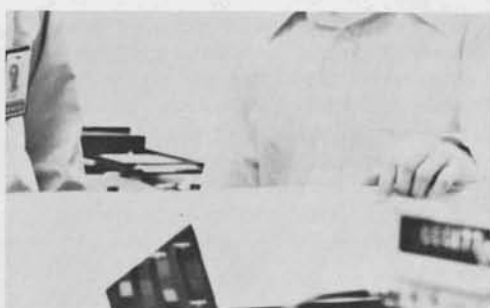
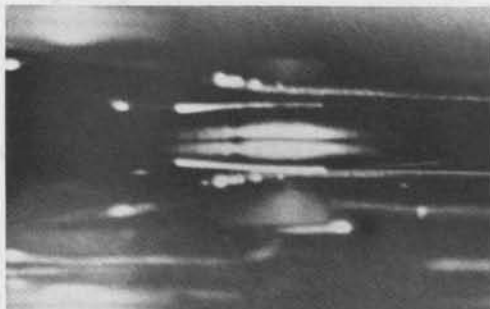
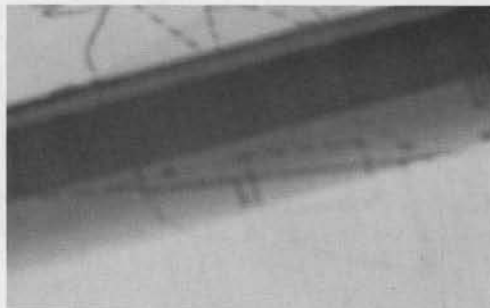
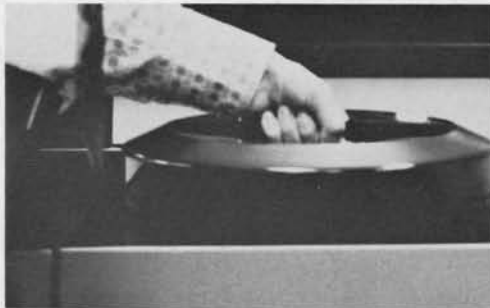
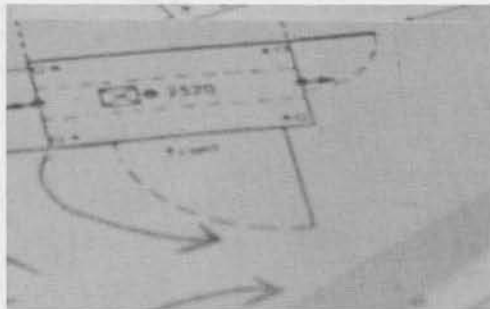
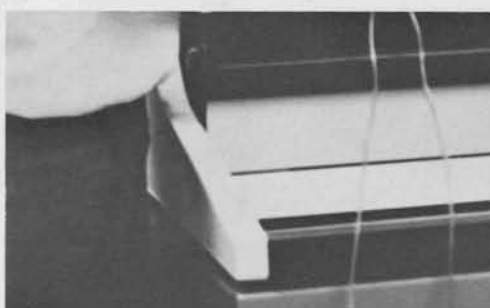


A Magazine for Memorex Employees  
 Volume 10, No. 8/November, 1973  
 U. S. Edition

# INTERCOM



**MEMOREX  
 ANNOUNCES  
 THE 3675  
 DISC MODULE**



# Memorex's Third Quarter Revenues Increase 19%; Operations Produce Profit Before Taxes And Interest--Company Posts Nine Months Loss

While Memorex reported a loss for its third quarter 1973 operations, the improvement in revenues increased substantially compared to the same period last year, and the Company's operations produced an operating profit before taxes and interest.

For the quarter ended September 30, the Company showed a 19 percent increase in revenues to \$43,202,000 from \$36,348,000 for the third quarter last year. Operations produced an operating profit of \$1,096,000 before interest expense of \$5,366,000 and a credit for income taxes of \$375,000, which resulted in a net loss of \$3,895,000.

Revenues in the nine month period were \$128,484,000, a 21 percent increase from \$105,979,000 in the comparable period in 1972. Rental and service revenues were \$68,556,000, up 19 percent, and sales were \$59,928,000, up 23 percent. Net loss for the period was \$105,277,000, which includes write-offs, asset revaluations and acceleration of depreciation on equipment-for-lease. Most of this loss (\$103,383,000) was reported in the six months ended June 30.

"The third quarter of 1973 was a difficult period for the Company's operations," commented Memorex President **Laurence Spitters**. "Until the announcement of new financial agreements on September 28, employees worked in an environment of financial uncertainty," Spitters said. "I am very pleased that our level of revenues were maintained despite these adversities, and we have achieved a major milestone as our operations generated cash in excess of operating needs in October.

