

# MEMOREXPRESS

A newspaper for Memorex employees in Santa Clara Valley

Volume 1 Number 3 November 1983

## Memorex and DMA to manufacture 5¼-inch drives

Memorex and DMA Systems Corporations have signed a license agreement under which Memorex acquired manufacturing rights for DMA's Micro-Magnum TM 5¼-inch fixed/removable Winchester cartridge disc drive family and a half-height 5¼-inch Winchester cartridge disc drive.

Memorex will manufacture and market the half-height drive as the Memorex 450, and DMA Systems Corporation will manufacture and market it as the DMA 360.

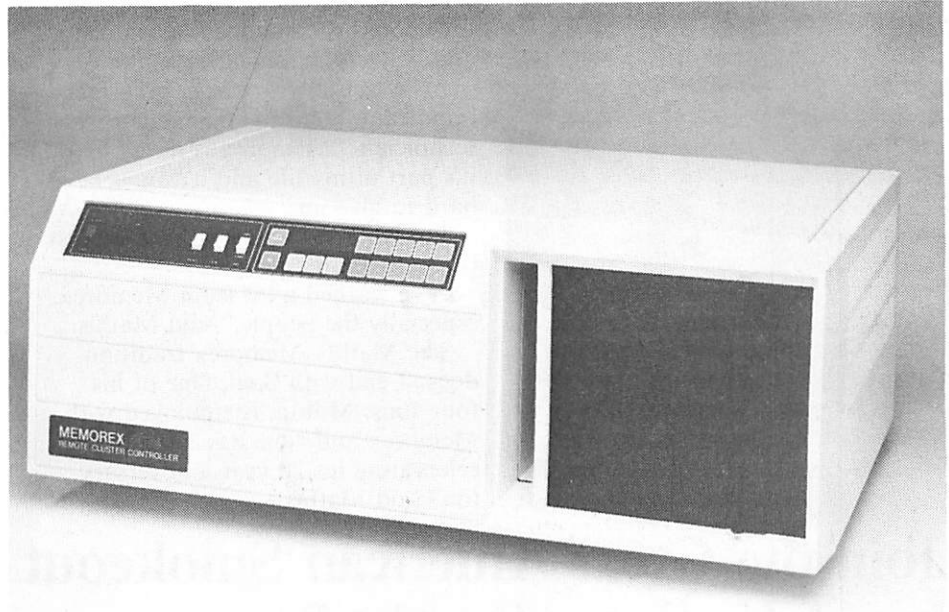
The action resulted from a Memorex management decision to exercise options contained in an agreement signed in January of this year, according to **DR. JAMES C. CASTLE**, executive vice president.

"At that time, Memorex and DMA Systems agreed to fund jointly the product development that led to the new half-height drive. The design of the half-height product was developed to jointly agreed specifications by the DMA Systems engineering staff headed by **DAVE SUTTON**, engineering vice president," Castle said.

The agreement signed today is "very important to the industry in general, as well as to the companies involved," according to **RICHARD TROUTTE**, DMA Systems president and chairman. "Removable Winchester drives are gaining market acceptance because of their high performance and reliability characteristics. Memorex's decision to manufacture these drives will help stimulate a healthy business environment."

**FRANK BUCKLEY**, Memorex vice president for OEM equipment, said the new half-height drive

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## Communications Group ships first 2074 Remote Cluster Controllers

by Liz Billings

MCI, the largest non-Bell, long-distance telephone company, recently installed the first Memorex 2074 remote cluster controllers shipped by the Communications Group in Cupertino. Memorex customer engineers **RICH MOON**, **BILL EDWARDS** and **JIM WRIGHT** supervised the units' installation and customization at MCI's newest facility in Rancho Cordova, California, just outside of Sacramento.

The Rancho Cordova operation handles billing and accounting services for MCI accounts west of the Mississippi River. Before the facility began operations on October 1, all billing was processed through a single accounting center in the Washington, D.C. area.

