

INTERCOM

A Newsmagazine for Memorex Employees Worldwide
Volume No. 13 / September 1976

*EPG's Drew Lance breaks
the tape in the one-mile.
See story on first Memorex
track meet, page 6.*



Memorex fights IBM's new 'tied' pricing

On August 26, Memorex asked a Federal Court for a preliminary injunction requiring International Business Machines Corporation to price and offer separately disc drives and disc packs in two new IBM products. Memorex contends that IBM has illegally "tied" pricing of the packs and the disc drives in its 3344 and 3350 disc drive products.

In the 3344 and 3350, the disc pack media element is bolted to the disc drive element, and not offered separately. Consequently, the user of these products is unable to remove or replace the disc pack, and is prevented from obtaining the drives alone from IBM and the packs from another source. Memorex has determined, however, that the disc pack can, in fact, be readily removed and replaced by field service personnel.

Disc drives and disc packs have been viewed as distinct products in distinct markets by both users and suppliers of data processing products since the early 1960s.

Memorex did not ask the Court to stop IBM from offering the 3344 and 3350 with the pack unit bolted to the drive unit, saying that customers should have the right to obtain the models in this way. The company is stressing that it is merely seeking separate pricing for separate products.

Memorex stated that its injunction request is aimed both at providing customers with freedom to choose the products they want and allowing the industry a chance to compete. IBM's new practice, Memorex purports, is designed to do irreparable harm to Memorex and other competitors.

The company stated that competition has always provided customers with lower prices, better service, and superior products. In no area is this more true than disc packs, where customers, given the possibility of free choice, broke the IBM monopoly situation by selecting other suppliers and received greater value.

If IBM is successful in tying together the pack and the drive, it will re-establish its monopoly in disc packs and will eliminate all of its disc pack competition on future products, according to Memorex.

The Memorex motion is part of the company's anti-trust suit against IBM initiated in 1973. However, the company is asking for a speedy ruling on the filing, as it claims that meaningful relief will not be possible if action by the Court is deferred to the end of the Memorex trial.

The main Memorex suit, which seeks trebled damages of \$3.1 billion, is scheduled to come to trial in March, 1977.

A&A hires Molloy for Australia

Leading the news from the Americas & Asia Group this month is the appointment of a new country manager in Australia and the establishment of a branch office in New Zealand.

Brian Molloy is the new man at Memorex Pty. Ltd., the company's Australian subsidiary. Selected after a four-month talent search, Molloy comes to Memorex from Computer Sciences of Australia, where he headed a division of 100 persons. He also spent nine years with IBM in Australia in a variety of sales and marketing management positions.

Molloy took over as Managing Director of Memorex Australia on August 13. He replaces Acting Country Manager **Dan O'Brien**, who is returning to the Santa Clara headquarters staff.

In announcing the appointment, **Marcelo Gumucio**, Vice President of A&A, said, "We are delighted to have someone of Mr. Molloy's qualifications join the A&A team. He knows Australia's computer industry thoroughly, and his success as a sales and marketing manager shows that he can win accounts against the toughest competition. Memorex is committed to expand-



Brian Molloy

ing its presence in Australia, and I look forward to Mr. Molloy's contribution and leadership."

Molloy, 36, is a Canadian citizen who has lived in Australia since 1963. His educational background includes studies at the University of Manitoba and extensive data processing training with IBM.

A&A has also announced the opening of a branch office in Wellington, New Zealand, to be headed by **Ivan Kenna**, Area Manager. Kenna will report to the Country Manager of Australia. Before joining Memorex, Kenna was the general manager for International Computers Ltd. in New Zealand. His previous experience includes eight years with IBM. Working with Kenna in the fledgling New Zealand operation is Sales Rep **Mike Pajo**. A second office will be opened soon in Auckland.

Two audio reps honored by leading publisher

Larry Bowman and **Don Stump**, Audio Products Zone Managers, were named joint recipients of a "Manufacturer's Man of the Year Award" by the Western Merchandisers Corporation of Amarillo, Texas.

A major book and music publisher in the Southwest, Western Merchandisers presents an award each year to a manufacturer's representative who has done an outstanding job of working with Western Merchandisers' personnel. A significant portion of Western Merchandisers' business is in blank audio tape and tape accessories.

According to Dick Williamson, Western Merchandisers Executive Vice President, Bowman and Stump were recognized "for the high level of service they have given us in the past year. Because of them, we have gained greater insight into merchandising blank tape and tape accessories. We know we have profited from their help because in the first four months of this year we have done as much business in blank tape and tape accessories as we did in all of 1975."

Disc drives 'enhance' Mars photos

In the words of the *San Francisco Chronicle* correspondent, it was "the greatest epic of navigation since men first learned to steer by the stars." That epic was the Viking I mission to Mars, a journey which took 11 months to complete.

Since the Viking landing in July, hundreds of photographs have been radioed to earth across 220 million miles of space. And the planet that has intrigued astronomers and poets for centuries has now been seen on television screens around the world. It is a dramatic bit of history in which Memorex has played a part.

