

Early 3652 ship a boost to MRX market strength

Memorex's first 3652 disc subsystem was shipped on June 18 to SDL Corporation in Ottawa, Ontario, Canada. That's significant news in itself. But what makes it even more significant is the fact that a special team made it possible to ship the first string six months ahead of schedule.

The "early ship team," as it was called, was formed through the advanced manufacturing division of LSS. According to Fred Jakolat, who was involved in the development of the 3652 as a product planner, the early completion of the string provides greater opportunity for a major share of the market. "Market share is affected by early penetration," he explains. "The sooner we get a product out, the better chance we have for a large customer base."

The beta test site for the 3652 was Facilities Management, an account in Anaheim. A limited number of 3652 units is now available, and production volume will allow quantity shipments later this year.

The 3652 subsystem is a dual-spindle, double-capacity version of the widely used 317.5-megabyte 3650 drive. It provides users with more than 1.2 gigabytes (billions of bytes) of stored data, while occupying the same space as the 3650.

The 3652 is totally compatible with IBM System/370 models 158 and 168 and Systems 3031, 3032, 3022, and 4341, as well as Amdahl 470 V series and equivalent processors.



An "early ship team" was instrumental in the 3652. It worked with the advanced manufacturing division of LSS and whizzed the unit out the door nearly six months ahead of schedule.

Go For It!

Plans are already under way for the 1979 Winners Circle and Quota Club. Both Meetings will be held at their popular 1978 locations—Quota Club will return to the Aladdin Hotel in Las Vegas, and Winners Circle to the beautiful Mauna Kea Resort on the island of Hawaii.

"Go For It" is the theme of Quota Club, to be held February 12-15. The club will focus on the

challenges of the 80s and the opportunities that await Memorex. The usual exciting array of speakers, banquets, audio/visual presentations and awards will be the highlights.

"Operation Orchid" is the theme of Winners Circle, to be held May 8-14 amid the lush palms of Hawaii. It too promises to be an exciting week of fun and relaxation.

Letter from C. E. Splaine

Merger possibility creates air of drama, excitement

One thing that is certainly an absolute about this industry is its constant change. Competition, new technology and new people keep things moving.

The recent announcement of the exploratory discussions between Memorex and Amdahl reflects such constant change. It has, rightfully so, stirred up some questions and concerns about our future. It is important to remember that if the merger takes place it will be a merger in every sense of the word. It will not be a case of one company taking over another. Should the merger take place, opportunities and challenges will abound for all employees.

Many have viewed the possible merger as a shrewd move. The *Wall Street Journal*, in its August 6 edition, said, "The compelling logic behind a possible merger of Amdahl Corp. and Memorex Corp. seems to be, as one analyst put it, that the industry will gain an almost \$1 billion company in sales and assets, and IBM will encounter a 'pretty formidable competitor'."

The article went on to say, "Other benefits of an Amdahl-Memorex combination would include enhanced marketing efficiency, world-wide service capability and union of their particular strengths, such as Memorex's strong presence in Europe, and Amdahl's innovative technology."

A merger would not be final until after a definite agreement has been negotiated and approved by the Board of Directors and by the shareholders of both Memorex and Amdahl. This process would take several months, so we should continue to focus on our current selling efforts.

Product availability

The summer months are typically our slower months, so we must take advantage of September to pull our order rate up for third quarter. There is excellent availability on 322X and 365X products. The "Reach for the Gold" sales contest offers extra incentive to take advantage of this availability.

The new 2078 display station is a very appealing product to offer prospects. It promises to open new accounts for Memorex, and we are eagerly awaiting its first-customer ship in the Spring of 1980. In the meantime we can satisfy near-term needs with the 1377 while establishing a long-term upgrade path to the 2078.

Field Engineering

Plans are well under way for the 1979 Quota Club, to be held in Las Vegas, and the Winners Circle to be

held in Hawaii. Special consideration has been given to developing criteria by which to determine qualifying field engineers. The criteria are as objective and fair as possible, and reflect the valuable contributions field engineering makes to FOG. Selection criteria have been distributed to the Field Engineering Regional and Branch Managers.

In the face of competitive pressure and market uncertainties, each of you, as usual, has shown professional attitudes and skill. This issue of *Foghorn* has several examples of situations where FOG employees have stretched themselves to cement an order or satisfy a customer. As always, your outstanding performance is appreciated.

Charlie

C. E. Splaine
President
Field Operations Group

Reach for the Gold!

You can be one of the spectators at the 1980 Winter Olympics in Lake Placid, New York. All Large Systems Sales people on quota as of August 1, 1979, are eligible to participate in the "Reach for the Gold" contest.

Products included in the sales contest are 365X, 322X, and 1377. Depending on the combination sold, a bronze,

silver, or gold prize will be awarded. A bronze prize is a video recorder; silver is a home video theater; and a gold is a trip to the Olympics!

Details of the contest are available in a brochure that has been sent to all LSS salespeople. The contest runs from August 1 to December 31, so don't waste a minute to "Reach for the Gold!"

When persistence paid off...

Sometimes getting a foot in a prospect's door is just a matter of finding the right approach. For Frank Williams, Sales Rep, Pittsburgh, finding that approach for ALCOA, Inc., took a lot of time, patience and persistence. But it all paid off. He finally cracked the door with a systems engineering services contract.

ALCOA has two data processing centers in Pittsburgh. One has been a Memorex disc drive and memory customer for eight years. The other center was an all-IBM shop that relied heavily on IBM for systems engineering support. It feared that if it went with an independent supplier it would lose that support.

Knowing what their immediate need was, he began persuading ALCOA to consider Memorex for its systems engineering technical support.

