

INTERCOM

MEMOREX

A newspaper for Memorex people everywhere



Volume 18 Number 4 April 1981



Communications Group "Quality Circle" program received a festive launching with Memorex president and chief operating officer Chuck Strauch cutting the cake, as, left to right, Bill Walker, manager, Quality Assurance, Dave Jenkins, vice president, Manufacturing and Henry Kilinski, staff engineer and QC facilitator look on.

Communications Group starts "Quality Circle" program

The Memorex Communications Group recently initiated an unusual program designed to improve product quality and boost morale by involving employees in weekly seminars dedicated to identifying, analyzing and solving common work-related problems.

Called "Quality Circles," these weekly seminars are composed of small groups of people who normally work together and face similar problems. They meet voluntarily and regularly and, after thorough discussion and study, they recommend,

and often implement, solutions themselves.

The Quality Circle Program is under the direction of Bill Walker, quality assurance manager of the Communications Group. Henry Kilinski, staff engineer, is the Quality Circles facilitator, whose main task is to form the circles, train the group leaders, and channel all interactions and group suggestions to the appropriate management personnel.

"We take great pride in the superior quality of our employees, and realize that implementing their ideas and suggestions will help increase the quality of our products, and therefore, our productivity," Walker said.

"Our people are our most important asset, and by improving communication and employee-management interaction, Memorex will be an even more rewarding place to be," he added.

Division honored for minority hiring

The Precision Plastics division of the Media Products Group has received an award for its efforts in hiring and promoting minorities and females in 1980 from the Southern Christian Leadership Conference. The award was presented by Dr. Joseph E. Lowery, president of the SCLC.

During 1980, 67 percent of those hired by Precision Plastics were minorities and 47 percent of new hires were female. Of the total number of employees promoted in 1980, 43 percent were minorities and 30 percent were females.

Founded by Dr. Martin Luther King, the Southern Christian Leadership Conference is a non-profit, non-sectarian organization which promotes racial equality.

Tony Mauro, vice president and general manager of Precision Plastics division, said "We are proud of our achievements in attracting and promoting minorities and women and Memorex deeply appreciates SCLC's recognition of our efforts."

The award, a certificate of appreciation, thanks Memorex "For morally and financially supporting our national civil rights and humanitarian endeavors."

MEMOREXCELLENCE Awards presented at Silverado

Highlighting this year's Annual Memorex Management Meeting at Silverado was the announcement and presentation of a new series of annual awards for Memorex employees...the MEMOREXCELLENCE Awards.

Charles S. Strauch, Memorex president and chief operating officer, announced that MEMOREXCELLENCE Awards had been established to honor outstanding achievement in three areas: Excellence in Technical Achievement, Excellence in Cost Reduction or Productivity Improvement, and Excellence in Quality. In addition, an annual award was established for Memorex Outstanding New Product of the Year.

At the Silverado meeting, this year's winners and their spouses, in one case a daughter, were guests of Memorex and were honored at an award's banquet.

Two individuals were honored this year for MEMOREXCELLENCE in Technical Achievement, Dr. Leo Di Ricco manager, chemical process development engineering, Rigid Media and Components Division, and Robert Fisher, manager of recording surface technology, Recording Technology Center.

Both Fisher and Di Ricco were accorded this high honor for their work in bringing "M Formula" to the marketplace. "M Formula" coating for Memorex rigid discs has reaffirmed Memorex as a high technology leader in the world's fastest growing industry and set a new standard for the rigid media industry.

The "M Formula" award represents a prime example of people and different groups at Memorex working together as a team to produce a high quality product.

There were also two recipients of the MEMOREXCELLENCE in Cost Reduction Award, both from the Precision Plastics division; Manufacturing manager Lee

Whitney and senior staff engineer Mike Tanny.

Whitney was responsible for Precision Plastics' "Rush for Gold" cost reduction program in 1980, the genesis for many of the programs that sprung up throughout Memorex during the rest of the year. Whitney was responsible for planning and administering this very successful program that resulted in a savings of more than \$1.5 million for Precision Plastics and Memorex.

Tanny was honored for an individual cost reduction idea in the "Rush for Gold." His idea involved the reconfiguration and redesign work of the Memorex SuperReel which resulted in the eventual phase-in of what is now named SuperReel II/Mark II. The new design has resulted in a substantial cost savings to Memorex. Further, it is a stronger and more reliable product than its predecessor.

