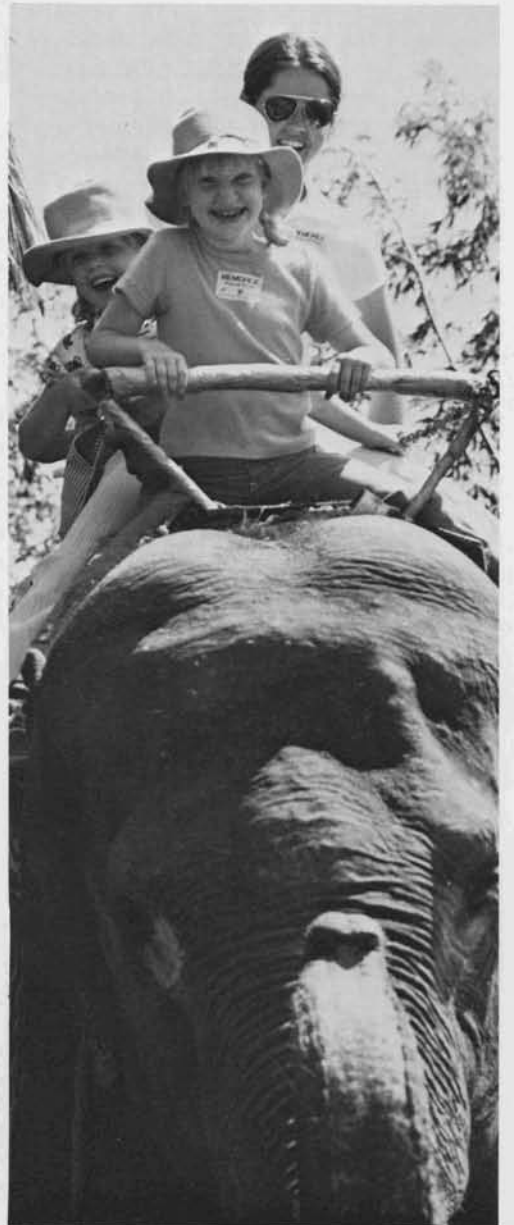
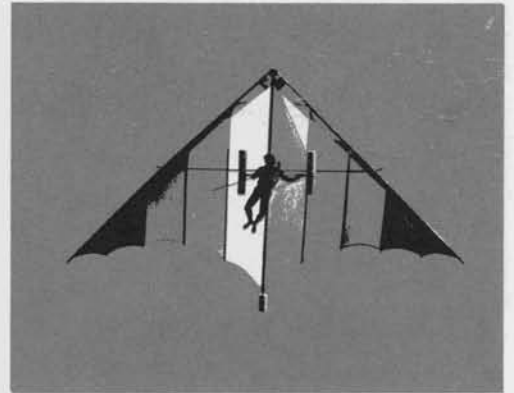


INTERCOM

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



Memorex Picnic: Big Day at Marine World



Wilson Addresses Packed Shareholder Meeting

President Calls Company Progress 'Rapid, Dramatic, Favorable'

On April 22, more than 400 shareholders gathered at the LeBaron Hotel in San Jose for the Memorex annual meeting. Occurring one week after the announcement of record first-quarter earnings, it was the largest such meeting in Memorex history.

"This is the third time in 22 months that I have come before you to report on the affairs of your company," Memorex President **Robert C. Wilson** told the audience. "During these 22 months, the changes have been rapid, dramatic, and favorable. They have extended to every activity of our Company."

The rapid transformation was made possible, Mr. Wilson said, by the contributions of a number of people: "Memorex employees throughout the world who have performed magnificently, customers and suppliers who stayed with us during troubled times, creditors who gave us the freedom to manage, our Board of Directors who have provided strong support and guidance, and our shareholders who kept their faith during our darkest days."

Shareholders applauded several times during Mr. Wilson's 25-minute speech as he enumerated 1975's financial highlights: breaking through the quarter-billion-dollar mark in revenue, achieving record profits of \$18 million and a cash balance of \$40 million, and restoring positive net worth.



President Wilson's speech to shareholders included a slide presentation illustrating the major events at Memorex in 1975.

"Our shareholders," he said, "appreciated the increase in the price of our stock. It is interesting to note that since our last annual meeting the market value of outstanding Memorex common shares increased by well over \$100 million."

Looking to the future, the president reported that Memorex was in an excellent position to finance growth, with more than \$100 million available from financial sources for such investments. "Memorex now has the freedom of action required to build the future. It is our intention to utilize our

new-found freedom to make selected acquisitions and affiliations."

The lawsuit against IBM, which is expected to go to trial in March, 1977, will continue to be a major future investment, Mr. Wilson said. "It is our intention to be fully prepared for trial. To do so will require substantial additional expenditures. In order to make sure that these expenditures represent a sound investment, we asked two independent law firms to perform an audit. They have confirmed our opinion that we should continue our investment in prosecution of the case."

In Mr. Wilson's view, the major problems for Memorex in 1975 were in the areas of product availability and product quality. "Product availability left much to be desired. Our revenues could have been even higher with good availability. Although product quality improved steadily through the year, we had an occasional lapse. Our investments in quality control are intended to eliminate this problem," he said.

Summing up 1975, the president observed, "It was a year of great accomplishment despite adversities. It was one of those truly unique years in the history of a corporation and in the life of its people that marks a change for the better."



