



The Independent Journal

SPLAINE, EDWARDS TAKE HELMS FOR SALES AND SERVICE GROUPS

Editor's note: In January two key positions within the EPG Sales and Service organizations were filled. Charlie Splaine was promoted from Western Regional Sales Manager, and Tom Edwards was promoted from Manager of Field Engineering. Both men report directly to James Dobbie. The following article highlights some of the 1977 goals and priorities these two see for the field sales and service organizations.



Charlie Splaine, Tom Edwards — professionalism will keep Memorex ahead of its competition in 1977

The Memorex careers of **Charlie Splaine** and **Tom Edwards** seem almost a mirror image of each other. Both joined Memorex in 1970 as Sales Reps — Charlie in Philadelphia and Tom in Houston. Each was promoted to branch manager and then regional manager — Charlie for Western Region and Tom for Southwest. And in January, 1977 Charlie became Vice President of Sales and Tom became National Field Service Manager.

These two key figures for the EPG sales and service organization make an impressive pair. As men who have "risen through the ranks" of Memorex, they are keenly aware of the environment and needs of field personnel. When it comes down to philosophy they both agree that education and professionalism will keep Memorex ahead of its competition in 1977.

For field engineering, 1977 will be a year for third party maintenance. The

service base will broaden to include new products related and not related to Memorex lines. Plans are being made to establish Memorex as a mini-computer service organization. "We have demonstrated the ability to generate revenue from sources outside the company," states Tom. "With our established staff in the field and good service reputation, we have become a corporate revenue resource. We will capitalize on our expertise."
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Attention Pilots MAKING KILLS? YOU MAY BECOME A HIGH FLYER

"Pilot Clancy Cronin, 101st Aiborne Division, was surrounded by the enemy. He knew his timing was crucial. Although his French Newport was faster and more reliable than IBM's Fokker D-7, he couldn't yet maneuver into target position. CDC's Albatross was closing in and the pressure mounted rapidly. His complete being was absorbed in the drama unfolding around him.

"Just ahead, 2,000 feet below, lay his target, waiting and vulnerable. If only he could dive past the enemy for a clear shot! His hand gripped the machine gun. Wait! The Fokker was faltering! Without losing a second, Clancy zoomed in on his target. His bravery was awesome, his skill breath-taking. As CDC and IBM helplessly watched, Clancy fired a round precisely on target, scoring a kill...."

If you're an EPG Sales Rep you no longer are selling equipment—you're making "kills." Your sales strategy is now your "flight orders," and the "enemy" is any Memorex competitor. Branch and Regional Managers are now Wing and Squadron Commanders, respectively, and field and systems engineers comprise the Squadron Support personnel.

This new nomenclature is part of an equipment sales contest named after the highest of high flyers — The Screaming Eagles Air Corps. Its purpose is specifically to sell and install 3673, 1270, 1380 and 6258/6268 equipment during the second and third quarters.
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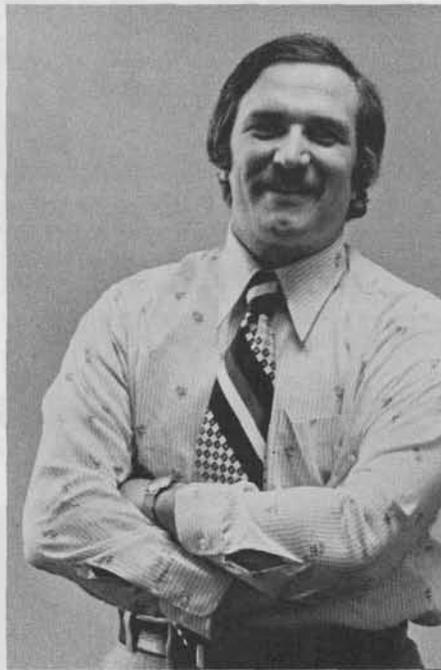
Salesrep of The Month

The position of Philadelphia Branch Manager must be a lucky one. In October **Hugh Graham**, then Philadelphia Branch Manager, was named Sales Representative of the month. When Hugh was promoted to Mid-Atlantic Regional Manager (**Al Kennedy** is now Eastern Regional Manager) **Joe Ryan** not only filled his shoes but literally followed in his footsteps. In November he was named Sales Rep of the Month.

