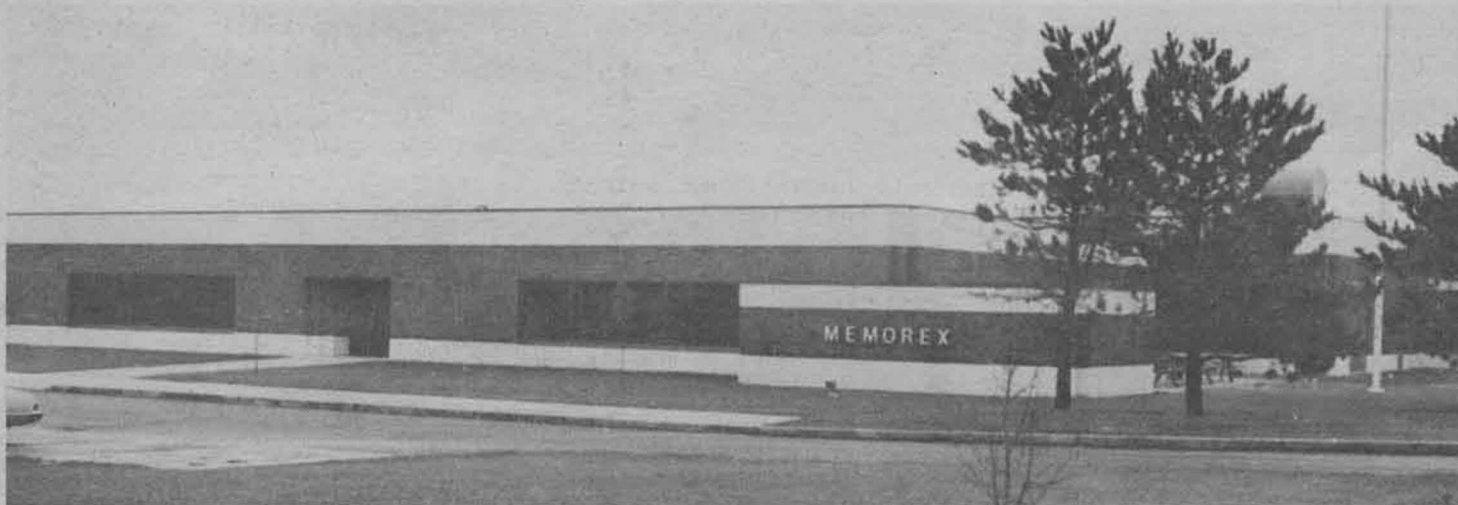


# INTERCOM

A newspaper for Memorex people everywhere

Volume 17 Number 4 September 1980



## Memorex Eau Claire going strong after ten years . . . despite fire and tornado

Eau Claire ("clear water"), Wisconsin, is a medium-sized industrial town surrounded by lush, rolling farmlands, just 85 miles east of Minneapolis, Minnesota.

Ten years ago this summer, Memorex Corporation began a mutually beneficial relationship with Eau Claire when it purchased a small printed circuit board operation from Hartzell Electronics.

The facility on Maple Street employed 11 people. Today, Memorex is among Eau Claire's top ten employers, with 275 employees working in a 44,000-square-foot facility on the banks of the Chippewa River.

Employees at Eau Claire prepare the artwork for Memorex's printed circuit boards (and boards sold to the OEM market), silkscreen them, chemically plate them, and etch each intricate tracing 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 assemble components on the PCB's.

Production began at Eau Claire in 1972, with the Memorex 660-style printed circuit board being the order of the day. Since then, boards have gone from four-layers to twelve layers, and from tracings 24 thousandths of an inch wide to five thousandths of an inch wide.

Eau Claire's real growth started during one of Memorex Corporation's worst financial years, 1973. That's when the Eau Claire team decided to make a major push at OEM market. The managers made trips to small industrial towns in the Midwest signing up new customers.

Today, the shoe is on the other foot, with some of the nation's leading manufacturing companies calling on Eau Claire to manufacture their boards.

