



Sam Geraci 14-30



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News of the Field Operations Group

Hands Across The Water:

The Prince Of Belgium pays a call

Fame is a little like immortality — it may be an overrated commodity. And, at least in the case of royalty, being a public figure is also very hard work. But when His Royal Highness Prince Albert of Belgium paid a call on Memorex in late April, the strain didn't show a bit.

His Highness was touring the United States on the occasion of the 150th anniversary of Belgium's national independence — a milestone being honored across the United States with a series of cultural and business events under the theme "Belgium Today." The events are sponsored by a number of private U.S. institutions, including the Smithsonian Resident Association Program in Washington, D.C.

In his remarks to guests assembled for a reception to honor Prince Albert, Chairman Clancy Spangle

noted the close ties between our two countries:

"America and Belgium, among the countries of the West, are both relatively new arrivals. America's 200th anniversary was in 1976. Belgium is 150 years old in 1980. The relationship between us rests on shared cultural values, the trials of two world wars, and — perhaps most acutely today — we share the pressures of maintaining stability in an interdependent world economy.

"We at Memorex have special ties to Belgium, for Memorex has been an important part of the industrial community of the country since the late 1960's... in a direct and serious way, Belgium is our partner in building a more successful technological future."

(continued on page five)



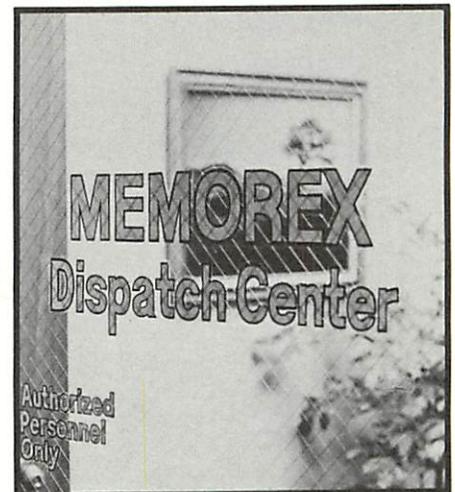
From left, Jim Simpson, new SSG President, His Royal Highness Prince Albert of Belgium, and Memorex Chairman Clancy Spangle before a factory tour — part of a busy day planned for the visitor.

What's in a name?
Sometimes more than
meets the ear

The Memorex Dispatch Center

"Is this the computer room? John? We've located your part... we've got it going out on the six A.M. flight. Can you have someone there to pick up? Okay... good... glad to help."

In the pre-dawn hours, with the moon still high over the Uniform Dispatch and Data Collection Center (UDDC) headquartered in Santa Clara, a crisis has been solv-



ed. But to the graveyard shift at the UDDC it is only business as usual.

Since its inauguration in March of 1978, the center has logged nearly half a million calls. The current rate is more than a thousand calls a day.

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Letter from C.E. Splaine

**The best
of times,
the worst
of times**

The first six months of 1980 have not been easy ones. We are all familiar with the problems posed to Memorex by the American economy, our competitors, and our own financial performance.

The deterioration of the company's profits over the last five quarters has had the most profound effect on Memorex. The cost of money and the high materials and operational costs (travel, telephone, labor, facilities) have taken a toll on our profitability. The superb order rate, which thanks to you broke company records the months of February, March and April, could not offset the poor balance in profits.

In addition, product availability was not consistent with the order rate. It became evident that continuing to increase backlogs and costs while being unable to generate more revenue did not make good business sense.

As a result, we have had to take obvious and necessary actions to get our costs in line with the expected revenues for 1980. Clancy Spangle's May 28 announcement stated that the Field Operations Group was being consolidated into a new group called the Storage Systems Group. This created some job duplication, which had to be eliminated. The overall organizational structure had to be reduced. These decisions affected all elements of the business, and for FOG it meant that some sales, service, finance and administrative people had to be released.

These were very difficult steps to take, and I know we have all felt them in one way or another. But they will help improve our operating results and I fully expect this to be a short-term action. We will soon be in a position to continue the profitable expansion of the business.

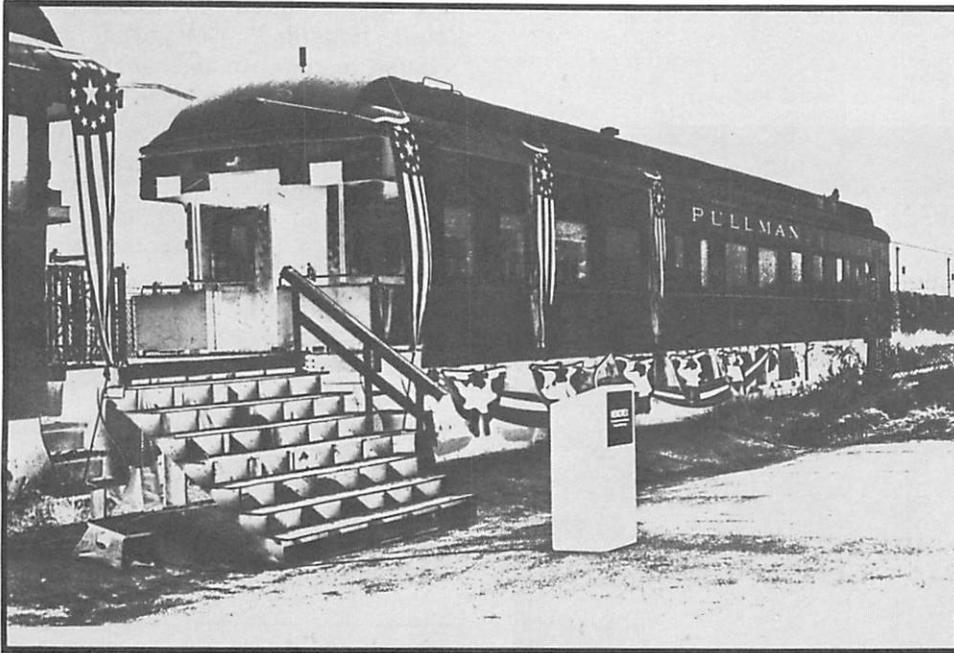
The success of Field Operations and the quality reputation of Memorex is a direct result of the professionalism and dedication of its employees. During this time of change, some of you are assuming new responsibilities. I am confident that you will continue to perform in the outstanding manner that has made Memorex the leader it is today.

