

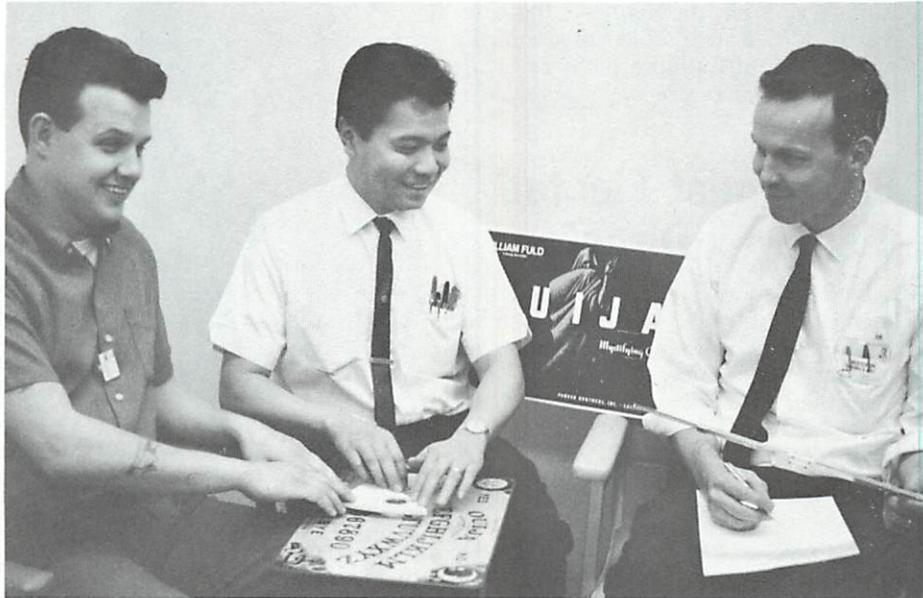
INTERCOM

NEWSLETTER FOR MEMOREX EMPLOYEES

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MARCH, 1968

MECHANICAL DESIGNER WINS POINT VALUE CONTEST



A GUESS WINS—Profit Sharing contest winner Ron Arima, center, and third place winner George Knowlton, left, didn't really use a Ouija Board, but they did use lucky hunches. Bill Laughlin, right, finished second, using the recommended formula.

Ron Arima, from Engineering Drafting in Santa Clara, is the winner of the exciting Disneyland Adventure. He submitted the closest entry in the Profit Sharing contest by estimating the Point Value to be \$10.1125. Ron missed the actual value of \$10.1345 by only .0220.

His prize is a trip to Disneyland for two adults and two children, three days and two nights at the luxurious Disneyland Hotel, four ticket books and money for meals.

Winner of the second prize, a \$50 U.S. Savings Bond, is Bill Laughlin, from Production Coating in Santa Clara. Bill's Point Value estimate was 10.1111.

Third prize, a \$25 Savings Bond, goes to George Knowlton, also in Santa Clara Coating. His estimate was \$10.1633.

PERIPHERAL SIGNS MAJOR CONTRACT

First deliveries of disc drives on Peripheral System's multi-million dollar contract with Management Assistance Inc. will begin this month, announces Bob Brumbaugh, Peripheral president.

PSC's first major contract is good for \$4 million by the end of this year and, potentially, \$20 million in sales over a three year period.

Peripheral is a subsidiary of Memorex, located in Sunnyvale. It was formed in 1966 with the objective of developing disc technology and the 630 Disc Drive is PSC's first product.

MAI is a New York based company, with offices throughout the United States and the world. By the end of last year MAI owned more than \$160 million worth of data processing equipment.

MAI is the largest leasing company engaged in the rental and servicing of IBM data processing equipment.

The MAI disc drives are compatible with IBM Series 360 computers and are plug-to-plug interchangeable with IBM Model 2311 Disc Drives.

"The MAI drives offer faster average access time and reduced maintenance requirements than their IBM counterparts," says Bob Brumbaugh. Mr. Brumbaugh attributes the advantages of the equipment to the voice coil actuator of the drive's head assembly, which results in some 40 fewer moving parts than the IBM 2311.

