

FIELD ENGINEERING NEWSLETTER

Bob DiMenna

M/S 14-49
14-01

FROM THE DIRECTOR OF FIELD ENGINEERING

Fellow Field Engineers:

The reinstatement of the Field Engineering Newsletter affords me the opportunity to review some of the events since the Newsletter was last published and to comment on current conditions, as well as future opportunities.

The most significant event is the restoration of profitability for the Company. As Mr. Wilson has said, it was the result of dedicated effort by Memorex employees everywhere. You can be proud of your contribution toward a return to profitable operations.

We as a Company are beginning to move forward again. New product programs have been announced and existing programs revitalized. And there is more to come.

We have seen a steady strengthening of demand for our products during 1975. This fact, plus new programs such as AMS, 1380 and BST, have resulted in greater than planned workload for many of you.

We have seen the parts shortages substantially eliminated with better planning and supply.

We have initiated new types of training programs such as the diagnostics lab and the channel I/O package.

We have witnessed a general productivity gain which, of course, contributes to improved operating performance.

Fewer of our people are leaving the Company and many former Memorex employees have returned

and are returning to again share in our future.

Just as there is new confidence in the marketplace that Memorex has a strong future, there is new confidence among our customers concerning the capability of the Memorex Field Engineering organization. Still, there are many important things to be done. Among them:

- We must increase the scope and depth of our training programs.
- We must judiciously increase staffing to cover current workload and projected growth.
- We must all search for ways to become more efficient — work smarter, not harder. Eliminate unnecessary things, steps, trips, etc. Positive action is necessary to get a gain here. Report a quality defect to avoid its continuance, analyze our approach to the job, review how we spent our time.
- We must develop a better way to manage parts inventories. Fifty percent of the part numbers stocked in the field show no usage, yet these spare parts are often held in multiple quantities. What does inventory cost? First, it costs the cash to buy the part and then it costs 28% per year to carry spares inventory. Carrying cost includes interest, space, taxes, obsolescence, and insurance. So a \$100 part costs \$28 each year it is stocked. If it is not needed, the money is wasted. Field Engineering holds \$7 million in spares. An opportunity? You bet. Your manager has or will be discussing a program un-

derway to eliminate the waste cost.

- We must all keep in mind that it is not just competitive cost but also excellence—quality—which we seek. Our objective is to have all of our customers say we are better than IBM. Discuss this with your customers and ask how they think we can serve them better. (The most recent Datapro Report on disc drives rates Memorex equal to or better than IBM on two out of three disc types.)

There is a new vitality and a new enthusiasm for the future at Memorex—borne out of a taste of winning. We will keep on winning with the continued active teamwork of all Memorex people.

Sincerely,
Bill Randolph



William D. Randolph

"GOOD WILL TOWARDS MEN . . . "

submitted by Janice Kirkland,
Houston Regional Administrator

Art Mudge, Regional FE Manager in Houston, and his wife Chris have added three children to their family.

In July three Vietnamese children — Loan, age 5; Duyen, age 7; and Vu, age 10 — entered the Mudge home where they will be cared for until their father can become established and economically independent.

The entire Prguyen family, totalling 13, escaped from Vietnam aboard a friend's boat after the Communist takeover. They, along with 8,000 people, traveled for eight days with little food and no shelter. They arrived in Guam and stayed at the clearing camp for five days, and were then transported to Camp Chafee, Arkansas for awhile before moving on to Texas.

Can you imagine what life was like when three new children arrived, speaking no English, to live with an American family, speaking no Vietnamese? The Mudges have discovered the ins and outs of communications and have found that much humor has come out of this situation. Little Duyen thought for sure that Art was an airplane pilot as he was always "flying" on trips.

FE TAGS ILC EQUIPMENT

submitted by Ted Neu

One of the requirements of the agreement between Memorex and ILC is all equipment that is sold to ILC must be identified as being the property of ILC.

The job of putting ILC identification labels on the equipment installed in customer locations was taken on by Field Engineering in February.

At the time the project started, there were 7,688 ILC-owned units installed in this country. Since the start, an additional 525 units have

been installed.

Almost immediately, large numbers of the response cards started flowing into Santa Clara reporting the labeling of equipment. To date there have been 6,846 units reported on.

Some of our customers in remote locations even got involved in the project. Labels have been mailed to the customers by the local managers with a request that they put the labels on the equipment.

The goal for completion of the initial portion of the project is December 1. Updates will continue to be sent out each month as new equipment is installed and sold to ILC. These updates will continue until the expiration of the agreement with ILC.

SPRs CAN LEND A HAND

Having Terminal trouble? Has your Memory forgotten everything? Did the 3670 slip its disc? Well, Santa Clara has just the men who can help you out of these situations.