Joe previously was a Sales Rep in Allentown, PA. Several accounts near that city were instrumental in making his November quota soar to first place.

One of them was Brierwood Shoe, Inc., a manufacturer of shoes for Sears department stores. It signed a package lease for 1 x 8 spindles of 3670 and half a megabyte of 6145 memory.

Pentamation, a data processing service bureau headquartered in Bethlehem,



J. Ryan—thick skinned

signed an outright purchase for 1 x 8 spindles of 3670 and 1 x 6 of 3660. This account is particularly significant because Memorex replaced CDC's 3330-type drives. "The company liked our service, the way we did business, and was just happier with Memorex," explains Joe.

"A lot of credit for my success with these accounts has to go to the field service team," he volunteered. "**Ken Hobbie**, Field manager, **Bruce Caton**, FE, **Bob Werley**, FE and **Paul Fink**, FE, all from Allentown, were very supportive. Once in a while they complain, but they always roll up their sleeves for work and go out of their way to cooperate with sales. They're great."

Joe joined Memorex's Allentown staff in 1974. Through his years of sales experience, he has learned that developing a "thick skin" is important to being successful. "You've got to be able to ride the humps," he says. "You can't give up because you're having a few hard knocks. Ride them out and keep trying. It's the only way you'll go anywhere." □

Splaine/Edwards

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Memorex already has third party maintenance agreements with several companies including BST, Micro Computer Systems Corp., Quantor and Logicon. To support further broadening of the service base in 1977, the number of hours spent on FE education and training will triple over 1976. Actual hands-on training classes will be taught both in Santa Clara and the field. A mini-computer is being installed in Santa Clara specifically for FE training purposes.

For sales, education will also be an ongoing area of emphasis. "The complexity of our marketplace is growing tremendously," explains Charlie. "To provide sales reps with the knowledge necessary to deal with this growth, many classes will be taught throughout the year. They will include a revised version of PSS (Professional Selling Skills) and training on new products.

We are not only aiming to exceed 1977 goals and objectives, but also to make sales technically prepared for market changes in late 1970s and early 1980s."

In addition to education, personal growth and professional development of field employees will be a focus in 1977. Points out Charlie, "I want to promote an atmosphere of employing people who can move up through the ranks. We're growing so quickly we really need this resource."

Tom and Charlie are responsible for similar field and Santa Clara functions. All regional field engineering managers report to Tom, as well as the technical support, spares operations, and education departments. Sales administration, education, planning and all regional sales managers report to Charlie.

Promoting constant cooperation and support between sales and service is an objective both men acknowledge. Says Charlie, "You can't sell a product without FE support, and you can't service an account without an order. It takes teamwork."

As a man who has been both a sales rep and a field engineer, Tom sees the relationship between the two organizations as one of checks and balances. "The two professions seem to attract people of opposite personalities," he explained. "But it's a good mixture which results in positive interaction and stability for the group as a whole, and that's what counts."

For both men, making Memorex the standard by which other companies are measured is a priority for 1977. "To quote a familiar phrase," says Tom, "we want to be the 'Standard of Excellence.'" Chips in Charlie, "There are tremendous opportunities for our products, both today and in the future. With the right attitude, hard work, persistence and teamwork, we'll become that standard."

Bill Etheredge, former Branch Sales Manager, Pittsburgh, has been named to replace Charlie as Western Regional Sales Manager. Details of this appointment will be in the next issue of the IJ.

Dobbie Fills Chief Equipment Post

In January **James Dobbie** was named Executive Vice President, Equipment Products Group, reporting directly to President **Robert C. Wilson** in a newly created office of the President.

Mr. Dobbie previously was Vice President of the Computer Media Group. He joined Memorex in 1975 from Varian Data Machines, where he was Executive Vice President.

Reporting to him are **Keith Plant**, General Manager, OEM Division; **Henry Tinker**, Director, Manufacturing; **Richard DuBridge**, Director, Marketing; **Jack Clemens**, Director, Engineering; **Tony LaPine**, Director, Quality Assurance; **Charlie Splaine**, Vice President, Sales; and **Tom Edwards**, National Field Service Manager. **Hal Krauter** functionally reports as Director, Finance, along with **Mike Klapperich**, Manager, Industrial Relations for Equipment.