For Williams, that fear was a constant block in getting the account to consider Memorex. He had been pursuing ALCOA since he became a sales rep last November (prior to that he was Branch Field Engineering Manager, Pittsburgh). He had even prepared an equipment proposal that offered substantial savings to the account, but to no avail. Then things started changing.

ALCOA began experiencing loss of data processing personnel, and soon the account was understaffed and having serious technical support problems. Williams, who had been checking in with the account about six times a month, now saw the cue he had been looking for. Knowing what their immediate need was, he began pur-

suading ALCOA to consider Memorex for its systems engineering technical support.

At this point a new player entered the scene. Bill Gossman, a highly competent systems engineer who has been with Memorex since October, met with the account and reviewed its systems engineering programs.

ALCOA decided to give Gossman a try. Gossman immediately took over providing technical support for the existing program, TCAM. He also helped implement NCP (Network Control Program) to aid TCAM. This freed ALCOA's systems engineers to work on developing a new network upgrade, ACF (Advanced Communications Function). Gossman performed his duties flawlessly. Gradually the account's confidence in Memorex's ability to provide complete systems engineering technical support increased.

Gossman was not alone in his efforts to show the customer that Memorex could be a complete peripherals vendor. While he solved software situations, field engineering kept a perfect record of equipment maintenance at the other data center. Reports Williams,

Gradually the account's confidence in Memorex's ability to provide complete systems engineering technical support increased.

"The equipment has averaged one hard failure in 27,000,000 I/Os (Input/Outputs) since January. By their keeping the waters calm, ALCOA was all the more convinced about Memorex's quality."



Frank Williams got a foot in the door of ALCOA with a systems engineering services contract. Field engineering was also influential with its impressive maintenance record.

"But I know we wouldn't be realizing any of it if it weren't for the excellent work and support of Systems Engineering and Field Engineering."

The outstanding combined efforts of Sales, Systems Engineering, and Field Engineering reaped many rewards for Memorex. ALCOA has since placed orders for two strings of 3650 and two strings of 3675, and signed a new, larger contract for SE services. There's a strong possibility that the account will go with a tape subsystem and place an order for 400 new 2078 video display units. To top everything, the customer may consent to be the Beta test site for the 2078, just announced in July.

Williams now calls on the account about twice a week. "There's great potential here," he describes with a smile. "But I know we wouldn't be realizing any of it if it weren't for the excellent work and support of Systems Engineering and Field Engineering. It's really rewarding to see this account open up."

Mike Tillett: Ridin' the rails his own way



Tillett takes a break after unloading his rail.

A sand rail is often confused with its cousin the dune buggy, although the two differ considerably. A buggy has headlights, turn signals, fiberglass body and can legally be driven on the street. A rail is designed strictly for off-road use—in sand dune areas or other rough terrain. Built to weigh as little as possible, a rail is basically just what it sounds like—an open pipe frame on wheels that resembles something from a scene in “Star Wars.” So does the terrain in which a rail is driven. The miles of open beaches and dunes along the coast near Portland, where Tillett lives, have a desolate, sometimes foreboding aura to them.

Tillett first became interested in railing through friends and fellow Memorex employees Larry McCaleb and Otis Myers, both in Santa Clara. A trip with the two last year to test the sands of Baja with their rails was enough to convince Tillett that he had to have one of his own.

Not surprising. Outdoor sports have always been a big part of his life. Long a motor vehicle fan, Tillett races dirt bikes, owns a water-ski boat and also enjoys snow skiing. A sand rail just seemed a natural extension of both his outdoor and mechanical interests.

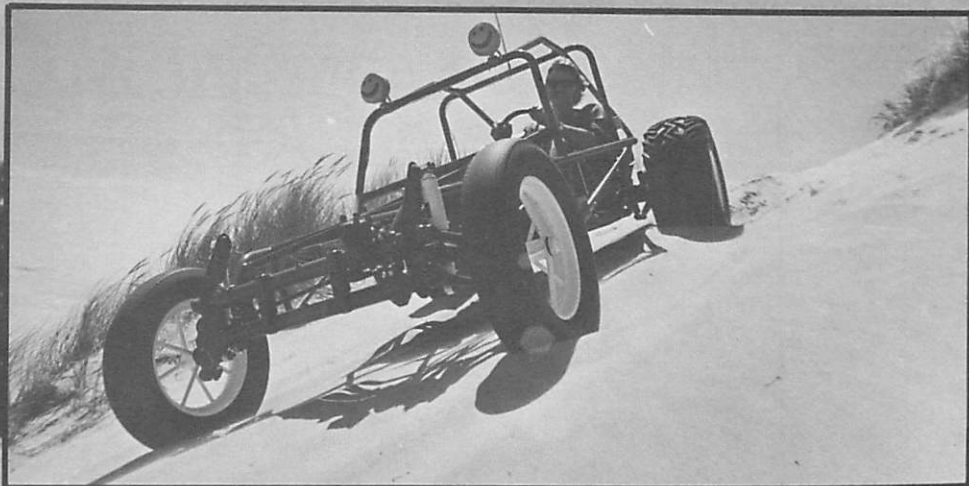
Once hooked, there was no stopping this enthusiast. Though Tillett simply could have bought a sand rail, that's not his style. “Half of the fun was the challenge of putting one together myself,” he laughs. “And it certainly became a project.”

Because a rail is completely custom-designed, there are no “blueprints.” So Tillett spent a lot of early time haunting

shows and dune areas to see other vehicles and to ask questions of their builders.