The 2074s in the Rancho Cordova facility are attached to a Comten 3690 front end processor, which in turn is hooked up to an IBM 3081 main-

frame computer. Billing and accounting information travels over phone lines from MCI's eastern center to the front end processor in Rancho Cordova, which sends the data to the 2074s. The Memorex controllers then sort out the information and direct it to the appropriate Memorex display stations and printers attached to the 2074s.

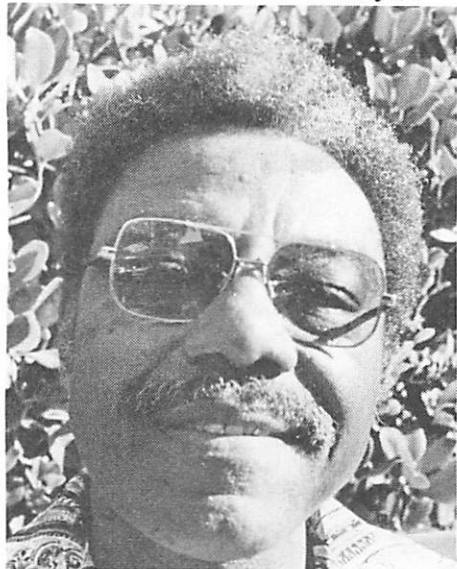
The Memorex 2074s offer significant cost/benefit improvements over other comparable remote cluster controllers, because of their complete IBM plug compatibility, easier customization, and access to multiple networking processing programs.

MCI decided to order Memorex 2074 controllers because of the quality of support Memorex provides. Said **BOB DENNIS**, controller product manager, "MCI used our evaluation units in the spring and summer. We worked hard to be

*continued on back page*

# Sam Mathis celebrates 20 years as a Memorex employee

Not many employees can say from experience how Memorex has changed in the last 20 years, but in October, **SAM MATHIS, JR.** of the Large Disc Drive Division did just



that when he celebrated his 20-year anniversary with the Company.

In 1963, when Mathis joined the Memorex workforce, job positions were not as structured as they are today. At times in his daily work schedule, Mathis was a janitor, fork lift operator, component assembler, and delivery/receiving assistant.

"The last 20 years have been real important," said the maintenance technician. "Memorex is in my blood, it's part of my life and it would be hard to give up."

But what rewards Mathis the most is the Memorex people.

"I've learned a lot from Memorex, especially the people," said Mathis.

The Mathis/Memorex tradition doesn't end with Sam. One of his four sons, Milton, is employed with Memorex and "one day he might be celebrating his 20 year anniversary, too" said Mathis.

## Join the Great American Smokeout by "Adopting a Smoker"

In the 1982 **Great American Smokeout**, more than 19 million smokers tried to go without cigarettes for at least 24 hours. According to a subsequent Gallup poll, 4.5 million stayed off tobacco for the day, and 2.3 million were still not smoking one to 11 days later.

"Adopt a Smoker" is the theme for the American Cancer Society's 1983 Great American Smokeout on Thursday, November 17.

The Great American Smokeout challenges smokers to give up the habit for 24 hours, in the hope that many of them will give it up for good.

To help quitters, the Cancer Society will also provide the following aids:

- Adoption packets designed to make the day of abstinence more tolerable.
- A Quit Smoking Hotline for moral

support and quitting tips.

- A Fresh Start Quit Smoking Clinic beginning Smokeout evening at the Cancer Society office. This program will continue for three weeks.

For further information about the Smokeout and to obtain Smokeout materials, call the Cancer Society at (408) 287-5973.

## Others laugh, but not hiccups

An attack of the hiccups is almost always amusing to those present, but they can be embarrassing and even uncomfortable for the victim. Though medical scientists are not certain what causes the hiccups, there are several theories, all of which may apply at one time or another. While the hiccup itself originates in the diaphragm, it may be a result of eating or drinking too fast; excessive smoking, drinking, or laughter; or various physical or psychological disorders.