"We are now experiencing improving order rates which give us confidence that fourth quarter revenues will increase significantly from the level of the third quarter, and we believe our operating profit will also substantially improve. However, at this time we do not expect the improvement to be sufficient to offset interest balance and enable us to report a net profit for the fourth quarter.

"We expect that during the fourth quarter our operations will continue to generate cash in excess of operating needs, including needs for investment in new equipment-for-

lease, and we expect to continue to accumulate such amounts through year-end as a reserve against future needs," said the President.

## Nine Months Ended September 30

	(\$ Thousands)	
	1973	1972
Rental and Service Revenues	\$ 68,556	\$ 57,374
Net Sales	59,928	48,605
Total Revenues	\$128,484	\$105,979
Operating Costs and Expenses	214,097	90,095
Operating Income	(85,613)	15,884
Interest Expense	14,739	15,731
Income Before Taxes	(100,352)	153
Provision For Income Taxes	(4,925)	(106)
Other Shareholders' Equity (80% in 1972, 0% in 1973) in ILC Loss	—	535
Net Income	(105,277)	582
Earnings per Common Share	(\$24.43)	\$ .15

## Worldwide Revenues Generating Cash In Excess Of Operating Needs

Memorex announced that its worldwide operations are now generating cash in excess of operating needs as had been anticipated in the Company's interim report to shareholders for the six months ended June 30, 1973.

**Donald M. Campbell**, Treasurer, noted that under the new credit agreement signed September 28, 1973 with Bank of America and the creditors of ILC Peripherals Leasing Corporation, a wholly-owned Memorex sub-

siary, no principal and interest payments will be made in the balance of 1973, and Memorex will be permitted to accumulate cash generated from operations as a reserve against future needs. Amounts representing the operating cash surplus for October have been invested in interest bearing certificates of deposit.

Campbell further noted that Memorex anticipates the accumulation of additional cash reserves prior to 1974.

## INTERCOM

Editor: William D. Bellou



### On The Cover:

This month's cover reflects the development activities of the new Memorex 3675 "double density" Disc Module. The 3675 is a major addition to our 3670-Series Disc Storage System. (Story on page 6)

Published by the Memorex  
Corporate Communications Department

**'Superior To Other Diskettes'**

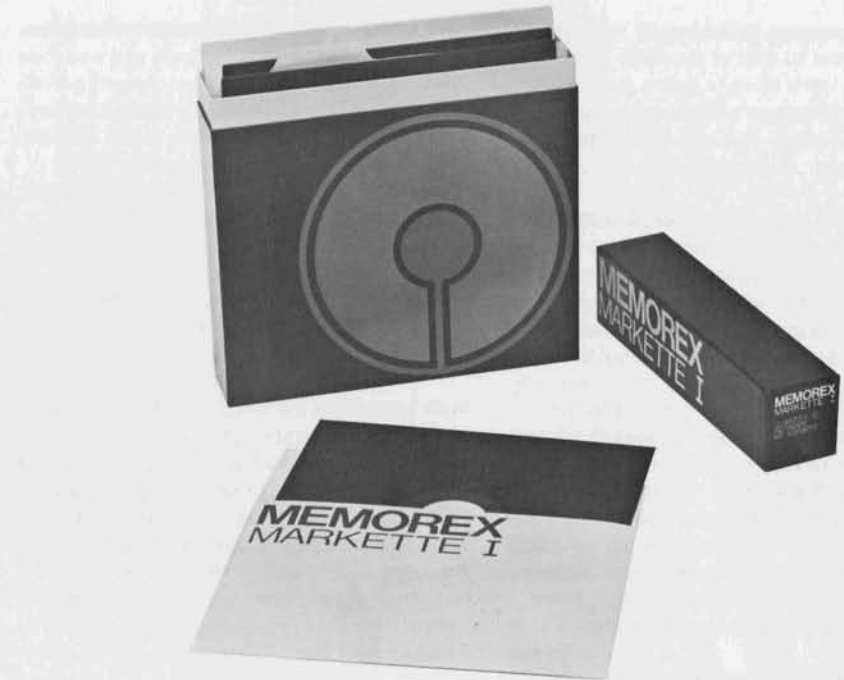
## **Advanced Markette I Interchangeable With Discs Used In IBM 3740-Series**

The Markette I, a diskette directly interchangeable with discs used in the 3740 series, is the newest offering by Memorex to enhance its traditional position as the alternative source for IBM compatible magnetic media products.

Markette I is pre-initialized to IBM format standards and functions at 360 r.p.m. with a nominal storage capacity of 1.9 million bits. It is also available in other configurations to match specific requirements.

