



# The Independent Journal

July

News and Views of the Memorex Equipment Sales and Service Team

1976



Members of the Detroit office proudly display one of the new MRX license plates. They are, left to right, Dave Emmitt, Ken Yauch, Frank Juliano, Ken Chiara, "Sonny" Shannon, Kay Finley, Tom Dionne, Carolyn Carr, and Barry Belluci.

## DETROIT BRANCH TAGS AUTOS WITH MRX PLATES

Members of the Detroit Branch office have found a way to spark some Memorex publicity that is sure to follow them wherever they go. Through a little luck and persistence they wrangled up some automobile license plates which boast the Memorex logo—MRX.

The idea was triggered when Ken Chiara, Branch Sales Manager, learned that a MRX license plate series was to be released in the Detroit area. For two months, several times a week, anxious members of the office checked with AAA, the agency selling the plates. Finally the release day arrived. With speed and agility befitting a Memorex EPG employee, they darted to the nearest office and cornered the market on MRX plates.

The lucky people from Detroit who each own a plate are: **Bob Baughman**, Memory Product Engineer Specialist; **Barry Belluci**, Micrographics Specialist Rep;

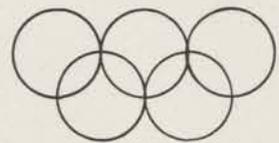
**Carolyn Carr**, Customer Service Rep; **Ken Chiara**; **Jack Chivas**, Sr. Sales Rep; **Tom Dionne**, F.E.; **David Emmitt**, Sales Rep; **Kay Finley**, Great Lakes Regional Manger-Sales; **Frank Juliano**, Regional Service Manager; **"Sonny" Shannon**, F.E. Branch Manager; **Steve Woznaik**, Regional Parts Administrator; and **Ken Yauch**, Package Lease Rep-Great Lakes.

For some, one MRX license plate wasn't enough. A few reps bought a second plate for their family cars. For others, not just any MRX plate would do. Tom Dionne, who works primarily with the Memorex 660s, waited patiently in line, letting other buyers in ahead of him until the "MRX 660" number came up.

In any case, they all agree it was worth the wait. "After all," says Carolyn Carr, "it's not every employee that can get the Company logo on his license plate."

## They're Off to Montreal

### 17 EQUIPMENT SALES REPS SPRINT TO THE OLYMPICS



Seventeen lucky Sales Representatives from the Equipment Products Group streaked across the finish line to win a trip to the 1976 Summer Olympics in Montreal. Altogether, 70 sales persons from EUMEA, A & A, Computer Media, Consumer and Business Media, and Equipment Products qualified for the "Sprint of '76."

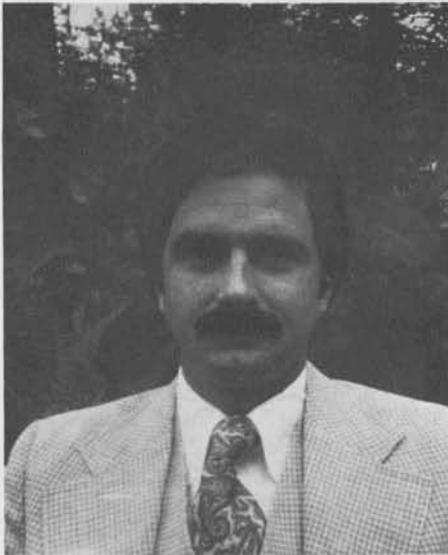
During their six-day stay, the winners will attend two full days of track and field events and tour Montreal. In addition, they will spend two mornings in seminars discussing such topics as financial management, communication techniques, and salesmanship. The seminars will serve as a brainstorming workshop designed to explore new ideas.

To qualify, sales persons had to be among the first 70 to achieve 100 percent of their January 1-May 31 revenue quotas. All of the Equipment qualifiers had surpassed their quota by mid-April. From earliest to latest, they are: **Al Hortman**, Branch Mgr., St. Louis; **Andy Clapham**, Branch Mgr., Hartford; **Jack Davis**, formerly Branch Mgr., Atlanta, now Manager, Rotating Memory Sales Support, Santa Clara; **Tom Koch**, Sr. Sales Rep, Milwaukee; **James Mastro**, Sales Rep, Chicago; **Doug Donald**, Sales Rep, Miami; **Bill Etheredge**, Branch Mgr., Pittsburgh; **Greg Grodhaus**, Branch Mgr., Dallas; **Kenneth Yauch**, Sales Rep, Detroit; **Dean Painter**, Sales Rep, Raleigh; **Lawrence Foley**, Sr. Sales Rep, Greenwich; **John Adams**, Sr. Sales

