



Burroughs Corporation to acquire Memorex

Memorex's Board of Directors voted unanimously August 1 to accept an offer from Burroughs Corporation to acquire Memorex.

The agreement was disclosed jointly in the following release to the news media:

Mr. W. Michael Blumenthal, Chairman of the Board and Chief Executive Officer of Burroughs Corporation, and Mr. C. W. Spangle, Chairman of the Board and Chief Executive Officer of Memorex Corporation, today announced that their Boards have unanimously approved an agreement in principle under which Burroughs would acquire Memorex for \$14.50 per share of Memorex common stock. The acquisition would take the form of a cash merger of Memorex into a newly created, wholly-owned subsidiary of Burroughs.

The Agreement in principle is subject to a number of conditions, including a restructuring of Memorex's long-term debt on terms acceptable to Burroughs; the execution of a merger agreement containing customary representations and warranties and covenants and conditions; government filings; and a favorable vote of the stockholders of Memorex.

It is expected that the companies will commence promptly to resolve the conditions and look forward to a prompt completion of the transaction.

Commenting on the acquisition, Mr. Blumenthal stated Memorex will become a freestanding subsidiary of Burroughs. The offer to Memorex states the clear desire of Burroughs to retain key Memorex personnel.

Mr. Blumenthal said that the two companies will continue to serve their large user bases in memory products and other lines through their separate sales and service channels. Certain of the peripherals manufactured by Burroughs will be offered by Memorex to the OEM market.

He added that discussions between the firms over the past few months revealed that substantial economies and savings in time can be achieved as the firms join their efforts, particularly in the development of next generation high capacity memory devices. Considerable other near-in economies are likely through combined purchasing, consolidation of manufacturing facilities and in the combined cost of service and support of the expanded customer base. Both firms enjoy large markets overseas and considerable benefit should accrue as the operations there draw closely together.

He added that because peripherals and associated media—particularly disc memory devices—are among the highest growth areas in the computer industry—the merger should prove very rewarding to Burroughs in the coming years.

Mr. Blumenthal also noted the recent improvement in Memorex's operating results reported in its second quarter 1981 report and expressed the belief that still further improvements will be encouraged by the merger.

Mr. Spangle said the offer of Storage Technology Corporation to exchange .4 shares of STC stock for each share of Memorex stock was also considered but was not accepted.

Burroughs—A Profile

Burroughs Corporation, headquartered in Detroit, Michigan, is a major manufacturer of computer systems and peripherals. It is a 95-year-old company with 57,000 employees worldwide. In 1980, the company reported \$2.9 billion in revenue and net income of nearly \$82 million.

W. Michael Blumenthal is Burroughs' Chairman of the Board and Chief Executive Officer. Prior to coming to Burroughs in February of 1980, Blumenthal, 55, was the U.S. Secretary of the Treasury from 1977-79 and CEO and President of Bendix Corporation from 1972-77.

Burroughs' worldwide operations are conducted principally through ten operating groups under the coordination of a corporate executive office and staff. The company markets and supports their products through some 1,500 offices worldwide and operates 67 research, engineering and manufacturing centers in nine countries, plus nine software development centers in five countries.

Business Machines Group

The Business Machines Group of Burroughs markets systems and equipment and provides customer support services through four regions which direct the activities of more than 700 marketing and customer services offices and 36 customer support and training facilities.

International Group

The International Group markets systems and equipment and provides customer support services outside the United States through a network of some 600 offices operated by Burroughs companies and distributors. The Group also manufactures and markets business forms and supplies in overseas markets.

Office Products Group

Burroughs' Office Products Group designs, engineers, manufactures, and markets—through more than 100 offices in the United States—business forms, office supplies and document encoding, signing, and protecting equipment.

Office Systems Group

In January, 1981, the Office Systems Group was formed to develop, manufacture and market office automation products including graphics communication equipment and word processing systems. Marketing operations are conducted through some 150 offices worldwide, including distributors and agents.

Federal/Special Systems Group

The Federal and Special Systems Group markets systems and equipment and gives support services to the U.S. Government. It also designs and manufactures special-purpose systems and equipment and markets those products in the United States and overseas.

Computer Systems Group

The Computer Systems Group engineers and manufactures very large-scale, large-scale, medium-scale and small-scale computer systems.

Small Systems Group

The Small Systems Group designs and produces small and very small-scale computer systems, business minicomputers, and related work stations, document management systems, and data preparation equipment.

Terminal Systems Group

The Terminal Systems Group designs and manufactures terminal systems and products.