For those employees who are no longer with the company, I want to express my appreciation for their many contributions. Their talent and teamwork helped build Memorex, and they will always be a part of its success.

Thank you.



C.E. Splaine
President
Field Operations Group



Memorex On Track At National Computer Conference

There was an old look to the Memorex hospitality suite at this year's National Computer Conference in Anaheim, California — but that's not bad.

Instead of the more usual hotel suite for receiving customers and the press, LSSG Vice President of Marketing Gordon Smith and Tom Fitzgerald, Manager of Special Events for Field Operations Programs, opted for something with a little more style: Two 1920's-vintage rail cars form the Southwestern Rail Museum in San Diego.

Parked on a siding located adjacent to the new Memorex CFI facility in Anaheim, the elegant old cars served a dual purpose. One — George Pullman's personal car during the heyday of the rail barons — was used for hospitality throughout the four-day conference. The second, a cafe and observation car, was used to exhibit Memorex technology.

And responses from customers and the press indicated that Memorex was "on track" in more

ways than one. According to Fitzgerald, "Response to the event was nothing but positive. The unusual atmosphere relaxed us all — and I think the chance to talk in this kind of environment with the company chairman, the group presidents, and to Memorex technological leaders probably played a big part in generating the record number of product inquiries we received this year."

The Anaheim Convention Center — also the site of 1978's NCC — saw a record 78,300 people at this year's Conference.

As Bob Booth, Manager of Field Operations Programs, said: "From a marketing point of view, NCC is one of the most important things we do all year. What this is really all about is sales. If even a small percentage of the product inquiries we received can be turned into sales, think of the business that means for Memorex. Where else do you have an opportunity to reach so many prospects at a cost that's less than half that of a personal sales call?"

C.S. Strauch Succeeds Spangle As Memorex President

In an announcement to the press on May 8th, Executive Vice President Charles S. Strauch was presented as the new President and Chief Operating Officer of Memorex Corporation. President C.W. Spangle was named Chairman and Chief Executive Officer. Robert C. Wilson will serve as Vice Chairman through August, 1980, after which he will step down from this post. Mr. Wilson will remain a director of the corporation.

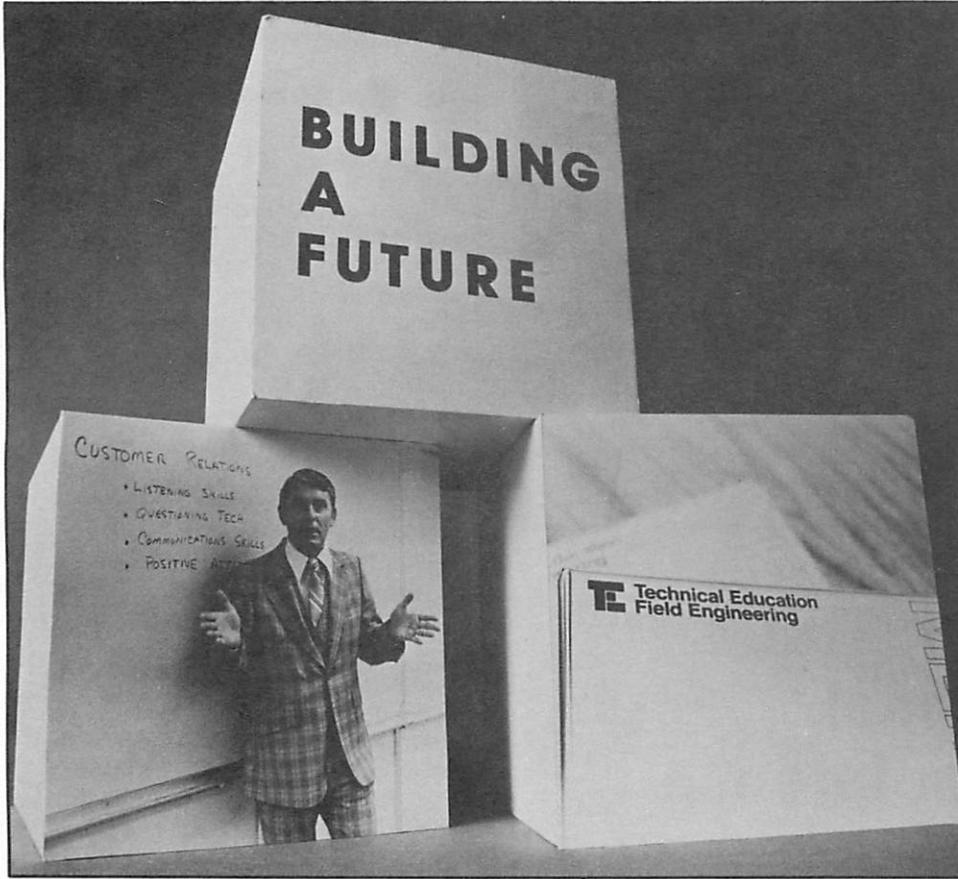
Under the new arrangement, Mr. Strauch will concentrate on day-to-day aspects of management, including marketing, technical development, and manufacturing, while Mr. Spangle will deal with external affairs, corporate finance, and relationships and affiliations with other industry entities.

