



# INTERCOM

A Newsmagazine for Memorex Employees  
Volume No. 12/December, 1975

## New Benefits Highlight President's Speech

In reviewing 1975's accomplishments in his November meetings with employees in Santa Clara, President **Robert C. Wilson** described the year as "exciting, challenging and enjoyable," and used the occasions to announce an improved benefits package, including dental coverage and a stock purchase program. The dental plan will begin January 1, the stock purchase program later in the year.

Mr. Wilson noted that, "The enjoyment in the past year comes from the satisfaction of watching Memorex people overcoming adversities while building a better future. Together we have succeeded in maintaining employment, in restoring profit and in liberating the cash that we need for future investments."

The three basic priorities of attitude, cash and profit that have served the Company in the past are still valid, he explained.

"However, we have added a fourth priority—revenue—in recognition of the fact that we must obtain orders to grow our business. Without orders, we will not be able to maintain attitudes, cash or profit. Fortunately, we are making excellent progress in building our

order-getting capability," he said.

Mr. Wilson recalled that a year ago a principal concern was whether Memorex could continue in business. "Memorex was near bankruptcy and the economy was in bad shape. However, through the excellent efforts of Memorex people, our employment today is actually higher than it was a year ago. There are not many competitors who can make the same claim. Not only are there more jobs; there are better jobs."

**Mr. Wilson went on to report that nearly 160 former Memorex employees had returned in 1975, "the best single indicator of improved attitudes within the Company."**

Despite the improvement in the Company's cash condition, the Memorex president reminded employees that "the demands on us for cash are large and growing. Cash is needed to meet our increasing payroll and to finance our growing business....

"Even though our cash position is improving, we will have to do even better in order to take advantage of our opportunities. It is important that each of us recognize the significance of

cash to our future and make a personal contribution," he stated.

**"The opportunity to optimize cash is everywhere. It comes in large chunks, such as the sale of equipment products, and it comes in little pieces, like turning off the lights and saving on supplies. We are combing every item of cost and expense to see where we can save cash."**

He identified the principal challenge to 1976 revenue as product availability. As inventory reduction stops and inventories start to build, lead times will rapidly grow on components and materials. "This means," he said, "that we will have to be very skillful to ensure continuing availability of good quality products to our customers."

In concluding his remarks at the employee meetings, Mr. Wilson said: "I once again would like to acknowledge the fact that it has been the hard work, dedication and initiative of Memorex employees throughout the world that have made this year so meaningful for all of us. Yes, it has been a tough year, but it has been a good one. The results are indeed impressive and all of us can be proud of the progress we have made."

## Medical-Dental Plan to Start January 1

The new employee dental plan, warmly applauded when announced by President Wilson last month, goes into effect January 1. It will be part of the Memorex Employees' Medical/Dental Plan—U.S.

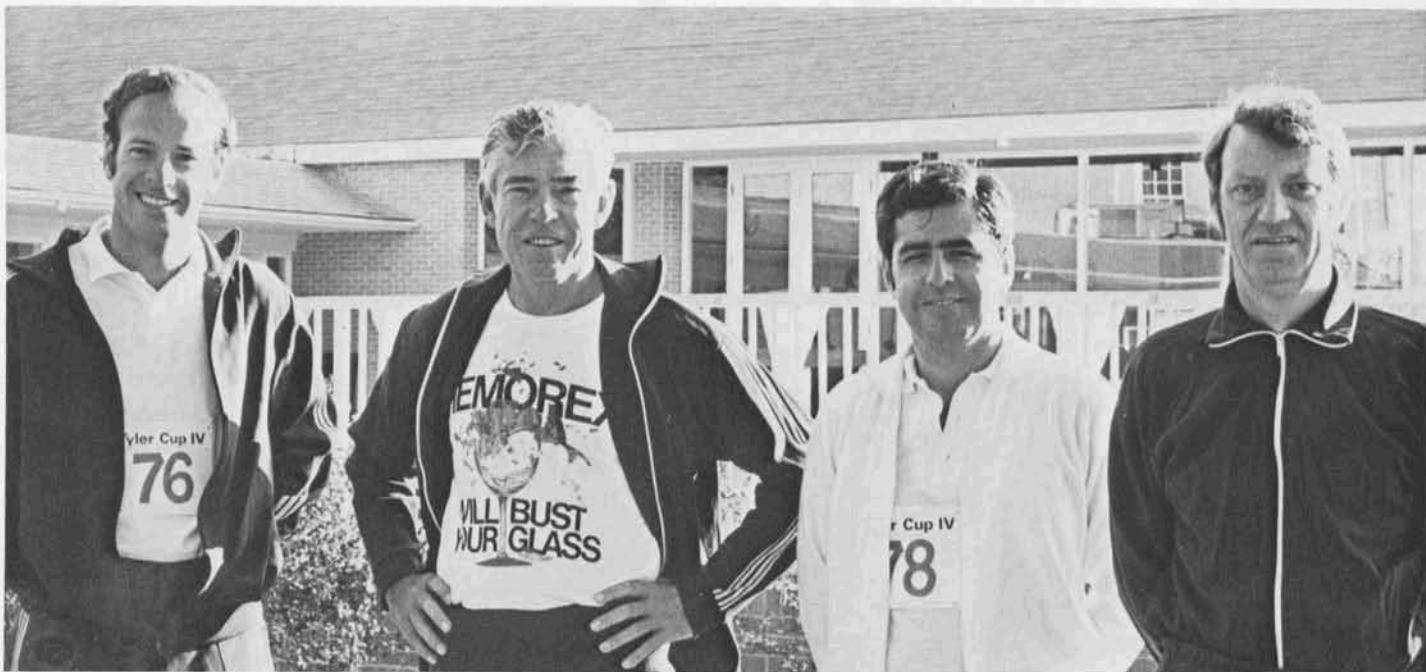
Under Major Medical, the new dental plan will pay 80 percent of the bill for general dentistry for employees and eligible dependents; 50 percent coverage will apply to "major dental services." More detailed information concerning plan coverages will be provided in the near future. Before dental payments begin, there is the usual \$100 deductible requirement per person, but the deductible can now be met with either medical or dental bills. (Once three family members satisfy the \$100 deductible, all other family members are covered at 80 percent.)