"The operating advantages and the drive's full compatibility with IBM Series 360 computers were the principal reasons for MAI's selection of Memorex to be its manufacturer," declared L. A. Schwalm, the president of MAI. "With the Memorex equipment," he added, "we can provide MAI customers with more computer per dollar of operating cost and assure them less down time and service charges."

More Than \$750,000 Goes to Profit Sharing

Memorex and its subsidiaries will contribute \$751,717 to Profit Sharing for the year ended December 31, 1967, Laurence Spitters, president announced.

This contribution represents 10% of \$7,517,170, the company's 1967 net profits before income tax and Profit Sharing deductions.

The \$751,717 will be distributed among 1,118 eligible employees who have a total of 74,174 service and compensation points.

The point Value of \$10.1345 for each Profit Sharing point means that all eligible employees will receive in their Profit Sharing accounts \$10.13 for every \$100 of wages or salary received during 1967 while a member of the Plan. This amounts to a savings and investment program for each member of more than 10% of his or her annual compensation.

Change Area To Expand By Summer

Plans are being formulated to add nearly 1,000 square feet of Clean Room change area floor space before next fall.

New Change Room facilities will occupy the present home of Quality Control Testing and Electronics Maintenance, says Dick Wesendunk, Industrial Engineering manager. The two uprooted staffs will move to Building F and utilize part of the area that is now Finished Goods Warehouse.

The new change area will feature individual women's lockers, a make-up room, restroom facilities, partial carpeting and a larger change area, for less traffic congestion.

Ultra-violet light will be another feature of new Change Room facilities. Lights will be installed directly above shoe storage areas to freshen the Change Room atmosphere. Special air conditioning and ventilation systems are also included.

Renovation of the future Change Room additions and relocation of Quality Control and Electronic Maintenance

staffs is estimated to cost \$200,000. Final engineering is currently being done to expand the change area to accommodate about 450 people. Construction is slated for late spring or early summer.

At about the same time, those many steps to the cafeteria will be shortened for Production and Coating personnel, with the installation of a "satellite" cafeteria.

According to Walt Sirstins, Industrial Engineering project engineer, the cafeteria addition will be located on the second floor of Building B where Quality control offices are now located.

Biochemist Elected Memorex Director

Dr. Alejandro Zaffaroni, noted biochemist, is the newest elected member of the Memorex Board of Directors, according to Memorex President and Chairman of the Board Laurence Spitzer.



Dr. Zaffaroni is Executive Vice President of Syntex Corporation and is a member of that corporation's Board of Directors. He is also President of Syntex Research.

He has a Ph.D. in Biochemistry from the University of Rochester, New York, and is noted for major contributions to the field of steroid biochemistry.

Dr. Zaffaroni is a member of the Palo Alto-Stanford Hospital Board of Directors, and the American Chemical Society. He is also a fellow of the New York Academy of Sciences.



GOVERNOR VISITS SANTA CLARA — The Belgian flag flies beside "Old Glory" in honor of Governor Pierre Clerdent (left), of the Province of Liege, shown here as he is welcomed to Memorex by International Vice President Gene Rogers. In the center is Jules Naome, Director, Societe Provinciale d'Industrialisation, who accompanied Governor Clerdent to Santa Clara, Friday, Mar. 15. Mr. Naome is one of the first persons we contacted in Belgium when looking for a plant site and he has had a key role in helping us launch the project. The Governor and Mr. Naome were in the United States on business, part of which included discussing our soon to be constructed Belgian tape plant. Although Governor Clerdent is only 59, his list of accomplishments is long and his personal history makes fascinating reading. He was a lawyer at the Liege Court of Appeals by the age of 25. Six years later, in October 1940, he co-founded the Belgian Liberation Army, which he headed by 1942. He was Colonel of the Resistance and his leadership in the Belgian underground earned him many decorations, including the Silver Star from the United States. He holds other decorations from Belgium, Great Britain, the Netherlands and France. In 1943 he was appointed Director of the Belgian National Radio Network. By 1945 he was Governor of the Province of Luxembourg, a position he held until 1953, when he was made Governor of Liege. He has also served as President of the National Resistance Council; President of the National Resistance Union; Chairman of the Walloon Economic Council; President of the Administrative Council of the Societe Provinciale d'Industrialisation; and Director of the Association Belgo-Americaine.