In a memo to management following the announcement, Chairman Spangle stated "This is a new form of organization for the executive management of Memorex. We will need time and experience to make it effective. More important than the form of (the) organization are the attitudes and willingness of the management and all the employees to work together. Only by so doing can we make Memorex the kind of company of which we can all be proud."



Charles
Strauch

C.W.
Spangle



Education: Plans for tomorrow

When Woody Woodward was named Field Engineering Education Coordinator for the Western Region a year ago—a first in any region—one of his priorities was to begin teaching a newly-developed Customer Relations Seminar in the field.

But as Woodward says, “When you get right down to it, everything we do is customer relations.” So he helped turn this beginning into an ongoing educational plan that focuses not only on effective account management, but on life goals and career development as well.

With Al Montgomery, Regional Field Engineering Manager, Woodward wrote a two-year FE education outline—a planning tool with which a field engineer can map out a comprehensive educational schedule for himself that includes human relations, product classes, courses developed by Memorex Corporate Training, and classes at local colleges and universities.

“... the plan focuses ... on life goals and career development as well.”

But it is clear that in spite of these expanded educational efforts, Woodward still feels that the Customer Relations Seminar is one of the most valuable parts of the package.

“You look at flow charts... you look at the time you spend interacting with the customer... interacting with FE’s from other companies... interacting with your manager,” says Woodward. “You see how much of your time is spent talking and you see why it is important to talk about communication.”

Dave Hilst, whose FE Education Department developed the customer relations class, said that in the beginning one of the prime concerns was finding the right instructor. “Not everybody can lead a class through skills practice, not everybody can model it. And it’s not

something that can be handled in a staff meeting.” Comparing the course material to technical training, Hilst said: “Technical training requires someone not only with experience, but also someone with the ability to elaborate on that experience, and to field questions. The same is true in human communications.”

If the comments of graduates are any indication, Woodward is just the person they were looking for.

Dick McElhenie, FE Branch Manager for Denver/Phoenix, said of the class: “It solidifies a lot of the things I have talked about for years... that we’ve all been concerned with, and now they are getting reinforced.”

“An active listener is very, very busy.”

Woodward joined the company in March of 1979 following twenty years in the United States Air Force, where he served as a field engineer and also did extensive training development work. As Western Region Education Coordinator — he is also president of the Field Engineering School Board — he began teaching the customer relations class in July of 1979.

His is a fast-paced classroom. In rapid succession Woodward talks about building a relationship (“You don’t get a second chance to make a first impression”); about the importance of attitude (“unlike mathematics, two negatives don’t make a positive”); and leads his students into playing out alternative ways of handling a real-life situation. He acts out the part of an angry customer, pointing out how various voice tones and body positions indicate that what he says isn’t always what he means. He outlines questioning techniques, how to construct a two-way communications path, and forces his students to discover for themselves that an active listener is very, very busy.

The small size (six is average) of each class insured that every student will be able to participate — a fact that has, at first, brought on mixed feelings for some.

“I felt a little clumsy when we began,” said one FE who took the class. “You can feel threatened, especially if you have been dealing

with customers all your life. You can feel foolish in a role-playing situation." But, said this same student, "We all encounter situations where we don't know the answer or where we might not be able to solve a problem right away... and I found the class was a safe environment where I could experiment with some of the basic communications tools."

A manager who took the class said he found it helped him regain the perspective he lost when he quit going on calls every day.

George Wong, Western Region Field Engineering Specialist, says he feels the class is critical "for both large and small account management. Woody has a way of getting people to participate — even the most skeptical. He's put together a pretty powerful class."

Wong (who recently completed a manual on specialist training) also cited the portion of the course in which Woodward presents an account management handbook written by Rex Brehmer, Region FESS — a tool that the Western Region has already implemented and which Wong feels should become part of the normal operation of every branch in the country.

"When you get right down to it, everything we do is customer relations."

In addition to the class on customer relations, Woodward introduced the FST Program — a series of audio/visual, self-paced product training classes — to the Western Region. He plans on taking other courses, such as the Time Management class developed by Corporate Training, into the field as well. He will work with individual field engineers and managers in developing an educational plan. And he will actively research the courses offered by local colleges and universities so that these, too, can be integrated into long-term goals.

As Woodward says, when you get right down to it, everything we do is customer relations.

And there is no doubt in anybody's mind that Woody Woodward is mapping out the path to better customer relations and more effective account management. But — both for Memorex and for those in the field engineering organization — he is helping build exciting futures as well.

The Prince of Belgium

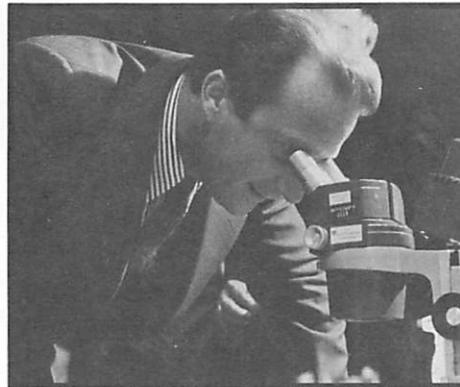
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Memorex is one of a number of U.S. corporations working with the Belgian government and its regional economic authorities to focus greater attention on new technologies which can form the basis for a revitalized growth of Belgian industry. The company was closely involved in the Belgium Today program, both in the San Francisco area and in Washington, D.C.

Mr. Spangle closed his remarks with an expression of our continuing commitment to "encouraging and assisting the Belgian government, along with the country's universities, technical institutes, business firms, and labor unions, to look beyond the confines of today toward the challenges and opportunities of a common future."



