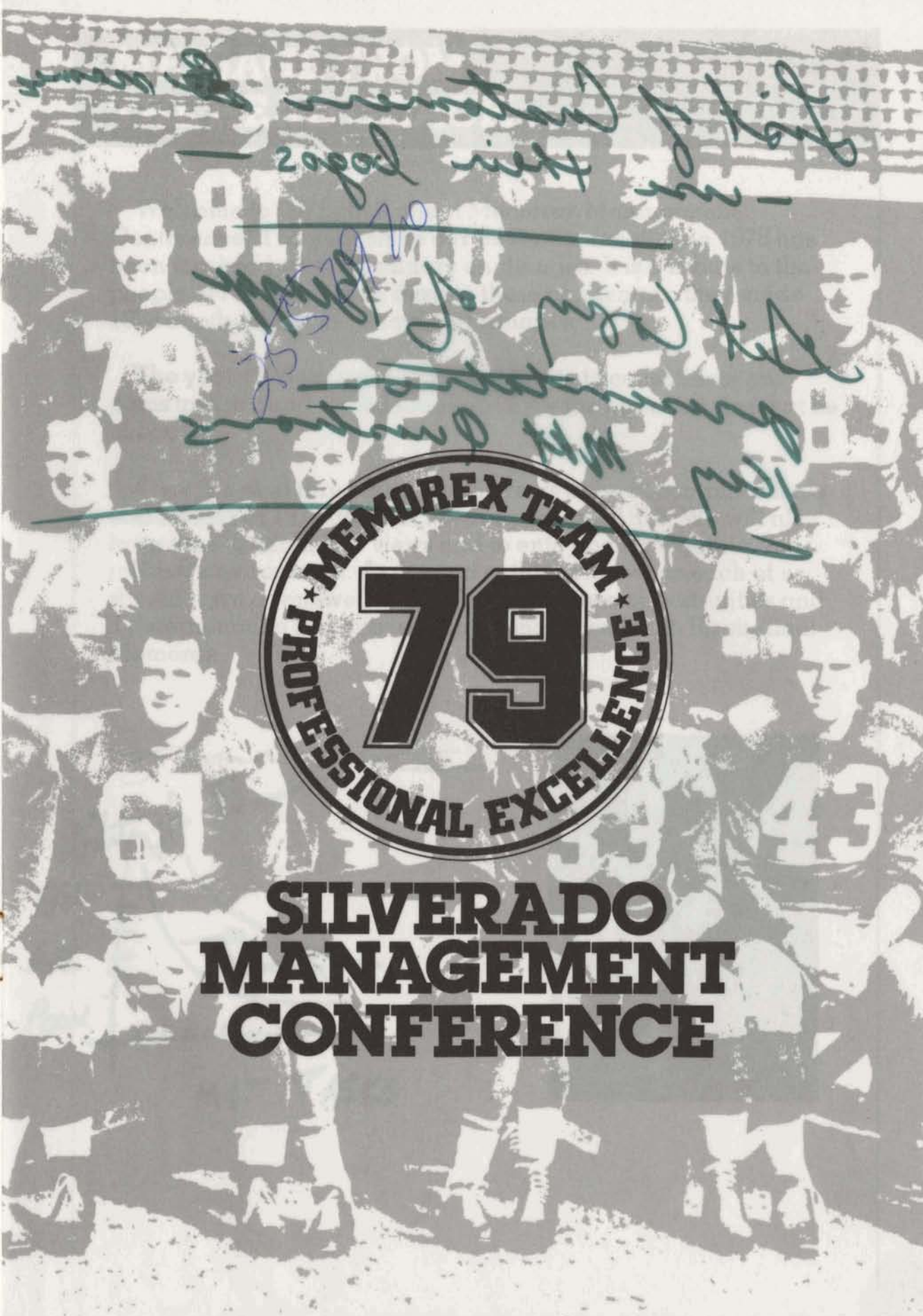




SILVERADO
FIVE



Handwritten signatures and notes in blue and green ink, including the number '79' and the name 'MEMOREX'.