President Wilson fields questions from the press.

The president then turned to the outlook for 1976. "Although 1976 promises to be a much better economic year in the U.S., other countries represent a mixed picture. Our currency has become stronger relative to most other currencies. This will make it increasingly difficult to compete in world markets. In 1975, 42 percent of our revenue came from outside of the United States. We will have to work hard if we are to maintain our rate of growth."

Mr. Wilson went on to say that governmental control was the most important single factor in determining the Company's long-term future. "Government's continued growth tends to reduce our productivity, increase our costs, and restrict our freedom. I urge all of our shareholders to vote this year for representatives who will restore the economic freedom that is so important to the future of our Company and our country."

The president reminded the shareholders that 1976 had been an excellent year so far. Record first quarter results included: a 29 percent increase in revenue over the first quarter of 1975; before-tax profits of \$11.9 million (nearly six times greater than the same quarter last year); and a cash increase of \$21 million over 1975's first quarter. The record pro-



Shareholders register for meeting at San Jose's LeBaron Hotel.



After the annual meeting, Mr. Wilson chatted with shareholders.

fits made it possible to reduce the deficit in common shareholder equity by 18 percent.

In addition, he noted such significant first quarter events as an agreement with Nippon Peripherals of Japan to market a Winchester-type disc drive in the U.S. under the Memorex label; an agreement with a package leasing company, ICD, for the sale of Memorex products as part of a total computer lease package; and the sale of 40 percent of the Company's Japanese subsidiary to Kanematsu-Gosho, a major Japanese trading company — an arrangement which should lead to more effective distribution of Memorex products in Japan.

"We continue to be in contact with the New York Stock Exchange relative to relisting, but have made no formal application," Mr. Wilson said. "Only one company in the history of the exchange has ever been successfully relisted. In the meantime, we have been included on the American Exchange B Tape under the designation MRX&P. This means that every brokerage office that carries the American tape will also carry the Memorex listing."

In conclusion, Mr. Wilson said, "It was a new Memorex that entered 1976, a Memorex that had completed the restoration of profit, attitude, and cash. It is a company whose cash and credit position give it freedom to build the future. It is a quality company that compares favorably with others in the industry."

A lively question-and-answer session followed the speech. In answer to a question about the development of the Memorex product line, Mr. Wilson said, "We are looking very carefully at those things in which we believe we can excel, and we are also trying to avoid spinning our wheels in those areas where somebody else is going to excel. Now, we do excel in a number of areas. For example, we have the finest 200-megabyte disc file in the world because we have a proprietary design in there which allows that head to fly at a little higher altitude with the same kind of resolution. And so our intention clearly is to differentiate our products, whether it be by quality or features, or whatever."

After the meeting, Mr. Wilson held a 40-minute conference with reporters from the daily and trade press.

During the meeting's opening business session, shareholders voted to re-elect the nine-member board of directors: Mr. Wilson; Robert Chambers, Chairman and Chief Executive Officer of Envirotech Corporation; Alger Chaney, Chairman, Medford Corporation; Philip Gomez, President, Western Gear Corporation; Vester Hughes, Partner, Jackson, Walker, Winstead, Cantwell & Miller, a Dallas law firm; Alvin Rice, Executive Vice President, Bank of America NT&SA; T. Robert Sandberg, Vice President, retired, Cutter Laboratories; Benno C. Schmidt, Managing Partner, J. H. Whitney & Company, New York; Theodore Vermeulen, Professor of Chemical Engineering, University of California, Berkeley.

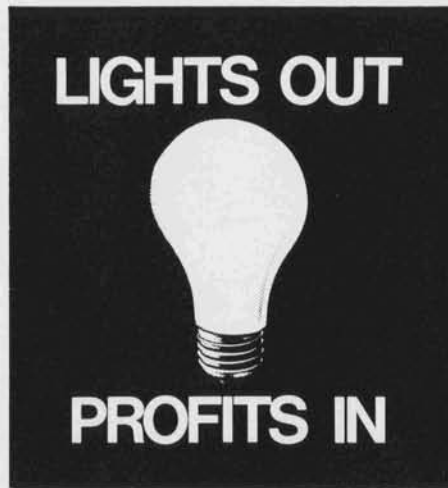
Campaign Launched to Cut Back Energy Use

Posters proclaiming "Lights Out, Profits In" appeared throughout Santa Clara headquarters the second week in June. The black and silver posters marked the beginning of a six-month energy savings campaign. Its purpose? To make a substantial dent in the Company's utility bill.

"If we follow our plan, we think we can save \$20,000 - \$30,000 a year," said **Art Fonda**, Director of Materials, Facilities, and Distribution. "But it will take the participation of everyone who works at Memorex. One employee turning off the lights may not seem like much, but 3,300 employees doing it can mean big savings."

As a first step in the campaign, a "light switch I.D." sticker has been posted in every office and work area where the lights are operated by a central panel. The sticker gives the identification number of the panel (usually located in a nearby hallway) as well as the number of the light switch for that particular office.

"We want Memorex employees to become switch conscious," said **Dave**



Perkins, Senior Engineer, who has been working on the Lights Out project. "Know where the panel for your area is, and anytime you're going to be away from your office for more than an hour, hit that switch. If you work late or come in on weekends, it's very important that you turn out the lights when you leave."

