

# INTERCOM

## MEMOREX

A newspaper for Memorex people everywhere



Volume 19 Number 8 September 1981



"Perfect 10" coach Ollie Ragland tries to fire-up his team which has just lost the first game in best-of-three championship playoff series in MAG's employee softball league. Whatever he said must have helped. "Perfect 10" came back to take the next two games and first place.

## CTD, 'Perfect 10' win MAG softball crowns

"Perfect 10" missed by one, but still walked away a winner, while CTD (Computer Tape Division) came out on top in the recent MAG women's and men's softball championships.

In the women's division, "Perfect 10," 9-1, lost its perfect season to the Shamrocks in the first game of the best-of-three series, but came back to win the next two and the championship.

"Perfect 10," representing Communications Group, was led by Vali Cooper, affectionately called "Rudy." Cooper had 13 RBIs in the series, 9 in the deciding game, which was tied until the sixth inning when she hit a grand slam home-run. Final score was 20-16.

In men's competition, CTD earned the title over "Chuck's" in straight games, 5-3 and 9-3.

CTD came from behind in the first game when Joe Meyers hit a sixth inning three-run homerun. The game ended with a spectacular play at the plate. CTD catcher, Gwain Kelly took a perfect throw from left fielder Mark Staggs and tagged "Chuck's" Raul Guajardo for the final out.

The second game was tied, 1-1, going into the sixth, then CTD's bats caught fire for 7 runs.

"Overall, it was a great season," announced Dennis Jacobson, MAG sports commissioner. There were 12 teams in the men's division and 5 women's teams. Nearly 250 employees participated.

Plans are currently underway for the start of MAG's football league. Play begins September 12.

Memorex will enter two teams in the Sunnyvale City Basketball League this year. The "B" division team won the division championships last year with a 22-2 record. Memorex will also sponsor a "C" team. League play is scheduled to start in early October.

## Credit Union offers tax-free Certificates

The tax-free All-Savers Certificates that have been dominating financial headlines of late are going to be offered Memorex employees through the Memorex Employees' Federal Credit Union.

Effective October 1, 1981, the Credit Union will offer these tax-exempt savings certificates issued for a period of one year (with a minimum deposit of \$500) at a rate based on 70 percent of the most recent 52-week Treasury Bill Auction Rate.

The current rate of 12.61 percent will be paid for those accounts taken out October 1. October 2, however, is the date that the new Treasury Bill Auction Rate will be issued, and the All-Savers Certificate rate will also change at that time. The rate will be adjusted every four weeks, depending on the most recent 52-week Treasury Bill Auction Rate.

Through this federally insured account, dividends up to \$1000 per individual or \$2000 per joint return are excluded from your Federal taxes. There are no brokerage fees, all of the interest going into your account.

These tax-free All-Savers Certificates will be offered for a limited time only. Call the Memorex Employees' Federal Credit Union at 987-1122, or see the Credit Union representative in your facility if you are outside Santa Clara County.

## Social Security

Many Memorex employees recently sent a postcard to the Social Security Administration to obtain a report of earnings to date. Upon receipt of the returned statement, employees found that Social Security showed zero earnings for 1978.

The problem has been traced to Bank of America, which processes the Memorex payroll. Bank of America reported the 1978 earnings to the Social Security Administration but the earnings were not processed because the bank failed to use the revised magnetic tape format prescribed by Social Security.

Bank of America is currently working with the Social Security Administration to resolve the problem before the end of the year.

Personnel Accounting will monitor progress and report when the 1978 postings have been completed.

## Memorex Libraries keep pace

Keeping pace with the information boom is an increasing challenge to the serious-minded employee and the business community at large. Memorex is meeting that challenge in its typically resourceful way with the help of the Technical Information Center (T.I.C.). Composed of the two Memorex libraries (Engineering & Business in Building 14, and Chemistry & Physics at 1200 Memorex Drive), the T.I.C. has awesome information retrieval capabilities, utilizing a computerized literature search in every conceivable discipline.

Today the two branches have about 6000 books and 350 periodical subscriptions between them, pleasant reading areas decorated with plants and pictures, and the kind of customized reference service few public libraries can afford. Building 14's Engineering & Business library emphasizes materials on computer technology and equipment and business management. The Chemistry & Physics branch, on the second floor of the Tape Plant, concentrates on chemistry and physics. Books float between the two collections, however, and there are duplicate card catalogs.

Library services include computerized literature searching, utilizing DIALOG, an automated information retrieval system consisting of over 100 data bases including coverage of science and technology, patents, chemistry, history, medicine, law, music, art, finance and business.

In addition, the Memorex Technical Information Center is a member of RLIN (Research Libraries Information Network) based at Stanford. This system allows Memorex to locate books at Stanford, Columbia University, U.C. Berkeley, Yale and more than 200 other libraries.

The T.I.C. can communicate with more than 500 other libraries throughout the United States, using electronic mail to borrow articles, books and other materials.

Although the libraries were initially established to serve the engineering staff, all employees are invited to use them. In addition to technical and business works, there are a number of general-purpose references, such as almanacs and atlases, an unabridged dictionary, the Dun & Bradstreet Directory, annual reports from about 300 data processing

Continued on page 4



Elisabeth Herzfeld, research and development chemist for Consumer Products, proudly shows off her 20-year pin, the first such pin ever awarded by Memorex. Looking on are John Humphreys, vice president and general manager of Consumer Products Division, and Mike Martin, manager of magnetic and electrical instrumentation.

## Herzfeld celebrates 20 years

Elisabeth Herzfeld shies away from publicity. However when you're the first person in your company to celebrate 20 years of service; that's something to crow about.

The German-born chemist was the 12th person hired when Memorex opened its doors in 1961.

Herzfeld came to Memorex from Ampex, where she had worked with Laurence Spitters, Memorex's first president, and several other members of the initial Memorex team.

Throughout her 20-year career, Herzfeld has worked on research and development. She doesn't like to talk about her work, but probably knows more about the chemistry of Memorex tape products than anyone else. Her current project involves particle modification. "By modifying particles with cobalt and other transition ions, we will be able to drive

high performance magnetic recording media products with low performance recording materials," explains Mohammed Siddiq, a chemist who works with Herzfeld.

"Modified particles will be used in high density digital and analog recording. An initial practical application will be in high bias audio and home video tapes for digital recording," explains Siddiq.

When Herzfeld marked her 15th anniversary with Memorex, one colleague claimed, "whenever somebody has a problem with something chemically, he goes to Liz. She knows her stuff. She usually has the answer."

Herzfeld received her scientific education at the University of Gottingen in Germany. She immigrated to Canada in 1951 and came to the U.S. in 1959. Two years later she began her career at Memorex.

# TRANSPORTATION NEWS

More than 1500 employees turned out for the first Memorex transportation fair held in July.

The fair was part of a countywide campaign to promote commuter awareness and alternatives. Visitors were treated to displays of various modes of transportation, from an electric car and bicycles to buses and a hot air balloon.

Synertek, Lockheed, Rolm Corporation, County Transit and RIDES for Bay Area Commuters sent representatives to assist in the day's activities.

Employees could purchase a hot dog and a drink for 50 cents and were requested to fill out a "commuter alternatives form." More than 300 employees responded and became eligible for a prize drawing.

Top prize in the drawing, a 10-speed bicycle, was won by Gregory Fischer. George Lucero walked (ran?) off with a new pair of jogging shoes, while Ruth Rease won a skateboard. Caroline Borges skated away with, yes, a pair of roller skates and Trudy Tores won a little red wagon.

The Memorex Fair brought in the most completed commuter alternatives forms for a one-day event in the history of RIDES. As a result, Memorex now has 10 approved vanpool drivers looking for riders.

Following is a list of where the vans are located:

City	Contact	Phone	Hours
Fremont	Gajendra Mishra	987-1423	Flex-Time
Gilroy	Kenneth Dobbs	987-1547	3 a.m.-12 p.m.
Milpitas*	James Ritari	987-3244	8 a.m.-5 p.m.
Saratoga	Thomas Morgan	987-1909	8 a.m.-5 p.m.
San Jose (Cambrian)	Freeman Branch	987-2050	8 a.m.-5 p.m.
San Jose (7-Trees)	Elizabeth Danek	987-3575	8 a.m.-5 p.m.
Dublin	Ted Vomacka	987-1070	8 a.m.-5 p.m.
San Jose (Cambrian)	Don Ellington	987-0640	8 a.m.-5 p.m.
San Jose (Santa Teresa)	Thaddesu Olszewski	987-2393	8 a.m.-5 p.m.
Sunnyvale*	James Donica	987-3086	7 a.m.-4 p.m.