Under the direction of Lou Perkins, Manager of Technical Support, a staff of eight SPRs (Service Planning Representatives) are available to answer any of your questions.

AMS Memory

Bob Beckett
Frank Chester
Dick Ranck

367X

Joe Felton

Terminals

Gary Prideaux

1380

Art Cooper

1380 Software Support

John Connor
Phil Stephens

1270

Bert Johnson
(National FSE Manager)

5-YEAR VETERANS DINE WITH MRX PRESIDENT

Mr. R. C. Wilson joined a group of celebrants at dinner in Seattle recently for 5-year award presentations for:

Jim Brown
Chuck Cochran
Larry Hurst
Rich Leibelt
Roger Mauermann
John Pugh
Jack Turner

Of special interest is the fact that Hurst, Leibelt, Mauermann, Pugh, and Turner were hired in on the same date — June 22, 1970.

This impressive group represents practically the entire Northwest staff. **Del Williamson** is a 6-year Memorex veteran, and **Jim Casto** and **Loren Gerlach** are not exactly newcomers, with 3½ and 2 years service, respectively.

Congratulations to a dedicated group.

TRANSFERS

Rod Pattillo was recently promoted to Branch Field Engineering Manager in Dallas from FSE Manager in the Headquarters Technical Operations Group. A most happy fella to be going back to Big D. Don't know when we ever saw such a wide grin.

Tom Zamer was recently promoted to Sr. Technical Instructor in the Technical Education Department at Headquarters from McLean, VA.

Karl Bostelman is transferring from Toledo LSL to Flint, Michigan LSL.

Ed Barwick was recently promoted to Sr. Technical Instructor in the Technical Education Department at Headquarters from Atlanta.

Maurice Gregoire was promoted to Branch Field Engineering Manager in Hartford from Field Manager in Syracuse.

BOB DIMENNA— FIELD ENGINEER TO SYSTEMS ENGINEER

Bob DiMenna has recently transferred from an SPR for the Technical Support area to a Systems Engineer for the IAC (Installation Assistance Center) area.

Bob began work for Memorex as an FSR in the Chicago office January 1, 1971, after having worked for IBM for five years as a CE. Within a year he was promoted to a Senior FSR.

Bob, under the direction of Don Snider who was then Regional Manager for the Midwest Region, travelled about the United States for the next year assisting with 1270s and teaching five 1270 courses which he had helped to develop. During this year Bob was promoted to Regional FSR.

January 1973 the DiMennas moved to Santa Clara where Bob had 1270 responsibility as an SPR. His first assignment here was to write the *1270 Maintenance Manual* and later he was to further demonstrate his technical ability with the development of the T-OT program.

During reign as 1270 SPR, Bob had occasion to install a 1270 for Philippine Airlines in Manila. They were so pleased with the installation, service, and equipment they have since purchased an additional 1270.

Recently Bob assisted in the initial agreement between CCI and Memorex for the 1380 by giving his technical evaluations of the equipment and resources which were available from CCI.

Wanting to expand his horizon, Bob accepted the position as Systems Engineer for the IAC center where he will be responsible for Memory and 1270 support while reporting to Mike Mann, also a former FE. Here Bob hopes to generate new sales training material, from an FE standpoint, which will be innovative and creative for Memorex's sales representatives.

NO TIME FOR READING?

submitted by Jack Keyser,
Technical Education Instructor

Coincidental with the new look of the Field Engineering Newsletter, the Technical Education Department is introducing the "new look" in branch office training programs. Distribution to branch offices will begin this fall of a fully automatic cassette/filmstrip sound viewer.

Wherever possible, self-study training programs that would normally consist of manuals and workbooks requiring lengthy study time will be produced as audio-visual programs.

The training programs are produced on a continuous strip of film. The film is advanced one frame at a time by a subaudible pulse recorded on an audio tape. Narration and picture are synchronized as the film is projected on a built-in rear view screen. The sound is provided by a built-in audio cassette player. The film may also be advanced and reversed manually or by electric pushbutton switch. Costs of producing training programs for this equipment are greatly reduced from previous methods. The result will be more training programs for the field. Other advantages to the field are ease of operation and twenty-four hours a day availability of training programs. *No time for reading?* It doesn't take much time to look and listen!



Wendall Williams of the Dallas office, operating the new Branch Office training equipment.

LETTERS TO THE EDITORS

Dear Field Engineering Newsletter,

Welcome back!!! We've missed you.

Activity in the region has progressed since you left. We've grown some. There are now 57 of us (or will be by September 22) in 7 locations. We shut down poor old Sacramento, but Phoenix sprang up to take its place — two hardy FEs withstanding the heat there. Portland, Denver, and Seattle have remained steady at 4, 4, and 5 personnel, respectively.