Individual nickel-and-dime energy expenditures add up quickly in an industrial complex the size of Memorex. In one month, the Santa Clara facility

uses enough electricity to last the average American household 648 years.

"Any saving is an important saving when the monthly utility bills run to six figures," said Fonda. "In March, for example, the cost for water, gas, and lights was \$115,000. Whatever we can shave off of our bill is significant." Fonda pointed out that since lights generate heat, conserving light will also help reduce air conditioning costs this summer.

Since 1973 the Company has engaged in a systematic study of energy use in Santa Clara, and several important changes have been made as a result. The heating system has been restructured, insulation has been added in some areas, manufacturing processes have been revised for greater energy efficiency, and thermostats have been reset so that the heat comes on at lower temperatures and air conditioning at higher. "We've done a lot to conserve energy, and there's a lot more to be done on the physical plant," said Fonda, "but at this point we could really use the help of the employees."

Reaching the Top in Two Short Years

Media Rep's Secret: She Loves the Job

It took a few months of gentle persuasion, but in April, 1974, she got her chance. Order Correspondent **Connie Chilla** moved out from behind her desk, became a sales rep, and took a territory in Chicago.

Less than two years later she was Memorex's number one Computer Media Rep in the country. In 1975 Chilla led the 70-member sales force by bringing in 222 percent of quota. Her customers are so loyal to her, says an associate, "they wouldn't think of talking to a competitor."

She may sound like Wonder Woman. But Connie Chilla would be the first to laugh at such a description. The secret of her success as a sales rep is simply that she loves her job. She is convinced about Memorex and its products.

"What makes Connie win is enthusiasm," says **Marty Dasher**, Manager of

Computer Media's Midwest Region. "She is probably the most enthusiastic salesperson I know. And she translates that feeling vividly to others. At the end of one of Connie's presentations, potential customers are often as excited about Memorex media as she is."

Chilla joined Memorex in Chicago in 1970 as a secretary for the Equipment Group. In 1972 she became a Media Order Correspondent. During her two years in that job, she became familiar with the entire media line. "She was actually doing a fair amount of selling over the phone," says Dasher. "To her, becoming a sales rep seemed like the next logical step."

In the spring of 1974, with several openings in the Midwest Region, Dasher gave Chilla the break she'd been asking for. "I knew if she went to sales school she'd really shine, and she did." (Continued on Page 5)



Connie Chilla, Computer Media's Salesperson of the Year for 1975.

Spelleri Takes Three Awards In PR Contest

The *San Francisco Daily Commercial News* called it "the P.R. world's version of 'A Chorus Line.'" That was one newspaper's view of **Robert Spelleri's** capture of three first-place awards in a competition sponsored by the Northern California division of the Public Relations Society of America. Memorex's Manager of Corporate Public Relations walked away with top honors for: Best Overall Public Relations Program, Best Financial/Investor Relations Program, and Best Internal Employee Publication.

Participating in the competition were the San Francisco, Sacramento, and Peninsula Chapters of the PRSA. More than 100 entries were submitted anonymously to the Los Angeles-Orange County Chapters for judging. Awards were presented at a banquet held at the San Francisco Airport Hilton in late April.

Spelleri's award for Best Overall Public Relations Program, considered the most prestigious of the competition, garnered these comments from the judges: "A well conceived public relations program, clearly stated, strongly developed, and comprehensive in scope. Highly professional."

His second award, for Best Financial/Investor Relations Program, was judged as "a good, strong program with clear objectives and excellent results."

(Continued from Page 4)

Chilla's West Suburban Chicago territory includes a number of large accounts, ranging from government physics labs to giant industrial concerns such as the Caterpillar Company. "I never go anywhere without a couple of back-up prospects in mind in the same neighborhood," she says of her working procedure. "That way I don't waste time."

She also regards flexibility as a key to handling a sales job well. "You may find out on Thursday that a customer wants a proposal by Friday. You have to scramble back to the office to put something together. It's a spontaneous type of business where you have to be ready to alter a week's schedule for new demands."

Chilla is prepared for the questions



Bob Spelleri, Manager of Corporate Public Relations, accepts three first-place awards for Memorex PR achievement. Presenting the awards on behalf of three chapters of the Public Relations Society of America is Terry Lowry of KRON-TV.

About his award for Best Internal Employee Publication, the judges said, "*Intercom* contains excellent information on products and processes, and is presented clearly and concisely. Nicely varied, strong copy, layout and cover."

Upon accepting the award for overall excellence, Spelleri commented, "It would be an injustice for me to accept these awards as a unilateral effort. I wish to thank the public relations staff who shares this honor with me, since without its support and individual contributions, this recognition would

not have been possible; and, also, all the Memorex people who performed so well that it made it easy to tell 'The Memorex Story.'"

Spelleri joined Memorex in May, 1973. For the previous nine years, he was Director of Public Relations for Western Union Corporation in New York.

Other companies participating in the competition included Hewlett-Packard, Clorox, Lockheed, Transamerica Corporation, Syntex, and Fireman's Fund.

she's often asked: What is it like to work in a field that's long been dominated by men? What kind of reactions does she encounter?