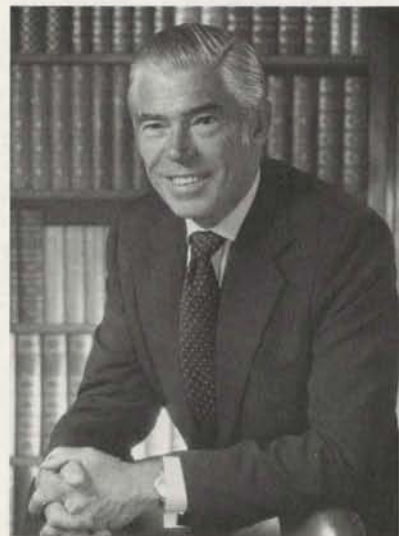
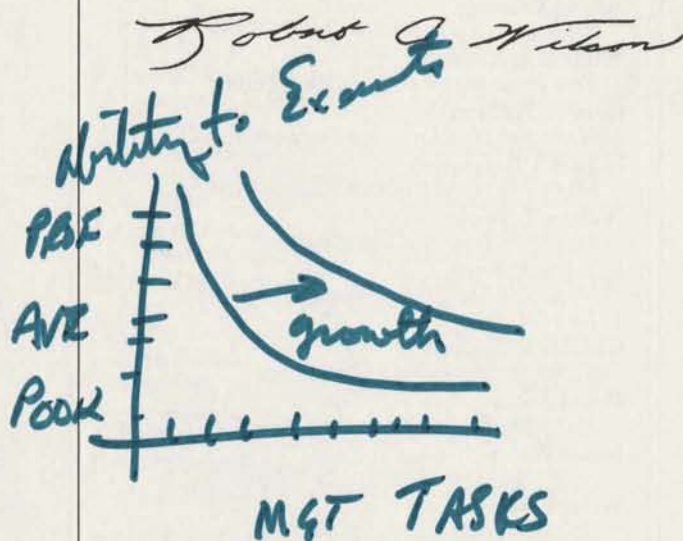
SILVERADO MANAGEMENT CONFERENCE

MESSAGE FROM THE HEAD COACH

Welcome to the Fifth Annual Memorex Management Conference! The year since our Silverado meeting in 1978 has been marked by extraordinary challenges. It is a tribute to the people of Memorex that, despite these challenges, they made 1978 another year of record performance.

The year 1979 provides the opportunity to consolidate our gains and to build a solid foundation for the opportunities that lie ahead.

Over the next three days we will review the accomplishments and lessons of 1978 and discuss our plans for 1979. We will also have time to exchange views and to enjoy being together in a relaxed environment. At the end of this conference each of us should have a renewed enthusiasm for future opportunities and a determination to achieve professional excellence throughout Memorex.