Mr. Spangle and Prince Albert fielded questions from a press corps that included representatives of both U.S. and international publications.



A number of companies in the Santa Clara Valley, including Amdahl and Lockheed Missiles and Space Co., participated in the day's events with product and technology exhibits set up in the lobby of Building 12.



A representative of Hewlett-Packard discusses a product with, from left, Jim Simpson, His Royal Highness Prince Albert of Belgium, and Clancy Spangle (partially hidden), while the cameras roll. Behind Simpson stands Stanford University Professor William B. Shockley, inventor of the transistor and winner of the 1956 Nobel Prize for Physics.



Memorex President Charles Strauch addressed an audience of over 200, including former Memorex Executive Vice President Jim Dobbie, now President of Avantek.



The Candidate

**Dick Arey
Makes A Run
For Sacramento**

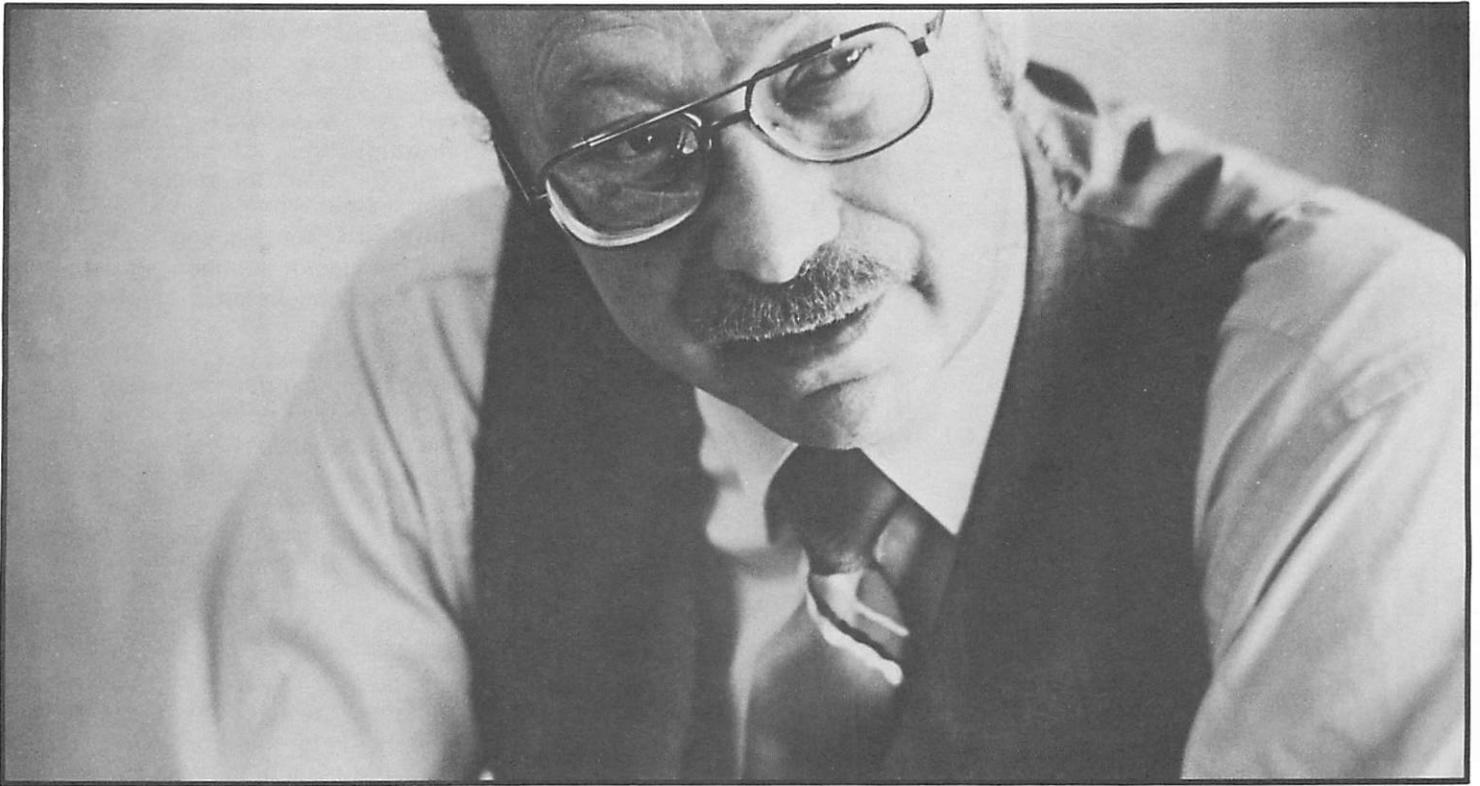
He moved eas-
through the crowd,
shaking hands, pos-
ing for a photograph,
telling a joke here and
there as all politicians
will do. It was another
stop on the campaign trail,
and Dick Arey, running for
California State Senate, was
going to make every minute
count.

But Arey, Manager of Systems
and Procedures for the FOG In-
formation Systems Department, is
not your usual politician. One on
one, he is direct, low-key, and
refreshingly blunt in his opinions of
how government is being run today.
"Basically my philosophy is that
you have only as much government
as you absolutely need," he says.

"Although there are some things
government should do, it can't do
everything. It can't solve every prob-
lem. There are times when the
private sector is imperfect and not
always as efficient as it should be,
but it's still more effective than the
public sector. And you ought to let it
try and solve the problems first."

Arey received a degree in Public
Administration from San Francisco
State in 1958 — and he was a rare
breed back then. Dick estimates
that today there are 6-8 times more
graduates in this area. When he was
in school, there were "Maybe 500
nation-wide."

