

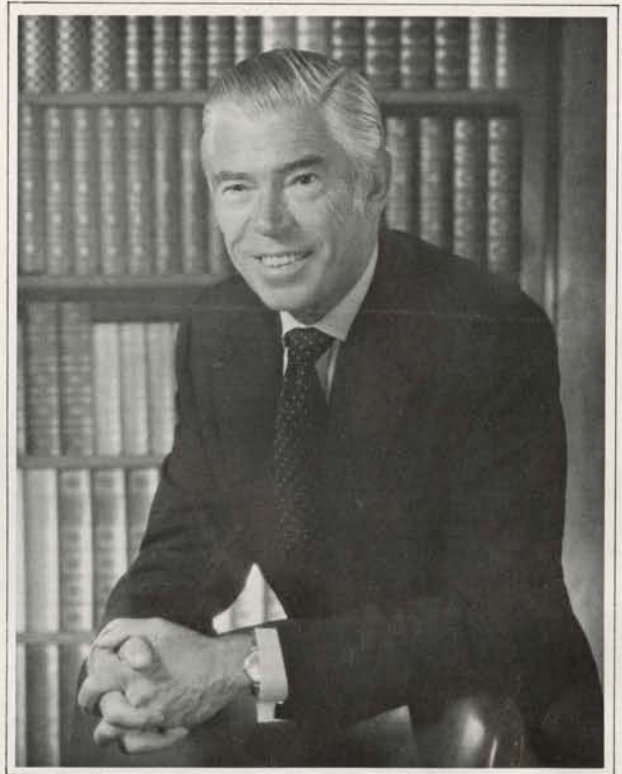
**MEMOREX**

**TEAM**



**CREATIVE  
EXCELLENCE**

**Management Conference Silverado 1977**



To The Memorex Management Team:

Welcome to the Third Annual Memorex Management Conference!

Since our last meeting here at Silverado, the people of Memorex have made 1976 an outstanding year. Results not only set new Company records but established a higher level of professional business performance.

In 1977 we anticipate continuing growth in our markets, but we also face uncertain conditions and extremely tough competition worldwide. To keep up our revenue and profit growth, we must not only continue to improve our professional performance in all the standard measurements, but also employ a high degree of creativity in developing, manufacturing, marketing, and servicing Memorex products that can win against the best competition. That is why creative excellence is the theme of this Third Annual Management Conference.

During the next three days we will review 1976 accomplishments and share our plans for 1977. We can also improve our understanding of all our businesses and of each other, generate enthusiasm for the new challenges ahead, and have a little fun. When we return to the exciting challenges of 1977 and share our aspirations with our associates, let's assure that creative excellence adds that winning sparkle to all of our activities.

Sincerely,

A handwritten signature in cursive script that reads "Robert C. Wilson".

R. C. Wilson

# Attendees

## Computer Media Group

Henry Adair, *Manager, Product Engineering, Comdata Division*  
William H. Adair, *Manager, Marketing, Computer Tape Division*  
Stephen M. Bess, *Manager, Finance, Computer Tape Division*  
Ray S. Cook, *Manager, Regional Sales, Southeast*  
Charles L. Crawshaw, *Manager, Manufacturing, Comdata Division*  
Kenyon R. Cruden, *Manager, Marketing, Disc Pack Division*  
David S. Dahmen, *Manager, Finance, Disc Pack Division*  
H. Eugene Douglas, *Manager, Int. Affairs and Government Liaison*  
Howard F. Earhart, *General Manager, Comdata Division*  
Gary E. Fisher, *Director, Sales*  
David F. Goshert, *Manager, Finance, Comdata Division*  
Kenneth K. Kindt, *Manager, Industrial Relations*  
Warren R. Kisling, *Manager, Manufacturing, Disc Pack Division*  
William A. Koenig, *Regional Sales Manager, Federal Region*  
Charles C. Leader, *Manager, Manufacturing, Computer Tape Division*  
Richard W. Martin, *General Manager, Computer Tape Division*  
Donald E. Mattson, *General Manager, Disc Pack Division*  
Akihiro A. Nishimura, *Manager, New Prod. Develop. and Qual. Eng., Comp. Tape Div., Computer Tape Division*  
Jeffrey M. Powell, *Manager, Quality Control, Comdata Division*  
Leon R. Sarringhaus, *Manager, Quality Assurance, Disc Pack Division*  
John C. Scott, *Manager, Research and Engineering, Disc Pack Division*  
George W. Surmeier, *Director, Finance, Media Group*  
Raymond E. Valle, *Manager, Marketing and Sales, Comdata Division*

