

INTERCOM

A Newsmagazine for
Memorex Employees Worldwide
Volume No. 13 / July 1976



*Embarking on a third century:
Memorex people talk about
America. See page 2.*

SHANROCK

On the cover

For the cover of *Intercom's* Bicentennial issue, we chose a painting by Memorex artist Lynne Shanrock of one of America's tall ships. Great sailing vessels like this one were essential to survival in the nation's first 100



years. Thousands of them plied the young country's ports, delivering people and cargo, and, when necessary, defending the shores. By 1876, steam had taken over, and the great sailing ships, which had reached their prime with the Yankee clippers of the 1850s, were dying out. But to historian Samuel Eliot Morison (as well as many other admirers), they were "the most beautiful creations of man in America."



Lynne, who is Secretary to Memorex President Robert C. Wilson, did her first oil when she was 19. She didn't take up painting seriously, however, until three years ago, "when I finally found the courage to do it." The cover painting shows the ship in late afternoon—its sails glowing gold against a stormy blue and purple sky. It hangs in the executive office area in Santa Clara.

INTERCOM

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From Boston to Santa Clara . . . Bicentennial poll

Employees express hope, concern,

How do Memorex people feel about America in its Bicentennial year? For our July issue of Intercom, we decided to find out by talking to employees in Boston, Miami, New York, Indianapolis, Houston, St. Louis, Detroit, Atlanta, Eau Claire, Irvine (Calif.), and Santa Clara. The questions we asked were: What changes would you like to see in America? How could America better meet your dream of a nation? What strengths do you think have enabled the country to endure? Here's a sampling of their replies.

PAT MITRA, Secretary to Vice President Robert Jaunich, Santa Clara —

The greatest strength we have as Americans is our attitude towards life—we are always ready for change and progress. We stand up for our ideals and ideas. We are willing to accept the ideals and ideas of others to improve ourselves or to improve others. We have the courage to strike out against the injustices that impede our progress. The class, cultural, and religious factors that work as barriers to progress in other countries do not exist to the same extent in America. Having lived in a Far Eastern culture for about 10 years, I have seen how these factors can hinder progress.

JERRY MCSPADDEN, Sales Rep, Equipment, Houston—The general attitude in the country needs to be improved. We should all get more involved in elections, be more knowledgeable about the people we're voting for. It's great to look back 200 years at where we came from and what we fought to get away from. If we evaluate the different societies, we can see that we've got a pretty good deal in America.

DEMIE BENNETT, Regional Secretary, Boston — Our nation is fighting for some of the same goals we fought for 200 years ago: taxation with representation, freedom of speech, and freedom of the press. There has been tremendous progress in some areas, such as women's rights. Many more women are involved in politics. At Memorex, a woman can progress within the company and have a real career.

FRANK AMES, Sales Rep, Equipment, St. Louis—I'd like people to pull together and have a little empathy for those less fortunate—and for those with other feelings and opinions. You can't buy or manufacture happiness. The true fun in life comes from the simpler things, and lots of Americans are trying to go back to a simpler way.



Hester



Bennett



Hemmenway



Mitra

RICHARD SMITH, Sales Rep, Media, Indianapolis—America needs to regain freedom in the private sector—for individuals and businesses. We need to give all people an opportunity to make their dreams come true. It's very important to continue the tradition of free enterprise and individual incentive. That's what will keep us the number one idea-producing nation of the world.

JUDY HESTER, Customer Service Rep, Atlanta — I'm an old-fashioned-type person. I'd like to get back to the basics: work together, play together. The whole key to us being one nation under God is for us to love one another. It starts at home and just spreads. I love this country. The Bicentennial has done a lot to bring people back to the idea of patriotism. For so long we have been down. Maybe this will be an upward swing.

MARIAN HEMMENWAY, Equipment Order Correspondent, Houston — We need to change the way tax dollars are being used. Instead of giving money to people on welfare, we should find creative jobs for them. We also need more respect for the older people. There is so much emphasis placed on youth. If we could just take time to listen to older people, we could benefit from their experiences.

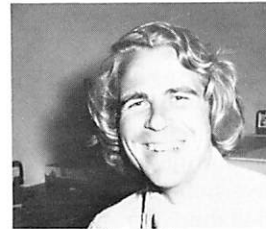
pride for U.S.



Dittmar



Martinez



Paquette



Mastrangelo



Kampa



Smith



Yee



Northrop



Loeffert

BILL YEE, Manager, Recon Department, Santa Clara—I firmly believe we have to get back to God, back to the Christian principles on which our country was founded. Those Christian principles involve respect and love for one another. All people in this country should have the opportunity to better themselves. We need to expand opportunity so that everyone can have an education, a job, a good place to live. If a guy can't get a job because he doesn't have an education, give him that education. People are what matter. We have to start within our own families and work out.

DORIS DITTMAR, Assembler, Comdata, Irvine, Calif.—I think the first thing we have to do is find something to pull the young people together. John Kennedy began to do this. I think Franklin Roosevelt had this ability to bring people together, too. Young people want a lot, but now they're apathetic because there's nothing—or no one to pull them together. I have six children between the ages of 18 and 30, and I've really had to push them to vote. We need new blood in Congress, a whole new outlook. We need younger people running the country, but first we have to get young people involved.