TEAM ROSTER

Corporate

Robert C. Wilson
Chairman and President

John H. Aubuchon
Manager, Corporate Purchasing

Lawrence P. (Pete) Bates
Manager, Corporate Information Systems

George L. Bragg
Vice President, Corporate Development

Robert G. Coe
Corporate Treasurer

Charles C. Crawshaw
Manager, Corporate Industrial Engineering

James Dobbie
Executive Vice President

Robert L. Erickson
Vice President, Legal and Secretary

Robert J. Fisch
Manager, Industrial Relations, Media

William M. George
Corporate Controller

Anthony B. Heptig
Manager, Human Resource Development and Services

James L. Key
Manager, Corporate Materials Manufacturing

Richard L. Kolte
Manager, Corporate Physical Distribution

Harold J. Krauter
President, Memorex Finance Company

Paul W. Krug
Manager, Systems and Procedures

Daniel E. Leckrone
General Counsel and Assistant Secretary

Robert L. Malcolm
Vice President, Industrial Relations

Foster A. Markolf
Attorney

Remi A. Nadeau
Manager, Corporate Communications

John Navas, II
Manager, Strategic Planning

James L. Pelkey
Manager, Compensation and Benefits

Steven H. Puthuff
Vice President, Corporate Engineering

Adolph R. (Rod) Rodriguez
Manager, Corporate Customer Service

Keith A. Rosheim
Manager, Employment

Fred L. Ruffin
Manager, Industrial Relations, Corporate Staffs

Michael S. Shebanow
Engineering Corporate Staff Technologist

F. Gordon Smith
Vice President, Marketing

Thomas S. Stevens
Manager, Budgets and Measurements

Charles S. Strauch
Executive Vice President

Marvin E. Taylor, Jr.
Counsel and Assistant Secretary

George J. Tomlinson
Manager, Corporate Taxes

Alec M. Uzameck
Manager, Corporate Facilities

Kay J. Young
Assistant Treasurer

Field Operations Group

Robert Berry
Manager, Field Operations, Northeast Region

Robert G. Booth
Manager, Field Operations Promotional Programs

Peter J. Cassidy
Manager, Finance

H. Eugene Douglas
Manager, Int'l Affairs and Gov't Liaison

William Etheredge, Jr.
Regional Vice President, Western Region

Gregory P. Goodere
Manager, Industrial Relations

Frank A. Juliano
Manager, National Field Engineering

Alfred Kennedy
Regional Vice President, Mid-Atlantic

William A. Koenig
Vice President, Federal Operations

Jerry G. Pattison
Manager, Headquarters Support, R.S.C.

Robert S. Rafalovich
Manager, Headquarters Customer Service

William E. Roch
Manager, National Sales Support

R. J. (John) Ryan
Manager, Field Operations, Great Lakes Region

Charles E. Splaine
Vice President, Field Operations

David Tobin
Manager, Field Operations, New York Region

James Welch
Regional Vice President, Southwest Region

W. Jere Werton
Regional Vice President, Midwest Region

William H. Whitaker, Jr.
Regional Vice President, Southeast Region

Computer Media Group

- Steven C. Burke**
Manager, Finance, CFI Division
- Kenyon C. Cruden**
Manager, Marketing, Recording Components Division
- Henk Evenhuis**
Manager, Finance, Recording Components Division
- John Fialko**
Manager, Manufacturing, CFI Division
- E. Jack Jones**
General Manager, Flexible Disc Product Section
- Jean-Jacques Jouan**
Manager, Quality Assurance/Engineering, Liege Division
- Ronald H. Julius**
Manager, Industrial Relations, CFI Division
- Jack H. King**
General Manager, Computer Tape Division
- Warren R. Kisling**
Manager, Manufacturing, Recording Components Division
- Arthur Launder**
Manager, Business Planning, Flexible Disc Product Section
- Anthony P. Mauro**
General Manager, Precision Plastics Division
- Jeffrey Menkes**
Manager, Marketing, Precision Plastics Division
- Joseph J. Mikelonis**
Manager, Finance, Precision Plastics Division
- Robert E. Numbers, Jr.**
Manager, OEM Sales, Computer Media Group
- Joseph Nussbaum**
Manager, Engineering, Computer Tape Division
- Joseph A. Renard**
General Manager, Liege Division
- Michael M. Rogers**
Manager, Marketing, Computer Tape Division
- Lucien Sadler**
Manager, Industrial Relations, Liege Division
- Eugene Santucci**
Manager, Quality Assurance, CFI Division
- Leon R. Sarringhaus**
Manager, Quality Assurance, Recording Components Division
- Alfredo Silvestre**
Manager, Media Marketing, Liege Division
- James Simpson**
Vice President and General Manager
- Michael Smith**
Manager, Quality Control, Precision Plastics Division

- William P. Sousa**
General Manager, Recording Components Division
- George W. Surmeier**
Manager, Finance, Media
- Raymond Valle**
General Manager, CFI Division
- Prasad L. Vepa**
Manager, Marketing, Flexible Disc Product Section
- Armand Vos De Wael**
Manager, Media Manufacturing, Liege Division
- Stephen P. Walsh**
National Sales Manager, Computer Media Group
- Nicholas W. Ward**
Manager, Finance, Computer Tape Division
- Leo J. (Lee) Whitney**
Manager, Manufacturing, Precision Plastics Division
- Harry Wilent**
Manager, Quality Assurance, Computer Tape Division