At the Viking Project's headquarters, the Jet Propulsion Laboratory in Pasadena, four Memorex disc drives are being used in the photo "enhancement" process. The 100-megabyte 3670 drives enable a computer to manipulate photo images as scientists view them on screens. Providing "instantaneous" (27 milliseconds) random access to any recorded photo data, the drives make it possible for the computer to change a picture's brightness, its focus, even its perspective.

For example, scientists may want to look at the Martian landscape as if they were standing beside the Viking lander. The computer, calling up disc-stored photo data, can transform the



View of the rocky Martian landscape — one of hundreds of photos radioed 220 million miles to earth and seen in newspapers around the world.

picture and rearrange it to that perspective — or a number of others, including that of a helicopter looking straight down on Mars.

One of the most important applications of the image enhancement process came when scientists at JPL were planning movement of the lander's soil sampling arm. Projecting images from the lander's two cameras simultaneously, they were able to create a stereoscopic picture. The "3-D" pictures were then used to construct a contour map of the area and a computer was programmed to simulate the soil sampler's arm motion. In

this way, it was possible to find a level patch of ground that the shovel could safely reach.

The four Memorex drives were installed at JPL last November. Sales Rep **Jim Weerts** of the Los Angeles branch office was responsible for bringing in the account. Weerts keeps in close contact with the staff at the JPL image processing lab. "I talk to them on the phone a lot and go by about once a month. It really is exciting to know that Memorex equipment is involved in a project like Viking, that some of the photographs we're seeing on television are being enhanced through the use of our drives."

It takes 19 minutes for photographic data, in the form of digital signals, to reach earth. For JPL scientists, there were probably few moments like the one when those first photos from Mars were flashed on the screen in Pasadena July 20.

As *Chronicle* correspondent David Perlman described the scene, "There was Viking's own footprint casting its dark shadow across the Martian soil; then a view of distant low hills and mesas rising against the horizon from a rock-rubbed, sand-swept foreground. The pictures elated scientists who are seeking to understand the forces that have shaped the solar system. The voyage itself astounded the world."



Sales Rep Jim Weerts looks at a Mars photo that has been "enhanced" through the use of Memorex disc drives. Bill Green and Joel Seidman of JPL's image processing lab explain the complex photo conversion process to him.

The sweet sound of Quantum: every audiophile's dream

"Such sweet compulsion doth in music lie."

John Milton wrote those words over 300 years ago. On January 27, 1948, that compulsion he spoke of became reality for a nameless group whose ambition was to record music. For the first time, a lightweight magnetic tape recorder was made available for home use by the Wire Recording Corporation of America. It retailed for \$149.50.

By 1961 recording technology had advanced significantly, and that year a new word was coined to describe the ultra-serious recording devotee: audiophile. Today, there is a stereo in almost every home. But the meaning of audiophile hasn't changed. The word is still reserved for those listeners set apart in their demand for the best the industry has to offer — in amplifiers, tuners, turntables, speakers, and tape.

Recognizing this demand, Memorex

recently introduced a new product, Quantum Open Reel Tape. Quantum is the top-end complement of the Memorex open reel line. And, according to **Carl Yankowski**, the company's Audio Tape Product Manager, "Nothing offered by our competitors can equal it for the clarity, brilliance and crispness it affords in recording performance."

Yankowski knows whereof he speaks, since he himself is an audiophile. He joined Memorex last spring "because I have the opportunity now to combine business with pleasure, and that's a rare thing to find."

Yankowski might be called a "typical" audiophile. He bought a do-it-yourself kit and built his first stereo system when he was 12 years old. From that time on, he was hooked on recording music. Yankowski voiced one of the creeds of an audiophile — "You can spend thousands of dollars on equipment, but if your tape is not the best,



Audiophile Carl Yankowski relaxes at home with his stereo system.

Two caught in Houston flood

Though soaked & sleepy, Media support men travel on

Neither rain, nor sleet, nor flood shall keep a field support man from his appointed rounds. Or so said **Gary Suechting**, Manager of Quality Control and Reliability for Computer Media, and **Roger Olson**, Media Field Support Engineer, after a flash flood briefly marooned the two in Houston.

Suechting and Olson, of the Santa Clara staff, went to Houston in June to try to solve critical problems at two large computer tape accounts. They solved the problems — and left, planning to catch a flight to Dallas for a sales call there. That afternoon's flight was not to be.

Rain was coming down in torrents. "Streets and parking lots were flooding," recalls Suechting, "and streams of muddy water were surging down the avenues towards the lower sections of the city. In a 13-hour period, Houston received as much rainfall as Santa Clara does in an entire year."

It was obviously not a good time to drive, but they headed for the airport

anyway. They were followed by Regional Media Manager **Ray Cook** and Media Sales Rep **Dennis Pickrell**. In less than two blocks, both of the cars had stalled in the middle of a boulevard. They weren't alone. At least 10,000 motorists were stranded in the deluge. For five hours, the group watched water seep into their car and slowly cover the drive shaft hump.