Everyone's grandmother has remedies for the malady, including breathing in and out of a paper sack quickly, eating a teaspoonful of sugar,

## Once and for all...

Nestled in the Bay Area, 40 miles south of San Francisco is the world renowned Silicone Valley...or is it Silicon Valley? Both terms are frequently used incorrectly and to add to the confusion, there's also something called Silicate.

To correct those who haven't been told the difference and to avoid future embarrassing moments, the following definitions should settle this once and for all.

**SILICON.** A natural metallic element (one of the 92 natural elements that comprise all matter in the universe) that can be used as a semiconductor in its elemental form. As a semiconductor, electrical signals can be conducted through it; thus, it is highly useful in electronic components. (This is **SILICON** Valley.)

**SILICONE.** A polymeric structure manufactured from **SILICON**, which is used in a variety of applications, including: protective coating, insulation, surgical membranes, weather-proofing, and lubricants.

**SILICATE.** A natural salt of which **SILICON** is one element. Silicates are found in the earth from the surface to the core.

A special thanks to **BOB DuROSE** for finally settling the silicon, silicone and silicate mystery for these of us who didn't know the difference.



and shocking the poor victim out of his/her wits. Interestingly, sometimes these home remedies work fine. Other possibilities are cold packs on the spine or abdomen (or both), diverting the attention of the victim, or patting the hiccuper on the back (it couldn't hurt).

If the hiccups last more than an hour, it's a good idea to call your doctor, who may resort to sedatives, anesthetics, hyponosis, or anti-spasmodic drugs.

In very extreme cases, where the hiccups go on for days or weeks, and the hiccuper can't eat, sleep, or function normally, surgery may be

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# Waide, Murray and McCormack re-appointed in Human Resources

In a reorganization of the Human Resources function at Memorex, three key appointments have been announced.

**KIM WAIDE** has been named director of Human Resources for the Communications Group, in which she will be responsible for all HR functions for the Group. Her most recent position with Memorex has been as director of Corporate HR and Administration. Waide holds a BS in education from Rhode Island College and has been a Memorex employee for five years.

**KEN MURRAY**, until recently director of HR for the Communications Group, has been named director, HR Staff Support, a newly-created position. Murray will be responsible for the current Employment organization, Compensation, Safety and Health Services, the Memorex Activities Group, Food Service, Equal Employment Opportunity, and Corporate HR Policies and Procedures. He holds a bachelor's in business administration from San Jose State University and has been

with Memorex since 1975.

**DAVE MC CORMACK**, previously Employment manager, has been named Human Resources manager of Corporate Staffs. McCormack will be responsible for supporting the Corporate HR Group, which includes the staffs in Recording Technology Center, Finance, Legal, Memorex International, Memorex Finance Company, Security, and Corporate Facilities. He will also serve as Employment manager in an acting capacity until that position is filled. McCormack holds a bachelor's degree from Whittier College and has been at Memorex since 1982.

## Flex disc market to explode by '85

"The floppy disc market is exploding with personal computer users purchasing between 20 to 50 discs the first year, and 20 to 30 discs a year thereafter for the life of their computer. At this rate, we believe that the worldwide market for floppy discs will soar to 630 million units a year by 1985," says **DAVE KING**, National Marketing manager for the Flexible Disc Media Division.

King, in conjunction with other division experts, has published an article on marketing flexible discs at the retail store level in the September 1983 issue of *Computer Retailing* magazine.

The article contains a wealth of information for the retailer on displaying and selling flexible discs to the small business and personal computer user. King advises retailers to:

- Choose a quality disc with at least a five-year guarantee.
- Carry a label that has strong consumer awareness, a reputation for quality, and strong customer appeal.
- Ensure that each disc is certified error-free. Customers should return to the store to buy more discs, not to return bad ones.
- Buy from a long-established manufacturer.