Components Group

The Components Group engineers and makes component products for use in Burroughs' systems and equipment.

Additional operations of Burroughs include corporate units with special responsibility. The OEM Division designs and produces electronic readout devices and data display subsystems, and markets those and other selected Burroughs products to original equipment manufacturers. The Program Products Division develops line-of-business application software for all standard products. The Micro Components Organization engineers and manufactures semiconductor products including integrated circuit logic and memory, and develops advanced microcircuitry for use in Burroughs products.



Sordello named to Corporate VP post

Frank Sordello has been appointed to the newly created position of corporate vice president, Technology, reporting to Memorex president and chief operating officer Charles Strauch.

In his new position, Sordello becomes a member of Memorex's Corporate Operating Committee.

Sordello joined Memorex in 1978 as manager of the company's Recording Technology Center. He was named vice president, recording technology, in February 1981.

Sordello has more than 20 years of experience in the development of digital recording technologies and in the engineering of disc storage products. He was with IBM for seven years, before leaving to help start ISS (later merged into Univac). He holds 37 U.S. patents in the areas of disc drive and magnetic recording technology.

In his new position, Sordello will be responsible for: corporate technology program reviews for all Memorex development, design and continuation engineering programs; assessment of all future and advanced products or processes which may be applicable to future research and development programs at Memorex; applied research and advanced development support to all operating divisions; assisting Memorex in research and development joint ventures or license arrangements; development of special scientific and engineering resources and skills at Memorex.

Sordello will continue to direct the RTC and the thin film pilot project. He will assume overall responsibility for all development engineering for Storage Equipment and Systems.

Memorex reports 2nd quarter results

Memorex has reported revenues of \$201.9 million for the second quarter of 1981 compared with \$185.7 million for the comparable period in 1980, and a net loss of \$24.3 million (\$3.35 per share) compared with a net loss of \$21.7 million (\$3.11 per share) for the same 1980 quarter.

Pre-tax losses for the quarters were \$21.6 million in 1981 and \$24.5 in 1980. The 1981 pretax loss included charges totaling \$15.1 million which were not principally attributable to normal operations. The 1980 second quarter included similar charges aggregating approximately \$15.5 million.

Excess manufacturing costs (primarily in production of storage equipment and consumer products), low revenues for OEM eight inch disc drives, high interest charges and the impact of the strengthening dollar in foreign markets also continued during the period and contributed to operating losses.

Operating cash flow (change in cash, net of change in debt) was positive for the third consecutive quarter. Operating cash flow for the 12-month period ended June 26 was a positive \$16.8 million.

Orders for end user equipment and media products were strong.

The 1981 pretax loss included charges and reserves totaling \$15.1 million which were not principally attributable to normal operations. These charges and reserves, most of which will not involve cash usage, included a charge of approximately \$10 million, primarily associated with a decision to deemphasize the company's low density eight-inch OEM disc drive program and concentrate on higher-

density versions of that product line. Also included in this amount is the planned phaseout of the model 601 and 612 14-inch disc drives.

C.W. Spangle, the company's Chairman and Chief Executive Officer, said, "The actions taken with respect to the \$15.1 million in writedowns and charges will relieve the company of some products and businesses which have been incurring losses for an extended period of time. We believe that we will be better off without them in the future."

Spangle added that, while Memorex was certainly disappointed with the sales of the low-capacity, eight-inch disc drives, that would "in no way deter us from our long-range objective of building a profitable OEM business for Memorex." He said Memorex has under consideration a number of new products utilizing its advanced technologies to support its emphasis on the high-capacity end of the market.

Spangle said that, despite recent losses, the company is in a strong cash position and he is optimistic about reaching agreement with the company's lenders on an acceptable basis. He said the company also continues to invest in programs important to providing its customers with constantly improved products and services. Research and development expenditures aggregated \$17.5 million in the first half of 1981, a rate equal to last year's. Spangle said that, while there was only modest improvement to normal operations during the quarter, he continued to expect improvement as the year progressed.



Kelly Hayes, foreground, Verlynn Arellanes and Angel Daniels answer calls coming into the Universal Dispatch and Data Collection Center from customers and Memorex Customer Engineers throughout the U.S. U.D.D.C. staff members stand by the phones 24-hours a day, seven days a week.

UDDC functions as a link between customers and CEs

Customer response is the name of the game at Memorex's Uniform Dispatch and Data Collection Center (UDDC), one of the most critical functions in providing a high level of support. The center services customers and CEs nationwide, day or night, seven days a week.