VIRGINIA KAMPA, Laminator of Printed Circuit Boards, Eau Claire, Wisconsin — I hope we keep out of situations like Vietnam. We should try to do more here at home, rather than so much all over the world. America first. We can't be a protector of the whole world. We should also try to overcome our prejudices about race and sex. Give the other fellows a chance to prove what they can do.

IRENE MARTINEZ, Product Test Technician, EPG, Santa Clara — I think Americans have a good sense of humor and are able to take things

in stride. I feel there's a love for country — don't think that has changed through the years. I wish we had more years like this one. The Bicentennial brings out a proud feeling in people. We're able to express it now. I feel lucky. I have a good job, and the people around me are nice. I think the chances for women are at their peak right now. There are so many fields women are getting into. I think this kind of change is beautiful.

CINDY BULLIS, Media Order Administrator, Detroit—One of the things we need most is better pollution control. I have a cabin in Northern Michigan, and up there I sleep better and feel better. Instead of people always going for a ride in their car in the city, they should go on a bike or walk. America also should save more historic places — like Greenfield Village here in Michigan.

MIKE MASTRANGELO, Regional Field Engineer Manager, Atlanta — I'd like to see not a change in America, but change in American people—in their attitudes. There is a prevalent feeling among a vocal minority that everything America does is wrong. America is a young nation, and as a youngster it's entitled to a few mistakes. By understanding the mistakes, we can prevent them from happening again. Instead of taking a defeatist attitude, we should work to change. One of America's strengths is the ability to respond to a situation with whatever is needed. We were able to survive by being strong when we had to be strong, concede when we had to concede.

JON LOEFFERT, Warehouseman-Lead, Comdata, Irvine, Calif. — I'd like the country's pollution problem resolved, but people have to work together to do this. With our growing population, it's essential to conserve our natural re-

sources. I'd also like to see more love between people, more working together and getting involved.

RHONDA WOLF, Secretary, Miami—There should be less control by politicians and people with money. I'd like to see a lot more honesty in the system. People are lying, and we don't know whom to trust. We have the right to vote, but many Americans don't use this right. They complain about laws and political issues, and they have no right to do so, because they didn't vote.

RITA NORTHROP, Audio Cassette Loader, Santa Clara—We have a lot of problems, and I think the solution to all of them is showing each other a little more love. If people would do that, it would mean not allowing anyone to live in poverty or go uneducated or be kept out of the job market because of race or sex. This kind of approach is a lot more difficult than giving aid for special programs.

MARIAN TAVERNA, Media Order Correspondent, New York City—I'd like to see the government balance the budget with priorities for Americans. There should be less money granted on the foreign scene. We should be committed to the cause that all men are endowed with certain inalienable rights. There needs to be more solidarity between people, more working together.

GORDON PAQUETTE, Senior Associate Field Engineer, Detroit—I think we should get together with other nations for a joint space program. In fact, I'd like the nations of the world to unite under one political structure. America is a young nation and hasn't really reached the point where it can unite with other nations yet, but I hope that happens. You have to crawl before you can walk, and I guess we're still in the crawling stage. (continued on page 4)

AL HORTMAN, Branch Sales Manager, St. Louis—Power should be taken away from the federal government and given back to local and state governments. It would be nice if they abolished the present form of federal taxation and instead each person paid his share of what he was participating in—for example, if he used the freeways, he'd pay tolls. We also need to get rid of welfare programs that promote laziness. I'd rather see them pour money into creating new jobs. I'd also like the Supreme Court to reverse the decision on prayer in school. Our country was founded on freedom of religion, and that right shouldn't be denied a child.

BRUCE DRESSEL, Electrical Maintenance Technician, Eau Claire—There should be welfare for people who are disabled, but otherwise there is work to do if people are willing to do it. I'd like to see stricter gun control. There should be a mandatory jail sentence for those caught with guns without a license. I'm on our school advisory committee, and I'm very concerned with bettering our grade school education. We need to go back to the 3Rs. Everyone should be willing to give more time to helping out in his community.

TOM MORIARTY, Field Engineering Manager, Indianapolis—I'd like to see

peace among all Americans return to this country. People don't seem to get along like they used to. We should get some of the lawmakers out of office. Our advanced technology has come about because people are always striving to improve what we have. It is typically American to want something better and to want to improve.

GABY VON DEM HAGEN, Executive Secretary, New York—America's strengths include ingenuity, generosity, and support of those countries which need our help—whether it's material or political help. America has tremendous prestige in the world. Everybody looks up to American technology. Every time I have come back to America from abroad, I've been happy to be back. Opportunities are available to everybody who looks for them. In other countries, only the privileged can rise. Nowhere else in the world can anyone work his way up, whether it be in science, medicine, or politics. That's why so many foreigners come to America seeking the opportunities. I'm quite patriotic because of what I've seen other places, having lived under different regimes.