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Salesman of the Month**PAINTER, DONALD, RECEIVE TOP SALES HONORS**

Two more outstanding quota achievers have been named "Salesman of the Month." Dean Painter and Doug Donald slammed in the highest purchase and lease figures for the months of April and May, respectively. An eight-inch, engraved bronze statue of that Memorex symbol-of-independence, the Eagle, will be presented to each winner, along with a framed certificate signed by George Dashiell, Vice President, Sales and Service; Roger Johnson, Vice President and General Manager, Equipment Products Group; and the salesman's Regional Manager. Congratulations to our two winners!



**D. Painter**

**Dean Painter**, Sales Representative for the Raleigh office, joined Memorex in 1973. Several accounts contributed to his big April quota, but his biggest was a lease from Burlington Industries, the world's largest textile manufacturer, for seven million bytes of memory. Dean attributes his success with this account to two things. The first is a fellow named **David McBride**, FE from the Greensboro, North Carolina office, who had been providing superb service on a disc drive and 1270 installation already at Burlington. "The customer has been very impressed with the performance of the equipment and the maintenance service," says Dean. "That made my selling job that much easier."

The second is the Memorex/DPF package lease proposal he put together for the customer. Says he, "The package lease proposal was a very effective sales vehicle. It gave the account the financial flexibility needed to consider installing the memory."

Two other accounts in particular contributed to Dean's high April quota.

Triangle Universities Computation Center (TUCC), Raleigh, already a 1270 customer, purchased a million bytes of memory. TUCC handles the data processing for a group of universities in the area. The other account Dean was successful with was Gilbarco, a manufacturer of gasoline pumps headquartered in Greensboro. Gilbarco leased a large number of 660s.



*Doug Donald is shown here with one of his favorite possessions—a 6 ft. tall, wooden statue of an Eagle. Doug, who keeps the handsome figure safely in his home, says the bird was hand carved in Interlaken, Switzerland, in 1848.*

**Doug Donald**, Sales Representative from the Miami office, says Eastern Airlines was the biggest contributor to his high May quota. The company signed a five-year lease for 32 spindles of 3670. The new drives were needed because Eastern had begun offering a reservation service to other airlines, thus increasing its data processing needs. Also, the Charlotte office of Eastern Airlines was consolidated with Miami headquarters. This also required additional storage capacity.

Several competitors wanted Eastern's business, and a few even offered five months free rent. But in spite of these lures Eastern went with Memorex. Says Doug, "Eastern was already a Memorex

1270 and disc drive customer and has a high respect for our field engineering capability. This, combined with our quality product performance, won them to Memorex."

He continued, "The Memorex name is highly regarded in the Miami area. I'd have to say that all new and repeat business is due to our outstanding field engineering support and the quality of our products."

Doug joined Memorex in 1970 as a Sales Trainee in Boston. In 1971 he was promoted to Sales Representative and moved to Jacksonville, Florida, to help establish an office. He later worked in Tampa and Atlanta before coming to Miami in 1973. In his spare time he enjoys scuba diving for lobsters off the Florida coast.

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**1380 CUSTOMER TRAINING PROGRAM NOW AVAILABLE**

A new customer training program, the first of its kind at Memorex, has been implemented for all present and potential 1380 customers. The program marks a new addition to the Company's growing list of customer services and benefits.

Under the direction of **Hank Jordan**, Manager, Customer Education, Philadelphia Distribution Center, the new program was developed to provide comprehensive training on the sophisticated, versatile capabilities of the 1380 Communications Processor. The first class was successfully conducted in May at the Center by Hank and **John Gaudin**, Sr. Systems Engineer, New York.

