompted her to try riding the donkeys at the recent MAG picnic at Adobe Creek Lodge, but the experiment ended in the best tradition of western bronco riders—her donkey rode off into the sunset without her.

Liz enjoys working at Memorex and looks forward to a long association with the company. She also looks forward to next year's picnic, but will probably leave the donkey riding to others.



## MEET MAG'S NEWLY ELECTED OFFICERS



TOP—Linda Workman,  
Secretary



BELOW LEFT—Don  
Mumm, Vice Pres.

TOP RIGHT—Bill  
Fullendorf, Treasurer



BELOW—Gary Toms,  
President



## MAG's Second Summer Picnic Is Aug. 9

MAG's second picnic of the summer will be at Frontier Village, Saturday, August 9. The park will be open from 10 a.m. to 10 p.m., so members may bring their families and their own food and stay all day. Refreshments will be provided by MAG.

Activities will include rides for the kids and horseshoes and volleyball for the adults. Badges and admission tickets (obtained for free from the MAG Box Office) will be required to enter the park.

## PAC, MAG Join to Sponsor Folly II

Folly II, a car rally sponsored by MAG and PAC, will be held Saturday evening, August 23. Registration will be from 6 to 7:30 in the Disc Pack parking lot and only MAG and PAC members and their spouses or guests may enter. The first car will leave the parking lot at 7 p.m.

The rally masters warn those planning to enter Folly II that required equipment will be "a thinking cap, imagination, flashlight, watch with second hand, and a \$2 per car entry fee."

This car rally is *not* a test of speed or exceptional driving skill and all those who enter must follow all California driving regulations. The rally tests each entrant's ability to follow complicated directions through a planned course that will cover many miles of Santa Clara County roads. Refreshments will be provided at the rally's end.

## Bowling League Set to Roll September 8

The Memorex Scratch Mixed 4's Bowling League will meet on Monday evenings at 6:30, beginning September 8.

The Mixed 4's (the same league which has bowled on Wednesdays in previous years) will be a 620-630 scratch league. Activities planned for the season are Turkey Shoots at Thanksgiving and Christmas times, Sweepstakes Night, and a banquet at the season's end.

Interested bowlers may contact Joanne Gerry at 264-2751, Rod Hefner at extension 261 (days), or Mike Munson at extension 277 (grave).

## Marine World Event Moved to Sept. 27

MAG-Day at Marine World in Redwood City has been tentatively reset for Saturday, September 27. The activity group board of directors decided the previously announced August date was too close to the Frontier Village picnic.

Interested members are asked to sign the list posted on the box office in the main cafeteria, to give the board an idea of how many people will attend in September. Call Don Mumm, Ext. 269, for information.

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