



*Winter Comes to  
Eau Claire, Wisconsin  
See page 2*

# INTERCOM

A newsmagazine for Memorex people everywhere  
January 1978      Volume 15      Number 1

# MEMOREX

## FUTURE PLANT SITE

COMPLETION JUNE 1978



*Most of the Eau Claire team turned out for the groundbreaking in November.*

### **'PCB Central' to double its capacity**

## **There's a new plant going up in Eau Claire**

In Eau Claire, Wisconsin, winter is long and rough. Snow is drifting deep these days, the rivers are crusted with ice, and most residents are bundling up for January temperatures of 10-20 below. It is a brutal time to be outside.

But that doesn't stop local construction crews. Giant tractors are still turning the earth, carpenters and bricklayers plying their trade. When a job is to be done, work proceeds.

Southwest of town, just off Highway 37, on a snowy eight-acre spread, a new industrial facility is under way. It is a \$5.5 million plant, and when completed in June, it will be the new home of Memorex Eau Claire.

To the 150 employees of the Eau Claire division, the construction progress is a sign that spring can't be far behind. "There is a very positive feeling here that, yes, we're going to have a new building after all," said Plant Manager Dick Loftesnes. "It took us longer to get started than we had originally hoped, but there's a lot of excitement about the project now."

Memorex Eau Claire is part of the Large Storage Systems Group and reports to Henry Tinker, Director of Manufacturing. It might be called PCB Central, since it is the printed circuit board headquarters of Mem-

orex. Most of the company's PCBs, from two-inch squares to giant "mother boards," originate in the small plant on the banks of the Chippewa River.

The demand for Memorex equipment has taxed the present Eau Claire facility to the limit. It is cramped and outmoded; a new plant has been a dream for several years.

When ground was broken on a cloudy November day, a very happy crowd assembled: city officials, other friends of the company, and almost every plant employee, since as Loftesnes put it, "The real dignitaries are us."

Henry Tinker and Executive Vice President Jim Dobbie came from Santa Clara for the event. Both spoke of the impressive contribution of the Eau Claire team. "The dedication and productivity of our Eau Claire employees and the support of the city were important factors in our decision. Building a new facility in Eau Claire expresses our continuing confidence in the entire community," said Dobbie at the groundbreaking.

The new plant, more than double the size of the existing one, will house the division's engineering, manufacturing, and administrative activities. Eventually, Memorex Eau Claire will employ about 250 persons, making

it the fifth or sixth largest business in the city. "As PCB operations go, it will be a big facility," said Loftesnes.

It means a lot to Eau Claire that Memorex is there and is growing. For a while, it wasn't certain that Memorex would expand the facility.

Several years ago it became obvious that the company was going to need a new printed circuit board plant. Eau Claire was small and couldn't continue to produce all Memorex requirements.

So planners in the Equipment Group began rolling out the options, which included building another plant elsewhere.

But as they examined the pros and cons, they kept coming back to one thing: the people who work at Memorex Eau Claire. *They were the deciding factor.* It was, the company realized after much study, in its best interest to expand production in a location that had such an experienced work force.

For the skills used in Eau Claire take time to develop. Employees here prepare artwork for the boards, silk-screen them, chemically plate them, and etch intricate tracings layer upon layer, creating a microscopic maze upon which the circuitry will be placed. Using this elaborate base, assemblers in Nogales and Santa

Clara then load components on the PCBs.

Former Plant Manager Joe Rizzo, who headed the Eau Claire effort for nearly seven years, pointed out the precision required by the work. "When I first went to Eau Claire, we thought that four-layer boards were difficult. Now we're turning out 10-layer boards for some customers. In the old days, the traces were 24 thousandths of an inch wide; now we're down to five thousandths."

This kind of work is as much an art as a science. It requires judgment to do it well—and, more important, just a lot of experience. Which is one secret of the plant's success. At Memorex Eau Claire, production workers have an average of three years of service with the company.

"There's not only real competence here, but an attitude of caring and loyalty. These are assets you can't measure, but which make a real difference in the results," said Tinker.

In the new plant, pleasant surroundings and the latest in equipment will make production jobs easier. New Plant Program Manager Paul Ryan talks with pride about what's in store.

"Many of the processes that now



Rena Kelley, chief secretary

## INTERCOM

Editor: Louise Burton  
Staff: Kevin Burr

Published by the Corporate  
Public Relations Department

Memorex Corporation  
Mail Stop 12-39  
San Tomas at Central Expressway  
Santa Clara, California 95052  
Telephone: 987-2201



Frank Zupan checks on construction progress.

have to be monitored step by step will be automated," he said. "And the pollution control system that's on the drawing board will incorporate some features that haven't been used anywhere before. If all goes as planned, our system should be a real environmental showpiece."

Frank Zupan of the Santa Clara Facilities staff has been traveling to Eau Claire twice a month since May to coordinate the many phases of the construction project. He reports that the 44,000-square-foot brick building will have open offices—no doors—in keeping with the current trend in industrial design. There will be a spacious lunch room as well as a patio eating area.

On weekends, says Zupan, many Memorex families stop by the construction site just to check on the progress. "There really is a lot of employee interest in what's happening," he said, "especially now as the building is being enclosed."

Memorex Eau Claire has come a long way since 1970, when the company purchased the small PCB operation from Hartzell Electronics. The division's PCB expertise has brought it a reputation for technical sophis-

tication and quality—and a number of OEM customers. "We've gone from being an unknown board manufacturer to having our boards used in national ads," said Loftesnes.