Memorex flexible discs, of course, meet all the above criteria.



Wayne Bridges



Tom Plowright

## Bridges, Plowright move up in Finance

**WAYNE BRIDGES** has been named director of Finance for the Communications Group, reporting to John Mitcham, president of the Group. Bridges has held increasingly responsible positions within Memorex since joining the Company 4½ years ago, most recently serving as Corporate controller.

Prior to joining Memorex, Bridges was Corporate controller at American Building Maintenance. He holds a BBA degree from St. Mary's University in San Antonio, Texas, and is a CPA in California and Texas.

Replacing Bridges in the position of Corporate controller is **TOM PLOWRIGHT**, now reporting to Michael Haltom, vice president of Finance and Business Development.

Plowright came to Memorex in 1979 as manager of Corporate Consolidations and Reporting, and most recently served as assistant controller. Prior to joining Memorex, he had been with Price Waterhouse for 13 years and was an audit manager in their San Jose office. He is a CPA and graduated with a BE degree from San Jose State University.

## Protect your property from parking lot theft

Are you ready for the unexpected attempt to steal valuables from your car? Parking lot theft is a crime that can plague employees of any company, but there are measures you can take to prevent this unfortunate thing from happening to you, such as:

- Lock all car doors and keep windows rolled up.
- Place personal and valuable property in the trunk or in a place away from view.
- Keep a list of serial numbers of all personal property.

If a theft should occur on Memorex property, take the following steps:

- Call Security immediately at 987-2490. They will investigate and call police.
- Do not touch the car. Identifying fingerprints might be erased if you do.



# Kralicek toasted by friends and co-workers at retirement

by Greg Fischer

On October 27, friends and co-workers of **OTTO KRALICEK** attended a retirement luncheon in his honor at the Bacchus Inn in Santa Clara. Otto, an eight-year Memorex employee, worked in the Computer Tape plant during most of his Memorex career, but most recently directed the 1983 Corporate Energy Conservation Program, which resulted in a substantial savings to the Company.

During the luncheon, Otto was presented with a Burroughs Exemplary Action Award, and a special letter of appreciation from Clancy Spangle, president of Memorex. Otto also received a Memorex snap-up red jacket to help him remember his many friends at the Company.

Otto plans to relax with his wife June at their home near Auburn, work with his home computer, and

hopefully establish an energy conservation program for his own home.



# Help a friend and help yourself to referral bonus

by Sue Lipnick

The current Employee Referral Program is paying bonus awards to Memorex employees for their referrals of persons hired from June 15 through the end of 1983.

More than 70 employees have referred friends and relatives who have been hired since the program began on June 15, and will receive bonus awards of \$75, \$200, or \$500 after the referred employee has been on board for 90 days.

The Program, which was implemented to support our growth in a variety of areas and maximize our profitability and future success, is designed to recognize employees for their referrals of qualified candidates, since these referrals have historically been our best source of new people.

The Program will continue into 1984 with a new poster campaign which will remind all employees to keep up the good work and keep those referrals coming.

## Memorex appreciated by community

The following letter was recently sent to the Memorex employees who have supported the fund-raising efforts of Agnews Hospital this year through their participation in the Agnews Awareness Faire, which funds Agnews' residents extracurricular activities, including Special Olympics.

*Awareness Faire '83 is over. The money is counted, bills paid, surplus items packed away and our treasury has been increased by \$18,170.52. This money will be used to enhance the lives of the residents.*

*To say "thank you" hardly seems adequate. Your support of this event was and is tremendous. We are sure that members of the surrounding communities know more about Agnews State Hospital and Community Volunteer Services to Agnews because of your involvement in Awareness Faire '83.*



















*The residents and staff at Agnews and the members of Community Volunteer Services to Agnews State Hospital Board thank you for caring, thank you for sharing your time and talents, thank you for being involved. It really does make a difference.*