Although the dental plan is the biggest news in benefits, it's only one of the changes in 1976 medical coverage. A totally revised medical/dental plan, to be administered by Prudential Insurance, will begin January 1. It is a Company-paid program, with employees making no contribution toward the cost of the plan.

In brief, the comprehensive 1976 medical/dental plan provides for:

- Hospital charges (semi-private room)—100 percent of the first \$5,000, then 80 percent (no deductible).
- Convalescent hospital (semi-private room)—80 percent (no deductible).
- Surgical—80 percent (no deductible).
- Accident—100 percent (no deductible) up to \$1,000, balance to Major Medical.
- Diagnostic Lab & X-Ray—80 percent (no deductible).
- Major Medical (includes physician's visits)—\$100 deductible per person (maximum of three \$100 deductibles per family) per year; then 80 percent to \$2,000; then 100 percent to lifetime policy maximum of \$100,000.
- Maternity—\$400 normal; \$700 Caesarean section; balance over \$700 under Major Medical (subject to \$100 deductible).
- Dental—After the initial deductible has been satisfied, 80 percent coverage for common procedures and 50 percent coverage for "major dental services" (orthodontia not covered).

Booklets with complete details on the new medical/dental plan will be distributed early next year.



Memorex Tyler Cup Team: Robert Jaunich, Robert C. Wilson, Marcelo Gumucio, James Dobbie.

## Memorex Milers Run Hard in Dallas

Running is no longer just a personal conditioning program for four Memorex executives. In October, they went public as long-distance competitors, taking to the track for the fourth annual Tyler Cup Race in Dallas.

They also ran hard to obtain additional orders. Dallas is one of the largest and most rapidly growing markets for Memorex products, and while the Memorex executives were in town, they hosted a breakfast for a large group of customers. They also made a number of sales calls on prospects.

On the track, the four-man team of President **Robert C. Wilson** and Vice Presidents **James Dobbie**, **Marcelo Gumucio**, and **Robert Jaunich** placed 17th in the two-mile event that drew 26 teams from throughout the country.

Their combined eight-mile time was 57 minutes and 41 seconds. "We did well, considering this was our first Tyler Cup try," said Vice President Robert Jaunich. "We're already training hard for next year." Jaunich led the Memorex contingent with a two-mile time of 12:20.

Designed to promote physical fitness among business leaders and their employees, the Tyler Cup Race is limited to participants over the age of 35. This year's runners ranged up to age 62, with the median age being 42.

There were 13 company presidents, seven board chairmen, six chief executive officers, eight executive vice presidents, six physicians, and a number of other civic and business leaders on the roster. They represented 45 corporations, including such giants as First City National Bank, Harper & Row Publishers, Joseph Schlitz Brewing Company, and the Hospital Corporation of America. The team from Overhead Door Corporation of Dallas swept the field with a time of 46:18.

In a second part of the Tyler Cup event, Frank Shorter, the only American to win the Olympic Marathon, ran five miles against ten of the business leaders, each of whom completed a half-mile stretch in relay fashion.

Memorex President Wilson was one of the lucky ten.

Commenting on the race, Mr. Wilson said, "The Tyler Cup gave us great exposure. Not only did the press cover Memorex's participation in the event, but we were able to meet with many other executives. This was an impressive gathering of business leaders and gave us an unusual opportunity to tell the Memorex story."

In keeping with the spirit of Tyler Cup, there's been a growing interest in running at Memorex. Milers and two-milers seem to be springing to life everywhere. One particularly dedicated group in Consumer Products (pictured below) has already taken off more than 80 pounds.