In 1973, when Memorex was experiencing hard times, the Eau Claire team decided to try to build up the OEM business. The managers made trips through the small industrial towns of the Midwest drumming up orders. "Now," said Loftesnes proudly, "people call us. We even have a distributor in Texas."

In July, 1975, the Eau Claire plant suffered the kind of disaster that, in many places, would have been a major setback. Early one morning a fire broke out in the production area and swept through the first floor of the plant in a matter of minutes. Hardly anything was salvageable.

To Eau Claire employees, the challenge was obvious. They immediately went to work. "We had to rebuild the whole plating area," recalls Loftesnes. "There were no lights, so we set up floods, and people worked around the clock. They ripped out wiring and pipes, then rewired everything. Twenty-one days later we were manufacturing boards again."

(continued on page 4)



### ON THE COVER:

Eau Claire, Wisconsin, is a medium-sized industrial town (pop. 49,000) 85 miles east of Minneapolis. Two rivers and many creeks run through Eau Claire ("clear water"), and lush, rolling farms surround it. In winter its half dozen parks are favorites with cross-country skiers, tobogganers, and ice skaters. Our cover photo, taken just after a snowfall in Carson Park, is the work of David Ford Hansen, who teaches photography at the University of Wisconsin in Eau Claire.



There are many steps to building a perfect PCB. Here (top, l-r) Photo Dept. Supervisor Rita Veitch scrutinizes a piece of artwork; Tom Johnson lifts boards out of copper sulfate bath; Production Supervisor Dave Swoboda (foreground) advises team

in hot oil area; Steve Giedd adjusts numerically controlled drill; (bottom, l-r) Randy Haslow puts boards through punch press; Dorothy Johnson does touch-up; and Karen Harlson and Carol Brazeau consult on inspection problem.

(continued from page 3)

That kind of cooperation and teamwork is something insiders and visitors alike notice about Eau Claire. Loftesnes wasn't just talking about the aftermath of the fire when he said, "The managers here aren't afraid to get their hands dirty. They can accomplish almost any task from writing procedures to mixing cement. All the people are that way."

Employees are encouraged to ask questions, to participate in decisions. Program Manager Ryan, who joined Memorex Eau Claire in October, calls the plant "the strongest example of togetherness — of people really cooperating — that I've ever seen at a company. It's really impressive the way production employees and managers work toward the same ends. The people on the line care every bit as much about quality and good products as their managers do. That's got to be a major reason for Eau Claire's success."

## Loftesnes takes top spot in Eau Claire

Memorex Eau Claire has a new plant manager, a seasoned member of the Eau Claire team: Dick Loftesnes. The plant's manufacturing

manager for four years, Loftesnes stepped up to the number one position on December 1. He succeeds Joe Rizzo, who had headed Memorex Eau Claire since 1971.

Loftesnes will be responsible for all plant operations, including the division's OEM business. He reports to Henry Tinker, Director of Manufacturing for Large Storage Systems.

Interviewed a week into the new job, Loftesnes said, "I have super people to work with and couldn't ask for better support. I'm really proud of this group and pleased to be leading it."

Before joining Memorex in 1973, Loftesnes held industrial and manufacturing engineering positions at Control Data Corporation and Univac. He holds a bachelor's degree in business administration from Winona State College in Minnesota.



Dick Loftesnes

## Puthuff to stress creativity, growth for engineers

As far back as he can remember, Steve Puthuff wanted to be an engineer. From his grade school days in Placerville, California, through his college years at Arizona State University, that goal remained unchanged.

"I guess it might seem unusual for someone to set career objectives so early in life," says Puthuff, new Vice President of Engineering. "But I was always interested in engineering, and there were a number of things I wanted to accomplish."

Over the years, Puthuff has reached many of those goals and established new ones along the way. He began his technical career at IBM and later worked for Aerojet General, Wavetek Data Communications, and Digital Development Corporation. He joined Memorex last April as a member of the Corporate Engineering staff.

In overseeing the company's engineering operations, he intends to stress communication among the various engineering groups. "We want to provide an atmosphere in which our engineers can express their creativity and share their ideas. It's this kind of managerial and technological synergism that will enable Memorex to maintain its leadership in the industry."

One way Puthuff believes Memorex will continue that leadership is through research and development in "centers of excellence." A Center of Chemical Excellence is already



Steve Puthuff

operating at the Tape Plant, and a Center for Advanced Recording Systems is presently being established in coordination with Large Storage Systems, Computer Media, and General Systems.

"We're particularly interested in developing thin-film storage technologies at the new center," says Puthuff. "And we want to be prepared for the possibilities of cross-tie, bubble, and other memory technologies. By blending our media and large systems expertise, we'll be in a strong position to take advantage of future product opportunities."

From his own experience, Puthuff knows that to advance professionally, engineers require challenge. "I'm a firm believer in the idea that a man's reach should exceed his grasp. An important aspect of my job is to see that our engineers are reaching their maximum potential. If people are growing professionally and rewarded accordingly, both monetarily and by recognition, they usually enjoy their work and perform to their peak potential."

### You still have a chance at the Bahamas

## Keep those sales referrals coming

Although it doesn't end until January 31, the companywide "Leads to Revenue" sales contest has already generated more than \$574,000 in sales, and six monthly sweepstakes winners are making plans for a week's stay in the Bahamas.