The first step was to gather all the necessary parts, starting with the purchase of an old Volkswagen. He then traded its engine for a bigger high-performance 1700 cc model. From the VW he also cannibalized the four-speed transaxel, and many miscellaneous parts. For the rest, he bought the frame, seats, wheels and tires, and lights from





Seeing how airborne he can get is one of Tillett's thrills in sand railing. Above, he glides over one of the many dunes along the Oregon coast; below, Tillett tinkers with the rail at home before putting it on the trailer.

In all respects, the idea in building a rail, says Tillett, is to keep things simple. "With all the pounding a rail takes, you don't want anything complicated to get you in trouble." Solutions geared to sand problems also include a sand seal around the motor pulley to help prevent sand from entering the crank case, special air filters, and rear steering brakes to help control the rail in loose sand.

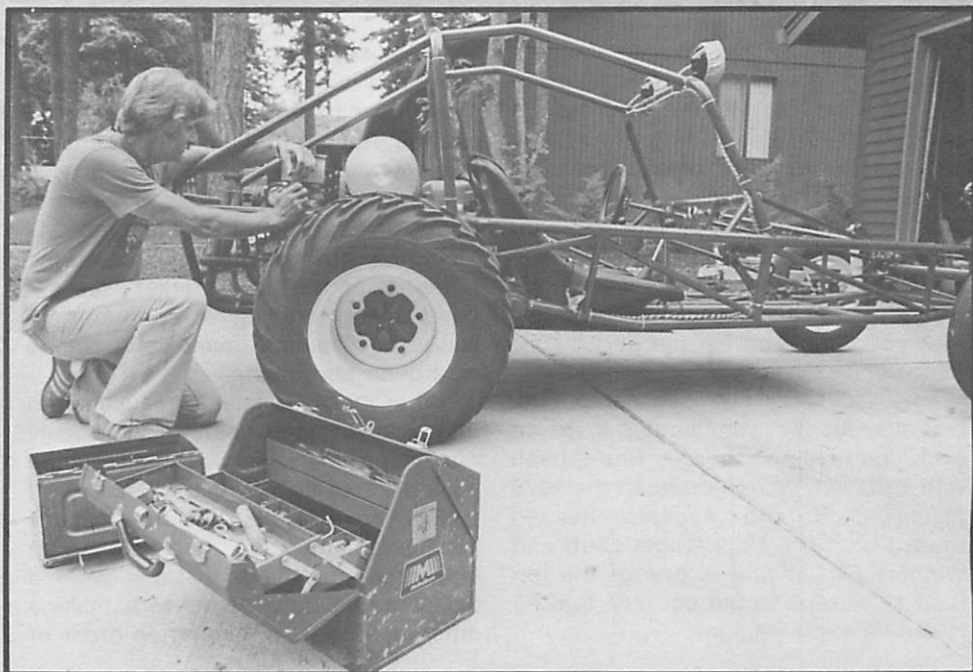
Five months after starting his project, Tillett was more than ready to take to the dunes. His rail's inaugural run took place on a second trip last May to Baja with McCaleb and Myers. And proving Tillett's expertise, the rail worked perfectly. Weighing in at under 1,000 pounds, it reached speeds of over 70 mph on the flat.

Now that the rail-building project is done, what next? One plan in the works is another trip. Tillett's already extended an invitation to McCaleb and Myers to spend time in Oregon getting a taste of "railing" in his territory. After that, now that the rail is completed, the only question is where his enthusiasm for motors and speed will take him next. On that score, Tillett's not talking—just grinning.

(Have an interesting pastime yourself? Share it with readers of Foghorn. Send your ideas to the editor, M/S 0601, 2800 Bowers, S.C. 95051.)

various local or mail-order shops.

One of the biggest problems then, according to Tillett, was figuring out where to start assembly. It was a bit like putting together a giant puzzle, but without directions to follow. Fortunately, his nine-year background as a Memorex field engineer came in handy, along with lots of advice from Myers, who had built a rail last year, and McCaleb, who's been involved in the sport for nearly ten years.



BSD may be in a 'Small World', but selling is a big job



The sign on the door to the data processing room said, "I love computers." Outside, Michele Spelliscy, a BSD sales rep, is sitting in a little cubby-hole with the data processing manager. Her notebook, stuffed with papers, is open on her lap. "As you know I've taken over this territory," she is explaining. "I don't know if anybody recently has discussed our products with you. Can you tell me about your future plans?"

Spelliscy may not love computers, but she readily admits she loves to work, particularly to sell. She's been with BSD two years, attended the 1978 Quota Club and appears headed toward both the 1979 Quota Club and Winners Circle. She is one of the top BSD sales reps in the country, and #1 in the Western Region.

Spelliscy has risen to her good standings during a time when the small systems marketplace is in a state of change. Recent IBM announcements of the new systems 32, 34, and 38 have opened new options to customers and doors of opportunity for Memorex. As Memorex pushes onward to tap the potential of this new market (see accompanying article), it continues to serve the System/3 market. It's a time of growth and change.

What makes a sales rep succeed in the small systems market? Obviously quality products, services and pricing have a lot to do with it.