Woman Rep — facing 'two sorts of biases'

"There seem to be two sorts of biases," she says. "One is that you're a curiosity because you're a woman. I know that there have been times I've gotten in the door—when a man might not—simply because I'm a woman. A prospect just wants to see what a woman sales rep is like and how she sells. The other kind of bias involves men who resist your call or your presentation because you're a woman. They seem to feel a woman can't understand bits and bytes or the technical aspects of computer tape and disc

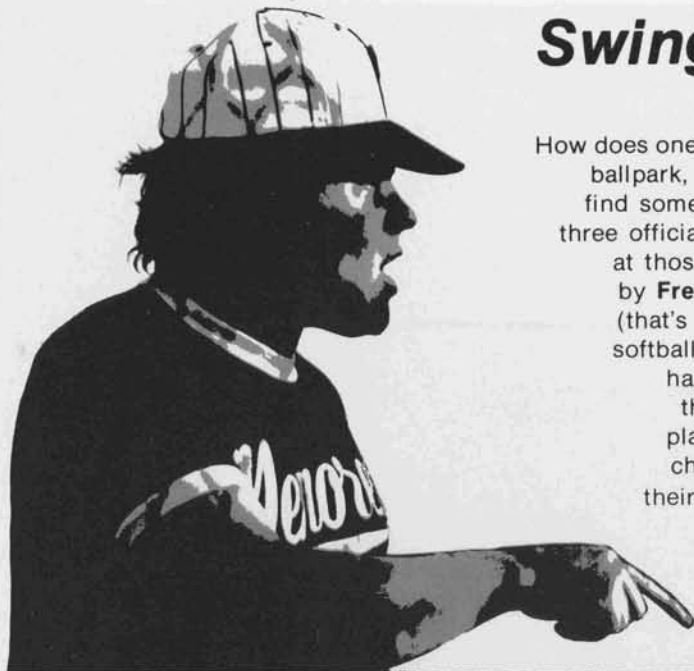
packs. I don't like either type of bias, and I hope those attitudes will fade as more women get into the industry."

Being a woman may buy her an entree, but once Chilla is with a customer she knows she's on the same footing as anyone else. "Seldom will someone place an order with you simply because they like you. You have to show that you're a professional."

Reflecting on Chilla's success and that of other women reps in Computer Media (there are now eight nationwide), Regional Manager Dasher says, "We're finding out that being a good salesperson has nothing to do with someone's sex. The point about Connie is not—'Wow, look what a woman can do.' The point is: look what an enthusiastic salesperson can do."

Swinging into Summer: Memorex

How does one spend balmy summer evenings in California? By getting out to the old ballpark, of course. Or perhaps the soccer field. At least that's where you'll find some 330 Santa Clara Memorex people this season. They're members of three official city teams and 16 intramural teams. There's always a lot to watch at those games—both when Memorex is winning (that's the team managed by **Fred Hostetler** cheering another home run, below) and when it's losing (that's Manager **John Vieira**, left, enlightening the ump). Memorex has two softball teams in city leagues. John Vieira's team, in the tough B-1 league, has a record of 1-4-1 so far, but Vieira predicts something different in the second round of play. "We'll be bringing back some of our star players who were going to school, and there's no doubt we'll take the championship." As for the undefeated D-1 men, they expect to repeat their performance. The B-1 team plays Wednesday evenings at Lafayette Park in Santa Clara, the D-1 team Friday evenings at Central Park in Santa Clara. Game times vary from week to week.



Five-Year Anniversaries

Between April and June, the following employees marked their fifth anniversary with the Company. They work at Memorex locations throughout the world.

Thomas Altergott
Jay Bailey
James Barlow
Edward Berris
John Boesch
Robert Booker
Gregorie Brilovich
Georgia Bringino
Teddy Briscoe
Margaret Brown
Raymond Bursese
Howard Campbell
Fay Chong
Edward Conrad

Arthur Cooper
Ian Dale
Donell Deffina
Konsta Dermendziew
Thomas Dickerson
Edward Durler
Robert Edrington
Louis Egnatovich
James Ferenz
Jessie Finnie
Thomas Fitzgerald
Peter Fredrickson
Donald Friss
Gerald Gartner

Patricia Ginger
Ruth Gomez
Jeffery Hadrath
Everett Hall
Vaclav Hoffmeister
John Hoiness
J. Hoover
Donald Houlihan
Thomas Idleman
Norman Kahr
Thomas Koch
Roy Kozen
Alan Kulinski
John Lamsens
Richard Larsen
John Lobenstein
Fred Locario
Nickolas Lonchor
Bob Loudon
James Maiers
William Maw
Stephen McGill
Nancy McManus
Armand Mercado
Joseph Mooney
James Morris
Dennis Moynahan

Arnold Mudge
Clifford Murphy
Robert Murphy
Christopher Newton
Ingrid Nieman
Charles Oberman
Everal Paulin
Richard Payne
Ramon Perez
Julie Polito
Edward Ponczka
Curtis Preston
Gary Prideaux
Guy Priou
Beverly Quiring
Dale Ramsey
Phyllis Rankin
Mary Rush
David Slater
Ronnie Steen
Eugene Tryner
Robert Walzberg
Mathias Webster
Harry Wellman
Roy Yates
Thomas Zamer
Anita Zimmerman

Dunn Represents U.S. At Summer Olympics

Steve Dunn, member of the Corporate Facilities department in Santa Clara, will serve on the Hospitality Committee of the American Athletic Union at the Montreal Summer Olympics. He is one of 25 American delegates appointed by the U.S. Olympic Committee.