Community Volunteers Services to Agnews State Hospital, Inc.  
Marge Wolverton, President      Gloria Citti, Chairperson  
Board of Directors                  Awareness Faire '83





















## Annual Holiday Boutique features handmade crafts

The annual HOLIDAY BOUTIQUE is slated to take place on November 16, 17, and 18 in the San Tomas cafeteria, and will feature handmade arts and crafts, holiday ornaments, baked goods, and other delights, all made and sold by Memorex employees. The event is co-sponsored by the Memorex Activities Group and the Memorex Employees' Federal Credit Union. For further information, call MAG at extension 2357 or the Credit Union at extension 1122.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
NOVEMBER EVENTS		1	2	3	4	5	
						 vs New York 8:05  playoffs at 10 am and 12 noon Hathaway Park San Jose	
	6  vs Dolphins 1 pm  vs Old Timers 9 pm (free admission) The Children's Performance Series presents Amau International Folk Ensemble	7	8  vs Atlanta 7:35 Blood Drive-Com. Group 7 am - 7 pm  Election Day Be Sure to Vote!	9	10  vs. Phoenix 7:35	11  Veteran's Day	12  vs Cleveland 8:05  Championship 10 am and 12 noon Hathaway Park San Jose
	13  vs Saints 1 pm	14	15  vs San Antonio 7:35	16	17  vs Denver 7:35 Blood Drive - Corporate 9 am - 3 pm	18	19
	HOLIDAY BOUTIQUE At San Tomas Cafeteria *						
20  Fifth Dimension at The Bold Knight*	21	22	23	24  Happy Thanksgiving!	25  Holiday - Have fun! - *Opening night of "My Fair Lady" San Jose Civic Light Opera through December 4	26  Opening night of "The Dining Room" a comedy performance by San Jose Repertory Theater through December 11	
27	28	29  vs Los Angeles 7:35	30	KEY TO SYMBOLS: Football  Soccer  Indoor Soccer  Basketball  Memorex Football 			

\*For more information contact Employee Services and Activities at 7-2357.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<b>DECEMBER EVENTS</b>		<b>KEY TO SYMBOLS:</b> Football  Soccer  Indoor Soccer  Basketball  Memorex Football 		1  vs Kansas City 7:35 Happy Hanukkah!	2	3 Holiday Dinner/ Dance Red Lion Inn*
	4  vs Buccaneers 1 pm Last show of "My Fair Lady" San Jose Civic Light Opera	5	6  vs Seattle 7:35 Blood Drive - Computer Tape 7 am - 12 pm	7	8  vs Detroit 7:35 Blood Drive - Computer Tape 1 pm - 4 pm	9  vs Dallas 8:05 Opening night of "Oliver!" Theatre Works, Palo Alto through Dec. 31
	11 Children's Christmas Party (San Tomas cafeteria)*  vs San Diego 2:30 Last show of "The Dining Room" San Jose Repertory Theater	12 Blood Drive - Flex Disc Media 7 am - 4 pm	13  vs New Jersey 7:35	14	15  vs Kansas City 7:35	17 Holiday Dinner/ Dance Bold Knight *
	18  vs San Diego 7:05	19  vs Cowboys 6 pm	20  vs Phoenix 7:35	21 1st Day of Winter	22  vs Los Angeles 7:35	23  vs Tampa 8 pm One time performance of "A Christmas Carol" Flint Center
	25 MEEEEEEERRRRY CHRISTMAS! <hr/>	26	27  vs Utah 7:35 <hr/> MEMOREX	28 HOLIDAY <hr/>	29 <hr/>	30  WELCOME 1984! ==

\*For more information contact Employee Services and Activities at 7-2357.