When a customer reaches for the telephone, dials the 800 number, and contacts a Memorex dispatcher, his problem is on its way to being solved. Receiving over 100,000 calls a month, the center dispatches CEs, relays messages, notifies management on request, and relays parts shipping information.

Started as a pilot project in 1976, the Dispatch Center was initially conceived as a central organization for taking customer calls, receiving Field Engineering incident reports, and dispatching field engineers. Since then, the operation has steadily expanded the scope of its activities.

A plan for automation, or computerization, of UDDC is currently being reviewed, and, if implemented, is expected to greatly enhance Memorex's goal of customer satisfaction and increased CE efficiency. The system will provide extensive data availability, now supplied by the incident report, maintenance billing, spare parts and numerous other sources.

The new dispatch system could save Memorex as much as \$720,000 annually. "Cost effectiveness is what we're after," says Art Cooper, manager, UDDC. "Reducing costs while increasing CE efficiency at the highest level of customer satisfaction is our highest priority."

The savings reflect an increase in CE labor efficiencies, reduced costs associated with incident reporting and billing

errors, and timely capture of billable revenue. Additional benefits that may be provided by the Dispatch System are: spare part location information, Engineering Level and Feature Level control, message handling far beyond present capabilities, and unique requirements such as special reporting for introduction of new products. Remote technical assistance may eventually be included in the System as well.

A dispatcher's job requires patience, resourcefulness, and follow-through. Says Mary Morales, supervisor, Customer Service, UDDC, "We all feel a personal responsibility toward both the customers who call in and toward our customer engineers. We don't like to keep them waiting."

Day shift dispatchers begin the day at 5 a.m., allowing a one-hour shift overlap with the grave shift. With head-sets in place and pens in hand, the dispatchers see the telephones light up like a Christmas tree with the morning rush of incoming calls, CE morning check-in calls, messages and parts information. The dispatcher somehow finds time to search through the previous night's calls in order to give a CE manager a quick run-down on what occurred in the territory the night before. The manager, now well-informed, is prepared to take action where necessary.

Each dispatcher is responsible for a certain geographic area each day, with the exception of the "rovers," who go from station to station, relieving others for their breaks and lunches. Through regular communication with the CEs and managers, excellent professional and personal rapport develops, leading to a remarkable amount of teamwork between field personnel and dispatcher. The dispatchers take pride in their areas of responsibility and feel a certain loyalty to their CEs, greeting them with a cheerful voice and a kind word. This can help brighten up the most hectic day for a CE.

"UDDC is an extremely dedicated group of people," says Hank Baylor, Headquarters Operations manager, Customer Engineering. "It's an invaluable resource." Baylor receives a record of every call made, by branch, stating the who, what, when, and the resolution. "With this information, we can catch a recurring problem before it has a chance to develop."

Even when the incoming calls slow down, a dispatcher's work load never does. This is the time for CE management to receive an update on service calls and night duty customer engineering (crucial for night and off-shifts), or to update the files on each city, which is a listing of each customer account, the primary CE, and his/her backup.

The swing and grave personnel, during slow hours of the evening, perform other necessary departmental functions such as tallying, grouping, twixing, and boxing of customer call cards, messages, and so on. Off-shift dispatchers are especially adept at handling unusual problems or situations when supervisors and managers are not as readily available for guidance or assistance.

Alternative transportation key to easing work commute

TRANSPORTATION NEWS hopes to keep Intercom readers informed of County Transit service and schedule changes, and other items of interest to commuters. The county-wide effort to promote ridesharing and commuting alternatives is starting to pay off, with increasing numbers of individuals asking for information on the subject.

Carpooling, vanpooling, or riding a bus or bicycle may not work for everyone; if they're working for you, or you are interested in exploring these commuting alternatives, we'd like to hear from you.

- Do you want to join a carpool, or are you forming one and need riders?
- Do you ride a bicycle to work and would like to see others do likewise? Would you like to see a change or addition to a county bikeway?
- If you ride a county transit bus, would you like to see extended or on-time service?
- Do you have an unusual or unique mode of transportation?

Computer Tape shows "Spirit"

Computer Tape Divisions's Spirit of '81 cost savings program continues to generate an enthusiastic response, with 360 suggestions submitted in the first half of the year. That is one suggestion for every two employees. Over 45 have been accepted and implemented. With suggestions coming in at the rate of about 21 per week, a total of \$14,000 has been paid out to employees so far this year, representing \$950,000 in projected savings. As of the end of June, the program is 75 percent ahead of its year-to-date goal.