## Consumer and Business Media Group

Bruce P. Bastl, *Manager, Marketing, Word Processing Division*  
David P. Berry, *Manager, Marketing, Video Division*  
Richard T. Bigotti, *Manager, Video Quality Assurance and Reliability*  
Eric A. Croson, *Manager, Finance, Word Processing Division*  
James W. Crowther, *Manager, Customer and Sales Service*  
Theodore J. Cutler, *General Manager, Audio Division*  
Eric D. Daniel, *Manager, Advanced Development, Audio/Video Division*  
John T. English, *Manager, Research and Development*  
Robert J. Fisch, *Manager, Industrial Relations*  
Richard L. Fischer, *Manager, Finance, Audio Division*  
Harry G. Hensman, *General Manager, Video Division*  
John R. Humphreys, *Manager, Consumer Products Sales*  
W. D. (Dale) Humphriss, *Manager, Development Engineering, Video Division*  
Robert Jaunich, II, *Executive Vice President, Media*  
Arthur W. Launder, *Manager, Production, Video Division*  
Paul A. Mahoney, *Manager, Word Processing Sales*  
Anthony P. Mauro, *Manager, Manufacturing, Word Processing Division*  
C. Patrick Mundy, *General Manager, Word Processing Division*  
James F. Ottinger, *Director, Corporate Customer Service*  
W. O. (Neal) Rayborn, *Manager, Manufacturing, Audio Division*  
Robert L. Reetz, *Manager, Professional Product Sales*  
John C. (Jake) Rohrer, *Manager, Marketing, Audio Division*  
Michael P. Sullivan, *Manager, Materials, Video Division*  
Nicholas W. Ward, *Manager, Finance, Video Division*

## Equipment Group

Dan D. (Duke) Borozan, *Manager, Purchasing*  
David L. Britton, *Manager, OEM Marketing*  
John K. (Jack) Clemens, *Director, Development Engineering*  
William F. Deitsch, *Manager, Manufacturing Engineering*  
James Dobbie, *Executive Vice President, Equipment*  
Richard Du Bridge, *Director, Marketing*  
Thomas L. Edwards, *Manager, National Field Service, Equipment*  
William R. Fagley, *Manager, Product Planning*  
James F. Ferenz, *Manager, Production Operations*  
Kay E. Finley, *Regional Sales Manager, Great Lakes*  
Nozer S. Haladwala, *Manager, Finance Manufacturing*  
James G. Hix, *Program Manager—1380*  
Alfred P. Kennedy, *Regional Sales Manager, Mid-Atlantic*  
Frank Kirchhoff, *Regional Sales Manager, New York*  
Mike J. Klapperich, *Manager, Industrial Relations*  
Harold J. Krauter, *Director, Finance*  
Anthony N. Lapine, *Director, Quality Assurance*  
Jonathan B. Leavitt, *Regional Sales Manager, Northwest*  
Wayne M. Lettiere, *Manager, OEM Manufacturing*  
Robert E. Lloyd, *Manager, Production Engineering*  
William T. Lowery, *Manager, OEM Customer Service*

Geza G. Medveczky, *Manager, Test Engineering*  
Eugene (Gene) Meyer, *Manager, OEM Finance*  
Thomas J. O'Keefe, *Manager, Customer Service*  
Alfred K. (Keith) Plant, *General Manager, OEM Division*  
Joseph V. Rizzo, *Plant Manager, Eau Claire*  
John D. Rottweiler, *Manager, Sales and Service Finance*  
Lowell L. Sando, *Manager, Communications Systems Engineering*  
Rudolph (Rudy) Sikorsky, *Plant Manager, Nogales*  
Russell T. Schneider, *Manager, Product Sales Support*  
Charles E. Splaine, *Vice President, Sales*  
James Y. Tatsukawa, *Manager, OEM Engineering*  
Henry L. Tinker, *Director, Manufacturing*  
William H. Warren, *Manager, Strategic Planning*  
W. Jere Werton, *Regional Sales Manager, Midwest*  
William H. Whitaker, Jr., *Regional Sales Manager, Southeast*  
Alonzo A. (Al) Wilson, *Program Manager—3650*  
William Yee, *Manager, Special Production Operations*

