

News of the Field Operations Group



1978 Quota Club officers are (L to R): Jim Felt, Ron Zaba, Jerry McSpadden, Jim Peck, Curtis McCrary, Don McTigue, Steve Miller, Doug Middour, and Woody Hancock. Even with all the excellent presentations and speeches, the highlight of Quota Club is, and always will be, the members themselves.

Quota Club & all that jazz

Cafe au lait and beignets, the French Quarter and the lazy Mississippi river, the beat of Dixieland jazz—these were just a few of the charms that New Orleans, a city filled with nostalgia from the days of French and Spanish rule, extended to members of the 1978 Quota Club.

The city seemed to add a feeling of excitement to a meeting already brimming with anticipation. A jazz ensemble playing music from the heart of Dixie sparked the first day of the meeting and practically had club members forming their own Mardi Gras parade. Multi-image slide modules telling the New Orleans story were featured throughout the conference. They included the history of the city, the birth of jazz, and, of course, a bit about the Ambassador of Jazz, Louis "Satchmo" Armstrong.

Meeting Highlights

Many excellent presentations were given by various Memorex managers. James Dobbie, Executive Vice President, gave a keynote address that drew applause several times, including when he candidly discussed the standard workload hours situation. Charlie Splaine gave the closing remarks. Putting aside his carefully-prepared 36 page speech he said, "How many times and ways can one say thank-you?" and then delivered his speech informally.

Other speakers included Tom Stevens, Manager of Budgets and Measurements; Hal Krauter, President, MFC; Gary Hughes, General Manager, BSD; Reto Braun, Vice President

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First IDI goes to Aerospace

For over a year Memorex has been working on a feature to improve system throughput on 367X and 365X products. The company recently marked a milestone in that program. The first production unit of the 3675 Intelligent Dual Interface (IDI) feature was shipped to Aerospace, Inc., Los Angeles. It is expected that the factory installed 3650 IDI will be available April 30.

With the IDI feature, system throughput can improve as much as 45 percent, depending on application and equipment configuration. The IDI enhances system performance by providing dynamic dual port access from the CPU's main memory to the disc drive spindle.

The IDI is a combination of three performance features—dual access paths to disc drives; dynamic switching of the string controllers among storage control units—which saves overhead; and the capability of string switching. In addition to that, customers should appreciate the improvements in reliability, availability, and serviceability. The second string controller provides automatic backup to each string. If one of two string controllers (DC) powered down for maintenance, the IDI feature will continue to service the string through 2 string switching. Moreover, in combination with in-line Memorex microdiagnostics, IDI allows troubleshooting and repairs to be performed on specific disc drives within a string without interrupting the operation of other functioning spindles.

A number of benchmark tests have been conducted on IDI performance and they demonstrate that IDI modified 3650 and 367X disc drives are excellent

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Letter from C. E. Splaine

Good product availability sparks 2nd Quarter

It was an eventful first quarter. Among the more notable events was the announcement of our record growth for 1978. Two first product shipments were made to customers. And the 1978 Quota Club was held in New Orleans.

Yet in some respects it was a disappointing first quarter. The order rates were down, and March was the only month in which we achieved budgeted rates. However, the first quarter results were good for the corporation as a whole. The Field Operations Group can continue to make significant contributions to the company's financial results by achieving budgeted orders, shipments, and revenues.

Improved product availability

It is important to continue to focus our efforts on profitable business transactions. Product availability in almost all divisions has improved. It is especially good on tape drives and 3650. Orders for these products were disappointing in the first quarter, but with some focused attention, that should improve in the second quarter. Another product with excellent availability for both BSD and LSS is the 1377. Additionally, more attention needs to be placed on General Systems products, such as the 601 and the BSD 41-2.

I would like, in particular, to commend the Mid-Atlantic region for its outstanding first-quarter performance. Large 367X and 365X orders were received at Bell of Pennsylvania, Air Products, and Chesapeake and Potomac Telephone. All regions should make every effort to sustain the 365X and 367X order rates achieved during March. The quality of these products continues to be a selling factor in our favor.

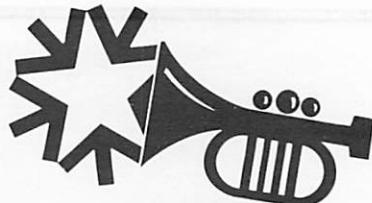
First customer ships

The new IDI feature for the 367X and 365X products provides added incentive for customers to go with our disc drives. The first customer shipment of the IDI for 367X was made to Aerospace in Southern California in March. The first 3650 IDI shipment will occur about the first of May. On the same note, the first 3770 disc cache customer shipment was recently made to GTE in Boston. This product is certain to have significant positive impact on our standing with competitors.

The QCM software package continues to show strong customer acceptance. Although it was just introduced in the first quarter, several orders are pending. QCM complements our equipment line, and is a boost for our systems engineering capabilities. Space management is of growing concern and QCM should be stressed whenever appropriate.

