

MESSAGE FROM THE PRESIDENT



Silverado Management Conference
Team '78

MESSAGE FROM THE PRESIDENT

Welcome to the fourth annual Memorex management conference! Since our last meeting at Silverado, the people of Memorex made 1977 an outstanding year. Our operating performance set new records and our investments in the future were at an all-time high. I am proud to be part of the Memorex team that is earning a reputation as a quality company.

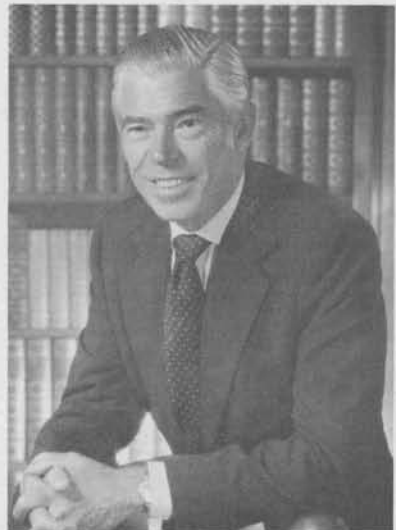
In 1978 we anticipate continuing market growth. However, old competitors have grown stronger and new competitors are emerging. To maintain revenue and profit growth, we must continue to improve the quality of our performance. This applies to every activity throughout the company. Only our customers can award us the distinction of being a quality company, and they will only do so after comparing Memorex with its competitors. Hence the need to excel and hence the theme of this fourth annual Memorex conference—Quality Excellence.

During the next three days we will enjoy the reviews of our collective accomplishments for 1977. We will also have the opportunity to exchange views, generate enthusiasm and have a good time. At the conclusion of the meeting, each of us should have renewed pride and a renewed determination to lead our associates in the quest for Quality Excellence.

Sincerely,



R. C. Wilson



ATTENDEES

Corporate

Robert C. Wilson
Chairman and President

John H. Aubuchon
Manager, Corporate Purchasing

Lawrence P. (Pete) Bates
Director, Information Systems

George L. Bragg
Vice President, Corporate Development

Robert G. Coo
Corporate Treasurer

Eric D. Daniel
Senior Staff Scientist, Magnetics, Corporate Engineering

Charles Dickinson
Vice President, Corporate Manufacturing

James Dobbie
Executive Vice President

Jeffery C. Egan
Director, Corporate Customer Service

Robert L. Erickson
Vice President, Legal and Secretary

Robert J. Fisch
Manager, Industrial Relations, Media

William M. George
Corporate Controller

David W. Heid
Patent Attorney

Anthony B. Heptig
Manager, Human Resource Development and Services

Robert Jaunich, II
Executive Vice President

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

Steven H. Puthuff
Vice President, Corporate Engineering

Keith A. Rosheim
Manager, Employment

Fred L. Ruffin
Manager, Industrial Relations, Corporate Staffs

Marvin Taylor, Jr.
Assistant Secretary and Counsel

George J. Tomlinson
Director, Corporate Taxes

Alec M. Uzemeck
Manager, Corporate Facilities

Allison C. Wells
Litigation Data Base Manager

Field Operations Group

Robert P. Berry
Manager, Field Operations, Northeast Region

Steven M. Bess
Manager, Finance

H. Eugene Douglas
Manager, Int'l Affairs and Gov't Liaison

William Etheredge, Jr.
Manager, Field Operations, Western Region

Gregory P. Goodere
Manager, Industrial Relations

Alfred Kennedy
Regional Vice President, Mid-Atlantic

William A. Koenig
Vice President, Federal Operations

Newton A. Montgomery
Manager, Headquarters Field Engineering

Robert S. Rafalovich
Manager, Field Customer Service

R. J. (John) Ryan
Manager, Field Operations, Great Lakes Region

Charles E. Splaine
Vice President, Field Operations

David Tobin
Manager, Field Operations, New York Region

James Welch
Manager, Field Operations, Southwest Region

W. Jere Werton
Regional Vice President, Midwest

William H. Whitaker, Jr.
Manager, Field Operations, Southeast Region

General Systems Group

William J. Brown
*Manager, Finance, Business System
Division*

Larry M. Chamberlin
Manager, Industrial Relations

John G. De Lasaux
Manager, Quality Assurance, OEM Division

Delbert E. (Del) Elder
*General Manager, Business System
Division*

Daniel M. Gomez
*Manager, Marketing, Business System
Division*

Wayne M. Lettiere
Manager, Manufacturing, OEM Division

Edward L. Marinaro
Manager, Product Planning, OEM Division

Leslie L. Menigoz
*Manager, Engineering, Business System
Division*

Eugene Meyer
Manager, Finance, OEM Division

Richard T. Peters
*Manager, Manufacturing and Quality
Assurance, Business System Division*