The big money winners for May and June were: Jacquelyn Mazzucco, Production, for a suggestion that will save Memorex \$92,250; Ross Cruz, Production, who submitted an idea that is worth \$75,750 in cost savings; Jack Sanders, Plant Engineering, whose suggestion is worth \$68,000; and Rick Salazar, Production, for his suggestion that the notching of flex disc cores be discontinued, saving Memorex \$21,000.

Safety awards were earned by: Lena Salerno, Plant Engineering; Wayne Davis, Plant Engineering; Jerry Jaramillo, Manufacturing Engineering; and Andy Shustoff, Production.

Among the managers who turned in cost savings suggestions, but are ineligible for dollar awards, are: Otto Kralicek, a plant engineering manager, \$36,000; Bill Hiegel, Purchasing manager, \$20,000; Bob Burden, senior buyer, \$8,200; and Frank Herold, Production Control manager, \$2,000.

Storage Equipment engineers report cost reductions

Storage Equipment Engineering's cost reduction program reported ideas totaling \$3.6 million in annualized savings submitted in May, bringing the year-to-date total to \$18.3 million, or 40 percent of their \$49.5 million goal.

The month's big point co-winners were Robert Garcia and Rita Dunkle, Large Disc Drive Division head manufacturing, who implemented several process improvements in the ferrite manufacturing area, significantly improving slider yield and saving \$521,000. They were awarded 1224 prize points.

Roy Tsukida, LDDD Engineering, was responsible for a suggestion which increased HDA yield and lowered rework cost, saving \$455,000. Tony Sanchez, LDDD Purchasing, negotiated lower prices on ten parts, saving \$436,000.

These four and 44 other May winners were honored at a special luncheon June 23.

We would like to hear anything that might be beneficial or interesting to fellow commuters. Although we cannot promise to solve all your commuting problems, nor print all your suggestions or ideas, we will give it a try.

Address your comments, suggestions, or inquiries to Memorex Transportation coordinator, Julie Shear, at Ext. 7-2150.

- Starting in July, County Transit Service began improvements such as addition of peak-hour trips on existing express and regular buslines, improved on-time performance, and addition of new routes.
- Look for County Transit information racks in the various lobbies throughout Memorex. The racks will contain County Transit maps, bus schedules of lines accessing Memorex's locations, and brochures entitled, "Commuting Alternatives," "County Bikeways 1981," and "The Art of Riding the Bus."
- Response to our Transit Questionnaire was excellent! Your comments will help influence a more efficient and more responsive public transit system for Santa Clara County. You can make a difference!
- In subsequent columns, we will publish the results of the Transit Questionnaire, and discuss the most frequently mentioned employee concerns about commuting.

UK customer engineer comes to the rescue

If you have any doubts that Memorex people are a special breed, consider the ingenuity and resourcefulness of UK senior customer engineer Jim Cogger, responsible for Communications in the London area.

Access, a credit card company based in London's Southend, has a programmer named Sheila Acock who is blind. She works in a large computer installation which uses a good deal of Memorex equipment. Using a video display unit is a problem, but not an insurmountable one with the aid of a light pen attached to a Braille pad, so that the programmer 'reads' the screen. A problem remained, however, because certain characters which were too near the edge of the screen could not be picked up by the pen.

Cogger discussed the possibility of adapting the VDU with his friend Trevor Gammage, an engineer with an aerospace company. Together, they came up with a solution. In their spare time away from work, they removed the bezel from around the edge of the screen and calculated the size which was required to accommodate the light pen. This resulted in a reduction in print definition on the screen.

The two men milled down the bezel and reshaped it to size. A mold was made and then a very professional job was done in making a new bezel for the screen. Memorex management and Access were not aware of this after-work activity. Jim wanted to be sure that the idea would work. It did, and the modified terminal was delivered to its user in mid-March.

Communications announces new 25XX series

Memorex Communications Group announced the first in a new series of products aimed at providing 1270 Terminal Control Unit users access to X.25 public and private pack data networks (PDN).

The series is known as the 25XX series, and the first product introduced was the 2500 Intelligent Communications Processor which will allow the 1270 to be interfaced to the X.25 PDNs without changing the host access method software.

Access to X.25 networks enable the 1270 user to realize many Systems Network Architecture (SNA) benefits through value-added functions of the X.25 PDNs. These value added functions include application switching, optimized network routing, congestion control, transmission error control, flow control, procedural error recovery and network maintenance.

The first customer shipments of the 2500 Intelligent Communications Processor will be to France in the fourth quarter of 1981.

INTERCOM

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Human Resources takes a new name and emphasis

To highlight Memorex's increasing management focus on human relations, the name of the Industrial Relations function within Memorex has been changed to Human Resources.