Communications Group

- Richard C. Allen**
Vice President and General Manager
- Bryant A. Campbell**
Manager, Development Engineering
- Arthur Ichnowski**
Manager, Advanced Engineering
- David F. Jenkins**
Manager, Manufacturing
- Kenneth A. Murray**
Manager, Industrial Relations
- David J. Sobo**
Manager, Marketing
- Edward R. Theis**
Manager, Quality Assurance
- George R. Wikle**
Manager, Finance

TEAM ROSTER

Large Storage Systems Group

- Robert Fisher**
Manager, Recording Surface Technology
- Thomas E. Gardner**
Manager, Engineering
- Frank C. Gibeau**
Manager, Advanced Device Engineering
- Ian Graham**
Senior Staff Scientist
- Marcelo A. Gumucio**
Vice President and General Manager
- Jeffrey O. Henley**
Manager, Finance
- Edward F. LaChance**
Manager, Quality Assurance
- Stanley Mantell**
Manager, Disc Storage Manufacturing
- Harold A. Mattice**
Manager, Components Manufacturing
- Dennis M. Moynahan**
Manager, 3652 Drive Development
- Marvin G. Norman**
Manager, Materials
- Daniel E. O'Brien**
Manager, Marketing
- Thomas J. O'Keefe**
Manager, Customer Service
- Eugene L. Ousterling**
Manager, Special Production Operations
- William J. Richards**
Manager, Industrial Relations
- Rudolph (Rudy) Sikorsky**
Plant Manager, Nogales
- Ronald F. Singleton**
Manager, Subsystems
- Frank J. Sordello**
Manager, Recording Technology Center
- James Tatsukawa**
Manager, Product Engineering
- Henry L. Tinker**
Manager, Business Planning
- Johann Willems**
Manager, Manufacturing Engineering
- Arthur Withop**
Manager, Recording Components Technology

General Systems Group

- Joseph J. Bauer**
Manager, Engineering, Flexible Disc Drive Product Section
- William J. Bruce**
Manager, Marketing, Disc Drive Division
- Clarke F. (Chuck) Carey**
Manager, Engineering, Disc Drive Division
- Larry M. Chamberlin**
Manager, Industrial Relations
- Ronald L. Compton**
Manager, Engineering, Business Systems Division

- Eric A. Croson**
Manager, Finance, Disc Drive Division
- Richard E. Heinzelman**
Manager, Marketing, Business Systems Division
- Gary N. Hughes**
General Manager, Business Systems Division
- Gerald R. Kraft**
Manager, Contracts
- Anthony N. LaPine**
General Manager, Disc Drive Division
- Wayne M. Lettiere**
Manager, New Facilities
- Edward L. Marinaro**
Manager, 660 Product
- Leslie L. Menigoz**
Manager, Mini Systems Peripherals Program
- Eugene Meyer**
Manager, Finance, Business Systems Division
- Jack E. Payne**
Manager, Quality Assurance, Disc Drive Division
- Richard T. Peters**
Manager, Manufacturing and Quality Assurance, Business Systems Division
- Tazz A. Pettebone**
Manager, Strategic Account Marketing
- A. Keith Plant**
Vice President, General Manager
- John C. Scott**
Manager, Advanced Development Project
- Gary J. Walker**
Manager, Flexible Disc Drive Product Section
- William Yee**
Manager, Manufacturing, Disc Drive Division

Americas & Asia Group

- Robert Arebalo**
Manager, Industrial Relations
- Carlos Caldas da Silva**
Country Manager, Brazil
- Lowell B. (Barry) Carpenter**
Manager, Media and Export Sales and Distribution
- John Freeman**
Country Manager, Australia
- F. Craig Holtby**
President, Memorex Canada Ltd.
- Ernesto Kolster**
Country Manager, Venezuela
- Luis Luhring**
Country Manager, Puerto Rico
- Dieter Marenbach**
Manager, Planning
- Richard W. Martin**
Vice President and General Manager
- Brian D. Molloy**
Manager, Equipment Sales and Distribution
- Leonard B. Perrone**
Director, Finance