Several years ago, it became obvious that Memorex was going to need a larger printed circuit board plant to supply its needs. Rather than relocate, the Company decided to build the new facility in Eau Claire. In August 1978, Memorex Eau Claire moved into a 44,000-square-foot brick building just southwest of town, off Highway 37.

It is one of the most modern manufacturing operations of its kind in the world, equipped with highly sophisticated production and process treatment machinery.



*Dorothy Johnson touches up a printed circuit board at Eau Claire plant in this 1978 photograph.*

All has not been easy for Eau Claire in its rise to the top. The most notable setback occurred the night of June 29, 1975, when a fire swept through the main plating and processing areas of the facility, leaving behind total destruction.

The employees went to work immediately to clean up and repair the damage. Working around the clock, using flood lights, they tore out all the old wiring and pipes, replaced everything with new materials, and rebuilt the entire plating area.

Twenty-one days after the fire, Eau Claire was manufacturing Memorex boards once again.

Just this last July 15, Eau Claire was hit by tornadoes with winds registering over 120 miles an hour. While the plant missed the brunt of the tornadoes, it did receive slight structural damage and was without power for two days.

Through it all, one thing stands out about Memorex's Eau Claire facility. As one manager put it a few years ago, "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."

In June, the Eau Claire facility earned \$1000 in the Large Storage Systems Group's "Go for the Gold" program by showing the most significant increase in "Other Profit Improvement." The \$1000 will be added to M.A.G.'s contribution to put on the best company picnic ever this September. What better time than on its tenth anniversary?

## Storage Systems announces major reorganization

Storage Systems Group president James Simpson has announced the realignment of the group's product planning, sales and field engineering operations and announced the appointment of three vice presidents to head these group functions.

The three vice presidents are Richard McCraney, vice president, sales, Robert Berry, vice president, field engineering, and Gary Land, vice president, product management.

The Storage Systems Group is responsible for planning, developing, marketing and engineering end-user data storage equipment and software, as well as for sales and service of storage and communications equipment and software in the United States.

Prior to the realignment, end-user product sales and service functions were combined under the Field Operations organization. These field marketing functions are now handled separately under the direction of McCraney and Berry respectively.

McCraney joined Memorex in 1979 as Field Operations, central region vice president, based in Chicago. He served in

*Continued on page 2*

## Precision Plastics "Gold Rush 1980" moves toward goal

Precision Plastics' "Gold Rush of 1980" is over half way toward its goal of \$1.5 million in cost savings, according to Tony Mauro, vice president and general manager of the division, and Lee Whitney, manufacturing manager, who comprise the campaign coordinating committee.

Started in January, the profit improvement program involves three Precision Plastics teams, each with a goal of \$500,000 cost savings for 1980.

The teams and their captains are: The Claim Jumpers, captain Mike Smith, Quality Assurance manager; The '49ers, captain Dean Christensen, Product Engineering manager; and P.P.D. Prospectors, captain Vince Isenmann, Manufacturing Engineering manager.

Through July, the Claim Jumpers were the top team with a cost savings thus far of \$350,000.

Top individuals in the campaign include: Bob Soto, purchasing agent, \$140,000; Roy Straight, materials manager, \$122,000; Mike Tanny, manufacturing engineer, \$100,000 and Herman Mowry, molding supervisor, \$80,000.

At year's end, the top ten individual contributors, who are also members of a team that attains 100 percent of its goal, will be eligible for the "Rush for Gold Drawing," the winner receiving two ounces of gold.

Other prizes to be awarded during the contest period include \$100 and \$50 savings bonds, \$25 dinner gift certificates and certificates for team members whose team achieves 90 percent of its goal.



## Smith appointed communications vp

Gordon Smith has been named vice president of corporate communications, responsible for corporate public relations, advertising, graphics, publications, trade shows, marketing management and sales meetings, key account coordination and multi-group sales promotion programs.