Dunn, an active financial supporter of American Olympic teams, is delighted about his appointment. "I feel it is very important to give all the backing we can to our teams," he said. He will have the opportunity to share his enthusiasm with representatives from 74 countries during his 17-day visit to Montreal in July.

Teams Take to Field

Soccer isn't yet a major national pastime in the U.S. But just you wait, its proponents say. And in Santa Clara County, soccer fever is running high. This is the third season for the Memorex Cubics, managed by **Jim Stimson**, and as of press-time, they were still hoping to make it to the play-offs. It is by far the most international team at Memorex, with many of its members having picked up their soccer training in other countries. On the field, there are shouts of "Go, Dimitri," "That's the way, Vlad," "Beautiful, Juan."

The Cubics' next two games are June 19 at Willow Glen High School and June 29 at PAL Stadium.



MEMOREX CUBICS—Enjoying a half-time break are soccer players (standing) Henry Montgomery, Len Perrone, Mike Maier, Nigel Kirkpatrick, John Pew, Pat Harris, Gil Montez, Ed Agard, Jim McGill; (kneeling) Dermot Doyle, Jim Nallan, Juan Tobias, Dimitri Scherlizin, Jim Stimson, Vladimir Langer Maureen Sharpe; (front) Adnan Kandah and Rafael Deleon.



Ride a River, Cruise the Caribbean

Something for Everyone on MAG Calendar

Whether you enjoy ocean cruises, river rafting, or roller coaster rides, the Memorex Activities Group (MAG) has a program for you.

In August, MAG is sponsoring a seven-day cruise in the Caribbean. Memorex employees will have the opportunity to stroll through sun-bathed, duty-free ports, to discover half-hidden art colonies and miles of beaches. The trip begins on August 27 with a non-stop flight from San Francisco to Miami. There, participants will board the *M/S Southward* for a week of adventure.

The \$660 ticket includes roundtrip air fare to Miami, hotel accommodations in Miami, and an outside stateroom and

all meals on board ship. Final payment for the cruise must be made by July 15. For more information, call the MAG office, ext. 7-2357.

For those interested in a swift and breezy raft ride down the wild Kings River, MAG has reserved group excursions for June 26-27 and June 22. Reservations for this popular event go quickly, so all river rats should sign up immediately.

Discount tickets for other outings now on sale in the MAG office include: Frontier Village, July 18 & 19; Laguna Seca's Superbike International, July 31; and Marriott's Great America, September 11.

For further information on any of the events, stop by the MAG office above the Building 10 lobby, or call ext. 7-2357. Employees on Memorex Drive can contact the Industrial Relations office in the tape plant, ext. 7-3227.

Correction

We slipped. In the last issue of *Intercom* we reported that **Ted Price** was Field Service Manager for EUMEA. That was a position from which Price resigned in December, 1975. Since January 1, 1976, he has been working full-time on the Litigation staff in Europe.

The Night They 'Saved' Southwestern Bell

It was one of those nights in Dickinson, Texas, when it seemed that the best way to unwind was to watch the late movie on TV. So **Dennis Pickrell**, a Computer Media Rep, settled down in bed and flipped on "How the West Was Won." Ten minutes into the film, the phone rang. And that was the last of his unwinding. What was to be one of Pickrell's more challenging assignments had begun.

By 6 a.m., the Memorex Mark XIs were in, and the system was up and running. It had been a superb team achievement, involving Hughes, Pickrell, Christianson, and Field Engineers **Randy Dale, Drew Davis, Reed Johnson, and Phil Thorne.**

That all-night stand on February 17 may well have saved the Southwestern Bell account. "We knew it was a do-

Christianson of Houston and **Al Hortman** of St. Louis. "Getting that account has given Memorex a real boost," said Pickrell. "Southwestern Bell is a prestigious name. If a company like that is sold on Memorex, other companies will follow. And the service the Field Engineers gave that night lets potential customers know that Memorex can respond quickly. They don't have to go to Timbuktu to get service," said Pickrell. "With us, they've got local people they can trust — good ol' boys from Texas ready to do the job."

Last fall in Houston, Memorex signed another prestigious contract, an exclusive order from Exxon for computer tape. Getting the #1 Fortune 500 company is a weighty reference—one that's proving of great benefit to both the Equipment and Media sales forces. In Houston, as elsewhere in the country, the Equipment and Media teams are coming to share more leads, more business in general. And both groups are finding that the superb reputation of Memorex Field Engineers is what's clinching many sales.



Recalling that eventful night at Southwestern Bell are Media Rep Dennis Pickrell, Field Engineering Manager John Hughes, Branch Sales Manager Ron Christianson.

Thirty miles away, in downtown Houston, at the data processing center for Southwestern Bell, a Memorex Field Engineering team was installing six strings of 3675 disc drives. They had overcome the normal hitches of an equipment installation when they hit another snag. The 42 disc packs, supplied by a competitor, had to be fully tested. And the deadline for having the system up and operating was the next day. With time running out and the competitor's media rep unavailable to run tests, the Memorex crew called on Pickrell.

