

# INTERCOM

NEWSLETTER FOR MEMOREX EMPLOYEES

VOLUME 5, NUMBER 7

JULY, 1968



OUTSTANDING SALESMAN and sales contest winner Tom Holmes, left, accepts an engraved desk set from National Sales Manager Bill Gaskins, center. Bill Patsuris displays "Outstanding Sales Performance" plaque, that now holds Tom's name.

## Shipments Start on NASA Contract

Memorex has begun to supply facilities of the National Aeronautic and Space Administration with enough precision magnetic tape to encircle the earth five times—some 120,000 miles of tape—under terms of a \$3 million contract announced this month.

NASA said the tape will be used in telemetry applications monitoring deep space probes, Apollo lunar flights, and for NASA's data acquisition, communications and manned space flight networks.

The tape will be used by the Goddard Space Flight Center, Greenbelt, Maryland; Kennedy Space Center, Cape Kennedy, Florida; Manned Spacecraft Center, Houston, Texas; Marshall Space Flight Center, Huntsville, Alabama; Ames Research Center, Mountain View, and Jet Propulsion Laboratory, Pasadena.

Approximately 60% of the contract will be for the latest wideband tape which we will manufacture to meet

stringent NASA specifications relating to durability and magnetic properties and ability to withstand temperature and humidity changes incurred in transport and handling.

## Congressmen Write About Memorex Tapes

Memorex video tapes will play an important part in a great many 1968 reelection campaigns, partly because of letters mailed out by two United States Congressmen.

About two months ago, Congressman Alvin E. O'Konski, from Wisconsin, wrote a letter to each of his fellow House of Representatives members advising them of the superiority of Memorex video tapes. Congressman O'Konski owns and operates a full color television station, so he knows about video tapes.

Last month a follow up letter went out to the 433 members of the U. S. Congress, this time from the Honorable

## Tom Holmes Wins Sales Contest

Sales Representative Tom Holmes has won the first "Outstanding Sales Performance" contest for graduates of our Marketing sales training classes.

Allen Kline, South Central Region, was second and John DaGrosa, Central Atlantic Region, finished third.

Tom sold more disc packs during the contest (May 15-June 28) than any of the 12 others who graduated from the May, 1968, class for newly hired salesmen. We can't mention the actual quantity of disc packs Tom sold, but it was a three digit number.

He works out of our Belmont office, for Northwest Regional Sales Manager Bill Patsuris. Needless to say, Bill is quite proud of his new man's accomplishment.

Tom's name goes on a plaque in the Marketing conference room. The plaque is reserved for the names of those who contribute outstanding sales achievements to the Marketing effort each year. He also receives a personalized award for his desk, a dinner for two and a key chain.

Similar awards will be presented to contest winners from each sales training class.

Charles S. Gubser, Congressman from California's 10th District. Congressman Gubser's letter read, in part:

"As their manufacturing facilities are located within my district in the State of California, I have had the opportunity to witness their growth from a new company in 1962, into the second largest manufacturer of magnetic tape in 1968.

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**COMPANY SETS QUARTERLY PROFIT SHARING RECORD**  
See Page 2



## PROFIT SHARING POINTERS

By JOHN MORSE



### QUARTERLY PROFIT SHARING RECORD: \$305,000

For the three months ended June 30, the Profit Sharing reserve for Memorex's annual contribution to Profit Sharing was \$305,000, a record high for any quarter and 67% above last year's Second Quarter Profit Sharing figure.

The efforts of all employees to curtail operating expenses and improve profits in the Second Quarter paid off in substantially higher Profit Sharing and improved operating results for the Company.

On sales of \$14,392,000 in the Second Quarter, Memorex earned profits of \$1,223,000, a 45% year-to-year in-

crease over the Second Quarter profits of last year. Earnings per share were 34¢ compared to 26¢ in the same three months period last year.

The above operating results produced a Profit Sharing figure of \$305,000 for the Second Quarter, up from \$166,000 allocated in the First Quarter.

The outlook for Profit Sharing in the Second Half of the year continues to be favorable, but also depends on the continued efforts of all of us to curtail operating expenses and improve profits.