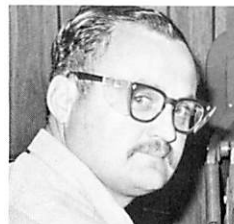
FRANK DOLAN, Sales Rep, Equipment, Boston—Over the last few years there have been some significant changes. Business, government, and people in general are more open and honest. I would like to see that trend continue. Also, I'd like to see less fed-



Taverna



Moriarty



Dressel



Bullis



von dem Hagen



Dolan

eral government control in business and city planning. My dream of a nation is unlimited freedom, together with security protecting that freedom. There has to be a delicate balance between the two. Part of America's greatness is its ability to change things very fast. But this has never threatened its democratic system. I am personally very optimistic and wouldn't want to live anywhere else in the world.

Quarterly earnings well above same '75 period

On July 14, Memorex reported second quarter income before extraordinary credit of \$6,024,000, or \$1.04 per share. This compares to income before extraordinary credits of \$1,335,000, or 28 cents per share, in the second quarter of 1975.

Net income for the second quarter of 1976 was \$9,156,000, or \$1.59 per share. This includes an extraordinary credit of \$3,132,000, or 55 cents per share, from utilizing tax loss carryforwards.

In the second quarter of 1975, the Company purchased a number of Memorex debentures. This purchase and the related tax loss carryforwards resulted in an extraordinary gain of \$3,906,000, or 83 cents per share. Other extraordinary credits from tax loss carryforwards of \$975,000, or 21 cents per share, brought the net income to \$6,216,000, or \$1.32 per share.

Revenues for the second quarter were \$80,839,000, an increase of 23 percent

above the \$65,620,000, for the comparable 1975 period. Revenues for the first half were \$160,258,000, an increase of 26 percent over revenues of \$127,245,000 for the first half of last year.

For the first six months of 1976, income before extraordinary credits was \$11,313,000, or \$1.99 per share. An extraordinary credit of \$6,926,000, or \$1.26 per share, from utilizing tax loss carryforwards, brought the net income for the first six months of 1976 to a total of \$18,239,000, or \$3.25 per share.

For the similar period of 1975, income before extraordinary credits was \$2,343,000, or 51 cents per share. Extraordinary credits from tax loss carryforwards and the debenture purchase, totalling \$5,456,000, or \$1.19 per share, brought net income to \$7,799,000, or \$1.70 per share.

In his quarterly letter to employees, President Robert C. Wilson said of the

results, "The second quarter was a good one for Memorex. Revenue, cash, and profit were well above the comparable results for 1975. The results could have been even better had it not been for a shortage of products.

"Our customers are willing to buy more products than we are currently able to produce. Production schedules have been increased and new employees are being hired. All of us can help assure the availability of consistently high quality products by welcoming the new members and helping them to make an effective contribution."

In concluding his letter, he said, "During the first half of 1976 we have made excellent progress toward making this a memorable year for Memorex. The opportunity is there to make the second half even better. Let's work together to make it happen and let's enjoy the increasing recognition that Memorex is receiving as a quality company."

New building doubles audio plant capacity

To keep up with the growing demand for Memorex audio tapes, the tape plant in Santa Clara is growing, too. Last month, ground was broken for a 12,000-square-foot addition just south of the present building on Memorex Drive. The new addition will more than double the company's audio tape manufacturing capacity.

Turning the first shovelfuls of dirt at ceremonies June 11 were Robert Jaunich, Vice President and General Manager, Consumer and Business Media Group; Neal Rayborn, Manager of Audio Manufacturing; and Ted Cutler, General Manager of the Audio Division.

The building shell is scheduled for completion in September, and equipment will begin to be installed that same month. By mid-1977, the plant will be turning out the full line of Memorex audio tapes—cassette, eight-track, and reel-to-reel—as well as such audio accessories as record care kits and cassette cleaning kits.

For more background on how the people of Consumer Products have helped their division boom, see story in next column.

The added office space on the second floor of the new building will allow the entire Consumer Products staff to be in one location. At present, a number of Consumer Products managers have offices in the computer tape plant, several buildings away from the rest of the division.

According to Cutler, more than \$2 million worth of new equipment will be added as a result of the expansion. "Memorex's audio tape sales have more than doubled over the past three years," said Cutler. "With this new facility, we'll be able to keep up with demand while continuing to maintain our stringent quality standards."

It is expected that about 40 new employees will be hired at the audio plant over the next year.



Doing the honors at the ground-breaking for the new Consumer Products building were (l-r) Neal Rayborn, Robert Jaunich, and Ted Cutler.

You can have speed — and accuracy too

Audio team charts way to higher volume

Can you double production and increase quality too? At the audio tape plant in Santa Clara, the answer is clearly yes.

Over the past three years, the Consumer Products team has doubled the output of cassette tapes while steadily reducing defects from six percent to less than two percent. "We've found that you can boost quantity without sacrificing quality—it's not true that

you can't have both," says Quality Control Manager Chuck Levdar.