The tally sheet for the months of September, October, and November shows the contest has inspired more than 600 sales referrals, which resulted in 37 orders.

The "Leads to Revenue" sales program was developed to encourage all sales and service reps to consider their customers excellent prospects for the products and services

of other Memorex divisions.

The six monthly winners of the Bahamas trip (two names drawn at random each month from all point earners) are: Dave Walston, Equipment Rep, Dallas; Jerry McSpadden, Equipment Rep, Houston; Anthony Cuccia, Sr. Field Support Rep, New York City; Doug Miller, Computer Media Rep, Boston; Cleon Rogers, Jr., Sr. Field Support Rep, Arkansas; and Terry Kelleher, Equipment Rep, Chicago.

In addition to monthly winners, the top ten cumulative point earners at the end of the contest will also win a five-day trip for two to the Bahamas.

## Buildings expand along with the company in 1977

Memorex facilities grew rapidly in 1977, with new construction, the expansion of existing buildings, and the lease of outside space.

The most recent project is a 68,000-square-foot addition to Building 23, across San Tomas Expressway from the headquarters complex in Santa Clara. Construction began in December on a warehouse for finished media products and offices for the distribution staff.

In November, Memorex broke ground for a new printed circuit board plant in Eau Claire, Wisconsin (see page 2). The plant will enable the company to more than double its production capacity for PCBs.

The Dallas Distribution Center, begun last spring, opened its doors in November. Fifty-five employees are already doing business there. Located in a parklike business-residential community near the Dallas-Fort Worth International Airport, the new 54,000-square-foot facility will serve as the company's Southwest Regional Headquarters in addition to being that area's warehouse for media products and spare equipment parts.

In Nogales, Mexico, Memorex is growing, too. A building across the street from Mem-Mex has been leased for use as a warehouse, which allows a 50 percent increase in manufacturing space at the main plant.

And on Memorex Drive in Santa Clara, an addition that doubled the production capacity of the Audio Plant was completed early this year. Facilities at Disc Pack were expanded as well, including a new 25,000-square-foot warehouse. Further remodeling of Disc Pack's production areas is scheduled to begin this month.

### 3650s moving on out

Shipments of Memorex's most important new product in 1977, the 3650 disc storage subsystem, are growing every month.

Among the more recent customers are Mead Corporation, U.S. Postal Service, Fisher Body, County of Dallas, Superior Oil, Commonwealth of Virginia, Union Carbide, Columbia Gas, Prudential Insurance, and Amdahl.

# **Skoal! Memorex Sweden**

## **ten years old & going strong**

For visitors wandering through the exhibit at the U.S. Trade Center in Stockholm, it was a festive and informative afternoon. The hors d'oeuvres were delicious, the conversation lively, and the display itself had a lot to offer—namely the latest Memorex *skivminnessystem* (disc drive system), *bildskärm* (display station), *kontrollenhet* (control unit), and other products.

Everywhere the guests turned, the message of the day was subtly reinforced: *Memorex betyder memory och excellence!* ("Memorex stands for memory and excellence.")

The occasion was the 10th anniversary of Memorex Sweden. And true to Swedish tradition, it was celebrated in style. Nearly 300 Memorex



Tenth anniversary brochure

customers and prospects attended the Trade Center event. But that was only part of the subsidiary's anniversary observance.

Several months earlier, on a warm summer afternoon, Memorex Sweden employees and their families gathered for an open house and party at the recently remodeled and expanded headquarters in Bromma, a suburb northwest of Stockholm.

Erik Christennson, Managing Director, welcomed the families, talked about the history of the company and the growth of Memorex Sweden, and explained the company's product line.

As Executive Secretary Barbo Lindgren described the party, "Everything contributed to show the families what an impressive and serious company their husbands and wives work for."

Memorex Sweden's external anniversary celebration, aimed at customers and prospects, gave the company a broader exposure in Stockholm business circles. It began at the Sheraton Hotel in Stockholm, where there were slide presentations and speeches telling the Memorex story.

"All the visitors got a brochure specially made for the anniversary and a Memorex C-60 tape," reported Lindgren. "After the show, we moved over to the U.S. Trade Center where the guests could have a look at our different products. Here they were served a very good lunch and had a chance to chat informally with the Memorex staff. Both the exhibition and the show were well prepared and seemed to be appreciated by the visitors."

When Memorex Sweden was founded in 1967, there were only three employees and one product: computer tape. Today, the subsidiary has 45 employees and offers a complete equipment and media line.

In addition to the main office in Bromma, Memorex Sweden has service offices in Malmö, at the southern tip of Sweden, and in Gothenburg, on the west coast.

### **500th drive goes to Folksam of Stockholm**

A substantial share of the market and gaining fast. That's the latest report from Memorex Sweden, where equipment sales are entering their eighth year.

Memorex Sweden, which sold its first disc drive in 1970, installed its 500th spindle this fall. The milestone unit, a 3670, went to Folksam, a major insurance company in Stockholm. Folksam also has a full string of 3650s on order for its new computer center.

In honor of the historic installation, Memorex threw a party for the 80 members of Folksam's data processing department. The celebration included a brief presentation on the company and its products.

According to Equipment Rep Bernt Ohlen, Memorex is making real inroads in the communications market, and the add-on memory business is picking up too.