The award for Outstanding New Product of the Year went to the team from Consumer Products Division responsible for bringing to market an outstanding new product line which includes Hi-Bias II, Memorex I and Metal IV.

Consumer Products employees receiving recognition at Silverado for their role in the new products were: Stephen Belgin, project manager, audio products; Joseph Grasso, manager, Engineering Services; Robert White, manager, Tape Development, and Alan Davis, product manager, audio products.

Belgin designed the new album for audio cassettes, an album which has also won the Electronics Industry Association Product Design Award as well as earning a U.S. patent for Belgin and for Memorex.

According to Strauch, the MEMOREXCELLENCE Award program will become a tradition with Memorex, continued on page 4

Memorex family outings scheduled

Saturday, April 25 is Memorex Family Night at Marriott's Great America theme park in Santa Clara.

Tickets, \$5.00 for adults (children 3 and under FREE), are now on sale from 11:30 a.m. to 1:00 p.m., in the San Tomas and Tape Plant cafeterias in Santa Clara. Ticket sales will continue through April 24.

From 3 p.m. to 8 p.m., Memorex employees and family members will enjoy the park's attractions with the general public. When the park closes to the public at 8 p.m., the Memorex contingent will continue to enjoy full private use of the park until 11 p.m.

In addition to admission to the park, the \$5.00 ticket entitles Memorex employees and family members to free parking and \$3.00 in Fun Money to be used inside the park on food, merchandise and non-coin-operated games. The total value of a ticket is \$16.95, so that it represents an \$11.95 savings to the Memorex employee on each ticket. There is a limit of 10 tickets per employee.

All off-site and off-shift employees should contact the Santa Clara MAG office, (408) 987-2357, for ticket arrangements.

Saturday, May 16 and Sunday, May 17, are also important dates to mark on your calendar. Those are the days set aside for the Memorex Family Picnic at Marine World/Africa USA.

Tickets for the Marine World/Africa USA outing will go on sale April 27 in the San continued on page 2



Thomas S. Stevens

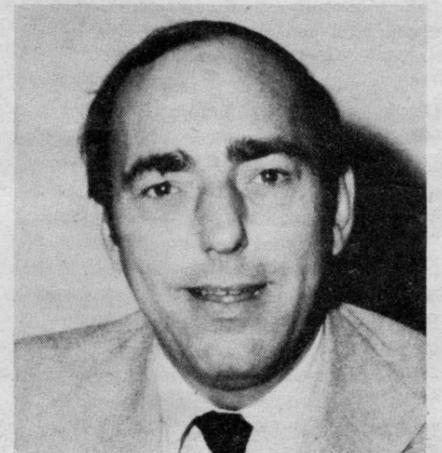
Stevens named VP and Treasurer

Thomas S. Stevens, Memorex vice president and controller since July, has been promoted to vice president and treasurer, reporting to James Unruh, vice president, finance, and chief financial officer.

Len LeBlanc, formerly director of finance for Memorex International, has been named to replace Stevens as vice president and controller.

Prior to joining Memorex, Stevens held various division and group controller positions at Fairchild Camera and Instrument and also worked at General Mills.

He earned an MBA from Harvard School of Business and a BS in Operations Research and Business from



Len LeBlanc

Case Institute of Technology.

LeBlanc joined Memorex in 1976. He has served as manager of Budgets and Measurements, and most recently held the position of director of Finance International. Prior to joining Memorex, he was senior vice president of Finance at Data Technology Corporation, assistant corporate controller at Certain-Teed Products Corporation, and manager of Profit and Product Cost Analysis at Philco-Ford.

LeBlanc received his B.S. and M.S. degrees in chemistry from Holy Cross College and his M.S. degree in finance from George Washington University.



Polly Hunter was the first award recipient in Flexible Disc Media division's cost reduction suggestion program. Hunter accepts her prize, six \$100 gift certificates, from Memorex president and chief operating officer Charles S. Strauch.

Flexible Disc's Polly Hunter earns cost reduction award

Thelma "Polly" Hunter, a material handler in Memorex's Flexible Disc division of the Media Products Group, had a "better idea."

Because of it, she was recently awarded \$600 in gift certificates as the first award recipient in the division's employee cost reduction suggestion program.

Her suggestion led to the installation of automatic counters on the flexible disc testers and will save the company \$34,000 a year.