A member of the Corporate Operating Committee, Smith joined Memorex in January 1979 as vice president of marketing for the corporation and later served as vice president, marketing for the company's Storage Systems Group.

During a 40-year marketing and communications career in the computer industry, Smith has held high-level executive positions at IBM, Sperry Rand, Singer Business Machines International and other companies. In addition, he was director of public relations for General Foods for two years.

## Auto, truck and motorcycle loans now available from Credit Union

The Memorex Employee's Federal Credit Union is accepting loan applications for the purchase of new and used automobiles. The 15 percent annual rate (APR) loans are also available for new motorcycle and truck purchases.

Car and truck refinancing can be arranged for those members who are currently paying higher interest rates, or who wish to take advantage of the convenience of payroll deduction.

The renewal of new and used car loans is the first step in a program of expanded credit services offered members.

Among the many benefits offered Credit Union members is the free financial planning seminar set for Saturday, September 23, in the San Tomas site cafeteria. The full-day program will cover such topics as "How to Update your Will," "How to Cut Your Income Taxes," and "Putting Inflation to Work for You."

Credit Union members wishing to attend this seminar must call 247-8200 for reservations.

Credit Union membership coordinators will assist employees by answering questions pertaining to membership and other Credit Union activities. The bulletin boards in each area carry Credit Union announcements and the names of area coordinators.



# NEWSBRIEFS

## Memorex inks three OEM contracts

Memorex has recently closed three important OEM disc drive contracts, according to A. Keith Plant, vice president of OEM marketing.

Accutest in Boston has signed a contract for 200 of the Memorex Model 101 eight-inch disc drives. TRW's Financial Data Service Division has signed for the delivery of a like number of 651 14-inch disc drives. And, KET Company in Minneapolis has contracted for a combination of 677 disc drives, 100 and 200 megabytes, and 659 disc drives.

## Mercantile offers product discounts

The MAG Mercantile offers Memorex employees substantial discounts on Memorex consumer products.

These products include MRX<sub>2</sub> and MRX<sub>3</sub> cassettes, High Bias cassettes, 8-track tapes, video cassettes, cassette and tape head cleaners, cassette cleaning kits, record care kits and cleaners and rainbow T-shirts.

MAG Mercantile, located in Building 10 at San Tomas at Central Expressway in Santa Clara, is open Tuesday from 11:30 a.m. to 4 p.m.

Products are available by mail order outside of Santa Clara County. Discount order forms (with complete product and price lists) are available from local MAG offices.

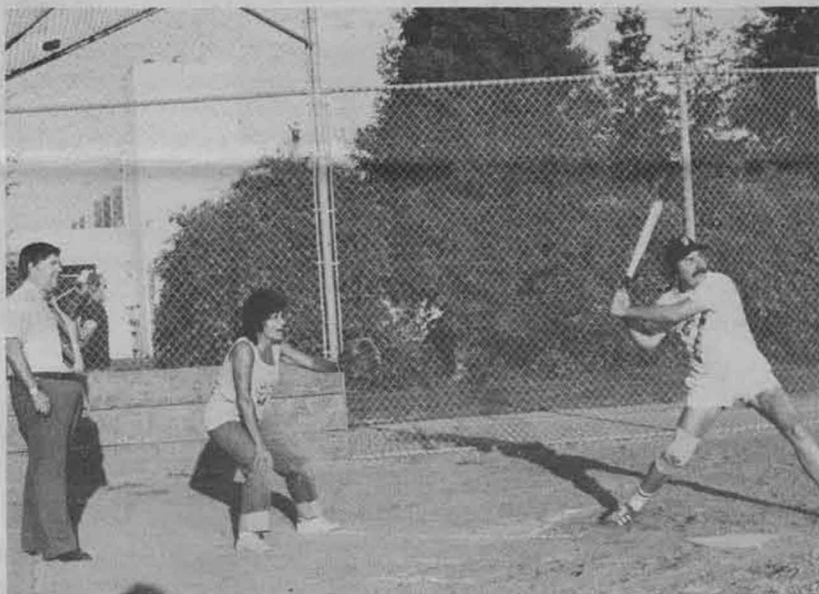
## 3652 disc drive offered OEM market

Memorex announced at an August 26th press conference that the Company would begin marketing the 1.27 billion byte 3652 Disc Storage Subsystem to the OEM marketplace.