The addition of several loading machines accounts for only a part of the increase in volume. It's the people doing the loading who are responsible for most of the improvement. Three years ago, a machine operator turned out an average of 800-1,000 cassettes during an eight-hour shift. Today, the average is about 1,600.

The reason for the dramatic improvement, according to Production Manager Lee Whitney, is that "we're hiring more good people and we're tracking their work, both in volume and quality. We're also recognizing their performance, letting them know there's great opportunity for advancement within Consumer Products Manufacturing."

According to Whitney, a number of production workers have been promoted to lead and supervisory positions, as well as into positions of greater responsibility in Quality Control, Maintenance, and other areas.

When Consumer Products began tracking loading performance in 1973 by posting charts on how much work employees turned out and how well

(continued on page 6)



Cassette Loader Mickey Torres — one of the regular record-breakers in Consumer Products.

Loaders compete with own records

(continued from page 5)

they did it, managers weren't certain what the results would be.

"Initially, there was a slight resentment toward the charts. Some people thought we were going to clobber them with records and numbers and pressure them for super-human performance. But it hasn't turned out that way," said Levdar. "Instead, employees know clearly where they stand—what the average rate of production is and how well they're doing by comparison. I think it's actually helped morale. Since we've started tracking performance, there's been a significant downward trend in defects."

Charts showing the overall quality performance for each of the three shifts are posted in the loading area; individual charts are kept in the supervisor's office, and employees can look

at them at any time. "Many loaders enjoy competing with others in the group as well as with their own records," said Levdar.

Another change that has helped boost both quantity and quality of production is the addition of lead people at Consumer Products. "Leads" work directly with employees in production areas, making sure they have all the material they need, that the machines are operating properly, that employees have a clear understanding of what's expected of them—"simply that there's as little downtime as possible," said Molly Christiansen, Lead on the day shift in the Cassette Loading Cost Center.

"We've made a number of improvements in the past three years," said Levdar. "Some of them are technical



Audio's speedy loaders each turn out about 1,600 cassettes a day.

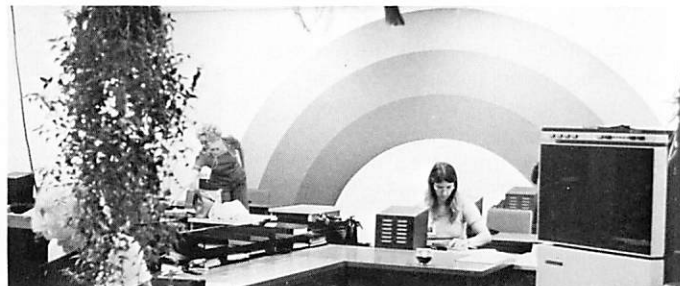
—such as improvements in our slitting and coating operations — and some of them are with people. I guess what it boils down to is that we're trying to make production more scientific—and at the same time, more human. We're working with people in defining their goals and the means of attaining them. It's an approach that's definitely working."

It's wild, it's a rainbow, it's data processing!



"Incredible colors!" "Far out!" "You lucky people ...I LOVE it ..." These were some of the reactions heard around Santa Clara's Corporate Data Processing Center when red, orange, and purple rainbows suddenly appeared throughout the area. Once undistinctive walls now boast bold strips or giant letters spelling out Memory Excellence. In the first several weeks after the change, there were lots of startled looks and whistles when unsuspecting passers-by rounded a corner and caught sight of the bright floor-to-ceiling "dp" framing the center's entryway.

"The Data Processing Center is a prime showcase for Memorex equipment and media," said Neil Jacobs, Director of Information Services. "Many customers visit the center, and we want everything about it to communicate excellence—from the DP services we provide to the overall visual impression. The bright colors simply give an extra punch to that message." Working with Jacobs on the redecorating project were Bob Murray, Manager of Advertising and Sales Promotion, and Gary Emanuel, Facilities Engineer.





The A&A track team gets in shape for the big meet by doing laps at noon.

The agony and the ecstasy

Five company groups to vie in track meet

For every Santa Clara employee who's ever dreamed of being a track star—of breaking the tape to the sound of tumultuous cheers—August 14 may be the day of glory.

It doesn't matter if you hung up your track shoes 15 or 20 or 30 years ago. If you've still got speed and stamina, there could be a place for you in the company's first intramural track meet: the Memorex '76 Run for Excellence.

Fourteen events are slated for the Saturday morning meet, which will be held at the De Anza College track in Cupertino, starting at 8:30. There will be one seven-person team representing each operating group in Santa Clara—Equipment, Computer Media, Consumer & Business Media, Americas & Asia—as well as a Corporate team representing the combined forces of the Industrial Relations, Legal, Finance, and Corporate Development departments.