Runners Steve Marks, Neal Rayborn, Lee Whitney, Fred Ansell, Dene Gary.

## Business Week Features Memorex Recovery

On a brisk morning in late October, a national magazine reporter watched his photographer bring President **Robert C. Wilson** into focus and trip the shutter of the camera. The result of this photography session, along with a two-page article, "Memorex—'A Year of Restoration,'" was published in the November 10, 1975, issue of *Business Week*.

Mr. Wilson and his Chevy Vega, with its license plates, MRX ACP, are familiar sights to Memorex employees; now, they symbolize the Company to a reader audience of 725,000, which includes students, corporate executives, investors, and almost every business in the country.

In order to put together the story, Reporter Peter Sinton read background material supplied by Memorex, interviewed Mr. Wilson at length, and talked with others associated with the Company now and in the past. The result is an article which talks of Memorex as a company on the move once again. The article quotes Paul Dorfman, a vice president of the Bank of America (a major creditor): "There was clearly a crisis a while ago, but that is over."



Courtesy of Business Week

Robert C. Wilson

The article points out the many obstacles faced by Mr. Wilson when he joined Memorex in April, 1974: a loss column amounting to \$119 million on revenues of \$177 million; low employee

morale; vendors demanding cash in advance; and internal organizational problems. "And," in the words of *Business Week*, "although the company's products were highly regarded, many customers were reluctant to buy because they no longer considered the company viable."

In response to this situation, said the magazine, Mr. Wilson went to work using the formula he sees as essential for corporate success—Attitude, Cash and Profit. The article cited three successive quarters of profitability and mentioned Mr. Wilson's campaign to build employee morale. It also noted his emphasis on a cash basis of operation and the major reorganization that "established clear-cut profit responsibility and lines of authority, which Memorex had lacked."

Asked about the lawsuit against IBM, Mr. Wilson called it a "major asset" of the Company and said he expected the case to go to trial in 1977.

In April 1974, said *Business Week*, the Company was "teetering on the edge of bankruptcy." Now, predicted the magazine, Mr. Wilson "seems certain to achieve his goal of making 'a solid profit' at Memorex this year."

## Five-Year Anniversaries

The following employees have recently celebrated their fifth anniversary with Memorex and are being honored with five-year awards in recognition of their contributions to the Company.

Delores Abrams	James Cairns
Henry Adair	Harold Canion
Samuel R. Alvarado	Donald D. Carlson
Anthony Antonik	Fidela Carrasco
Franklin Araujo	James Carson
Vivian I. Barbera	Gretch Carter
John Barwick	Jane Carter
Gerald Bendinelli	George Chaisson
Robert Bertram II	Juli Chandler
Rose Bignell	Bob Chapman
Barry Bishop	Amalia Christiansen
Thomas M. Boggs	Ralph Coan
Woodland Bonvillain	Bernice Constant
Anthony Booker	Raymond Contreras
Carol L. Brazeau	Martin Cooper
David Brda	Robert Coppola
Jean Brent	James Cowley
Elaine D. Britten	Perry Cradin
Howard R. Brunner	Michael L. Craig
Norma J. Burchfiel	Dennis Cronin

Roger Cunningham	Frances Green
John M. Davis	Stuart Haigh
Jennie De La Cerdia	Robert Halberstadt
Robert T. De May	James Haley
Vivian De Vera Oliver	Mary Hand
Maxine Deriso	Brenda Hannelly
Dianne L. Dick	Karen Harlson
Jean H. Dost	Stella M. Hase
Charles Dunker	Irene Hirota
Billy Emmett	William Hirschmiller
Robert C. Erickson	Evan T. Howells
John Essick	Mary M. Huff
Robert Farrell	Dorian James
Charles Felkins	Stephen Joesten
Dolores M. Field	Eloise Jiskra
Jane Fishkoff	Katherine Johnson
Mary Fletty	Laura B. Johnson
Dale Freeman	Mary J. Johnson
Bonnie Freezy	Victor Jones
Dorothy Frye	Elsie Jordan
Milford E. Fuller	Donald R. Juhola
Paul Gaddy	Francis A. Juliano
Cindy Galde	William Kalfur
Bernard Gandler	Virginia Kampa
Esther M. Garcia	Richard J. Kelley
Dene W. Gary	Helen M. Klein
Richard Geiger	Evelyn Krenz
Frank George	Peter Kumpel
Richard Gillanders	Raymond G. Kundrot
David L. Gorbey	Sharlene M. Kurth
Elaine Green	Betty Larson