"It was obvious they needed a media person on the scene," said Pickrell, "and even though the packs weren't from Memorex, I thought I might be able to help." Arriving around midnight, Pickrell immediately went to work. He spent two hours examining packs; then, with **John Hughes**, Houston's Field Engineering Manager, concluded that the safest thing to do, considering the time, was to bring in Memorex Mark XI packs. So Pickrell and Branch Sales Manager **Ron Christianson** took off for the Southwest Regional office on the other side of town to pick up stand-by packs.

or-die situation," said Pickrell. "With a new customer, service is crucial. There wasn't any question that we had to get the system going if we wanted to assure Southwestern Bell that Memorex meant business."

The multi-million dollar Southwestern Bell order for Memorex drives was brought in last November by Ron

Ray Cook, Computer Media's Southwest Regional Manager, sees the Southwestern Bell installation as an example of the new spirit of cooperation in the field. "When Dennis got that call, he wasn't thinking about what group should be billed or whose responsibility it was that the equipment was down. All he knew was that a Memorex team needed help," said Cook. "It's that kind of attitude that helps all of us win and keep orders."

New Assignments

(Editor's Note: Because of space limitations, we are listing only "organizational" promotions in Intercom. Industrial Relations defines the organizational promotion as "characterized by an immediate, significant change in an individual's assigned job duties. The new duties must be substantially different and more complex as soon as the employee is promoted." Example: Engineer to Engineering Manager or Receptionist to Accounting Clerk B.)

Lynella Albert to In-Process Inspector B
Glenda Allen to Customer Service Representative
Racheal Anchante to Production Inspector Trainee
Eric Anderson to Master Scheduler I

Albert Banks to Senior Field Support Representative
Deborah Baxter to Manufacturing Dispatcher
John Beckett to Manager, Technical Education
Joseph Benedict to Manager, Sales Planning
Woodland Bonvillain to Warehouse Supervisor
Vicky Bortz to Senior Document Control Clerk
Peggy Bridges to Production Scheduler
Georgia Bringino to Accounting Associate
Thomas Brooks to Manager Technical I
James Brown to New Business Development Manager
John Byron to Field Support Specialist
Joseph Carioggia to Manager, Process Development
Jackie Carpenter to Personnel Service Specialist
Janis Carpenter to Supervisor, Equipment Manufacturing

Wilson, Gumucio Find Warm Reception on Far East Trip

"Memorex prospects in the Far East are excellent. Our name is becoming more widely known, and the response we're receiving from industry leaders is both flattering and promising. Our Company is definitely committed to enhancing its presence in this part of the world."

That was the assessment of **Marcelo Gumucio**, Vice President and General Manager of the Americas and Asia Group, after his return from a trip to the Orient this spring with Memorex President **Robert Wilson**.

Mr. Wilson and Mr. Gumucio spent 11 days visiting Korea, Japan, Australia, New Zealand, and the Philippines. They reviewed operations with employees of the Company's Japanese and Australian subsidiaries, had private interviews with a dozen of the Far East's best known business leaders, talked to foreign and U.S. embassy officials in each country, held two major press conferences, visited customers, and met with prospective distributors.

Many of the business leaders already knew of Mr. Wilson from press reports. In Japan, the *Fortune* article about him had been translated and reprinted in *President Magazine*. In Australia, there was a prominent newspaper story about Mr. Wilson on the day of his arrival.

The tour began in Korea. The two Memorex executives attended a

government-sponsored trade conference, where they met representatives of a number of companies interested in distributing Memorex products. They also visited the Korean Institute of Science and Technology, which provides data communication services for all Korean government bodies, and the Ministry of Science and Technology, which sets the standards for future technological development in the country.

Memorex Japan Ltd., Memorex's 60 percent-owned subsidiary, was the first stop in Japan. Here Mr. Wilson and Mr. Gumucio talked to employees and reviewed operations with **Mike Mori**, President of Memorex Japan, and the MJL management team. Later, there was a press conference with reporters from six major Japanese newspapers. Mr. Wilson also met with a number of industry leaders, including the chief executives of six of Japan's largest companies.

"We had just a day and a half in the Philippines, but we made the most of it," Mr. Gumucio said. "We visited executives of three leading companies; toured Philippine Airlines, a valuable Memorex customer; and also visited the National Computer Center, which does all data processing for the Philippine government.

"From there, it was on to Australia and Memorex Pty. Ltd. We held employee meetings in both Sydney



Marcelo Gumucio, Vice President, Americas & Asia Group.

and Melbourne and attended an operations review led by Acting Country Manager **Dan O'Brien**. One of the high points of the trip was our press conference. Reporters from nine major Australian papers showed up—and the coverage they gave us showed they were most impressed with Memorex. *Rydge*, the Australian equivalent of *Fortune*, carried a lengthy article on Mr. Wilson in its May issue."

Customer visits in Australia included Consolidated Industries, the National Bank of Australia, Imperial Chemical, Philips Industries, and the Bank of New South Wales. On their return from Australia, the Memorex executives made business stops in New Zealand and Hawaii.