The cost reduction program is just underway, and has a goal of \$300,000 net cost savings this year according to division industrial relations manager Jerry Andrews, who administers the program.

Employees who submit suggestions which are implemented will receive gift certificates, the value to be determined by the Suggestion Committee.

Weather interrupts Divoteer slate

The weather cooperated with the Memorex Divoteers through the first three tournaments of the 1981 season (the first coming in 1980) but forced postponement of the scheduled March tournament at Pajaro Valley (Watsonville).

The Pajaro Valley event has been rescheduled for Saturday, June 6.

First event on the 1981 tournament schedule was Laguna Seca. First flight low net winner was Bob Bertram while low gross was Ken Kraw. Second flight winners were Bill Wicks (low net) and Mike Martin (low gross) and third flight champions were Frank Batista (low net) and John Moffatt (low gross).

Ridgemark (Hollister) hosted the Divoteers for their January tournament, with Russ Boro taking low net honors in the first flight and Russ Lynch posting low gross honors. Other winners at Ridgemark were: second flight, Tim Peart (low net) and Phil Kagel (low gross); third flight, Jim Brown (low net) and Mike Martin (low gross); fourth flight, John Scott (low net) and Bob Malcolm (low gross).

For February, the Memorex Divoteers took on the Sunol Valley Palm course, with Bertram and Kraw again taking low net and low gross honors for the first flight. Other flight champions at Sunol were: second flight, Willie Opp (low net) and Harry Huff (low gross); third flight, Harold Farmer (low net) and Jack Allen (low gross); and fourth flight, Tom Squires (low net) and Larry Orvold (low gross).

Tournaments remaining on the 1981 schedule include: Aptos, April 18; Old Del Monte, May 23; Pajaro Valley, June 6; Pasatiempo, June 27; Half Moon Bay, July 18; Edgewood (Lake Tahoe), August 15; De LaVeaga, September 19; "Tournament of Champions," October 17 and 18, Rancho Canada (West and East courses); Riverside, November 14, and Laguna Seca, December 12.

Memorex Divoteers operating committee members for 1981 are George Ledger, chairman; Ken Kraw, treasurer; Bill Wicks, prizes; Chet Dilka, handicap; and Phyllis Rankin, Secretary.

If the \$300,000 goal is met by the end of the year, each suggestion winner will be eligible for one of three drawings for trips to San Francisco or Carmel, Las Vegas and Hawaii.

Moynahan named 3680 program mgr.

Dennis Moynahan has been appointed to the newly established position of program manager, 3680 program, reporting to Al Conover, vice president of planning for the Storage Systems Group.

Moynahan will have responsibility for the total 3680 program, including the drive, string controller, and storage control unit, as well as aspects of the program which fall under the Media Group or Storage Equipment Operations.

A 10-year Memorex employee, Moynahan has enjoyed success in a number of assignments, most recently as 3690 program manager in the Development Engineering organization. Prior to that, he was program manager for the 3650/52 disc storage subsystems.

The 3680 is Memorex's disc drive subsystem using thin-film technology. Memorex is committed to bringing to market a 3680 disc drive subsystem and advanced storage control unit in 1982.

Customer Engineer named top fireman

Bob Nordberg, a Memorex senior customer engineer in the Parkersburg, West Virginia office was recently accorded the honor of Firefighter of the Year by the Oak Grove Volunteer Fire Department in Marietta, Ohio.

Marietta, a town of some 20,000 people, is 12 miles from Parkersburg and is where Nordberg and his wife live.

Nordberg has been a member of the volunteer fire department for three years, having completed a 36-hour fire training course and a 90-hour emergency medical technical course in addition to numerous in-house training sessions.

According to Nordberg, the Oak Grove Volunteer Fire Department numbers 33 local residents and they make about three or four "runs" a week.

Nordberg has been with Memorex for 10 years.

Great America Outing

continued from page 1

Tomas and Tape Plant cafeterias. Tickets are \$5.50 each (children 3 and under FREE) and include admission to the park and a barbecue lunch, complete with beer and soft drinks, in a reserved picnic area. The picnic area is complete with volleyball, horseshoes, a kid's playground and new this year, a "dunk tank."

The tickets, a value of \$15.95 each, will be available through May 15. Off-site and off-shift personnel should call the Santa Clara MAG office to arrange for tickets. There is a limit of 10 tickets per employee.