When the water finally receded, they inched one of their cars towards a nearby hotel. Unfortunately, the land there was much lower and water gushed into the car up to the windows. Exiting out the window, Olson hailed the others to "abandon ship."

According to Olson, "Most alarming was the fact that the only way to move was to walk. Or rather, wade!" And this was exactly what they did — wade, through chest-high water to the hotel, carrying their baggage overhead. This desperate effort was in vain. There were no vacancies at that hotel — or in all of Houston. Four hours later,

they managed to get to Cook's already reserved hotel room on the other side of town. It was then 1 a.m.

At 6 a.m., Suechting and Olson caught a flight to Dallas. To them it didn't seem like anything extraordinary. "We had made a commitment to a Dallas firm and a large potential business deal was at stake," says Olson. "We didn't want to risk losing it."

Last chance to get Great America tickets

If you haven't yet purchased tickets for Memorex Night at Marriott's Great America, Sept. 11, there's still time left — if you hurry. Just call the MAG office, ext. 2357. Tickets are \$4.95 each (a \$3 saving on the regular admission price to the park) and include all rides and shows. There's a limit of 10 tickets per employee. Children under three will be admitted free.

you're defeated before you start."

Yankowski is convinced that Quantum will prove itself the best when the tape becomes available in stores this fall. "The reaction to Quantum at the Summer Consumer Electronics Show in Chicago, where we introduced it, verified its superior quality," he said.

He went on to explain that two identical tape recording systems were set up at the show. Both recorded music from the same record, one on Quantum, the other on a competitor's top-of-the-line tape. Visitors to the booth were asked to switch between recordings and to choose the one they believed was noticeably sharper.

In every instance, Quantum was selected.

"It's important to remember," Yankowski continued, "that, although some of these people may have been audiophiles, the majority were not. Yet all could readily hear the difference in the two recordings."

Memorex will direct the Quantum advertising campaign at the audiophile in such publications as *Stereo Review*. "Quantum is the tape every audiophile has been waiting for," said Yankowski. "It's what I'll be using, whether I'm recording symphonic music, jazz, or rock."

Yankowski used Memorex tape for years, but candidly admits that he has

tried the top-of-the-line tapes offered by competitors. With the advent of Quantum, however, he'll use Memorex and is convinced that many other audiophiles will do the same.

"Our exclusive ferric oxide formulation used in producing Quantum makes it the best the market has to offer. Its specific advantages include lower harmonic distortion, greater sensitivity, and increased headroom, permitting greater dynamic range," he stated.

And, in case you're wondering what Yankowski does after a hard day at the office directing marketing campaigns, talking Quantum and listening to tapes ... why, he heads home, unwraps a Quantum reel, and records a new album.



Elisabeth Herzfeld

Management courses offered at Ed Center

For the convenience of Memorex employees, West Valley College will offer four management courses at the company's Education Center on Memorex Drive this fall. The four courses are: Labor-Management Relations (Thursday, 7-10 p.m., starting Sept. 16); Effective Communications (Friday, 7-10 p.m., starting Sept. 10); Functions of Management I (Wednesday, 7-10 p.m., starting Sept. 8); and Leadership (Monday, 7-10 p.m., starting Sept. 13). Each class will have 12 sessions.

For information on registration, employees should call West Valley College, 988-2200, ext. 16.

A Memorex milestone

Herzfeld 1st to reach 15 years

Elisabeth Herzfeld does not consider her 15th anniversary with Memorex to be a milestone. "It's really not such an important date," she says smiling. "I don't understand the attention."

When it comes to fuss and publicity about her accomplishments, Elisabeth would gladly do without. But she good naturedly put up with a small anniversary celebration in her honor last month. For as **Robert Jaunich**, Vice President of Consumer & Business Media, noted, despite what she may think, her anniversary is significant. Elisabeth is the first Memorex employee to complete 15 years of service.

In 1961, when a new company called Memorex opened a plant in Mountain View, Chemist Elisabeth Herzfeld was the 12th person hired. With the exception of **Carl Anderson**, who retired in 1974 and still works as a part-time consultant, Elisabeth is the only one of the original 12 left. (Two other employees, **Al Delman** and **Roland Gallegos**, will be celebrating their 15th anniversaries later this year.) Memorex's founder and first president, Laurence Spitters, recruited Elisabeth from Ampex, where she had worked with him and several other members of the initial Memorex team.

Elisabeth is a straight-speaking scientist who probably knows more about the chemistry of Memorex tape products than anyone else. As a

chemist she has worked on research and development projects throughout her 15-year career. Today, as Manager of the Advanced Development Department for Videotape, she heads a group that is working on new magnetic particles and formulations.

She received her scientific education at the University of Göttingen, Germany, one of the oldest and most prestigious universities in the world. Elisabeth emigrated to Canada in 1951 and came to the U.S. in 1959. Two years later she began her career with Memorex.