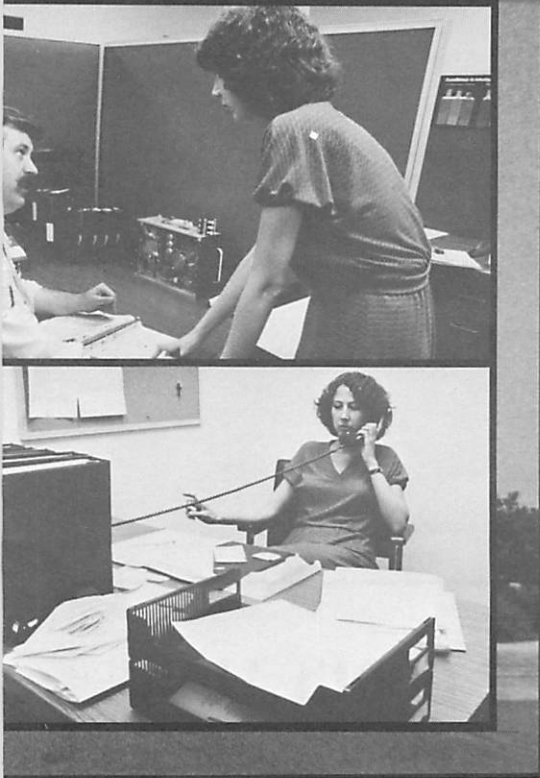
But beyond the obvious reasons lie the talents and qualities of an individual—the things that can, when a decision gets down to the wire, make a difference between getting an order or

not. A look at a top performer like Spelliscy reveals some of those qualities and talents.

One is having an ability to analyze and understand a market. Spelliscy was a sales rep in Los Angeles for two years prior to transferring to Orange County last June. In comparing Orange County to Los Angeles she is quick to assess the difference. "It's greener," she explains. "Orange County has more new account potential. In Los Angeles we focused a lot on building up existing accounts. We'll do that here, but we'll also concentrate on new ones."

She prospects for accounts like a sleuth scouting for clues. Personnel ads in the paper often describe equipment in a data processing room, and are thereby tips for small system users. Sometimes she'll get a lead from a

Spelliscy leaves the Garden Grove office for her daily round of sales calls; top inset, meets with Territory Supervisor Ron Burian; bottom inset, finishes the day at the office making phone calls and doing paperwork.



A typical shop has anywhere from \$10,000 to \$500,000 in data processing equipment. The department consists of four-five people, and a manager usually writes the programs himself. The account is usually a one-shift operation—an advantage for field engineers because they don't have to be on call at night.

By contrast, a large systems account usually has a large staff, more than one CPU, and the system runs 24 hours a day, seven days a week.

The small systems data processing manager has a special pressure on him. He is in charge of several different operations and confronts his business more on a day-to-day basis. Because of this, it's often harder to get an appointment with him. Remarked Spelliscy on one call, after she had been waiting 20 minutes for a data processing manager, "I'm a fairly patient person and don't get frustrated easily. If waiting like this happened very often I would lose that patience. But I can see this guy is having a hard day." A minute later the manager appeared, and after his apologies and explanation, the meeting began.

The manner in which one relates to a prospect is very much an individual decision, based a lot on style and personality. Spelliscy admits to her own self-examination. "I've done a lot of it," she remarks frankly. "You have to know yourself and your style in this profession to determine what works for you. I think it's hard in sales to admit mistakes, but if you don't you'll never figure out what's right for you."

Her manner of selling could be called mild. She uses a few hand gestures as she talks and her speech has few pauses—her words carefully chosen. "I'm probably the most low-key sales rep in the region," she says of herself. "You can pursue an account aggressively or subtly—whatever you're most comfortable with. I prefer the subtle approach."

It is readily apparent that beneath the mild exterior Spelliscy has a firm grasp of any discussion. She asks many questions, listens intently and probes the customer a little more when necessary. All the while she is preparing in her mind suggestions for new products and system upgrades. "Has anyone told you recently about our 1377s?" she might ask. She's as much of an educator as she is a sales rep.

When one customer appeared confused on a subject she took the initiative and said, "Let me explain what this term means to me and then tell me what you think."

(continued on back page)

A word from BSD Sales Support

An enthusiastic Jerry Periolat, BSD Sales Support Manager, leaned forward in his chair. "The new products in the small systems market are certainly causing changes. But they're also exciting," he adds with his characteristic confidence. "There are approximately 19,000 System/3s installed in the United States. In five years we expect about five times as many CPUs to be installed in this marketplace. That signifies tremendous opportunity for BSD."

He has summed up concisely what is a bright future for small systems peripherals. Memorex has announced several products for IBM's new 32, 34, and 38 CPUs. They include a system printer for the 34, a matrix printer for the 34 and 38, and a tape drive for the 38. "We'll be making a major product announcement about once a quarter," reports Periolat. "We plan to achieve our revenue with a combination of hardware and software products that continue to enable BSD to provide the most comprehensive packages in the industry."

In addition to a larger market, the expanded product line means more points are available per account. More products can be installed on a 38 than a 15D, the largest System/3 CPU. In enhancing Memorex's offerings to existing System/3 users, Periolat says we'll see a growing confidence and increase in Super/3. Super/3 is the software program that gives the System/3 user an upgrade equivalent similar to a 34. "With that enhancement, plus the products for the newer CPUs, Memorex is still the most comprehensive peripherals vendor around," he injects. "We're committed to this market!"

customer. She also uses market reports supplied by Santa Clara sales support functions.

As with any successful sales rep, the major part of Spelliscy's day is spent on the road. "I put on an average of 70 miles a day," she explains as she drives through one of the many business complexes in the area. "If you want orders you've got to be in the customer's office often." Late afternoons and evenings are saved for proposal writing and research.

Profile of a BSD Account

At a glance, a small systems user might appear to be like any data processing operator. But a closer look reveals that that's not the case.

Teamwork Brings Smooth Install at Westinghouse

"Thanks for a great job—the 3672 was installed at Westinghouse in Winston-Salem Saturday on time!!! It's good to know when the heat is on we've got folks like you to count on!!!"

So read a telex from Marty Crimmins, Sales Rep, Pittsburgh, to Earl Stokes, who works in traffic in Dallas. When the going got a little tight on an order it was Stokes who pulled things together.