Plans continue to fall in place for the Memorex Finance Company. People have been appointed to fill key positions in the field and Santa Clara. This wholly-owned subsidiary presents another sales vehicle to be used when pursuing new customers. Every opportunity to work with MFC should be taken.

"Catch the Spirit"



I hope everyone enjoyed Quota Club, and that those who weren't there have "Caught the Spirit" from others in the office who did attend. I also hope that those attending the Bermuda Winners Circle will find it to be every bit as much as they deserve. Your work is certainly appreciated.

Last, I would like to thank everyone for his efforts during first quarter. The various "ship-it" people—order processing, scheduling, customer service, in particular—worked hard to meet difficult deadlines.

I hope that this year sees each of you achieving your own personal quota, no matter what your job. I look forward to working with you to make that happen.

Charlie

C. E. Splaine
Vice President
Field Operations Group



Dan O'Brien, LSS Marketing Manager, was a speaker at the Large Systems Sales Group seminar held during Quota Club.

Quota Club

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EUMEA; Bob Berry, NE Regional Manager, FOG; Ted Cutler, Vice President, Consumer and Business Media Group; and Frank Sordello, Manager, Recording Technology Center.

The speakers covered many important and serious issues, yet the meeting never became so formal or serious that it lost its spirit of enthusiasm. Much of it was prompted by the co-hosting of Bill Roch, National Sales Support Manager, and Frank Juliano, National Field Engineering Manager.

Technical sessions for field engineering, BSD and large system sales were held during one afternoon.



International travel can keep a man running. But Reto Braun, Vice President and General Manager, EUMEA, took time to speak at Quota Club.

The meeting featured two special guest speakers. Jim McKay, television host of ABC's Wide World of Sports and an Emmy-award winner, gave a lively talk on sports figures. A man with high energy and quick wit, McKay's presentation contrasted the lives and styles of various competitors, while pointing out that they all have in common "the spirit to win."

The other special guest speaker was "Professor Benedict Vukajlovich" — better known to comedy lovers as Irwin Corey. He gave an "inspiring" message at the awards banquet on "bubble memory technology".



"Professor Benedict Vukajlovich"

Awards presented

Although the technical sessions and speakers were stimulating and interesting, the highlight of any club is, and always will be, the members. And this year there were plenty of 'em. Over 250 people attended from every division in FOG-field engineering, large system sales, BSD, OEM and customer service. In addition, 13 Canadians attended.

Although the technical sessions and speakers were stimulating and interesting, the highlight of any club is, and always will be, the members.

As they mingled, met and talked together they were helping to further establish the largest and most successful sales and service team in Memorex's history.

The officers and directors of this year's club are: President - Don McTigue, Greenwich; Vice Presidents - Jim Felt, Los Angeles; Woody Hancock, Baltimore; Curtis McCrary, Washington D.C., and Steve Miller, Atlanta. Directors of the club are: Jerry McSpadden, Houston; Doug Middour, Atlanta; Jim Peck, Dallas; and Ron Zaba, Chicago.

In addition to club officers and directors, many individuals were recognized for regional contributions at the regional breakfasts held Friday morning. Other top performers were recognized at the awards banquet. They are: Woody Hancock, Baltimore,

LSS Sales Rep of the Year; Ron Zaba, Chicago, BSD Sales Rep of the Year; Doug Middour, Atlanta, FE of the Year; Graham Baxter, San Francisco, LSS Branch Manager of the Year; Jerry Perioli, Chicago, BSD Branch Manager of the Year; Curtis McCrary, FE Manager of the Year; Greg Grodhaus, LSS Regional Manager of the Year; Tom Mason, Chicago, BSD Regional Manager of the Year; Jim Felt, Los Angeles OEM Regional Manager of the Year; Bob Minshall, Dallas, LSS Rookie of the Year; and Chip Copley, Jacksonville, Systems Engineer of the Year. The Southeast Region was named Region of the Year (see story page 6) and was awarded the President's Cup.



Guest speaker Jim McKay

Quota Club is always an opportunity to build camaraderie. This year that camaraderie was fostered with music. The theme of the Club—Catch the Spirit—was demonstrated by individual professional musicians joining together to form a jazz quintet. Each musician played his part, and together they created a sound that could not be achieved individually. (The "Catch the Spirit" theme is an original composition created for the show).

People left New Orleans with a new appreciation for other's contributions. They hopefully have carried back to their home offices a greater knowledge of the company and a renewed enthusiasm and spirit that will make the 1979 Quota Club even better!





Two technicians work with the sputtering unit in the thin film lab. The sputtering unit is used for depositing thin film materials onto a substrate. The process allows 2,500 thin film heads to be made at a single deposition. This is substantially faster than making heads for the 3650, which are done one at a time.

The RTC — where today's ideas are tomorrow's products

The yellow ceiling lights cast a paleness over the laboratory. Inside the immaculate room, a few men and women in white lab coats poured over various machines. In one corner a man was peering through a microscope, studying what appeared to be a round, silver disc. In another area a sputtering machine silently sat, the blue color of its argon gas showing through a small round window in the front, giving the scene a science fiction aura.