Mr. Dobbie replaces Roger Johnson, who left Memorex to accept a position as Executive Vice President and Chief Operating Officer of Measurex Corp. A detailed account of how Mr. Dobbie views the future of the Equipment Products Group, some of its goals and his priorities will be included in the next issue of this newsletter.

CUSTOMER SERVICE GIVES EXTRA INCH; SECURES MEMORY ORDER

It was the kind of letter that makes a manager doubly proud of his employees. Written to **Tom O'Keefe**, Manager, Customer Service, by **Dave Tobin**, New York Branch Sales Manager, it said:

"Tom, during my two-mile run this morning it occurred to me that you may not really know how IMPORTANT **Rex Elder** and **Joan Schmalz** are to our operation in the New York Region. Rex and Joan were most cooperative and instrumental in getting half a megabyte of 6258 memory out the door, together with spares, and on site at Western

Electric in time to beat out heavy competition from STC and ITEL."

When news was telephoned to headquarters that Western Electric needed the memory immediately, Rex and Joan wasted no time tracking one down. Rex, a Customer Service Specialist, was able to cut through some red tape and get contract and credit approval

right away. Meanwhile Joan, a Memory Order Scheduler, located the memory system, plus spares, and helped Rex process the order. Together they had the shipment ready for New York in just four hours.

It's giving the extra inch like Rex and Joan did that puts Memorex ahead of its competition and keeps it there. □

NEW APPROACH IN AFE TRAINING EMPHASIZES CUSTOMER RELATIONS AND SALES SKILLS

What can a new FE do to improve relations with a particular account? What are some of the problems commonly encountered at a customer site and how should they be handled? What is the interaction between field engineers and sales as far as customer service goes?

These and many more questions are being answered in Memorex's revised field engineering program for the AFE (Associate Field Engineer), the "New Hire" class. Officially launched on January 10, it marks the beginning of a new philosophy for AFE training.

According to **Bob Beckett**, Manager of FE education, the program covers

several areas not previously included in AFE classes. "Unlike courses in the past," he says, "where the emphasis was on rapid training and quick productivity, this class stresses the basic skills of our business and, just as important, the environment an FE works in."

Part of learning about that work environment includes practicing customer relations skills, learning some sales techniques, and developing customer management capabilities. Says Beckett, "Training in these areas helps strengthen the FE force as a whole by giving each individual the necessary skills to do his job with confidence and professionalism."

Broadening the FEs identification with the company is another new goal of the program. Many guest speakers are invited to the class to talk about the different areas of the company, including technical support, sales, finance, marketing and administration. In addition, class members are given complete plant tours. "This phase of training has never been included before," says Beckett. "It's vital to building a spirit of teamwork and identification with Memorex as a whole."

Basic FE skills taught in the class include the operation and use of Memorex diagnostics, the CPU console, and various tools and test equipment. The students get a very thorough introduction to systems concepts and architecture with emphasis placed on channel operations.

The New Hire class is part of what's called an Advance Hire program. Because it takes approximately nine

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B. Beckett—broadening FEs identification with Memorex.

Demos are the Key

1377-4 SALES: LET YOUR CUSTOMER SUPPORT SPECIALIST SHOW YOU HOW THEY'RE MADE

"Good afternoon ladies and gentlemen. My name is Shirlene Green and I'm an employee of Memorex Corporation. I'm very happy to have this opportunity to meet with you and demonstrate some of the features of our new 1377 Model 4 Display Station."

Thus might begin a product demonstration given by a member of EPG's newest sales support position—the 1377 Model 4 customer support specialist. Less than a month old, this position was developed to address the special marketing needs of Memorex's newest video display terminal.

The 1377 requires a special support function for several reasons. Explains **Fred Bonnet**, Product Sales Manager for the 1377 Model 4, "This machine is unlike other equipment marketed by our sales force. It is people-oriented. To use it someone must sit at the keyboard and look at the screen. This not only means that operator training is required, but that special on-going contact with the customer is necessary."

The customer support specialist position was designed to help specifically in these two areas. The specialist accompanies the sales rep on customer calls and, when possible, brings along a demo unit. It can be set up right on site, giving the specialist an opportunity to observe the user's reactions. This is a good way to break the ice and

establish a friendly rapport with the people who ultimately may be using the machine.

Demonstrations can be given by simply unplugging the 3277 and plugging in the 1377 Model 4. "This compatibility is an impressive point in a demo," says Fred. "It gives the prospect a chance to actually use the machine. Demonstrations are the key to the sale."