Executive Secretary Barbo Lindgren chats with customer at Memorex Sweden's 10th anniversary celebration.



Sales Manager Goran Skyttvall (right) with customer during party at U.S. Trade Center.



Rolling a 3670 into Folksam are FE Torgny Bengtsson and Sales Rep Bernt Ohlen. FE Karl-Ake Jonsson stands ready with a 3672 control unit.

## New lighting standards head list of conservation measures

September 8 was the kind of late summer day familiar to Santa Clara employees. Clear skies, temperatures in the high 80s, and not a hint of a breeze.

Across town, the Municipal Utilities Department was facing an emergency situation. It had been a week of soaring temperatures, and customers were combating the heat by switching on fans and turning up air conditioners. Also adding to the problem was the breakdown of a major regional power plant. The results were predictable: too much demand and not enough supply.

"The department had little choice but to notify all major users, including Memorex, that electrical consumption had to be cut back immediately," said Doug Cook, Manager, Environment and Energy. "Under the circumstances, we handled the situation very well, but it was not without some discomfort.

"We learned many lessons from the experience," said Cook. "Most important was the realization that in the future, we're going to have to consider all possible avenues to cut back on our use of natural gas, electricity, and water. It's not just that we're using too much of these resources, but with dwindling supplies, the prices are going up rapidly and thus we're paying a lot more for them."

The figures speak for themselves. For the months of January through November, 1976, the electrical bill for the San Tomas and Memorex Drive facilities was \$1,092,000. For the same period in 1977, the bill was \$1,609,000, an increase of 47 percent.

"Although much of this increase is due to cost hikes," said Cook, "our electrical consumption has increased 15 percent over last year. We've been more successful at conserving water and natural gas but since the cost has gone up for these resources we're paying more than we were a year ago, even though we're using less."

Faced with higher utility bills and the possibility of future energy shortages, the company's Energy and Environment staff is working on several projects designed to cut costs by reducing consumption.

First, lighting standards have been established for the various kinds of work activity in the Santa Clara complex. Prolonged, difficult tasks such as drafting call for twice the light that normal office work does. Cook said that recommendations to reduce or increase lighting in a particular area are based on light meter readings.

"Everyone will have adequate light for work," emphasized Alec Uzemeck, Manager of Corporate Facilities. "But there are places which don't need as much light, and that's where we'll reduce the light level to specified standards. Not only will this save on electricity costs, but since light generates heat, the cut-back will mean less load on air conditioning systems as well."

Other energy saving ideas being studied include an automated energy management system to make air conditioning systems more efficient; a solid waste incinerator to generate steam for heat; alternative fuel supplies to natural gas; and new lighting systems which might supply the same light as the present system while using less energy.

### And how do you think we can save a watt?

Have any ideas on how to "Trim Our Energy Waistline"? If so, the months of January and February are your chance to let someone else in on it.

To get Santa Clara employees directly involved in energy conservation, the Energy and Environment staff is sponsoring a contest to solicit ideas on how to save electricity, natural gas, and water. There is no limit to the number of ideas employees may submit in each of these categories.

Ideas will be judged on the basis of their potential cost savings over a two-year period, after considering the cost of implementation. The employee(s) with the best suggestion will receive a \$100 savings bond. A \$50 savings bond will be awarded to the second place entry, with \$25 going to both the third and fourth place winners.

Suggestion forms are posted on all Santa Clara bulletin boards.

## Reto Braun takes helm at EUMEA

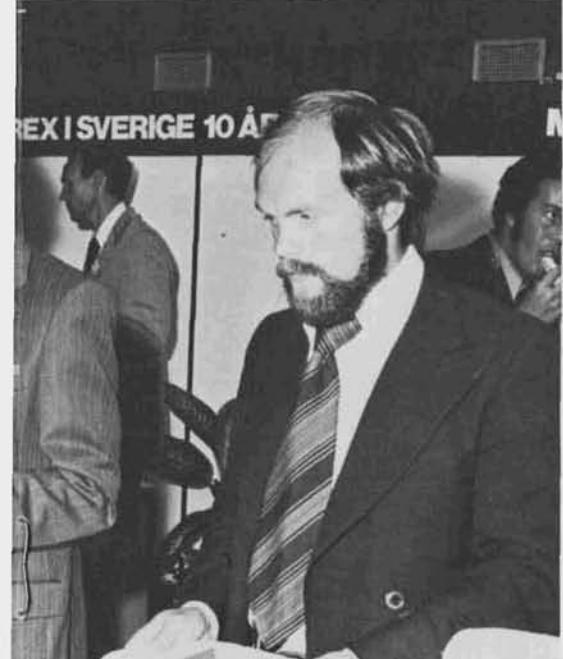
Reto Braun became Vice President and General Manager of the EUMEA Group, based in Liege, Belgium, on January 1. He succeeds Bill McCalmont, who has accepted a position with another company in the United States.

Braun will serve on the Corporate Operating Committee and will be responsible for all business in the EUMEA (Europe, Middle East, Africa) territory.

Before his promotion Braun was Area Manager for marketing operations in Belgium, the Netherlands, Luxembourg, Switzerland, Austria, Spain, and South Africa, and also for sales to Eastern Europe, the Middle East, and North Africa.

The new vice president holds a degree in commerce and has served in managerial positions with Memorex in Europe since 1967. A native of Switzerland, Braun and his family now live in Brussels.

