



The Independent Journal

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Goodwill Toward Men

INDIANAPOLIS BRANCH CELEBRATES CHRISTMAS WITH NEEDY FRIENDS

Christmas means different things to different people. Some may choose to view it as a religious holiday, others, an occasion to exchange gifts. Still others see the day as a time to spend with the people they're close to. But one feeling common to most people during the season is the desire to share goodwill and brotherhood with others.

A fine example of brotherhood will be shown this year by the Memorex Indianapolis office. The entire staff, including media sales personnel, secretaries, field engineers, product distributors, and their spouses, will participate in a community program designed to give underprivileged children a Christmas that, without their help, they would not have.

Planned with the Salvation Army and local Jaycees chapter, staff members will entertain a group of 25 children for an afternoon. The youngsters are selected by the Family Services department of the Salvation Army and generally come from less fortunate homes. The Jaycees provide \$60 for each child, which is spent for food and clothes.

The children are paired with a person from Memorex and taken

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It Was A Very Good Year

OUTSTANDING SALES, SERVICE, NEW PRODUCTS SPARK SUCCESSFUL YEAR FOR EQUIPMENT GROUP

by **George Dashiell**
Vice President Sales and Service
Equipment Products Group

I want to use this issue of the "Journal" to express my appreciation to each of you in Field Engineering and Sales for your fine efforts and achievements in 1975. As the song says, "It was a very good year." That's not to say the year was without flaws, but generally speaking we made some very significant strides.

One of the key events of the year was the formation of the nine domestic sales and service regions.

Looking back, I'd have to say this formation has been responsible for the tremendous sales and service success we've seen in 1975. Not only did the increased management foster the development of our people in a general sense, it also allowed us to concentrate attention and help to the field organization in meeting the substantial goals assigned to it.

Product planning and marketing support functions have also been strengthened by the addition of Harold Rumph, Vice President,

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SALES REPRESENTATIVE HOSTS TV AND RADIO PUBLIC SERVICE SHOWS

INDIANAPOLIS—What do Jeff Hartling, Sales Representative from Indianapolis, and Clark Kent, mild-mannered reporter from The Daily Planet, have in common? Both occasionally experience character transformations. Clark, however, finds it fit to change his personality in phone booths, while Jeff leaves the Memorex office once a week and enters an Indianapolis broadcasting studio, where he is transformed from salesman to radio and television personality.

But unlike Clark, who flies off as Superman to combat the crimes of mortal men, Jeff remains in the studio to host two bi-weekly public service programs—one for radio and the other for television.

Jeff's involvement in broadcasting began in high school as a disc jockey for a Saturday



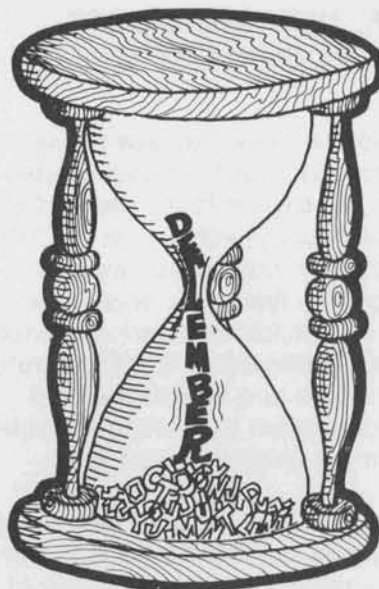
afternoon radio program, and later, while attending Southern Methodist University in Dallas, he was a broadcaster for a local radio show. When he moved to Indianapolis in 1972 he became acquainted with the station manager for WIBC. Recalls Jeff, "The manager liked my voice and asked if I had any broadcasting experience. I answered 'yes,' and before I knew it I had my own radio program."