Family Day Open House Follows Annual Meeting

Friday and Saturday, April 26-27, will be busier than usual for Memorex. Friday is the annual Stockholders Meeting and Saturday is Family Day Open House.

Details on the Stockholders Meeting were not available at press time, but information will be in the mail soon. The open house will be from 10 a.m. to 5 p.m. and include Santa Clara Disc Pack and Tape Plant.

Blood Mobile Coming To Tape Plant April 8

Roll up your sleeves and follow your friends to the Red Cross tables Monday, April 8. It's time for the Red Cross Blood Drive at Santa Clara.

The pint you give will insure every member of your family against the possibility of not being able to get blood, should the need arise.

Watch the bulletin boards for the time and place of the April Blood Drive.

President Holds Conferences to Explain Corporate Objectives

"A better understanding by everybody of the problems, opportunities and challenges to our organization is essential because it is all of us, working together, who are responsible for attaining our corporate objectives," said company President Laurence Spitters, as he opened the first President-Employee Conference at Memorex. "Moreover," he added, "a better understanding of the company's objectives makes our work more interesting, more vital and, undoubtedly, more efficient."

Mr. Spitters and Executive Vice President John Del Favero spoke to Santa Clara employees at three meetings, in our newly acquired Associated Machine Building on the east side of the tape plant.

Mr. Spitters reflected upon the strength we have gained during the past six years. He said, "there can be no question that today Memorex is an industry leader in the precision tape business. Our sales last year exceeded \$34 million and we are an international company—25 per cent of our volume is derived from Europe and other overseas markets.

"Our research and development expenses last year, including those of Peripheral Systems, exceeded \$3 million. We have over \$30 million of tangible assets employed in our business; we have excellent quality products; and we have an extensive marketing organization in the United States, and overseas; our name is synonymous with quality and service."

Mr. Spitters added, "I think it is important for all of us to realize and to take pride in the fact that these accomplishments have been in the face of the most fierce competition."

Regarding the future, Mr. Spitters explained, "Our most serious problem is to meet the competitive pricing of others in our business. Their challenge is three fold. We must develop better products. We must also find better and more economical ways to manufacture our existing product line. And, we must learn to produce new products to diversify our business."

"In spite of this price competition, there is good reason for us to be optimistic," said Mr. Spitters, "the outlook in our industry is attractive and nobody doubts the continuing growth of precision tape markets." He estimates the growth rate of the total tape market in which we participate to be from 15 to 20 per cent annually.

Mr. Spitters then spoke about our diversifications. He said, "today our diversifications have reached the point of commercial production and their



MR. SPITTERS (read from left) and **Mr. Del Favero** discuss the President-Employee Conference with **Manufacturing Vice President Dick Boucher** and **Director of Industrial Relations Jack Shannahan**, just after the first one was over.

outlook is excellent. This is true of our Disc Pack product line; it is equally true of our equipment product line.

"As a consequence, it is no longer necessary for us to look only to our tape operations to obtain the profit and capital for our continued growth."

"The impact of our diversifications is that the charter of our company has changed materially. We have opened up new market opportunities in the disc pack and disc drive business. This new business will be mutually supporting to our tape operations," explained Mr. Spitters.

He then announced that our Peripheral Systems subsidiary has negotiated its first major sales contract, which calls for delivery of some \$4 million of disc drives by the end of 1968 and potentially \$20 million over a three-year period. (See page one for details.)

"It is a tremendous tribute to the Memorex people who established Peripheral Systems Corporation to have accomplished their product objectives and their initial sales objectives in such a short time." Mr. Spitters concluded,

Mr. Spitters Talks at N.Y. Meeting

A capacity turnout of more than 350 heard Company President Laurence Spitters speak at a February 6 meeting of the New York Society of Security Analysts.

Some 50 of the East Coast analysts were turned away from the luncheon meeting because the banquet room was filled.

Mr. Spitters speech centered on the history of Memorex; how we fared in 1967; our leadership position in the tape industry; and our diversification projects.

His talk was similar to the one he

saying, "I want to emphasize that Memorex will grow in size and strength from 1968 to 1970. We've targeted our total corporate growth objective at \$100 million and I have great confidence that this will be within our competence if we do our work well."