\*May be too short a distance for a vanpool—could form a carpool instead.

If you're tired of fighting the daily commute traffic alone, sign up for Memorex's Conscientious Commuter Carpool program.

Employees interested in carpooling should go to either of the Santa Clara facility's two cafeterias. There you will find a mounted board displaying a large map and a file box with tabbed dividers and data forms.

After identifying home coordinates from the map, you should complete and file form. Look to see who else has filed forms with the same coordinates and then contact those persons.

For more information, contact Julie Shear, Memorex transportation coordinator, 987-2150.

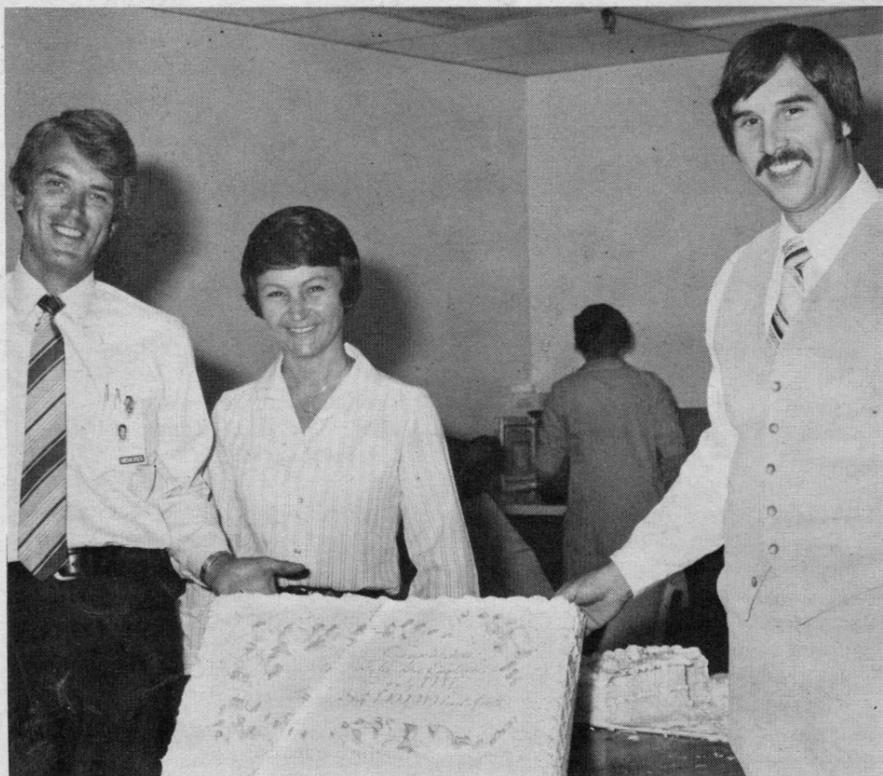
October 5-9 has been designated "Operation Rideshare Week" by Cal-trans for the nine Bay Area counties.

In conjunction with this one-week campaign, commuters will benefit from some schedule improvements to begin in October. For example, county transit will add new and improved express and local bus service.

In an effort to reduce congestion of Highway 237, a number of park-and-ride lots are being established in the Fremont and Milpitas areas so commuters can catch a bus or meet carpools.

For Memorex employee convenience, county bus passes will be on sale in the employee store on Thursdays from 11:30-4 p.m. Those passes on sale include:

Blue Key monthly - \$17	Monthly Express Pass - \$34
22-Ride Punch Pass - \$10	10-Ride Youth/Senior Punch Pass - \$2.50
40-Ride Punch Pass - \$36	



Flexible Disc Media Division proved you can eat your cake and have it too. For the first time the division's Santa Clara facility produced one million units in one month, and at the same time maintained a high quality level of 97 percent. Helping to celebrate are, Mike Rogers, vice president and division general manager; Ann Bassford, Quality Assurance manager; and Richard Stonich, Production manager.



Artist Glenn Bender sets up a few of his paintings that will be on display at the Santa Clara Art Fair, Sept. 12 and 13. Bender is president of the Santa Clara Art Association and designed the cover for this year's fair program.

## Programmer active in art community

Avocations ardently pursued in our teens are often put aside as other, more practical matters take center stage. As we polish our work skills and gain experience in the working world, we often lose the thread of creative activities which once were important to us.

Glenn Bender, former manager of software, SSG, and currently acting as chief programmer for the group, had let his lifelong interest in painting lag now and again, but today, his involvement is stronger than ever. Since 1977, when he decided to renew and expand his skills by attending a class in oil painting technique, he has been exhibiting and selling his paintings regularly.

"It's one of the most involving things you can do," he says. It helps me to exercise the part of me that computer programming doesn't."

Bender has plenty of competition right at home, with both wife Judy and son Eric engaging in painting as well.

He is president of the Santa Clara Art Association, and is involved in the city's Art Fair, held each September. The fair helps to feed a building fund for the Triton Museum in Santa Clara. Bender has had his paintings shown at the Triton each spring, along with other members of the Art Association. He holds a number of certificates from the SCAA and the Society of Western Artists, and his paintings hang in the offices of several government agencies in San Francisco's Civic Center complex.

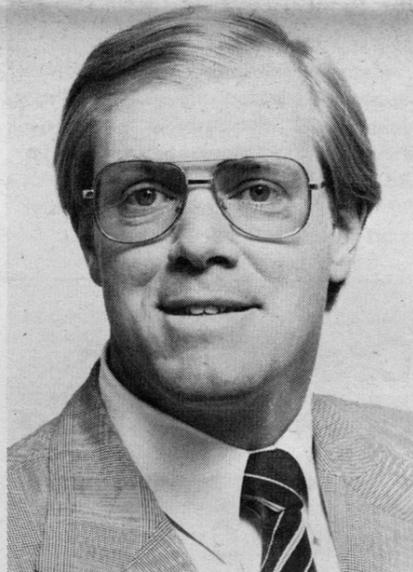
His next showing will be at the Rosicrucian Museum in San Jose, beginning October 21. There will be a reception on Sunday, October 25 at the Museum.

Bender teaches painting at local workshops. "You learn by combining what you have been taught with what you discover or create by yourself," he claims. "It isn't at all satisfying to reproduce something that someone else has done."

"A good picture should be more than a good picture. In the same way that a poem fails if it does not evoke a feeling in the listener, a painting must generate a response in the viewer as well," Bender says. "Six different people may relate to a picture in six different ways, but the relationship must be there, or the picture fails."

Bender frequently goes back to a picture he has done months ago, and changes it in some way. The paintings tend, in this way, to reflect his most current perceptions as an artist, and as a person. "Most of us are continually changing. I have changed a great deal over the years, from a strong-minded and overly disciplined person to one who is much more laid back," he says.

A native of Houston, Texas, Bender has been with Memorex for nine years.



## Von Drehle named Group Marketing VP

Clarence J. (Von) Von Drehle was recently appointed vice president of marketing for the Communications Group, reporting to Paul Klein, Communications Group president.

The new vice president is responsible for the worldwide marketing activities of all Communications Group products. Functions reporting directly to this position include product marketing, customer service, headquarters customer engineering support, technical publications and customer education, systems engineering and marketing services.

Von Drehle comes to the Memorex Communications Group from Xerox Corporation where he held various marketing management positions and most recently was responsible for market expansion of the Information Systems Divisions. Previously, Von Drehle held various sales and marketing positions at Exxon Enterprises (QWIP Systems) and IBM's Office Products Divisions.

Von Drehle is a graduate of the University of Maryland where he earned both a bachelors degree in business administration and an MBA.

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# MEMOREX

## GSA SPECIAL UPDATE

### Memorex celebrates GSA contract anniversary

In August, Memorex completed its first 18 months under the United States Government's General Service Administration mandatory requirements contract to supply and service IBM plug-compatible subsystems to federal government agencies.