This is the thin film head development lab, one of four major functions that lie beneath the umbrella of the Recording Technology Center. It is in this lab and others that the ideas and technologies for Memorex's future products come to life. Or, in the words of Frank Sordello, RTC Manager, the center is developing the data recording equivalent of the car that gets 200 miles to the gallon.

Developing memories that are faster and with greater capacity is the basic objective of the Center. The RTC was established early in 1978 to advance digital recording technology for rigid and flexible disc drives and tape drives for both the large and small computer system markets. Another center of ex-

cellence, the Magnetic and Chemical Technology Center, was established at the same time for technologies of magnetic and chemical aspects of magnetic recording media. Eric Daniel is the Manager of MCTC.

A rapidly growing industry

With the data processing market growing so rapidly, the RTC plays an integral part in keeping Memorex technologically second to none. Explains Sordello, "Forty years ago punched cards were used for data storage. Today we're looking into the bubble memory, Josephson memory devices and optical laser discs. What a contrast! The work of the RTC is geared to supply the future needs of our customers. Memorex has to be the independent coming up with the new ideas and technology in order to set us apart and ahead of competition."

One of the benefits of the Recording Technology Center is that it adds the third level of scientific and engineering effort to Memorex. Prior to the RTC and MCTC, research and development was handled principally at the divisional level. Now Memorex has both

advanced engineering and applied research efforts that are exclusively for developing state-of-the-art technologies and components for future products.

Concentrated efforts in new designs are even more important in view of the fact that it usually takes four to five years to develop a technology. With the development cycle requiring that amount of time and effort, new ideas can't be left to happenstance. Memorex first began its research in thin film technology in 1975. This technology is expected to appear in products by 1980. "You can see why it is so important to have a dedicated applied research and development staff," points out Sordello. "It's absolutely essential if Memorex is to remain competitive."

"Forty years ago punched cards were used for data storage. Today we're looking into the bubble memory, Josephson memory devices and optical laser discs. What a contrast!"



Frank Sordello, Manager, RTC

"We market very complex pieces of equipment and we want every customer to know he's getting the very best in quality and state-of-the art technology."

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'Ombudsman' addresses FE quality of life issues

An ombudsman is defined as a watchman for the interests of the ordinary citizen. His function is to cut through layers of bureaucratic red tape, acting on complaints from the citizenry to see that justice is done.

Memorex's field engineering organization, now, has a person that pretty much fits the description of ombudsman. Since March first, Lou Perkins has been responsible for listening to and acting upon many key field engineering issues. By title he is Field Engineering Standards Manager and reports to Frank Juliano, National Field Engineering Manager. This new position was created so field engineering would have someone specifically focusing on its needs. Previously, Perkins was Western Region FE Manager.

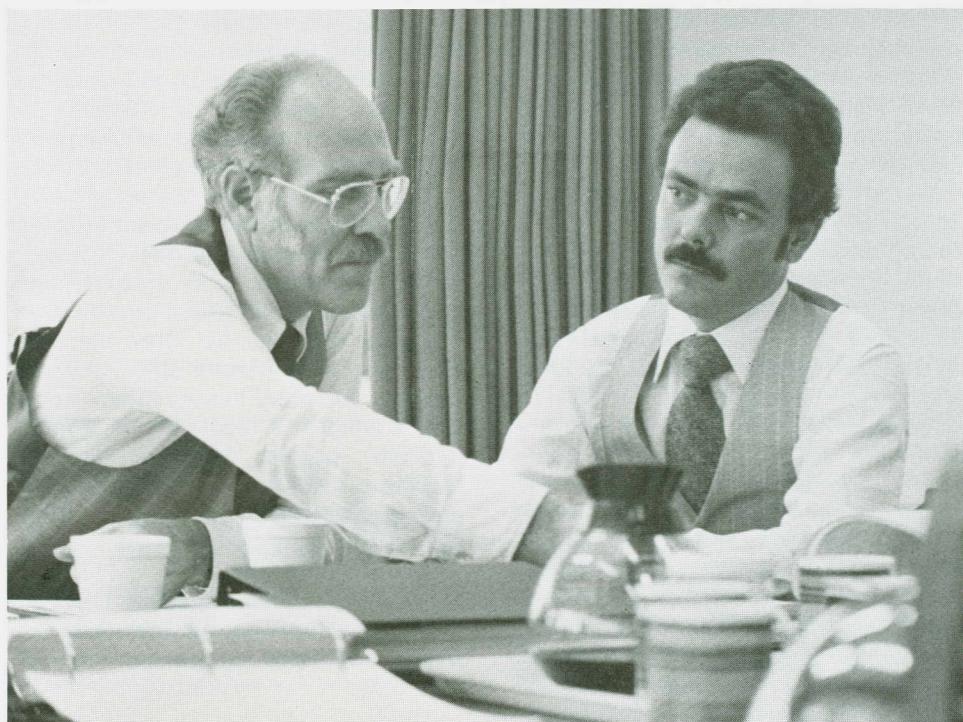
In describing his job, Perkins is candid about his purpose. "I'm basically concerned with the quality of life for field engineers," he explains. "We want to insure the best working standards for them and give them the professional recognition they deserve."