Characteristically, she doesn't like to talk about her work. But her associates don't mind talking. As one summed it up, "Whenever somebody has a problem with something chemically, he goes to Liz. She knows her stuff. She usually has the answer."

She also has the unpredictable response. On the day of the celebration, Vice President Jaunich announced that because hers was the first 15th anniversary, she would be getting a different sort of gift. The gift turned out to be a silver ice bucket, but before opening it, Elisabeth took one look at the package and exclaimed, "Something different? Oh my, it must be tapes! Why, I don't even have a tape recorder." She is probably the one Memorex employee for whom that admission would not be considered a heresy.

CBM sprints away with company track title

Under low, leaden skies, the men and women of the Consumer & Business Media team overcame the dual challenge of cold rain and hot competition to capture the first place trophy in the initial Memorex Run-for-Excellence track meet August 14.

CBM tallied 37 points, closely followed at 33 by the gutsy Equipment Products team, which managed to stay in stride until the final event. The Corporate team, with 26 points, finished third, followed by Americas & Asia with 9 points, and Computer Media with 4 points. Team points were awarded on the basis of five for first place, three for second, and one for third.

That overcast Saturday morning at the De Anza College track in Cupertino was filled with stars, and among the brightest were Carol Spilsbury of CBM and Pat Zimmerman of A&A. Spilsbury, who warms up by convincing herself that she can't be beaten was right. She runs with as much determination as speed, and she hit the tape in the 220-yard dash for women under 30 years in a fast 29.3 seconds. For a follow-up, she ran a sizzling sprint in the mixed one-mile relay, besting several male and female competitors, and making a large contribution to her team's overall victory.

Spurred on by the cheering, small voices of her five children rooting at trackside, Pat Zimmerman won the gold in the 220 for women on that other side of 30 in a zippy 35.2 seconds. She also took two bronzes for her part in her team's third place finish in the 440- and one-mile relays. The best comment on her exploits came from her youngest who, upon seeing her collection of awards, exclaimed, "Wow, Mom!"

Karl Hawkins of Corporate showed his true grit and true speed as he bled for his gold medal in the 100-yard dash for men over 35. In breaking from the starting blocks, he stumbled, hit the ground hard on one knee, picked himself up almost without losing a step, and streaked first across the finish line, bloody knee and all, at 11.9 seconds. Hawkins recovered well enough to win the quarter-mile in his age category at 1 minute, 1.4 seconds a few minutes later.

Jesse Morales of Equipment was another double winner of the gold. He got his first medal in the 100-yard dash for men under 35 and his second in the quarter-mile. His times were a great 11.1 seconds and 57 seconds, respectively. It was said of Jesse that he doesn't like to stay too long in one place.

Bob Jaunich, Vice President and General Manager of Consumer & Business Media, went a long way to earn his two golds. Not content with his win in the two-mile for men over 35 — 12 minutes, 14.8 seconds — he came back to claim the one-mile in 5 minutes, 38.4 seconds. His perfor-

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CHAMPS—The Invincible Eight from Consumer & Business Media: (standing, l-r) Bob Jaunich, Neal Rayborn (captain), Dave Way; (kneeling) John Marks, John English; (sitting) Carol Spilsbury, Larry Spradlin, Pat Harris.



Bob Jaunich breaks the tape in the one-mile, at 5:38.4.



Carol Spilsbury sprints in the women's



It was down to the wire in the 100-yard dash, with Corporate's Karl Hawkins taking the over-35 event in 11.9 seconds.



Pat Zimmerman—Victory in the 220.



Lance Toomey gets a medal.



s for a first-place finish
220 (under 30).



Charlie Splaine takes the baton from EPG teammate Shelley Wilson in the one-mile relay.





BELGIAN AWARD — Memorex was recently recognized for its contribution to Belgian business. M. Schollaert (left), Chef du Cabinet for the Ministry of Foreign Trade, presented a gold medal on behalf of the government to Company President Robert Wilson. This is the second time the award has been given to the head of an American company. Memorex operates a large manufacturing facility in Liege, Belgium, and also has its EUMEA headquarters there.

DuBridge to head EPG marketing team

Richard DuBridge has been named Director, Marketing, for the Equipment Products Group. DuBridge comes to Memorex from a 17-year career at General Electric, where he most recently served as manager of international and strategic planning operations for the data communications products department.

Reporting directly to **Roger Johnson**, Vice President and General Manager of EPG, DuBridge will be responsible for product and business planning, product sales support, market research, COM, customer service, lease base management, and package leasing. He holds a bachelor's degree from Harvard, with a major in physics and a minor in economics.

Hensman named to top Video post

Harry Hensman was appointed General Manager of the Video Division, Consumer and Business Media Group, last month. He was formerly Manager of Engineering and Development for the Computer Tape Division of Computer Media.