### Profit Sharing Investments Post 7% Gain

During the Second Quarter, the investments in our Profit Sharing Trust substantially increased in value, showing a 7% gain in market value from March 31 to June 30. This increase in the value of Profit Sharers' accounts will be shown on the Participation Statements mailed to members at the end of July.

The above increases in our Profit Sharing accounts are due primarily to the higher market values of the common stock investments made with Profit Sharing funds from prior years' contributions. The value of these investments will fluctuate from month to month, but the long-term trend in their value has been upward over the three years of our Plan's existence.

A number of questions have been asked about the Participation Statements and the meaning of quarterly

changes in account values. The following comments may help to answer these questions.

First, only members of the Plan who participated in 1967 Profit Sharing will receive Participation Statements in 1968. Employees who become members of the Plan in 1968 will receive their first Statement for the period ending March 31, 1969. This Statement will show all members' shares of the 1968 Profit Sharing contribution.

The current changes in the value of members' accounts shown in the quarterly Participation Statements have no relation to the 1968 Profit Sharing contribution. These changes are caused solely by investment income and changes in the market value of our Profit Sharing investments as mentioned above.

## EMPLOYEES ON THE MOVE

Former Video Production Supervisor **Al Uhrich** has been promoted to video production manager. Al has a B.A. in Mechanical Engineering and a Master's Degree in Industrial Management. He came to Memorex in November of last year after nine years with Varian Associates.

**Vic Manriquez** has been promoted from production technician to foreman of production, at Disc Pack in Hawthorne. Vic has been with Disc Pack for about a year and was one of that company's first production technicians.

**Harry Bristow's** many friends at Comdata were happy to see him return to work after a 2½ month illness. Harry is plastics foreman.

**Roger Disinger**, manager of Systems and Procedures at Santa Clara, received a special Merit Award at last month's meeting of the Systems and Procedures Association. Roger was honored by the group's international association for his nine years of active participation, including a term as president of the local chapter when he worked in Southern California.

We don't normally write about fish stories, but this one comes from an unimpeachable source, even though he is an avid fisherman. **Howard Burkhardt**, controller at Peripheral Systems, caught a 120 pound sailfish off the coast of Mexico, near Mazatlan. The unusual part is that three others on the same boat caught sailfish that day. Howard says many fishermen go for days without catching a sailfish, but "we were extremely lucky." He and his wife were on a 14-day cruise down the coast of Mexico.

## "Help Thy Neighbor," New Plan To Ease Heavy Secretarial Workloads

"Help Thy Neighbor" is the name of a unique new plan to provide secretarial and clerical assistance to departments in the Santa Clara plant when their workloads are unusually heavy. Nearly 20 secretaries and clerks have volunteered to do work from other areas when they have a few spare minutes during the day.

Personnel Assistant Dorothy Pace is coordinator of the new program. When a department needs assistance, Dorothy calls the volunteers on her list

until she finds someone who can do it. She says it usually only takes two or three calls.

Dorothy says the plan has provided about 25 hours of volunteer help in less than a month and "reports back from those who have received help have been good."

The program promotes close cooperation between departments and also gives the volunteers a chance to gain a broader knowledge of the company

by allowing them to do work from different areas.

Dorothy explains that the volunteers can normally do the work at their own desks and they are never expected to accept work from another department when their own workloads are too heavy.

The list of helpers is still growing and anyone wishing to "Help Thy Neighbor" can call Dorothy at extension 301.

# Hounslow Becomes Manufacturing Mgr.

Jack Hounslow is the new manufacturing manager in the tape plant, announces Hig Tavrow, tape plant manager.

Jack has more than 17 years of industrial experience, in jobs ranging from slitter operator to vice president and general manager.

The first manufacturing job he ever held was slitting coated film base for General Aniline (Ansco) in his home town of Binghamton, New York. At the time, he was working nights and attending State University of New York during the day.

Jack worked at Ansco and went to college for six and one-half years before he received his B.S. in Production Management. By the time he obtained his degree he was manager of Quality Engineering. Then, he transferred to the Syracuse Graduate School of Business, where he was awarded his MBA three years later.