During a demonstration the specialist emphasizes the human engineering features of the machine, such as the tiltable screen, non-glare keys and screen, and the enhanced refresh cycle which reduces operator fatigue. Other highlights are the editing capabilities, keyboard numeric lock, audible alarm and reverse video cursor.

"The most important feature of this product," points out Fred, "is its human engineering. When prospects see the unit they think, 'Wow, somebody really did some thinking about how to design this product for people.' Appealing to the human aspect of the 1377 is essential. Since these features are very important, they can't be overemphasized."

The specialist has other responsibilities. Santa Clara Sales Support Specialist for the 1377 **Claire Good** states, "The specialist not only explains the product and trains the customer, she identifies and resolves any



The Specialists recently attended a week-long training session in the Philadelphia Distribution Center. Here Claire Good, center standing, demonstrates some of the features of the 1377 Model 4 to members of the class.

problems. In addition she prepares a regional list of reference accounts which is distributed to the sales force, and assists in terminal application development for 1377 systems."

The 1377 Model 4 has literally hundreds of applications. Explains Fred, "In a short while the specialist will be able to walk through an area where no terminals are used and make recommendations for various applications. The tasks of identifying key prospects, and working on new business will grow rapidly."

Each sales region will eventually have one 1377 Model 4 customer support specialist. Presently there are six: **Linda Price**, Mid-West; **Darlayne Stallings**, Great Lakes; **Shirlene Green**, Mid-Atlantic; **Ann Hilchey**, Northeast; **Marion Taverna**, New York Metro; **Kathy Wright**, Federal; and **Claire Good** (acting), Western.

The specialists recently attended a week-long training class in the Philadelphia Distribution Center. Conducted by **Mike Mann**, Sales Technical Services Manager, **Sandy Garcia**, Systems Engineer, and **Claire Good**, the class offered a thorough orientation of Memorex and its products. It was designed to give the specialists a realistic picture of what their work environment would be, and provide them with the skills and confidence to



Ann Hilchey (left), Northeast, and Darlayne Stallings, Great Lakes



Kathy Wright, Federal

determine what people want, the effectiveness of our product, and ways to improve our service. Memorex is committed to this marketplace."

The specialist position was designed to make selling easier, and thus far reaction to the program has been overwhelmingly favorable. Several customers claim that they evaluated every equivalent display station on the market—and then selected Memorex.

First-customer shipments of the 1377 began in the last week of January, and Memorex is gearing up to meet anticipated demand throughout 1977. Says Fred, "We're off to an impressive start. Let's take advantage of this product and this program and keep those orders rolling in!"



Marion Taverna, New York Metro



Fred Bonnet (left) and Gene Ahlquist, 1377 Product Planning Manager — The 1377 Model 4 can create a chain reaction for Sales.

do their jobs well. In addition to covering technical information about the 1377 Model 4, the class included hands-on training, demonstration techniques, and even a course on PSS (Professional Selling Skills).

Terminal sales are an excellent way to build Memorex business. As new applications are created and installations expand, more terminals will be needed. And the more terminals used, the more core required; and the more core, the more storage needed, and so forth. The 1377 Model 4 can create a chain reaction for sales on the entire equipment line. It's not just one product being sold—it's really Memorex as a whole.

"Through on-going customer contact," says Fred, "We'll be able to better

Claire Good,
Santa Clara 1377
Sales Support
Specialist



Linda Price, Midwest, and Shirlene Green, Mid-Atlantic

New AFE Training

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Members of the "New Hire" class examine PCB circuitry for the 3660 and learn to fill out parts return tags. They also practiced customer relation skills and sales techniques in preparation for their future work environment.

months for an AFE to become productive, the students are being trained now for the workload projected for September. When the students finish their three-week training phase in Santa Clara, they return to the field for on-the-job training. Then, with the guidance of their field manager, they select an area of specialization (i.e., disc products, telecommunications, add-on memories) and continue their training until ready to become full-fledged FEs, usually about nine months later.

This class is the first of a series of New Hire classes which will be taught throughout the year. According to Beckett, approximately 9 more are scheduled in 1977. A total of approximately 200 students will participate in this program. "We want to make the AFE the best prepared, best trained new hire in the industry," he says. "And now we've got the program to do it." □

FE Pros To Meet In Tenn. For 2nd Tech Conference

Music City, USA, has been selected as the site for the Second Annual Field Engineering Technical Conference. For those of you not up-to-date on your nicknames, Music City is Nashville, Tennessee, also known as the country/western music capitol of the world.