"During the past six months we have given a great deal of attention to our organization and staffing requirements to be sure that we do our work well. We always come back to the same conclusion, that our growth will first be limited, if at all, by the shortage of our human personnel resource, rather than by any lack of market opportunities, dollar resources or facilities. Hence, we are determined to build our people capability.

"We shall require three times the supervisory and management staff we now have, by the end of 1970. There should be no dearth of promotional opportunities for any employee at Memorex. In 1968 we shall implement a comprehensive manpower planning and development program, to prepare Memorex people for these promotions."

Executive Vice President John Del Favero, who joined the company in late 1967, followed Mr. Spitters' speech with a talk on his views of Memorex, noting that there is "a great desire on the part of the company to succeed. This aura of success comes only with people who are dedicated and hard-working."

He explained that the dedication and teamwork of our employees provides growth and opportunity for us, as well as success for the company. "Memorex also strikes me as a company that recognizes the importance of each individual and, of course, the importance of the team approach to getting the best results from each of the individual efforts," said Mr. Del Favero.

gave at the March 6 and 7 President-Employee Conference, which is covered on Page 3. After his New York speech, he answered questions submitted by the analysts.

Mr. Spitters also spoke to three different groups of analysts that visited Santa Clara February 15, March 5 and March 8. Besides hearing his speech, the three groups toured the plant and listened to talks by Executive Vice President John Del Favero, Finance Vice President Gordon Pilcher, Peripheral Systems President Bob Brumbaugh and Treasurer Gordon Sheppard.

Corporate Secretary Carl Anderson Has Many Responsibilities

April 15 grows closer and the inevitable income tax returns must be filed by each of us. We worry about our own returns, but who worries about the tax report for Memorex? It's Carl Anderson, corporate secretary and assistant treasurer.

For seven years he has reported or supervised the reporting of Memorex tax returns. This, however, is just a portion of the many duties he undertakes.

Carl joined us as Controller in August 1961, when the corporation was still a toddler in the magnetic tape industry and production had not yet begun.

He put his 15 years as a Certified Public Accountant (CPA) and controllership experience to work to install general and cost accounting systems. These systems are still being used and, barring drastic accounting advances, should be with us for many years to come.

During his first year he single-handedly maintained all Memorex accounting records. Eventually, however, week-



Controller and kept current product end preparation of payroll checks and financial statements became too much for one man to handle. Memorex was expanding at a phenomenal rate.

To add to his responsibilities, Carl maintained executive personnel rec-

ords. In 1964 he became Secretary and unit cost records and held book inventory values in line.

Public sale of Memorex stock, March 1965, added even more responsibilities to Carl's office. Out-of-state business registration, expansion of Securities Exchange Commission (SEC) regulations and State laws also enlarged the tasks of his Secretary-Controller duties.

Since then Carl's duties have revolved around maintaining the President's payroll, keeping the stock options register, Memorex Foundation President, his positions as Secretary and Assistant Treasurer of Memorex Corporation and all its domestic subsidiaries and others.

As demanding as his job may be, he enjoys golf, swimming and tennis during his leisure hours.

Both Carl and his wife are lured from their San Carlos home to the serenity of Carmel for occasional visits. Mrs. Anderson enjoys painting in the picturesque area, while Carl says he likes to "curl up with a good book" in the warm sun.

MEMOREX EMPLOYEES ON THE MOVE

By JUDY BONINO

Don Caselas has been promoted to manager, Technical Training. His promotion was effective January 1, but we inadvertently missed mentioning it. Don will be in charge of all technical training in the Supplies Division and will report to Carl Moyer, quality control director. Don was formerly supervisor in the Technical Service Center.



Steve Windisch



Steve Dunn

Steve Dunn has been promoted to project manager in Engineering. Steve used to be a supervisor in Maintenance. He is a graduate of Cal Poly and has a B.S. in Engineering. While at Cal Poly he majored in Air Conditioning and Refrigeration.

Steve Windisch will be our new manager of Engineering Assembly. Formerly plant engineer, Steve will man-

age the Mechanical and Electronic Assembly areas in his new position. Keith Gerry will manage the plant Electronic Maintenance Department, until Steve finds a man to fill his Engineering position.