Phillip Caulfield to Electronic Technician C
Carol Chabra to Customer Service Representative
Douglas Clemens to Product Control Expeditor
Jeanette Conerly to In-Process Inspector A
Gary Cramer to Product Control Specialist
John Crider to Buyer
Robert Domzalski to Warehouse Coordinator
Tomas Dupree to Department Technician, Quality Assurance/Quality Control
Lee Ellak to Department Technician, Fabrication Test
Billy Farmer to Regional Manager, Field Support
Sharon Funk to Secretary A
Elizabeth Garcia to In-Process Inspector C
Kathleen Garcia to Associate Accountant
Gerald Gartner to Senior Field Support Engineer
Bruce Giffin to Area Manager
Sandra Gillespie to In-Process Inspector B
Sydney Goodyear to Engineer I

Lee Ann Hager to Senior Document Control Clerk
Larry Hernandez to Product Tester
Judith Hester to Customer Service Representative
Velvin Hogan to Engineering Specialist
James Holody to Territory Supervisor
Patricia Hubler to Manager, Order Processing
Connie Kile to Commission Specialist B
Frances Kudron to Sales Administration Coordinator
Masako Lagier to System Order Analyst
Margaret Lane to Secretary B
Loren Lauderback to Product Test Technician
Kevin Lecznar to Supervisor, Equipment Manufacturing
Margaret Lockhart to Senior Document Control Clerk
Kenneth Lossett to Chemist I
Paul Mahoney to Field Manager, Word Processing

Alice Mazur to Department Technician, Quality Assurance/Quality Control
Jerry McBrayer to In-Process Inspector A
Curtis McCrary to Field Manager, Field Support
Lawrence Montanez to Department Technician, Fabrication Test
Marcelina Morado to Finishing Material Handler
Rafael Morales to Engineering Technician B
Arthur Ocana to Fabrication Specialist
John Owens to Supervisor, Technical Process
George Pabst to Stock Attendant B
Jan Palmen to Warehouse Worker
Jerry Patchman to Regional Manager, Word Processing
Thomas Pearce to Field Manager, Field Support
Jacob Pizzo to Supervisor, Scheduling
Edward Ponczka to Field Support Specialist
Nancy Pomeroy to Order Correspondent B
James Rice to Machinist Technician C

(Continued on Page 10)

After-hours Violinist: There's No Jazz Like Brocato Jazz

There wasn't ever much question about what **Joe Brocato** would do with his life. His parents knew when he was four years old, and he probably realized it not long afterwards. His calling was the violin.

At age 18, Joe knew it would be no ordinary musical career. He would play jazz. Violinists weren't doing that in the 1930s. But jazz was the form for him.

"Jazz had everything I wanted," he says. "The creativity, the self-



Joe Brocato at work.

New Assignments

(Continued from Page 9)

William Roch to Branch Sales Manager

Carmen Romero to Product Inspector Trainee

Sue Rosso to In-Process Inspector B

MaryAnn Savino to In-Process Inspector C

Michael Schosky to Field Support Specialist

Troy Sinyard to Sales Administrator

Carmela Soccio to Department Scheduler

Robert Staley to Fabrication Group Leader

Leonard Stone to In-Process Inspector C

Swen Swenson to Buyer

Leslie Thomas to Product Control Analyst

Richard Thompson to Engineering Technician A

Charles Tillett to Field Manager, Field Support

Robert Townsend to Department Technician, Fabrication Test

Steven Vanderpool to Department Technician, Maintenance

Dale Vinnedge to Department Technician, Fabrication Test

Marsha Washburn to Financial Analyst

Sandra Willard to Sales Representative I

Donald Williams to Maintenance Technician C

Kenneth Wilson to Financial Analyst

Richard Wisz to Department Technician, Quality Assurance/Quality Control

Arthur Withop to Manager, Material Development

Michael Wojnar to Manufacturing Dispatcher

Jay Wolfinger to Product Control Analyst

Thomas Zientak to Zone Manager, Consumer Products Division

expression. Never doing the same thing twice. Being able to reveal yourself to people, to make them laugh and cry with you."

Joe Brocato has played with some of the biggest names in jazz — Duke Ellington, Lionel Hampton, Paul Desmond — at some of the country's best known clubs. He is considered one of the finest jazz violinists around. These days Joe also works full-time at Memorex — as an assembler in Equipment Manufacturing.

Some years ago Joe decided that the wandering life of a musician — a four-month gig in Sun Valley, a three-month gig in L.A., several weeks in Chicago — had to stop. His family was growing, and he needed to settle down in one place. So he came back to California, where he grew up, and took an electronics job (he has been with Memorex since 1969). Concerts became weekend events.

Joe was born in Pittsburgh, Pa. When he was four years old, he picked up his sister's violin one day and started playing. His father, a guitarist, heard him and knew at once that his son had an exceptional gift. To make the most of that talent, Joe's father decided to move the family across the country to San Francisco, then the home of the country's best violin teachers.

Resettled on the West Coast, young Joe began his musical education in earnest. When he was 10, he started



Joe Brocato in concert.

studying with Yehudi Menuhin's teacher, Louis Persinger. Soon he was giving recitals. At 18, he joined the San Francisco Symphony.

About the same time, Joe discovered jazz. When he was 21 he formed his own group, which included Paul Desmond, then just entering the field. A few years later Joe met Duke Ellington, the man he considers his greatest musical inspiration. He was in Chicago when someone asked him if he'd like to join a jam session with Ellington. Duke offered him a job, but before Joe could start, the draft intervened and he went off to join the Navy.

