

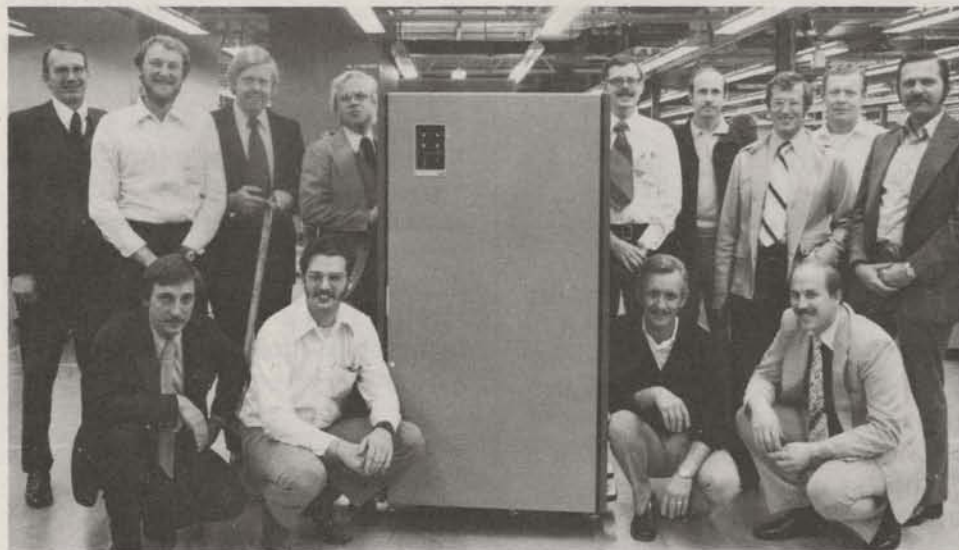


The Independent Journal

March/April

News and Views of the Memorex Equipment Field Marketing Team

1976



Members of the team that helped bring the 1380 to reality were on hand to send it to Memorex's first 1380 customer, Loyola University, Chicago. They are, left to right, (top row): John King, Marketing Manager, 1380; Steve Crawford, Programmer; Bob Booth, Sales Promotion Manager; Bob Quinn, Systems Engineer; Dick Hoehnle, Software Programmer; Gordon Vold, Staff Engineer; Mike Lyddane, Programmer; John Moffatt, Staff Engineer; Glenn Bender, Programmer; (bottom): Dan Weber, Sr. Systems Engineer; Keith Thompson, Programmer; Jim Wychoff, Electronic Technician; and Dennis Palmerston, Product Planning Manager, Communications.

MEMOREX SHIPS FIRST 1380 TO CUSTOMER; INSTALLATION OPENS DOOR FOR REFERENCES

It takes a lot of hard work and time to bring a sophisticated product into reality. Many people from hardware and software engineering, field service and marketing devote their skills and knowledge to bring about a successful machine. Then when the final touch is given and it is perfect, the product is ready for a customer.

For the Memorex 1380, the first customer call came in February, when **Mike Vena**, Sales Representative from Chicago, arranged a 26-month lease for two 1380s for Loyola University.

Says Mike, "Arranging this lease was more difficult than usual. The customer was justifiably very cautious about using a machine that had never before been marketed by Memorex."

Loyola was already a Memorex disc drive customer and familiar with Memorex quality and service capabilities. The University had been using a competitor's communications controller, but with unsatisfactory performance, when it decided to lease the 1380s. Competition came

NEW DISPLAY STATION UNVEILED AT DATACOMM '76

—Represents New Market Entry—

Memorex's newest product, the 1377 display station, was introduced at Datacomm '76, a conference for data communications users held last month in New Orleans. Over 45 firms displayed their products and services in over 110 booths. Memorex though, was the only firm to introduce a new product.

A press conference was held to optimize the impact of the introduction. A product briefing and technical update was given for editors from all the key data processing publications. **John King**, 1380 Product Manager, and **Roger Farrow** 1377 Product Manager, were on hand to explain the details. **Tom Fitzgerald** and **Herb Green**, Technical Support, set up the equipment, answered technical questions, and gave product demonstrations.