Promotions and new employees key Storage Systems news

Memorex's Storage Systems Group recently announced several promotions and changes throughout its sales, marketing and service organizations.

Al Tinker, formerly program manager for Memorex add-on memories operations, has been named program manager for the 322X tape drive product line. Tinker has been with Memorex since October of 1977. As program manager, he will be responsible for marketing, sales support, and P&L of the 322X product line.

Robert Varo, Jr. has been promoted to manager, software products. Varo has been with Memorex for six years, serving in various sales positions in the Boston and Hartford, Massachusetts offices, including Hartford Branch manager. He came to Santa Clara as manager, Educational Services, a capacity in which he is continuing.

Ron Rogers has joined Memorex to become program manager of the 365X and 365Y Storage Systems. Rogers comes to Memorex from Amdahl, where he worked since 1976, most recently as manager of teleprocessing and data center planning.

Dick Fisher is another new addition to Memorex SSG team, recently joining the company as manager of business and strategic planning. A nineteen year veteran of the data processing industry, Fisher had previously worked for Honeywell. He reports directly to Al Conover, vice president of planning.

On the SSG sales side, Graham Baxter has been appointed Western Region Sales manager. A Memorex employee for eight years, Baxter has held various sales posts, from sales representative to major account representative. Most recently, he was Santa Clara Branch manager.

Craig Tysdale, most recently a senior sales representative in the San Francisco

office, has been named to replace Baxter as San Francisco Branch manager. Tysdale has been with Memorex for two and a half years.

In Customer Engineering, George Kirschner has been named Southern Area customer engineering manager. In eight years with Memorex, Kirschner has held various positions in customer engineering, most recently as technical support for the Eastern Area.

SSG business office changes included the promotion of Stuart Price to manager of revenue transactions and Jack Lema to manager of Data Processing Operation Services. Price was previously manager of Marketing and Financial Analysis while Lemas was most recently manager of Technical Support for SSG.

Cafeterias set special events

The San Tomas and Tape Plant cafeterias are getting in the spirit of things in 1981 with many special events slated.

For starters, on April 15, in honor of the dreaded income tax deadline, food in these employee cafeterias will be "tax free" for the day to ease the tax "bite."

During the week of April 20-24, these cafeterias will honor Memorex secretaries during National Secretary Week. If you have a secretary you want to treat to lunch, call these cafeterias and they will reserve a special table for you and your guest.

The number to call in Santa Clara is 987-2989.

And, on May 5, the cafeterias will feature Mexican decorations, music and food in honor of Cinco de Mayo.



Keith Bush, left, industrial education coordinator for Independence High School in San Jose, explains how students use Memorex surplus materials to cast metal objects. Listening to his explanation are, left to right, Gordon Stoufer, Memorex, Guy Klitgaard, principal of the high school, and Jim Chatman, Memorex EEOC manager.

Community benefits from Memorex surplus equipment

Memorex's Large Disc Drive division made a lot of Santa Clara high school and community group administrators very happy recently by donating surplus equipment to these community groups.

The equipment consisted of wiring, harnesses, PCB components, motors, sheet metal, heavy cable, amplifiers, copper tubing, etc.

The groups which received the equipment will use it to train students and clients in various aspects of electronics.

Groups receiving the equipment included the Center for Employment Training, Opportunity Industrialization Center West, Joseph McKinnon School, Independence High School, Metropolitan Education and SER (GI Forum).

Independence High School distributed the equipment throughout the rest of the schools in the East Side District. The equipment at Independence is used in

the electronics department, auto shop, metal shop and in many other areas.

Memorex EEOC manager Jim Chatman and Gordon Stoufer, materials manager for the Large Disc Drive division, coordinated the program for Memorex.

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Clara Henderson of the Legal department, accepts congratulations from Robert Erickson, corporate vice president, Legal, on her cost saving idea which won her a coveted reserved parking space as "Corporate Employee of the Month."

Henderson declared a Legal asset

Some secretaries get flowers from their boss, while others get taken to lunch during National Secretary's Week (April 20-27), but Clara Henderson of the Legal department gets her own reserved parking space. Not just for the week, either, but for the whole month. Henderson's cost saving idea regarding taxes paid on foreign patents by Memorex has won her the title of "Corporate Employee of the Month."