Tazz A. Pettebone
Manager, Marketing, OEM Division

A. Keith Plant
Vice President, General Manager

James Y. Tatsukawa
Manager, Engineering, OEM Division

Computer Media Group

Henry Adair
*Manager, Product Engineering, Comdata
Division*

William H. Adair
*Manager, Marketing, Computer Tape
Division*

Richard T. Bigotti
*Manager, Quality Assurance, Computer
Tape Division*

Bruce E. Colegrove
Director, OEM Sales

Kenyon R. Cruden
Manager, Marketing, Disc Pack Division

David S. Dahmen
Manager, Finance, Disc Pack Division

Gary E. Fisher
Manager, Flexible Disc OEM Sales

Warren R. Kisling
*Manager, Manufacturing, Disc Pack
Division*

Arthur W. Launder
*Manager, Flexible Disc & New Products
Manufacturing, Computer Tape Division*

Charles C. Leader
*Manager, Manufacturing, Computer Tape
Division*

William R. Lennartz
General Manager, CFI Division

Anthony P. Mauro
General Manager, Comdata Division

Joseph J. Mikelonis
Manager, Finance, Comdata Division

Akihiro A. Nishimura
*Manager, Product Development, Computer
Tape Division*

Jacques V. Philippart
Special Assignment

W. O. (Neal) Rayborn
General Manager, Computer Tape Division

Joseph A. Renard
General manager, Liege Division

Leon R. Sarringhaus
*Manager, Quality Assurance, Disc Pack
Division*

John C. Scott
*Manager, Research & Engineering,
Disc Pack Division*

James Simpson
Vice President and General Manager

William D. Sousa
General Manager, Disc Pack Division

George W. Surmeier
Director, Finance

Stephan S. Szmaaj
Manager, Finance, Liege Division

Armand Vos De Wael
*Manager, Media Manufacturing, Liege
Division*

Ronald L. Walquist
Manager, Finance, CFI Division

Stephen P. Walsh
National Sales Manager

Leo J. (Lee) Whitney
Manager, Manufacturing, Comdata Division

Large Storage Systems Group

Melville R. Ashdown
Manager, Product Sales Support

Dan D. (Duke) Borozan
Manager, Materials

William F. Deitsch
Manager, Manufacturing Engineering

Richard DuBridg
Director, Marketing

Ward Ellis
Manager, Advanced Engineering

James F. Ferenz
Manager, Production Operations

Thomas E. Gardner
Director, Development Engineering

Marcelo A. Gumucio
Vice President and General Manager

Nozer S. Haladwala
Manager, Finance, Manufacturing

Jeffrey O. Henley
Director, Finance

Michael J. Klapperich
Manager, Industrial Relations

Harold J. Krauter
General Manager, Semiconductor Memory Products

Anthony N. LaPine
Director, Quality Assurance

Robert E. Lloyd
Manager, Product Engineering

Richard Loftesnes
Plant Manager, Eau Claire

Geza G. Medveczky
Manager, Quality Equipment Engineering

Thomas J. O'Keefe
Manager, Customer Service

Rudolph (Rudy) Sikorsky
Plant Manager, Nogales

Henry L. Tinker
Director, Manufacturing

Alonzo A. (Al) Wilson
Program Manager, 3650

Communications Division

Richard C. Allen
General Manager

Bryant A. Campbell
Manager, Development Engineering

Edward R. Theis
Manager, Quality Assurance

George R. Wikle
Manager, Finance

William Yee
Manager, Manufacturing

EUMEA

Santiago Abeijon
Country Manager, Spain

Peter Bembridge
Legal Counsel

Barry Berghorn
Director, EUMEA and Consumer and Business Media

Reto Braun
Vice President & General Manager, EUMEA