This high-speed, direct-access, double capacity version of the 3650 Disc Storage Drive was previously available only to end-users.

Prior to this announcement, the largest capacity disc drive available to the OEM market was the Memorex 659, with a capacity of 677 megabytes on one spindle. The 3652 contains two spindles and two head disc assemblies in one module, each spindle having a capacity of 635 megabytes.

Data transfer rate of the 3652 is an amazing 1.198 megabytes per second.



*Paul Sheffield, manager of engineering support, Storage Systems Group, displays the latest in "formal" umpire attire as he works behind the plate in a game between Storage Systems engineering managers and non-managers. Bunny Finney, senior project administrator, is the catcher, while Bill Butler, tool and die model maker, awaits the pitch at bat. At presstime, there was still a debate over the final score. However, informed sources say that the non-management team was victorious.*

Continued from page 1

## Storage Systems restructures functions

that field sales management position until this promotion.

He came to Memorex from Accuray Corporation, a Cleveland-based supplier of process control and monitoring systems. His most recent assignment there was as vice president, Southern Region, where he had sales responsibility for about one-third of the United States and all of Latin America.

Berry joined Memorex in 1969 as Eastern region manager, field engineering. Since that time, he has held various field management positions, most recently as field engineering vice president, Northeast region.

Prior to joining Memorex, Berry held a series of professional engineering and management positions with IBM, Fairchild Hiller Corporation and RCA Corporation.

Land brings more than 20 years experience in the data processing industry to this new position. He joined

Memorex in 1979 as manager, tape subsystem programs, directing product planning and marketing for the group's highly successful 3220 magnetic tape subsystem.

Before joining Memorex, Land was with Storage Technology Corporation for six years, where his most recent assignment was director of marketing, financial programs. He has also worked for Computer Sciences Corporation, DPF, Inc. and IBM.



McCraney

Land



## Summerville plant opens

Memorex is hiring and training employees for the new word processing supplies manufacturing and distribution facility in Summerville, South Carolina.

According to plant manager Charles J. Weaver, the plant is expected to be operational in early September.

Summerville, population 10,000-12,000, got its name because it was a favorite vacation spot where Carolinians went to escape the summer heat... if you can call 90-95 degrees escaping the heat. Its nickname is "Flower Town," according to Weaver, "even though we can't garden 12 months a year as you do in California."

"The bus stop is the local grocery store, and the Mayor runs the finest lumber yard you will ever see," boasts Weaver.

If all this sounds like a commercial for Summerville, it just might be. Mrs. Weaver represents the Summerville Chamber of Commerce.

Memorex's Summerville facility will manufacture typewriter and printer ribbons and supplies, and will act as a

distribution center. Charleston, South Carolina, just 25 miles away, is one of the largest ports on the east coast.

Memorex was assisted in locating at Summerville by the Charleston Development Board and the State of South Carolina Development Board. According to Chuck Groat, manufacturing manager for the Word Processing Supplies Division, one of the reasons Memorex picked the site is the aid in training provided by the state of South Carolina. "Memorex supplies the equipment and the state supplies the training facilities and instructors to train new employees," says Groat.

The plant will open with a skeleton workforce, but employment should soon reach 200, making it one of Summerville's largest employers.

This is not Memorex's first involvement with Summerville. Last year Memorex and Kores Manufacturing Company, Ltd. of Essex, England, formed a joint venture to manufacture coated film for correctible typewriter ribbons in Summerville.

## National health agencies join Santa Clara United Way drive

The local chapters of the American Heart Association and the American Cancer Society, two national health agencies, will benefit from funds raised in this year's United Way drive in Santa Clara County.