McCalmont became head of the company's European operation in 1970 and was named Vice President and General Manager of the EUMEA Group in 1974. "During his years of leadership, EUMEA has demonstrated rapid and solid growth," said President Robert Wilson. "Bill's contributions to EUMEA will continue to be recognized as we receive the benefits from future investments made under his leadership."



# Newsmakers

**Bill Lennartz**, General Manager of CFI, returned to his alma mater, the University of Colorado, this fall as an Executive in Residence. Lennartz spent a week on the Boulder campus, lecturing four or five hours a day and then meeting individually with students and faculty on into the evenings.

"It seemed," reported Prof Lennartz, "like I lectured on all the subjects of the business school and how they related to the operations of our company."

Lennartz, who received his business degree from the University of Colorado in 1963, worked for IBM for five years before founding Lencor, the parent company of CFI. He has also served on a businessmen's review board studying the Postal Service.

If recent sales activity is any indication, computer tape, the product that put Memorex in business 16 years ago, shows no sign of losing its customer appeal.

After establishing a new record for revenue in July, the Computer Tape Division wasn't about to sit back and relax. In November, Computer Tape shattered the July revenue high.

**Dennis Garlington**, Manager of Customer Service, credits the performance to the entire division saying, "We take a lot of pride in the fact that we're the division that started the company, and you'd better believe we'll be working to break our record again."

November was also the biggest production month ever for the Memorex equipment team. It took an all-out effort, and many Large Storage Systems employees worked long and hard to meet shipping schedules. On November 30, people from General Systems pitched in, too, helping the LSS Group get all the boxes out the door.

In recognition of their hard work, some 1,400 employees of LSS manufacturing were honored with a catered luncheon in December. On each shift, tables were set up on the manufacturing floor, and managers donned aprons and dished up the multi-course meal.

normal duties," according to **Jeff Egan**, Director of Corporate Customer Service. Managers having any questions about the program should contact Egan at ext. 2908.

One morning not long ago Computer Media Rep **Marty Davis** got a call from a customer, Ford Aerospace, in Palo Alto. Ford needed 250 reels of computer tape fast—by 1 o'clock that afternoon.

It was too late to send the order via a Memorex truck and too big a load for Davis to take in her car. She was puzzling over what to do when Senior Order Administrator **Mona Winslow**, overhearing the conversation, volunteered her husband's small pick-up. "I'll be glad to run the order up on my lunch hour," she said.

Even with the truck, it took teamwork to meet the deadline — from Mona, her husband, and the Computer Tape shipping department. But everyone pushed hard, and the 25 cartons were delivered on time.

According to Winslow's Manager, **Wendell Balc**, "There's no way we could have got the tape there if she hadn't done it. Customer service is critical in the DP business, and we could have lost future orders if we hadn't delivered. We came through in a tight situation, thanks to Mona."

As a result of her quick action, Winslow was the first person to win an award in the new Customer Service Recognition Program. She received a watch and a \$25 check last month.

The recognition program is open to all Memorex Customer Service employees throughout the United States. Employees are nominated by Customer Service managers for "singular acts above and beyond their

"This is a lucky day for me," said **Frank Gentile** on October 28. "It's been a pleasure working with all of you these past few years. I've made a lot of good friends. Now I'm just looking forward to doing some of the things I haven't had much time for until now."



Frank Gentile gets a good-bye hug from co-worker Dalia Vasquez.

The occasion was Frank's retirement from Memorex, after almost ten years on the maintenance staff, first at the Tape Plant and then at Disc Pack. Amid smiles and tears from his co-workers, Frank announced the first thing he wanted to do was go fishing. It didn't matter where, he said, just so long as there was plenty of room to relax.



Mona Winslow



LSS people line up for catered buffet luncheon.



Santa Clara's softball champs

pitch Softball League this fall. They defeated Pippino's Pizza 13-12 to win the title.

After finishing the summer league of play with a second place 8-4 record, the Eagles came on strong during the fall season, ending with a 4-1 record to qualify for the championship game.

"It was just a question of putting aside individual glory and working together as a unit," said Eagles coach **Fred Hostetler**, Product Safety Engineer for Large Storage Systems. "There wasn't one team member who didn't believe we'd end up winning the championship."

The championship game mirrored the Eagles' up-and-down season. Down seven runs after the first two innings, the Eagles kept chipping away until, going into the final inning, the score stood Pippino's 12, Eagles 8. Then, like true champs, the Eagles scored five runs in the bottom of the last inning to finish the season with a one-run victory.

Members of the championship team were: **Rick Dias, Ken Gomez, Dave Lappe, Nap Littlefield, Bob Staley, Ed Tietz, Ray Fens, and Joe Mausser**, Large Storage Systems; **Tom Boggs and Jeff Davies**, Communications Division; **Carl Hernandez, Larry Hernandez, Ted Lewis, and Ray Shaw**, General Systems; and **Rich Villanueva**, from Consumer Products.

Santa Clara employees interested in playing on this year's team can contact Hostetler at ext. 1346.

Although they didn't take the first half title, the Memorex hoopsters came close enough to let their opponents know that the outcome could easily be reversed next time around.

Memorex finished the first half of the season in the tough B-1 Industrial



Billy Carter ready to pass.

League in December, tied with Pottery Outlet, a team that has won the league championship six years in a row.

In the playoff, Memorex came out battling. At half-time, the team was trailing by only one point, 21-20, but when the final buzzer sounded, Memorex came up short, losing 56-48.