Time trials are being held over the next several weeks to select team members for the following events:

- 220-yard dash (age 30 and over, women only)
- 220-yard dash (under 30, women only)
- Two-mile (age 35 and over)
- Two-mile (under 35)
- One-mile (age 35 and over)
- One-mile (under 35)
- 1/4-mile (35 and over)
- 1/4-mile (under 35)

- 440 relay (no age limit but team must be made up of two men and two women)
- 100-yard dash (age 45 and over)
- 100-yard dash (under 45)
- One-mile relay (no age limit)

There will also be two races open to any Memorex employee not a member of a competing team: a one-mile and a 440. "We're really hoping that a lot of people who don't make a team—and the team slots are limited—will participate in these open races," said Paul Peters, coordinator of the meet. Although these races won't count toward the meet totals, we'll be awarding medals to the top finishers in both of them."

According to the captains—Mike Klapperich (Equipment), Ken Kindt (Computer Media), Neal Rayborn (Consumer & Business Media), John Hoiness (Corporate), and Paul Peters (Americas & Asia)—team rosters won't be final for several weeks, and anyone wanting to try out should call the captain from his or her group.

Under the guidelines agreed upon by the captains, each seven-person team will be comprised of at least two women and one member of the Corporate Operating Committee. Each team may enter only one participant per event, and no participant may enter more than two events—or three, if one is a relay. In the interests of economy and equality, the meet is limited to full-time Santa Clara

employees (i.e., no team can improve its chances by flying in crack sprinters from other Memorex locations).

The idea for the track meet originated with Marcelo Gumucio, Vice President of the Americas & Asia Group. Gumucio, along with three other members of the Corporate Operating Committee, ran in the Tyler Cup Race in Dallas last fall, a two-mile event for business leaders over the age of 35. "The Tyler Cup really inspired me to keep running," said Gumucio. "Having an intra-company track meet seemed like a good idea. It reminds us all of the need to stay in shape, and it promotes the idea of competitive excellence as well."

In June, A&A sent an official invitation to the other Santa Clara groups, and the response was immediate. Every group was ready to take up the challenge—and win.

In true sports tradition, there has been a flurry of pre-meet puffs—rumors of aging track stars who will make their grand comeback, of young mothers who can set records in the 100-yard dash. Every captain has gone on record to announce victory.

Meet organizers are hoping for a big turnout at the four-hour event, which Peters describes as "lots of fun for the whole family."

Giant slitter slashes tape costs in Liege

A new high-speed computer-tape slitter has been installed at the Liege, Belgium, facility. The switch-over to this machine will save the company more than \$303,000 annually.

The Liege plant supplies Europe, the Middle East, and Africa. A 20 percent increase in customer demand for computer tape in this area has been predicted for the year. With the plant already operating at full capacity, management decided to add a Dusenbury slitter, which increases capacity by more than 55 percent.

Because of the limitations of the previous machine, the tape had to be slit into 12-inch widths at the Santa Clara plant and rewound onto fiber cores for shipment. Now, the full-width tape (24 inches) is sent to Liege, where it is slit directly into the finished half-



Leading the installation team for the new Liege tape slitter were (l-r) Jose Marquet, Jean-Jacques Jouan, John Ethier (Santa Clara), Jo A. Renard, and Jean-Philippe Leloup.

inch product at 1,000 feet per minute. Eliminating the material losses related to rewinding alone will save \$191,000 a year.

John Ethier, Manager of Video Manufacturing, Engineering and

Maintenance in Santa Clara, provided technical assistance in installing the new slitter. He spent three weeks in Liege this spring, working with technicians there to bring the machine up to its peak performance level. Ethier also helped start an operator training program for the new equipment.

Sprint '76 winners converge in Montreal

The race is over, and the 70 champions will soon be arriving in Montreal from Memorex locations around the world. As winners in the Sprint of '76, they were the first 70 salespeople to hit their January 1 - May 31 revenue quotas. Their prize: a trip to the Summer Olympics.

The Company-wide contest was open to all sales personnel with assigned quotas in Equipment Products, Computer Media, Consumer & Business Media, Americas & Asia, and EUMEA. Pressed by the tough competition, many of the sprinters crossed the finish line (100 percent of quota) by mid-April.

The winners will spend five days in Quebec City and Montreal, starting July 27. Their agenda includes two full days of track and field events at the Olympics, sight-seeing tours, and a banquet on their last night in town. They will also spend two mornings in seminars, exchanging ideas on financial management, communication techniques, and salesmanship.

"These people have worked incredibly hard," said Barry Berghorn, Chairman of the Corporate Marketing Council. "Each one of them is a pro, and the trip to the Olympics provides much-deserved recognition."

Consumer and Business Media led the field with 21 winners. They were Marshall Mitzman, David Dornan, Jim Dulgar, Elbert Gragg, and Jim Aldrich, Northwestern Region; Richard Barry, Bill Blunck, Gerald Cavallero, and Donald Stump, Southwestern Region; Dwaine Bowman, Bill Procop, Jack Silverman, and Peter Rowe, Northeastern Region; Tom Groves and Rick Dring, Central Region; A.J. Humble, San Francisco; John Shepard, West Central Region; Jim DeCatsye, Texas; Paul Shumate, Western Region; Steven Solomon, Eastern Region; and Murray Hobbs, International-Canada.