When Jack finally left General Aniline to move to IBM he was quality control manager. At IBM he worked his way up from industrial engineer to project manager, Supplies Division.



**NEW MANUFACTURING MANAGER** Jack Hounslow, center, visits Packaging, which is one of the areas that will report to him. Here he talks with Vin Gossling, right, and Dave Hennessy.

His next move was to Pacific Electricord in Gardena, California, where he was plant manager.

Most recently Jack was vice president and general manager for Stohsner Manufacturing in Napa. He was responsible for many innovations in the company's product line, which resulted in higher volumes of industry, com-

merce and defense contracts.

Jack is presently undergoing a training period to familiarize himself with Memorex. When he assumes his full duties as manufacturing manager, all production operations (mix, coating, slitting, computer finishing, instrumentation, video and packaging) will report to him.



**COMPANY PRESIDENT** Laurence Spitters, center, was at the New York Stock Exchange on June 19, when Memorex was listed on the Big Board under the ticker symbol "MRX". With him were Stock Exchange President Robert Haack, left, and Jack Ziebarth, of Wilcox and Co., specialists in our stock.

## MIXED SCRATCH LEAGUE

The Memorex Mixed Scratch League will open its new season at Moonlite Lanes, Wednesday, September 4.

This may sound like a league for those who like co-educational itching, but it is really for bowling. The action will begin at 6:15 p.m. Interested employees should contact Joanne Gerry, 264-2751, or Mike Munson, extension 272.

## INTERCOM

NEWSLETTER FOR MEMOREX EMPLOYEES

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# Critical Path Scheduling Used To Guide Work on Belgian Plant

Walk into Phil Conley's office and you will see charts that look like large county road maps on his wall, table and desk. If you look around the Santa Clara plant you will see other charts like Phil's displayed prominently on the walls of several offices.

These charts, or Critical Path Schedules, are part of a complicated program Memorex is using to insure that start-up of our Belgian tape plant goes smoothly and according to schedule.

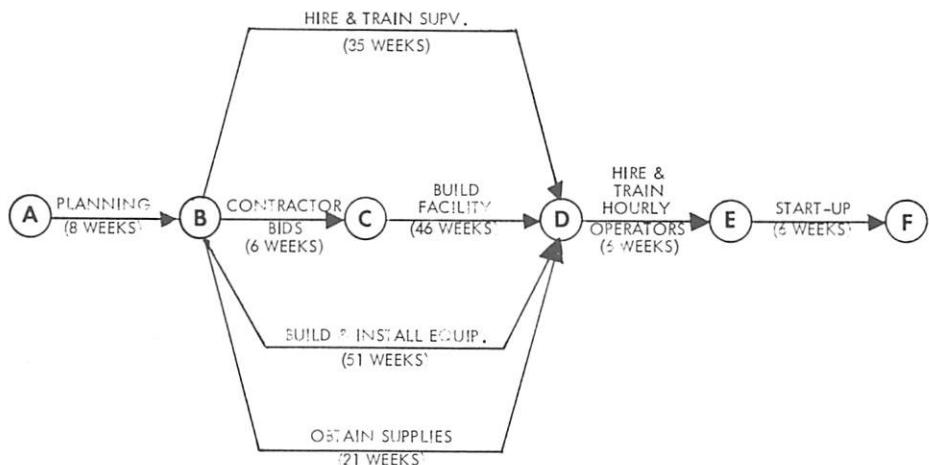
Phil is project coordinator for Memorex European Operations and is responsible for Critical Path Scheduling (CPS). He reports to Roland Jang, director of Engineering and overall manager of the MEO launch team.

Phil's job is to use CPS to make launch project managers aware of when each of their jobs should be started and when each of them should be completed. This involves the careful scheduling of more than 800 different activities that must be done before the plant can begin operating. (An activity involves work being done. For example, training supervisors is an activity. On our CPS charts, an activity takes more than a day, but generally less than three weeks.)