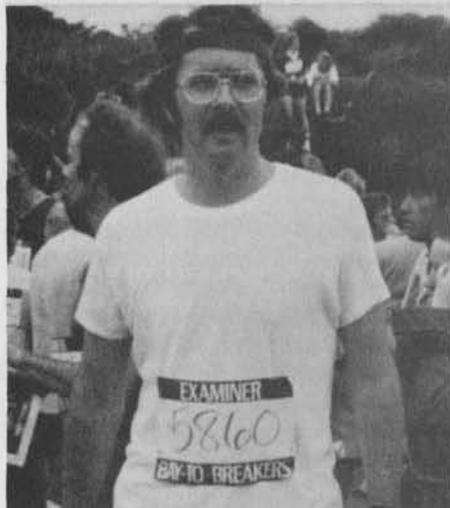
The course includes hands-on training on such topics as software programming, externals, internals, and sysgen procedures. Similar 1380 training sessions will be given at the Distribution Center throughout the remainder of the year. Each customer who satisfactorily completes the program receives a "Certificate of Completion" award.

The Center is an ideal place to conduct the classes since it has a complete 1380 demonstration facility and is near many of our accounts in the eastern United States. Information about future programs, schedules and enrollment procedures will be announced by the EPG Sales Manual Update.

## SPLAINE TRIUMPHS IN CROSS-CITY RUN

On your mark ... get set ... go! And as the signal was given, **Charlie Splaine**, Western Region Sales Manager, and 7,000 other determined runners, bolted forward and began a 7.6-mile foot race through the streets of San Francisco.

This colorful event, called the "Bay to Breakers" run, is sponsored annually by the *Examiner* newspaper. It begins at the wharf, winds its way through the city, up and down hills, through Golden Gate Park, and ends at the beach, or "breakers."



**Jogger Charlie Splaine**

Charlie, an avid jogger, was encouraged to enter the 66th annual race by Regional Administrator **Melody Schmickrath**, whose husband was also a participant. "I entered the race for the fun of it," says Charlie, "but also to prove once again that Western Region outshines all the other regions in the country."

A lot of others entered the race for fun, including two men in wheel chairs and a former Olympic track competitor. The run is to promote physical fitness among young and old, male and female. Special prizes, trophies and certificates were given to each person who completed the race.

"The hardest part," he says, "was the beginning. There were so many en-

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trants I had no room to run. It took me five minutes to run the first quarter mile." But once the crowd thinned out Charlie sped off and finished the race in a swift 59:15 minutes.

"I'd like to challenge all the other regional managers to participate in next year's race," he declared. "If you've got the courage to take on Western Region, I'm ready for you."

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## NEW YORKER CELEBRATES TEN YEAR ANNIVERSARY

Her real name is **Gabriele von dem Hagen**, but to her friends and co-workers in the New York Regional branch office, she's just "Gaby." This summer she will celebrate a very special date—her ten-year anniversary with Memorex.

Much can be said about this diminutive, energetic lady from Saxony, East Germany. She came to the United States shortly after high school, speaking the English she had studied in Germany. She quickly learned secretarial skills at a New Jersey business college and worked for various organizations as a bi-lingual secretary.

When she married her husband, Tronje, she stopped working full-time to raise a family. But she remained very involved in the community and was a newspaper columnist for the *Herald News* in Clifton, New Jersey. She reported social news and community activities.

She later returned to full-time employment and began her career with Memorex. Today she is Executive Secretary to **Frank Kirchhoff**, New York Metro Regional Sales Manager.

Gaby has seen a lot of changes since she joined the Company in 1966. At that time the Memorex office for the New York Metropolitan area was located in Totowa, New Jersey, and consisted of a Regional Manager and four media salesmen.

But in late 1973 the office moved to 1700 Broadway, New York City, and was combined with the equipment activities. In January 1975, the office became regional headquarters for New



**Gabriele von dem Hagen—that's Broadway you see in the background**

York Metro. Today it houses all Memorex divisions and over 50 people.

The move to the "Big Apple" meant a longer commute for Gaby. She now drives a car from her New Jersey home and transfers to a bus and then a subway before reaching the office. But she says she loves New York City and wouldn't want to work anywhere else.

Such a comment is indicative of Gaby's enthusiasm for her job. Says Frank, "Gaby is a very hard worker and very conscientious. She is not adverse to working late hours and understands the business totally. She's also very good at handling a crisis. Our office goes into a crisis mode about every half hour and she's always there to hold us up."

It is not uncommon to find Gaby bringing roses, strawberries, and candy to the office to share with the employees. She is always thinking of others. It's little surprise, then, that when she was asked what she considers the highlight of her ten years with Memorex, she quickly answered, "The people. I really like everyone I've ever worked with and met, both personally and by telephone. It's a great group of people and I am very happy to be with Memorex."