Hensman came to Memorex last fall with an extensive background in polyester film, magnetic tape, and disc packs. His career has included a variety of technical and managerial jobs with E.I. duPont, Ampex, and RCA Magnetics Products, as well as serving as president of Computer Magnetics, Inc. from 1969 to 1971. Just prior to joining Memorex, he was vice president of manufacturing for the magnetic tape division of Audio Magnetics Corporation.

Jaunich wins two gold medals

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mance, his team captain gloated, was shattering.

The one-mile for under-35 was nip-and-tuck until Drew Lance of Equipment outlasted a straining David Way of CBM. Lance crossed the line in an impressive 5 minutes, 15.7 seconds, just 2.2 seconds ahead of Way. Corporate's Enrique Jimenez led from the beginning in the younger men's two-mile and finished in an incredible 11:1.8.

In the 440 mixed relay, the CBM team of Pat Harris, Carol Spilsbury, Larry Spradlin and John Marks demonstrated smooth baton passing and overdrive to take first in 54.7 seconds.

Filled with the confidence that winning brings, the same four took to the track in the crucial one-mile relay, the last event of the day. The result was an easy win for those swift-

footed harriers and the meet's first place trophy for the CBM team.

A great deal of credit for the success of the event is due the captains who put their teams together and motivated them to give their all. They are Neal Rayborn of CBM; Mike Klapperich of EPG; John Hoiness of Corporate; Paul Peters of A&A; and Ken Kindt of Computer Media. Also responsible for the good show were Kathleen Campbell, MAG Coordinator, and Ernie Tydell, Manager of Personnel Services, who handled the arrangements, and all their assistants.

The idea for the meet came from A&A Vice President and General Manager Marcelo Gumucio, himself a distance runner. He thought it would be an ideal way to express Memorex's pervasive spirit of competitive excellence. He was proven right on the wet track at De Anza that day.

Track Meet Results

EVENT	1ST	2ND	3RD
100 yd. dash 35 & over	Karl Hawkins, 11.9 Corporate	George Giles, 12.4 Equipment	Don Mattson, 12.5 Computer Media
100 yd. dash under 35	Jesse Morales, 11.1 Equipment	Dana Hendrickson, 11.5 Corporate	Larry Spradlin, CBM, 11.8 Jeff Cabili, A & A, 11.8
220 (female) 30 & over	Pat Zimmerman, 35.2 Americas & Asia	Pat Harris, 35.5 Consumer & Bus. Media	Cathy Chapman, 53.7 Corporate
2 mile under 35	Enrique Jimenez, 11:1.8 Corporate	Drew Lance, 11:2.7 Equipment	Dave Way, 11:38.5 Consumer & Bus. Media
220 (female) under 30	Carol Spilsbury, 29.3 Consumer & Bus. Media	Shirley Colter, 32.3 Corporate	Denice Sanders, 32.6 Computer Media
2 mile 35 & over	Bob Jaunich, 12:14.8 Consumer & Bus. Media	Charlie Splaine, 12:31.1 Equipment	Jim Dobbie, 13:18.2 Computer Media
¼ mile under 35	Jesse Morales, 57.0 Equipment	Enrique Jimenez, 57.5 Corporate	John Marks, 59.1 Consumer & Bus. Media
¼ mile 35 & over	Karl Hawkins, 1:1.4 Corporate	John English, 1:4.0 Consumer & Bus. Media	Lance Toomey, 1:6.5 Americas & Asia
1 mile under 35	Drew Lance, 5:15.7 Equipment	Dave Way, 5:17.9 Consumer & Bus. Media	Bill Schroeder, 5:28.3 Corporate
1 mile 35 & over	Bob Jaunich, 5:38.4 Consumer & Bus. Media	Charlie Splaine, 5:59.3 Equipment	Jim Dobbie, 6:14.3 Computer Media
440 relay	Pat Harris, Larry Spradlin, Carol Spilsbury, John Marks — 54.7 Consumer & Bus. Media	Karen Bruggeman, George Giles, Shelley Wilson, Jesse Morales — 57.1 Equipment	Kathy Bracco, Jeff Cabili, Pat Zimmerman, Paul Peters — 1:0.8 Americas & Asia
1 mile relay	Pat Harris, Larry Spradlin, Carol Spilsbury, John Marks — 4:40.8 Consumer & Bus. Media	Shelley Wilson, Charlie Splaine, Karen Bruggeman, Drew Lance — 5:12.5 Equipment	Kathy Bracco, Gary Munoz, Pat Zimmerman, Paul Peters — 5:16.9 Americas & Asia



Vice President Dick Allen talks about his new job.

Staying on top of new technology

VP Allen to broaden engineering role

During the year he lived with his family on a mountaintop in the Arkansas Ozarks, **Dick Allen** thought a lot about the kind of job he wanted when he returned full-time to the business world.

He had worked 16 years in the electronics industry, in a variety of managerial positions. What, he asked himself, had made certain jobs memorable? "I realized, after comparing them, that the jobs I'd enjoyed most were the ones I had to learn the most about — where I had to jump in and tackle a new set of concepts."