"Twenty years ago," he continued, "A person derived his self-worth from his job. Work itself was an end, and the term 'workaholic' was not bad. Today though, some attitudes are changing. Work is a means to an end. Some people draw more of their worth from life outside the office—hobby or whatever. Memorex does not want to pressure anyone into a lifestyle that is not compatible with his personal goals. This is where 'quality of life' issues come into focus."

When he assumed his job, Perkins knew that his first task would be to define the major concerns of the field. He therefore conducted a survey. From it he learned that the top three issues were: 1) spares, 2) spares and 3) spares.

Attention to the spare parts issue was already underway. One task force was working on an immediate solution to site-down problems; another task force was establishing specifications which would help determine proper spares needed in the field. But for a long-term, permanent solution to the spares situation a special task force was established by Jim Dobbie,

In describing his job, Perkins is candid about his purpose. "I'm basically concerned with the quality of life for field engineers," he explains. "We want to insure the best working standards for them and give them the professional recognition they deserve."



Lou Perkins, left, discusses a point with members of the spare parts task force. An "ombudsman" for the company, Perkins is primarily concerned with the quality of life for field engineers.

Executive Vice President. Perkins is a member of that task force.

According to Perkins, the task force is writing specifications for a complete spares system. It will include forecasting, ordering, manufacturing and usage of spare parts, as well as ownership accountability.

Much of the reason for FE overtime stems from the spare parts issue. This nine-member task force, headed by Jim Key, Manager of Corporate Materials, is comprised of representatives from EUMEA, A & A, BSD, LSSG, Communications, Finance and Field Engineering. They have been meeting every day since the first of March to write the specifications. Their portion

of developing the system should be completed by mid-April. The program should be completely implemented in early 1980.

"We expect this program to improve parts availability, reduce overtime and improve customer satisfaction, thereby improving the FEs quality of life," states Perkins.

He sees many other areas for him to become involved, such as training and future planning. But he's cautious about making too many assumptions. "I'm here to 'go to bat' for what the field sees as most important. That's exciting, because I can get involved in many different issues that affect the quality of life. That's what I'm here for."

RTC

(Continued from page four)

A marketing tool

One of Sordello's interests is in spreading the good news about the Recording Technology Center. He is training three of his employees to give presentations on the work of the Center to customers, prospects and Memorex Sales Force classes. Sordello himself has given several presentations already, including one at the Hartford customer seminar in January and at the New Orleans Quota Club.

Concentrated efforts in new designs are even more important in view of the fact that it usually takes four to five years to develop a technology.

"Memorex is in a highly technical business," he states. "The presentation of the pertinent technology is an integral part of our marketing efforts. We market very complex pieces of equipment and we want every customer to know he's getting the very best in quality and state-of-the-art technology."

Keeping with that philosophy, the new labs currently being built in Building 14 will be 90% work space and 10% showcase. Prospective customers will have an opportunity to view some of the lab work either personally or by looking through windows which are being built in the walls for such purpose.

The Recording Technology Center employs approximately 45 people. Combined, they represent over 500 man-years in digital recording experience. Sordello himself spent over 18 years in the development of digital recording technology before joining Memorex last year.

Some one said, "The more things change, the more they'll never be the same." A look at the tremendous growth of the data processing industry—where it comes from, where it is now and where it's going—proves that that point was never more accurate.

Sordello concurs, "There is no limit to the growth potential of this industry. The work in these laboratories is ensuring a leadership role for Memorex in that growth, and I think we'll cause more than a few of those changes to happen ourselves."



Bob Quiring, left, Service Planning Engineer, and Larry Miller, Systems Engineer, were members of the IDI business team. The team was comprised of individuals responsible for input from their areas of expertise—manufacturing, quality, marketing, and so forth. Quiring and Miller have been helping to develop the IDI feature for over a year, and are shown here with a 365X string that utilizes the IDI feature.

IDI

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financial investments. The tests show that the IDI: 1) improves job turnaround, 2) increases channel utilization, 3) decreases RPS lockouts, and 4) increases CPU utilization.

Bill Roch, National Sales Manager, is enthusiastic about the financial benefits of the IDI as well as the performance benefits. "Users should analyze their environments and examine the potential performance improvements of the IDI to their operation," he states. "They can best determine what financial improvements they will realize with the IDI. I think they'll find that the potential exists for extremely high returns on a very small investment."

Dave Borgeson, Los Angeles Sales Rep, landed the IDI order with

Aerospace, Inc. According to him, it took almost a year to sell the account on the Memorex IDI. "We had stiff competition from STC and CDC," he reports. "In the end, though, two things in particular persuaded the account to go with Memorex. Our IDI provides dynamic dual access simultaneously through alternate string controllers. Aerospace felt this was more desirable than the dual port CDC was offering. Aerospace was also impressed with the references of our 3650."