Marketing Vice President **Phil Yaconelli** says, "Our new Markette is superior to other diskettes due to an advanced oxide formulation and smoother surface, and this unique combination reduces both head wear and surface wear." He reports that in preliminary testing, "more than a million passes per track were made with no discernable sign of wear."

The Markette I is packaged ten to a box, which also serves as a free-standing, usable, mini-file. The mylar-based coated disc is contained in a jacket to form the cartridge which is delivered in protective and removable envelopes.



**The Markette I is directly interchangeable with diskettes used in the IBM 3740 data entry series. It is pre-initialized to IBM**

**format standards and functions at 360 r.p.m. with a nominal storage capacity of 1.9 million bits.**

**Provides 20 Recording Surfaces**

## **New Double Density XD Disc Pack Announced**

Memorex is now taking orders for the new double density disc pack, the Mark XD, for delivery in 30 days. The new disc pack features 10 recording discs providing 20 recording surfaces.

The Mark XD is color coded to visually differentiate it from the Mark X and all other compatible 3336 type disc packs. The Mark XD disc pack is also available to customers with a mechanical interlock to prevent it from being accidentally interchanged on single density drives.

In addition, delivery of a second double density disc pack is anticipated the second quarter of 1974. This disc pack, the Mark XI, will be performance and spindle compatible for use on the IBM 3330-11 disc drives.



**The Mark XD double density disc pack features 10 recording discs with a nominal storage capacity of 200 million bytes. It**

**also has a mechanical interlock to prevent unintentional interchange on single density drives.**

# Company Seeks Minority And Women Employment Ratios Equal To Santa Clara Valley Work Force

Achieving a women and minority ratio at Memorex equal to that of the total Santa Clara Valley work force is being pursued through the Company's Affirmative Action Program, according to **Keith Rosheim**, Corporate Manager of Employment.

The Affirmative Action Program (AAP) is an active Company policy promoting fair and equal consideration in its personnel practices based on individual qualifications and ability only, without discrimination because of race, color, religion, sex, or national origin.

"We have added a new dimension to the AAP by actively pursuing the goal of attaining women and minority ratio equal to that of the Santa Clara Valley," said Rosheim. "This goal is not a technical requirement of the Government, but an aggressive voluntary action to provide equal employment opportunities for all individuals in the industrial community."

"Memorex is taking the initiative of achieving a minority ratio to which its employees and the community will respond with pride," said **Jim Chatman**, Equal Employment Opportunity Coordinator. "This responsibility

rests with all levels of management at all locations of the Company."

Chatman explained there are three personnel activities which are aiding in the hiring and upgrading of minorities and women: (1) the Job Bid System, which is being used for promotions, (2) the transfer of exempt employees between groups to facilitate maximum employee growth opportunities, and (3) the utilization of special interest groups and agencies in the local community for recruiting.

With respect to the third activity, Chatman said, "We have experienced good success in recruiting this past year by working closely with Opportunity Industrialization Center, National Alliance of Businessmen, and the Service Employment Redevelopment Agency. In addition to the emphasis placed on the hiring of minorities and females, a concerted effort has been placed on the hiring of Viet Nam Veterans."

**The goal of the Memorex Affirmative Action Plan is to increase the minority and female representation through promotions and new**



Memorex E. E. O. Coordinator **Jim Chatman** (left) and **Keith Rosheim**, Corporate Employment Manager (right) regularly attend Bay Area conferences dealing with the Affirmative Action Program. Above, Chatman and Rosheim meet with (l to r) **Sacheen Little Feather**, E. E. O. Conference Chairperson, **Jim Chinn** and **Art Elliott**, Federal Compliance Officers, following a recently held "Affirmative Action of the 70's" Conference held at the University of Santa Clara.

Memorex President **Larry Spitters** said in a recent review of the Company's E. E. O. programs that all members of management must be responsive to the Affirmative Action Program, and should regularly review their related programs with the personnel office.

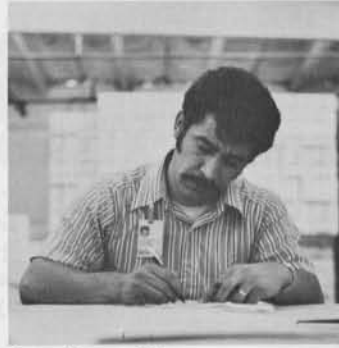
hires at all levels of the Company. The following employees are just a few who have been involved with the program at Memorex.