The lucrative GSA contract was the result of a long and highly competitive battle waged by Memorex's Federal Region (now called the Federal Branch of the Southern Area) with strong support from Santa Clara. It took three arduous years before Memorex was awarded one of the most sought after pieces of business in the computer industry. The contract was estimated to be worth \$15-\$30 million.

The story begins in the Fall of 1977, when the GSA released the initial specifications for high performance IBM-compatible disc equipment. The GSA had formed a committee of technical experts from 13 agencies to develop hardware and service specifications which would provide the government agencies with cost effective, reliable disc equipment, thereby saving taxpayer money and increasing systems performance.

After the GSA committee reviewed industry standards and capabilities, they wrote an incredibly stringent contract which called for 99 percent performance reliability on a subsystem basis. (A subsystem consists of a storage control unit, disc control unit, and up to eight disc drives.) This represented a substantial improvement over the 95 percent reliability per unit specified by the then-existing mandatory contract held by IteI Corporation.

#### Precedent Setting Reliability

The stage had been set for a high performance contract in 1975. The Department of Justice issued a request for proposals at that time which called for a 98.6 percent reliability standard on a subsystem basis. Memorex won that contract and performed successfully under those new and rigid specifications.

The GSA committee used the Department of Justice experience and expanded it. The resulting specifications stressed subsystems availability and vendor service support.

#### Stringent Test Measurements

Equipment performance is measured prior to turnover to the agency through an optional 10-hour test which will tolerate no more than one failure during the test.

It is measured again over a period of 30 days, during which time the subsystem must perform at either 98 percent availability or 95 percent availability, depending upon the agency's performance requirements. At 98 percent availability, the subsystem can experience no more than 15 hours of downtime in 720 hours of operation (30 days at 24 hours each day). At 95 percent, the test requires the system to have no more than 36 hours of downtime. Should the subsystem fail, the agency may, at its option, request a new subsystem and start all over, or it may terminate the order and install competitive equipment and assess Memorex liquidation damages.

The third measurement is the most stringent and is conducted on a monthly basis throughout the life of the contract. It requires a performance of 99.6 percent availability under the high performance option and 96.8 percent under the lower performance option. This test encompasses equipment installed at the subject site. The penalties for nonperformance include termination, loss to competitive equipment and exposure to "liquidated damages"—the difference between the cost of the Memorex equipment and the cost of newly installed competitive equipment.



The new home of the Memorex Federal Region in McLean, Virginia.



Receptionist, Sheila Hunt, at the front desk.



In the Federal Region, left to right: Victor Gamaly, Bill Luther, Dave Miles, Paul Domorski, Maryann Varzo, Elise Snight, Bill Koenig, Bill Clark, Roberta Terkowitz, and Reggie Widgeon.

#### Memorex Wins On All Counts

The GSA solicitation had eight separate categories of procurement and bidders could bid on one or all of the categories. Four of the categories were high performance and four were low performance.

Memorex compiled massive amounts of technical information and spent many hours determining pricing, support, and win strategies for each of the eight categories. The formal bid filled five 3-inch looseleaf notebooks and took six months to complete.

The bid was submitted to the government in June 1978, but, almost immediately after the deadline, IteI brought suit against the GSA and a temporary restraining order went into effect. This action stymied the government's bid evaluation for more than a year.

In August 1979, the GSA requested best and final offers. Upon submission of those bids, the GSA was served with another temporary restraining order, this one initiated by Storage Technology Corporation. Finally, after a ruling by the courts in January 1980, bids were evaluated.

On Friday, February 22, 1980, the GSA announced that Memorex had won all eight categories. The contract was for three years, with two one-year, optional extensions.

#### Teamwork Does It!

Among the many people involved in this order were Leo Miller, who spearheaded the overall strategy; David Miles and Deborah Leatherman, assigned to assist Miller; Curtis McCrary, regional manager for customer engineering; Bill Luther and Maria Glenn, customer services; and Elise Snight, contract coordinator. In Santa Clara, another whole technical and financial team supported the bid preparation, which involved even then-President Robert Wilson.

It was Bill Koenig, vice president, Southern Area, however, who prodded, coordinated and led the long effort. Every page of that huge and complex bid had to be reviewed and authorized by Koenig. Long and complicated as the process was, Koenig and his staff were always committed to an attitude of cooperation with the GSA. "Our strategy was to be above-board and build a good customer

relationship," he said, "We worked with many GSA people and established a good relationship."

#### Backlog Provides Pressure

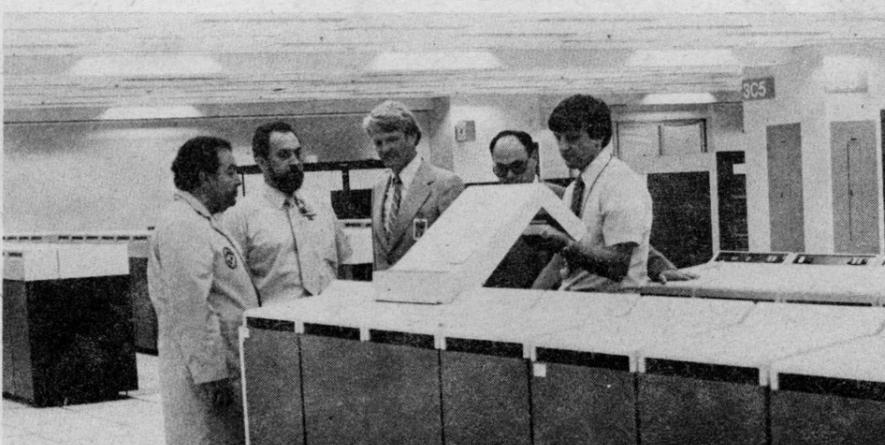
The first orders for equipment came almost immediately after the GSA had awarded Memorex the contract. This put an incredible amount of pressure on the Federal Region to meet delivery deadlines while achieving and maintaining the contract's high performance standards.

Curtis McCrary, in charge of customer engineers for the federal office, put together a team of some 60 engineers who sometimes worked around the clock to be sure the equipment was correctly installed and operating smoothly.

The Eastern Distribution Center, under Jim McGovern, established testing procedures in Philadelphia to assure maximum performance at the time of delivery. This, in turn, would allow the equipment to undergo government testing, and Memorex to invoice the agency, in the shortest possible time.

The first installation took place in April 1980. It was two strings of 3675s to the Department of Agriculture in Washington, D.C. That equipment was delivered, tested (the 30-day test) and accepted by the Department within 60 days after the order was placed.

Currently, Memorex disc drives service approximately 70 percent of the federal government's IBM data processing installations. More than 1,400 drives have been installed since the contract was awarded. Among the agencies using Memorex equipment are the Departments of Agriculture, Energy, Health and Human Service, Air Force, Navy, Marines, Army, Transportation, Commerce, and Justice; the Veterans Administration, Social Security, Environmental Protection Agency, the Federal Reserve, and the Tennessee Valley Authority.



Nestor Lujan; Joe Tarr, Social Security; Ralph Morrison; Walt Gorenflo; and Bob Conner at the Social Security Administration.



Reggie Widgeon of Memorex and Dave Banhol of the Defense Logistics Agency.



Ralph Morrison and Dick King at the Civil Aeronautics Data Processing Center in Washington, D. C.

# Memorex equipment helps government run smoothly

Did you ever wonder how weather information is exchanged throughout the country and the world? How the FBI obtains instant information during an investigation? How the military manages to efficiently coordinate all services and supplies worldwide? How the Social Security Administration processes millions of checks and personal data daily? Or how the Civil Aeronautics Board keeps track of all the airplanes and associated information it is responsible for?

In all of these, Memorex plays a major role in establishing, maintaining and disseminating information for the Federal Government. Because Memorex was awarded the Government Service Administration's mandatory contract for disc drives used by executive government agencies, the corporation's information storage equipment is an integral part of the government's data storage and retrieval system throughout the country.

## Planning Ensures Success

The Defense Logistics Agency (DLA) is a good example of the government's need to effectively handle massive amounts of information. The DLA is part of the Department of Defense and is responsible for contracting and supply support, contract administration, and logistics services for all military operations and facilities. This includes ordering and keeping an inventory of petroleum, foodstuffs, construction equipment, clothing, and electronics. The DLA is the largest total user of Memorex drives under the GSA contract and has 11 data processing sites around the country.