Alberto Silva
Country Manager, Mexico

Tetsui Yamada
Executive Director, Japan

Takehiro Yamamoto
Japan Liaison

Rossana C. Zarzar
Country Manager, Peru

EUMEA Group

Santiago Abeijon
Country Manager, Spain

Peter Bembridge
Director, Legal Counsel

Barry Berghorn
General Manager, EUMEA Consumer and Business Media

Reto Braun
Vice President and General Manager

Ernst Brossmann
Country Manager, Switzerland

Allan Cummings
Director, Industrial Relations

Alain de Forges
Area Manager, France

Robert Farrell
Country Manager, Belgium

Helmut Gottinger
Area Manager, Germany

Harald Gullerud
Country Manager, Norway

Michael A. Kelly
Area Manager, Benelux and Exports

Michael Kitching
Area Manager, United Kingdom

Leonard J. LeBlanc
Director, Finance

Joseph Millington
Country Manager, Netherlands

Benny D. Pedersen
Country Manager, Denmark

Edward C. Price
Director, Business Planning

Giorgio Ronchi
Area Manager, Italy

Goran Skyttvall
Country Manager, Sweden

Trevor Sullivan
Director, Field Engineering

Diederik (Dirk) Thiers
Director, Operations Support

Lars Turndal
Area Manager, Scandinavia

Consumer & Business Media Group

David P. Berry
Manager, Marketing, Video Division

Theodore J. Cutler
Vice President and General Manager

Eric D. Daniel
Manager, Magnetic and Chemical Technology Center

Howard F. Earhart
General Manager, Audio Division

John T. English
Manager, Research and Development, Word Processing Division

John M. Ethier
Manager, Manufacturing, Video Division

Kenneth A. Goldman
Manager, Finance, Audio Division

Charles B. Groat
Manager, Manufacturing, Word Processing Division

Harry G. Hensman
General Manager, Video Division

Leroy R. Hester
Manager, Product Engineering, Video Division

John R. Humphreys
National Sales Manager, Audio Division

W. Dale Humphriss
Manager, Development, Home Video

Paul A. Mahoney
National Sales Manager, Word Processing Division

Reinhard H. Ortgies
Manager, Marketing, Word Processing Division

James F. Ottinger
General Manager, Word Processing Division

Albert P. Pepper
Manager, Marketing, Audio Division

Jacques Philippart
Program Manager, Audio Manufacturing, Ireland

Donald F. Racine
Manager, Quality Assurance, Video Division

Robert L. Reetz
National Sales Manager, Video Division

John C. (Jake) Rohrer
Program Manager, Home Video

Robert A. Sheffield
Manager, Finance, Video Division

Fredric J. Sischka
Manager, Development, Audio Division

James W. Swent, III
Manager, Finance, Word Processing Division

Michael D. Thomas
Manager, Manufacturing, Audio Division

GAME PLAN

FRIDAY, FEBRUARY 16

6:00 PM to 7:00 PM	Arrival and Registration
7:00 PM to 8:00 PM	Social Hour
8:00 PM to 9:00 PM	Dinner

SATURDAY, FEBRUARY 17 Meeting Host: James Dobbie

7:00 AM to 7:45 AM	Breakfast	
8:00 AM to 8:10 AM	Welcome of New Participants	R. L. Malcolm
8:10 AM to 8:40 AM	Keynote Address	R. C. Wilson
8:40 AM to 9:20 AM	Financial Results	T. S. Stevens
9:20 AM to 9:40 AM	Break	
9:40 AM to 10:35 AM	Computer Media	J. Simpson
10:35 AM to 11:25 AM	Americas & Asia	R. W. Martin
11:25 AM to 11:45 AM	Corporate Engineering	S. H. Puthuff
11:45 AM to 12:05 PM	Legal	R. L. Erickson
12:05 PM to 6:00 PM	Lunch and Activities	
6:00 PM to 8:00 PM	Social Hour and Dinner	
8:00 PM to 9:00 PM	Special Awards	R. L. Malcolm