The EUMEA group was close behind with 20 winners. They were Ingemar Nilsson, Kenneth Gralde, Goran Brome, and Bernt Ohlen, Sweden; Heinz Wardt, Christian Hankel, Heiner Gebehenne, Klaus Graf, Peter Schumacher, and Werner Kortmann, Germany; Dino Pedrazzini and Riccardon Pacifico, Italy; Peter Underhill, Robert Hewson, Philip Moore, United Kingdom; Joe Millington, Anton Rijnbeek, and Joop Waij, Holland; Philippe Henno, France; and Jean Ramis, Belgium.

Equipment Products, which boasted the first seven sales reps to qualify for

the Montreal prize, had 17 winners: Jack Davis and Jim O'Rourke, Atlanta; Al Hortman, St. Louis; Andy Clapham, Hartford; Tom Koch, Milwaukee; Jim Mastro, Chicago; Douglas Donald, Miami; Bill Etheredge, Pittsburgh; Gregory Grodhaus, Dallas; Kenneth Yauch, Detroit; Dean Painter, Raleigh; Lawrence Foley, Greenwich; John Adams, Baltimore; Bill Whitaker, Southeast Region; Lex Grainger, Birmingham; Phillip Coplen, Louisville; and Bill Lemley, Seattle.

Computer Media is sending seven to Montreal: Louis Schuler, Federal Region; Sandy Foss and Sandy Orsborn, Santa Clara; Charlie Halaska and Robert McKenzie, Denver; Carol Slifka, San Francisco; and Bob Murphy, New York.

The two-year-old A&A group had five qualifiers: Dick Butler, Australia; Robert Lipsett, Peter Campbell, and Bob Kitchen, Canada; and Matsuo Nakane, Japan.

In addition to the first 70 finishers, another 85 salespeople achieved 100 percent of quota by the May 31 deadline. They will each receive a personally engraved set of Olympic Games commemorative medals.

Diplomat with blueprints—or how to manage the territory

He leans back in his chair, holds the phone with one hand, and gestures with the other. Though it's his 17th call of the day—or maybe his 25th—he smiles often. He's heard it all before:

"Hey, Joe, have you done anything about that workman's comp claim?"

"Our lease expires next month, and they're going to raise the rent 40 percent. What should we do?"

"We've **got** to have more square feet."

Then there are times when he looks worried as he listens. The message may be:

"There's talk of a construction strike here in . . ."

"We've had a fire. Can you get out here right away?"

When the phone rings in Joe Zingale's office in Santa Clara, he can expect to hear about almost anything relating to the company's property or potential property, its insurance policies, its construction and remodeling projects. Zingale is Manager of Corporate Insurance and Real Estate. Every department needs him at one time or another because every department occasionally has to move, expand, or handle an insurance claim.



Joe Zingale and Carolyn Straaberg check a branch office file.

If you work in Santa Clara, you've probably seen him walking around the plant, often with blueprints under his arm. "You've got to reach Joe early in the day," says Real Estate and Insurance Administrator Carolyn Straaberg, "or he's on the move." Which could mean he's looking at the possibilities for an expanded manufacturing facility, stopping by the Legal Department to confer on a lease agreement, sitting

in on a session of the Corporate Marketing Council, or working with the Industrial Relations staff on the group insurance program. "My job cuts across all lines of the company. That's one reason I like it," says Zingale.

Probably 80 percent of the phone calls he gets are from Memorex field offices. There are 55 branch offices scattered throughout the U.S., and Zingale keeps tabs on all of their real estate needs. Zingale and Straaberg have helped set up most of the offices, though "now we have it down to such a system, we can actually do it over the phone."

One of Zingale's projects in 1975 was selecting the sites for the new distribution centers near Philadelphia and Chicago as well as working closely with the architects in developing the plans. "Knowing something about the construction business is essential for this job," he says.

A gift for diplomacy perhaps counts even more. "Sometimes in one office you have three or four different regional managers. They all have different office needs. One wants to remodel, the other to move. How do you please both? I really try to stay neutral, to be an arbitrator."

Much of Zingale's time is devoted to long-range planning—anticipating what the real estate needs of the company will be in several years. "An important part of my job is providing ideas so that management can be aware of possibilities—the various ways we can handle expansion. What can we do if this and this and this occur? What are the options? I try to come up with concepts to fit a variety of situations."

But property is only half of his work. The other part is insurance. Zingale coordinates the company's liability and casualty coverage in the U.S. and abroad, which means he is in daily contact with the company's insurance broker—to review policies and check on the status of claim settlements.

All Memorex auto accident claims and workman's compensation claims pass through his office. If there's a major accident at a Memorex location—such as the fire in Eau Claire last summer or the plane crash at Comdata last fall—Zingale is on the first plane to the site,



Joe Zingale, Manager of Corporate Insurance and Real Estate

where he will stay as long as necessary to work with the insurance adjusters.

His background includes a number of years in the insurance industry as a specialist in large casualty claims. He also holds a law degree, although he is not a practicing attorney.