A Memorex employee since January, 1978, she works closely with patent counsel David Heid. Her boss characterizes her as a knowledgeable legal secretary with a comprehensive familiarity with general legal and patent-related subjects. Her excellent skills are well-utilized by the busy department. Patent activity is definitely vigorous, according to Heid. Memorex currently holds over one hundred domestic patents as well as numerous foreign ones.

Clara Henderson's cost saving suggestion was that foreign patents should be reviewed so that Memorex would not continue to pay taxes on foreign patents on products that had become obsolete. Savings are anticipated to be from \$13,000 to \$14,000 in 1981.

Henderson has always found her work challenging. "A good secretary is a tremendous asset to a company. Try to imagine a company without any secretaries. The whole place would fall apart," she says. "Secretaries are really the backbone of a large corporation."

She was trained in legal and para-legal work in Oklahoma by the attorney and former judge for whom she worked. After five years, she moved on to be the legal assistant of the prosecuting attorney (D.A.) of Grayson County, Texas. She spent two and a half years working for General Electric in Switzerland in a non-legal capacity.

Express Two bus added to line

A new express bus, Express Two, has been established by Santa Clara County Transit serving Memorex's San Tomas facilities from the Cambrian area.

The new service begins at the Handyman Park & Ride lot at Hillsdale and Camden, and travels down Camden and San Tomas Expressway, stopping only at those bus stops marked with the orange "EXPRESSTOP" decal. From the starting point, the commute will take between 25 and 35 minutes, with four trips being made in the morning commute hours and four in the afternoon.

Express Two will not run on weekends. In mid-May, Memorex employees will receive in their pay envelope a questionnaire concerning transportation that will hopefully provide Memorex and the Transit district with information they can use to better serve Memorex employees.

For further information on bus schedules and prices, contact Memorex transportation coordinator Julie Shear at 7-2150.

A Santa Clara resident, Henderson has three children and five grandchildren. She enjoys "trying to play tennis" and loves to dance. She sings for pleasure, and was heard on the radio more than once in earlier years.

"Memorex is going to be around for a long time, and so am I," she says.

"Spirit of '81" names winners

Clara Henderson of the Corporate Legal department and Susan Caldwell of Facilities were honored as Corporate employees of the month for February in the Corporate staff cost reduction program, "Spirit of '81."

Henderson's suggestion to review foreign patents held by Memorex could save the company approximately \$13,000. Caldwell's suggestion concerned better utilization of warehouse space and will result in a cost savings of \$52,422 for the year.

In addition to being awarded points redeemable for merchandise, the two winners receive reserved parking spaces for a month.

Cost savings ideas totalling \$308,000 have already been implemented for Phase II of the "Spirit of '81," but the \$2 million goal is still a ways off. Most of the credit for the \$308,000 thus far can be shared by Physical Distribution (\$140,000) and Facilities (\$135,000).

Consumer Products Reports Cost Savings

Consumer Products division reported cost savings ideas approved for the first quarter of 1981 totalling \$923,000, not far short of their 1 million dollar goal for that period.

Out of the 202 ideas submitted for the quarter, 57 were approved.

The big winner for January among exempt employees was Chuck Inman, maintenance engineering manager, who had three cost saving ideas approved that totalled \$333,000 in savings for Memorex.

In the non-exempt category, engineering specialist Ted Vomacka, of maintenance engineering, had three ideas approved with savings to the company totalling \$96,000.

A team award for January went to quality control and quality assurance, which submitted ideas totalling \$581,000.

Consumer Products presented its team award in February to the Production department, which stacked up 664 points for a cost savings of \$332,000.

February's winner in the exempt category was Chuck Inman, again, this time garnering 364 points, equalling \$182,000 in cost savings. The non-exempt high contributor was Greg Wasserman, with 300 points, totalling \$150,000 in savings.

Parara displays talent in "Logo Promo" contest

A picture may be worth a thousand words, but for Kathy Parara, winner of the Memorex Communications Group "Logo Promo," it was worth \$500 in prize money.

That's because Kathy's design recently was selected as the official Communications Group logo, in a group-wide competition which lured over 180 entries from 65 individual employees. Her design will appear on t-shirts, in slide presentations, on posters and in other miscellaneous productions.

Kathy is a drafter in the Communications Group Engineering Department. She said her money is earning interest in the bank and will be used towards a "dream trip" to Hawaii.

"The selection was extremely difficult," said Laurie Schuler, manager of marketing services. "We received many imaginative, thoughtful design concepts, and would like to thank everyone who contributed their ideas and enthusiasm."