San Francisco has now grown to 23 people while Los Angeles keeps 19 men busy. San Diegans number presently 2 but anticipate manpower growth before year end.

Hope Grandma Inez and Aunt Charlotte are feeling well and are able to take care of you for a long-lived future.

Love,
WRO

TO-WRO — Thank you and congratulations on your prosperity. The Editors (I & C).

CLEVELAND—MOVIN' ON

Joe Kenik reports that on September 27 the Cleveland office is packing their desks, file cabinets, and terminal and moving up the street to:

5811 Canal Road
Cleveland, OH 44125

They have left their telephones behind and have insisted on new numbers:

(216) 447-0525 — F.E.
(216) 447-0780 — Sales

The new facilities are somewhat smaller and Cleveland expects to save CASH for Memorex.

CENTRAL PARTS FACILITIES

The Santa Clara Spare Parts Distribution Center (CPF) has been organized with personnel performing separate and distinct functions to better serve your needs. Direct contact with the person responsible for an area in question will expedite the resolution of your difficulties.

The CPF recommends that you contact the following personnel:

Woody Bonvillain (7-3242)

Warehouse operations supervisor, distribution, returns, order pulling, staging, and shipping.

Fred Clay (7-3831)

Site down, priority one, shipping information for these items.

Diane Davis (7-3242)

OEM, FDM, Marketing, and BST cable orders; AMS receipts and administration; past due capture; computer records.

Mariam Ewing (7-3241)

Routine inventory replenishments and shipping information.

Paul Kuehling (7-2442)

Repair P.O.'s, receipt verifications, freight control, capital equipment control.

Pat Olsen (7-3241)

International site down and invoices, shipping information for international and back shipments, assist in inventory control.

Larry Smith (7-3241)

Inventory records and location coding for all orders.

The manager for the CPF is **Bob Berry**, who can be reached on 7-2438.



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SOUTHEAST REGION

submitted by John Joiner,
Field Engineering Manager, Atlanta

The first Memory sell in the Southeast Region that we are aware of is to Stone Mfg. Co. in Greenville, South Carolina. Due credit for this sell should be given partially to the service reference given by Regal Textile. In addition, a 135, 1 x 3 3670 was sold to the same account for the same reason.

In Atlanta the first 3675 install was recently accomplished at the State of Georgia Department of Administrative Services. A 1 x 1 x 4, which is half the initial order, was recently turned over to the State. No serious problems have been encountered since burn-in—thanks to the outstanding efforts of the Field Engineering personnel in Atlanta, and particularly to Rick Walker who is the responsible FE.

The first 3675 to be installed at Retail Credit, our largest customer in Atlanta, is in the process of being burned in. Tom Spier, George Creel, and Tom Fielder have been the primary FEs involved in the install of Retail Credits' 3675.

Atlanta had the pleasure of a visit from Mr. Wilson on September 11, when he talked with all the managers in the Region.

Sears business in Atlanta has started with two 1270s installed and could be the start of a big account. We could put in some discs. Sears has been a good customer in other parts of the country; however, this is the first in the Southeast Region.

So long and good luck to Ed Barwick, who has been promoted to Senior Technical Instructor in the Technical Education Department at Headquarters. As of October 5 he will have been with Memorex five years. He came on board as an Associate Field Engineer and was a Senior Field Engineer when he left Atlanta. We all wish Ed every success in his new position.

SOUTHWEST BOASTS 5-YEAR VETERANS:

Chuck Bowman — Tulsa
Rod Pattillo — Dallas
Randy Dale — Houston
John Hughes — Houston
Reed Johnson — Houston

WELCOME BACK

A big *Welcome Back!* to Phil Stephen who has rejoined the FE team as an SPR under Lou Perkins. Phil was our Riverside FE Branch Manager from March, 1973 until June, 1974 when he resigned to continue his education at West Connecticut State College. He has since graduated with a BBA degree and come back to Memorex to continue his career.

WELCOME ABOARD

We all welcome the following people who have recently joined the Company, and wish them a happy and successful career with Memorex.

Terry McEvoy,

Sr. Associate Field Engineer in Chicago

Steve Devey,

Associate Field Engineer in Los Angeles

Richard Medlen,

Sr. Field Engineer in Dallas

Scott Nichols,

Sr. Field Engineer in McLean

Joe Dougherty,

Field Engineer in Philadelphia

Joe Reda,

Field Engineer in Pittsburgh

Jorge Morelos-Zaragoza,

Field Engineer in Los Angeles

Mike Rankin,

Field Engineer in Los Angeles

Bernard Foote,

Field Engineer in San Francisco

Fred Jackson,

Sr. Associate Field Engineer in San Francisco

Alan Smith,

Field Engineer in San Francisco

Joe Crowder,

Operations Clerk in Chicago