That kind of opportunity was one reason Dick Allen joined Memorex in July. He took a brand new position within the company — Vice President of Engineering. It is a job that he will be helping to shape and develop. "There's a lot of new technology for me here and I really look forward to learning it," he said.

In a letter announcing the appointment, President **Robert C. Wilson** said that Allen would be "responsible for assuring the timely and effective application of new and improved technologies to worldwide market segments," as well as for "identifying opportunities derived from technology to enter and profitably serve new markets." He will report directly to Mr. Wilson and will serve on the Corporate Operating Committee.

Keeping tabs on engineering developments throughout the electronics industry is one of Allen's responsibilities. "We're a company that's highly

dependent on technology, and I'll be trying to monitor closely what's going on in other areas of the industry so that we won't be surprised by new developments," he said.

Allen will be working with the engineering teams in Equipment Products, Computer Media, and Consumer & Business Media. "Another part of my job," he said, "is to give engineering a bigger voice in decision-making. To see that resources are allocated in the right directions and so on. But I should not be thought of as an engineering czar. I'm just trying to complete the communication path between engineering and management."

Allen's most recent post prior to joining Memorex was as vice president of engineering for Varian Data Machines in Irvine. From 1971 to 1974 he was director of development at Varian. He has also been vice president of engineering for Computer Systems, Inc., project manager and supervisor of computer systems development for Raytheon Computer, and vice president of engineering for Simulated Systems, Inc. In each of these jobs he was directly involved with developing new concepts, systems, and products. He majored in electrical engineering at New Jersey's Rutgers University, receiving his bachelor of science degree with honors in 1959.

Living in the Ozarks this past year while working as a part-time consultant in the computer field was, Allen feels,

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Company getting good coverage in major publications

Memorex and President **Robert C. Wilson** are continuing to receive good coverage in the local and national press. There have been four major articles on the company in recent months.

"Spotlight on Memorex Corporation" was the headline of a recent article in *The Journal of Commerce*, a newspaper aimed at executives. The article concentrated on Memorex's national and international growth and pointed out that, "One of the steps taken by Memorex last year to 'build for future revenue growth' was strengthening its customer service organization around the world, including a major distribution center opened in Philadelphia and launching of the company's new trucking service."

Interviews with President Wilson were featured in recent issues of two weekly newspapers — *The Wall Street Transcript*, published for members of the financial community, and *California Business*, for executives and management in Western industry. There was also an article entitled "Rebuilding Memorex" in the June issue of *Finance Magazine*, a monthly publication for bankers, brokers, and corporate officers.

In July, Mr. Wilson was interviewed on KLOKWATCH, a public interest program of KLOK Radio in San Jose. The five-part series dealt with Memorex and the community, including such topics as affirmative action and the company's social responsibility to Santa Clara County.

Swine flu shots available

During late September or early October, Santa Clara employees will be able to get free swine flu vaccinations at work. It is a volunteer immunization program, available to all Memorex employees age 18 or older. (Times and locations will be announced in the next issue of *Intercom*.) According to **Ernie Tydell**, Manager of Personnel Services, employees' families will be able to get flu shots at community immunization centers set up by the Santa Clara County Health Department.



Stan Zwicker at the control panel of tape plant's solvent recovery unit.

Stan Zwicker: environmental expert looks for happy balance

"Balance" seems to be one of **Stan Zwicker's** favorite words. He uses it again and again when he's talking about the relationship of industry to the environment.

"The simplest way to have a clean environment is to close down all industry," he says, "but then nobody eats. We have to find a balance between environmental needs and economic needs. I was looking for balance when I worked at the EPA, and I'm looking for balance here."

Stan Zwicker, whose official title is Senior Staff Engineer, Environmental Affairs, joined Memorex in May. Before that he spent three and a half years at the western regional headquarters of the Environmental Protection Agency.

Zwicker was hired to make sure the company keeps up to date with new and proposed environmental regulations, to supervise the design and installation of pollution-control equipment, to help plan environmental/energy-saving programs, and to be a liaison with government agencies.

"As a company that uses chemicals heavily, Memorex has had to become increasingly concerned about environmental protection," said Zwicker's boss, **Art Fonda**, Director of Materials, Facilities, and Distribution. "For

some time, we've wanted to have a professional in the field on our staff—someone who understood environmental impact from a regulatory standpoint and who also had an appreciation for some of the problems faced by industry. Stan really seemed to have the perfect background."

In his job with the Environmental Protection Agency, Zwicker headed the group that evaluated new plant sites in the western U.S. for air pollution impact. Before joining the EPA, he was a consultant for a company that designed pollution control equipment. And before that he was in graduate school at USC's Environmental Management Institute.

Environmental management is actually Zwicker's second career. He started out as an electronics engineer, but was a victim of the aerospace industry slump in 1970. Casting about for a new field to enter, he thought he saw a real future in environmental affairs. He was right.