# Congratulations!

## Cheryl O'Neill receives Key to Success Award for professionalism

CHERYL O'NEILL has been presented with a **KEY TO SUCCESS AWARD** by **JOHN BLACKBURN**,

## Anniversaries

### NOVEMBER

#### 15 Years

Norma Kelly  
Patrick Tavares  
David Jones

#### 10 Years

Kathy Asmussen  
Thomas Dionne  
Robert Faltynski  
Robert Scott  
Renate Pesenski  
Carmen DeAnda  
Juan Tobias  
Joan Claring  
Caroline Artimisi  
Marta Balderas  
Duncan McCormack  
Vera Sanchez  
Elva Duarte  
Manerva Williams

manager of Corporate Security, acknowledging her outstanding work as the receptionist in Memorex world headquarters building 12.

O'Neill's fine work was brought to Blackburn's attention by two Memorex employees who sent letters of commendation for her work to Blackburn. The employees cited O'Neill's professionalism and her ability to consistently portray a positive image of Memorex to visitors and employees who come in contact with her.

Prior to joining Memorex one year ago, O'Neill was a school teacher at Hillbrook School in Los Gatos.



## MOVING UP...

**BARBARA KLING** has been promoted to PCB Assembly supervisor of the Large Disc Drive Division. She has been with Memorex for five years...**PHILIP LANG** has been named System 3X Product Marketing manager for the Communications Group. Prior to joining Memorex, Lang was product manager for MDS Qantel in Hayward, CA....**TOM SAK** has joined the Communications Group as director of Planning. He was previously vice president of Product Planning for the Systems Division of Mohawk Data Sciences Corporation...**LOUIS PERKINS** has been promoted to Service Products Marketing manager for Memorex Corporation's Communication Group. He has been a Memorex employee since 1970...**ERIC CROSON** has accepted the position of director of Operations Control and Budget for Burroughs in Detroit. Croson has been with Memorex for 7½ years...**DALE ANDERSON** has been named acting director of the SEM & D staff, in addition to his regular duties as SEM & D Group Materials manager. He has been with Memorex one year...**CLESS HINCKLEY** has joined Memorex as Corporate Purchasing manager. He was previously director of Manufacturing with Advanced Technology Laboratories in Washington state.

## WANTADS

### WEDDING GOWN

Brand new, never been worn; size 8; white with lace and pearl beading on bodice. \$200. Call Diane at (408) 257-4778.

### ROOMMATE WANTED

Non-smoker to share 4 bedroom, 2 bath house; five minute drive from San Tomas complex. \$275 per month plus first and last month's rent and half utilities. Call Steve at (408) 727-5965.

### APARTMENT WANTED

For lease or rent, need 2 bedroom; 1½ or 2 bath apartment in Cupertino or Santa Clara area. Must move in December. Call Nina at (408) 996-2638.

### HONDA PASSPORT

70 cc. bright yellow, reaches 40 mph on expressways, 100+ mpg, basket, rack, manual, two helmets and very reliable. \$375. Call Floyd at (408) 225-9096.

### CABIN FOR RENT

South Lake Tahoe cabin for rent. Sleeps 11, completely furnished including television, washer/dryer and wood burning stove. Skiing and casinos only three miles away. Thanksgiving and Christmas holidays still available. Call Grace at (408) 268-8933.

### HERMES ELECTRIC TYPEWRITER

German craftsmanship, perfect for home office. Almost new, perfect condition. \$175. Call Floyd at (408) 225-9096.

### DECATHLON MEMBERSHIP

Silver Racquetball. Current selling price \$875, but asking \$750. Call Jesse at (408) 246-4053.

### PROPANE TANK

Five gallon capacity, ideal for camping, RV's, barbecues, etc. \$35. Call Floyd at (408) 225-9096.

### '69 PLYMOUTH FURY III

Runs great, good condition. \$600. Call Joanie at (408) 996-8050.