We're glad you are with Memorex also, Gabriele von dem Hagen, and we'll be watching for your 15th anniversary!



Attendees of Memorex's first vendor's conference were given plant tours. Here, Craig Thomas, Manager, Equipment Products Shipping (pointing), shows a group of suppliers the manufacturing facilities in Building 10.

## MEMOREX HOSTS FIRST VENDORS CONFERENCE

A conference for equipment and media vendors, the first of its kind ever held at Memorex, took place May 27 at Santa Clara headquarters. Over 150 vendors from all over the United States attended, including 30 company presidents and 25 vice presidents and general managers.

The conference, organized by Memorex's purchasing department, was designed to give suppliers a chance to learn first-hand about Memorex's progress and growth possibilities. It also provided an opportunity for suppliers and Memorex employees to exchange information and strengthen professional relationships.

Several people from headquarters addressed the group at the day-long seminar, including **Robert C. Wilson**, President, who gave a brief corporate overview. Equipment vendors also listened to **Roger W. Johnson**, Vice President and General Manager, EPG; **Jack Clemens**, Director of Engineering; **Henry Tinker**, Director of Manufacturing, and **Duke Borozan**, Manager of Purchasing.

Quality was a topic stressed throughout the conference. In his speech Roger Johnson said, "At Memorex there are three basic factors involved in deciding between

competing suppliers, and they are the quality, the service, and the price. ... In quality we not only mean quality of material at the time of purchase, but total quality as understood in the context of life cycle cost and performance."

Duke Borozan also touched on value and quality. He said, "Memorex is looking for top value for the dollars we spend. Selecting the lowest bid as a result of competitive bidding does not necessarily result in top value. With the reasonable pricing must also come high quality and delivery performance."

Among the many equipment suppliers present were General Electric, North American Rockwell, Motorola, Texas Instruments, Sprague, and TRW. The conference garnered such comments as "a rewarding experience ... informative, fast-moving ... gained considerable amount of insight and knowledge ... lead to better communication and understanding of the way Memorex works ..."

Says Duke, "We are pleased that our vendors felt the conference so worthwhile. Meeting our suppliers face-to-face and having an opportunity to show them the plant really helped improve our relationships. We hope to make the vendors' meeting an annual event for Memorex."

### Philadelphia

## DISTRIBUTION CENTER—MOVING RIGHT ALONG

The services of the Philadelphia Distribution Center have significantly expanded since the first of the year. Increased activities include refurbishment of off-rent equipment, testing and repair of printed circuit boards, an expanded spare-parts facility for field engineering, and increased employee and customer training programs.

Overseeing all this activity is Eastern Region Manager **Al Kennedy**. Al is also responsible for Mid-Atlantic sales. Field engineering for the Mid-Atlantic region reports to **Ron Steen**, who is also in charge of the Eastern Parts Depot and FE technical support activity. Helping Ron run the shop is **Dick Ranck**, Technical Support Manager.

Refurbishing disc drives and testing and repairing PCBs is **Joe Southorn**, Manager of the Refurbishment Center. Joe's group has grown since January from a single technician to a nine-man crew. A total of 132 units were shipped in the first quarter of 1976 from the center. Testing and refurbishing capabilities are expected to soon be expanded to other products, while electro-mechanical sub-assembly repairs, as well as 3670 to 75 conversions will also be offered in the near future.

The Parts Center has also grown considerably since the first of the year. Under the supervision of **Dan Terrell**, the Center serves all of the Eastern United States. "In January," says Dan, "we were able to satisfy 37% of the FE parts requirements from our stock here in Philadelphia. We are now able to satisfy 50% of all demands and our goal is to supply 90% by the end of the year."

**John McMahon**, Regional Administrator for the Mid-Atlantic Region, is responsible for the shipping and receiving of equipment products. He is also in charge of distributing media products to our eastern customers.

Various classes on product training are being held at the Center. Ron Steen is conducting small FE seminars on a weekly basis which cover such topics as OS messages and microdiagnostics. Other courses are scheduled throughout the remainder of the year.

## MEMOREX PARTICIPATES IN NEW YORK NCC SHOW

"Attractive booth...well laid out...nice product display." These were some of the compliments paid Memorex's exhibit at the National Computer Conference (NCC) held in the New York Coliseum June 7-10.