Alan Laskowski	Mary E. Nussberger
Robert Leonard	Thomas O'Keefe
Jonathan Leavitt	Thomas O'Shea
Freddie Leuschner	Albert E. Oeding
William Libbey	Eleanor M. Oldfield
Diane Lufty	Gladys M. Olson
Pete Lujan	Kathy Olson
Joe Lum	Kathleen Olson
Angelo Macchiaroli	Rodney E. Pattillo
Joseph M. Machata	Mary Paynter
Beverly Manchester	Thomas Pearce
Ricky Maples	David E. Pearson
Michael Marshall	Virginia E. Perone
Kenneth Matthews	Sheryl Peters
Michael L. Mauldin	Edward Phillippe
Bonnie Meyer	Susan Pierce
John M. McMahon	Nicole Pomales
Douglas E. Middour	Marion Qualls
Jack Mitchell	Elizabeth Rabin
John Moffatt	Geoffrey Raybould
Rachel Molina	Robert L. Reetz
Robert Murray	Milton Rials
Otis Meyers	John C. Roderick
John McManus	Philip Ruiz
Carol J. Nash	Sharon R. Ruppelt
Theodore J. Neu	Harchar Sabharwal
Keiko Nichols	Juan O. Santiago
Dale Nicholson	Robert Scheper
Nancy Nolf	Melvin L. Schmucker
David Normington	Catherine Schneider

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# Fire Guts Comdata Warehouse

## Team Effort Brings Quick Recovery; All Orders on Schedule

On October 17, a private plane crashed into the Comdata warehouse in Costa Mesa, California, killing the pilot and setting fire to the building. The pilot was attempting an approach to the Orange County airport in thick fog.

Two Memorex employees, **Carrol White** and **Jon Loeffert**, were in the warehouse at the time, but both escaped serious injury. Thrown to the floor by the initial explosion, they managed to get up and run out through the flames and flying debris.

The fire, which gutted the 58,000-square-foot warehouse, destroyed an estimated \$700,000-\$900,000 in Comdata inventory. Comdata makes precision components for computer, audio, and video tape, as well as for disc



*Firemen attempt to extinguish blaze that gutted Comdata warehouse in October.*

packs, cartridges, micrographic cassettes, and related items.

When the fire occurred, Comdata had only six-hours' worth of supplies at its manufacturing facility in nearby Irvine. Calls were quickly put in to vendors, and by late afternoon new materials were rolling in.

"Although we lost some production time, we made a remarkable recovery

and were able to meet all our customer requirements on schedule," said General Manager **Howard Earhart**.

"By the end of the first day, we'd leased a new warehouse and had replaced the truck and forklift that had burned. It took a real team effort on the part of both employees and vendors to get the operation going again."

The fire occurred one day before Comdata celebrated its tenth anniversary.

## Toner Line -- from Many to One; New Product Simplifies Ordering

A new toner has been developed for use in all Xerox duplicating equipment. The new product, Memorex Duplicator Toner, replaces the Company's line of multiple toners designed for each type of machine.

According to **John English**, Manager for Word Processing Products Research and Development, the new product is made from a patented polymer base which provides even disbursement for high, sharp contrast copies.

The new toner will simplify customer ordering and make inventory control easy to maintain. It will also provide Memorex with some cost savings by simplifying manufacturing schedules.

"Another desirable feature is cost savings to the customer," said English.

"The toner is designed to give maximum yields and reduce excessive dirt, which can cause machine down time."

He continued, "We were able to develop the new toner because of our advanced analytical tools and techniques which help us maintain stringent quality control standards.

"Although it's true that toner can be made by mixing two 'off-the-shelf' ingredients, carbon black and a polymer, producing high quality toner requires custom-made ingredients as well as sophisticated manufacturing techniques. We produce the toner in a process which never stops from the time the first ingredient is mixed until the toner is packaged."

*Senior Chemical Technician Rich Kruger uses jet mill to produce new all-purpose duplicating toner.*



# Consumers Love The Memorex Wizard of Tape

To the hundreds of customers who've corresponded with her over the past year, **Jeanne Peters** is the Ms. Fix-it of Consumer Products. She's the person who salvages those broken or tangled tapes sent to Memorex in the desperate hope that somehow somebody here can fix them. Tapes regarded as irreplaceable—a wedding ceremony, a reporter's exclusive interview, a concert by the Grateful Dead. If a tape can be spliced, re-wound, or in any way saved, Jeanne does it.

Jeanne's official title is Product Analyst, and she's responsible for examining every "defective" tape sent directly to Memorex by a customer. Often, it is not the tape that is at fault, but the person's machine. It doesn't matter what the reason, however; when someone sends in a tape with a complaint, a new one is sent back along with a personal note from Jeanne explaining what caused the problem.

Initial letters are often irate—the indignant consumer lashing out at the "careless" corporation. But Jeanne, with her tact and concern, usually melts the angriest of writers. "I can sympathize with those people because I'm a consumer myself. I tell them I know they've spent a lot of time working on a tape and that it's frustrating when something goes wrong. People may be upset at first, but when they realize you do stand behind your product, they're really pleased and appreciative."

After sending a blind college student some cassette labels he'd requested, Jeanne received a thank-you that read: "Being somewhat skeptical of big business and corporate philosophy in dealing with the public, your kind gesture has helped to change my view."