**Jim Cowley**,  
Department Manager  
Manufacturing



**Orlando Garza**,  
Manager of Media  
Warehouse



**Jose Hermosillo**,  
Media Warehouse  
Technician



**Lelaini Johnson**,  
Manager of Property  
Accounting



**Helen Lira**,  
Inprocess Inspector-Disc  
Pack Plant



**Hiroshi Nagakura**,  
Vice President  
Materials Operations



**Harold Stanley**,  
Manager of Marketing Systems



**Sharon Winfield**,  
Accounting Clerk

## Improved Vacation Benefit In Effect

# Longer Vacation Credits Build-up Allowed; 5-Year Employees Now Entitled To 3 Weeks

An increase to three weeks of annual vacation for Memorex employees with over five years of service is now in effect, announced **John Pew**, Director of Personnel. The third week is earned on a monthly basis, at one and one-fourth days a month, beginning with the first month after five years of service.

The improvement places Memorex among the few leading companies in our industry to offer three weeks vacation before ten years of company service.

"We believe it is appropriate to make this increase now, both in response to many suggestions for it in employee meetings and the April employee attitude survey, and in recognition of the dedication and efforts demonstrated by those people who have endured our recent period of uncertainty," said Pew.

Based on employee population statistics, approximately 875 people will benefit from the improvement in 1974, all of whom will have been with the Company for five or more years.

Another improvement in the policy allows employees to save monthly vacation credits for up to 18 months. Thus, longer vacations can be scheduled. For example, every 18 months an employee (with under five years of service) becomes eligible for three weeks

vacation (employees earn five-sixths of a vacation day for each month of service). Saving those credits for 18 months results in accumulated earnings of fifteen work days, or three weeks of vacation.

**The following are answers to employee questions concerning the Company's vacation policy. Additional questions should be directed to Roger Stabile, Employee Relations Manager, Ext. 7-2290.**

**I joined Memorex this year. How much vacation will I receive?**

After six months of service, you become eligible for five days of vacation. This can be taken after your sixth month, with your manager's approval. For the next six months, you earn five-sixths of a day vacation each month. Thus, you earn a total of 10 days vacation in your first year.

**When do I receive three weeks of vacation a year?**

You begin earning monthly vacation credits at the higher rate, one and one-fourth days a month, beginning with the end of the month after you complete five years of service. By the end of the sixth year, you will have earned the total three weeks of vacation. Employees who have already completed five years of service begin earning the new rate retroactive to June 1, 1973.

**When will I receive four weeks vacation a year?**

You begin earning the higher rate, one and two-thirds days a month, upon completion of twenty years of service.

**When may I take a vacation?**

Anytime after the month you earn it, with your manager's approval. Managers should be given enough advance notice to allow approval of the vacation time you request. (Except for the first six months of service.)

**May I take my vacation one day at a time?**

You should schedule at least a week of vacation at a time. In unusual situations, you may request a single vacation day, but never a fraction of a day.

**May I work without taking any vacation and get paid extra for it?**

No, not as long as you remain an active employee.

**What happens to the vacation I earned under the old policy?**

Vacation earned prior to June 1, 1973, must be taken before May 31, 1974. Vacation earned after June 1, 1973 is credited retroactively by the new policy.

## Employees Pledge \$30,000 To United Fund

Memorex employees in Santa Clara pledged approximately \$30,000 in this year's United Fund Campaign, announced **Linda Carlon**, Memorex Campaign Director. "Approximately a thousand employees contributed," said Mrs. Carlon. "Although we fell short of our goal of 100 percent participation, the results were much better than last year, when only 151 employees contributed approximately \$8,000."

**Laurence Spitters**, Memorex President, received a letter of appreciation from the Santa Clara United Fund congratulating Memorex employees for a generous and successful campaign. United Fund officials said, "Memorex people can be justifiably proud for their fine support for needed social and health services in the County."

Mrs. Carlon, whose regular position is Employee Activities Coordinator, said "The people who worked on the campaign, the solicitors and captains, did an excellent job. Their time and efforts were well spent and are appreciated."

# New Memorex 3675 Disc Module Compatible With IBM 3330-Model 11 Disc Storage Facility

The Company has made a significant Disc Storage Product announcement with the introduction of its new 3675 Disc Drive Module, a major addition to our 3670-Series Disc Storage Subsystem. The 3675 is plug and media compatible with the recently announced IBM Model II "double density" Disc Storage Facility.

"The 3675 is the first of a series of major enhancements to Memorex's advanced disc products and marks a further improvement in the price/performance of on-line high performance disc storage," said **John Kramer**, Vice President for Equipment Marketing.

"We had anticipated by many months the announcement of the higher capacity unit by IBM," said Kramer, "and we had already begun development of critical components, such as the read/write recording heads. Because of this, we will soon have a fully operating engineering model and expect the shortest response cycle in our history to a new IBM product."

Like the IBM units, the new 3675 may be intermixed with the current 3670 Modules on a 3671 Storage Control Unit to form a 3670-Series Disc Storage Subsystem. The current 3670 Module can be field-converted into the new 3675, although initial conversion will be by replacement.