## EUMEA

Santiago Abeijon, *Country Manager, Spain*  
John Baarns, *Director, Tech. Services, EUMEA*  
Herman Becker, *Area Manager, Germany and Switzerland*  
Barry Berghorn, *Director, Consumer and Business Products*  
Reto Braun, *Area Manager, Benelux and Exports*  
Eric Christensson, *Area Manager, Scandinavia*  
Robin Dalglish, *Country Manager, MEA*  
Alain de Forges, *Area Manager, France*  
Guy Francis, *Director, EUMEA Software Development*  
Hans Jorg Dolf, *Country Manager, Switzerland*  
Helmut Gottinger, *Country Manager, Denmark*  
Harald Gullerud, *Country Manager, Norway*  
Michael A. Kelly, *Area Manager, United Kingdom and Act. Holland*  
William S. McCalmont, *Vice President, and General Manager, EUMEA*  
Christopher Mill, *Director, Industrial Relations, EUMEA*  
Joe Renard, *General Manager, Liege Division*  
Giorgio Ronchi, *Area Manager, Italy*  
Arthur Rubino, *Director, OEM Sales, EUMEA*  
James Simpson, *Vice President, Operations Support, EUMEA*  
Gunther Stecker, *Country Manager, Austria and East Europe*  
Thomas S. Stevens, *Director, Finance, EUMEA*  
Diederik Thiers, *Country Manager, Belgium*

## Americas & Asia

Ney Arias, *Country Manager, Brazil*  
Lowell B. (Barry) Carpenter, *Manager, Media Sales and Distribution*  
Carlos J. Farre, *Country Manager, Argentina*  
Rafael I. Gomez, *Country Manager, Mexico*  
Marcelo A. Gumucio, *Vice President and General Manager*  
Richard E. Heinzelman, *Planning Manager*  
Jeffrey O. Henley, *Director, Finance*  
Gary N. Hughes, *Country Manager, Canada*  
Ivan Kenna, *Branch Manager, New Zealand*  
Brian D. Molloy, *Country Manager, Australia*  
Daniel E. O'Brien, *Manager, Equipment Sales and Distribution*  
Phillip G. Ostrom, *Manager, Audio Sales and Distribution*  
Tetsui Yamada, *Country Manager, Japan*  
Takehiro Yamamoto, *Japan Liaison*  
Rossana C. Zarzar, *Country Manager, Peru*

## Corporate

Robert C. Wilson, *Chairman and President*  
Richard C. Allen, *Vice President, Engineering*  
George L. Bragg, *Vice President, Corporate Development*  
Robert G. Coe, *Corporate Treasurer*  
John R. Eastling, *Vice President, Litigation Support Activity*  
Robert L. Erickson, *Vice President, Legal and Secretary*  
Arthur W. Fonda, *Manager, Distribution Center Planning*  
Thomas E. Gardner, *Litigation Analyst*  
Gregory P. Goodere, *Manager, Industrial Relations—Corporate Staffs*  
John B. Hamill, *Manager, Corporate Purchasing*  
Neil W. Jacobs, *Director, Information Systems*  
Richard L. Kolte, *Manager, Corporate Physical Distribution*  
Leonard J. Le Blanc, *Manager, Budgets and Measurements*  
Daniel E. Leckrone, *Deputy General Counsel and Assistant Secretary*  
Robert L. Malcolm, *Vice President, Industrial Relations*  
Henry C. Montgomery, *Vice President, Finance*  
Remi A. Nadeau, *Manager, Corporate Advertising and Public Relations*  
John Navas, II, *Litigation Analyst*  
James L. Pelkey, *Manager, Compensation and Benefits*  
Leonard B. Perrone, *Director, Corporate Taxes*  
Keith A. Rosheim, *Manager, Corporate Employment*  
William J. Schroeder, *Senior Planner, Business Planning*  
Marvin Taylor, Jr., *Assistant Secretary and Counsel*  
Alec M. Uzemeck, *Manager, Corporate Facilities*  
Ramon J. (Ray) Vales, *Litigation Analyst*  
Allison C. Wells, *Litigation Data Base Manager*



# Agenda

**Saturday, February 19, through Monday, February 21**

**Arrive Friday, February 18—Reception, Cocktails and Dinner**

## **Saturday, February 19 (Host) R. Jaunich**

- 7:00- 7:45 Breakfast
- 8:00- 8:15 Introductions R. Malcolm
- 8:15- 8:45 Opening Remarks and Keynote R. C. Wilson
- 8:45- 9:45 Financial Results H. Montgomery
- 9:45-10:05 Haskins & Sells G. Kelly
- 10:05-10:30 Break
- 10:30-12:00 Equipment J. Dobbie
  - 1976 Results
  - Key Assumptions—1977
  - Creative Excellence—1977
- 12:00- 6:00 Lunch and Activities
- 6:00- 8:00 Social Hour and Dinner
- Outside Speaker