These evaluations and estimates went to Phil. With the assistance of Roland and the launch managers, he sorted them out and placed each of

## MEO CRITICAL PATH NETWORK

### Initial Eight Activities



the activities on the Critical Path Schedule chart.

Phil started with some of the basic activities like those in the sample CPS chart on this page. He used the estimates given him by the launch managers to write in the number of days each activity would take to complete. This is an extremely difficult part of the scheduling, because the amount of time a job will take can be varied according to the amount of money spent

on it. A job can be done faster by spending more money—how much can be spent, though, depends on how much the budget will allow. This is called "time-cost-tradeoff."

As you can see in the sample chart, the starting point for each activity is represented by a circle. The chart shows that planning must be done before contractor's bids can be obtained. So an arrow is drawn from the circle that represents the beginning of planning (point A for easy reference) to a circle that represents obtaining bids from contractors (point B). The line from point A to point B represents the path of the planning activity and the arrow on the end of that line is the completion of planning.

Notice that four lines, or paths, run from circle B to other circles on the schedule. These lines show that four activities can begin once planning is completed. Bids can be obtained, and at the same time, the longer processes of hiring and training supervisors; building and installing equipment; and buying supplies can begin.

When the bids are in and a contractor selected, actual construction of the facility can begin.

These two activities will take a total of 52 weeks. At the end of that time, all activities between points B and D must be completed, so the next step can begin.

Notice that these activities take different lengths of time to complete. Because the longest path was the one between B and D, the manager in charge of obtaining supplies had 52

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PHIL CONLEY, project coordinator for Memorex European Operations and the man responsible for Critical Path Scheduling, discusses a revised CPS chart with Lillian Prindle.



NEWLY ELECTED MAG officers look over posters announcing the August 10th annual picnic at Frontier Village. Board of Directors members are, from left, Mike Hopkins, Mel McPherson, Pat Kostelnik (Secretary), Joe Richards (Treasurer), Kit Weaver (Vice President), Ron Cavender, Don Caselas (President) and Mary Nelson.

## CPS Guides Belgian Plant Project

(Continued from Page 4)

weeks to complete his 21-week job. The 31 extra weeks are called the "float," meaning the leeway he is allowed to finish his activity. The managers in charge of building and installing equipment work on a much closer schedule—they have only one week of "float."

Since this is just a simple illustration and not the actual Critical Path Schedule, can you imagine what the real thing is like with its 800 activities—many with little or no "float?"

Phil's job is already complicated, but it was more complex during the early stages of CPS. The activities on the schedule are updated every two weeks and he used to have to do all calculations by hand. Now the launch managers give him their reports and Lillian Prindle, project coordinator assistant, prepares the information for the key punch machines.

Then, the revised data is run through our computer by members of Ted Bernas' Electronic Data Processing Operations group. During the development stage of CPS, Bob Kastelic, computer programmer, and Sue Wiesner, computer program analyst, were instru-

mental in setting up the computer information program. Eddie Jung and Ping Tom, from drafting, use the new information to draw the revised CPS charts. The revised computer schedule report and CPS charts are then distributed to the various launch managers.

It's a complicated program, but it is working quite well for Memorex and indications are that the first reel of tape will come out of our Belgian plant on schedule, in early 1969.

## Congressmen Write About Memorex Tape

(Continued from Page 1)

"I believe that this company's growth and the success of their products are the direct result of their 'white room' approach to manufacturing, the industry's most thorough quality control procedures, and their total company commitment toward product reliability and performance.

"I strongly endorse their product quality and urge that you consider using Memorex video tape for your television broadcasting."

## Dr. Harold Eding Joins Chemical Research

A Ph.D with 20 years of experience at Stanford Research Institute is the newest member of the Memorex Research Division.

Dr. Harold Eding, who received his Ph.D from Stanford University in 1944, is now a senior research chemist in the Chemical Research Department. He works with Dr. Saul Chaikin, chemical research manager, who also came to Memorex from SRI.

Dr. Eding's job is to lead a program that is underway to develop improved versions of the basic magnetic ingredients of our tapes.