He's been involved in government
at the local level for years, both as
an elected official and as a
volunteer. Twice voters have chosen
Arey (he's currently Vice President)
for the Fremont, California School
Board — a major California school
district with a \$58 million budget.
He is a past president of both local
and county units of the California
Republican Assembly, the volunteer
arm of the Republican Party. "The



"My exposure on the Board showed me how much of the problem is generated out of Sacramento. Maybe I'm naive, but I really think that I can do something."

Assembly was founded back in 1935, by Earl Warren and others, in Herbert Hoover's living room up at Stanford," says Arey, "and today it's grown into the largest Republican volunteer organization."

Big test in November

Arey, like his Democratic opponent, ran unopposed in the primary. But he faces some stiff competition in the November election. He'll be running against California State Senator Alfred Alquist, a fourteen-year veteran who is a popular figure, and backed by some of

Sacramento's most powerful interest groups. The competition's headstart notwithstanding, Senator Ken Maddy, a Republican from Fresno, California, and Senate Minority Leader Bill Campbell, both say they feel Arey can go the distance. "I think Dick is part of the new wave of Republicans," says Campbell, "who really represents the goals and ideals of Republicans and many Democrats, too."

Arey believes strongly in America's two-party system, and in the checks and balances written into our Constitution. Asked about

voter concern that these checks and balances no longer work, and that in fact nobody is watching government, Arey says "I really don't think that's true. I also think there are still some very big philosophical differences between the parties. I think the Republican Party has a much stronger commitment to free enterprise and to minimum government interference in business than the Democratic Party has demonstrated." As to the prospect of a third party, Dick says, "A three party system doesn't frighten me. A one-party system does."

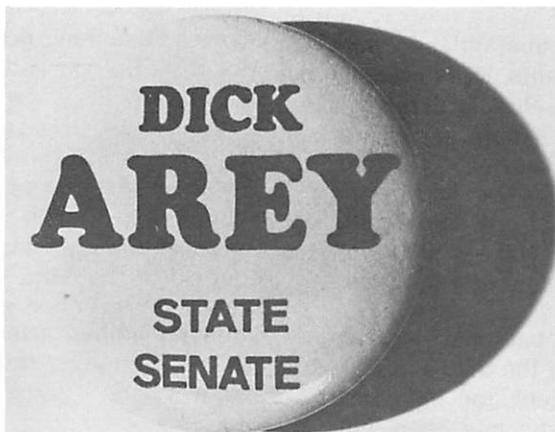
Finally, we put to Arey the inevitable question: In times like these, we asked, why would anyone run for public office?

"As a systems analyst, I solve problems. I guess it gets ingrained."

"I got on the Board of Education at a time of financial scandals and functional failures. My exposure in five years on the Board showed me how much of the problem is generated out of Sacramento. Maybe I'm naive, but I really think that I can do something."

"I haven't accomplished all that I would like . . ."

But he is not the kind of man to leave anything unfinished. And there is no doubt that when he gets to Sacramento, Dick Arey will get right to work on those things he has not yet accomplished — still campaigning for things that matter, still making every minute count.





Jill DeDios keeps her cool in a pressured environment. The Center averages over 1000 calls a day.

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And the UDDC's twenty-five round-the-clock staffers are used to handling challenges like this one.

John Pizzola, Manager of the Center, says he'd like to get more calls like it. "They are a rarity if they happen now. I don't want them to be a rarity — they're what we're here for."

A changed direction

The UDDC was first conceived as a central organization for taking customer calls, receiving Field Engineering Incident Reports, and dispatching Field Engineers.

Pizzola took over the center's operations in July of 1979, following a stint in Communications Product Support. Under his energetic direction the UDDC has dramatically expanded the scope of its activities.

Take this example: A customer in the East had a site down and needed a spare part. The order was called in on a Friday, and the UDDC heard about it on Saturday morning.

Lynda York, who did most of the calling, started a systematic search by telephone for the part. At last, contacting San Francisco Field Engineer Kim Stanley, the Center located the needed spare. The part was on-site by Sunday evening — but if the order had gone through regular channels it might have been Monday or Tuesday before it was delivered.

Double the benefits

In addition to substantial account management benefits, there are cost benefits as well. Pizzola estimates that he is currently covering 90% of the country — 70 out of 78 U.S. service locations. And he figures the savings over localized dispatching is more than \$100,000 a year in overhead, people, and answering services.

It is also more personal — something everyone at the UDDC feels is a good investment for Memorex. Mary Morales, who has been with

the Dispatch Center since the days when it was located in the Tape Plant on Memorex Drive, says "We all feel a personal responsibility towards both the customers who call in and towards our Field Engineers. When a customer calls, he's never kept waiting."

This kind of attention has paid off — both for customers and for the field.

Hank Baylor, Northeast Regional Field Engineering Manager, says: "Our customers like it — and they get better service. The few who have had problems with centralized dispatching also had problems with local dispatching." Calling Pizzola and his staff "resourceful and extremely dedicated" people, Baylor added that the UDDC is an invaluable resource to him as well. "Each morning I receive, by branch, a record of every call that was made the day before — who, when, what, and the resolution. With this information we can catch a problem before it has a chance to develop."

These daily reports, compiled manually from the call cards by the UDDC's swing shift, are only one of the monitoring tools the center provides. For instance, at the request of Technical Support, all calls coming in on the 3652, 3655, and 3656 are reported in a next-day summary.

The center will also pull an account's history, although it is done manually. Currently calls are filed by branch but even so, according to Pizzola, it only takes about fifteen minutes to go through all the calls for a branch for the last six months and compile a report.