The introduction of the 1377 is particularly significant, as it marks the Company's first entry into the video display terminal marketplace. Says Roger Farrow, "We are enthusiastic about our entry into this area, for the market shows great growth potential. We will be constantly evaluating and investigating this new area to determine future expansion."

He continued, "The terminal offers customers the same quality and economy found in other Memorex products, and promises to be a significant addition to our equipment product line."

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PHOTO CAPTION CONTEST



The Bald Eagle, Memorex's symbol of independence, was not available to meet with George Dashiell on his recent trip to Africa USA, Redwood City, California, so he sent his cousin, the Harpy Eagle. They discussed everything from the monkey situation in the Harpy's native land, South America, to Memorex's recent Digital Equipment Corp. announcement. What do you think they said? Send your photo caption suggestions to "Independent Journal Editor, MS 10-08." A prize will be offered for the most humorous caption. Deadline for submitting is April 16.

They're off to San Juan**WINNER'S CIRCLE
QUALIFIERS ANNOUNCED**

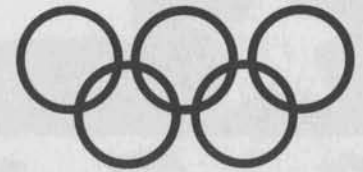
Who would trot down to the neighborhood drug store in the middle of winter and buy sun glasses, tanning oil, and an oversized beach towel? The qualifiers for the 1975 Winner's Circle would. A week-long vacation in sunny San Juan, Puerto Rico, awaits them and their wives.

The winners will stay in the Dorado Beach Hotel, April 4-10. This 1,700-acre resort includes two outstanding seaside golf courses, two miles of ocean beaches, a pool and tennis courts. Shopping trips to duty-free St. Thomas and other activities will be offered.

A big bravo to the following 1975 Winner's Circle Qualifiers: **Larry Bender**, New York City; **Ken Chiara**, Detroit; **Dennis Cronin**, San Francisco; **Jack Davis**, formerly

Atlanta; **Doug Donald**, Miami; **Tom Edwards**, formerly Houston; **Bill Etheredge**, Pittsburgh; **Larry Foley**, Greenwich; **Hugh Graham**, Philadelphia; **Greg Grodhaus**, Dallas; **Al Kennedy**, Mid-Atlantic; **Bill Koenig**, Washington D.C.; **Jon Leavitt**, Northeast; **Bob Lucidi**, Columbus; **Charles Splaine**, Western; and **Mike Vena** Chicago.

Carl Pike, Western Region Systems Engineer, will also attend, along with **Ron Steen**, Mid-West; **Jim Tyson**, Western; **Dave Gorbey**, Northeast; **Art Mudge**, Southwest; and two qualifying representatives from Canada, **Sam Patterson** and **Skip Sears**. In addition, all regional sales managers will be there, along with **John Ryan**, Manager, Sales Administration; **Bob Booth**, Manager, Sales Promotion; and **George Dashiell**, Vice President, Sales and Service, Equipment Products Group. Congratulations to all for their good work in 1975.

**JOIN THE "SPRINT OF '76"—
WIN AN OLYMPIC TRIP**

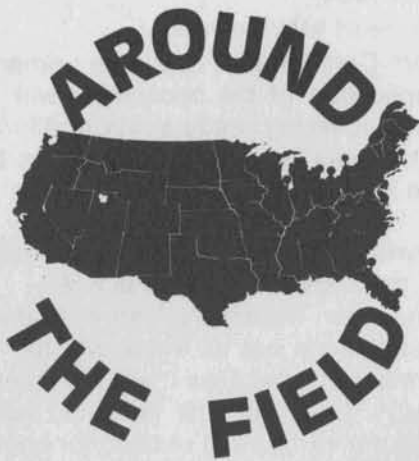
The thrill of victory, the agony of defeat will be yours to witness if you qualify for the "Sprint of '76"—a corporate sales contest which offers as first prize an all-expense paid trip to the 1976 Summer Olympic Games.