Pollution control is a major concern for Memorex, as it is for any major manufacturing facility. "It's simply a fact of life that in a manufacturing operation there is going to be some discharge of chemicals," says Zwicker. "At Santa Clara we have to be con-

The ins & outs of the Lost & Found

You probably won't even wonder where Lost and Found is until the day your car keys fall through that hole in the bottom of your pocket. But it is an important fact to file away: the Lost & Found is on the first floor of Building W on Memorex Drive.

Gene Robles, Manager of Security, claims the Lost & Found staff has seen "just about everything. Diamond rings, electric drills, fuzzy wallets, car keys, contact lenses, umbrellas—all have passed through our hands."

If you find something, turn it in to any security officer. Lost articles should be tracked down in the following way: first, contact a security officer or receptionist near the area where the loss occurred. If that fails, call the Lost and Found Repository, ext. 2490 (open M-F, 8 a.m. to 5 p.m.).

"Occasionally, items lost at the San Tomas facility are held there overnight," says Robles. "So if the Lost and Found doesn't have your car keys yet, telephone the Security office, above the Building 10 lobby, at ext. 3324. The important thing is that employees do check with us. Impressive as our assortment is, we are more than willing to surrender all items to their rightful owners."



ENERGY AWARD—The Federal Energy Administration recently recognized the Memorex Santa Clara facility for its dramatic cut-back in energy use. Over a 12-month period, consumption was reduced by more than 36 percent. FEA Conservation Officer John Sullivan (second from left) presented an Award of Excellence to (l-r) Art Fonda, Director of Materials, Facilities, and Distribution; Dave Perkins, Senior Engineer-Energy Conservation; and Robert C. Wilson, President. Memorex hopes to further reduce energy consumption through employee participation in the Lights Out program.

Summer of '76 — big anniversary season

Eight Santa Clara employees celebrated 10-year anniversaries recently. On July 27 there was a luncheon for Consumer & Business Media veterans **Andy Di Maria** and **Gene Lim**. August 5 was **Kazuko Cochran's** big day. Her co-workers in EPG gathered in the cafeteria to congratulate her, and Henry Tinker, Director of Manufacturing, was on hand to present Kay's anniversary clock. He also did the honors when **Jim Oliver** and **Marshall Tolin** of Production Control (EPG) marked their anniversaries July 21. In Computer Media, the latest 10-year people were **Mary Plunkett**, **Edie Wydra**, and **Tom Marino**; they enjoyed an anniversary luncheon with Vice President James Dobbie.



Wydra



Lim



Plunkett



Di Maria



Oliver



Tolin



Marino



Cochran

Pollution control: it's 'right for environment and for business'

cerned about the possibility of the release of organic solvents in the air from tape manufacturing. In Eau Claire, at the printed circuit board facility, there is the danger of water pollution from the electroplating process. Our job is to comply with existing regulations by minimizing the routine emissions — to eliminate them as much as possible — and also to do everything we can to make sure that accidents such as chemical spills don't happen."

One technical development that Zwicker is particularly proud of is the new solvent recovery system being installed at the audio plant. (There is already a solvent recovery unit at the computer tape plant.) It will go into operation when the addition to the audio plant is completed in early 1977. "It's a state-of-the-art system — so good that I think many environmental experts will come to see it," he says.

Zwicker has been spending a lot of time lately working on amendments for proposed pollution regulations. "I think most companies are trying to do the right thing with regard to the environment, but they are frustrated in dealing with the government be-

cause the ground rules and regulations are constantly changing. Most industry people in my kind of job haven't had my kind of background. I've been on both sides of the fence. When you're working with the government, the key thing is knowing where to go to get an answer. Knowing if a certain individual can make a decision or if you have to go to his boss. Knowing who's involved with what projects in a particular agency."

In his new job, Zwicker works closely with **Gene Gilman**, Manager of Safety and Health Services, **Marvin Taylor**, Corporate Legal Staff, **Frank Freeman**, Process Engineer for the solvent recovery system, and **Reggie Simpson** of Facilities Maintenance.

Zwicker feels strongly that employee participation is essential to any effective pollution control program. "All employees should be on the look-out for ways we can conserve energy, avoid pollution. If they have ideas for improvements, I'd really like to talk to them. For example, I'm very interested in finding ways to recycle our solid wastes — including ways we might use wastes to generate energy. I always like more ideas along that line."

As Zwicker is fond of emphasizing, environmental control can be economical. A solvent recovery system not only prevents the escape of pollutants; it also means that the solvent is reusable. "How can you go wrong when you're saving costs and preventing pollution at the same time? Pollution control is not only right for the environment, but also right for business."

Five-year awards

The following employees are celebrating five-year anniversaries with the company in August and September.