The story began when Westinghouse, Pittsburgh, ordered a 370/145 with an ISC for their Winston-Salem, North Carolina, location. When it arrived for installation it did not have the ISC. Westinghouse, who needed the installation immediately, became a bit

panicked. Jim Scoggins, Memorex Sales rep in Winston-Salem, took this opportunity to sell Westinghouse on a 3672. The order was taken June 20, but Memorex hit a snag in the scheme: a 3672 was not available.

Scoggins and Crimmins both got busy trying to locate a 3672. Through the Philadelphia traffic department they got wind of a unit available in Dallas. But their troubles weren't over yet. The unit needed to be air freighted for immediate install, but because it was 5" over certain packaging specifications many airlines wouldn't freight it.

At this point Earl Stokes, who works in the traffic department in Dallas, took over. He called every airfreight company he could. Finally, a freight system

was organized, and even though the 3672 had to be routed through six stops, it arrived on time. It was at the customer site by midnight, Friday, June 22, and installed at 8:00 a.m. Saturday, June 23. It was good teamwork by everyone involved.

Conference Call With Tech Support, Customer, Helps Win Account

Joe Schneider and Mike Vena, with the help of Santa Clara technical support, recently proved that it's never too late to turn an account around. United Stationers, Chicago, had decided to go with IBM for Memorex 3650-equivalent equipment, claiming that IBM had better reliability and service.

It was then that Vena, Sr. Sales Rep, and Schneider, Field Engineering Branch Manager, met together with the account to answer some technical questions. United Stationers was par-

ticularly interested in Memorex's IDI feature, and as the discussion continued, Schneider made a conference call to Santa Clara technical support. It was then that Rich Moon and Roger Holder became involved, speaking via phone directly to the account. By the time the conversation ended the customer changed his mind and went with Memorex 3650s.

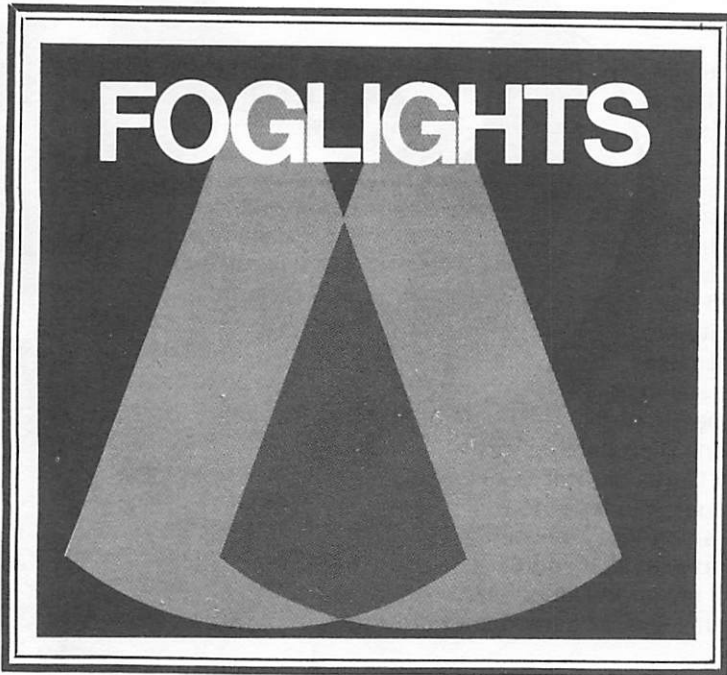
"It's unusual for technical support to become involved in this manner," reports Schneider. "But the call gave United Stationers immediate answers, and almost as soon as we hung up they signed our contract."

United Stationers is currently using the 3650s, and additional banks of 3650 with the IDI feature will be installed in September.

2,000th Unit!



Jack McInturff, right, was on hand to congratulate employees of the LSS tape drive division for their contributions to the program. The 2,000th unit was shipped in June, and the quality performance and availability of the product continues to be excellent.



The Boston office, under Branch LSS Manager **Frank Kearney**, is one of the leading branches in the country, with many significant orders recently closed. Kearney's leadership, integrity and sales skills are setting an example for the whole office. The most outstanding attribute of the branch is its teamwork—a solid reflection of Kearney's leadership . . . Also in the Northeast Region, **Pete Jones**, FE, has been performing exceptionally. When two FEs were absent due to illness he stepped in and ran the small systems area single-handedly. This required many additional hours to maintain the professional integrity earned by the group. Jones has assumed the optional responsibility of lead field engineer and has done an outstanding job. He consistently proves his technical and professional leadership qualities, and his dependability and cooperation are appreciated by the whole region . . . In the Federal Region, **Ralph Morrison**, LSS Sales Rep, has been recognized for his outstanding work at the Department of Transportation. Through his dedication, Federal has broken the big order that will enable it to move forward in 1979 . . . **Mark Penny** and **Tom Vitt**, FEs in St. Louis, have been commended in writing by Southwestern Bell Telephone for their exemplary work installing a 1 x 2 3228 system. The drives were installed and running in two hours . . . **Don West**, Houston BSD Sales Rep, is continuing to do an outstanding job. He closed Musco for IDS—a 660 disc, 500 printers and 10 1377s. He has several other large orders pending . . . **Jackie Disney**, Seattle Secretary, has on many occasions performed above and beyond her duties. Her last minute efforts preparing the King County bid helped win this account . . . Also in Seattle, **John Arnone**, BSD Rep, has single-handedly developed a marketing program for the DEC market utilizing the Diva Controller. John has recently closed two new accounts using this approach and has identified a marketplace that offers a potential for as many as 50 677s by year-end . . . **Margie Corbin**, BSD systems engineer, was cited by two sales reps in June for her excellent contributions. She has become a significant asset to the BSD organization and demonstrates a consistently positive attitude toward her work . . . **Tom Aaron**, Baltimore Sales Rep, deserves recognition for