Bob Herhusky, who was a product manager in Marketing, has been named to the position of director, Corporate Marketing Services. Bob was a market analyst at Ampex before he joined us. He has a B.A. in Industrial Design from the University of Michigan.

Don Brissenden has left the Santa Clara plant to become a sales representative in the Los Angeles District Office.

John Ziegler received a promotion to technician in Quality Control. He was previously in the Maintenance Department.

Disc Pack, Santa Clara has a new foreman. Jim Hartley went from Production to take the job.

Bennie French was promoted to draftsman in Engineering. He was with Industrial Engineering before the move.

Industrial Engineering has a new Detail Draftsman, as George Dias was promoted from Production.

Gerald Tipton was transferred to Disc Pack, Hawthorne as a foreman. He was in Quality Control before the transfer took place.

Quality Control Test Lab has received Jerry Imamura on a promotion into a Technician's job. He was previously with Manufacturing Test and Inspection.

Gary Chambers, Millie Boyce, Gloria Berard, and Florence Swartout have been promoted from finishing operator positions to computer schedule handlers.

INTERESTED IN MODELS?

Interested in Radio Controlled models of any size, shape, or form? Then maybe you should contact Will Pearson at Ext. 501. Will hopes to start a club for employees interested in Radio Controlled models.

FIRST LIEGE PLANT CONSTRUCTION SCHEDULED TO BEGIN NEXT MONTH

Belgian Plant Manager Dick Vasey reports that the first phase of construction in Liege is expected to begin next month.

Engineering plans went out for bid in February and bids will be due March 25 for evaluation and selection of the construction firm.

Dick also says the first Belgian plant employee, André Plume, has been hired as administrative assistant. André joined Memorex in mid-February and is currently spending two weeks in Santa Clara, learning about the company.

Other interviewing of key supervisory personnel will begin in Brussels about April 8 and continue through May. Belgians selected for supervisory positions will come to Santa Clara for training in September, October and November.

"Plant start-up is tentatively scheduled for February, 1969, and our major hiring effort for Belgian plant personnel will not begin until the end of 1968," says Dick.

He stresses that "careful attention has been given to the start-up phase, so there will be no adverse effect on operations in the United States."



TALKING IT OVER — Harrel Creasey tells Virginia Koeberle of his recent election to chairman, Santa Clara Chapter, American Society of Tool and Manufacturing Engineers (ASTME). Harrel took office Tuesday along with two other Peripheral Systems employees, Customer Engineers Lee Mortensen and George Evans. Lee is 1st-vice chairman of ASTME and George is secretary. The three hold half of six ASTME elected posts in the 275-member chapter.

At the recent President-Employee Conference in Santa Clara, Laurence Spitters, company president, answered a similar question about the Belgian plant's impact on Santa Clara operations.

Mr. Spitters said, "There will be some impact during a period in which our U.S. production will be level because Europe's tape requirements will largely be satisfied in Belgium. But there should be no substantial production dip and no effect upon our U.S. employment. The transition is a problem we are anticipating and we should be able to solve it without difficulty."

Product Management Announces Changes

People are on the way up in Product Management. Bill Butler and Bob Funk have received promotions and Bill Borman has joined our ranks.



Bill Butler



Bill Borman

Bill Butler, formerly product manager, Video Tapes, is filling the newly created position of director of Product Management. He joined Memorex in January, 1967, as product manager for Closed-Circuit Video Tapes and was promoted to Video Tapes last July.

Bob Funk will be filling Bill's shoes as product manager, Video Tapes. Bob joined Memorex in 1964 as a member of the field sales force. He brings first hand market experience to his new position, which encompasses the responsibility for all facets of the video product line.

New to Memorex is Bill Borman, recently appointed Instrumentation Tape product manager. Bill was with Beckman and Whitley, Mountain View, as marketing manager. He was previously with Trans-Control, Inc., and Precision Instrument Co.

GIVE BLOOD, APRIL 8



IT'S READY—Bob Fox, left, and Don Lucas, both from Peripheral Systems, discuss the 630 Disc Drive's first trip to Europe, for the Electronic Data Processing Conference.