In addition, the Corporate and Storage Equipment (formerly Storage Equipment Operations and Storage Systems Group) Human Resource functions have been combined under the leadership of Larry Chamberlin, Human Resources manager.

Human Resource personnel and functions reporting to Chamberlin are; Jim Pelkey, Corporate Compensation and Benefits; Rich Siltan, Human Resource Planning and Development; Tony Heptig, Storage Equipment Sales and Customer Engineering/Corporate Staff Human Resources; Kim Waide, RTC/Development Engineering/Finance/Planning and Program Development Human Resources; Chuck Recker, Manufacturing Operations Human Resources, and Robbie Broom, Storage Equipment Compensation and Benefits.

International displays wares

Memorex International participated in the European Software '81 Fair in Utrecht, Holland, in June. At the Fair, Memorex International representatives showcased its software products to more than 2500 visitors.

Eighty companies displayed their software products, including 20 from the United States. Those representing Memorex International in Utrecht were Joe Millington, MI Marketing director; Dick Sullivan, MI Software Support manager; Bastian Visser, Memorex Holland Software manager, and Peter Koch, Memorex Germany systems engineer.

Water program shows results

Memorex's water conservation efforts have kept the company's sewage discharge well under the base average of 192,000 gallons per day set by the San Jose/Santa Clara Sewage Treatment Plant (STP). The flow as measured in June was averaging only 130,000 gallons.

This conservation effort is particularly significant during the summer canning season (July-September), when the potential for problems at the STP increases. The capacity for treating the incoming flow of waste water at the STP is adequate during the rest of the year, but is pushed to its limit during the canning season, when the load to the plant quadruples. If the plant experiences operational problems, users of the system, both residential and industrial, can be affected by potential increases in sewer charges and bans on future sewer connections.

The City of Santa Clara has asked all residents to conserve water during the next few months to reduce the flow to the treatment plant. While water conservation will not reduce the organic waste load to the plant, it will allow more time to treat the incoming organic load through a reduced flow at the facility. Residents are urged to use the water conservation kits distributed by the County.

Greg Fischer, manager, Environment and Energy at Memorex, said: "It would be worthwhile and helpful if Memorex employees make an effort to reduce the flow from their homes to the plant by using these kits at their residence. The City's problem is really our problem, and we all need to help ensure that the treatment plant will be able to maintain compliance with their State Discharge Permit, through a water conservation effort."

If you need one of the conservation kits, contact Greg Fischer at 7-1138.

Prior to his recent appointment, Chamberlin was Industrial Relations manager for Memorex Storage Equipment operations. He joined Memorex in January 1978 as I.R. manager for the General Systems Group, coming to the company from International Rectifier of California, where he was personnel manager.

A Corporate Human Resources Council has been formed to deal with corporate-wide industrial relations issues and policies. Members include Chamberlin, Bob Fisch (Computer Media Group), Ken Murray (Communications Group) and Allan Cummings (Memorex International).

Rape prevention seminars draw strong response

With the cooperation of the San Jose Police Department and the Rape Crisis Center, Memorex recently sponsored two Rape Prevention seminars, both very well received and well attended by female employees.

Fifty percent of all rapes take place in daylight, and are committed at the women's residence. The motive is rarely sexual, according to Sgt. McClure, who describes it as a crime of hatred, dominance, and control. There is no profile of the typical rapist.

A film was shown courtesy of the Los Angeles Police Department. Ms. Read and Sgt. McClure recommended that women learn techniques of active resistance by studying self defense or martial arts. They emphasize, however, that a woman should never rely completely on one means of defense. "It's an attitude, a lifestyle we call defensive living that will help keep a woman safe," says Read.

Since the seminars were so well-received, others are currently being planned by both Communications and Media Groups. If you are interested in having a program in your building, and need more information, contact Cindy Fischer at 7-1679.

Program listens ...and responds

When an employee has a problem within the work environment, the traditional method of resolving it is through a series of discussions, beginning with his or her immediate supervisor. At Memorex, the INPUT/OUTPUT program provides an alternate solution when this normal means is not feasible or has not been successful.

INPUT/OUTPUT, "the program that listens and responds," is a means for employees to communicate their concerns, suggestions, ideas and complaints to upper management with their identity withheld.