In part because of this growing call for reporting, the UDDC is actively pursuing an on-line Incident Report and Data Collection system. Pizzola is training his staff on 1377's for the day when the center makes the change. He also has his staff make rounds with Field Engineers (seven so far have gone) to get a feel for the FE's job and for the on-site situation.

All in all, today's Uniform Dispatch and Data Collection Center has come a long way since its beginning two years ago.

Jokes Pizzola, "Maybe we should get rid of the name 'Dispatch'—we really do so much more than that. And remember, after five . . . Saturdays, Sundays, holidays, we're always here."

It takes teamwork to make it work, and at AMAX everything worked beautifully

Thanks to Sandy Cook in Boston, Foghorn was made aware of a letter written recently to Mr. Clancy Spangle by the Data Processing Manager of AMAX, Inc. Mr. Edward Farrell wrote in praise of the work done by the Memorex sales and service people assigned to his account.

We, in turn, would like to extend our own praise to Mr. Farrell for putting into words what too often goes unsaid.

Mr. Farrell wrote that AMAX, since its first acquisition of Memorex equipment in 1978, has made a substantial commitment to Memorex products across several product lines — communications, disc, and tape. He went on to say that his confidence in Memorex was based, in large measure, "on the quality and responsiveness of your Field Operations staff, especially those who serve our facility on a day-to-day basis. Formerly under the management of Mr. Dana Nelson and more recently under the direction of Mr. Christopher Roberts.

"My purpose in writing is to compliment Memorex on the excellence of its Field Operations Group."

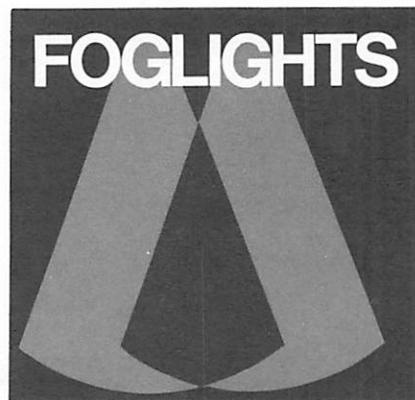
"My purpose in writing is to, first, compliment Memorex on the excellence of its Field Operations Group and, second, to thank you for a courtesy recently extended to us.

... that staff has consistently rendered our facility the highest quality service."

Approximately three months ago we acquired a used IBM 370 computer and some associated non-IBM, non-Memorex add-on memory. Prior to the computer's installation we became doubtful of the memory vendor's ability to maintain it well, and we turned to Memorex for help. To our grateful surprise, not to say great relief, your company agreed to maintain another vendor's product.

The installation of our computer and its add-on memory has to have been a textbook example of how such installations should be accomplished. Through the very capable efforts of Messrs. Wayne Munson and Raul Vallejo of the Greenwich Field Operations staff, the Memorex-related aspects of the installation went extremely well. Perhaps more importantly, Mr. Munson went far beyond the call of duty in creating a cooperative working environment among the Memorex and non-Memorex personnel engaged in the installation. As you may know, a cooperative attitude on the part of competitors during a complex installation is not always the easiest thing to achieve."

Thank you, Mr. Farrell, for taking time to write the kind of letter that is an inspiration to us all.



Special recognition goes to **Deborah Leatherman** of the Federal Region for Federal's first order of 3652 equipment to the Tennessee Valley Authority. Originally TVA was going to place Memorex, STC and CDC in a side-by-side evaluation. Through Leatherman's determination and successful implementation of a current Memorex contract, she was able to eliminate STC and CDC from installation. Memorex received a solid order for four strings of 52, all purchase and all deliverable this year. An outstanding job and a fine example of account control.

Judy Hester of Atlanta, formerly a Customer Service Representative, recently was named to a new position as Communications Support Representative. Judy joined Memorex in 1969 as one of the region's two computer media order correspondents . . .

Carrie Buck, Phoenix Branch Administrator, was recently commended in a memo from Western Region Vice President **Bill Etheredge** for her singlehanded coordination of the relocation of the Phoenix Branch. Carrie's work resulted in a smooth branch move with minimal impact on customers and employees . . .

Rex Brehmer, Western Region Field Engineering Support Specialist, recently completed an F.E. Account Management Handbook (see education story, page 8). **George Wong**, Regional Specialist, has written a handbook on specialist training. Both of these documents — which took many months of hard work — have been generating a lot of excitement. Good work!



GSA on its way!

Federal Region Field Engineering recently played host to representatives from the Mid-Atlantic, Western and Central Field Engineering organizations. A complete review of the GSA Mandatory contract was given to **Ron Steen, Al Montgomery, and Sonny Shannon**, in whose regions the first Mandatory installs are taking place.

Vice President **Bill Koenig** singled out **Curt McCrary**, Regional Field Engineering Manager, for his planning and development of Field Engineering's response to the GSA award. McCrary developed a new concept for the Mandatory contract: A dedicated FE installation team to handle Mandatory installs. A second team, dedicated to field engineering services, takes over the account following installation. According to McCrary, "This allows us to give full attention to the critical Mandatory installs, while at the same time placing the emphasis that we need to have on our current install base. It's working very well, and we have talked about expanding this concept to all our accounts."

Calling McCrary's work "outstanding," Koenig noted that "He has laid in excellent plans in order to ensure Memorex's capabilities to perform to a difficult contract. In addition, through all the planning and execution, he has maintained the Field Engineering force that is responsible for a large part of Memorex's overall equipment business."

Who Says There Are No Heroes Anymore?