"We're looking forward to playing Pottery Outlet again in the second half of the season," said Coach **John Vieira** of Large Storage Systems. "With a few more good players, we have an excellent chance of beating them."

Santa Clara employees interested in playing the second half of the season, which begins this month, can contact Vieira at ext. 3047. Games are played Wednesday nights at Wilcox High School.

oyster-eating title. They left the challengers from Amdahl with nearly 60 oysters on their plates — and HOPE Rehabilitation Services of San Jose \$300 richer.

In the high-spirited contest at the Marriott Hotel, each six-member team was given 300 raw oysters—and six minutes to consume them. The Memorex eaters polished off their allotment in just five minutes, 15 seconds.

For each oyster downed by the winning team, the hotel contributed \$1 to HOPE, an agency which works with developmentally disabled and other handicapped people. In last year's benefit, Memorex defeated a team from Fairchild, 286 to 218.

This year's oyster-bolters, paced by the two-fisted style of **Gerard Fujita** of Graphic Arts, were **Emile Kerba** and **Peter Zoll**, Information Systems; **Jim Locke**, Graphic Arts; **Aki Nishimura**, Computer Media; and **Tak Yamamoto**, Americas & Asia Group.

• • •



Jim Locke, downing the raw ones for the love of HOPE and Memorex.



**OYSTER EATERS**—Snapped in moment of triumph were (standing) Peter Zoll, Aki Nishimura, Gerard Fujita, Tak Yamamoto; (sitting) Jim Locke, Emile Kerba.

# 18 cele ten-year an



**Rich Martin**  
Material Planner  
Computer Tape



**Frank Toledo**  
Chemical Tech B  
Computer Tape



**William Brandt**  
Supervisor, QA/QC  
Word Processing



**Stan Rojo**  
Engineering Specialist  
Computer Tape



**Gary Packebush**  
Supervisor, Process QC  
Computer Tape



**Thelma Hunter**  
Finishing Operator  
Flexible Disc



**Peggy Martinez**  
Finishing Operator  
Flexible Disc



**Jerry Jenkins**  
Customer Service Specialist  
Field Operations



**Rodney Laas**  
Project EC Analyst  
Large Storage Systems

## New assignments

(Because of space limitations, we list only organizational promotions, not transfers or upgrades, in *Intercom*. Industrial Relations defines the organizational promotion as "characterized by an immediate, significant change in an individual's assigned job duties." The appointments are in Santa Clara unless otherwise noted.)

### AMERICAS & ASIA GROUP

*Deborah Jelen* to Sales Administrator  
*Patricia Zimmerman* to Supervisor, Consolidations & Reporting

### COMMUNICATIONS DIVISION

*Viva Arnold* to Department Technician, QA/QC  
*Robert Bertram II* to Department Technician, Fabrication/Test  
*Vera Blythe* to Inprocess Inspector C  
*John Christoferson* to Sr. Staff Engineer  
*Devon Dyer* to Electronic Technician B  
*Cedric Elg* to Engineering Specialist  
*Allyn Farmer* to Engineering Specialist  
*Lee Gomez* to Sr. Marketing Product Analyst  
*Inez Greer* to Production Document Control Analyst  
*Stephen McCann* to Associate Systems Programmer  
*William Protzmann* to Manager, Manufacturing Engineering  
*Abdul Rydhan* to Engineer II  
*James Smith* to Production Control Planner/Scheduler  
*Jo Ann Yancey* to Inprocess Inspector C

### COMPUTER MEDIA GROUP

*Thomas Brannon* to Solvent Recovery Operator  
*Beatrice Burgos* to Sr. Production Control Clerk  
*Janet Campbell* to Buyer Assistant  
*Charles Crawshaw* to Manager, Corporate Industrial Engineering  
*Robert Doran* to Maintenance Log Planning Specialist  
*Nora Kimberlin* to Associate Accountant  
*Victor Longa* to Manager, Product Engineering  
*Tony Noriega* to Chemical Technician C  
*Roger Olson* to Supervisor, Tape Test  
*Marilyn Sartain* to Accounting Specialist  
*Edward Sutter* to Manager, Field Engineering  
*Earl Totten* to Associate Product Test Technician

### CONSUMER & BUSINESS MEDIA GROUP

*Marlana Aboud* to Accounting Clerk A  
*Colleen Adair* to Purchasing Expeditor  
*Carole Chase* to Associate Accountant

*Charles Levdar* to Manager, Manufacturing  
*Leslie McClane* to Manager, Quality Control, Audio  
*Reinhard Ortgies* to Manager, WP Marketing  
*Delia Pena* to Process Test Inspector  
*Michele Pray* to Process Test Inspector  
*Dean Smoot* to Supervisor, Process Quality Control  
*Douglas Snyder* to Supervisor, Video Maintenance  
*Keith Strong* to Maintenance Technician C  
*Roy Zimmerman* to Engineering Specialist