Trade Show Season Opens in Frankfurt

Memorex opened its trade show season in Frankfurt, Germany, this year when the Model 630 Disc Drive, from our Peripheral Systems Group, Mark I Disc Packs and MRX-III Computer Tapes went on exhibition in the U.S. Trade Center, March 18-22.

Staffed by our International Division salesmen situated in Germany, the booth drew heavy traffic among the 4,000 visitors to the Electronic Data Processing Conference, sponsored by the U.S. Department of Commerce, according to Jerry Kelly, Memorex Advertising/Promotion Manager.

Next on the list in this busy season will be the National Association of Broadcasters Convention in Chicago, March 31-April 3, where 78V and 79 Series video tape will be demonstrated.

One of the highlights of the NAB Show will be the showing of the '68 Winter Olympics tapes in the Memorex demonstration. Memorex provided the color video tape for ABC's exclusive programming in the United States.

Following the NAB Show, Peripheral Systems will be displaying a new product at the Spring Joint Computer Conference in Atlantic City, April 30-May 3. A new Memorex disc pack will also be shown for the first time.

"Memorex—the technological leader in magnetic media" will be the theme of the booth at the International Data Processing Managers' Association Convention staged this year in Washington, D.C., June 25-28.

Live demonstrations will show several of the devices used here at Memorex to research and develop superior tapes and disc packs.

Back in Europe in August, Memorex will display at the International Federation for Information Processing (IFIPS) Convention in Edinburgh, Scotland. This convention, held every three years, is considered the key International exposition.

Company Librarians Add New Services

By SARA M. MILLAR

Growing from a small room off the main lobby to specially built quarters on the second floor of Building H, the Santa Clara plant Library is now complete and open for business.

We also have a new Librarian, Joanne Butterworth, who comes to Memorex with three years experience at Shell Development Company in Emeryville. Joanne has an A.B. from Randolph-Macon Women's College, Lynchburg, Virginia, and an M.S. in Information Science from Georgia Tech. Her new helper, Carolynne Roland, attended San Jose State and worked in the Library for two-and-one-half years.

The main library objective at this time, according to Joanne, is to set up a system which will serve the immediate needs of Memorex people and that can be adapted to a more sophisticated computer oriented system in the future.

The six main services offered by the Library are: ordering of books and journals; reference work; literature searching; a bulletin, to list current literature received (to be published by mid-year); journal and book circulation; and maintaining a file of in-house reports.

Within the next few weeks, Joanne and Carol will be collecting and cataloging 1500 books which are scattered around in various departments of Memorex.

The Library is open from 8 to 5:30, Monday through Friday and other times by arrangement.



WILLING HELPERS—Librarian Joanne Butterworth helps Peter Rippert research a problem, as Carolynne Roland straightens books on shelves.

MATHIS WORKS HARD FOR COMPANY AND PENTECOSTAL CONGREGATION

By ROGER WILSON COOK

Few people see as much of Memorex in a day as Sam Mathis. He is one of the unsung heroes of Plant Services whose job it is to keep the plant clean and in good order.

Sam came to Memorex in October, 1963. In those early days, Plant Maintenance consisted of but one person — Sam.

He was born in Dallas, Texas on January 29, 1930. When he was 10, he and his family moved to Houston. Three years later he relocated in the Bay Area and attended San Jose High School.

Early in life Sam developed a keen interest in religion. His family was deeply devout and provided him with the important initial motivation. A member of the Pentecostal Church, he found increasing expression and satisfaction in the rewarding work of the church.

In 1943, shortly after he had arrived in San Jose, he joined the Church of God in Christ and became active as a quartet and choir singer. A few years later one of the other singers in the choir—a girl of 12 named Edna—attracted his attention. Thirteen years later she would become his wife.

In 1951, Sam went to Korea with the Army Medical Corps. He came home with an intense desire to devote his life to his religion and to the service of man. He began putting more

time and zeal into church work and now he has become co-pastor of his church, and a licensed minister. He also broadcasts over station KEEN every Sunday night between 11 p.m. and midnight.