Sponsored by the Corporate Marketing Council, The "Sprint of '76" is a contest for all marketing groups—EUMEA, Equipment, A & A, Consumer and Business Media, and Computer Media. Each sales person within these groups who has been assigned a revenue quota is eligible to participate.

The first 70 people to achieve 100% of their January 1 - May 31 quotas will win the trip. They will arrive in Montreal July 27 and spend two days at the track and field events and two more days in combination sales seminar/recreation activities before returning home August 1. Winners will stay at the Hotel Concorde, Montreal.

Special awards are available for additional sales people who achieve 100% of their January 1 - May 31 quota, including a personally engraved set of Olympic Games commemorative medals. Also recognized will be the sales and service people who made outstanding contributions toward revenue achievement during the quota period.

Several representatives from the equipment group have already qualified for the trip. But there are still plenty of tickets left, so dust off your track shoes and join the "Sprint of '76." If you're one of the first 70 to break the tape, a trip to the Olympics is yours.



Sav-A-Stop, a wholesale drug and beauty aids business headquartered in Jacksonville, Florida, is now a memory user as well as a disc drive and 1270 customer. **Lex Grainger**, Sales Representative from the Birmingham office, says one of the reasons Sav-A-Stop chose Memorex was because field engineering service on the disc drives had been so good. Credit for this goes to **Gary Martin** and **Bob Ostrum**, FEs from the Jacksonville office. On hand to assist with the installation were memory specialists **Bill Eaton**, Atlanta, and **Bob Baughman**, Detroit.

The Atlanta office has a new face. It belongs to **Bob Buik**, Sr. Sales Representative who joins Memorex from Univac. **Jack Davis**, former Branch Manager for that office, has gone West to headquarters and is now Manager of Rotating Memory Sales Support.

★ ★ ★

The personnel in the Mid-Atlantic Region must be doing a bang-up job. Their promotion list is swelling. **Tom McNamara** and **Reginald Widgeon**, both former Senior FEs for Washington D.C., have been promoted to Territory Supervisor for same town. **Ken Masco**, formerly a Territory Supervisor for Richmond, VA, is Field Engineering Manager for the Philadelphia office. The Pittsburgh office now has its very

own Sales Branch Manager, **Bill Etheredge**, a former Sales Representative for that office. And finally, **Nick Hackson** has been promoted from Sales Representative, Baltimore, to Branch Sales Manager, Richmond.

★ ★ ★

A combined media and equipment team of **Bill Lemley**, Seattle, **John Morgan**, Media Sales, San Francisco, **Bob McKenzie**, Denver Branch Manager, and **Charles Splaine**, Western Region Manager, recently took a trip to Salt Lake City to do a little market evaluating. They covered more than 30 installed IBM 360 and 370 customers with an eye toward increasing our business in that area. The visit has already paid dividends with John Morgan selling 55 Mark XI Disc Packs to Management Services Corporation. According to Charlie, Bob McKenzie is busy following up on several very good equipment prospects.

California sunshine must be good for the brain. The top two sales trainees in the recently completed sales training class were **Jim Hill**, from the San Francisco office, and **Lloyd Duncan**, Los Angeles. According to **Dick Penny**, Manager of Equipment Sales Education, performance was based on class participation, field performance, tests, and ability to relate to a sales situation. Congratulations to all trainees who completed the program, and good selling!

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Welcome **Malvin (Mal) Leonard**, new Regional Administrative Manager for the Great Lakes region. Mal formerly was administrative manager for the Service Bureau in Southfield, Michigan. He replaces Dianne Miller, who left Memorex and expects to have a new addition to her family very shortly.

★ ★ ★

New to the Chicago office is Mid-West Regional Administrative Manager, **Laurence Hagan**. Larry formerly was an assistant to the Regional Manager at Abbott Laboratories Distribution Center. He replaces **Suzanne Shepard**, who has taken a position as a Memorex Customer Service Representative for the Chicago area. Also new in that office is **Bill Roch**, Sr. Sales Representative.