Eric Christensson
Area Manager, Scandinavia

Douglas C. Cornwall
Deputy Director, EUMEA

Robin Dalglish
Country Manager, MEA

Alain de Forges
Area Manager, France

Hans Jorg Dolf
Country Manager, Switzerland

Robert Farrell
Country Manager, Belgium

Helmut Gottinger
Country Manager, Germany

Harald Gullerud
Country Manager, Norway

Michael A. Kelly
Area Manager, Benelux and Exports

Michael Kitching
Area Manager, United Kingdom

Joseph Millington
Country Manager, Netherlands

Benny D. Pedersen
Country Manager, Denmark

Edward C. Price
Director, Business Planning

Giorgio Ronchi
Area Manager, Italy

Goran Skyttvall
Country Manager, Sweden

Gunther Stecker
Country Manager, Austria & East Europe

Thomas S. Stevens
Director, Finance

Trevor Sullivan
Director, Field Engineering

Diederik Thiers
Director, Operations Support

Pertti Vanhatalo
Country Manager, Finland

Consumer and Business Media Group

Americas & Asia

- David P. Berry
Manager, Marketing, Video Division
- Eric A. Croson
Manager, Finance, Word Processing Division
- Theodore J. Cutler
Vice President, General Manager,
- Howard F. Earhart
General Manager, Audio Division
- John T. English
Manager, Research and Development, Word Processing Division
- John M. Ethier
Manager, Manufacturing, Video Division
- Richard L. Fischer
Manager, Finance, Audio Division
- Charles B. Groat
Manager, Manufacturing, Word Processing Division
- Harry G. Hensman
General Manager, Video Division
- John R. Humphreys
National Sales Manager, Audio Division
- W. Dale Humphriss
Manager, Advanced Development (Home Video)
- Charles J. Levdar
Manager, Manufacturing, Audio Division
- Paul A. Mahoney
National Sales Manager, Word Processing Division
- Reinhard H. Ortgies
Manager, Marketing, Word Processing Division
- James F. Ottinger
General Manager, Word Processing Division
- Robert L. Reetz
National Sales Manager, Video Division
- John C. (Jake) Rohrer
Manager, Marketing, Audio Division
- Frederic J. Sischka
Manager, Development, Audio Division
- Nicholas W. Ward
Manager, Finance, Video Division

- Robert Arebalo
Manager, Industrial Relations
- Ney Arias
Country Manager, Brazil
- Lowell B. (Barry) Carpenter
Manager, Media Sales and Distribution
- Ruben Corti
Acting Country Manager, Argentina
- J. (Basie) Engelbrecht
Country Manager, South Africa
- Rafael I. Gomez
Country Manager, Mexico
- Richard E. Heinzelman
Planning Manager
- Gary N. Hughes
Country Manager, Canada
- Richard W. Martin
Vice President and General Manager
- Brian D. Molloy
Country Manager, Australia
- Daniel E. O'Brien
Manager, Equipment Sales and Distribution
- Phillip G. Ostrom
Manager, Consumer and Business Media Sales & Distribution
- Leonard B. Perrone
Director, Finance
- Tetsui Yamada
Country Manager, Japan
- Takehiro Yamamoto
Japan Liaison
- Rossana C. Zarzar
Country Manager, Peru

Special Guest

- Mr. K. Mouri
*President, Memorex Japan Ltd.
Director and General Manager,
Electronics and Light Machinery Division,
Kanematsu-Gosho, Ltd.*

AGENDA

ARRIVE FRIDAY, FEBRUARY 10. RECEPTION, COCKTAILS 6:30 P.M. IN THE COVERED PATIO. BUFFET DINNER 8:00 P.M. IN THE MAIN DINING ROOM.

SATURDAY, FEBRUARY 11, through MONDAY, FEBRUARY 13.