This is the second year that the Heart Association has joined the United Way campaign, and the first for the Cancer Society.

Robert C. Wilson, former chairman and chief executive officer of Memorex Corporation, is a vice-chairman of this year's drive.

United Way of Santa Clara County has set a goal of \$9.6 million for the 1980 drive, \$1.1 million more than raised in last year's drive.

In Santa Clara County, funds from the 1980 drive will go to the following organizations for the first time: Asian Law Alliance; CASA SAY (Social Advocates for Youth); Community Companions; El Zocalo Institute and the Japanese-American Community Senior Service of San Jose.

In addition to the 80 agencies which are members of United Way of Santa Clara County, this year's drive will provide Seed Money for seven other agencies: Afro-American Community Services Agency; Asian-Americans for Community Involvement; Coalicion de Boricuaus; Development Services for Children; Mexican-American Community Association, Inc.; Portuguese Organization for Social Services and Opportunities, and Santa Clara County Activities Unlimited.

Last year, 3,263 Memorex employees in Santa Clara County gave \$134,674 to United Way. This year, the goal at Memorex is to raise \$152,047.

The United Way story will be told to all Memorex employees during the weeks of

October 6 and October 13 in a 20-minute meeting, a format that has proven very successful in other Santa Clara County electronics firms.



Thompson

Stanley

## UW volunteers key to success

To many Santa Clara County business people, the United Way drive is a lot more than signing a pledge card or a check.

They are the volunteers that make the United Way drive work.

Memorex senior education specialists Ruth Thompson and Harold Stanley were among 150 volunteers who directly assisted the United Way of Santa Clara County by reviewing funding requests from 73 member agencies and numerous others applying for admission to United Way.

Both Thompson and Stanley served on United Way's Admissions Review committee which screened the agencies requesting United Way membership.

Among the agencies reviewed, five received United Way membership. In addition, seven agencies received one-time grants under a new Seed Money program.



## PEG slates 8-inch customer workshops

A series of seven OEM customer workshops put on by Memorex and Microcomputer Systems Corporation of Sunnyvale got off to a successful start last week at the Memorex Education Center on Memorex Drive.

Under the direction of A. Keith Plant, Memorex vice president of OEM Marketing, the seminars will go on the road this month, with stops in Boston, New York, Dallas, Los Angeles, Chicago, and Miami.

The morning session of each workshop will explain the Memorex 101 eight-inch rigid disc drive and the new MSC Micromodule 9000 controller, which incorporates 75 percent of the total controller circuitry needed for eight-inch drives.

In the afternoon, small work groups led by Memorex and MSC technical experts will help participants design a host interface to the controller, customized to fit particular customer system needs.

## "E" flag explained

A white pennant adorned with a blue "E" shares the flagpole in front of Memorex's Building 12 with the American Flag.

The "E" stands for excellence in exports, and the flag is awarded to companies that qualify by the U.S. Department of Commerce standards.

According to Gene Douglas, Memorex manager of International Affairs and Government Liaison, the "E" award is presented to a company "when it demonstrates a sustained effort in increasing exports over a three-year period."

Memorex received its first "E" in 1972, and a subsequent, higher award in 1976.

The Company is currently applying for the highest award for excellence in exports, the "Presidential 'E' Star Award."

## Lead operator sees dramatic change

In her 13 years at Memorex, Ann Poirier, lead telephone operator, has seen a lot of growth and changes. The most notable of these changes happened four years ago when the large switchboard was replaced with a Centrex unit about the size of typewriter keyboard.

Originally Poirier served as receptionist and operator on Memorex Drive. Now, as lead operator, she views her position as one vital to the company's public image. Quite often, talking with an operator is the first impression one receives of Memorex. A polite, friendly, and helpful response when answering outside calls is essential.

Today Poirier supervises three other operators in the telecommunications center in Building 10. Thanks to the Centrex system, their work has been cut considerably. At one time all incoming and all outgoing long distance calls had to go through the operator.