Zingale joined Memorex in 1972, right before the company ran into troubled times. "For a while, I thought I was simply a caretaker—closing offices, selling property. It's great now to be in the mode of building and expanding once again. For the company—and for me as a real estate man—it's a very exciting time."

Five-Year Anniversaries

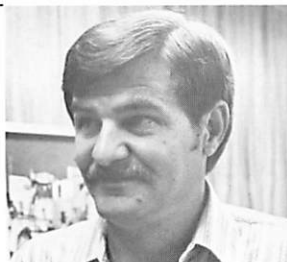
In July, the following employees are marking their fifth anniversary with the company. They work at Memorex locations around the world.

Douglas Baker	Mark Jadus
Robert Booth	Gary Johnson
Archie Croll	Andrew Leon
Donald Filomarino	Michael Nohelty
Stanley Gang	Stephen Stone
Donald Hazelton	Domingo Tedesco
LeRoy Hester	

A century with Memorex

It's been a big anniversary season, with 10 more employees joining the ranks of Memorex old-timers in the last month. On June 21, three members of the Computer Media Group received their 10-year anniversary clocks—**Gary Meredith** of the Disc Pack Mix department, **Joe Nussbaum** of Computer Product Development Engineering, and **Bessie Nicosia** from the Flexy Disc group. When **Elisabeth Crum** celebrated her anniversary June 7, the whole Data Processing team turned out to congratulate her; she was the first DP member to reach the 10-year mark.

Marian McBride and **Nora Bucks** of Computer Media have worked together most of the 10 years they have been at Memorex; they observed their anniversary at a breakfast following work on the graveyard shift. **Ward Scott** recently marked 10 years with the Comdata division in Irvine. Three Consumer & Business Media people also had June anniversaries—**Bob O'Brien**, who works on the swing shift in Videotape; **Jo Tamez**, a cassette loader for Audio; and **Larry Davis**, from the Advanced Development area of Video.



Meredith



Nicosia



Crum



Nussbaum



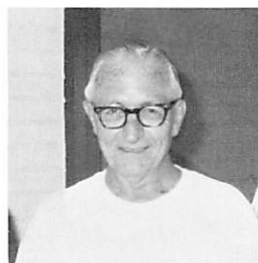
O'Brien



Tamez



Davis



Scott



McBride and Bucks

New Assignments

Connie Alberico to Document
Coder/Screeners
Noah Anglin to Manager, Research &
Development Engineering
Robert Appoloney to Production Control
Supervisor (Comdata)
Jerome Ashford to Technical Associate
Jacqueline Bakker to Finishing
Material Handler
Linda Belba to Supervisor,
Litigation Support
Stephen Bess to Manager, Finance (CMG)
Howard Brunner to Manager,
Field Support (EPG)
Peter Carlier to Sr. Engineer,
Manufacturing (Comdata)
Kathleen Cerruti to Finishing
Scheduler Handler
David Chess to Sr. Warehouse Worker
Fredric Clay to Material Planner
Don Collier to Department Technician,
Technical Manufacturing
Stephen Crawford to Field Engineering
Software Specialist
Eric Croson to Manager, Word Processing
Finance (CBM)
Janis Day to Assistant Media
Order Administrator
Thomas Dickerson to Manager,
Field Support (EPG)
Dave Eddy to Test Lab Technician B
Maurice Ferranti to Sr. Computer Operator
Robert Fisch to Manager,
Industrial Relations (CBM)
Parviz Ghajar to Engineering Manager,
Test Equipment

Andria Giannini to Accounting Clerk A
Steven Giedd to Fabrication
Machine Operator I
Victor Goehner to Surface Treatment
Operator
LeeAnn Hager to Document Coder/Screeners
Robert Halberstadt to Manager,
Field Support (EPG)
Roger Hammond to Manager,
Shift Operations (CBM)
Willard Harner to Machine Operator B
Clifford Harter to Manager,
Shift Operations (CBM)
Paul Hathaway to Buyer Assistant
Frank Hawn to Manager, COM
Engineering (EPG)
Paul Herbig to Supervisor, Product
Engineering
Mark Hill to Manager, Field
Support (EPG)
Kenneth Hobbie to Manager, Field
Support (EPG)
James Jones to Production Control Analyst
Dale Lahodny to Maintenance Technician C
Nancy Larson to Finishing Operator
Specialist
George Ledger to Engineer II
Stephen McCann to Technical Librarian
Kenneth Masco to Manager,
Branch Field Service (EPG)
Roger Mauermann to Manager,
Field Support (EPG)
Patricia Mosca to Traffic Analyst
Edward Nishihara to Warehouse
Coordinator
Celeste Paquette to Analyst Programmer
John Pizzola to Engineering Specialist
Guy Priou to Technician Instructor
Leopoldo Raymundo to Sr. Key Entry
Operator
Charles Roberts to Silk Screen Group Leader
Diane Rymer to Accounting Specialist A
Daniel Shattuc to Accountant

Robert Sheffield to Financial Analyst
Denis Sherman to Customer Service
Representative
R. Lynn Swidersky to Manager,
Field Support (EPG)
Dennis Takahashi to Electronic
Technician A
Angelina Tanner to Finishing Material
Handler
Robert Umberger to Field Support Specialist
Margarete Weiscopef to Accounting Clerk A
Richard Wiest to Coating Operator A
Edward Yslava to Engineering Technician B



RETIREMENT—Wylma Dallas, one of the "voices of Memorex," retired in June. Wylma had put in 37 years as a switchboard operator, the last four with Memorex.