Much of her work is routine—writing to explain that the reason a tape "recorded fuzzy" is because the head on the machine is probably misaligned; or simply to say that she can't tell what's wrong with a tape until she sees it. The "saves" are the dramatic part of her job.



*Jeanne Peters sees hope even for this tangled 8-track tape. If it's important enough to the owner, she'll try to save it and make a copy.*

Recently a mother sent in a tangled recording of her son's Bar Mitzvah. "I really tried hard on that one," said Jeanne, "because I know how parents feel." Not only did Jeanne save the tape, but she made two copies of it, much to the mother's delight.

Jeanne never knows just what she'll find in the great assortment of packages that arrive every day in the mail—or exactly what she'll hear when she pops a cassette on the player to check it.



*Jeanne Peters checks out a customer cassette on her tape player.*

Once there was a tape of a lawyer talking to his client, a defendant in a murder case. Another time, listening to a tape made on an African safari, Jeanne was startled by: "If this tape recorder doesn't work this time, I'm gonna stomp on it, I'm gonna shoot it, I'm gonna bury it."

The majority of tapes are of music; getting to hear some great live performances is one of the fringe benefits of the job. Jeanne's ability to save some of those live performances—by splicing and re-recording—often makes her seem like a miracle worker to the public.

Of course, there are some miracles Jeanne can't perform. Last month, a man arrived in the lobby of Consumer Products carrying a wad of tape that he'd obviously ripped from an 8-track cartridge. The offending tape had been crumpled, jumped on, and otherwise abused. It was not salvageable.

A year ago, when it was decided that one person should be in charge of examining returned tapes and writing to customers, Jeanne seemed a logical choice. She had been a Quality Control Inspector for four years and could often tell at a glance just what was wrong with a cassette.

According to Quality Control Manager Chuck Levdar, Memorex is the only tape manufacturer that backs its products with both a replacement and repair program. "I'm convinced that the personal attention of people like Jeanne has resulted in substantial good will for Memorex," said Chuck.

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# Peter Burke, 'Our Man in Australia', Talks about Decade with Company

On December 5, **C. Peter Burke** celebrated his 10th anniversary with Memorex. Burke is Managing Director of Memorex Pty. Ltd. To his friends who gathered for a small party in his honor at the Americas & Asia headquarters in Santa Clara, he is better known as Our Man in Australia.

Burke's anniversary coincided with his annual planning conference at A&A. He was in town to discuss 1976 objectives for the Australian company he founded five years ago.

As Marcelo Gumucio, Vice President and General Manager of A&A, told the story, from the day Burke joined Memorex in Europe in 1965, he knew that Australia was where he wanted to go, and he finally persuaded Memorex executives to send him there in 1970. Born in Germany and reared in England, Burke and his wife went to Australia on their honeymoon in 1960. After a brief stay in Australia, Burke came to California, where he worked for two years before returning to England "to decide where to put down roots."

Back home, he met Jim Guzy, then head of Memorex's European operations, who hired Burke as Manager of Administration and Finance. Over the next five years, Burke helped start a number of European subsidiaries, while

still keeping the dream of Australia alive. By 1970, he'd made his case and was on his way to launch Memorex there.

Memorex Pty. Ltd. sells the full Memorex product line. At present, the company has a significant share of the market in computer tapes, disc packs, and disc drives. There's a staff of 30 in two locations, Sydney and Melbourne.

"We're a small operation and very entrepreneurial," said Burke. "Our people are really productive. Two of our salesmen—Dick Butler in Equipment and Brendan Hannelly in Media—should do a volume of about \$1 million each next year."

Asked how doing business in Australia is different than in the U.S., Burke spoke of informality—"everyone's on a first name basis"—and self-reliance. Being so far from everywhere, especially from Santa Clara, Memorex Pty. Ltd. has to plan its inventory with extreme care. "We have to be self-reliant. We can't just decide to air-freight something when we need it. It costs \$.72 for us to get a reel of computer tape by sea and \$7.60 by air."

Our Man in Australia is known around Memorex as a guy with a ready comeback, a quick wit, the kind of chap who, upon receiving a Telex asking for



Peter Burke, snapped during his 10-year anniversary party in Santa Clara.

"pictures of your people in a work situation," responds with, "Will try to hire trick photographer to do the job."

Being a man fascinated by words, Burke is intrigued with the use and abuse of language in a multinational corporation. Especially with the way words are coined in memos. Three of his recent favorites are "de-commit" "proceduralize," and "prioritize."

In fact, Burke is so taken with the idea of business-speak that he's planning to write a book on the subject. Something he plans to do in his spare moments. He promises that *Intercom* will get an early installment.

## Tape Wizard

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"This program brings real customer loyalty."

Jeanne keeps a log of all tapes that are returned—cassettes, 8-track, reel-to-reel—making a note of what was, or wasn't, wrong with each one. Keeping the records, corresponding with customers, and repairing the tapes is a two- or three-day-a-week job. The rest of the time she continues as a Quality Control Inspector A. Because she does the job part-time, Jeanne can't attempt to salvage every tape that is returned, only those for which there is some urgent need or for which the owner has a sentimental attachment.