Here is how the program works. The employee fills out an INPUT/OUTPUT form and sends it through intercompany mail to the INPUT/OUTPUT Coordinator, M/S 12-37. The Coordinator makes a determination as to the appropriate management that should respond to the inquiry. It is then sent with only a log number for reference to the senior manager in the appropriate area. The manager drafts a response to the inquiry and sends it back to the INPUT/OUTPUT Coordinator, who in turn sends the response to the employee who initiated the inquiry. The manager who drafted the response is never informed of the identity of the employee who wrote the question or suggestion.

Any critical or urgent issue representing a safety or security hazard should be brought to the attention of the appropriate parties without waiting for a response through INPUT/OUTPUT.

If INPUT/OUTPUT forms are not available in your area, contact your H.R. representative or write the INPUT/OUTPUT Coordinator at M/S 12-37.



McGlaughlin named VP sales & service

David B. McGlaughlin has been promoted to the new position of vice president, U.S. Equipment Sales and Service, responsible for end user sales and service operations throughout the U.S. for both communications and storage equipment products.

Previously, McGlaughlin was country manager for Memorex Canada. He joined Memorex in that capacity in 1980.

Prior to joining Memorex, he was national sales manager for Storage Technology of Canada Ltd. While with STC, he was named that company's International Sales Manager of the Year. McGlaughlin's career also includes 17 years with IBM and an earlier stint with Sylvania Electric Ltd., Canada.

In the newly restructured Storage Equipment business, McGlaughlin will report directly to Charles Strauch, Memorex president and chief operating officer. Richard McCraney, vice president, Sales, and Robert Berry, vice president, Customer Engineering, report to McGlaughlin.

Memorex runners place well in Corporate Cup

Thirty-one Memorex employees took part in the annual Corporate Cup Relays June 27 and 28 at Stanford University in Palo Alto, California, placing 19th in a field of 58 corporate running teams.

Memorex's best previous finish was 10th, but that was in a field of only 21 teams.

All races are relays except for a 5 kilometer road race for women, a 10 kilometer race for men, and a few track team races where the winning team is determined by the combined time or its first two finishers.

Two unique events in the competition are the President's relay, made up of individuals at the level of vice president or above, and the Executive relay, made up of individuals who are managers or above. In both these events, Memorex qualified for the regional finals.

The President's relay team of Rich McCraney (1 mile), Gary Land (1/2 mile) and Hal Krauter (1/4 mile) finished ninth with a time of 9:51.5. The Executive relay team, made up of Gary Weiss (2 mile), Rod MacKinlay (1 mile), Nick Ward (1/2 mile) and Steve Marks (1/4 mile), finished 11th with a time of 20:37.

Also qualifying for the regionals were the Master's (over 40) relay team of Carmen Ochoa (1/2 mile), Land and John English (1/4 mile) and Rod MacKinlay (1/2 mile) and the Master's 10 kilometer road race team of Mike Paradis and Dave Barker. The relay team finished 13th in 6:04.4 and the team of Paradis and Barker finished ninth in their event.

Anyone who is interested in participating in next year's Corporate Cup Relays, or in joining the Memorex running club, should get in touch with Brian Gardner, ext. 1478, M/S 00-21.

LIBRARY CORNER

SELECTED BOOKS

FLEXTIME, by S.D. Nollen
NATURE OF MANAGERIAL WORK, by H. Mintzberg
PERMANENT PART-TIME EMPLOYMENT, by S.D. Nollen
PHASELOCK TECHNIQUES, by F.M. Gardner
POLYMER MATERIALS: AN INTRODUCTION TO TECHNOLOGIST AND SCIENTIST, by C. Hall
QUALITY CONTROL AND RELIABILITY, by N.L. Enrick
STRATEGY AND POLICY: ANALYSIS, FORMULATION & IMPLEMENTATION, by D.L. Bates
THIRD WAVE, by A. Toffler

BOOKMOBILE

Santa Clara County Public Library has scheduled the Bookmobile to stop at Memorex every other Monday. It will be located between Buildings 10 and 12 at the San Tomas site, from 11:45 a.m. to 12:30 p.m.

QUESTION RECENTLY ANSWERED

Q. How is a social security number generated?
A. The first set of numbers is a geographic code. The second set of numbers signifies the approximate date on which the card was issued. The third set of numbers is a randomly generated number.

geographic code	date code	random number
570	55	0561

CALENDAR OF EVENTS

Several Memorex scientists presented papers at the **IEEE Magnetic Society Conference in Grenoble, France**. Watch the library bulletin boards for announcements regarding the presentation of these papers within Memorex....It is coming soon!