**Members of the Magnetic Recording Head Team (l to r) Floyd Jensen, Mary Jo Greenley, Anthony Cabezas, and Roger Travagli** review the very exacting tolerances of the new 3675 recording head specifications. Special heads had to be developed in order to detect weak signal strength resulting from extremely narrow tracks. **Art Withop** (not pictured) and **Travagli** developed the special Ferrite materials for the recording head, which made the development of the 3675 possible. **Joe Carriogia** (not pictured) built the prototype head built for the test module. (Many of these activities began more than a year ago).

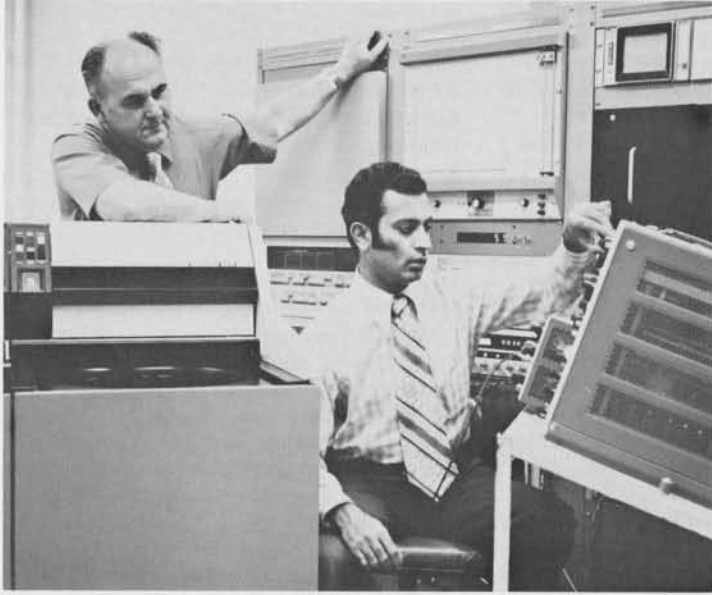
## What are the technological differences between the 3670 and the 3675 Disc Modules?

The technological complexity of the 3675 is substantially greater than that of the 3670, and it requires more stringent mechanical precision than the 3670.

The 3675's complexity is highlighted with the following three examples:

- 1) Each of the 808 magnetic recording tracks is only 0.002 inch wide. To put that in perspective, look at the edge thickness of this page. Two 3675 recording tracks can be placed on that thickness.
- 2) More than 100,000 bits (pieces) of information can be stored lengthwise on the edge of this page.
- 3) Finally, the electro mechanical actuator (the mechanism that moves the magnetic recording head) can move from track 0 to 807 (two inches) and back five times in the blink of an eye.





George Toldi (l) and Syed Iftikar perform spindle vibration analysis on the 3675 to determine its effect on the location of the recording heads.



In the linear circuit lab (l to r), Ian Graham, John Lee, Mike Hammer, Pat Maloney, Stan Wang, and Dan Mitchell develop the recording channel and servo circuitry for the new 3675.



Al Hasler places a Memorex Disc Pack on the new 3675 Disc Module during a thermal expansion test which analyses temperature effects on the drive's operation, while Ron Higgins and Robert Tempero look on. Dave Reece (not pictured), has recently been promoted to Mechanical Engineer II and is now a member of this team.



Electronic Development personnel for the 3675 Disc Storage Module gather around the first prototype in the 3675 mechanical test lab. Pictured left to right are: Eric Katz, Bing Leong, Mihail Popovici, Dennis Jacobson, William Libbey, and William Castor.

# Finance: First In A Series On Memorex Organizations

**Editor's Note:** This article is the first in a series describing the Company's many organizations, and their contributions to the success of the "Memorex Team Effort." Each report will describe the responsibilities and day-to-day activities of a particular organization. We hope these reports will clearly explain the Company's structure and how each organization contributes to the Company's goals.

As a lead-in to this issue, the Corporate Staff is illustrated below. Reporting to **Laurence Spitters**, President, is **Carl Anderson**, Corporate Secretary; **Ray Vales, Jr.**, Assistant to the President; **John Eastling**, Vice President, Corporate Planning; **J. Garrett Fitzgibbons**, Vice President, General Manager, Media Products Division; **Owen Hock**, Director of Corporate Communications; **John Kramer**, Vice President, General Manager, Equipment Marketing and International Operations; **Hal Krauter**, Vice President, Finance; **E. Douglas Larson**, Vice President, General Manager, Equipment Operations; and **John Pew**, Director of Personnel.

These organizations, and the people responsible for them, will be described in this and in later issues.