The DLA was one of the first agencies to provide Memorex with a purchase order after the contract was awarded. Because of the two-year delay caused by the court cases, a huge backlog of orders had developed and the agency was authorized to solve the problem by working with Memorex. The first installation occurred in May, 1980, in Philadelphia.

Because of the agency's need for equipment, preinstallation planning was essential to avoid downtime. Customer engineers from Memorex worked closely with the agency's staff in planning. Reggie Widgeon's prior background in technical assignments with Memorex was of immense help to the DLA.

Because of the cooperative effort and Memorex's technical assistance and planning, initial installation of the equipment was extremely successful.

Today, most of the DLA's Memorex disc drives are located in Philadelphia. The agency now has over 440 Memorex disc drives at its locations, with the most recent installation at DLA's facility in Tracy, California.

## Marines Move In Fast

At the Marine Corps, Memorex also has a large number of equipment. A

spokesperson for the Corps said "The new GSA contract made it faster and easier for us to obtain high performance equipment. It really speeds things up." The contract also saves administrative overhead, the spokesperson commented, pointing out that the bidding exercise required under the former contract cost \$12-15,000 each time. Memorex will begin additional deliveries to the Corps late in September and continuing through 1982 to Quantico, Virginia; Kansas City; Albany, Georgia; and Camp Pendleton, California.

## Social Security Needs Extensive

The Social Security System has its data center in a beautiful new building in the suburbs of Baltimore, Maryland. The agency uses a new automated delivery system with computer-controlled carts to move their tape inventory around the facility.

Over 150 people are employed by the agency to schedule all the required computer jobs. Because of the huge amount of information necessary, a master file at Social Security can have more than 600 reels of tape! In one six-month period in 1980, the agency installed 19 strings in

one program alone. And because it was vital to maintain up-time, the installation was done on weekends. Memorex is now in the process of installing 12 strings of 3650 drives in Social Security's facility.

## Department of Justice Plays Important Role

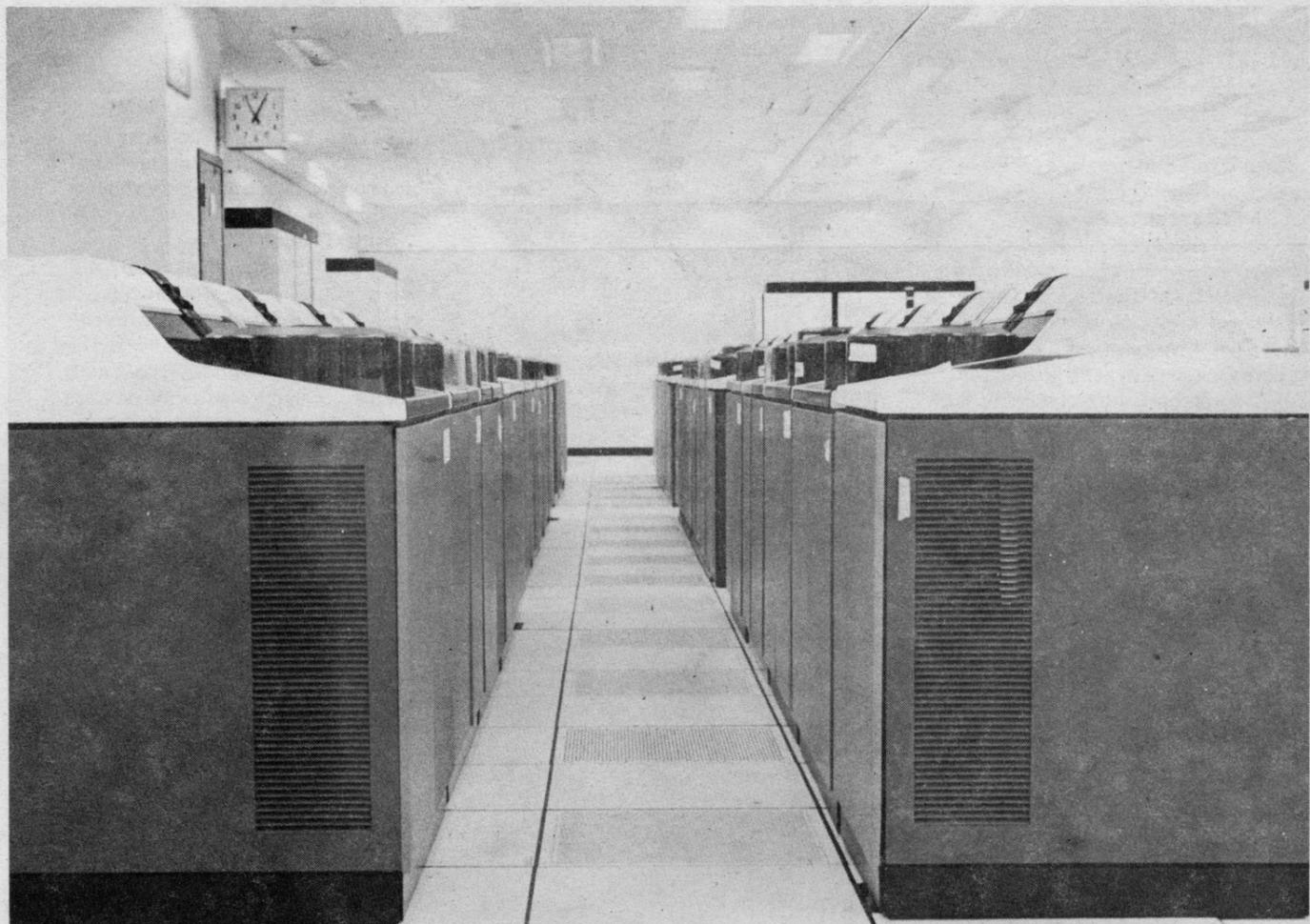
Bruce Burroughs, now at the Department of Justice, was a member of the original committee established by the GSA to write the new mandatory contract.

He said the goal of the committee was to save taxpayers' money and increase government efficiency by improving the performance of disc drives. He has expressed his overall pleasure with Memorex's equipment and service. "It seems to have worked," he said.

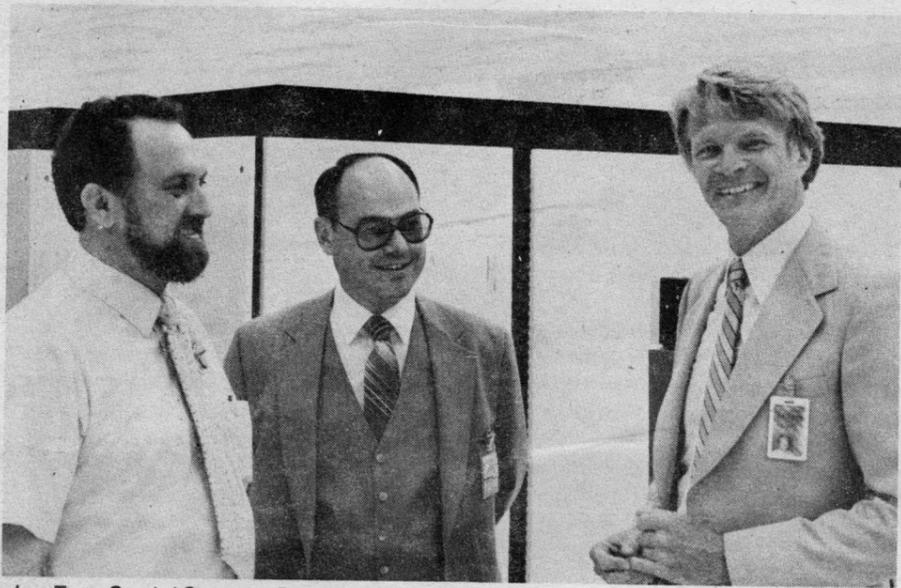
At the Justice Department, it is critical that systems remain operative consistently. If a criminal investigation is underway, for example, information must often be retrieved instantaneously if the investigation is to be a success. The same is true with federal court cases, where extensive amounts of evidence frequently need to be compiled before, during and after a trial.