It is not a relaxing assignment. Jeanne's correspondence and repairs are often

interrupted by long-distance telephone calls from people checking up on their prized possessions. Sometimes she is even paid personal visits. During the recent photo session for this story, one of Jeanne's co-workers announced, "Jeanne, there's a guy in the lobby who wants his tape fixed *right now*. He says he'll wait while you do it."

Despite the pressures, Jeanne, who celebrated her 10th Memorex anniversary in November, really enjoys her work. There are many pleasant surprises, like the letter that came recently from a 14-year-old boy. He enclosed his picture along with this Memorex testimonial: "I was shocked. Your ad didn't do justice for your tapes. I got rid of my old tapes and re-recorded all the songs on Memorex."

For Jeanne Peters and Consumer Products, letters like that make it all worthwhile.

## Five-Year Anniversaries

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Henry Schleckser	Roger Travagli
Paul Schroeder	Roy T. Tsukida
James Seay III	Brian Uyeda
Suzann Shepard	Gary Vanatta
Arnold Simon	Louis Vandenbrande
Wilmer Spencer	Merle Vaughn
Duncan W. Sprinkle	Joyce D. Vetterkind
Harold E. Stanley	John F. Vieira
Douglas C. Stanton	Mary R. Vilhauer
Robert Stenger	Nallicheri Viswanathan
James P. Stimpson	Billy Waller
Paul Streit	James L. Walter
Maria Stroud	William Warren
Jerry L. Stutzman	George Weakley
Thea Suit	John Weston
Barbara Sundin	Reginald Widgeon
Dennis Takahashi	Glenn E. Wike
John Tanner	Erma Willbanks
Charles Tillet	Rudolf Willems
Moyo N. Torres	William Williams
Gary K. Towne	William R. Yager



Michael Mann  
IAC manager



Leilani Perl  
3670 line



Bob Quinn  
1380 equipment

## 'The End of The Line'

# New Team Solves Knotty Software Problems

They proudly call themselves The End of the Line. "This is the place where the buck stops on questions about the software capabilities of Memorex equipment. If someone in this group can't get the answer, it can't be gotten," said **Michael Mann**, head of a newly trained problem-solving team in the Equipment Products Group.

Known as the Installation Assistance Center, the six-member unit (including Mann) serves as a nucleus of technical information for both sales personnel and customers. "Our aim is to know everything there is to know about what our equipment can do—and what the competition's can't," said Mann with a smile.

Although the IAC group has existed for several years, it really came of age December 12. That was the day the last member finished the last in a series of IBM software courses. "For the first time," said Mann, "we have a team that has a complete, up-to-date education. They know all the major IBM software protocols."

It's this kind of training plus the group's experience in the computer industry

(55 years, collectively) that makes the unit a boon to the sales force. Composing the systems engineering braintrust are **Bob Quinn, Dan Weber, Leilani Perl, Carol Wright, Bob DiMenna**, and Mann.

Quinn, Weber, and Wright are experts on the new 1380 data communications equipment; Perl is responsible for the 3670 disc storage line; DiMenna handles 1270 Terminal Control Units and the AMS Memory. They all have software specialties as well.

IAC is not a substitute for the usual channels, Mann emphasized, but a sophisticated back-up for times when a regional Systems Engineer or Equipment Salesman needs highly technical support. The team may be called, for instance, when a salesman is presenting a proposal in an extremely competitive situation. "When it's a close race for a sale, the guy has to be able to support his claims with all sorts of nitty-gritty facts. Our group can usually help him. Together, we often plan strategy."

The group is also involved in planning products—from the first feasibility

discussions through manufacturing. "Our job," said Mann, "is to make sure that the iron and steel interface with the software."

The IAC group travels extensively—it's rare for them to all be in the office at the same time. They conduct training sessions for field personnel and often meet with customers. In November, Bob Quinn spent 16 days in Europe, meeting with 125 customers in five countries.

Often they are working with undefined problems. A customer query may come in the form of "I've got a program that used to run on other equipment. When I put your equipment in, the program doesn't run anymore. What's wrong?"

The IAC team brings a variety of backgrounds to their present jobs: field engineering, systems engineering, college teaching, marketing. Their former employers include IBM, RCA, and Xerox.

"This group is a melting pot," said Mann, "and somehow it works. We have a lot of versatility to offer. And with our recent software training, we're really ready to take on the competition."



Bob DiMenna  
1270; AMS memory



Carol Wright  
1380 equipment



Dan Weber  
1380 equipment

# Regional Center Gives Customers Speedier Service

Two-day delivery of Memorex products should be the rule for customers in the eastern U.S. now that a company-run distribution center has opened near Philadelphia. Initial shipments were made last month from the new Eastern Distribution Sales and Service Center in King of Prussia, Pa.

It is the first of the regional distribution centers; another is scheduled to open next year in the Chicago area.