### CORPORATE

*Judith Barry* to Secretary A  
*Dianna Cabral* to Security Clerk  
*Teresia Chan* to Key Entry Operator B  
*Sandra Churchey* to Supv., Large Storage Systems Commissions  
*Barbara Dicks* to Associate Accountant  
*Pamela Feely* to Secretary A  
*Christopher Gallagher* to EUMEA Controller, Liege  
*Robert Hopkins* to Sr. Schedule Controller  
*Margaret Keim* to Sr. Traffic Clerk, Philadelphia  
*Patricia Murillo* to Supervisor, Corporate Message Center  
*Joan Murosky* to Associate IR Representative  
*Ken Murray* to Manager, Benefit Programs  
*Michelle Ostaffy* to Order Correspondent B, Pittsburgh  
*David Peterson* to Inventory Analyst, Philadelphia  
*Cheryl Siders* to Secretary B, Boston  
*Troy Sinyard* to Manager, Branch Customer Service, Wash., D.C.  
*Marilyn Zatkin* to Accounting Specialist

### FIELD OPERATIONS GROUP

*Robert Berry* to Northeast Regional Manager, Boston  
*Kathy Bracco* to Guest Relations Assistant  
*Francis Colden* to Associate Product Test Technician  
*Robert Coppola* to Senior Sales Rep, Greenwich, Conn.  
*Clifton Davis* to Electronic Technician C, Dallas  
*Jonathan Eshelman* to Sr. Spare Parts Planner, Chicago  
*William Etheredge, Jr.* to Manager, Western Region  
*Leo Feltz* to Manager, Sales Planning  
*Ronald Ferg* to Field Support Engineer, Washington, D.C.  
*Judith Frankhouser* to Field Order Administrator, King of Prussia  
*John Green* to Associate Product Test Technician, King of Prussia  
*Gerald Huebner* to Manager, Equip. Branch Sales, Minneapolis  
*Michael Illuzzi* to Assoc. Field Support Rep, New York City  
*Alfred Kennedy* to Regional Vice President, King of Prussia  
*Joel Koch* to Field Support Engineer, Washington, D.C.  
*William Koenig* to Regional Vice President, McLean, Virginia

# brate niversaries



**William Koenig**  
Vice President  
Federal Region



**Celia Alvares**  
Engineering Tech B  
Disc Pack



**Al Hochberger**  
Supervisor, QC & RT  
Disc Pack



**John Newman**  
Staff Electrical Engineer  
Disc Pack



**Dave Reeck**  
Mechanical Engineer  
Large Storage Systems



**Helen Henard**  
Engineering Aide II  
Large Storage Systems



**Mabel Ward**  
Executive Secretary  
Video



**Michele Pray**  
Process Test Inspector  
Video



**Robert Ahern**  
Supervisor, Finishing Dept.  
Video

Michael Mann to Manager, Sales/Technical Services  
Al Montgomery to Headquarters Manager, Field Engineering  
Francis Nichols to Field Support Specialist, Washington, D.C.  
Robert Rafalovich to Manager, Field Customer Service  
Charles Riehman to Field Support Specialist, Cincinnati  
John Rooney, Jr. to Product Test Technician, King of Prussia  
Chris Rubert to Sr. Material Handler/Distributor, King of Prussia  
John Ryan to Great Lakes Regional Manager, Detroit  
Barney Scott to Sr. Production Control Clerk  
Ronald Sodano to Product Engineer  
David Tobin to New York Metro Regional Manager, New York City  
Charles Webster to Territory Supervisor, Washington, D.C.  
James Welch to Southwest Regional Manager, Dallas  
Jere Werton to Midwest Regional Vice President, Chicago  
William Whitaker, Jr. to Southeast Regional Manager, Birmingham  
George Wong to Service Planning Engineer

## GENERAL SYSTEMS GROUP

Maxine Deriso to Associate Financial Analyst  
Barbara Doyle to Sales Administrator, New Hampshire  
Diane Green to Electronic Technician C  
Jon Keim to Supervisor, Production Test  
Beverly McReynolds to Subassembler  
Joyce Mitchell to Executive Secretary  
John Nabrynski to Sr. Field Support Rep, Dracut, Mass.  
Wilbert Opp to Supervisor, Equipment Manufacturing  
Shirley White to Subassembler

## LARGE STORAGE SYSTEMS GROUP

Kenneth Abbott to Production Control Specialist  
David Albertson to Production Control Analyst  
David Anderson to Silk Screen Operator I, Eau Claire  
Ed Begun, Jr. to Buyer  
Chrystal Bennett to Inventory Analyst  
Carol Brazeau to Chemical Technician C, Eau Claire  
Maggie Brocker to Inprocess Inspector C  
Violet Bucago to Inprocess Inspector C  
John Calloway to Electronic Technician B  
Steven Candelaria to Product Tester  
Margaret Cardona to Prototype Assembler  
Joseph Carioglia to Manager, Head/Slider Development  
Robert Carlson to Inprocess Inspector C  
Carmen Castro to Product Tester  
Richard Ceglia to Manager, Mechanical Purchasing  
Robert Contreras to Sr. Production Control Analyst  
Rick Del Carlo to Manufacturing Dispatcher  
Patricia Bell Fisher to Associate Engineer, Quality Control  
Virginia Flores to Accounting Specialist  
Richard Foulk to Associate Buyer