his year-to-date performance. His combined quota is excellent, and he recently closed Comsat, a new account that went for 367X and 365X equipment. It is anticipated that Comsat will be of significant value as a prestigious reference account in the Washington area . . . **Ken Price**, Territory Supervisor, **Steve McKenzie**, Sr. FE and **Gil Maggs**, FE, all of Miami, have done great work at National Airlines. Field Engineering was aware that a critical sales call was scheduled for the morning of June 14 to discuss a proposal for all of National's disc drive business. A failure occurred on the first 365X system installed at National on June 12. A solid failure on a 3650 HDA was diagnosed and a spare HDA was installed. On June 13 another failure occurred. McKenzie joined Price on site and they quickly determined that the spare HDA installed the day before had a solid failure. Maggs immediately went from the Miami office to a customer site in Ft. Lauderdale to pick up another spare HDA. By 9 p.m. on June 13 they had determined that the second spare HDA was also defective. They then went back to the customer site in Ft. Lauderdale and removed both HDAs from a 3653 that was on site and scheduled to be installed later in the week. A third HDA was installed, checked out and turned over to National about 4 a.m. on June 14. The system has run error-free since that time. The critical sales appointment was held on June 14 and as a result, National placed a firm order for their 365X disc requirement . . . **Tom Delaney**, a new hire with over 14 years of experience, has joined the New York Metro Region as Field Engineering Branch Manager for New Jersey . . . **John Daddino**, Territory Supervisor for BSD, has been the sparkplug who made the New York Region BSD's #1 sales achiever. Daddino's energy, enthusiasm, responsibility and commitment have motivated the BSD team and its customers and prospects as well. His attitude is excellent, and those who come in contact with him get a feeling of confidence in New York's capabilities . . . **Bob Booker**, Boston, joined Memorex as an FE in 1970. He advanced to Territory Supervisor and when an opportunity for SE opened in LSS, he made the change. He did a great job assisting salesmen in configuring 1270s and explaining string switching. When the 1380 CSR position opened, Bob was given this responsibility. The result was one of the largest installed bases in the country. Bob was then given the Rhode Island Territory as a Sales Rep. He has achieved major accomplishments, including large orders at Brown University and Rhode Island College . . . On July 10, the FE for the southern tier of New York was taken ill. Within a two-hour period that evening, a total of five service calls were received. **Roger Cunningham** arranged for coverage in Syracuse; then, at 11 p.m. drove to Sydney, fixed a 3228; then drove to Ithaca, fixed a 3653; then drove to Elmira and fixed a 660. He finally returned home at 2 p.m. the next day. All of the calls were urgent and could not be delayed, and due to Cunningham's dedication and initiative, all customers were satisfied . . . **Terry Hoy**, SE in Cleveland, received the region's 2nd quarter "You're the Best" award for his continued excellent work with customers and in educational sales for QCM . . . **Larry Parker**, BSD Sales Rep, Dallas, had been selling for Memorex only two weeks when he started bringing in business. He followed up and closed a 96K memory order at Restland while Manager **Jim Peck** was out for a week. Parker's knowledge of the marketplace is a great asset for Memorex.

Tampa named Pro of month



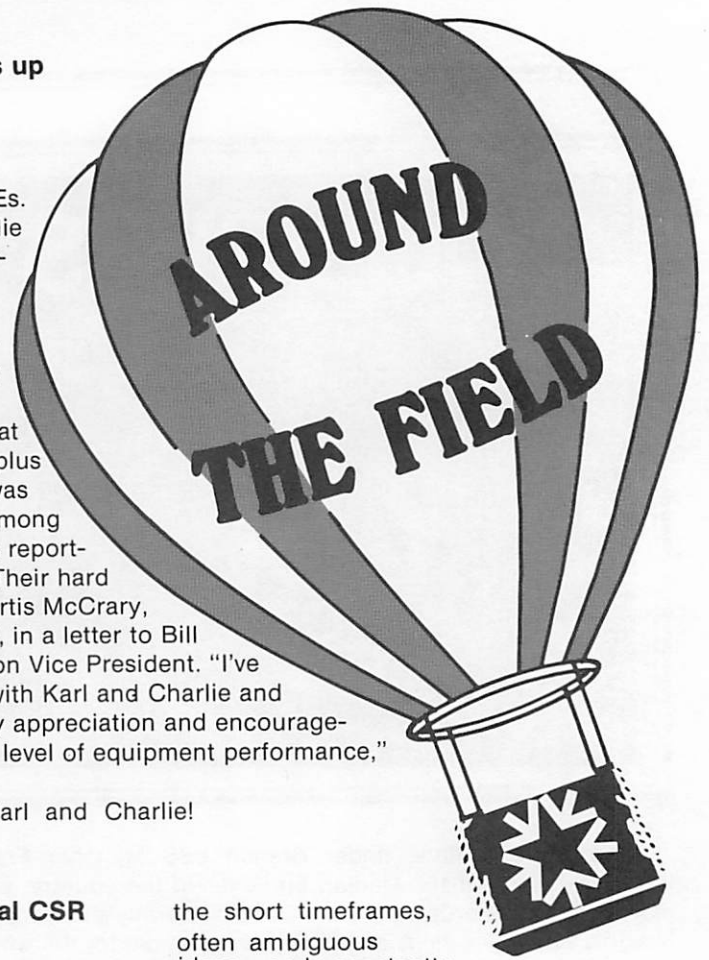
Bob Berry, Michele Tampa

Every month an employee from the Northeast region is named "Professional of the Month." Managers select employees based on their performance and contributions. One individual recently recognized is Michele Tampa, Field Administration Specialist, Syracuse. She has been very instrumental in training new customer service employees throughout the region while continuing her responsibilities in upper New York State. She has, according to Bob Berry, Regional FOG Vice President, provided excellent customer service in every assignment she has been given.