One of the most essential divisions of the Company's organization is that of **FINANCE**, headed by Vice President **Hal Krauter**. This organization is responsible for negotiating and administering the Company's loans, preparing the financial plan and financial operating statements, controlling our worldwide banking activities, supporting our product programs with financial analysis, and domestic data processing requirements, to name a few. **Arlene Mariant** assists Hal Krauter in a number of financial administrative and secretarial functions.

Also, assisting Hal Krauter is **Joseph Zingale**, who administers all **Corporate Insurance**, including building, workmen's compensation, travel and accident. Joe also coordinates the leasing of the Company's branch offices and all real estate transactions for the Corporation's properties. **Carolyn Straaberg** provides secretarial and administrative assistance.

The Finance Division includes the following functions: **The Treasury, Controller, Planning and Analysis**, and **Information Systems**.

**The Treasurer's Department**, headed by **Don Campbell**, has two major responsibilities: External financing and internal cash management. External financial responsibilities include negotiating and administering the Company's loans and handling Memorex's publicly-held stocks and bonds transactions. The internal cash management responsibilities cover forecasting and reporting on our worldwide sources and uses of cash, analyzing cash requirements, and allocating funds between countries and between bank accounts within countries.

**Karl Moeller**, Assistant Treasurer, handles cash management. Moeller is assisted by **Gina Jantzer**, who collects and analyzes cash data and operates the on-line computerized cash management system. The computerized systems, developed by Karl, has proven extremely reliable during the changes that have recently occurred in the Company's operations.

**Howard Mickelson**, Manager of Cash and Banking, is responsible for Memorex's worldwide banking activities, including the transfer of funds around the world and the management of our balances in different currencies. **Arlene Levy**, Secretary to the Treasurer, handles a number of important administrative functions, including share-

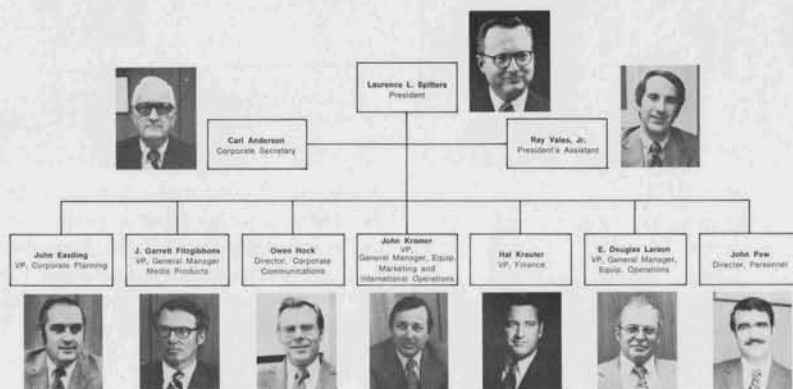
holder communications and securities inventories.

Vice President and Corporate Controller, **Ed Phillippe**, has charge of the Company's **Accounting Organization** composed of the following groups: General Accounting, Accounting Services, Operations Accounting, Taxes, Customs and Tariffs, International Accounting, and Corporate Audit.

Ed is assisted by **Wendell Balc** who is responsible for coordinating operations between ILC Peripherals Leasing Corporation (our domestic equipment leasing subsidiary) and Memorex, and assures compliance with ILC Loan agreements. Wendell is also a member of the Cost Reduction Committee. Secretarial and administrative assistance to both Phillippe and Balc is provided by **Rosalie Toledo**.

The group which provides necessary financial information for reports to stockholders, governmental agencies, and the Board of Directors is General Accounting, directed by **John Roderick**. Roderick's team analyzes the financial records of the Company and has direct control of accounting procedures and policies relative to finance.

**Chuck Dunker** and the 49 employees comprising Accounting Services, handle essentially all of the business expenditures for the domestic Company. Accounting Services is organized into the following departments: Payroll Preparation, Labor Distribution, Employee Benefits Accounting, Accounts Payable, Expense Accounting, Sales Commission Administration, Property Accounting, and Cash Disbursements Control. In addition to these duties, Accounting Services Administers the Profit Sharing Trust and the Savings and Investment Plan under the direction of their respective Executive Committees. They also operate





the travel desk and coordinate the petty cash at headquarters.

**Norm Novak**, Director of Operations Accounting, manages Marketing Finance, Manufacturing Cost Control, and Credit and Accounts Receivable departments.

The Marketing Finance team under **Paul Gamache**, records Media and Equipment Sales and Lease Revenues and assures that customers are properly invoiced. The Field Asset Tracking System (FATS), which continuously identifies our equipment geographic locations both "on" and "off" rent, is also maintained in this group.

The Manufacturing Cost Control team under **Jerry Mortenson**, has the financial responsibility to monitor and report Equipment and Media development and Product Manufacturing costs.