Lawrence wins top PPD prize

The Precision Plastics Division of the Media Products Group recently held an awards dinner honoring its Cost Savings Program participants. The 1980 "Rush for Gold" grand prize winner was Gary Lawrence, who won two ounces of gold. All other participants received one ounce of silver.

Gary was one of the top ten individual contributors from teams which reached 100 percent of their goals. His name was drawn by chance from a container with the top ten names.

The drawing culminated the year-long divisional cost reduction effort that succeeded in saving the company in excess of \$1.5 million. Tony Mauro, general manager and vice president of PPD, and Lee Whitney, manufacturing manager, coordinated the program. The goal for 1981 is \$2.5 million.

The 1981 theme is called "Let's Go for the Spirit of 1981." The top ten individual contributors who are members of a team that reaches 100 percent of its objective will be eligible for a drawing. First prize is a cruise to Ensenada, Mexico for four nights; second prize is a weekend in San Francisco at the Hyatt Regency; and third prize is a weekend at the Hotel Coronado in San Diego.

Mazza named International VP

Dr. Alfredo G. Mazza has been appointed vice president of International Operations Support, reporting to Reto Braun, president of Memorex International.

Dr. Mazza is responsible for customer engineering, marketing and sales support, export support, O.E.M. sales, Liege manufacturing and consumer products operations within the International group. He will work out of Memorex International headquarters in London, U.K.

Dr. Mazza joined Memorex from Montefibre in Italy, where he had been President of the company since 1979. He brings 25 years of data processing industry experience to Memorex, including 13 years with I.B.M. in various international locations.

Ode to a Badge

The following ode is reprinted from an INTERCOM from 1965, but it is still appropriate today.

*The places folks wear their badges,
really are amusing.
But to the guard who wants to check
it surely is confusing.
Some wear it on the undershirt,
some wear it on the vest.
Some wear it on the Eastern side
some wear it on the West
Some wear it on the necktie,
some wear it on the hat.
Some wear it on the pocket,
(now can you fancy that?)
Women hide it in their pocketbooks
and when the day is o'er,
They tear their pocketbooks apart.
It would make a fellow grieve.
And then they get the happy thought
it's pinned upon the sleeve.
But you'll find one place to put the badge,
at the left, upon the chest.
If EVERYONE will wear it there,
the guard will get a rest!*

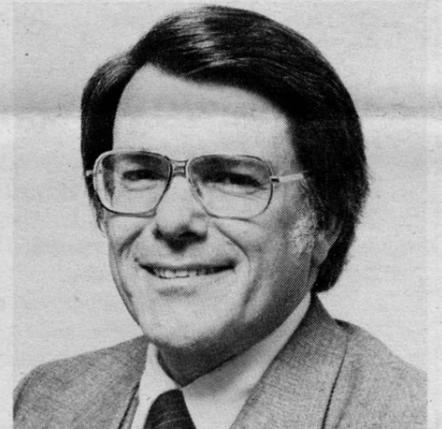
by Sgt. W. Ames

Credit Union elects Board

The Memorex Employees' Federal Credit Union Annual Meeting was held March 31, in the San Tomas cafeteria.

At the meeting, it was announced that three new officials had been elected to the Credit Union Board of Directors: Carol Goudey, planning manager, Corporate Treasury; Rick Morris, financial development program, Computer Tape division; and Donna Paoletti, Credit Union manager. In addition, Eric Croson, finance manager, Storage Equipment Operations, was appointed to the Credit Committee.

During the meeting, the Directors reported on the operation of the Credit Union and some of its accomplishments of the past year. Shareholders were given the opportunity to ask questions and to propose new services.



Krehbiel heads new organization

In March, Memorex chairman and chief executive officer C.W. Spangle outlined the replacement of the Peripheral Equipment Group with a restructured organization affecting two of its major line functions—disc drive operations and original equipment manufacturer (OEM) marketing.

Spangle announced that William R. Krehbiel had been appointed vice president of Storage Equipment Operations, reporting to Charles S. Strauch, Memorex president and chief operating officer.

Edward Marinaro, vice president and general manager of the Mini Disc Drive division, and Tom Gardner, vice president and general manager of the Large Disc Drive division, report directly to Krehbiel.

John Navas, OEM marketing manager, reports directly to Spangle.