The King of Prussia facility incorporates warehouse, sales and service operations under one roof. It is home to many Memorex personnel formerly located in Bala Cynwyd, Pa.—the Equipment Sales, Media Sales, Field Engineering, and Field Administration staffs. **John McMahon** is the Regional Administrative Manager.

Last month, the Chicago distribution center suffered a construction setback. Seventy-five mile-per-hour winds leveled two 22-foot high brick walls the day before steel girders were to have been put in place. According to Real Estate Administrator **Joe Zingale**, the storm damage will delay the completion date by about six weeks.

Each distribution center will be used to inventory, distribute, and maintain Memorex computer peripheral equipment, computer media, and consumer and business products.



**FAST LOADER**—Barbara Bowen, Cassette Assembly Operator, has set a new production record by loading 160 miles of tape into 3,040 cassettes during a ten-hour shift. She beat the old record by about 700 cassettes. Said an exhausted Ms. Bowen, "I plan to break that record soon."



Consumer Products employees assemble 8-track cartridges on new in-house line.

## Annual Savings of \$200,000 Expected

## 8-Track Tape Line Starts Up

There was a lot of excitement at the Consumer Products plant in October when the first 8-track audio tape cartridges manufactured there came off the production line. Until then, cartridges had been purchased from outside vendors.

Although the tape itself will continue to be purchased outside, switching to in-house assembly of the cartridges is a major step. It will mean an annual savings of more than \$200,000, according to **Lee Whitney**, Consumer Products Manufacturing Manager.

Switching to in-house assembly will also mean improved quality. In the past, thousands of cartridges purchased from outside vendors have had to be rejected because they didn't meet Memorex's rigid quality standards, said **Chuck Levdar**, Quality Control Manager. The high number of rejects has, in several instances, put Memorex behind in meeting customer demand.

In 8-track manufacturing, audio tape is first loaded onto the spindle side of a plastic shell and the tape spliced together. Then the second half of the plastic shell is joined to the first and the cartridge is operated for one continuous cycle. Once a production control lot has passed the quality

control tests, it's released for packaging. The tests include running sample cartridges from each lot continuously for 100 hours; if any of the tapes fail or show excessive wear, the entire lot is rejected.



Patty Gall splices 8-track tape.

"It took us only two weeks to get all three shifts performing at a productive level, thanks to our support groups," said Whitney. "Our production is increasing weekly as our people gain efficiency in their operations. We're out to capture more of the 8-track market."

# Three Mark Retirement



Three more employees joined the ranks of Memorex retirees recently. When Accounting Associate **Sue Sheely** (above) retired, Vice President **Ed Phillippe** was there to give her a good-by hug. Sue joined Memorex in 1964. **Vinton Gosling** (top left) celebrated his retirement and his 10-year anniversary the same day. Here he shows his anniversary clock to his boss in Computer Media, **Joe Figueroa**. **Lynn Sorenson** (bottom left), a lab technician in Computer Media, received his first retirement check from Vice President **James Dobbie** at a farewell party attended by some 50 friends.

## PROMOTIONS

**Rochelle Alhadeff** to Supervisor, Litigation Support

**Larry Andresen** to Slitter Operator B

**Betty Armstrong** to Supervisor, Finishing Operations

**Virginia Armstrong** to Sales Administrator

**Thomas Barber** to Receiving Inspector B

**Nelia Barros** to Production Tester (Disc)

**Diane Beers** to Component Engineering Analyst Jr.

**Joseph Benedict** to Manager of Sales Planning & Development

**Ralph Becksler** to Production Test Technician

**Teddy Briscoe** to Coating Operator B

**Jane Bulgrin** to Associate Marketing System Analyst

**Ofelia Cardenas** to Video Test Operator B

**Dorothy Daniel** to Finishing Operator

**Robert Edrington** to Accountant

**Richard Fischer** to Controller—Audio Products

**Joseph Flores** to Production Tester (Disc)

**Kathleen Garcia** to Accounting Associate

**Albert Gil** to Associate Production Test Technician

**Fred Gorton** to Associate Engineer—Quality Control

**John Graham** to Branch Sales Manager

**Norma Haxton** to Associate Production Test Technician

**Hugh Hazel** to Engineer I—Electronic

**Javee Head** to Chemical Technician C

**James Herman** to Supervisor—Technical Process

**Hazel Himan** to Test Lab Technician B

**Mary Hummel** to Accounting Clerk A

**Robert Hungerford** to Supervisor, Litigation Support

**Edward Hurley, Jr.** to Area Manager, Professional Products

**L. Delores Jaramillo** to Video Test Operator B

**Mas Kawamoto** to Supervisor, Finishing Operation

**Anna Kelly** to Associate Production Test Technician

**George Kirchner** to Field Support Engineer

**Anthony LaPine** to Manager, Large Capacity Disc Pack Drives

**Margaret Lockhart** to Senior Document Control Clerk

**Cary Lowe** to Associate Production Test Technician

**Anne Mattish** to Order Correspondent B

**James Mooreland** to District Sales Manager, Computer Media

**Alice Morales** to Statistical Clerk

## News in Brief

### Lehman, Cooper Named To Product Planning Staff

**Bob Lehman** and **Mike Cooper** have joined the Product Planning Organization as Product Planner for Advanced Disc Storage Systems and Product Planner for Memory Systems, respectively. Lehman and Cooper report to **Russ Schneider**, Manager of Storage Products Planning.