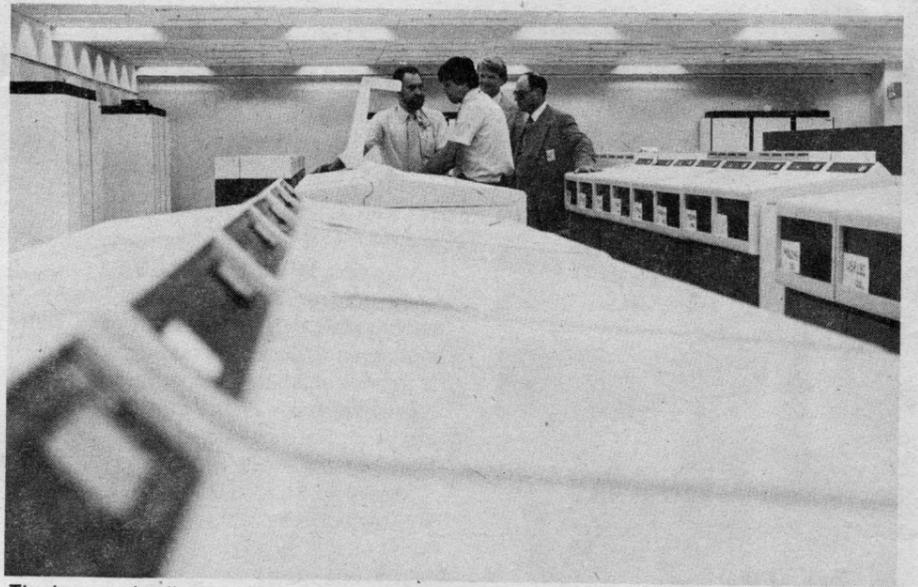
Curt McCrary; his better half.



The impressive lineup of Memorex at Social Security.



*Joe Tarr, Social Security Data Processing Manager; Walt Gorenflo, Branch Customer Engineering Manager; and Ralph Morrison, Sales Representative.*



*The impressive lineup of Memorex at Social Security.*



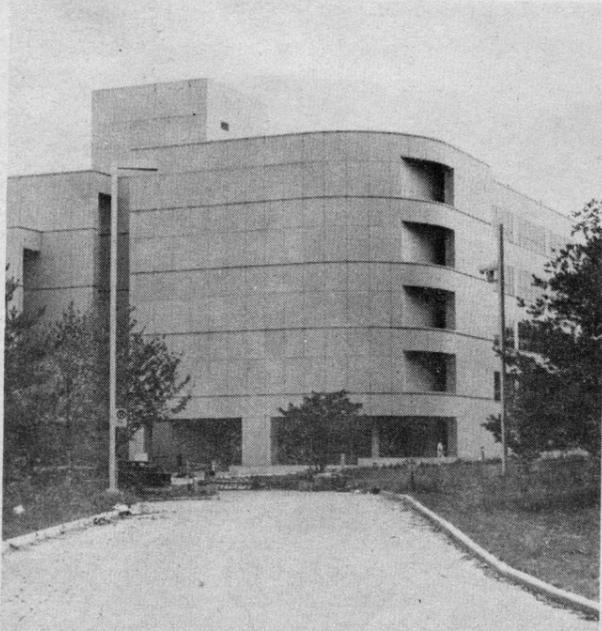
*Ralph Morrison; Bob Conner, Site Engineer; and Joe Tarr at the Social Security Administration.*



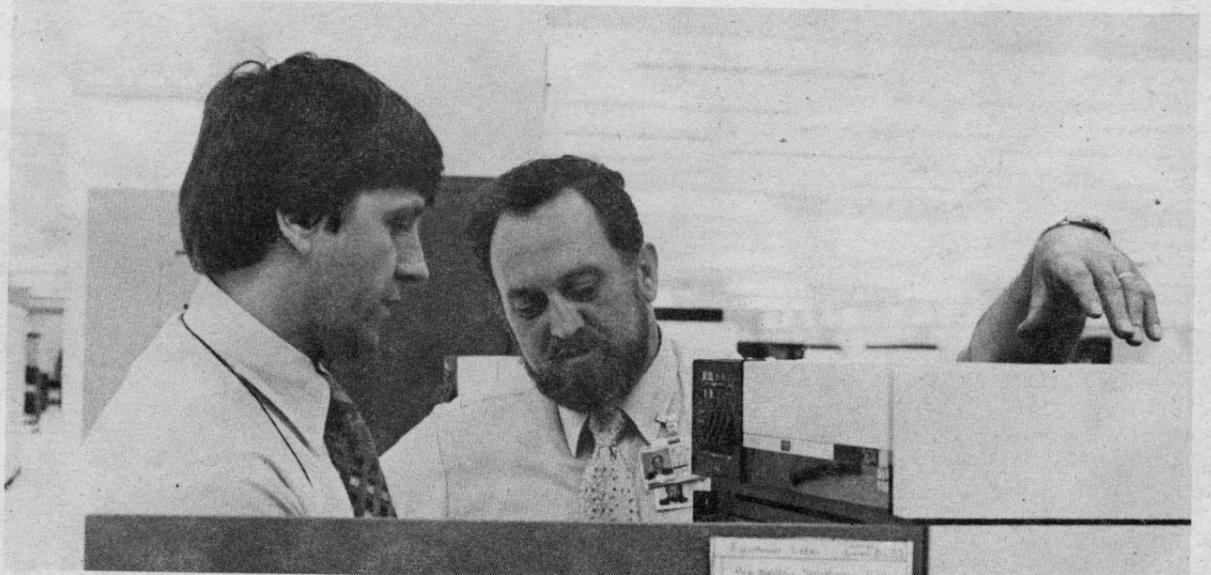
*Memorex 7X disc drives at Social Security.*



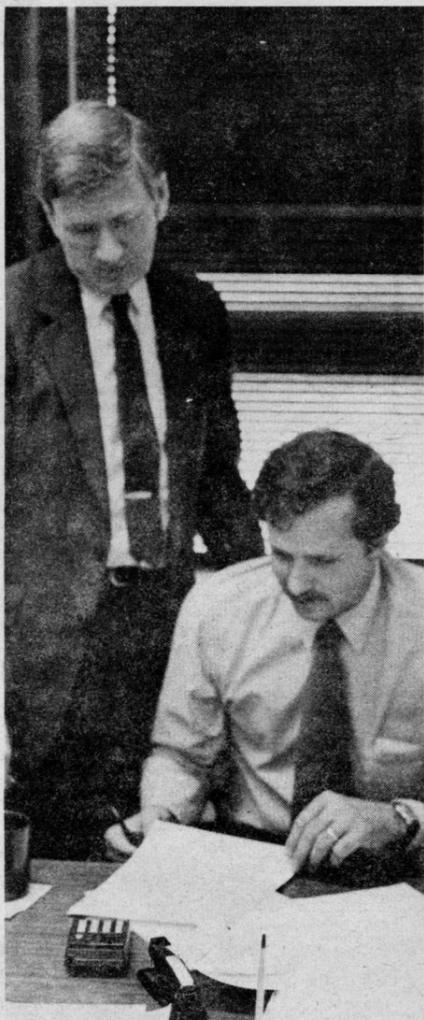
*Nestor Lujan, Bob Conner, and Walt Gorenflo inspect a new string of drives.*



*The new home for Data Processing, Social Security Administration in Baltimore, Maryland.*



*Bob Conner and Joe Tarr compare notes on a Memorex controller.*



*Bill Koenig and Woody Hancock, Revenue Manager.*

## Federal Branch staff key to contract's success

The Federal Branch's staff, led by Bill Koenig, Vice President, Southern Area, is responsible for winning the GSA mandatory requirements contract and successfully implementing it. Koenig, with more than 10 years of experience with Memorex, and his staff operate as a highly professional team and the effort has produced outstanding results for Memorex and the Government.

Many of the staff members have been with Memorex five years or longer. The experience they gained over that time helped ensure the success of Memorex equipment and service under the GSA contract.

Leo Miller, a 10-year Memorex veteran, headed the mandatory requirement contract team and formulated the Memorex bidding and pricing strategy. Miller has since joined Memorex Finance Company.

Reggie Widgeon, another Memorex 10-year employee, went from field engineering to sales and became salesman of the year in 1979 and 1980. Widgeon is responsible for the Department of Agriculture, Defense Logistics Agency, and U.S. Army, among other accounts.