★ ★ ★

Congratulations to **James Welch**, who joins the Regional team as Southwest Regional Sales Manager. Jim joined Memorex in 1970 and was most recently Dallas Branch Manager. He replaces **Tom Edwards**, who came to headquarters to be Manager, Field Engineering. **Greg Grodhaus** takes over Jim's former position as Dallas Sales Branch Manager. Greg, by the way, has a very impressive track record, having been over 400% of purchase and 130% of lease in 1975. Good luck to each in his new position.

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Score another point for Memorex memories. Federal Intermediate Credit Bank, Louisville, Kentucky, has purchased a 6135. According to Sales Representative **Phillip Coplen**, the bank was already a disc drive customer when it decided on the 6135 to handle a new teleprocessing system. **Bob Baughman**, Great Lakes Memory Specialist, **Dave Reynders**, AFE, and **Tom Kottman** worked 'round the clock to get the machine installed and working smoothly. Federal Intermediate will be a much referenced account since it marks the first memory intallation for the Blue Grass State.



Phillip Coplen, Louisville



The 1377, Memorex's newest product, marks the Company's entry into the video display terminal marketplace. It was introduced at Datacomm '76, a conference for communications users.

New Display Station

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According to **Bill Emond**, Manager of Field Engineering Education, an audio-visual training package for the 1377 has been sent to each branch office for field engineers to review. It consists of two filmstrips and two cassettes. One filmstrip provides instructions for installation, fault isolation, disassembly and adjustments. The other provides useful information regarding differences between the Memorex and IBM products which are of interest to the operator and programmer. Also of interest to the FE is the coverage of data flow and theory of operation.

This package will be the only training offered for the product. "The 1377 is a relatively uncomplicated product to service," says Bill. "Basically, only two areas will ever require servicing—the keyboard and video display monitor. Because of this and because of the experience and capability shown in the past by our service force, the audio-visual training program will provide more than adequate preparation for servicing the 1377."

A 6-minute color video tape also will be sent to each branch office

the first week of April. It is for customer presentations, and shows the product's features, while explaining some of the applications.

Shipment of the new product will begin in April, with volume deliveries scheduled for August. Let's start those orders rolling in!



John Ryan, Manager, Sales Administration, recently celebrated his 5-year anniversary. John joined Memorex as Sales Representative in St. Louis. In 1973 he was promoted to Branch Manager, and in 1975 he came to headquarters as Product Marketing Manager for the 3660 and 3670. In January of this year he became Manager of Sales Administration. John holds a BA in math from Tulsa University and enjoys playing golf and tennis in his spare time. He is shown here receiving his 5-year pen from **Russ Schneider**, Manager, Product Sales Support.

First 1380

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from ComTen and IBM. The primary application of the controllers will be processing medical information for Loyola Hospital, located next to the University.

Some 18 people were instrumental in the installation. This is many more than necessary, and in future installations not as many will be needed. But because it was the Company's first 1380, the occasion was also a mini-training session for engineers from all over the country. Every measure was taken to assure that the machine was installed as quickly and professionally as possible.

Help from Santa Clara included **Gene Ahlquist**, Installation Coordinator, and **Dan Weber** and **Tom Fitzgerald**, marketing support. Software engineering support included **Ann Mary Pine**, **Glenn Bender**, **Richard Smith**, and **Dick Lound**. Hardware engineers were **John Moffatt**, **Gordon Vold**, **Larry Zimmerman**, **Bill Black**. From the Chicago office came System Engineer **Jim Kratoska**, and Field Engineers **Malcolm Brooks** and **John Hextell**. Also on hand to lend field engineering support were **Paul Gaddy**, Detroit, **Paul Ellis**, Washington D. C., and **Hewitt Wright**, Indianapolis.

This first 1380 installation proves that a lot of team work goes a long way. Latest report says the controllers are doing fine and Loyola will be a well referenced account in just a few months. Two more 1380s are expected to be shipped to other customers later this month. Keep those orders coming!

MEMOREX

San Tomas at Central Expressway
Santa Clara, California 95052
(408) 987-1000