Reliability-plus goes up

It was another triumph for Federal FEs. Karl Stalker and Charlie Webster had been servicing a disc drive installation at the United States Department of Justice. Their attention to the account was so good that in a recent reliability-plus report the customer was ranked number one among all 3670/75 customers reporting this information. Their hard work was cited by Curtis McCrary, Regional FE Manager, in a letter to Bill Koenig, Federal Region Vice President. "I've reviewed this report with Karl and Charlie and expressed to them my appreciation and encouragement to maintain this level of equipment performance," said McCrary.

Congratulations Karl and Charlie!



Outstanding Federal CSR

Another member of the Federal Region was recently recognized for her outstanding work. Judy Schultz-Lathers, Customer Service Representative, received a letter from the Chief of the Data Support Division for the Department of the Army. He praised Lathers for her efficient and courteous service. "Regardless of

the short timeframes, often ambiguous ideas, and constantly changing requirements, you were always able to provide the necessary information or service," the letter read. "Your ability to perform as a professional in your field reflects well upon yourself and your firm. I wish to thank you personally for all of your efforts."

Lathers works for Troy Sinyard, Federal Region Customer Service Manager.

Following in the footsteps of the Hartford office, the Los Angeles, St. Louis and Kansas City branch offices have each hosted their own SPADES seminar. The purpose of the seminars is to tell customers and prospects about Memorex's new products and technology. Each letter of SPADES stands for an ingredient of effective marketing: Service, Pricing, Availability, Delivery, Effect and Sales.

Dave Borgeson, Sales Rep, did much of the planning for the L.A. seminar, which attracted over 60 customers and prospects. "We've already closed a couple of orders



Bill Etheredge, Western Region FOG Vice President, addresses Los Angeles SPADES seminar. Shown on the screen are the names of some of the customers in the area.

as a result of the seminar," he reports. "And we have several others pending."

The St. Louis and Kansas City meetings were reported to be equally successful. Guest speakers for the seminars included Charlie Splaine; Dick Martin, President, Communications Group; and Frank Sordello, Manager, Recording Technology Center. Audio/visual presentations developed by the Field Operations Programs department were also featured at the meetings.

The results of the seminars are considered very gratifying, and at this writing similar meetings are scheduled to be held in Dallas and Houston in October.

New office in NE



The Providence office staff

The Memorex facilities in Providence, R.I. have recently expanded from one room supporting four Field Engineers to a complete business office supporting four Field Engineers, a Field Engineering Support Specialist, and Field Manager. In addition, an LSS salesman and a BSD salesperson are working out of the new office.

The new facilities, located at 993 Waterman Ave., were required to support the recent increase in the customer base, as well as the projected growth in Rhode Island and southeastern Massachusetts territory. Memorex has had service and sales representation in the Providence area since 1970, however the administration has always been handled through the Boston office. Memorex customers have welcomed this sign of commitment to the area.

Dave Slater was promoted from Sr. Field Support Engineer to fill the slot of FE Field Manager for the Providence office, which is the seventh fully staffed branch in the NE region.

Walker recognized



Robbie Walker

Roberta "Robbie" Walker has been chosen by the Santa Clara Serra Chapter of ABWA (American Business Women's Association) as it's Woman of the Year. Walker was recently named Field Engineering Service Planning Coordinator, reporting to Lou Perkins. Prior to that she worked in FOG Industrial Relations.

Walker has been active in ABWA since 1971 and has served in a number of offices, including Vice President and President. More than 1600 women will attend the association's 1979 national convention in Minneapolis in October, where the "American Business Woman of the Year" will be selected.

SPOTLIGHT



**Elaine Rizzo:
Regional
Reporter**



The Northeast Region often yields *Foghorn* stories: the first 3770 ship went to Boston; the first SPADES seminar was held in Hartford; field engineers have battled severe winter storms to service an account; systems engineers have successfully installed QCM; customer service reps have been cited for good service. Seldom does a news story slip by the Northeast's Regional Reporter, Elaine Rizzo.

Elaine joined Memorex's Boston office in 1970 as a media Order Administrator. She left the company in 1972 but returned in

1975. A year later she was promoted to Customer Service Supervisor, responsible for regional order entry, LSSG, BSD, Media and supervising customer service personnel in the Boston branch.

"I am proud to work for Memorex," she says of her job. "I feel that it is one of the few companies left where merit is almost the sole consideration for advancement."

Elaine's office and home boast one of her favorite hobbies—plants. They line her living room and decorate her office. She also enjoys knitting and proudly admits that her nieces, nephews and friend's children have Irish knit sweaters made by her.

Anyone wishing to talk to Elaine about an article idea for *Foghorn* may reach her in the Boston office.



Spelliscy

(continued from page seven)

Others Help, Too

Spelliscy may be the one to get the ball rolling on an order, but she readily admits it's the various support functions that convince a customer that Memorex is the way to go. "Good field engineering is crucial to sales. If a customer is not happy I spend all my time placating him. I appreciate being able to offer our quality of products and support service." Spelliscy also takes advantage of Margie Corbin, the region's BSD systems engineer, to help with BSD's expanding software programs.

There is a generous share of frustration and pressure in the sales profession. Although they come and go, Spelliscy never lets them stay. "I have a good ability to put things behind me," she states. "If I'm coming from a prospect and things have not been going well, it bothers me for a while. But the minute I walk through another prospect's door my mental state changes. I can put it all behind me."