According to **Jim Tyson**, Manager of Field Engineering Planning, the conference is set for September 27-30 at the Hyatt Regency Hotel. "We decided on Nashville for several reasons," he explained. "Since last year's conference was in Reno, we wanted the 1977 meeting held in an eastern city, close to many of the FEs who will be attending. Nashville is an exciting town with lots of variety in entertainment, and the Hyatt Regency has excellent meeting facilities."

Approximately 50 field engineers will be chosen to attend. Selection will be based on an FEs professional performance as recognized by his regional manager. Each month managers are responsible for selecting a field engineer who has performed in an exemplary manner over a sustained period of time. This includes capabilities ranging from outstanding customer relations to overall territory operations.

As of this writing, 17 field engineers have been named Professional Field Engineers and will attend. They are: **Ron Gelaude**, Detroit; **Chuck Cochran**, Portland; **Fred Corso**, San Francisco; **John Lewandosky**, Dallas; **Hale Hout**, Miami; **Jack Sedgwick**, Hartford; **Bob Reed**, Kansas City; **Jack Turner**, Los Angeles; **C.W. Riehlman**, Cincinnati; **George Colvin**, Birmingham; **Joe Dougherty**, Philadelphia; **Steve Simone**, Greenwich; **Reed Johnson**, Houston; **Ken Masco**, Philadelphia; **Jim Dimino**, Headquarters; **Stan Pennington**, Oklahoma City; and **Chuck Anderson**, Headquarters. □

Screaming Eagles

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Rules of the contest stipulate that product orders are "kills"—1270 and 3673 orders are one-half of a kill each, a 1380 is one kill, and one megabyte of 6258/6268 is one kill. After a pilot makes his 4th kill he receives the distinguished "Double Ace" award—60,000 contest points, and an "R & R" for a member of his Squadron Support

group. The R & R includes a chauffeured limousine and a dinner for two at any local restaurant.

Each month a "High Flyer" award will be presented to the person with the most kills. High flyers receive a special engraved trophy of the famous Memorex Screaming Eagle. Additional monthly awards will be given to the squadron with the most kills. A good conduct award is to be presented to the first 20 pilots who sell six or more 3673 units (each receives 10,000 points).

At the end of the contest **Baron Charlie von Splaine** will award 200,000 contest points to the pilot with the most kills (Grand Ace Award). All contest points earned can be used to purchase any item from the Screaming Eagles Gift Catalog (items vary from cameras to big game rifles to diamonds).

Details of the contest are being sent to every aerodrome. **Lt. Nate Cammack** is Campaign Manager, in charge of the headquarters tactical operations center. All questions concerning flight orders and strategic commands should be directed to him at MS 14-49 or telephone (408) 987-1143.

Good luck and high flying! □



Lt. Nate Cammack—in charge of Headquarters Tactical Operations Center



The Spirit In New York

January 10th the New York Region held their 1977 kick-off meeting at the Cornell University Club of New York (Cornell is NY Sales Branch Manager **Dave Tobin's** Alma Mater). In spite of the fact that the weather was most uncooperative—the 24-hour period preceding the meeting included snow and freezing rain conditions which turned into an incredible downpour and high winds—the attendance at the meeting was 100%. With spirit and determination like that, the New York team is bound to surpass all goals and shine like an apple in 1977.

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A Boston Party

Four Field Engineers in the Northeast region were recently recognized for their outstanding professionalism in 1976. **James Holody**, Buffalo; **Don Juhola**, Boston; **Lou Gervais**, Hartford; and **Steve Simone**, Greenwich; and

their wives were awarded a night in Boston. The evening included tickets for "Very Good, Eddy" (a first-run Boston play) and a stay at the historic Parker House. Jim Holody received special recognition and was named top FSR for the region (he has since been promoted to Field Manager). According to him the evenings had a great time. "The night we were to leave Boston a snowstorm hit," he reports. "We ended up spending another night, compliments of the airline company, and enjoyed a little more of the city before returning home the next day."

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CPU Class for Southwest

Reed Johnson, Houston FE, recently conducted a course on System Hardware concepts which covered 145, 155, 158 CPU and channel concepts, documentation hierarchy, console operations and diagnostics.