Thus, the first order for the IDI was won. Credit for a smooth installation of 367X with the IDI feature goes to Los Angeles field engineers Don Faust and Glenn Lawrence. Mark Hill, Field Service Manager, also helped with the install. Aerospace will also have the 365X with the IDI feature installed when it becomes available.



Palmerston, Egerton join SE staff

Dennis Palmerston, left, has assumed the position of Manager, Systems Engineering Services. He replaces Phil Dean, who has moved to Sweden to be Memorex Manager of Marketing Support for Scandinavia. Palmerston joined Memorex in 1970, and previously was Manager, Customer Service, Communications Group. Guy Egerton, right, joins the SE staff as Manager of the QCM program.

SE Region

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Under Emond's guidance the region is establishing a regional parts, order tracking and inventory control system to improve parts distribution and order processing.

Consistant performance

Growth was no doubt a major factor for the Southeast in 1978, and the region had its share of growing pains. Yet it showed remarkable strength. Approximately nine factors are taken into consideration when determining the top FOG region—factors such as quota attainment, revenues, collection ratio, assets in transit, and the contributions of all the groups.

Like other regions, the Southeast experienced a lot of growth during the year. The greatest challenge throughout the year was to bring manpower and training up to the proper level.

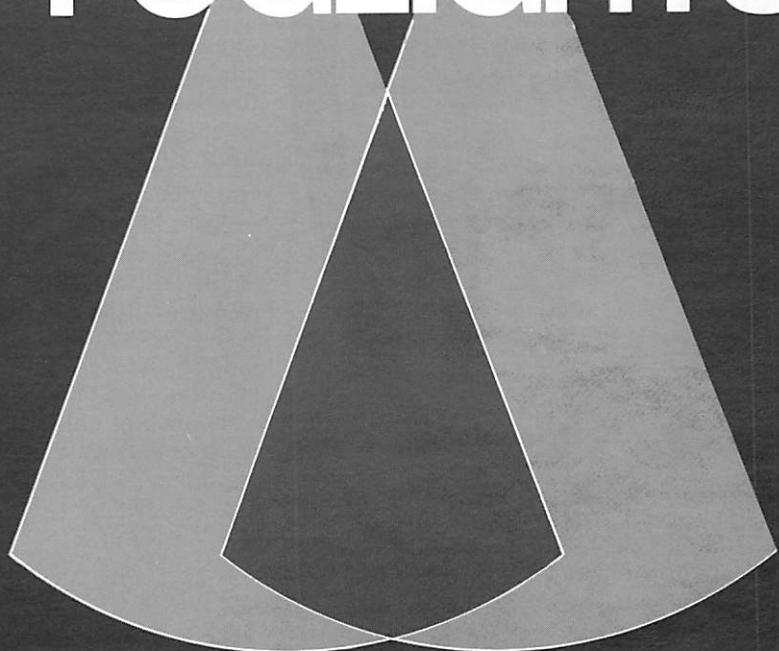
The Southeast region placed either first, second or third in seven of those nine categories. This is indicative of the strength and consistency of the region.

The region took first place in the collection ratio. This is particularly impressive in view of the fact that the amount of accounts receivable doubled in 1978. Bob Necessary credits much of this success to Marilyn Straub, Regional Credit Administrator, who has been very effective in enlisting the support of sales reps in account collections.

There's no doubt that the success of any region depends on the people. The Southeast region is a brimming pool of talent. Says a proud Whitaker, "Our people are committed. If they say they're going to do something, they do it. If that means giving 120%, they give 120%."

That 120% of effort sums up the teamwork and spirit of the region. It exemplifies the attitude of a winner—a body of people bearing up under pressure and committed to doing its best. The President's Cup will be viewed proudly throughout the year, and one can bet that the region will do its 120% best to earn it again for 1979.

FOGLIGHTS



Mike Schotteterbeck, FE, Washington D.C., has received an unsolicited commendation from American Management Systems for his dedicated work at that account... **Ron Dolan**, Boston LSS sales rep, has done an outstanding job at GTE Sylvania (365X). The account was planned correctly, shipped on time, and installed without problems. Ron has also received confirmation on Raytheon (2 strings, purchase 50s). This order will greatly influence another Raytheon Division for purchase of three strings of 50s and two strings of tape... **Dana Nelson**, Boston FE Manager, was instrumental in closing the American Can tape order through constant surveillance of the evaluation. He took every measure to ensure Memorex success against STC... In the Federal Region, **Pamela Bright** has been recognized for her outstanding contributions in supporting Field Engineering. **Gloria Edwards** has also been recognized in that region for her support, planning and coordination of all activities, particularly special events... In Dallas, LSS sales rep **Ron Joplin** is generating excellent rapport and interest in Austin as well as with EDS and Republic National Bank in Dallas... Also in Dallas, **Jay Broyles**, BSD sales rep, turned in 122% of quota for the month of February... **Mills Qualls**, and **Roger Witcher**, both Dallas Systems Engineers, continue to show a truly superb attitude by marketing their services as a sales and field engineering tool for all divisions. **Don West**, Houston, and **Terry McCallister**, Dallas, both BSD sales reps, have been having great account activity... The Federal region has just concluded participation in the Federal Data Processing Expo. Highly significant was the fact that two pieces of equipment were actually sold off the show floor—a 1000 LPM Printer and a 677 drive. Computer media also received a few orders from the floor display. Customers showed considerable interest in the 3770 disc cache and the new tape drive. Approximately 6,000 Federal people came through the show in a 3-day period... **Sharon Hitchcock**, Parts Administrator in Atlanta, received special recognition for her work in centralizing the parts ordering, order tracking, and inventory records functions. All regional divisions are delighted with her work.