Field Engineer **Mike Moffitt**, of the Garden Grove office, fills the bill nicely, thank you. In the early evening of May 2nd Mike, working aboard his 28-foot sailboat, engineered a dramatic rescue that saved a woman's life. According to Mike, when such emergencies arise "you don't even think twice... you just act." A fellow sailor had fallen overboard a boat berthed next to Moffitt's, hitting her head. When she failed to surface, Moffitt plunged in after her, pulled her unconscious from the water, and gave her mouth to mouth resuscitation "and after three or four tries brought her to."

Moffitt, who purchased his 28-foot Lancer in December, is also a pilot and the owner of a Beechcraft Musketeer single engine plane.



Mike Mann

Dramatic Growth: Half A Million For SE

Manager of Systems Engineering and Services, **Mike Mann**, was recognized at this year's Silverado Management Conference with an award for Asset Management — using existing resources to develop a profitable service. In its first full year, the SE organization did nearly half a million dollars worth of business. Through customer education and special service contracts, Mann plans two million dollars in revenue and seven hundred thousand in earnings for 1980. **Bob Malcolm**, Vice President, Industrial Relations, termed the organization's success "quite a feat of asset management," and praised the entire SE group for its contribution to Memorex.

In related news, a recent memo from Western Region Vice President **Bill Etheredge** singled out members of the Western Region's Systems Engineering organization for their work. **Dick Dobson** has presented three separate DCC classes with employees of Pacific Northwest Bell; **Joe Murphy** has installed four QCM packages; and **Mel Raymundo** has been teaching external DCC classes with a high level of expertise. Etheredge noted that **Bob Quinn** deserves special recognition for his work in developing this fine team.

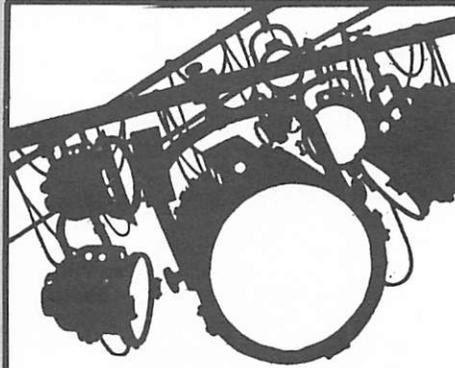
A Lucky Number

Three is a lucky number in Japan, where the Memorex 3228 tape drive is manufactured. And three comes up a good number for the Memorex tape drive program as well! The program was begun in 1977, with an original projected shipment of less than 1000 units. At the end of March, we shipped our 3,000th unit — a milestone for the tape drive program. The unit went to Mead Corporation of Dayton, Ohio, formerly an all-IBM tape shop. According to **Joe Schultz**, Salesman on the account, Memorex outperformed IBM so well that Mead sold their IBM drives to a third party. One of the IBM tape drives created a tape which later could not be read by the IBM equipment — but Memorex drives could read the tape. Schultz also cited Field Engineers **David Zornes** and **Ron Brockman** for their outstanding work, calling them a major reason for Mead's satisfaction with Memorex.



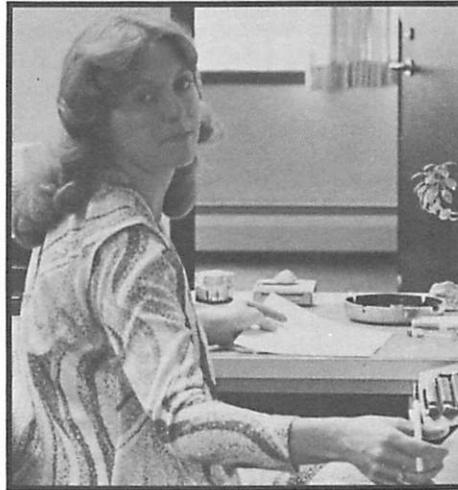
Lewandowsky hits 10

In May, John Lewandowsky celebrated his ten-year anniversary with Memorex. He joined the Dallas staff as a field engineer, and progressed through a number of increasingly important engineering positions. Shortly after his anniversary, he was promoted to Sr. FSE in the technical support group for the Southwest region.



SPOTLIGHT

Karyn Danes, Regional Reporter



Karyn Danes' enthusiasm is catching. And whether she's talking about her job ("It gives me tremendous satisfaction!"), her company ("I see myself growing along with Memorex") or her family (she has been married for ten years and has an eight year old daughter), it is her talent for communicating this enthusiasm that makes her such an asset to the Central Area. Karyn joined Memorex three years ago. She recently took over the position of Administrative Specialist, supporting **Sam Spadafora**, the new Commercial Vice President in Detroit (see story below). In her spare time Danes puts her enthusiasm into quiet pursuits — sewing and painting. A sometime-interior decorator, she has done the interior spaces of her own home. And she somehow finds the time to pursue a degree in Business Administration at Oakland Community College in Detroit. Asked about the future, Danes says "I want to stay with Memorex... there is so much opportunity."

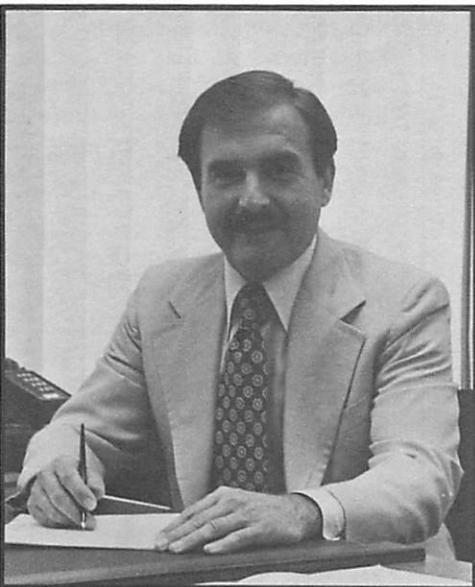
She would like to become more involved with Industrial Relations and Personnel — areas that would seem a natural with Karyn's human relations skills.