SATURDAY, FEBRUARY 11 (HOST) R. Jaunich

- 7:00- 7:45 Breakfast
- 8:00- 8:15 Introductions R. L. Malcolm
- 8:15- 8:45 Opening Remarks and Keynote R. C. Wilson
- 8:45- 9:45 Financial Results H. C. Montgomery
- 9:45-10:10 Break
- 10:10-11:00 Consumer and Business Media T. J. Cutler
 - 1977 Results
 - Key Assumptions—1978
 - Quality Excellence—1978
- 11:00-12:00 EUMEA R. Braun
 - 1977 Results
 - Key Assumptions—1978
 - Quality Excellence—1978
- 12:00- 6:00 Lunch and Activities
- 6:00- 8:00 Social Hour and Dinner
- 8:00- 9:00 Special Awards R. L. Malcolm

SUNDAY, FEBRUARY 12 (HOST) R. Martin

- 7:00- 7:45 Breakfast
- 8:00- 9:00 Large Storage Systems M. A. Gumucio
 - 1977 Results
 - Key Assumptions—1978
 - Quality Excellence—1978
- 9:00- 9:40 General Systems A. K. Plant
 - 1977 Results
 - Key Assumptions—1978
 - Quality Excellence—1978
- 9:40-10:10 Break
- 10:10-10:40 Communications Division R. C. Allen
 - 1977 Results
 - Key Assumptions—1978
 - Quality Excellence—1978
- 10:40-11:20 Field Operations C. E. Splaine
 - 1977 results
 - Key Assumptions—1978
 - Quality Excellence—1978
- 11:20-11:40 Corporate Manufacturing C. A. Dickinson
- 11:40-12:00 Legal R. L. Erickson
- 12:00- 6:00 Lunch and Activities
- 6:00- 8:00 Social Hour and Dinner
 - Outside Speaker

MONDAY, FEBRUARY 13 (HOST) J. Dobbie

• 7:00- 7:45	Breakfast	
• 8:00- 9:00	Computer Media Group 1977 Results Key Assumptions—1978 Quality Excellence—1978	J. Simpson
• 9:00- 9:20	Finance	H. C. Montgomery
• 9:20- 9:40	Industrial Relations	R. L. Malcolm
• 9:40-10:00	Break	
•10:00-11:00	Americas & Asia Operations 1977 Results Key Assumptions—1978 Quality Excellence—1978	R. W. Martin
•11:00-11:20	Corporate Engineering	S. H. Puthuff
•11:20-11:40	Corporate Development	G. L. Bragg
•11:40-12:00	Corporate Marketing	R. Jaunich
•12:00-12:30	Summary and Closing Remarks	R. C. Wilson
•12:30- 1:30	Lunch	

TEAM '78 OFFICIALS

- Kathleen Campbell
- Paulette Doo
- Jackie Maloney
- Larry Nelson
- Al Schuler
- Bob Spelleri
- Roger Stabile
- Thea Suit
- Ernie Tydell

ACTIVITIES

- Bowling
- Films
- Golf
- Gym Recreation
- Horseback Riding
- Table Tennis
- Tennis
- Winery Tours

NEW PARTICIPANTS

Robert Arebalo	Daniel M. Gomez	Fred L. Ruffin
John H. Aubuchon	David W. Heid	Frederic J. Sischka
Lawrence P. (Pete) Bates	Anthony N. Heptig	William D. Sousa
Peter Bembridge	Michael Kitching	Goran Skyttvall
Robert P. Berry	William R. Lennartz	Trevor Sullivan
William J. Brown	Richard Loftesnes	Stephan S. Szmaj
Bryant A. Campbell	Edward L. Marinaro	Edward R. Theis
Larry M. Chamberlin	L. Menigoz	David Tobin
Bruce E. Colegrove	Joseph J. Mikelonis	George J. Tomlinson
Douglas C. Cornwall	Joseph Millington	Perti Vanhatalo
Ruben Corti	Newton A. Montgomery	Armand Vos De Wael
John G. De Lasaux	Mr. K. Mouri	Ronald L. Walquist
Charles Dickinson	Reinhard H. Orgies	Stephan P. Walsh
Jeffrey C. Egan	Benny D. Pedersen	Leo J. (Lee) Whitney
Delbert E. (Del) Elder	Richard T. Peters	George R. Wikle
Ward Ellis	Tazz A. Pettebone	Melville R. Ashdown
William Etheredge, Jr.	Jacques V. Philippart	J. (Basie) Engelbrecht
John M. Ethier	Steven H. Puthuff	
Robert Farrell	Robert S. Rafalovich	