As a minister of the church, Sam has many ambitions. One of them is to accompany his uncle, Milton Mathis, who is well-known in this area as Bishop of Africa, on a missionary visit to the dark continent. His ultimate ambition, however, is to establish a congregation of his own where he can teach and bring the work of God to new generations of followers.

Sam's philosophy of life is a variation of the Golden Rule—"Love your neighbor as you love yourself." It's a difficult rule to follow, but Sam makes it work.



Sam Mathis and his supervisor, Bill Cooper

Jordan New Manager Sales Training Dept.

One of the newest additions to Memorex is Sales Training Manager Carl Jordan, who joined us February 19.

Carl has been a California resident for the last seven years. He brings nine years of experience in sales and sales training from Beckman Instruments, Palo Alto.

During his last five years with Beckman he was Division Training Manager. Before that, however, he had a Field Engineering territory that stretched from Canada to the Gulf of Mexico, and from Denver, Colorado, to the Atlantic states.

Though Carl is a family man with two boys and a girl, he finds time to be a ham radio operator and participate in the San Francisco Big Brother program.

Finance Division Adds Dick Kirk As Manager

Richard Kirk now fills the position of planning and operations analysis manager in the Santa Clara Finance Division, according to Vice President of Finance Gordon Pilcher.

Dick was manager of international planning for one and one-half years at Varian Associates. He also has six years experience as finance vice president at Applied Physics Corporation, Monrovia.

Dick graduated from Caltech with a B.S. in Mechanical Engineering and earned his M.B.A. from Harvard, in 1960.

Secretarial Endeavor Pays Off for Florence

Secretarial endeavor paid off for a Memorex employee when she moved from the southern San Francisco Bay Area to Denver, Colorado.

Florence Anderson joined Memorex last May and worked in Contract Administration, Department of Marketing. While there she organized a complete set of sales order files, over 3,000 individual items, according to Ward Nolan, supervisor of Contract Administration.

But the first of December she notified Ward that she and her husband Joe had decided to move to Denver where they would be closer to their children.

Ward had been impressed with her performance at Memorex, so he contacted Dick Crane, sales engineer in the Denver office. Crane had met Florence on several visits here and eagerly accepted the opportunity to hire her as his "girl friday."

After less than nine months at Memorex Florence has a new job in a new location.



Florence Anderson

New Training Program Begins for Salesmen

The first of three new dynamic sales training packages began last week with an intensified two-week Sales Trainee Program. It marked the beginning of the new Sales support function.

The two-week sessions, unlike past one-week programs, allow more marketing and sales orientation than was previously possible. Coordinated by Sales Training Manager Carl Jordan and Technical Training Manager Don Caselas, staggered class sessions are held during the two-week period.

While in the program, students apply their sales and technical backgrounds by participating in actual sales situations, to help them refine their selling techniques, says Carl.

Market understanding, establishment of sales territories, handling of paperwork and government selling, listening ability, communication of Memorex products to the customer and, first and foremost, how to "ask for the sale" using effective closing techniques, are some of the many areas in which the new trainees are instructed.

Carl estimates a new group of six to eight trainees will enter our sales training program every six weeks "if our present growth rate continues."

In addition to the extended trainee program, Memorex plans to begin a new effort in the training of our existing sales force.

A new course covering basic field sales management and extending over a 12-month period, is tentatively part of our objectives, according to Carl. The program, known as Marketing Manpower Development (MMD) and designed by top people in the Sales Management field, will be supervised by Regional Managers, with support from Santa Clara.

A.M. Building Gets Memorex Treatment

Plans to renovate the Associated Machine building, corner of Shulman Avenue and Ronald Street, have been formulated and construction has started.

The recently purchased structure, now referred to as Building J within the corporation complex, will be used for Finished Goods warehousing and shipping.

Initially, in addition to warehousing, Product and Equipment Development will be housed in the office area, to continue development of video, disc pack and computer equipment for in-plant use. Assembly of equipment for Santa Clara and European facilities will take place in the north bay of the structure, explains Kurt Ukut, of Facilities Engineering.

A fire protection sprinkler system, painting, landscaping and lighting are some of the renovating work now being done, explains Industrial Engineering Manager Dick Wesendunk.