AMERICAN CHEMICAL SOCIETY

Division of Analytical Chemistry—New York, August 23-28, 1981. "Why Fourier Transforms Mass Spectrometry?", B.S. Freiser, Dept. Chemistry, Purdue U., West Lafayette, Ind. 47907 (317)494-8055

Division of Chemical Health & Safety—New York, August 23-28, 1981. "Safe Disposal of Laboratory Wastes—Chemical Regulation and Risk Assessment, General Topics", S.W. Shalaby.

Division of Colloid and Surface Chemistry—New York, August 23-28, 1981. "Surface Chemistry in Materials Science: The Metal/Polymer Interface." F.M. Fowkes, Dept. Chemistry, Lehigh U., Bethlehem, PA. 18015.

NEWSMAKERS

Crosen takes top Storage Equipment Finance post

Eric Crosen has been named Finance manager for Storage Equipment, reporting to Charles S. Strauch, Memorex's President and Chief Operating Officer.

Crosen was previously finance manager for Memorex Storage Equipment Operations. He joined Memorex in 1976 as manager of Financial Planning for the Consumer and Business Group.

Prior to joining Memorex, he was with Ford Motor Company in Dearborn, Michigan, where he held a series of financial management posts.

Promen to direct national OEM Storage Equipment sales

Richard R. Promen has joined Memorex as manager of National OEM Sales for Storage Equipment, reporting to Norm Petersen, vice president for OEM Storage Equipment.

Promen was Western Regional manager, OEM Peripheral Products, for Control Data Corporation from 1970 to 1979, and was with Sperry Univac for 10 years prior to that. Most recently, he was National OEM Sales Manager for C. Itoh Electronics in Los Angeles.

In his new position at Memorex, Promen is responsible for all U.S. OEM sales activities for Memorex storage equipment products.

Jenkins moves to Flexible Disc Media Division

Martin G. Jenkins has been named manager, Operations and Business Development, Flexible Disc Media Division. In this new position, Jenkins will be responsible for the strategic plans of the division. He reports to Mike Rogers, Flexible Disc Media vice president and general manager.

With Memorex for 15 years, Jenkins has held several positions, including: International field engineer; project manager, International Technical Centers; Quality Assurance manager, Tape and Disc Media; program manager, Flexible Disc Marketing; program manager, Computer Media OEM, and most recently, program manager, Geoseismic Tape.

Coccaro named new product manager for RMCD

Jim Coccaro has been appointed product manager, Rigid Media and Components Division. He reports to Ken Cruden, RMCD marketing manager, and assumes responsibility for all pricing strategy, terms and conditions for end user and distributor sales.

Coccaro has been with Memorex for the past five years. Prior to his current position, he was manager, Field Training and Marketing programs, and Region manager, Los Angeles. Before joining Memorex, he spent five years with 3M in Computer Media.

Porter takes key Corporate Telecommunications post

Tom Porter has been named manager, Corporate Telecommunications, assuming responsibility for the planning implementation and operation of all voice, message, PBX and facsimile services for all Memorex Santa Clara facilities.

He has broad computer hardware and software experience, and has been with Memorex for five years.

Porter reports to Bill Meyer, manager, Telecommunications and Information Systems Planning.

Remy heads Flexible Disc Media Business Planning

Walter Remy has been appointed manager, Business Planning, Flexible Disc Media Division. He is responsible for the preparation of the division's strategic and annual plans, coordinating the information gathering and evaluation process of each functional area. In addition, he will play an integral role in the expansion analysis and plans of the division. The position reports to the manager of Operations and Business Development, Martin Jenkins.

Remy joined Memorex in May 1980 as Product Sales Support manager, Computer Tape Division. He has several years planning and international business experience with BASF in Canada and Raychem Corporation in Menlo Park.

Tape names Miller to Business Planning mgr. post

Gerry Miller has been named manager, Business Planning, for the Computer Tape division of the Media Products Group. He reports to Fred Koehler, Computer Tape vice president and general manager.

Miller joined Memorex originally in 1963 as Sales Planning and Promotion manager. After leaving Memorex to form a new company, he returned in 1977 as Marketing Planning manager and then Marketing manager for the Computer Tape division.

In his new position he will prepare and coordinate the division's strategies and long-range planning.

Butler appointed to new post in MPG finance

James Butler has been named manager, Credit and Collections, Media Products Group. He assumes responsibility for all credit and collection activities within the Media Products Group, with the exception of the Consumer Products Division. These responsibilities include account analysis and the establishment of appropriate lines of credit as well as the administration of the collection activity for delinquent accounts.

He reports directly to the Group Finance manager, J.L. Duckworth.

Butler joined Memorex in January 1980 as the Area Credit manager, Central Area.