Today, the operators handle only those calls that come in to the main Memorex number, 987-1000. That still amounts to more than 3,500 calls each day, or one call every 20 seconds.



Memorex telephone operators, left to right, Yvonne Pex, Ava Norton and Carol Knight work the Memorex "board," while Rock Cary, corporate telecommunications manager, takes care of business on the phone (how else?).

## Telecommunications group orchestrates phone system

By Cindy Townsend

How many times in a typical business day do you use the telephone? Do you ever stop to think about the complexities of the telephone system, not to mention the cost? The telephone has become a tool many of us take for granted.

With more than 4,000 telephones installed at the San Tomas and Memorex Drive sites alone, you can understand why Memorex has a monthly telephone bill of approximately \$320,000. If that was your bill, wouldn't you be looking for ways to save?

At Memorex, that is the job of the telecommunications department...five people doing their best to see that Memorex communications dollars are spent to provide the utmost in efficiency and up-to-date equipment.

Telecommunications representatives serve as a liaison between Memorex and Pacific Telephone. As such, their daily schedules are filled with activities ranging from one phone change to moving hundreds of phones, and even converting all Memorex phones from dial to touch-tone. A phone company crew of approximately five is kept busy every day with Memorex work orders.

Memorex recently installed a new telephone system. Many employees took for granted the WATS line of direct dial systems Memorex was previously using. Operational as of May 1, the new system is designed to cut down on the cost of long distance calls and discourage needless calls.

Conversion to the new system was expensive, but when you consider that it will pay for itself in only ten months, it's well worth it. At a savings of \$25,000 to \$30,000 a month, that really adds up fast.

Rock Cary, corporate telecommunications manager, prefers to think of the new system as a line optimization system.

Some of the special features which can be included with the new system are: speed dialing, wherein special three-digit numbers have been assigned frequently called long distance numbers (i.e., other Memorex locations), and Datapoint Infoswitch, a system allowing more complete monitoring of long distance calls and a more direct system of billing.

Another new feature to keep in mind is the warning beep which sounds after three minutes on all long distance calls, reminding the caller to be brief. In addition, a consultation feature allows consultation with another extension or outside party, excluding the call in progress from the conversation. Many other features are available through the new system, based on the needs of each department as decided on by department managers.

The voice (telephone) system is just one of three communications networks that the telecommunications department is responsible for, the message network system and data network being the other two. Each of these will be covered in future Intercom articles.



Gary Myers, left, Recording Components Division manager of quality assurance, congratulates senior quality assurance engineer John Brown on his Doctorate.

## RCD quality engineer earns a Doctorate in psychology

There aren't too many quality assurance engineers in Silicon Valley who have a PhD in psychology to go along with their electrical engineering experience.

Dr. John Brown, senior quality assurance engineer in Memorex's Recording Components Division, may be one-of-a-kind in this regard.

Brown recently received his PhD from the California School of Professional Psychology in Berkeley, a four-year university founded by the California Psychological Association to train psychologists in much the same manner that M.D.s are trained.

In addition to the newly acquired PhD, Brown holds a Bachelors and a Masters degree in psychology, doing his undergraduate work at San Jose State University.

A quality assurance engineer for 20 years, Brown has worked at Memorex for five years. Before joining Memorex he worked for Varian Associates in various positions, including manager of quality engineering.

Earning a Doctorate while working full-time involves a lot of sacrifices. For the past four years, Brown has been taking 15 units of classroom work every trimester at the Berkeley school, plus logging 20 hours a week (2000 hours total) in clinical psychology experience at the Santa Clara Community Mental Health Center.

According to his supervisor, Gary Myers, manager of quality assurance for the RCD, "it meant that Brown spent a lot of his Saturdays and Sundays here on Memorex Drive during the past four years."

In order for Brown to accomplish this, continued Myers, "both he and the company had to be flexible and make some sacrifices."