Victor Gamaly joined Memorex in 1975 as a sales trainee. He was responsible for Memorex being awarded the Department of Justice contract in 1978, a contract which set the standards for the GSA con-

tract. In addition to the Justice Department, he is responsible for the U.S. Air Force, Commerce Department, and other agencies.

Ralph Morrison, a veteran salesman in the data processing industry came to Memorex almost five years ago. He was responsible for major contracts at the Tennessee Valley Authority and the Department of Transportation in 1978-79. The specifications for the Transportation Department's contract were identical to those of the GSA's mandatory contract, but it was awarded to Memorex one year before the GSA contract. Morrison played a major role in coordinating and winning the DOT contract. Morrison also handles the Social Security Administration, Department of Health and Human Services, and other agencies.

Deborah Leatherman began working for Memorex in 1976 and in addition to performing as a customer service representative, was a member of the GSA contract team for Memorex. She subsequently went on to assume responsibilities for major accounts such as the U.S. Marine Corps, Federal Reserve System and others.

David Miles joined Memorex sales force in 1975. He served the Federal Region in an industry marketing capacity and spent considerable time working on

the GSA contract. Miles is currently Federal Branch Sales Manager.

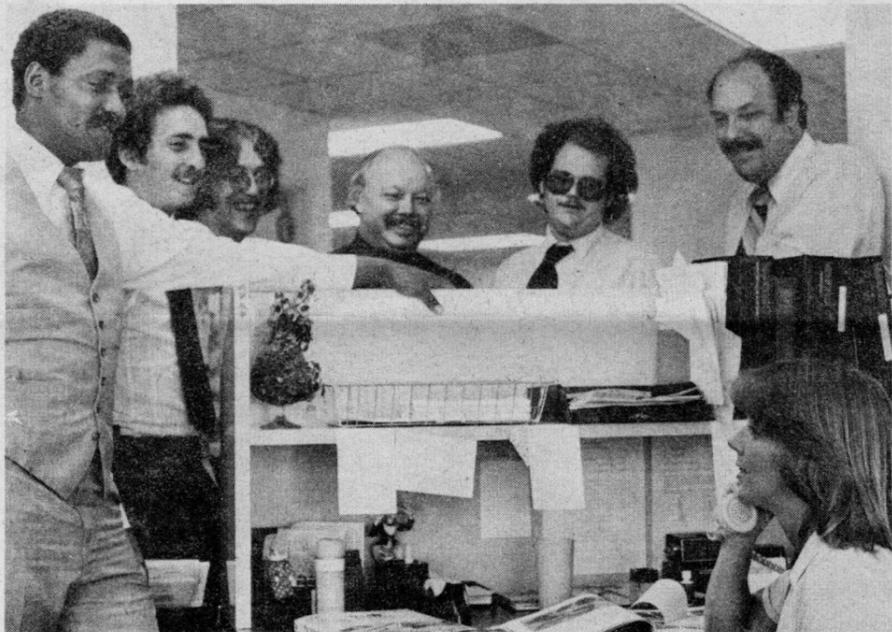
Curtis McCrary, another 10-year employee, made major contributions to the GSA solicitation. After the contract was awarded, he developed and implemented the strategy for installing and maintaining Memorex disc equipment under the rigid terms and conditions of the contract.

### Memorex Service Pays Off

Because service under the contract is crucial, Curtis McCrary and the engineers who work with him are the essential link in making the total program a success. The engineers must often make calls in the middle of the night or on weekends when an emergency develops at one of the government's data processing locations. They are also involved in preplanning the installation of subsystems and in helping design efficient computer rooms in government facilities.

They are frequently responsible for reducing costs to the government through innovative solutions to problems. At the Department of Transportation, for example, Memorex engineers, under the direction of Joe Amaismeier, solved an expensive cable connection problem by combining controllers to effect shorter cable lengths.

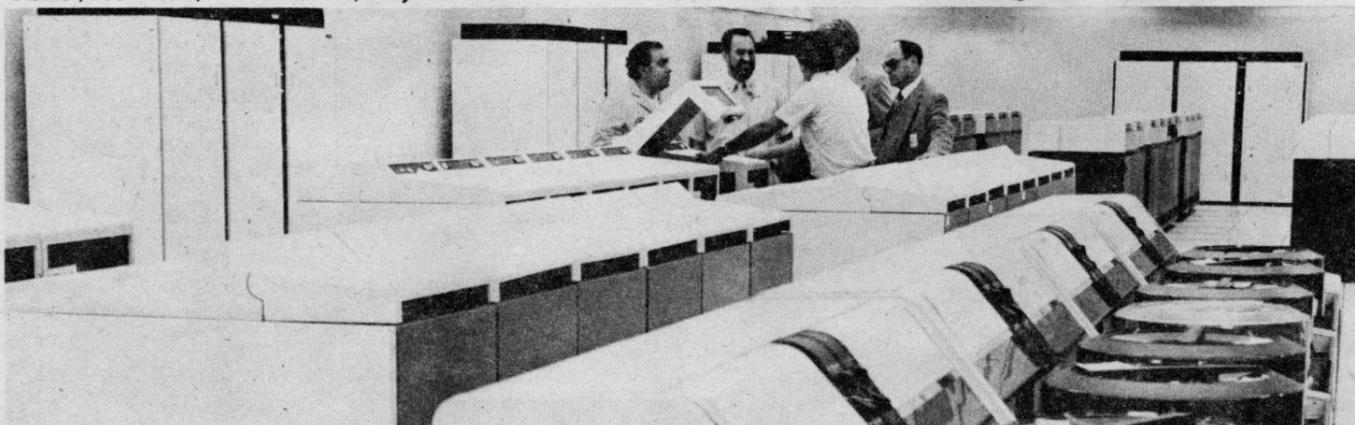
Dealing with the federal government is unique. To do so successfully under a stringent, high performance contract is even tougher. It takes a lot of patience, perseverance, dedication, and just plain hard work to succeed. Obviously, Bill Koenig's staff has all of that and more.



*Customer Engineers (left to right): Curtis McCrary, Mike Collins, Andy Ogden, Karl Stalker, Joe Arnold, Tim Rutherford, Joey Stevens.*



*George Kirchner, Customer Engineering Manager; Curtis McCrary, Regional Customer Engineering Manager; and Joe Amaismeier, Area Technical Support Manager, discuss a new GSA installation.*



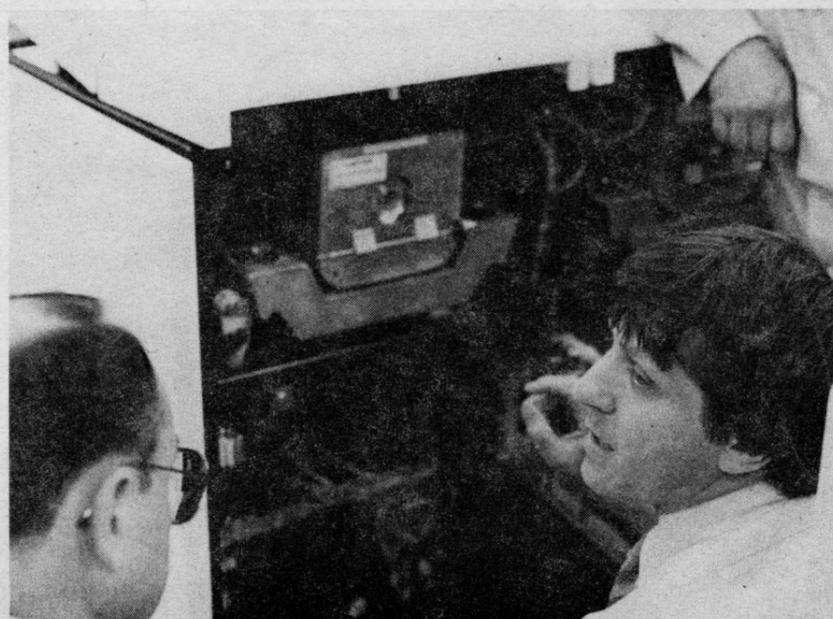
*The impressive line-up of Memorex at Social Security.*



*Reggie Widgeon, Federal Sales Representative.*



*Debbie Leatherman, Federal Sales Rep.*



*Walt Gorenflo, Bob Conner, and Nestor Lujan discuss preinstallation fine points.*



*Vice President, Bill Koenig, and secretary, Toni Carlisle.*

## Microprocessor course popular

A Self-Study Course on Microprocessors, sponsored by Memorex, has been well attended this summer. Starting in May, the twelve-week course was completed the first week of August. Eighty-five students attended the video-taped lecture series each week, and then followed the Study Guide at their own pace.