More than 300 companies were represented at the show, while an estimated 30,000 people attended. Memorex's attractive display featured at least one machine from each equipment product line, including a 1600 COM system, 1270, 1380, 1377, 3672-73 and -75, 3640, and 6268 II. The show marked the first public display for the 3640 and 6268 II since their introduction earlier this year.

Members of the New York office turned out in force to man the booth, meet potential customers, give product demonstrations, and answer questions. **Bob Booth**, Manager, Equipment Sales Promotion, was also present to help set up the exhibit, supply product literature, and answer questions. All equipment was powered and operational. Demonstrations were given on the micro diagnostics capabilities of the 3672, as well as the 1270 and 1380.

Other product lines displayed at the NCC included computer media, and consumer and business products.



G. Skyttvall

### MEET GEORGE SKYTTVALL, MANAGER, TECHNICAL SUPPORT

He's new to America, but not to Memorex. **George Skyttvall**, formerly Sales Manager for the Stockholm, Sweden office, has joined the Santa Clara field engineering staff as Manager, FE Technical Support. He'll report to **Don Snider**, Manager, FE Technical Operations.

George is participating in a corporate management training program. Earlier this year he spent three months in

Liege as a product manager. He'll be Manager of Technical Support for six months, and then take a position in product planning for six months before returning to Europe.

"This program," says Don Snider, "is designed to provide advanced training in both field engineering and marketing. It is a step in developing the management capability of our international employees and we are pleased that George is with us. He is an extremely capable fellow and has done a fine job in Sweden. We look forward to working with him."

This is George's first visit to the United States, and he wants to meet as many Memorex people in other departments and branch offices as possible. After first brushing up on his English, he visited the Los Angeles office. "I plan to take trips to other branches at least every month," he says. "I want to open up communication between this office, the field, and other departments."

The twelve members of technical support report to George. This group provides technical assistance for field problems that can't be solved by regional support. What are his first impressions? Says George, "I'm really impressed with the people I've met, particularly my staff. They all have several years of experience with Memorex, are very professional, and know everything about our products and technology."

George joined Memorex in 1970 as a technical manager for the Stockholm office. He later became regional technical manager for Scandinavia (Sweden, Norway, and Denmark) and, most recently, sales manager.

"I am very happy to have this opportunity to further develop my management skills and knowledge of Memorex," said George. "I feel the training and experience I'll receive on this program will be a great asset when I return to Europe."

George, his wife, and their two children reside in San Jose. In their spare time they enjoy traveling and seeing some of the California sites and cities, and have already been to San Francisco, Yosemite, and, of course, Disneyland.



While in New York paying visits to some of our customers, President Robert C. Wilson spent a morning at the NCC show. He is shown here, left, with George White, center, COM Specialist, Philadelphia; and Gary Spaler, Sales Representative, New York.

## Sprint

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49 Baltimore; **James O'Rourke**, Sales Atlanta; **W.H. Whitaker**, Regional Southeast Region; **M.A. "Lex" Grainger**, Branch Mgr., Birmingham; **Phillip Coplen**, Sr. Sales Rep, Louisville; and **William Lemley**, Sales Rep, Seattle.

An additional seven Equipment Sales Representatives passed their quota before the May 31 deadline. Each of the following will receive a personally engraved set of Olympic Games commemorative medals: **Ken Chiara**, Branch Mgr., Detroit; **Jim Shaw**, Branch Mgr., Baltimore; **Ron Bulin**, Branch Mgr., Chicago; **Mike Vena**, Sales Rep, Chicago; **Dave Emmitt**, Sales Rep, Detroit; **Kevin McCormick**, Sales Rep, N.Y.; and **Larry Bender**, Sales Rep, N.Y.

## FIRST 1377 INSTALLED; GRODHAUS, SALES REP

Memorex recently installed its first 1377, thanks to the sales efforts of Dallas Branch Manager, **Greg Grodhaus**. The customer, Omnis Corporation, signed a two-year lease for 31 units.

Omnis, the DP arm of Dallas-based Sammons Enterprises, Inc., has a history of being the first customer for several products. The company was Memorex's first 3670 and 3675 customer for the Southwest Region. Says Greg, "Omnis is an excellent account. It probably has at least one of every product Memorex manufactures—1270s, 1380s, 1240s, 3670s, and 3675s. When I told the company that Memorex would

soon have the 1377, it did not give a second thought to being the first customer. The company trusts Memorex."