Krehbiel joined Memorex in January as Manager of Special Projects for the former Peripheral Equipment Group. He came to Memorex from Advanced Energy Technology, Inc., a Los Gatos, California solar energy company he served as chairman and chief executive officer. He continues in his capacity as chairman of the company.

From 1974 to 1979, Krehbiel was president of the Audio/Electronics division of Dectaphone Corporation. Prior to that he was regional vice president of Management Science America, Inc. and he spent 12 years with General Electric before that.

NEWSMAKERS

Crosron named SEO Finance Manager

Eric A. Crosron has been appointed manager, Finance, Storage Equipment Operations.

Crosron joined Memorex in February 1976, as manager of Financial Planning and Analysis for the Consumer and Business Media Group. He has since held the positions of Finance manager, Disc Drive division, and acting general manager of the Disc Drive division.

Prior to joining Memorex, Crosron held various financial posts with the Ford Motor Company.

Chew assumes new Finance position

Jeffrey A. Chew has been promoted to manager, Corporate Measurements & Staff Support, responsible for the reporting and analysis of the Corporation's operating forecasts and results. Chew reports to William Wicks, manager of Corporate Budgets & Measurements.

Chew joined Memorex in 1978 as manager of Budgets & Measurements for the former Recording Components division and most recently was manager of Corporate Staff Support. Prior to joining Memorex, he held a number of management and financial analysis positions with Ford Aerospace & Communications Corporation and Universal Diamond Industries.

Keefe new tax counsel

Richard A. Keefe has joined Memorex as tax counsel, assuming responsibility for providing tax planning support to the Corporate, Domestic and International staffs. He reports to Jack Silverberg, Corporate Tax manager.

Prior to joining Memorex, Keefe was with the law firms of Pettit and Martin in San Francisco and Dewey Ballantine in New York.

Keefe holds MBA and JD degrees from Columbia University and a LLM (Tax) degree from New York University Law School.

Bullington takes Flex Disc Finance post

Eldon M. Bullington has been appointed finance manager, Flexible Disc Media division of the Media Products Group. He reports to the division's vice president and general manager, Michael M. Rogers.

Bullington joined Memorex in September 1977 as an auditor in Internal Audit. In 1979 he transferred to the Disc Drive Division of the General Systems Group as senior financial manufacturing analyst and in March of 1980 was promoted to the position of manager, Budgets and Measurements, Disc Drive Division.

Aye heads Personnel Accounting

Peter C. Aye has been named manager, Personnel Accounting, and is responsible for managing the accounting and administration of all domestic and expatriate compensation reimbursements and employee benefits payments. The position reports directly to Robert Hastings, manager, Corporate Accounting Services.

Aye has 17 years of service at Memorex in various financial and general accounting positions, most recently serving as manager, Systems and Procedures, and acting manager, Labor Distribution in Corporate Accounting Services.

Standards for MEMOREXCELLENCE Awards set

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with the awards being announced at the Annual Memorex Management Meeting.

Any Memorex employee, or group of employees functioning as a business, program or project team are eligible for the MEMOREXCELLENCE awards except: members of the Corporate Operating Committee; divisional vice presidents and country managers; regional vice presidents of sales and customer engineering, and all direct reports to COC members.

As demonstrated by this year's awards, teams as well as individuals are eligible for awards. Further, it is possible for more than one award to be given in any one category. It is also feasible that no award be given in a category, as demonstrated this year when no award was made for MEMOREXCELLENCE in Quality.

Nominations for the annual awards may be made by any of the management team members who are ineligible for the awards themselves, and must be approved by a COC member.

Final recipients of the awards will be determined by the chief executive officer or his designee.

The following standards have been established for each of the awards:

EXCELLENCE IN QUALITY

- Tangible evidence of a dedicated and continuing effort to quality excellence
- Performance at or above established engineering and manufacturing standards

- Competitive quality superiority in the marketplace

EXCELLENCE IN COST REDUCTION OR PRODUCTIVITY IMPROVEMENT

- Dedication to the true spirit of cost reduction and productivity improvement on a continuing basis
- Tangible evidence of a quantifiable and significant cost reduction

EXCELLENCE IN TECHNICAL ACHIEVEMENT

- Tangible evidence of technical innovation in a product or process
- Tangible evidence of cost effectiveness
- Tangible evidence of excellence in design as measured by both cost effectiveness, quality superiority and commercial viability and acceptance

MEMOREX OUTSTANDING NEW PRODUCT OF THE YEAR

- Competitive superiority in Consumer benefit
- Meets highest standards of Memorex quality excellence
- Differentiated product at premium price
- Meets product division/group strategic profitability standards

A large plaque will decorate the lobby of Memorex world headquarters, Building 12, with the names of the annual winners. In addition, the group or division which earns each award will also get a plaque in its lobby.