Tom Gardner, Vice President and General Manager of the Large Disc Drive Division, the instigator of the course, was pleased with the interest shown in it.

"This type of program is an important opportunity for all employees, particularly since we are heading into an environment of microprocessing in pervasive parts of industry and consumer products."

The twelve color video tapes were from the "Association for Media Based Continuing Education for Engineers, Inc." (AMCEE), a company based in Florida. Dr. Harold S. Stone of the University of Massachusetts was the lecturer. The program was designed so that the students could check out the video cassettes and view them when it was convenient for them. Each 45-minute tape could be seen by a number of students at one time.

Paula Clingan and Laura Lingen of the Human Resources staff were in charge of arranging and implementing the program.

They are in the process of contacting the students and evaluating the results. So far, they say the response has been really great.

If the results are positive enough, we may see more such self-study courses offered at Memorex.

## Three winners get 'Spirit'

Three Storage Equipment employees caught the "spirit" and each won \$250 in the recent quarterly drawing for those making cost-saving suggestions.

The three lucky winners, drawn from 104 names, were Gene Yetter, quality assurance engineer; Paul Bell, engineering technician; and Sharon Wass, accounts payable clerk.

Storage Equipment has achieved 49 percent of its goal with a total savings of \$22 million. The second quarter alone saved \$16 million.



## Meyercord named to lead RMCD

Wade F. Meyercord has joined Memorex as vice president and general manager of the company's Rigid Media and Components Division of the Media Products Group.

Meyercord was formerly general manager of Manufacturing for IBM's San Jose facilities.

In his new position, Meyercord will assume responsibility for all operations of RMCD, including full profit and loss accountability. He will report to Richard Martin, President of Memorex's Media Products Group.

Meyercord joined IBM in 1965 in Endicott, New York, holding a variety of staff assignments in operations, marketing and engineering prior to his last position.

A 1968 graduate of Purdue University in Mechanical Engineering, Meyercord also holds a Masters Degree in Engineering Administration from Syracuse University.



Brought in to teach the latest Memorex SE/Communications Product Training Sales school, guest instructors, Jim Keady, Steven Russo, Margaret Stallings and Ronald Wirtz, seem to find something amusing while reviewing product slides.

## Construction might disrupt traffic in San Tomas parking areas

Installation of a new sewer line across the southern portion of Memorex's San Tomas complex is expected to begin by the end of September, in connection with the construction of the new McCandless Business Park on the opposite side of San Tomas Expressway.

The business park is under construction by McCandless Companies on a site purchased from Memorex. The sales agreement provided an easement for the construction of the new sewage relief line, generally paralleling an existing 24-inch sewage line, according to Roy Chadwick, facilities manager for the Large Disc Drive Division.

McCandless officials have "agreed to everything we've asked for, in an effort to minimize the impact this installation will have on Memorex traffic," Chadwick said, "but it is inevitable that there will be some inconvenience during the two months it probably will take to put the line in."

Chadwick said it will probably be necessary to close off the roadway connector linking the parking areas on the west and south sides of Building 10. "That is because an excavation will be required near the southwest corner of Building 10 to allow the sewer line to be tunneled beneath San Tomas Expressway to the McCandless site," he said.

"The closure of that roadway will require ingress and egress to the parking lot south of Building 10 to be from Walsh Avenue only, eliminating access via San Tomas during that portion of the project," Chadwick said.

"To minimize disruption," Chadwick said, "McCandless officials agreed to carry out certain portions of the construction during nonworking hours. In addition, excavation will be done in segments and

backfilled as quickly as practicable and steel plate will be used to bridge excavations across critical driveways on the south side of Building 10," he said. "Efforts will be made to minimize inconvenience to pedestrians, as well," Chadwick said.

"The new 18-inch relief line will augment an existing 24-inch sewer line," Chadwick said.

"Coincidentally," Chadwick said, "Memorex will be resealing and restriping parking lot areas in the San Tomas complex during the next month and a half. Repaving in the sewer line project area will be provided by McCandless," he said.

## Field personnel teach class

Four field personnel were brought in from around the U.S. to teach the latest Memorex SE/Communications Product Training Sales school held in August.

The four guest instructors were: Jim Keady, Steven Russo, Margaret Stallings and Ronald Wirtz.

Keady, senior sales representative from Detroit, MN, has been with Memorex three years and has two Quota Clubs. He recently was promoted to program manager of 7X and 4X disc drives.

Russo, an Albany, NY senior systems engineer, has been with Memorex for nearly three years.

Stallings has three Quota Clubs and was the number one salesperson for Memorex in June. The senior sales representative works in Memorex's Atlanta, GA, branch office.

Wirtz, a senior sales representative from Cleveland, Ohio, has three Quota Clubs and has been with Memorex four years.

Instructors were chosen for their proven expertise by their respective area vice president.

The 17 trainees, 11 new sales personnel and six systems engineers were taught product understanding and sales techniques.

## Rape prevention seminars return

In response to employee interest, Memorex has scheduled three additional rape prevention seminars.

The programs will be held 11:30-1:00 p.m. on the following dates: September 9, Building W, Rooms 3 and 7; September 16, Communications, Building 5 Executive Conference Room; September 23, Building 12, Auditorium.

Notices have been posted.

## LIBRARY CORNER

### Selected Books

*Magnetic Recording in Science and Industry*, by Charles B. Pear, Jr.

This modern handbook brings together for the first time complete and highly detailed information on every aspect of magnetic recording for scientific and industrial applications.

*The Structure of Magic*, by Richard Bandler and John Grinder

The authors attempt to simplify the language skills of some of the world's talented psychotherapists.

*Theory Z: How American Business Can Meet the Japanese Challenge*, by Wm. Ouchi

The secret to Japanese success, according to Ouchi, is not technology, but a special way of managing people.

### QUESTION RECENTLY ANSWERED

**Q.** Can I locate this person? I have his name and zip code and I believe he attends a university somewhere in Texas.

**A.** The zip code matched North Texas State University, Denton, Texas.

### RECENT HAPPENINGS

In August the Technical Information Center hosted the first in a series of research report exchanges for Memorex personnel in research and development.

The first speaker, Dr. Tom Campbell, gave an informal presentation entitled "Recording Performance of a Thin Film Head/Thin Film Disc Interface," by Dr. Thomas G. Campbell, Robert D. Fisher and Jack Osborne.

Bob Fisher followed with a paper, "Recording Performance and Magnetic Characteristics of Sputtered Cobalt-Nickel-Tungsten Films," by R. D. Fisher, L. Herte and A. Lang.

Both presentations led to lively open discussion and questions. The Technical Information Center hopes to offer similar programs in the future.

### BROWN BAG FILM FESTIVAL

The Technical Information Library is sponsoring lunch-hour films. Bring your lunch.

#### Tuesday, September 15—Education Center Auditorium

*Who's Out There?* (1975). Orson Welles guides a tour through scientific conclusions on the existence of other civilizations in the universe.

#### Tuesday, September 29—Building 12 Auditorium

*This is Marshall McLuhan—The Medium is the Massage* (1968). McLuhan narrates an exploration into the changes brought about by electric technology and the effects of mass media on modern man.

## Turk becomes Eau Claire plant manager

John Turk has been named plant manager for Memorex's printed circuit board manufacturing facility in Eau Claire, Wisconsin.

Turk, who joined Memorex in 1977 as engineering manager for the Eau Claire facility, reports to William Krehbiel, vice president, Storage Equipment Operations, in Santa Clara.

Prior to joining Memorex, Turk spent four years with the Southern California Chemical Company (in Litchfield, New Hampshire and Minneapolis, Minnesota) as sales manager, two years with Control Data Corporation as an advanced chemical engineer, and five years with IBM.

He holds a B.S. degree in Chemical Engineering from the University of North Dakota.

