

## **WELCOME TO THE 1980 QUOTA CLUB AND SALES RALLY**

It is with great expectations and sincere appreciation that we have gathered together in San Francisco. We hope you will find your stay rewarding, informative and productive, as a combined Quota Club/Sales Rally is a unique opportunity for all of us to share our successes and to learn from our disappointments.

Your contributions to the success of this meeting are of great importance as we prepare to go forward in 1981. During the next four days, we will review our 1980 results and the programs we have implemented to achieve our 1981 objectives. We will also recognize those who met their quota/performance objectives in 1980; and look ahead as we begin to build the Memorex of the eighties...and we'll have fun besides!

The theme for this year is the "Difference is You." And in no other year in Memorex's history, is the theme more appropriate.

Enjoy your stay in San Francisco. May 1981 bring you and our company much success.

Sincerely,



Richard M. McCraney  
Vice President, Sales  
Storage Systems Group

# **YOU**

**The Difference Is**

## **MEMOREX 1980 QUOTA CLUB/SALES RALLY**

Storage Systems Group  
January 20-23, 1981

The Hyatt Regency Hotel, San Francisco, California

WELCOME TO THE  
1980 QUOTA CLUB  
AND SALES BALLY

# YOU

The Difference Is

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YOU

## SCHEDULE OF EVENTS

### Tuesday January 20, 1981

**Group Arrival and Registration**  
Memorex Registration Desk, Hyatt Regency Hotel

**2:00 PM Branch and Area Manager's Meeting**  
(CE and sales)  
Seacliff "A" Room

**5:00 PM Welcome Reception**  
with your hosts: Richard M. McCraney and Robert Berry  
Embarcadero Room

### Wednesday January 21, 1981

**7:00 AM Breakfast Buffet**  
Golden Gate Ballroom

**8:30 AM General Session: "The Difference is You"**  
Richard M. McCraney; Vice President/Sales

**Keynote Address:**  
James Simpson; President, Storage Systems Group  
Golden Gate Ballroom

**11:45 AM Luncheon**  
San Francisco Room

**1:15 PM Memorex University Classes**

College of D.A.S.D. DS 101-Dealing With Competition  
Seacliff "A" Room

College of Communications CS 201-Great Expectations  
Bayview "A" Room

College of System Three ST 301-Sales Support  
Fountainview "A" Room

College of Systems Engineering SE 501  
Bayview "B" Room

College of Customer Engineering CE 601-Business Skills Development "What the Hell is Cash Flow?"  
Fountainview "C" Room

College of Finance FS 802-Structuring Financial Transactions  
Seacliff "B" Room

**2:30 PM College of D.A.S.D. DS 102-Would You Believe?**  
Seacliff "A" Room

College of Communications CS 202-Brave New World  
Bayview "A" Room

College of Systems Engineering SE 502  
Bayview "B" Room

College of Customer Engineering CE 602-"Your Company-Your Customer-and You"  
Fountainview "C" Room

College of Finance FS 801-The Time Value of Money  
Seacliff "B" Room

**3:45 PM College of D.A.S.D. DS 103-Reliability Plus as a Sales Tool and Overcoming Objections**  
Seacliff "A" Room

College of Communications CS 203-Dawn of a New Decade  
Bayview "A" Room

College of Systems Three ST 303-Selling IDS  
Fountainview "A" Room

College of Tape TS 401-Tape Subsystems  
Bayview "B" Room

College of Systems Engineering SE-503  
Seacliff "B" Room

College of Customer Engineering CE 603-The Santa Clara Curtain  
Fountainview "C" Room

**6:00 PM Banquet and Awards Ceremony**  
Golden Gate Ballroom

### Thursday January 22, 1981

**7:30 AM Breakfast Buffet**  
Golden Gate Ballroom

**8:30 AM Memorex University Classes**

College of D.A.S.D. DS 101-Dealing With Competition  
Seacliff "A" Room

College of Communications CS 204-Future Shock  
Bayview "A" Room

College of Tape TS 401-Tape Subsystems  
Bayview "B" Room

College of Systems Engineering SE 504  
Embarcadero "C" Room

College of Customer Engineering CE 601-Business Skills Development "What the Hell is Cash Flow?"  
Fountainview "C" Room

College of Finance FS 802-Structuring Financial Transactions  
Seacliff "B" Room

**9:45 AM College of D.A.S.D. DS 102-Would You Believe? DF 747-D.A.S.D. Futures**  
Seacliff "A" Room  
Bayview "B" Room

College of Communications CS 202-Brave New World  
Bayview "A" Room

College of System Three ST 304-Selling System/3  
Seacliff "B" Room

College of Customer Engineering CE 602-"Your Company-Your Customer-and You"  
Embarcadero "D" Room

# YOU

The Difference Is

## SCHEDULE OF EVENTS

### Thursday January 22, 1981

11:00 AM College of D.A.S.D. DS 103-Reliability Plus as a Sales Tool and Overcoming Objections	Seacliff "A" Room
College of Communications CS 203-Dawn of a New Decade	Bayview "A" Room
College of System Three ST 302-Creative Selling	Embarcadero "C" Room
College of Tape TS 401-Tape Subsystems	Bayview "B" Room
College of Customer Engineering CE 603-The Santa Clara Curtain	Embarcadero "D" Room
College of Finance FS 802-Structuring Financial Transactions	Seacliff "B" Room
12:00 Noon Luncheon	San Francisco Room
1:00 PM Recreational Activities	
6:00 PM President's Reception and Recognition Dinner (For Quota Club Members Only)	

### Friday January 23, 1981

7:30 AM Breakfast Buffet	Golden Gate Ballroom
8:30 AM General Session: Introductory Welcome by Robert Berry. Guest speaker.	Golden Gate Ballroom
12:00 Noon Luncheon	San Francisco Room
2:00 PM Memorex 20th Anniversary Presentations	Golden Gate Ballroom
5:00 PM Memorex 20th Anniversary Reception	Golden Gate Ballroom Foyer
6:00 PM Memorex 20th Anniversary Dinner	Golden Gate Ballroom