# Memorex part numbers modified to work with Burroughs' format

by Don Ravey

If you are an employee who deals with the parts and documents that make up a Memorex equipment product, you may have recently noticed a different kind of number appearing in your work. To enable other Burroughs' facilities to handle the procurement, test or spare stocking of product parts, Memorex began to assign part numbers that fit the Burroughs' product format. Here's what a part number looks like in its traditional Memorex format and in its expanded Burroughs format:

Memorex	Burroughs
123456	9123 4567

To allow easy conversion of the 50-60,000 Memorex numbers already issued, a single digit prefix (9) has been added to the beginning of Memorex product numbers. A

Burroughs' check digit has also been attached to the end of the number. This check digit is a calculated number based on the first seven digits of the number.

The Engineering System and Procedures Department in SEM & D is managing the conversion project that will eventually phase out the part numbers not complying with Burroughs' eight-digit system.

DON LUEDERS is coordinating the project which will involve participation from all Memorex equipment functions that generate or use part numbers based on records.

Standardizing products numbers will aid in a number of cost-related benefits including multiple-plant equipment manufacturing and parts sharing between products and divisions.

## 2074 FCS...

*continued from page 1*

responsive to their inputs, and they in turn provided us with an excellent opportunity for evaluation."

According to SCOTT SCHREIBSTEIN, manager of billing services for MCI's new facility, about 140 people will work in the 63,000 square foot building by mid 1984. And what type of equipment will they use?

"Memorex," said Schreibstein. "We already have several 2078 display stations in the building, and we have another 58 on order. They will handle data processing for billing, accounts receivable, and credit and collections."

Schreibstein knows the benefits of Memorex products because he worked in MCI's East Coast operations, where a variety of Memorex equipment is in daily use.

The success of the MCI installation of 2074s is being repeated in other customer sites. Orders are increasing, and the shipment schedule will easily meet projections. And in Communications Group's quest to make a great thing perfect, several 2074s have undergone performance testing in two other customer sites.

The results? The tests have verified the forecasted high performance capabilities of the 2074. Based on these tests and the initial success of MCI's units, it looks like the Communications Group will have a real winner in the large cluster controller market.

## Hiccups...

*continued from page 2*

necessary to sever one of the nerves leading to the diaphragm, thereby ending the possibility of hiccuping ever again. Sweet relief!

All this fascinating information, and details on many other health related problems, is available by calling Tel-Med, a health information center which provides access to hundreds of recorded messages, free to anyone in Santa Clara County with a telephone.

Established in 1972, Tel-Med is designed by health professionals who wish to provide easy and inexpensive (in this case, free) public access to

helpful information about health problems.

While this public service is not a substitute for a medical consultation or an emergency situation, it provides general background information so callers can become aware of signs, symptoms, and precautions related to various medical ailments. Some recordings provide referrals to other sources of information.

The process is simple. Just call the Tel-Med number and ask for the tape on the particular health topic you're interested in. The tapes are pre-recorded messages written and reviewed by health experts and are presented in an understandable way.

Tel-Med is free and operates 24 hours a day. Here's a sample of what's offered and the tape number to request for that particular message.

Alcoholism .....	942
Surgery for Arthritis .....	202
Measles .....	227
Glaucoma .....	9
Hiccups .....	36
Anorexia Nervosa .....	613
Pregnancy .....	12
Acne .....	171

If you'd like to try Tel-Med, call either (408) 298-7444 or (415) 494-9227 and ask for the tape number you'd like to hear, or more information about the service.

## DMA agreement...

*continued from page 1*

"represents an ideal companion to Memorex's 500 Family of 5¼-inch fixed Winchester drives.

"Both Memorex and DMA Systems expect excellent market response to the half-height drive, due to its applicability to the rapidly expanding micro and super-micro computer markets."

DMA Systems, developer of the industry's first fixed/removable 5¼-inch Winchester disc drive, has headquarters and production facilities in Goleta, California.

**MEMOREXPRESS** is published by the Corporate Design Center for all Memorex employees in the Santa Clara Valley. Send letters, comments, and requests to: **MEMOREXPRESS**, Mail Stop 06-03, 2800 Bowers Ave., Santa Clara, CA 95051, or call (408) 987-0376.

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