Brown does not plan to hang up his shingle right away. He sees a definite need for psychology in industry, especially in the areas of management training and statistical quality control, a system credited with much of the success the Japanese are experiencing in manufacturing quality products.



Memorex telecommunications representatives Jackie Saks (seated), Marcia Edgett, Dottie Haas and Denise Visconti (left to right, standing) examine the Datapoint Infoswitch, the control unit for long distance calls from Memorex.



# NEWSMAKERS



Fred Koehler, center, vice president and general manager of the Computer Tape Division, pins a 15-year service pin on William Hiegel, purchasing manager, while Marilyn Balke, inventory control analyst, awaits her pin. Two 15-year service employees the same month in one division is a rare occurrence.

## Croson named to disc drive post

Eric Croson has been appointed acting general manager of the Disc Drive Division by William Bayer, president of the Peripheral Equipment Group.

At the present time, Croson is also filling his former position as finance manager for the Disc Drive Division.

With Memorex over four years, Croson had previously worked in product planning for Ford Motor Company in Dearborn, Michigan.

He replaces Anthony LaPine, formerly vice president and general manager of the division, who left Memorex to become executive vice president and chief operating officer of International Memories Inc., in Cupertino.

In another change in the Disc Drive Division, Keith Robinson is now responsible for manufacturing, reporting to James Ferenz, manager of disc storage manufacturing.

"The changes are consistent," according to Bayer, "with our long-term objectives of combining the manufacturing operations in Building 10."

## Miller appointed marketing manager

Gerry H. Miller has been appointed marketing manager of the Computer Tape Division.

Miller originally joined Memorex in 1963 as sales planning and promotion manager, working up to marketing planning manager before leaving in 1971 to start his own business.

In 1977 he rejoined Memorex as marketing planning manager for Computer Tape Division, working in that capacity until his recent promotion to marketing manager.

## Field engineering changes announced

Robert Berry, vice president of Field Engineering for the Storage Systems Group, has announced the following appointments within his organization:

H. Doug Campbell, formerly Southwest region Field Engineering manager, is now Southern area Field Engineering manager, with responsibility for the former Southwest and Southeast regions.

Ron Steen, formerly responsible for the Eastern Field Engineering region, has added responsibilities with the consolidation of the Northeast Field Engineering region into the Eastern area.

Stan Hogeman, formerly branch manager in Santa Clara, has been appointed Western region Field Engineering manager. C. (Sonny) Shannon will continue as Central area Field Engineering manager.

Henry Baylor, formerly Northeast region Field Engineering manager, is now manager, Field Engineering headquarters operations, with responsibility for Universal Dispatch and Data Collection, education course development, systems and procedures, analysis and manpower planning, and has functional responsibility for the King of Prussia and Dallas training centers.

James Roach has been appointed inventory manager, with direct responsibility for the Santa Clara parts center and worldwide spare parts forecasting, and functional responsibility for the King of Prussia and Dallas parts center.

Gene Sinks has been appointed manager of product services, with responsibility for worldwide product planning and technical support for the field for all Peripheral Equipment Group end-user products.

Paul Krug has been named manager of Field Engineering finance, and Roger Stable is the new Field Engineering industrial relations manager.

J. Pattison will continue in the position of refurbish/repair manager.

## INTERCOM

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## ERT member saves life

You never know when being a member of the Memorex Emergency Response Team will come in handy. Just ask Doris Posner, a material handler in Building 27, and a member of the Communications Emergency Response Team.

She recently had an opportunity to put her training to use at a Memorial Day picnic. When a friend of hers began choking, Posner remembered what she had learned in a first aid class just a week before. She knew the correct technique to dislodge the blockage and her action restored normal breathing to her friend.