Fastest in the Northwest—Rex Benedict takes off in his hydroplane, Lucky Drafter.

Boat racer Rex Benedict — gone like the wind

Every summer weekend, Rex Benedict, Seattle's Video Area Manager, discards his coat and tie in favor of a white racing suit and heads for a lake somewhere in the Northwest. He and his power boat, *Lucky Drafter*, will then fly over the water at speeds of up to 115 mph.

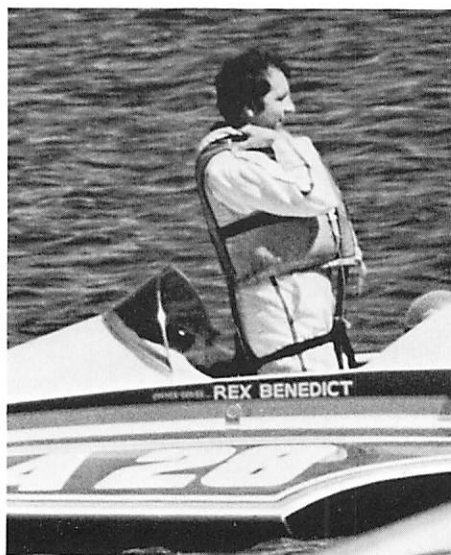
Last year, Benedict raced away with first place in the Northwest Regional Championship of the American Powerboat Association and second place among 155 contenders in the national competition. Both championships are based on points accumulated at races throughout the season.

This year, Benedict is again running number one in the Northwest Regionals, having collected the most points to date at a number of races in Washington and Oregon. By the end of September, he will have competed in 22 events in the West.

Benedict, who has been interested in boating since high school, considers his involvement natural. "After all, Washington state is the boat racing capital of the world."

The challenge of racing is all a sportsman could ask for. It requires complete concentration and split-second reflexes. "Five mph on water is equivalent to 50 mph on land," says Benedict. "And the racetrack is precarious, to say the least. It's like driving over a plowed field. When a speeding boat hits a swell, the pilot really feels it."

Although drivers wear crash gear, Benedict maintains that it's a safe sport, since "the water cushions the impact of a spill." Benedict should know. Three years ago, he collided with a three-foot roller, which sent him and the boat flying six feet into the air. The accident did not appear to have dampened his enthusiasm. Shortly thereafter, he purchased his winning boat, a hydroplane called *Lucky Drafter*.



Racer Rex Benedict

Lucky Drafter is white with red stripes and weighs over 1000 lbs. At 8000 RPM, she develops 250 horsepower. Although the 17-foot inboard has an average competitive speed of 80 mph, she can be raced at up to 115 mph.

"Hydroplanes are designed to perform best at high speeds," says Benedict.

Two sponsons, resembling floats on a seaplane, lessen the friction buildup and allow the boat to glide on the cushion of air over the water.

Because only half of a hydroplane's propeller is submerged, a spray of water known as a rooster tail is thrown 10-20 feet into the air behind the boat. "It's quite a sight to see all these boats throwing water around," says Benedict. "Unless, of course, you're racing directly behind several of them. The rooster tail of two boats is as powerful as a fire hose and can blast a racer right out of his cockpit."

Now in his tenth season of racing, Benedict credits much of his success to careful preparation and to the help he gets from his crew. One crew member is Jim Shanklin, Computer Media Sales Rep in Seattle. He's put in many hours on general maintenance and hull repairs.

Jack Wagner, Area Manager for Professional Products in Phoenix, has also been involved with the Benedict racing enterprise. At the West Summer Nationals at Firebird Lake, Arizona, Wagner was on hand to record Benedict's capture of third place on Memorex videotape.

The thrill of victory aside, Benedict is hooked on the sheer excitement of hydroplaning. "There's the rush of wind and the spray of water in your face. And all the while you're flying through the air at what seems an impossible speed. There's little that can match that sense of freedom and exhilaration."

Batter up, Ms. Memorex!

When the Memorex Activity Group (MAG) announced sign-ups for women's intramural softball this spring, no one knew just what the response would be. The response was—well—overwhelming. There are now seven women's teams playing regularly, with fiercely partisan crowds turning out to watch them. Two games are scheduled every Wednesday night at Peterson High School in Santa Clara.

"Women take softball very seriously," said MAG Coordinator Kathleen Campbell. "And everybody seems to have a great time—from the kids who are rooting for their moms to the boyfriends doing sideline coaching."

Here's a glimpse of what one of those games is like. (The photos are by Rita Northrop, a Cassette Loader on the graveyard shift in Consumer Products. Rita just received her bachelor's degree in journalism from San Jose State.)