Over the years he did get to play several times with Ellington, as well as with Lionel Hampton, whom he first met in 1935. Two years ago he again played with Hampton—this time at Rockefeller Plaza. For 15 years Joe



Gary VanAtta—Media's Bumper Idea Man

When it comes to money-saving ideas, **Gary VanAtta** is the Media champ. In the three-week **BUMP** (Bring Up Media Profits) contest this spring, Gary submitted 15 suggestions that amounted to at least \$1 a day in savings. All of them were approved by the Ideas Committee. A Coating Operator in the Videotape area of Consumer and Business Media, Gary says he simply looked around his department for ways of saving materials or making mechanical procedures more efficient. "BUMP definitely made me more conscious of everything we did," he said. "It was a good contest."

Six Decades of Service

"Ten years and no regrets"—that was the comment of several happy Memorex people during recent 10-year anniversary celebrations. **Steve Walsh**, Western Regional Sales Manager for Professional Products (CBM), became a 10-year veteran at the end of April. In his decade with the company, Steve has sold every product line. Most of **Ken Dobbs'** co-workers in Quality Assurance (EPG) turned out to congratulate him when he celebrated on May 4. There was a similar full-department gathering for **Gladine Burda**, the first employee in Final Assembly (EPG) to reach a decade of service. **Morris Matthews**, a Quality Assurance Inspector in Consumer Products, marked 10 years on April 27. **Al Doran** and **Regina Palmer** of Computer Media shared anniversary honors on May 4.



Walsh



Dobbs



Doran



Palmer



Matthews



Burda

traveled with a society band based in Sun Valley, Idaho.

Today, Joe's primary interest is conducting weekend jazz workshops on college campuses—introducing the violin as a jazz instrument. "Most people think of it as a symphonic instrument, an instrument with which you play things that are written down. To me, there's nothing more boring than sitting in a violin section and playing what's already been done. In jazz, you can express your individuality. If you're an improviser, you have a million ideas," he says.

More than 500 people turned out to hear Joe play at San Jose State last fall. A few months ago he gave a similar concert at Stanford. In his concerts, he plays songs that are favorites of jazz musicians—"I'll Take Romance," "Misty," "The Shadow of Your Smile," "The Lady is a Tramp"—and also his own compositions. But instead of a clarinet or sax playing lead, it is a violin soaring above the combo.

"When you improvise, you're playing what you feel," says Joe. "Improvising expresses who you are as a person—your emotional qualities, the kind of sentimentality you have. It's important to have fun with your instrument and your audience. I hate to make people cry, though I often do. I'd rather make them laugh."

As Joe sees it, "To be a jazz performer is a wonderful thing in a man's life. You play what you want and you make someone else happy at the same time."

Quality Awards Go to 41 EPG People

It pays to be perfect. Or as perfect as possible. That was the message of a recent Equipment Products contest in which 41 employees were singled out for their efforts in maintaining and improving Memorex product quality.

Those recognized were chosen from nearly 600 hourly workers in the EPG factory in Santa Clara. Each received a certificate of appreciation from the Company, and three of them won pocket calculators and U.S. Savings Bonds in a drawing.

During the month of April, supervisors were asked to nominate people from their departments who had made unusual contributions to Memorex quality. Those contributions included everything from improving test equipment to encouraging quality consciousness among co-workers. **Katalin Hegyes**, who won first place in the drawing, was nominated for having produced 1,387 consecutive parts without defects. She is a sub-assembler for the 651 flexible disc drive.

At a gathering honoring the quality nominees, **Roger Johnson**, Vice President and General Manager of EPG, talked about their contribution to the Company. "As I travel around the country and meet our customers, I wish I could have you people with me to hear how important quality is to them," he said. "The only way we can close

the gap with the competition is by providing better value to our customers."

All of the nominees were entered in the drawing for Savings Bonds and calculators. Johnson pulled the three winning names: Katalin Hegyes of OEM Manufacturing, **Maria Stroud** of Drive Final Test, and **Elsie Jordan** of Head Manufacturing. In addition to the three drawing winners, those recognized for their achievement were:

Jim Barlow, Ernestine Bernal, Bob Bertram, Pat Bianchi, Everett Brandt, Rosemarie Bruggemann, Jim Cairns, Gertrude Card, Gary Chang, Gavin Davis, Carol Dwinells, Lee Ellak, Billy Emmett, Charles Freeman, Janice Giesendorfer, Larry Hernandez, Pearl Lemons, Linda Madruga, Cindy Mohl, Sandra Neumann, Kay Nichols, Inge Poso, Shirley Reams, Greg Rodoni, Linda Rodriguez, Angelina Sanzone, Frieda Satterlee, Barbara Solmonson, Gerald Spiers, Lee Stevenson, Dennis Takahaski, John Toehy, Jr., Bob Townsend, Jim Ulrich, Joyce Wallace, Linda Wallace, Paul Yoshida, Barbara Zimmermann.

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One Saturday in May . . .

It was one of those ideal Saturdays in May. Hot, clear — perfect weather for a first-of-the-season sunburn and an All-American barbeque. And the perfect place to enjoy it — at least for some 3,000 Memorex people (employ-

ees and their families) — was Marine World-Africa U.S.A. The event was the annual Company picnic, sponsored by MAG.

It was a day full of old-fashioned fun. Elephant and camel rides. Brass bands and barbershop quartets. High-jumping dolphins and kiss-on-command killer whales. Fearless wild animal trainers and dazzling young water skiers. Nobody seemed to enjoy it more than the Memorex kids — a few of whom are pictured here and on the cover. Their faces capture that day best.