Both shows are a half-hour long and of a public interest format. Guests are usually residents of Indianapolis and knowledgeable in the subject of a particular program. According to Jeff, topics cover a wide spectrum of issues—everything from drug abuse to politics. Many program ideas are suggested by listeners, who write letters and sometimes mention possible guests and topics for future shows. "We rely on these letters for audience feedback," says Jeff. "Both the TV and radio programs are taped, and we therefore can't receive over-the-air questions from the audience. When people write in their comments to our programs, we get a good idea of the audience's reaction."

WINNER'S CIRCLE ENTERS FINAL MONTH

SANTA CLARA—The days left to qualify for the Winner's Circle have dwindled down to a precious few. "It's not too late to make that last order," says John Hoiness, Director of Product Marketing. "Points will be given for all orders received at Santa Clara before December 31."

Already we have several winners who are looking forward to their week in the sun. They are **Ken Chiara**, Detroit; **Dennis Cronin**, San Francisco; **Greg Grodhaus**, Dallas; **Mike Vena**, Chicago; **Larry Foley**, Greenwich; and **Bill Etheridge**, Pittsburgh. It is also rumored that **Hugh Graham**, Philadelphia, and **Bill Lemley**, Seattle, are very close to qualifying. Good luck to all, and hope to see you in San Juan!



The letters from his listeners are often humorous. For example, his radio program, "Spotlight" (broadcast on Indianapolis's number one radio station, WIBC) recently featured a panel discussion on prostitution. The panel was comprised of individuals directly involved in the field. "This particular program generated more response than usual from our listeners," says Jeff. "Many wrote and asked how to get in touch with panel members!"

The television program, "This is your City," is shown Sunday

mornings on station WISH. Part of the program's outreach is to members of the deaf community. So that they can listen to the program, the conversation is shown in Sign Language in the top corner of the TV screen. "This translation has been very successful and appreciated," according to Jeff.

Working full-time for Memorex and hosting two public service shows in his spare hours occupies a great deal of Jeff's time. But he says that the most difficult part of the show, lining up guests, is made easier by the suggestions and feedback received from his listeners. He is also, on some occasions, able to combine his two "worlds" and feature a Memorex customer on one of his shows. For example, the telephone company recently imposed a controversial rate increase. So Jeff lined up a program to discuss the issue, and invited an employee from Indianapolis Bell Telephone, a Memorex customer, to be a guest. A later program featured another Memorex customer, Computer Management Systems, who talked about computers. The subject was discussed in nontechnical terms to give listeners a basic idea of what data processing is all about and how it comes into their lives.

Jeff's shows are not without their embarrassing or humorous moments. Says Jeff, "Once in a while we have a guest who, when the microphone is put in front of him or her, can't think of a thing to say. This happened on "Spotlight" once. The guest, before we went on-the-air, couldn't stop talking. But when the microphone was put in front of her, she froze and only nodded her head when I asked her a question or made a comment. I must have talked about 20 minutes of that 30-minute show."

Now that's something which would have been difficult even for Superman.

LEADERS REPORT — OCTOBER

OCTOBER			YEAR TO DATE		
RANK	LEASE		RANK	LEASE	
1.	R. Lucidi	763.7	1.	J. Schultz	333.9
2.	D. Cronin	522.5	2.	L. Foley	181.9
3.	J. Graham	385.4	3.	K. Chiara	148.3
4.	L. Foley	304.5	4.	W. Doell	143.7
5.	W. Doell	297.1	5.	L. Miller	140.0
6.	W. Etheredge	215.9	6.	J. Jackson	137.9
7.	J. Jackson	198.0	7.	J. Graham	134.4
8.	T. Koch	159.7	8.	R. Lucidi	124.3
9.	J. Ryan	153.6	9.	G. Grodhaus	118.1
10.	G. Grodhaus	151.7	10.	W. Donald	115.0