Dick also stated that Electronic Maintenance and Quality Control Test departments will be relocated in F Building, Finished Goods present home. The move will also pave the way for change room expansion.

Additional area in Building F will be used for raw materials storage. The move will put raw materials closer to their area of use.

INTEREST MOUNTS FOR L.A. MAG

MAG activity is just beginning to stir in Southern California, but Del Deffenbaugh of Los Angeles Disc Pack reports that the MAG idea has been accepted with excitement and enthusiasm.

Del is currently working with Jeanetta Timms of Comdata and Jim Booth, Disc Pack, to organize the Los Angeles MAG. A representative of Substrate has not been selected yet.

"I hope to visit Santa Clara MAG officers before the end of the month, to get first hand information on how the organization is operated," explains Del.

He says the first MAG Board of Directors for Southern California will be appointed within the next 30 days. Appointment of officers will be for the first six-month term only. They will form the framework for future MAG activities and elections.

MORE PARKING ADDED

An additional 120 parking spaces have been added to the East Red Zone parking area in Santa Clara. Entrance to the new lot is on Ronald Street, next to Fiberglas Products.

Newest Tape Series Sets High Standard For Performance

Series 63, our newest family of instrumentation tapes, has made Memorex the producer of the world's widest range of precision magnetic recording media and established a standard of performance unmatched in the industry.

Combining high performance reliability and unparalleled reel-to-reel uniformity, the new Memorex Series 63 is completely compatible with today's broadband recorders.

The Series 63, designed for 60 micro-inch wave length recording, assures the best possible performance under extreme conditions. At the same time it allows for a more reliable data reproduction in normal day-to-day operation than any other tape available.

RETURN REQUESTED



GOLDEN SOUNDS BY THE GOLDEN GATE—Walter Tolleson and his Musical Organization tune up for the MAG Spring Fling, Saturday, May 11.

Fun Time Predicted For Spring Fling

The accent is on FUN at the Spring Fling, planned for Saturday, May 11, by the MAG Board of Directors.

MAG members will dance to the music of Walt Tolleson's Musical Organization, at Palo Alto's Cabana Hotel. Tolleson is well known in San Francisco for his "Golden Sounds by the Golden Gate."

The informal affair will be spiced with western flavor during orchestra breaks. The dance is free to all MAG members.

MIXED BOWLING

The Memorex Wednesday night Mixed Bowling League finished its 25th week of pin splitting March 6.

Scratch league leaders are the Dandy Lines, with a 20-7 record. Cliff Harter, Micki and Russ Rousseau, and Alt Case round out the winning foursome.

MAGNETICS BOWLING

The Tiger Paws are leading Memorex Magnetic Friday night bowlers, in the second half of league play. The Tiger Paws, who have a 23-13 record, finished on top during the first half of the season.

Tiger Paws include Jim Keenan, Hope Maycumber, Wayne Saylor, Betty Potts and Ray Kodres.

HOOPSTERS WIN

An 87-54 victory over Western Microwave ended the 1967-68 Basketball season for Memorex, February 27.

The final contest completed a four game "clean sweep" in C and D Santa Clara City League play for the Memorex five, who took the first place tournament trophy.

John Woodmansee and Bruce Steckel netted 26 and 21 points, respectively. Also in double figures was Kit Weaver with 14 points.

MAG Sponsorship Applications

Applications for MAG sponsorship of activities will take one month for approval, says Don Caselas, MAG board member.

A deluge of last-minute requests for sponsorship has caused the MAG board to require that all requests be submitted 30 days in advance. The board meets regularly, once each month, and requests should be written and may be presented in person.

NEW MAG DIRECTOR

Jerry Colligan was elected to the MAG Board of Directors in special February balloting.

Jerry is a Senior Customer Sales and Service Specialist in Contract Administration. He replaces Don Brissenden who gave up the Director's position when he accepted a sales representative post in our Los Angeles office.

FISHING TRIP

Two chartered boats will take 90 MAG members to fishing waters off the coast of Santa Cruz for the Sunday outing, March 31.

The boats will depart Stagnaro's pier at 7 a.m. and return at 2:30 p.m.

INTERCOM

NEWSLETTER FOR MEMOREX EMPLOYEES

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