AROUND THE FIELD

Federal thanks employees

Over 111 employees of the Federal Region and their guests gathered together recently for an "Appreciation" dinner to celebrate the region's success in 1978.

Jim Dobbie, Executive Vice President, was guest speaker for the occasion. Bill Koenig, Vice President of Federal Operations, presented 13 awards to employees who had done outstanding jobs in contributing to 1978 accomplishments. Recipients were: Jessee Harrison, Joe Matta, Samuel (Joe) Mitchell and Tom Zamer of Field Engineering; Maria Glenn and Robin Herman of Customer Service; Victor Gamaly and Deborah Leatherman of LSS sales; Elise Snight of Contracts Administration; Barbara Fry and Ray Eshelman of Finance; Pete Milano of Systems Engineering; and Lou Schuler of Computer Media Sales.

Speaking of the Federal Region, a few significant personnel changes have taken place. Dave Miles, previously Regional Marketing Manager, is now Regional BSD Manager. And Curtis McCrary now reports to Bill Koenig as Regional Field Engineering Manager. Previously McCrary reported to Ron Steen, Mid-Atlantic FE Manager. This move gives the Federal Region stronger and committed field engineering leadership.

Go, Falcons, Go!

Memorex has a celebrity of sorts in the Atlanta office. Nancy DeLise, Receptionist, is a cheerleader for the Atlanta Falcons football team. She just finished her first season with the team, where she was seen on TV several times. Says she of her fame, "Sometimes people from the region would call and say 'Hey, I saw you on TV this weekend. I feel a little like a celebrity."

DeLise, who says this is her first experience at cheerleading, is so enthusiastic about what she's doing, she's helping



other members of the Atlanta office prepare for spring tryouts. "It's a great way to meet people, and it's lots of fun," she says. "I hope other women from the office are cheering on the sidelines next season!"



Mike Mullin, Dispatcher who went beyond the call...

Service above and beyond

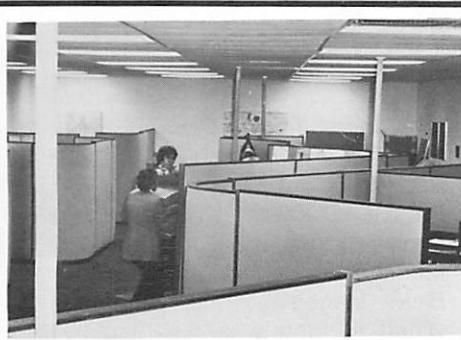
The Dispatch Center can be a life saver in more ways than one. Mike Mullin, FE Dispatcher, recently showed how. One evening, as he was working his usual 4:00-midnight shift, he received a confusing call from a field engineer. The field engineer was on temporary assignment away from his home town when he was disabled by a bad reaction to insulin. He was able to

call the motel desk and request a paramedic. That was the last thing he could remember when questioned later. The next thing he remembered was waking up in the hospital.

What the field engineer did in the interim, that he doesn't remember, was to call the Dispatch Center. In fact, he called the Center three times before being taken to the hospital. Mullin talked with the field engineer, keeping him on the phone and trying to understand what he was saying. An insulin reaction can make speech very garbled and hard to understand. Mullin learned his name and called the FE's manager to alert him to the situation. The manager then became involved to make sure the FE got to the hospital safely.

When it was all over the manager wrote Mullin a memo saying, "I would like to thank you for taking the time to help my field engineer through his difficulty. If any of my people ever get into trouble during your shift I know that you will take the time to understand the situation and follow up with some kind of action."

It's nice to find people who will go out of their way to help when it's needed.



Moving into the new Houston office.

The 25-plus employees of the Houston office recently moved into larger quarters. They previously worked from three separate locations on two floors. They are now all working from one office.

To christen the new building the branch office team held an open house. Over 40 customers and prospects showed up to view the equipment line and learn more about the company. According to John Hughes, Branch FE Manager, and Ken Yauch, Branch LSS Sales Manager, the open house was a success and it added momentum to the marketing efforts in Houston.

Memorex OEM.