SUNDAY, FEBRUARY 18 Meeting Host: Robert L. Erickson

7:00 AM to 7:45 AM	Breakfast	
8:00 AM to 9:00 AM	Large Storage Systems	M. A. Gumucio
9:00 AM to 9:50 AM	General Systems	A. K. Plant
9:50 AM to 10:10 AM	Break	
10:10 AM to 10:25 AM	Corporate Finance	W. M. George
10:25 AM to 11:10 AM	Communications	R. C. Allen
11:10 AM to 12:00 NOON	Field Operations	C. E. Splaine
12:00 NOON to 6:00 PM	Lunch and Activities	
6:00 PM to 8:00 PM	Social Hour and Dinner	
8:00 PM to 9:00 PM	Guest Speaker	

MONDAY, FEBRUARY 19

Meeting Host: Charles S. Strauch

7:00 AM to 7:45 AM	Breakfast	
8:00 AM to 9:00 AM	Consumer & Business Media	T. J. Cutler
9:00 AM to 9:20 AM	Corporate Manufacturing	J. Dobbie
9:20 AM to 9:40 AM	Industrial Relations	R. L. Malcolm
9:40 AM to 10:00 AM	Break	
10:00 AM to 10:50 AM	EUMEA	R. Braun
10:50 AM to 11:10 AM	Corporate Marketing	F. G. Smith
11:10 AM to 11:30 AM	Corporate Development	G. L. Bragg
11:30 AM to 12:00 NOON	Closing Remarks	R. C. Wilson
12:00 NOON to 1:30 PM	Lunch and Departure	

HALFTIME ACTIVITIES

Bowling	Tennis
Films	Winery Tours
Golf	Hot Air Ballooning
Gym Recreation	Racquet Ball
Table Tennis	

OFFICIALS

Kathleen Campbell	Bob Spelleri
Kim Hart	Roger Stabile
Margaret Lane	Thea Suit
Don Malone	Ernie Tydell
Larry Nelson	Nancy Washburn
Al Schuler	

ROOKIES

Joseph J. Bauer

Robert G. Booth

Ernst Brossmann

William J. Bruce

Steven C. Burke

Carlos Caldas da Silva

Clarke F. (Chuck) Carey

Peter J. Cassidy

Ronald L. Compton

Allan Cummings

Henk Evenhuis

John Fialko

Robert Fisher

John Freeman

Frank C. Gibeau

Kenneth A. Goldman

Ian Graham

Leroy R. Hester

F. Craig Holtby

Arthur Ichnowski

David F. Jenkins

E. Jack Jones

Jean-Jacques Jouan

Ronald H. Julius

James L. Key

Jack H. King

Ernesto Kolster

Paul W. Krug

Edward F. LaChance

Luis Luhring

Stanley Mantell

Harold A. Mattice

Dieter Marenbach

Foster A. Markolf

Jeffrey Menkes

Dennis M. Moynahan

Kenneth A. Murray

Marvin G. Norman

Robert E. Numbers, Jr.

Joseph Nussbaum

Eugene L. Ousterling

Jerry G. Pattison

Jack E. Payne

Albert P. Pepper

Donald F. Racine

William J. Richards

William E. Roch

Adolph R. (Rod) Rodriguez

Michael M. Rogers

Lucien Sadler

Eugene Santucci

Michael S. Shebanow

Robert A. Sheffield

Alberto Silva

Alfredo Silvestre

Ronald F. Singleton

F. Gordon Smith

Michael Smith

David J. Sobo

Frank J. Sordello

Charles S. Strauch

James W. Swent, III

Michael D. Thomas

Lars Turndal

Prasad L. Vepa

Gary J. Walker

Harry Wilent

Johann Willems

Arthur Withop

Kay J. Young

