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1976: THE YEAR THAT WAS

"1976 has been, perhaps, the most challenging year for the Americas & Asia Group thus far. During the year we committed ourselves to many aggressive ventures, expanded our market coverage and reorganized in some areas to build a stronger base from which to operate. Our accomplishments are measurable and our contributions to the Corporation as a whole showed marked improvement."

Thus began Marcelo Gutierrez in his 1976 letter to the employees of the Americas & Asia Group.

1976 left its mark on the A & A world in a year in which currency devaluation in Brazil, Peru, Argentina, Mexico, Australia and New Zealand, import restrictions tightened in Brazil, three new earthquakes in Japan and Peru, a flood in Japan and hurricanes in Mexico. A president resigned in Japan and new presidents were elected in the United States and Mexico. There were revolutions in Argentina and Peru. All in all, not a very pretty picture.

Keeping in mind, however, the vibrant political and economic environments in which the people of A & A worked in 1976, we can all be proud of our accomplishments. They were truly remarkable.



High caliber personnel joined our ranks such as a new Country Manager in Australia. We saw our sales areas expanded. A new office was opened in New Zealand. Phone Power Sales was launched in Brazil and Venezuela. Monitors received positive coverage in the international press.

Worral joined the management ranks to bring us many A & A Media. De Oros, Manager of Finance and Administration in Australia, Patricia O'Leary, Personnel Manager in Canada, Rosanna Zarba, "Ms. Monitor" in Peru, Gail Olson, Waste Processing Sales in Australia and Linda Robinson, Computer Media Sales in Vancouver.

There were new faces at Headquarters as well. Guy Cohen and Edger Francisco were added to Barry Carpenter's group to beef-up the distributor markets in Latin America and the Far East, respectively. Tala Hernandez was appointed Japanese Liaison. Don Hennrich joined us as Planning Manager. Paul Peters joined Jeff Henney's group as Inventory and Asset Control Specialist and Jeff Cohen joined us as a Sales Trainer.

Now we turn our sights to 1977 which promises to be an exciting and challenging year for us all. There will be new demands and opportunities in the days to go, but we have proven that we can succeed, and succeed we will.

Happy New Year to you all. Let's join together and commit ourselves to a prosperous and successful year for the A & A Team.



Country Profile: Australia



Brian Wilby
Country Manager



Dick Butler
Equipment Sales
Manager



Jo Goss
Manager of Finance
& Administration



Ian Dale
Southern Region
Manager, Melbourne



Ivan Evans
Branch Manager,
New Zealand



Alan Thompson
Field Service
Manager

Australia is the world's largest island and smallest continent. It is the only continent occupied by a single nation and, with an area of nearly 7,500,000 square kilometers, is about the same size as the United States (excluding Alaska and Hawaii); its political boundaries include six states, two mainland territories and several external territories.

Memoire Australia began operations in 1970 with its head office in Sydney and expanded its operations by opening a Melbourne Branch office in April of 1971. In the original employees during the first year of Memoire Australia's operation, the number remaining is 5. They are Dick Butler, Warren Sutton, Ian Dale, Anita Grant, Ray Yates and Tony Kettleidge. The number of employees expanded during 1975 from 27 to 32 employees (5 in Melbourne and 26 in Sydney), with special emphasis being placed on the Finance and Administration areas.

Memoire Sydney relocated to a new office building at the start of 1975 incorporating Administration, Finance, Sales, Engineering and Warehousing facilities. A computerized invoice accounting system will be implemented early in 1977.

1976 was truly a year of change for Australia. A new office was opened in New Zealand, Brian Wilby was appointed Country Manager, a training course was conducted by Ken Ford. The Management Training course was the first such course held in Memoire Australia.



Melbourne Office Staff: Abby Jones, Ian Dale, Phil Anderson, Steve Hall, Tony Kettleidge, Wendy Johnson, Ray Yates, Peter Johnson and Mike Archer.

The Melbourne office has an enviable record of securing the first sale of each new product introduced in Australia by Memoire. They secured the first major equipment account in 1972 with Dulux Limited, initiated the first 1975 and the first Colomark 76 and received the first order for the new 3840 disc drive.

New products introduced to the Memoire product line in Australia recently have been the Colomark, Cubic Computer Tapes, the 991 Flexdisc Disc Drive, 3840 and 3850 Disc Drives,

1177 Visual Display Screens and the 8000 series Memory Systems.

The Australian subsidiary is divided into four (4) operating groups. In the Equipment Products area there are currently three sub-groups, Dick Butler, Warren Sutton and Ian Dale. In the past, equipment marketing has been limited to Sydney and Melbourne. 1977 plans are to expand equipment marketing to Adelaide, Brisbane and Canberra. The major strength in equipment marketing in Australia is the reputation of the Field Service and Maintenance staff and their record of reliability and performance. Memoire Australia has never had an installed site due to poor maintenance performance in its five years of equipment sales. The stability of Field Service Engineering is reflected in the fact that not one member of the group has left the company since commencement of equipment marketing in 1972.



Ken Watt conducting Management Course



Yamashita



Heintzelman



Dore



Geller



Henley



Dowd



Cobb



Yeagles



Geller



Henley



Dowd



Cobb



Zimmerman

Tak Yamashita is A & A's Japanese Liaison, Japanese by birth and a recent U.S. citizen by choice. Tak is a graduate of Kobe University and also holds an M.B.A. from Boston College. His professional experience includes eleven years with IBM in both Japan and the U.S. and four years with Amstel.

Dick Heintzelman is A & A's Planning Manager responsible for the development of external growth opportunities through joint ventures, affiliations and licensing. Dick holds a Bachelor of Mechanical Engineering from Cornell University and a Master of Business Administration from Harvard.