Skelton promoted to Marketing manager at Tape

Mike Skelton has been promoted to Marketing manager of the Computer Tape division of the Media Products Group, reporting to division vice president and general manager Fred Koehler.

Formerly product manager for Computer Tape, Skelton joined Memorex in 1975 as a video tape salesman. Besides the Consumer and Computer Tape divisions, Skelton has also worked in the Rigid Media and Components division of Media Products.

Prior to joining Memorex, he was with Chrysler Motors for six years.

JUNE AND JULY ANNIVERSARIES FIFTEEN-YEAR

MEDIA PRODUCTS GROUP

COMPUTER TAPE

Marion McBride
Edith Wydra
Robert O'Brien
Joseph Nussbaum
Gaetano Marino

RIGID MEDIA AND COMPONENTS

Gary Meredith

FLEXIBLE DISC DIVISION

Bessie Nicosia

CONSUMER PRODUCTS

Gene Lim
Andrew Di Maria

STORAGE EQUIPMENT

Kazuko Cochrah
Mary Plunkett

CORPORATE

Elizabeth Crum

MEMOREX INTERNATIONAL UNITED KINGDOM

Dennis Morley
Tony Mitchell
Mandy Thomas

SWEDEN

Jan Lindh
Kurt Carlson

NORWAY

Robert Bryn-Jensen

TEN-YEAR

MEDIA PRODUCTS

COMPUTER TAPE

Angel Jaramillo
Gerald Miller
Joseph Berg
Mary Jane Johnson

PRECISION PLASTICS

Beverly Quiring
Clifford Murphy
J.B. Hoover

COMMUNICATIONS

Richard Larsen

STORAGE EQUIPMENT

Steve McGill
Curtis Preston
Jay Bailey
Dennis Moynahan
Thomas Idleman
Mary Plunkett
Mark Judus
Stanley Gang
Donald Gilomario
Rita Dunkle

EAU CLAIRE

Jeff Hadrath

MEMOREX INTERNATIONAL ITALY

Gianpaolo Guardini
Umberto Magro

FRANCE

Assimopoulos Constant
Guy Froidefond
Jean Rakotozafy
Michel Coupas

LIEGE

Guy Derouane
Chantel Loiseau
Pol Viatour

AUSTRALIA

Archie Croll
Roy Yates



Just like proud new parents, the members of the Memorex team most responsible for the 3676 Storage Control Unit gather behind the first unit to be shipped to a customer. The unit was shipped to a Canadian customer in mid-June, well ahead of the scheduled first customer ship date. The 3676 complements the enhanced performance capabilities of the 3652 Disc Storage Subsystem.

WANTADS

1978 280Z DATSUN, Excellent condition. New clutch, am/fm stereo, 52K miles, gold w/ beige and black interior. \$6,800. (415)965-3153 eves.

1977 LEVITT MOBILE HOME, 24' x 64', 1536 sq ft. Two bedroom, two bath, cathedral beam ceilings throughout, immaculate condition. Winchester Ranch park. (408)248-6059.

WANTED: PIANO, working and in good condition. (408)259-3201.

WATERBED, Queen size, with headboard, pedestal & padded rails. Lap seam mattress with liner, 6 mos. old. \$100. (408)287-3879.

ROOMMATES wanted to share 4 br 2 ba house in San Jose. Nice house & yard. \$275 & 1/3 utilities. (408)287-3879 eves.

SHARE 3 BEDROOM/2 BATH HOUSE in Santa Clara with 25 year old male. \$350 per month. Call Rick evenings 246-5807.

1/2 TON SHORT BED VAN 1978, autotrans, power steering, cruise control, partially converted for \$5,000 ask for Debi, 267-1387.

BEDROOM SET, colonial style, includes: bunk bed, record cabinet, corner desk, dresser and double dresser w/mirror. \$300 or best offer. (408)377-1113 after 5 p.m.

9-FOOT COUCH, light green, yellow and gold on beige background. Good condition, \$75.00. (408)866-4743 after 6 p.m.

WATERBED—Queen size, hutch headboard, 8 drawer, 2 cupboard pedestal. Solid pine construction originally \$1,000, heater included. \$595.00 (408)866-4743

1970 MUSTANG, excellent condition, 6 cylinder, new brakes/shocks/tires/paint. 16,000 miles on engine. \$3500. (408)947-0743 after 5:00 p.m.

ROOM FOR RENT, Fruitdale/Bascom area. Large 4-plex unit. Responsible, neat, male or female. \$200.00 a month. Brett (408)947-0743.