MARCH ANNIVERSARIES

FIFTEEN YEARS

Masako Day, Computer Tape Division, Media Products Group

Marie Wright, Computer Tape Division, Media Products Group

Bea Burgos, Flexible Disc Media Division, Media Products Group

TEN YEARS

MEDIA PRODUCTS GROUP

COMPUTER TAPE

William Stark

RIGID MEDIA AND COMPONENTS

Joseph Holan
Herman Kohlstrunk

CONSUMER PRODUCTS

Berry Omohundro

STORAGE EQUIPMENT OPERATIONS

Robert Cant
Elbert Chukes
Robert Devincenzo
Andrew Leon
Glen Wyke

STORAGE SYSTEMS GROUP

Susan Jones
Thomas Maloney
John Moffatt
John O'Connell
John Sedgwick, Jr.
Thomas Speir
William Whitaker, Jr.

MEMOREX INTERNATIONAL

LIEGE

R. Beaulieu
J. Geets

U. K.

Roy Gasper

BRAZIL

Yassara R. Da Costa



Memorex Blood Drive coordinator Julie Shear, second from right, presents a plaque to Flexible Disc Media division employees for having the highest percentage participation in blood drives over the past six months. Pictured with Shear are, left to right, Mary Ann Towne, Day Production supervisor, Arnie Robinson, Customer Service manager, Jan Herr, Industrial Relations representative and Rick Stonich, Production manager.

Blood Drives double results at Memorex in Santa Clara

In 1979, Memorex employees in Santa Clara County donated a total of 550 pints of blood through the American Red Cross blood drives. Last year, they more than doubled that figure, giving a total of 1,293 pints in 1980.

The division with the highest percentage of participation during the last six months of the year was Flexible Disc Media, which had 16.2 percent of its employee population donate blood.

Top group in percentage of participation the first half of the year was the former Recording Components division with 11.7 percent participation.

A plaque has been established and awarded to the Flexible Disc Media

division for its effort. Every six months it will move to the division or group with the highest percentage of participation in the blood drives.

In the last half of 1981, the Corporate staff was right behind Flexible Disc Media with 15.5 percent participation, followed by Communications and the Consumer Products division.

Blood drives scheduled for the remaining first half of 1981 include: Rigid Media Components division (Northern operations), April 13; Flexible Disc Media division, June 19; Communications Group, June 29; and Corporate staff, June 1. Check with the coordinator for your area for the exact time and place.

WANTADS

MOTORCYCLE, 'Honda, GL 1000, Excel. condition; extras, less than 16K miles. \$2650. Call: (415)968-5780 after 5 PM.

ELECTRIC TYPEWRITER, Smith-Corona Super Sterling, elite type. 1 yr old, hardly used. \$130.00 (408)249-3312, evenings.

COMMUTE, Santa Cruz area to Memorex Drive—San Tomas/Central Expressway, need 1 or 2 in car pool, Jack (408)426-8159

KING-SIZE WATERBED, \$190.00, King-size Air Mattress, \$100.00 25" TV/Stereo entertainment center, Mediterranean style cabinet (TV needs repair), \$150.00. (408)268-2596

6' BOOKCASE, walnut laminate. New, unused. \$35.00 (415)249-3312 eves.

EXTRA LARGE DESK (36" x 60") with arm (19" x 40"). Three drawers, one for files. Steel and oak grain formica. Excellent condition. Make reasonable offer. (408)249-3312 evenings.

1980 VOLVO GL (Deluxe Model) 12,500 miles, Silver w/blue interior, \$11,500. Gary (415) 820-6980 evenings.

ESPANA GUITAR with case, very good condition, \$75.00 or best offer. (408)730-2169 evenings.

1966 MUSTANG, V8 Original, excellent condition, \$3500 or best offer, (408)996-2234 weekends only.

1979 SUNBIRD, AT, AC, OB, PS, sunroof, stereo, V6. Excellent condition. \$4100. (408)395-0504.