In the past 24 months we have delivered more Winchester type, OEM drives than all of our competitors put together. Here's why:

SUPERHIGH DESIGN—The 601 is a superhigh design based on an investment of over 125 million dollars in state-of-the-art design and manufacturing facilities.

HIGH RELIABILITY—The sealed environment of the 601 is expected to yield MTBF's in the 100,000 hour range. This is the highest reliability in the industry.

REDUCED INDUSTRY MORTALITY—A special quality control program at Memorex is set up to screen out early failures that are expensive and embarrassing to OEM's.

REDUCED COST OF OWNERSHIP—Industry manufacturers may quote lower prices, but when it comes to cost of ownership over the life of the product, the Memorex 601 disc drive is clearly the best value.

IMMEDIATE AVAILABILITY—After interviewing our worldwide service and support network, assure you that help will be there when you need it.

IMMEDIATE AVAILABILITY—The 601 is in volume production and evaluation units are available now.

For more information, or to get your hands on a 601, call or write

MEMOREX

Ads like this one will be appearing in Computer Design, Electronics Magazine and Electronic News (watch page seven) throughout 1979. The ad campaign is part of an aggressive new OEM sales support program, which also includes new product brochures and other marketing materials. The ads emphasize OEM's product quality and availability, stating that in the past 24 months Memorex delivered more Winchester type OEM drives than all competition put together. It's nice when the facts speak for themselves.

A Greenwich first

The Greenwich office recently recorded a first. Tony Unger, Systems Engineer, signed a facilities management contract with Eastern Bag and Paper, a user of BSD products. The account had run into difficulty when its data processing manager suddenly left. Eastern B & P asked Unger if he would serve as acting data processing manager until a replacement was hired.

Ready for any new challenge, Unger accepted the contract and worked part time for four months with the account. He hired three new people, trained operators, set up a documentation system, and eventually hired his replacement. "I was able to continue making sales calls for Memorex during this time, and keep my work with other accounts," he states. "It was valuable experience for me. I learned a lot about management and feel I was a real help to the customer."

Zaba, Weinstein win Caribbean cruise in 'GO' contest

Ron Zaba, BSD sales rep, Chicago, and Mike Weinstein, OEM sales rep, Boston have snatched the top awards in the Operation GO sales incentive program. The grand prize they won is a week-long cruise through the Caribbean.

Runners-up in the contest are BSD sales reps Steve Miller, Atlanta, and Jim Hardt, Chicago. Miller and Hardt each won a weekend trip for two to any city in the United States. The top regions were Western, for BSD, and the Northeast, for OEM.

In Operation GO, points were awarded for qualifying orders. These points are convertible to prizes ranging from sail boats to water skis. For finishing second and third, Miller and Hardt received an additional 10 and 5 thousand points, respectively.

Operation GO is the first program of its kind sponsored by the General Systems Group. According to Cath Chapman, Disc Drive Division Advertising and Promotion Coordinator, the contest boosted fourth quarter order rates and injected fresh enthusiasm for BSD and OEM products.



Customer's newsletter

To some customers, the installation of Memorex equipment merits front page news. At least that's the degree of enthusiasm United Stationers showed when Memorex installed 120-1377s in its data processing center. The company was expanding its operations and added a new CPU and upgraded its terminal system with the 1377s.

So exciting was the event, it was featured on the front page of the "United News", the company's newsletter. Said the article of the terminals; "The changeover maintains United's record of keeping pace with the state-of-the-art in computer technology. Our company is also anxious to continue our commitment to the use of online terminals for the most efficient service possible, both to dealers, customers and our own people."

It's nice to know that an account promises commitments like that with Memorex equipment. It's a sign of trust. Mike Vena, Sr. Sales Rep, Chicago, is responsible for the order.

Foghorn is published six times a year for the Memorex Field Operations Group. Please send ideas and comments to:

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Norfolk 'Job-Mart' Draws Great Response

Recruiting qualified people is a never-ending responsibility for Memorex management. The Mid-Atlantic region recently held a seminar which tapped what is considered an excellent source for prospective employees.

This seminar, called the "Job Mart", was held in Norfolk, Virginia, for members of the community and ex-Navy personnel. To draw people interested in a field engineering profession, advertising was done in local newspapers, armed forces publications, and radio. During the seminar attendees saw audio-visual presentations about

Memorex and the Field Operations Group.

As a result, 81 applicants were screened and interviewed by a Memorex manager. Of the 81, 27 were considered excellent prospects and recommended for immediate hire. An additional 30 were recommended for hire over the next six months.

"I believe we have established a high quality technician source for Memorex," sums up Doug Campbell, Large Branch Manager of Field Engineering, Richmond, and coordinator of the day. "It's one we can draw from now and in the future."

Others from Memorex who participated are: Cindy Grabner, hostess; Ted Ulven, Manager, I.R., King of Prussia; Curtis McCrary, Regional FE Manager, Federal; Joe Matta, Field Manager, Federal; and Joe Dougherty, Field Manager, Philadelphia. Audio-visual support was provided by Tom Fitzgerald, Manager, Special Events, Santa Clara and his staff.