The addition of the 1377 terminals will save Omnis about \$40/month per terminal compared with IBM's 3277. In the course of a year the company expects to save between \$12,000 and \$15,000.

According to **Roger Farrow**, 1377 Product Manager, the account with Omnis opened the door for customer references. "Many new accounts have been developed since the first unit was shipped, and our reference base keeps expanding," he says. "We will continue to look at product enhancements to increase its capabilities and insure its position in the market."

## SALES

### Promotions

*William Roch*, from Sr. Sales Rep. to Branch Manager, Seattle

### New Hires

*Kenneth Bush*  
Sales Rep., Chicago  
*Barbara Ells*  
Sr. Sys. Engineer, Phoenix  
*Paul McCann*  
Sr. Sales Rep., San Francisco  
*Dudley Meyer*  
Sales Branch Manager, Atlanta  
*Richard Mickelson*  
Sales Rep., Syracuse  
*Peter Milano*  
Sys. Engineer, Wash., D.C.  
*Patrick Scanlon*  
Sales Rep., Cleveland  
*George Thomas*  
Sr. Sys. Engineer, Dallas  
*A. Lee Watson*  
Sr. Sales Rep., Houston

## FIELD ENGINEERING

### New Hires

*Charles Austin*, FE, Richmond  
*Donald Bonaventure*, AFE, NY  
*Michael Carter*, AFE, Atlanta  
*Donald Coglin*, AFE, St. Louis  
*George Connolly*, AFE, Chicago  
*William Crayton*, Sr. AFE, NY  
*John Daddino*, AFE, NY  
*Steven Di Petro*, Sr. AFE, McLean

*G. Richard Dobson*, Sr. FE, Seattle  
*William Essig*, Field Support Engr.  
*Donald Fautt*, FE, Los Angeles  
*Wesley Fitts*, FE, Los Angeles  
*William Hawkins*, FE, Kansas City  
*Philip Jopa*, AFE, Chicago  
*Nestor Lujan*, FE, McLean  
*Larry McCaleb*, Field Support, Field Manager, San Francisco  
*Richard Payne*, Sr. AFE, Okla. City  
*Stanley Pennington*, AFE, Okla. City  
*David Shantry*, AFE, Detroit  
*Kenneth Taylor*, FE, Pittsburgh

### Promotions

*Robert Belcourt*, from AFE to Sr. AFE, San Diego  
*Howard Brunner*, from Territory Supv. to Field Mgr., Los Angeles  
*Robert Cordiviola*, from AFE to Sr. AFE, NY  
*Stephen Crawford*, Tech. Programmer to Software Specialist, Santa Clara  
*Roger Cunningham*, from Sr. AFE to Field Support Specialist, Syracuse  
*Patrick De Flippo*, from AFE to Sr. AFE, Boston  
*Thomas Dickerson*, from Territory Supv. to Field Mgr., Wash., D.C.  
*Harold Durocher*, from FE to Sr. FE, Hartford  
*James Fynan*, from Sr. AFE to FE, NY  
*Jerry Gartner*, from FE to Sr. Field Support Engr., Houston  
*Louis Gervais*, from Sr. AFE to FE, Hartford  
*Michael Graziano*, from FE to Sr. FE, Greenwich

*Robert Halberstadt*, from Territory Supv. to Field Mgr., Kansas City  
*Mark Hill*, from Territory Supv. to Field Mgr., Los Angeles  
*Ken Hobbie*, from Territory Supv. to Field Mgr., Allentown  
*Kenneth Masco*, from Field Mgr. to Branch Mgr., Philadelphia  
*Roger Mauermann*, from Territory Supv. to Field Mgr., Tulsa  
*Jorge Morelos-Zaragoza*, from FE to Sr. FE, Los Angeles  
*John Nabrynski*, from Sr. AFE to FE, Boston  
*Guy Priou*, from Territory Supv. to Tech. Instr., Philadelphia  
*Richard Ranck*, Service Planning Engr. to Tech. Support Mgr., King of Prussia  
*David Reynders*, from FE to Sr. FE, Louisville  
*Mike Schosky*, Field Support Specialist to Field Mgr. Ohio (Dayton & Columbus)  
*Lynn Swidersky*, from Territory Supv. to Field Mgr., Greensboro  
*Robert Umberger*, from Sr. FE to Field Support Specialist, Buffalo  
*Dennis Webster*, from FE to Sr. FE, Richmond

# MEMOREX

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