Bill Brewer, FE Tulsa, and **Danny Runyon**, FE Houston, attended the class, which was the first of its kind in the Southwest Region. Says Regional FE Manager **Art Mudge**, "This course gives an FE the operating materials and tools necessary to service a customer's total data processing needs — everything from the peripheral product to the mainframe. Our service capabilities can be matched with any competition in the region."

Classes similar to this will be conducted in all regions throughout 1977.

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A Home Away From Home

In Santa Clara for a management meeting? In King of Prussia for a training course? Hear ye, hear ye. The Company now leases apartments in both locations. They are available at prices lower than discount hotel rates, and are fully furnished, including kitchen utensils, full laundry, maid and phone service. If you're visiting either area, check with Dick Ranck, King of Prussia, or Bob Beckett, Santa Clara, for availability.

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Bank Reps Gather in Santa Clara; Learn More About Memorex, Products



In his presentation Hal Krauter discussed Memorex's technical, manufacturing, marketing and sales and service strengths. "The company has broad market coverage," he told the group. "Our field organization has a proven record of achievement and good, experienced management."

Over 30 representatives from some 15 banks across the country gathered in Santa Clara January 24 (now referred to as "Bankers' Day") to learn more about Memorex, its products, and its people.

This meeting was arranged by Lease Financing Company (LFC), a third party leasing organization, in conjunction with Memorex. Several people addressed the group, including **Robert Wilson**, President; **Robert Coe**, Treasurer; and **Henry Montgomery**, Vice President, Finance. **Hal Krauter**, Director of EPG Finance, spoke on the accomplishments and goals of the equipment group. In addition, the 3650 disc storage system announcement presentation was given, along with a brief demonstration of the 1377 model 4 display terminal. A tour of our

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Banker's Day

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manufacturing and engineering facilities was given by **Henry Tinker**, Director of Manufacturing, and **Jack Clemens**, Director of Development Engineering.

Memorex's participation ended at this point. The final portion of the day-long conference was limited to LFC and the bankers. LFC gave a presentation of the structure of the LFC/Memorex financing agreement.

States Bob Coe, "This conference helped give the bankers a more complete understanding of Memorex and its commitment to quality products. I received many favorable comments. One person told me that of the many similar conferences he has attended over the years, few had been as professionally conducted as Memorex's."

FIELD ENGINEERING

Transferees

Phillip Atwood from Kansas City to St. Louis
Donald Colgin from St. Louis to Chicago
James Coulter from Reading to Dallas
Jack Helman from Chicago to Santa Clara
W. H. Spencer from St. Louis to Chicago

Promotions

Phillip Atwood to Field Mgr., St. Louis
Henry Baylor to Br. Mgr., Boston
Victor Bunt to Sr. FE, Ohio
Charles Cochran to Sr. FSE, San Francisco
James Connors to Sr. AFE, Riverside, Conn.
Ted Cooper to Terr. Supv., New York
Jude Cordeiro to FESS, New York
Robert Cordivola to FE, New York
James Coulter to Terr. Supv., Dallas
Timothy Cox to FE, Louisville
James Crocker to FE, Dallas
Barbara Davis to Sr. AFE, Houston
Andrew De Rose to Sr. FE, Pittsburgh
George De Voe to Field Mgr., Newark
James Dimino to Prod. Engr., Santa Clara
Jim Eyer to FSS, Harrisburg
Ronald Ferg to FSS, Washington
Paul Fink to Sr. AFE, Philadelphia
Norman Fitzgerald to Sr. AFE, Los Angeles
Ronald Gelaude to Sr. FE, Detroit
John Gerber to Sr. AFE, Los Angeles
Robert Hendrickson to FE, Syracuse
James Holody to Field Mgr., Buffalo
Robert Huck to Sr. FE, Milwaukee
Steven Hughes to Sr. AFE, Chicago
Robert James to Terr. Supv., Washington
Phillip Jopa to Sr. AFE, Chicago
Walter Kluga to Sr. FE, Buffalo
Dennis Labs to Sr. AFE, Detroit
Jeffrey McLawhorn to FE, Portland
Joseph Matta to Terr. Supv., Baltimore
John Ochab to Sr. AFE, Detroit
Gordon Paquette to FE, Detroit
Curtis Preston to Sr. FE, Milwaukee