He has worked in the general area of oxides since he joined SRI in 1948. One of his jobs at the research institute was to solve the Atomic Energy Commission's problem of how to dispose of radioactive atomic waste materials.



YOUTH AND COMMUNITY CENTERS are but one of many services provided by the Salvation Army—assisted by the Santa Clara County United Fund. On September 3, the United Fund will kick off its 1968 campaign, marking the end of the first decade of UF fund raising in Santa Clara County. Proceeds of this 10th anniversary campaign will benefit the Salvation Army and 80 other charitable agencies, including the following new ones: Peninsula Children's Center; Bay Area Health Facilities Planning Assn.; California Council on Crime and Delinquency; National Urban League; Buddy Program Project (Volunteer Bureau); Police Athletic League (PAL). The highest-ever goal of \$3,181,401, is a formidable challenge for UF volunteers, since it means they must raise 10 per cent more than the amount collected last year. This goal doesn't seem so high when you consider that UF campaigns only once each year and the money goes to support its 81 agencies for the next 12 months. None of us knows when we may need the services of one of these agencies. But if we should, they will be there to help. That's why United Fund hopes you'll say "yes" when asked to "pledge your fair share."

## MEMOREX INTERCOM

Memorex Corporation  
Santa Clara, Calif. 95050

RETURN REQUESTED

## SCAG Holds First Summer Picnic Aug. 4

The Southern California Activities Group (SCAG) will hold its first summer picnic Sunday, August 4, at Elnido Park in Torrance.

The group, which is open to employees at Disc Pack (Hawthorne), Comdata and Substrate, will furnish meat and drinks and members will supply the rest of the day's menu.

Besides lots of delicious food, there will be a number of games for children and adults, with prizes for the winners. There will also be a drawing for an AM/FM radio.

SCAG President Del Deffenbaugh reports that nearly 100% of the employees at Disc Pack have joined the new group. Comdata has about 70% membership and Substate has about 50%. Overall percentage of membership for the three companies is approximately 70%.

## DIVOTEER GOLFERS

Divoteer golfers will gather at Aptos Beach Country Club Saturday, August 24, for another in their series of summer tournaments. Contact John Lowe (ext. 224) or Ann Bassford (ext. 563) for further information.

Jim Taylor shot a low gross score of 82, net 66, and topped the first flight at Riverside, July 13. Mel McPherson took second with a net 71 and Howard Earhart and Tony Burgos tied for third with net 73's.

The second flight finished in a two-way tie between Dick Switzer and Tom Chapman, with net 68's. Bruce Bush was third with a net 75.

Peripheral Systems golfers were first in both flights in the June tournament at Pasatiempo. Bob Bailey won the first flight with a net 69, followed by Jerry Cayton (net 70) and Dick Ray (net 75).

Dave Duncan topped the second flight with a net 73. He was followed by Bud Trier (net 78), Don Smith and Bob Wallin (net 81).

## FRONTIER VILLAGE SITE OF MAG PICNIC

MAG members should circle August 10th on their calendars. That's the date of the annual Memorex Activities Group picnic which will be held again this year at Frontier Village, San Jose. August 10th is a Saturday and the fun will start at 10 a.m., continuing until 5:30 p.m. Admission is by ticket and they can be picked up at Pat Kostelnik's desk in the Personnel lobby. All MAG members and their immediate families or dates are eligible to attend.

General chairman for the picnic is Ron Cavender, with Kit Weaver serving as his assistant. Ron promises lots of good food, beer, soda pop and fun for all. The menu this year will include choice steaks for the adults, ham-

burgers for the children and hot dogs for tots (children 4 years and under). Included with the admission are tickets for rides. Adults may also enjoy horseshoes and volleyball.

Since the menu is an expensive one, Ron has one special request to make to MAG members. While urging everyone to attend the picnic, he asks that those who do not plan to attend to please NOT PICK UP TICKETS. We will be charged for each ticket that is issued even though they are not used.

So put a red ring around August 10th on your calendar and plan a day of family fun with your Memorex friends.



JOIN THE FUN AT FRONTIER VILLAGE SATURDAY, AUGUST 10