## AUGUST ANNIVERSARIES

### FIFTEEN YEARS

Marilyn Balke, Computer Tape, Computer Media  
William Hiegel, Computer Tape, Computer Media  
Jeanne Peters, Consumer Products

### TEN YEARS

#### COMMUNICATIONS

Louise Davidson  
Cedric Elg  
Hank Jordan  
Robert Roszkowski

#### COMPUTER MEDIA ADMINISTRATION

Vince Tarpey

#### PRECISION PLASTICS

Elena Heinzman  
Gordon Worthington

#### RECORDING COMPONENTS

Stanley Kulinski

#### CONSUMER PRODUCTS

John Humphreys  
Fred Smith

#### CORPORATE

James Dulgar

#### PERIPHERAL EQUIPMENT DISC DRIVE DIVISION

Vicki Parks  
Lonnie Wallace  
William Yee

#### LARGE STORAGE MANUFACTURING

Dorothy Arndt  
Morton Ashcraft  
Carrol Barber  
Patricia Bell-Fischer  
Ernest Bernal  
James Bishop  
Everet Brandt  
Starli Chastain  
Gloria Consani  
Gary Cramer

Ralph Delange  
Rose Gibson  
Dennis Kaufman  
F. Barr Miller, Jr.  
Henry Naslatka  
Charles Oliver  
Donald Snider  
Moyo Torres  
Corona Valderrama

#### EAU CLAIRE

John Back  
Jim Berry  
George Bjork

Vern Branshaw  
Rich Lindner  
Rita Veitch

#### STORAGE SYSTEMS ENGINEERING

Keith Hanlon  
Mihail Popovici  
Ron Singleton

#### FIELD OPERATIONS

Anne Bidwell  
Randy Dale  
Paul Ellis  
John Hughes  
Mark Hill  
Dennis Palmerston

Robert Quirling  
Delmar Show  
R. Lynn Swidersky  
Charles Weber  
George White, Jr.  
Reggie Widgeon



Memorex employees, Emergency Response Team members and the Santa Clara Fire Department worked hand-in-hand in an audio plant emergency drill, complete with "victims" with simulated injuries. Such drills help keep the Memorex Emergency Response Team in a state of readiness.

## Emergency Response Team works at being prepared

"We are here to minimize injury in any emergency and to provide orderly evacuation when necessary."

That's how Gene Gilman, manager of corporate safety and health services, explains the purpose of the Memorex Emergency Response Team.

Every shift and every location has people on call 24 hours a day. Anytime, anywhere, and in any situation, the Memorex Emergency Response Team will be on hand to assist, give first aid, or simply maintain order.

Each of the approximately 200 ERT members is trained in first aid and cardiopulmonary resuscitation (CPR). They also possess a thorough knowledge of their area of responsibility, including emergency exits and emergency storage facilities. Training takes approximately two months to complete, and is further enhanced by periodic drills to maintain readiness.

Such a drill took place on March 6 at the audio plant on Memorex Drive. Personnel were evacuated from the building and simulated injuries were treated. Drills such as this one not only prepare the ERT members for an emergency, but provide team organizers a chance to evaluate effectiveness and correct any operational deficiencies.

So what happens when a real emergency occurs?

On April 15, a chemical spill at the audio plant gave the ERT members a chance to put all that training and hard work into action. Working hand-in-hand with the Santa Clara Fire Department, ERT members handled everything smoothly and efficiently.

Fire Chief Visconti credits the quick response of the ERT team for alleviating any major damage to property or personal injury. He later commented, "The Memorex Emergency Response Team and fire protection program, in my opinion, has established the example for industry in Santa Clara, and I sincerely hope that the Fire Department can be a part of future development of that program."

Those wishing to be a part of the Memorex Emergency Response Team, or desiring more information, contact the ERT coordinator in your area: SSG, John Walker; Communications, Sharon Maiden; Audio, Bob DuPriest; Consumer Products, Ed Sans; Computer Tape, George Gorman; Computer Media, Gene Gilman; Toner, Brad Hawkes; Recording Components, Bob Scott; Flexible Disc, Pat Heavside.

Plans are under way to establish ERT units in other U.S. Memorex locations. If you are interested in being part of the Emergency Response Team, talk to your industrial relations department or call Gene Gilman, (408) 987-3157.