# NEWSMAKERS

## Phillips heads Corporate Lease Finance

Joe Phillips has been appointed manager for Corporate Lease Finance. He assumes responsibility for negotiation and administration of third-party lease financing, funding of equipment to be leased by Memorex and third-party lease accounting and tracking systems. Phillips reports to Tom Stevens, vice president, treasurer.

Joining Memorex in 1980 as manager of Lease Analysis and Accounting, Phillips previously was a senior accountant with Deloitte Haskins & Sells, and as such worked two years on the audit of Memorex. He holds an MBA from Harvard Business School.

## Westman joins Communications Group

William A. Westman has joined Memorex's Communications Group as manager of finance. He is responsible for all group financing.

Westman comes to Memorex from Intel Corporation where he was vice president of finance. Prior to Intel, he was vice president of Finance and Control for Hooker Chemicals and Plastics Corporation.

He is a graduate of Hofstra University and received his MBA from Seton Hall University.

## Hunt appointed Employment manager

Allan Hunt has joined the Human Resources function as employment manager.

Hunt has a 12-year career in personnel, including positions as a recruiter for Motorola and manager of staffing for Amdahl. He is a graduate of Colorado State University.

Hunt's major responsibilities are exempt and nonexempt external recruiting activities, including planning and implementation of recruiting strategies and the coordination of recruitment advertising and cost control.

## Corp. Communications appoints three

Gordon Smith, Memorex vice president of Corporate Communications, has announced three recent management promotions within his organization.

Paula Rand has been promoted to manager, Technical Information Center; Al Schuler is now manager, Corporate Design; and David Della-Maggiore has been promoted to manager, Corporate Public Relations.

Rand is now in charge of Memorex's two technical libraries, the Engineering & Business Library in Building 14 at the San Tomas site, and the Chemistry and Physics Library in the Tape Plant on Memorex Drive.

Rand came to Memorex two years ago to set up the central technical files in the Memorex Drive library. Prior to joining Memorex, she was head librarian for James F. MacLaren Ltd. of Toronto, Canada. Prior to that, she worked for the University of Toronto, the Canadian Imperial Bank of Commerce in Toronto and the Bank of Montreal in Montreal. She holds a B.A. degree in Geography from McMaster University and the University of Bristol in England, and an M.L.S. in Scientific Collections from the University of Toronto.

Schuler is a 10-year Memorex employee, starting with the company in the Manpower Development Department in 1971. His main function there was to schedule and support the classes.

In 1972, Schuler moved into the Audio Visual department at Memorex as a technician, moving up through that department to later become the audio-visual supervisor, and then manager of the A-V department.

Prior to joining Memorex, Schuler was serving a stint with the U.S. Army, which had disrupted his education in broadcast communications at San Jose State University.

Della-Maggiore joined Memorex in June of 1980 as a speech writer and editor of *Intercom*. Earlier this year he was named manager of Corporate Publications and Presentations, and in August he was named to replace Remi Nadeau as manager of Corporate Public Relations.

Prior to joining Memorex, Della-Maggiore was with the San Jose Mercury News for 14 years, serving as the newspapers' promotion manager for eight years.

He holds a B.A. degree in Public Relations from San Jose State University.



Disguised as a mild-mannered Memorex mechanical laboratory technician, Kathy Wall recently placed fifth in the 1981 Women's Motorcross National Championships in 125cc expert class. In 1978 she was the national champion in the amateur division. Racing motorcycles since she was 8 years old, Wall loves it, but claims "you really have to be in good physical condition—it's hard work." Look for her on *Wide World of Sports* this fall.

## AUGUST ANNIVERSARIES

### TWENTY YEARS

ELIZABETH HERZFELD, CONSUMER PRODUCTS DIV.

### FIFTEEN YEARS

Helen Cieslak, Storage Equipment  
Dorothy Dagleish, Computer Tape, Media Products Group  
Mike Galata, Computer Tape, Media Products Group  
Harry Lombardo, Computer Tape, Media Products Group  
Vincent Mastropietro, Computer Tape, Media Products Group  
Richard Villanueva, Computer Tape, Media Products Group

### TEN YEARS

#### MEDIA PRODUCTS

#### PRECISION PLASTICS

Philip Murillo

#### RIGID MEDIA & COMPONENTS

Besty Pule

#### CONSUMER PRODUCTS

Harold Magleby

#### COMMUNICATIONS

Vicki Baldinger

#### STORAGE EQUIPMENT

Barton Byron  
Anthony Cabezas  
John McElhenie  
Sonny Shannon  
Jesse Stamness

#### EAU CLAIRE

Dave Swoboda

#### CORPORATE

Howard Douglas  
Leo Miller  
Larry Nelson

#### MEMOREX INTERNATIONAL

#### CANADA

Dave Atchison

#### ITALY

Dario Brasca

#### LIEGE

A. Vos De Wael

#### SWEDEN

Kurt Carlson  
Jan Lindh

#### NORWAY

Robert Bryn-Jensen

## Communications Quality Circles taking shape

After five months of preparatory work and cooperative team effort, Quality Circles at Memorex's Communications Group are in operation, Henry Kilinski, Quality Circles facilitator, proudly announced recently.

Quality Circles is a program offering employees doing similar work a chance to meet voluntarily on a regular basis to discuss mutual problems and recommend solutions for management's consideration. Or, when the solution is within their immediate area, they can take action themselves.

After 103 employees expressed a desire to participate in the program, 14 potential circles were formed. The circles were then divided into two groups: circles 1 through 6, part of the initial group chosen by the steering committee, began training in July; and circles 7 through 14, part of the current phase-in plan, scheduled to begin training this month.

Communications employees interested in joining a Quality Circle should contact their managers.

## Libraries serve all

Continued from page 1

companies, back issues of *Intercom* and, among the most popular, telephone books for major U.S. cities.

The libraries carry many more things of general interest as well: catalogs from Bay Area colleges, a map file, and a variety of business publications.

Along with providing a place for employees to peruse technical periodicals and books, the library offers a number of important services. These include ordering reference materials, conducting patent searches, compiling bibliographies, and using Bay Area libraries and computerized indexes to obtain material not available at Memorex.

The library is a service and thus should have as few restrictions as possible. Due dates on books are flexible—it all depends on the project involved.

The Technical Information Center also administers the Stanford Program, by which Memorex employees can earn advanced degrees in engineering at Stanford University, or work toward an M.B.A. at Golden Gate University. The programs were detailed in a recent *Intercom* issue.

## Heinold wins 'Spirit' cash

Shannon Heinold, traffic coordinator in Physical Distribution, joined the Spirit of '81 and walked away \$1000 richer.

Heinold's name was drawn from among 53 entrants who made cost-saving suggestions during the second phase of the campaign.

In addition to working full-time at Memorex, Heinold attends classes three nights a week at DeAnza College where she is majoring in physical distribution. She recently was voted the "outstanding student" in the school's transportation department.

She plans on using the money for school. "I put the money in a time deposit account so I can't spend it before I get to Golden Gate University next year."

Other top winners from Corporate include: Greg Fischer, facilities; Mike Paradis, H.R.; Edgar Francisco and Ron Miyahara, international; Madeline McMenamin, physical distribution; Tak Yamamoto, development; Hildy Fleischer, finance; Clara Henderson, legal; and Sue Caldwell, facilities.

Suggestions to the Corporate Spirit of '81 program have saved Memorex \$2,609,000. Physical Distribution led the way with ideas worth \$668,000 in savings.

## WANTADS

DINING SET, new, \$250; Zenith Stereo, \$200, 270-0183

1976 BUICK REGAL, Landau, V6, power steering, brakes, auto trans., cus. int., tilt wheel, new tires and brakes. \$2,595. Call 292-6483.

1977 FORD RANGER, 4-wheel dr., cus. int/ext. power steering, brakes, auto trans, air, 8-track stereo, camper shell, mag wheels, cus. step bumper, tow, fog lights. 50K miles. \$6,450. 265-5814.

1970 SHELBY GT 500, wht. w/burg. int., 428 CJ, 4-speed, Power steering, brakes, a/f cass., best offer. 241-9356.

STEREO STAND, looks like new. \$35/best offer. 247-0947.

1980 VW RABBIT, brand new, under war., a/f cass. stereo. Blue book \$5775/offer. 268-4843.