Spelliscy loves selling. She loves the challenge, the psychology involved, writing orders, the opportunity to meet and interact with people, and the constantly busy pace. "I'm happy where I am," she comments. "In a few years that may change, but for now it's great!"

With an attitude like that, it's hard not to be successful.



At a customer site, Spelliscy meets with DP operators.



FOG people on the move

Deborah Agron, to Sr. Field Order Admin, Kansas City
Jonathan Allen, to FE, New York
Herbert Arlt, to Sr. FE, Greenwich
Albert Banks, to Mgr. Field Eng., Phila.
Michael Barnes, to FE, Santa Clara
Floyd Barnes, Jr., to Field Sup. Specialist, Pittsburgh
William Bastian, to Sr. AFE, New York
Robert Belcourt, to Sr. FE, Portland
Terry Bell, to FE, Dayton
Stuart Bergman, to Sr. AFE, Brooklyn
William Brown, to Mgr. Br. FE, Wash. D.C.
Kathryn Buck, to Sec. A, King of Prussia
Robert Buckley, to Sr. FE, Greenwich
Kenneth Bush, to Sr. Sales Rep, Dallas
Gary Campau, to FE, Santa Clara
Danny Carter, to Sr. FE, Tulsa
Bruce Caton, to Territory Supv., Allentown
John Centinaro, to FE, Newark
Paul Chapman, to Sr. AFE, Newark
John Ciaverelli, to Field Supp. Specialist, King of Prussia
Aaron Clement, to Whse. Coordinator, SC
James Connors, to Sr. FE, Providence
Declan Craig, to Sr. Product Test Tech., King of Prussia
George Creel, to Territory Supv., Atlanta
Clifton Davis, to Sr. AFE, Dallas
Barbara DiNicola, to Term Sales Supp. Rep., New York
Mark Dokulil, to Sr. FE, Los Angeles
Edward Dolan, to Sr. Sales Rep., Richmond
Willie Evans, Jr., to Sr. Fld. Support Spec., Wash. D.C.
Robert Faneuf, to FE, Santa Clara
Loren Furness, to FE, Los Angeles
Marlene Galvan, to Marktg. Analyst, SC
Beverly Gervais, to Disp. Data Coll. Sp., SC
Judy Giangrosso, to Sec. A, Birmingham
Pamela Glovan, to Territory Superv., SC
Mark Gould, to FE, Detroit
Claire Henderson, to Supv. Maint. Bill, SC
Rodney Holt, to Sr. FE, Richmond
Dana Huhn, to Manager Br. FE,
Clarence Jackson, to FE, Chicago
Charles Jarboe, to FE, Boston
Mae Jenkins, to Accounting Assoc., SC
Rogene Katt, to Sr. Asoc. FE, Los Angeles
Patricia Kelly, to Sr. Field Order Adminr, Charlotte
Gerald Kiltz, to Mgr. Sales Support, SC
Gary Kolesiak, to Sr. Sys. Engr., Chicago
Michael Kuly, to Sr. Asoc. FE, Riverside

Annemarie Lawley, to Assoc. Inventory Analyst, King of Prussia
Glenn Lawrence, to FE, Los Angeles
Arthur Malin, to Sr. AFE, Los Angeles
Joseph Matta, to Mgr. Br. Field Eng., Wash. D.C.
Jeffrey Matz, to Sr. AFE, Newark
John McElhenie, to Mgr. Br. Field Eng., Phoenix
Timothy McFadden, to FE, Harrisburg
Jack Mitchell, to Product Engineer, SC
Robert Molenda, to Visual Display Rep., Houston
Michael Mullins, to Shift Supv. Dispatch, SC
Cathy Napolitano, to Sr. Fld. Order Admin., Wash. D.C.
Lois Nelson, to Field Supp. Oper. Clk. B, King of Prussia
Wallace Olson, to FE, Madison
Angelita Oruga, to Accounting Assoc., SC
Patricia Parpan, to Term Sales Supp. Rep., Chicago
Cecil Payne, to Sr. AFE, Lexington
Kenneth Price, to Mgr. Field Eng., Miami
Raymond Proulx, to Sr. FE, Dallas
Ron Rawson, to FE, Santa Clara
Gary Richter, to Fld. Sup. Spec., St. Louis
Ted Robertson, to FE, Dallas
Gregory Rudd, to Territory Supv., Madison
Harold Ruder, to FE, Dallas
Gail Ruth, to Inventory Cntr. Clerk A, SC
Timothy Rutherford, to Fld. Sup. Specialist, Wash. D.C.
Arthur Sampson, to FE, Woodbridge
James Sanders, to AFE, Dallas
Gregory Schanding, to Sr. FE, Charlotte
Terry Schillinger, to FE, Omaha
Mary Simpson, to Whse. Coordinator, SC
Karen Sirois, to Shift Supv. Dispatch, SC
Violet Somera, to Accounting Spec., SC
Mark Southcott, to Sr. FE, Portland
Marion Stanley, Jr., to Mgr. Br. FE, LA
Donald Steele, to Mgr. Br. Sales., Atlanta
Leonard Stelz, to FE, Newark
R. Lynn Swidersky, to Mgr. Br. Field Eng., Atlanta
Michele Tampa, to Field Admin. Spec., Syracuse
Robert Tirado, to Sr. AFE, Newark
Galon Tustison, to FE, Little Rock
Raul Vallejo, to Sr. FE, Greenwich
Barry Van Delinder, to RDC Traf. Coor., SC
Jeff Vogel, to Territory Supv., San Francisco
Jody Waters, to Sr. Secretary, Santa Clara
Ralph White, to Accounting Spec., Chicago
Randy Whitehead, to FSS, Detroit

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