Managers who have openings now or in the next few months should contact Ted Ulven.

FOG people on the move

Promotions

Judy Andros, Sr. Cust. Serv. Rep., New York

Deborah Baker, Field Supv. Adm. Spec., SC

Krisa Barnum, Cust. Support Spec., Birmingham

Victor Bedel, FE, Indianapolis

Barry Bennecoff, FE, Washington D.C.

Aldo Bologna, AFE, New York

William Brown, FE, Indianapolis

William Brown, Mgr. FE, Washington D.C.

Cynthia Bullis, Field Admin. Spec., Birmingham

Henry Bullock, FE, San Diego

Randy Calhoun, Sr. AFE, Detroit

Kathy Cammack, Financial Analyst, SC

Shaleen Cole, Order Corres. A, SC

Theodore Cooper, Serv. Planning Rep., New York

Marjorie Corbin, Systems Engineer, SC

Thomas Corcoran, Sr. Sales Rep., New York

Daniel Croghan, Sr. AFE, SC

Catherine Cummins, Commission Spec. B, Los Angeles

Karyn Danes, Field Admin. Spec., Detroit

Jo David, Sr. Dispatch Data Coll., SC

Marty Davis, Sr. Sales Rep., SC

Gary Dehnbostel, Sr. AFE, Milwaukee

Jacquelyn Disney, Sr. Field Order Adm., Seattle

Kathleen Dodrill, Sect. A, Chicago

Paul Fink, FE, Allenburg

Barbara Fry, Reg. Credit Adm., McLean

James Fynan, Sr. FE, Rochester

Tom Gaskell, Production Assistant, Special Events

Roberta Good, Sr. Cust. Serv. Rep., SC

William Gonos, Jr., Sr AFE, N. Huntington

Arthur Green II, Sr AFE, Detroit

Tom Horman, FE, SC

Steven Hughes, FE, Chicago

Salvatore Iacona, Sr. FE, New York

William Ihde, Sr. Systems Analyst, SC

Gary Jacobs, Sr. AFE, Detroit

Janice Jacobs, Sr. Field Order Admin., Minneapolis

M. Nile Jones, Mgr. DARS & Features, SC

Adnan Kandah, Field Sup. Spec., SC

Chester Kiernicki, Mgr. FE FOG, Chicago

Karen King, Sales Rep., Columbus

Dulcy Klatt, Field Admin. Coordinator, Denver

Robert Koren, Sales Rep, New York

Michael Kuly, AFE, Los Angeles

Thomas Kurtz, FE, Baltimore

Dale Kwarta, Sr. FE, Villa Park

James Lewis, Commission Spec. B, SC

Charles Linen, Territory Supv., Los Angeles

John Lloyd, Sr. Sales Rep., Chicago

Nestor Lujan, Territory Supv., McLean

David Lyhne, FE, Newington

Carol Mayers, Field Order Admin., Philadelphia

William McConnell, Mgr FE FOG, Portland

Curtis McCrary, Mgr. Reg. FE, McLean

Leroy McDaniel, Territory Supv., Phoenix

John McElhenie, Mgr. FE, Phoenix

Gail McKinley, Production Assistant, SC

Thomas McNamara, Mgr. FE FOG, Portland

Johnny Meadows, Territory Supv., San Diego

Daryl Mizelle, FE, Chicago

Michael Moffitt, FE, SC

Janet Navarre, Sr. Dispatch Data Coll, SC

Vernon Ohlendorf, Mgr. Br. FE, SC

Joseph Paolillo, FE, East Haven

John Peabody, Terr. Supv., SC

Morris Pearson, Sr. FE, Chicago

James Peck, Mgr. BSD Br. Sales, Dallas

Gerard Periolat, Mgr. Sales Support, Chicago

Robert Rankin, Sr. FE, Dallas

Steven Reed, FE, San Jose

Edelia Reyes, Sales Plng. Analyst, San Jose

Elaine Rizzo, Supv. Cust. Service, Boston

James Ruoff, Sr. AFE, Los Angeles

Timothy Rutherford, Sr. FE, McLean

Mary Simpson, Order Corres. A, SC

Eugene Sinks, Mgr. Tech. Education, SC

Albert Sorio, Sr. Dispatch Data Coll., San Jose

Richard Soukup, Sr. FE, Chicago

Carolyn Straaberg, Serv. Planning Rep., SC

Larry Sturgeon, Supv. Sys. and Prob., San Jose

Bryan Swanson, Sr. FE, Charleston

Lawrence Swick, Mgr. FE, San Francisco

Bruce Thomas, Br. Sales Mgr., Baltimore

Lorelie Thor, Field Order Admin., Minneapolis

Louis Unger III, Mgr. Reg. SE, Greenwich

Jackie Warner, Sect. A, SC

Virginia Wooley, Commission Spec. A, SC