Robert Reed to FSS, Kansas City
Arnoldo Rivera to Sr. AFE, Los Angeles
Robert Shaughnessy to Sr. AFE, Boston
Charles Shehadi to Sr. AFE, Boston
Richard Soukup to Sr. AFE, Chicago
W. H. Spencer to Br. Mgr., Chicago
Tomas Vazquez to Sr. AFE, New York
Charles Weber to FS, St. Louis
David Worden to Sr. FE, Pittsburgh

New Hires

Thomas Adams, AFE, Houston
Stephen Alger, AFE, Boston
Herbert Arit, AFE, Greenwich
David Begin, AFE, Little Rock
William Cardwell, AFE, Detroit
Rodger Cloud, Sr. AFE, Oklahoma City
John Davis, Sr. FE, Philadelphia
Scott Dimeler, AFE, Philadelphia
John Dorosh, FE, Los Angeles
Norman Dunkin, AFE, Houston
William Fox, FE, Dallas
Raymond Giampino, AFE, New Jersey
John Hecker, AFE, Kansas City
Michael James, AFE, St. Louis
Charles Jarboe, AFE, Boston
Joel Kallander, Sr. AFE, Washington
Joe Koch, FSS, Baltimore
Gent Lam, AFE, Hartford
Emanuel McCown, Sr. FE, New York
Louis Marchione, FE, New York
Samuel Pabon, FE, New York
Rui Palatino, AFE, Hartford
Morris Pearson, AFE, Chicago
Robert Peterson, Sr. AFE, Washington
Mark Price, AFE, Washington
Kenneth Rivers, AFE, Hartford
Leon Smith, Sr. AFE, Washington
John Taton, Sr. AFE, Buffalo
Tu Ton, AFE, Houston
David Townes, AFE, Birmingham
Raul Vallejo, AFE, Riverside, Conn.
Thomas Vitt, AFE, St. Louis
Alex Walchuk, Sr. FE, Dallas
Charles Webster, FE, McLean
Daniel Weiland, AFE, Pittsburgh
William Wilson, AFE, Dallas
Elicio Zamora, FE, New York

EUMEA Memory Sales: Très Bien!

Over four million dollars worth of add-on memory sales in Europe during the fourth quarter, 1976, is something to celebrate. When Jean-Claude Zanolli, EUMEA Equipment Product Manager, was in Santa Clara last month, Russ Schneider, Manager, Product Sales Support (right), and members of the equipment marketing staff held an informal ceremony and presented him with a pen and pencil set. Said a beaming Jean-Claude, "Memorex is now the number one independent supplier of add-on memories in Europe."

SALES

Promotions

William Donald to Sr. SR, Miami
Larry Foley to Br. Mgr., Hartford
Hugh Graham to Reg. Sales Mgr., Mid-Atlantic
David Miles to Fed. Mktg. Mgr., Washington
John Ryan to Br. Mgr., Philadelphia
Henry Seta from Baltimore to Sales Br. Mgr., Houston
Malcolm Smith to Sr. SR, Greensboro
Robert Varo to Br. Mgr., Boston

New Hires

Robert Albanese, Sales Trainee, Philadelphia
David Borgeson, SR, Los Angeles
James Boyne, SR, Hartford
Robert Cooke, SR, St. Louis
James Divet, SR, Peoria
Robert Dodge, Jr., Sales Trainee, Houston
Michael Flannery, SR, Chicago
Donald Gerardy, SR, Kansas City
Russell Hashman, SR, Detroit
John Hischer, Sales Trainee, New York
David Hoolahan, SR, Minneapolis
Peter Hollyer, Sys. Engr., San Francisco
Kenneth McDonough, SR, Columbus
Michael McGee, SR, Chicago
Donald McTigue, SR, Riverside, Conn.
Michael Miller, SR, San Francisco
David Morehead, Sr. SR, Houston
Ralph Morrison, Fed. Sales Spec., McLean
Joe Murrell, SR, Dallas
Nelson Newhouse, Sales Trainee, Hartford
Roger Nixon, Sr. SR, Cleveland
Raymond Olsz, Sales Trainee, Greenwich
Jefferson Palmer, Sales Trainee, Baltimore
John Senkeleski, Br. Mgr., New York
John Sporck, Jr., Sr. SE, Hartford
Paul Weston, Sys. Engr., Seattle

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