Lehman most recently was Manager of the Company's branch sales office in Philadelphia, a position he had held since 1972. He joined Memorex as a salesman in Philadelphia in 1970, and later was appointed Branch Manager in Hartford, a position he held for one year.

Cooper joins Memorex from Calcomp, where he was Mass Storage and Tape Systems Product Manager. Prior to his position at Calcomp, Cooper was Product Manager for Xerox Data Systems in Los Angeles, and Senior Marketing Representative for IBM's Data Processing Division in New York.

**Elaine McWilliams** to Test Lab Technician C

**Roger Olson** to Engineering Specialist

**Shirley Prauty** to Security Specialist

**Cynthia Pulliam** to Supervisor, Litigation Support

**Robert Reynolds** to Coating Operator B

**Mary Roensch** to Associate Accountant

**Sandra Rose** to Purchasing Expeditor

**Kathleen Rottiers** to Financial Analyst

**Jerline Scheibl** to Telephone Sales Representative

**Carolyn Schoen** to Accounting Associate

**Joan Shannon** to Supervisor, Field Asset Tracking

**Carol Slekfa** to Sales Representative I

**Marilyn Stockelman** to Order Correspondent B

**Billie Stovall** to Tracking System Terminal Operator

**Edward Sutter** to Senior Field Engineer

**Arthur Testani** to Manager, Contracts Administration

**Lanora Tuttle** to Associate Production Test Technician

**Thomas Walker** to Sales Representative I

**Leo Whitney** to Manager—Technical I

**Gisela Warrell** to Product Tester

**Carol Wright** to Systems Engineering Trainee

**Joyce Zelinsky** to Associate Credit Representative

## McBurney to Manage Current Audio Products

Jim McBurney has been named Product Manager, Current Audio Products, for the Consumer Products Division. He will be responsible for blank cassettes, eight-track, and reel-to-reel tape. Prior to joining Memorex, McBurney was Product Manager for Alka Seltzer at Miles Laboratories, Elkhart, Indiana.

McBurney earned a B.A. degree from Kenyon College, Ohio, an M.A. degree in psychology from Hollins College, Virginia, and a master's degree in business administration from Pennsylvania State University.

## Memorex Men Help Set Industry Standards

Four Equipment Operation engineering men are now serving on national standards committees for the data processing industry. Through membership on these committees, they insure that Memorex is represented in setting manufacturing specifications and that Memorex equipment will continue to be compatible with hardware made by other companies.

**C. F. Carey** is serving on a subcommittee on IBM compatible flexible disc media for the American National Standards Institute (ANSI); **W. H. Bridge** is on the Input/Output Channel subcommittee for ANSI; **L. L. Hamilton** is working on the ANSI subcommittee on Data Communications Control Procedures (important to Memorex's new 1380 equipment); and **F. L. Hostetler** is a member of the Data Processing Harmonization Task Group, Committee on Product Safety, for the Computer Business Equipment Manufacturers Association.



## Nine Decades With Memorex

(Left) **Bob Faltynski**, a Supervisor in Consumer Products, proudly displays the 10-year anniversary clock presented to him by **Neal Rayborn** (left), Director of Consumer Products Operations.

(Below) **Frank Ebey** and **Darrel Hastings** (seated) are the first two Comdata employees to receive 10-year awards. On hand to offer their congratulations were (standing l-r) **Duane Olson**, **Howard Earhart**, **Elwain Trunec**, **Jack Hickey**, and **Roy Hurt**.



Half a dozen members of the Computer Media group recently celebrated their 10th anniversary with Memorex. Vice President **James Dobbie** (center) presented clocks to: (pictured above) **I. Steve Dunn**, **Pat O'Donnell**, **Marge Senes**, **Joe Figueira** and (pictured left) **Hank Hildreth** and **Don Stellman**.

## INTERCOM

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### ON THE COVER:

Yes, Santa Clarans, there are wintery Christmas scenes like this in California. The snow-covered stream is Bishop Creek on the eastern slope of the High Sierra. And the time is December. The cover is *Intercom's* way of wishing a beautiful holiday to all its readers around the world.

# Everybody, Rock 'n Roll!

*They arrived with leather jackets and ducktail haircuts, pleated skirts and letter sweaters—ready for the unforgettable beat of Elvis and Chuck and Bo Diddly. Santa Clara employees got to re-live the 1950s when Butch Whacks and Stoneground played for a MAG dance at the San Jose Hyatt House in November, and everybody rocked.*