Guy Geller is the Media Sales and Distribution Support Manager for Latin America. Prior to joining Memorex in May of 1976, Guy worked at Ampex for four years in a similar capacity. He is fluent in five languages and holds degrees from St. Peter's College and the Thunderbolt Graduate School of International Business.

Edgar Francisco is our Media Sales & Distribution Support Manager for the Far East. Born in the Philippines, Edgar is a graduate of Boston University and holds a Stanford M.B.A. His work experience includes five years with Franklin & Gordon in the Philippines where he was a product manager.

Linda Dowd is our Accounting Associate. Linda will celebrate her 5th anniversary with Memorex this year. She transferred to A & A in October from Corporate Accounting and is responsible for the general ledger, COC package and various other financial report preparation.

Pat Dore transferred to A & A from Our Post Customer Service in December and provides secretarial support to Barry Carpenter's Group. She will be leaving us in June to become a new mother!

Barry Carpenter joined A & A in January of 1976 as the Manager of Media Sales and Distribution. His prior eight years of Memorex experience was in both the Consumer and Computer Media Groups. His previous professional experience was with IBM.

Marek Szmucki, our Vice President and General Manager celebrates his 5th anniversary with Memorex this July. His prior professional experience was with General Electric and Hewlett Packard where he held various managerial positions. Born in Warsaw, Marek came to the U.S. for his undergraduate and graduate experience. He holds a B.S. in mathematics and a Masters Degree in applied mathematics.

Jeff Cobb is A & A's first Management trainee. He holds degrees from the Polytechnic Institute of Grenoble and the Wharton Graduate School of Business. Jeff is fluent in his language. His previous work experience was with Healdt Plastics.

Jeff Henley, our Director of Finance, joined A & A in September 1975 from Fairchild. His previous professional experience was with Fairchild Camera & Instrument Corporation, Tyden Industries and Hughes Aircraft Company. He holds a B.A. in Economics and an M.B.A. from UCLA.

Barbire Yeagles, Field Communications Coordinator, is a member of Phil Goveva's Department. She has been with Memorex since July of 1973 and with A & A since January of this year.

Barbire Yeagles provides our telecommunications support here at A & A. She joined us in January of this year after holding various clerical positions in the local area.

Pat Zimmerman, Associate Accountant, will celebrate her 5th anniversary with Memorex this year. Pat is responsible for providing assistance to the Director of Finance and Financial Analysts by consolidating and summarizing diversified financial data.

MEET THE HEADQUARTERS STAFF



Annalisa



Roger



Marc



Armando



Steve



Rene



Orlino



Loretta



O'Brien



Janet



Nancy



Peter

Annalisa Annalisa, our Sales Development Specialist, joined Mercon in March of this year. Her primary function is in the development and maintenance of sales training and product seminar programs to support the non-subsidiary distributor network. Annalisa holds a B.A. in Education with a Spanish Major and a Master in Business Administration with an emphasis in International Marketing. She is fluent in Spanish and Portuguese.

Marc Reginald joined Mercon in July of 1976 as a Secretary. Marc assumed her current position of Export Customer Service Specialist in December. She is responsible for like customer support for the functions of order entry and scheduling, setting credit, A/R, traffic, product availability and pricing questions.

Roger Hale joined A & A in January and provides secretarial support to Marcelo Gutierrez. He was formerly a researcher in Government and Parliamentary Consultancy in London, England and is currently working towards a B.A. in Geography.

Armando Armando is our Senior Financial Analyst responsible for financial coordination and liaison with A & A's Latin American subsidiaries and Banc Coperadora's distributor program. He has an M.B.A. from U.C.L.A. and com-

pleted his undergraduate work at San Jose State.

Janet Miller provides secretarial support to Jeff Hestey and Dick Hermsman. She joined A & A in January of this year after having spent twelve years with Boeing in various secretarial positions in Washington, Louisiana and Alabama.

Lee Marie joined A & A in September of 1975 as a secretary. Since July of 1976 she has filled the position of Supervisor Administration Services, responsible for providing support in the areas of insurance, facilities, communications, group instruction and consumer publications.

Paul Nelson joined A & A in January as Manager of Audio Sales and Distribution. A Mercon employee for five years, Paul transferred from Consumer and Business Media where he was Manager of Sales and Development, a graduate of the University of Arizona. Paul holds a degree in marketing.

Cerol Green, Financial Analyst, is responsible for coordinating the Australian, Canadian, Japanese and Consumer Audio financial activities. Cerol joined Mercon in November of 1975. She is currently working towards a B.S. in Business Administration.

Don O'Brien, Manager of Equipment Sales and Distribution, joined Mercon in October of 1969. He has been a member of the A & A Team since February 1976. Prior to joining Mercon, Don spent two years with Harold Pockand and five years with IBM. His schooling includes a degree from Pennsylvania and an M.B.A. from Harvard.

Charlette James is the latest addition to the A & A Team, joining us in April. Charlette provides secretarial support to Don O'Brien and Tim Yamamoto. Her prior experience has been with commercial and government organizations.

Lennie Rowney is A & A's Sales Support Coordinator. He is responsible for coordinating and ensuring the timely and effective satisfaction of product-related service needs of A & A subscribers in addition to coordinating customer visits.

Paul Peters is our Inventory and Asset Control Specialist. He is responsible for analysis of country inventories and has been coordinator of product forecasting and various customer service functions. A Mercon employee since December 1972, Paul is a graduate of Woodbury University and Mountbatten Graduate School of International Marketing.