Credit and Accounts Receivable under **Tom O'Keefe**, has the task of establishing customers' credit limits, approval of orders as they relate to purchases of Memorex's products and collecting cash from customers.

Administering a centralized and integrated Corporate Tax Department is **Sam Hilton**, Director of Taxes, Customs and Tariffs. Sam executes tax and tariff policy for Memorex and its affiliates on a worldwide basis. Hilton's department also plans and coordinates tax reporting and planning and

negotiates with the U. S. and foreign governments on matters which pertain to taxes and tariffs.

**Gordon Rieske**, Director of International Accounting is responsible for assuring that Memorex accounting policies and reporting procedures are complied with by our 27 foreign subsidiaries. Gordon's department provides information on foreign operations to other finance and operating departments in Santa Clara and lends valuable accounting assistance to Memorex's foreign companies as needed.

The Internal Audit Department performs as an independent appraisal activity within the Company for the review of accounting, financial and other operations. The overall objective of the department is to assist all levels of management, by furnishing them with objective analysis, review and appraisal of the efficiency and effectiveness of operations and operating procedures.

**Operating Planning and Analysis** is headed by Director **Wil Paul**. This organization group includes two teams: Corporate Planning, and Pricing and Analysis. Corporate Planning is responsible for Memorex's yearly operating plan and provides special studies for investors and lenders. The Pricing and Analysis team reviews and approves all product pricing and is involved in cost savings analysis and special program studies. Wil is assisted by **Joanne Cakebread**.

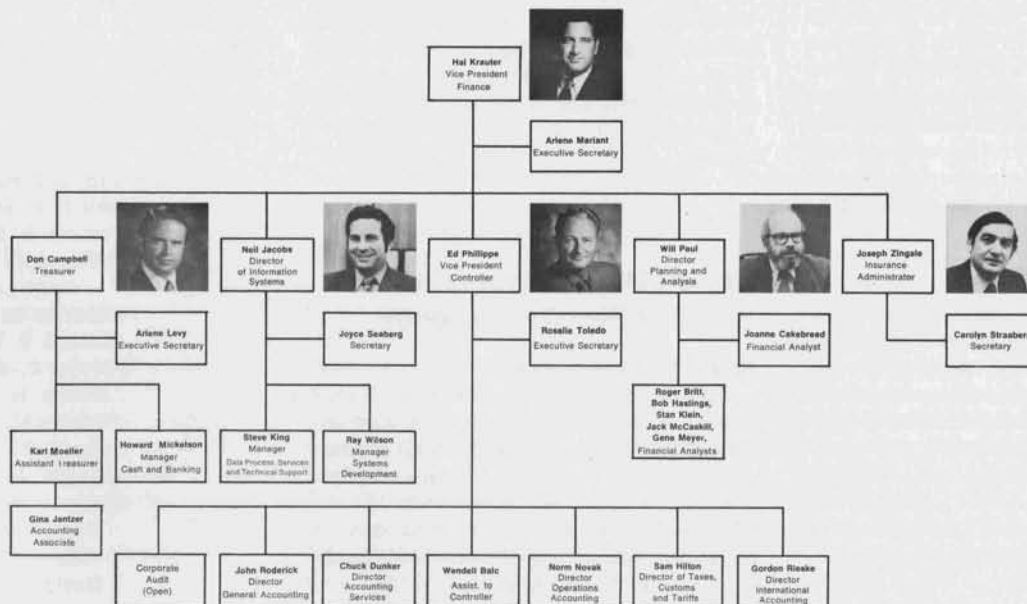
Members of the Corporate Planning and Analysis team include **Stan Klein**, **Jack McCaskill** and **Bob Hastings**.

Pricing team members include **Gene Meyer** and **Roger Britt**.

**The Information Systems Organization**, headed by Director **Neil Jacobs**, develops and maintains our computer application systems and operates the data processing center. Secretarial and administrative assistance is provided by **Joyce Seaberg**.

**Ray Wilson**, Manager of Systems Support and Development, has responsibility for the computer based systems to support Memorex business operations. Ray's organization evaluates proposed systems for potential computer applications, the degree to which they should be computerized, designs and programs and the systems, and assists in their implementation.

Managing the Corporation's data processing operations and developing and maintaining computer software is **Steve King**, Manager of Data Processing Services and Technical Support. Steve monitors data processing equipment planning for non-Memorex hardware Company-wide and controls all computer equipment for Information Systems.