PURCHASE			PURCHASE		
1.	W. Lemley	2052.6	1.	W. Jeremiah	435.1
2.	R. Casale	1084.5	2.	R. Casale	411.7
3.	F. Ames	650.9	3.	W. Beale	368.7
4.	D. Mannis	600.4	4.	G. Grodhaus	313.3
5.	T. Demski	567.5	5.	G. Baxter	311.0
6.	A. Antonik	528.3	6.	D. Cronin	279.6
7.	R. Neumann	450.0	7.	W. Etheredge	279.2
8.	J. McAluney	314.8	8.	K. Chiara	260.4
9.	G. Grodhaus	306.4	9.	M. Vena	236.5
10.	J. Mastro	242.0	10.	D. Painter	220.0

REGIONS

LEASE			LEASE		
1.	Federal	183.4	1.	Federal	105.2
2.	Mid-Atlantic	156.0	2.	Mid-Atlantic	70.3
3.	Northeast	119.5	3.	Northeast	66.6

PURCHASE			PURCHASE		
1.	Federal	3481.6	1.	West	182.9
2.	Northeast	700.8	2.	Federal	156.9
3.	Mid-West	464.2	3.	Mid-Atlantic	144.6

COM PRODUCTS TO RING UP SALES THROUGH NEW PHONE POWER GROUP

SANTA CLARA—Imaginative and aggressive marketing programs are being produced in rapid succession by COM Products these days. As a result, the 1600 COM System is enjoying increased visibility and interest throughout the world, and Memorex is fast becoming the recognized authority in high technology microfilm systems and supplies.

While the programs and associated support materials implemented thus far have been varied in scope and purpose, they have all had a single, overall objective—to provide the most responsive customer service and support possible. Judging from the renewed activity in the COM marketplace, this objective is being achieved.

First, for example, was "COM-ICS" the highly successful and humorous book that explained the many benefits of microfilming over paper reports. That was followed by "Worldwide COM Seminar Month," a program for demonstrating the 1600 to groups of prospects in a controlled sales environment. Now there is the Phone Power program.

This new group, known as Micrographics Phone Power, consists of Telephone Sales Representatives, Claire Good and Jerline Scheible, and Customer Service Administrator, Alice Morales.

Reporting directly to Howard Rathbun, Marketing Manager for COM Products, the group's primary function is to assist the installed base of COM customers within the U.S. in ordering micrographic supplies.

In actual practice, however, their activities will involve a much wider range of responsibilities. For one thing, they will serve as the interface between the 1600 COM System customer and various Memorex departments and services such as shipping or field engineering.

If a customer requires delivery information on his order of micrographic supplies, for example, or requires service or technical information, he simply calls Phone Power. One of the girls answers his question immediately or puts the customer in communication with the proper individual.



Howard Rathbun is surrounded by the Micrographics Phone Power Group (not a bad situation to be in, eh Howard?). Standing (from left to right) are Claire Good, Jerline Scheible (Telephone Sales Representatives), and Alice Morales (Customer Service Administrator).

Since the Phone Power group has undergone extensive training on the 1600 system, including hands-on training, each of them is able to answer technical questions regarding the equipment and its operation. This should assist the customer in keeping his system running and reduce unnecessary service calls.

According to Howard, formation of the Micrographics Phone Power group was a natural extension of Memorex's commitment to the 1600 COM System customer. "Too many companies in our industry today appear interested only in the sale," he feels. "After the contract is signed, the customer is left with unresponsive support and service.

"We intend to let the Memorex customer know that we value his business by providing superior technical support and product service after the sale," Howard emphasized.

ACCELERATED ORDER PROCESSING SAVES COMPANY \$100,000/YEAR

TSO Beters Data Control

SANTA CLARA—Two departments which deal with equipment order processing and product delivery have adopted procedures which accelerate the order processing cycle and insure product shipment in minimum time. In addition, the results of these procedures, i.e., faster turnaround time, can save Memorex up to \$100,000 a year.

One procedure, adopted by the Final Test Operations Department, utilizes the services of a Time-share Operation (TSO). According to Bob Lloyd, Manager of Final Test Operations, using TSO enables better order control through use of a common data base. The data base is accessed by way of a Memorex terminal and lists all old and new order commitments