Martha Galaviz to Inprocess Inspector C  
Thomas Gardner to Director, Development Engineering  
Joyce Garza to Associate Product Test Technician  
Robert Grey to Sr. Production Control Clerk  
Edith Guiang to Inprocess Inspector C  
Lee Ann Hager to Associate Marketing Systems Analyst  
Michael Harris to Manager, Memories & LSI  
Regina Hendrick to Inprocess Inspector C  
Jeffrey Henley to Director of Finance  
Jo Herring to Prototype Assembler  
James Hixson to Electronic Engineer II  
George Hogencamp to QC Engineer I  
Deborah Kerr to Production Control Analyst  
Marc Klemencic to Inprocess Inspector C  
Napoleon Littlefield to Production Control Planner/Scheduler  
Robert Livingston to Manager, Quality Engineering, Heads  
Hazel Longdo to Inprocess Inspector C  
Nadia Maske to Inprocess Inspector C  
Joseph Mausser to Inprocess Inspector C  
David McCormick to Manager, Production Control, Nogales  
Lois Meier to Associate Accountant  
Jesse Morales to Associate Buyer  
Alan Munson to QC Engineer II  
Anil Nigam to Manager, Mechanisms & Heads Development  
Mary Nussberger to Warehouse Coordinator, Eau Claire  
Jeanne Nyden to Production Control Analyst  
John O'Connell to Tool & Die Model Maker  
Cathy Olson to Inprocess Inspector C  
Albert Perales to Manufacturing Dispatcher  
John Pizzola to Financial Analyst  
Veda Randall to Associate Accountant  
Jose Salazar to Sr. Final Assembler  
Tim Sanford to Final Assembler  
Caterina Sanzone to Inprocess Inspector C  
Robert Schafer to Product Test Technician  
David Schultz to Plater I, Eau Claire  
Rudolph Scopetani to Prototype Assembler  
Gary Simin to Production Control Analyst  
Errol Spangler to Production Control Planner/Scheduler  
Valerie Spooner to Inprocess Inspector C  
Elizabeth Steele to Inprocess Inspector C  
Robert Tsui to Manager, Thin Film Technology  
Donald Utley to Associate Fabrication Specialist  
Alice White to Inprocess Inspector C  
Richard Wiest to Inprocess Inspector C  
Margaret Wills to Prototype Assembler  
Colleen Wilson to Order Administrator  
Muriel Wilson to Accounting Associate  
Art Withop to Manager, Recording Technology  
Rickie Wyatt to Product Test Technician



FEs Norm Fitzgerald and Jay DeGraff check their bearings on their way to another desert customer.

## Desert-riding FE helps round up 'plum accounts'

Getting used to the territory is part of the job for sales and service people. As a Field Engineer in Southern California, Jay DeGraff is no different in this respect, except for one thing. His territory takes in 25,000 square miles of some of the hottest, most desolate country California has to offer. In the summer months, the area is often referred to as the Devil's Playground.

"One of the toughest things about working in this part of the state is getting used to the heat," says DeGraff, who has been covering Riverside and San Bernardino Counties for the past year. "It's a little uncomfortable when the temperature gets up to 120 degrees."

DeGraff's primary job is to maintain computer equipment for law enforcement communications networks in the two counties. He not only services the CPUs, memories, and disc drives at both county offices, but also maintains the terminals and printers which link rural law enforcement units to county headquarters. Even towns like Hemet, Desert Hot Springs, and Coachella rely heavily on computer equipment and services.

"Most of the time, I can keep the networks running from the main CPUs," says DeGraff. "But, when a terminal goes down, I've got to respond to the situation as fast as possible because in many cases that terminal is the only link those people have to criminal files, welfare reports, and tax records."

Although DeGraff spends most of his time taking care of the two county accounts, he also handles BST's System/3 customers in the area, as well as a Memorex installation at Norton Air Force Base.

Covering an area the size of some states is an unusual situation for an FE. The closest Memorex branch office to DeGraff is in Los Angeles, 75 miles from Riverside, and the area's sales rep is in San Diego.

"Up until a year ago, this was uncharted territory for Memorex," says Branch FE Manager Bill Emond. "It was a situation that required someone who had the technical capability to service the equipment and someone who was experienced and willing to deal directly with the customer. In most cases, Jay is the only Memorex person the customer sees."

Being the only Memorex person in the area has given DeGraff the opportunity to help "sell" the equipment. He points out the advantages of Memorex hardware to customers as he services it—and every time he thinks there's a prospect for an order, he alerts Mark Caton, the sales rep who handles the accounts. Caton credits much of his success to DeGraff.

"Initially, we had very little of our own equipment running in the networks," says Caton. "Now, the majority of Riverside County's network consists of Memorex equipment, and the same thing is happening with

San Bernardino County. The whole area has blossomed into a plum account."

Both accounts have grown so rapidly over the past year that FE Norm Fitzgerald has transferred from Phoenix to help DeGraff service the territory.

"There's no doubt in anyone's mind that much of the success we've experienced in these areas is due to the excellent reputation Jay has helped build," says Caton. "As good sales reps know, having an FE involved this closely with an account can be a real boost. They know what the customer's day-to-day data processing needs are—and what kind of equipment would be best."

For DeGraff, being chosen as the FE to handle this rural area was only natural. Before joining Memorex in 1971, he spent three years as an overseas engineer with Philco-Ford, where he installed satellite communications equipment at the North Pole, in East Africa, and Australia. While in Santa Clara, DeGraff helped develop some of the first manufacturing models for the 3670 and 3675 disc drives. He also spent time reconstructing and refurbishing 660s.

When the field position opened up last year, DeGraff "couldn't pass it up. I guess deep down, I've always felt more comfortable working on the outside, dealing directly with the customer," he says. "Besides, how many guys get to see a flaming desert sunset on their way home from work?"