## **Sunday, February 20 (Host) H. C. Montgomery**

- 7:00- 7:45 Breakfast
- 8:00- 9:30 Computer Media R. Jaunich
  - 1976 Results
  - Key Assumptions—1977
  - Creative Excellence—1977
- 9:30- 9:50 Industrial Relations R. Malcolm
- 9:50-10:10 Break
- 10:10-11:40 Consumer and Business Media R. Jaunich
  - 1976 Results
  - Key Assumptions—1977
  - Creative Excellence—1977
- 11:40-12:00 Legal R. Erickson
- 12:00-12:20 Corporate Manufacturing J. Dobbie
- 12:20- 6:00 Lunch and Activities
- 6:00- 8:00 Social Hour and Dinner
- 8:00- 9:00 Special Awards R. Malcolm

## **Monday, February 21 (Host) J. Dobbie**

- 7:00- 7:45 Breakfast
- 8:00- 9:15 EUMEA Operations W. McCalmont
  - 1976 Results
  - Key Assumptions—1977
  - Creative Excellence—1977
- 9:15- 9:35 Finance H. Montgomery
- 9:35-10:00 Break
- 10:00-11:15 Americas & Asia Operations M. Gumucio
  - 1976 Results
  - Key Assumptions—1977
  - Creative Excellence—1977
- 11:15-11:35 Corporate Engineering R. Allen
- 11:35-11:55 Corporate Development G. Bragg
- 11:55-12:15 Corporate Marketing R. Jaunich
- 12:15-12:45 Summary and Closing Remarks R. C. Wilson
- 12:45- 1:45 Lunch

## Activities

Games

Golf

Gym Recreation

Horseback Riding

Tennis

Winery Tours



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**New Participants**

Santiago Abeijon

Richard L. Fischer

Brian J. Molloy

Henry Adair

Gregory P. Goodere

Akihiro A. Nishimura

William H. Adair

David F. Goshert

Phillip G. Ostrom

Richard C. Allen

Nozer S. Maladwala

James F. Ottinger

John Baarns

Richard E. Heinzelman

Jeffrey M. Powell

David P. Barry

James G. Hix

John D. Rottweiler

Stephen M. Bess

Gary N. Hughes

Leon R. Sarringhaus

Reto Braun

Ivan Kenna

William J. Schroeder

David L. Britton

Michael J. Klapperich

Gunther Stecker

Robert G. Coe

Richard L. Kolfe

Michael P. Sullivan

Charles L. Crawshaw

Arthur W. Launder

Marvin Taylor, Jr.

Eric A. Croson

Leonard J. Le Blanc

Diederik Thiers

Kenyon R. Cruden

Robert E. Lloyd

Alec M. Uzemeck

David S. Dahmen

William T. Lowery

Raymond E. Valle

Robin Dalglish

Paul A. Mahoney

Nicholas W. Ward

Eric D. Daniel

Richard W. Martin

Allison C. Wells

Richard DuBridge

Anthony P. Mauro

Takehiro Yamamoto

William R. Fagley

Geza G. Medveczky

Rossana C. Zarzar

Robert J. Fisch

Eugene Meyer

*Sandy Hartnett*

*Wm George*

*yellow  
green*

*Dark*

*blue  
yellow*

*thea suit  
brown*

*D. Fischer  
H. Goodere*

*John Nishimura*

*David F. Goshert  
Nozer S. Maladwala  
Richard E. Heinzelman*

*Phillip G. Ostrom  
James F. Ottinger  
Jeffrey M. Powell*

*James G. Hix  
Gary N. Hughes  
Ivan R. Kenna*

*John D. Rottweiler  
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William J. Schroeder*

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Richard L. Kolfe  
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*Gunther Stecker  
Michael P. Sullivan  
Marvin Taylor, Jr.*

*Leonard J. Le Blanc  
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Eugene Meyer*

*Takehiro Yamamoto  
Rossana C. Zarzar  
Wm George*

## Team '77 Officials

Kathleen Campbell

Paulette Doo

Pat Mitra

Larry Nelson

Al Schuler

Bob Spelleri

Roger Stabile

Thea Suit

Ernie Tydell