SANTA CLARA

Sharon Adrian	John Morgan
Barton Byron	Michele Murray
Anthony Cabezas	Yvette Namek
Jose DeVera	Laurence Nelson
Howard Douglas	June Nixon
Hanne Elizondo	Alfred Plant
Minnie Gonzales	Betsy Pule
Marie Grace	Joy Shade
Patric Heffernan	Jesse Starnes
Angel Jaramillo	Honey Turner
Vicki McVey	Robert S. Wilson
Harold Magleby	George Wuolle

OTHER LOCATIONS

Ralph Casale, Boston
John McElhenie, Phoenix
Mike Mastrangelo, Atlanta
Leo Miller, Washington, D.C.
Philip Murillo, Irvine
Clarence Shannon, Detroit
David Swoboda, Eau Claire
Francis Velez, Nogales

Allen — 'a reader with a capital R'

(continued from page 9)

an invaluable change of pace for him and his family. "We built a home on a mountaintop — a place from which we could see for miles — and we got into a different, more relaxed way of living. My wife and I taught our kids at home, and it was a real opportunity to get to know them. I'm a reader with a capital R, and the sabbatical gave me a chance to do a lot of reading and studying."

That reading occasionally included *Electronics News* and other industry publications, where he kept seeing promising reports on Memorex. It was a company he knew a good deal about when he took the new job in mid-July.

"One thing that really impresses me here is the management style," Allen said. "No area is ignored when we're examining an issue. That attitude of thoroughness starts at the top — the emphasis on understanding exactly what it is we're doing, so that the right questions get asked. It's a demanding environment and a very challenging one to be working in."



It's picnic time for Comdata crowd

There are few things more All-American than a summer picnic in the park. And the Comdata Division celebrated the Bicentennial in just that way. On July 31, more than 300 Comdata people gathered at Halecrest Park in Costa Mesa for a day of traditional fun — softball and volleyball games, corn-shucking and nail-driving contests, boardwalk booths, pony rides, a tug-of-war. And then there was the food, which was just as traditional: southern fried chicken, hamburgers, hot dogs, corn on the cob, potato salad — all topped off by a giant 200th birthday cake. Here's a glimpse of what that day was like.



New assignments

(The following new assignments are in Santa Clara unless otherwise noted.)

AMERICAS & ASIA GROUP

Eve Burns to International Administrative Analyst
Patricia Zimmerman to Associate Accountant

COMPUTER MEDIA GROUP

Mike Balderas to Chemical Technician B
Otelia Brown to Inventory Clerk, Comdata, Irvine
James Davis to Mechanical Technician B
Sidney Duggan to Supervisor, Word Processing
Ray Gentile to Inventory Analyst
Rick Gravely to Associate Product Test Technician
Claire Henderson to Accounting Associate
Nicole Hershey to Supervisor, Forecasting & Customer Service
Larry Lewellen to Supervisor, Special Projects
Trevor Martin to Supervisor, Equipment Design
Robert Murphy to District Manager, Los Angeles
Red O'Laughlin to Supervisor, Document Control
John Owens to Production Control Expeditor
Terry Rymer to Supervisor, Order Processing
Gaspar Torres to Chemical Technician A
Anil Vasudeva to Supervisor, Product Engineering

Rickie Wyatt to Product Tester

CONSUMER & BUSINESS MEDIA GROUP

Sharon Barnes to Senior Production Control Clerk
Kurt Kingsbury to Manager, Zone Sales, St. Louis
Dewaine Miller to Regional Sales Manager, Eastern Region, King of Prussia, Pa.
Donald Wilhelm to Manager, Zone Sales, Hartford, Conn.

CORPORATE

Elizabeth Amundsen to Accounting Associate
Lane Ferris to Manager, Management Information Systems Support, Finance
Barbara Spence to Order Correspondent A
Toni Weightman to General Clerk A
Manerva Williams to Senior Document Coder/Screeners

EQUIPMENT PRODUCTS GROUP

Linda Andrews to In-Process Inspector C
Dolores Baiza to Production Control Clerk
Douglas Bengard to Production Control Expeditor
Pamela Bosco to Senior Production Control Clerk
Larry Capote to Senior Warehouse Worker
Harvey Chaffin to Draftsman A
Roger Cunningham to Field Support Specialist, Syracuse, New York
Wanda Cunningham to Tracking Systems Analyst
Elva Duarte to Department Technician, Assembly
Maureen Fratis to Senior Electronic Technician

Louis Gangone to Field Support Specialist, King of Prussia, Pa.
Donna Heise to Data Processing Center Clerk B
Don Herd to Manager, Engineering Services
Gregory Jordan to Technical Associate
William Lloyd to Supervisor, PCB Drafting
Stephen McGill to Field Support Specialist, Detroit
Christopher Newton to Manager, Field Support, Detroit
Beverly Rugland to Manufacturing Engineering Aide I
James Smith to Production Control Analyst
Jack Turner to Field Support Specialist, Seattle
William Van Vleet to Plater I, Eau Claire
David Wallestad to Territory Supervisor, Chicago

INTERCOM

Editor: Louise Burton

Published by the Corporate Public Relations Department

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Santa Clara, California 95052
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