Hayes Earns Award

Accounting Specialist **Colleen Hayes** was recently awarded \$100.00 in a new Administration/Finance recognition program being held in the Central Area. Hayes, who works in the Area's Accounts Payable Department, was recognized for her outstanding work, and for her efforts in training two new employees.

Area Vice President **Richard McCraney** commended Hayes for a job well done, and noted that the new recognition program was developed to emphasize the importance of administrative and financial responsibilities to the overall success of the Area.

The new award will be given quarterly, according to Central Area **FOGHORN** reporter **Colleen Neustadt**. Watch this space for other winners like Hayes!



Spadafora New VP, Detroit

Joining Memorex as Central Area's Commercial Vice President is **Sam Spadafora**, a native of Detroit and an eleven-year veteran of Honeywell. Reporting to Spadafora are **Bill Colestock**, Automotive Branch Manager (all automotive accounts with the exception of Ford), and **Mike Jarvis**, Commercial Branch Manager and Acting Branch Manager for the Multinational Accounts Program. Sam has experience with good teams — he coaches in his son's soccer league — and we are glad to have him on ours!



FOG people on the move

Aaron, Thomas, to Sr. Sls. Rep.,
Federal
Anderson, Ronald, to FE, Lombard
Badget, Arthur, to FE, Kansas City
Bidwell, Margaret, to Sr. Disp. Data
Coll., SC
Buono, Richard, to Prod. Test., K of P
Burns, Michele, to Inv. Cntrl. An., K of P
Carlin, James, to Sr. AFE, K of P
Chapman, Thelma, to Acctg. Clerk. A,
SC

Childers, Anthony, to FE, Raleigh
Clark, Roy, to Sr. AFE, Lombard
Colon, Roberto, Sr. AFE, Lombard
Davies, Geoffrey, Sr. FE, Atlanta
Davis, Amy, to Sr. Disp. Data Coll., SC
Delucca, Deborah, to Keyent. Op. B, K
of P
Ferguson, Michael, to Sls. Consul.,
Federal
Furness, Loren, Sr. FE, LA
Gatzmer, Marvin, FSS, Minneapolis
Gogan, Kenneth, to Sr. AFE, Atlanta
Grandstaff, Eddie, to Sr. AFE, Tulsa
Harrison, Bernard, to FE Mgr., Detroit
Hartley, Jay, to Inv. An., K of P
Heins, Sherry, to Inv. Cntrl. An., Irving
Hill, Albert, to FE Br. Mgr., Lombard
Hill, Robert, to Prod. Test Tech., Irving
Katt, Rogene, to FE, LA
Kaufman, Steven, to FE, Greenwich
Luby, Stanley, to Br. Sls. Mgr.,
Greenwich
Maggs, Gilbert, FE, Miami
McKenzie, Stephen, FSS, Miami
Mosley, Fredrick, to Sr. AFE, Lombard
Nolan, Suzanne, to Adm. Sec. B, K of P
Peterson, David, to Supv. Inv. Cont.,
K of P
Roney, Michael, to Sr. Disp. Data Coll.
SC
Russell, James, to Sr. Tech. Instr., SC
Schlegel, Mark, to Fld. Supp. Oper. Clk.
A, NY
Shaughnessy, Robert, to Sr. FE, Boston
Shehadi, Charles, to Sr. FE, Boston
Sontag, Allen, Sr. Ed. Spec., SC
Stalker, Karl, to FE Mgr., K of P
Tarantino, Nicholas, to FE, Atlanta

Tarantino, Nicholas, to FE, Atlanta
Toy, Pamela, to Fld. Adm. Coordr.,
Boston
Turner, Warren, to FE, K of P
Valdez, Dennis, to FE Br. Mgr., Lombard
Vazquez, Toman, to Sr. FE, NY
Warren, Cynthia, to Sr. Disp. Data Coll.,
SC
Whynot, James, to FE, Boston
Witham, Sandra, to Sr. Fld. Order Adm.,
Columbus

In Memoriam

Karen Sirois, a Supervisor on the day shift at the Uniform Dispatch and Data Collection Center, died in late May after a short illness. Karen had worked with the UDDC since its opening in March, 1978. She will be greatly missed by her friends and co-workers, and by all those in the field who so consistently benefited from her very special dedication.

Help Wanted

Foghorn is looking for stories — and you're the source. Have you (or has any U.S. employee you know) ever taken an interesting volunteer job? Given a speech? Written a book or magazine article in your off-hours? Climbed a mountain or discovered a sunken treasure? Done something heroic — on or off the job?

If there is a story you would like to see in these pages, let us know about it. Just contact any Foghorn Regional Reporter (see below), or give us a call here at headquarters. We're counting on you!

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Jim Tyson is FOG's first retiree

Over 50 fellow-employees and friends, including his wife, attended a luncheon in May to honor FOG's first retiree, Jim Tyson. An 11-year veteran of Memorex's field engineering operation, Tyson is responsible for having developed much of the FE organization as we know it today. He joined the company as the one and only FE manager, and soon hired managers for Washington D.C., Chicago, and Santa Clara.

He was Headquarters FE Manager and Western Region FE Manager before becoming Manager of FE Operations, Administration, and Parts, the position he held at retirement.

Tyson is perhaps best known and appreciated for his ability to address causes of problems—not—symptoms—and was always quick to get to the heart of a problem. Don Snider, a long-time co-worker, remembers Tyson for his knowledge in how to get things done. "He knew every system and



Jim Tyson

method for a field engineering matter. People were always calling on him for help."

What will Tyson do in his retirement? Gifts given to him at the luncheon by warm-wishers are a clue. Among them were a fishing reel and a picnic basket!