# News In Brief

## Memorex Cassettes Top Selling Premium Tape Brand In The Country

According to results of a continuing sales audit of blank cassettes, Memorex cassettes are the fastest selling premium tape brand in the United States. The Company's retail dollar sales were 22 percent above those of the next premium competitor. On an index basis, retail dollar sales of premium blank cassettes by brand are as follows:

June 1973	
Memorex	122
Scotch	100
TDK	75
BASF	30
Maxell	11
April 1973	
Scotch	100
Memorex	100
TDK	60
BASF	60
Maxell	11
October 1972	
Scotch	100
Memorex	80
TDK	60
BASF	30
Maxell	11

## Chadwick To Manage Plant Engineering

**Roy Chadwick** has been named Manager of Plant Engineering. Chadwick, a mechanical engineer with thirteen years experience in Facilities Engineering, was formerly Manager of Plant Operations. He joined Memorex in 1972 as a project engineer with the Plant Engineering Department.

## Montgomery To Direct Plans And Control For Product/Marketing Services

**Al Montgomery** has been named Director of Plans and Controls for Product and Marketing Services, announced **Jack Kelly**, VP of Product and Marketing Services. Montgomery is responsible for equipment asset management, resources planning control and tracking, systems analysis, design and reporting. Montgomery joined Memorex in 1970 in Field Support Financial Planning. Since that time he has had assignments in Marketing Administration and Finance.

## Kay Finley Named Detroit Branch Sales Manager

**Kay E. Finley** has been appointed Branch Manager of the Detroit Sales Office. In this capacity, he will report directly to **W. Jere Werton**, Central Regional Manager. Finley has more than 19 years experience in the data processing industry.

## MRX 3670 Most Reliable

Quality Assurance reports that the 3670 Disc Storage Subsystem's performance in the field is more reliable than any Memorex product yet produced by our Equipment Product Group. The report is based upon a current performance study which measured PCB fallout rates on all Memorex equipment products.

## Facilities Services To Be Decentralized

The Facilities Services Group normally responsible for Memorex Facilities is being decentralized to provide separate plant engineering, facilities operations and maintenance functions exclusively for the Memorex Drive Facilities. **Jan Jansen** will manage the new group on Memorex Drive. The original group, reporting to **Steve Dunn**, will retain the Plant Engineering, Plant Operations and Maintenance responsibility for the San Tomas site in addition to the Telecommunications, Reproduction and Office Service functions for the entire Company.

## Alton Christman To Manage 3670 Storage Final Test

**Alton Christman** has been appointed Manager of 3670 Final Test. Christman joined Memorex in 1971 and has held various positions in Development Product Test, Quality Engineering and Test Engineering. He graduated from the University of California at Berkeley with a B.S. in electrical engineering.

## Robert Hayes Appointed Support Services Director

**Robert Hayes** has been appointed Director of Support Services, responsible for Technical Education, Technical Support and Maintenance Planning. Marketing Distribution and Administration and Personnel for Field Operations. Hayes joined Memorex in June, 1971, as Field Support Communications Equipment Manager, and became Manager of Technical Education in May, 1972.

## Comdata Christmas Party

Comdata's annual Christmas Dinner Dance will be held December 15 at the Newporter Inn, Newport Beach.

## Pat Coan Takes Charge Of Field Asset Tracking

**Pat Coan** has been named Manager of the Field Asset Tracking Department, announced **Paul Gamache**, Manager of Marketing Finance. Coan replaces **Del Show** who has accepted a position on the staff of **Paul Nappe**, Director of Media Business Operations and Planning. Coan joined the Company in 1970 and was instrumental in the early design of the Field Asset Tracking System and active in numerous planning and analysis projects with Corporate Financial Planning.

## New Organization To Control Equip. Products Standards Activities

All equipment Products Standards activities have been consolidated into one organization in the Product Support Department. Areas of concern for this new organization will be standard component release and control, device evaluation and supplier qualification for critical components, quality assurance and test of commercial parts, technical support to Manufacturing and Development in processes and material applications, general design, process, and product standards and procedures relating to Equipment Products Operations. For more information regarding support available from this organization, call **Donald Lueders** on Ext. 7-3722.

## Employees Celebrate Fifth Anniversaries

The following employees have marked their fifth anniversary with Memorex and will receive five-year pens in recognition of their contributions to the Company.

**Richard R. Broughman, Jr.**  
**John E. Franklin, Jr.**  
**Patricia A. Esparza**  
**Norma C. Kelly**  
**Anne Lear**  
**Andrew Santiago**  
**Richard B. Watters**  
**Ernest D. Bullock**  
**William H. Skala**  
**James L. Jones**  
**Anthony B. Sanchez**  
**Caridad M. Tamayo**  
**Walter A. Buckley III**  
**Joseph Butera**  
**Rita V. Dunkle**  
**David R. Jones**

# Consumer Products Holds Open House



Memorex employees and their families attended a recent Consumer Products open house. Children at the CPD open house (photo at left) were particularly fascinated by the Quality Control Lab, where they got to view the inside of a functioning cassette through a microscope.

Employees and their families enjoy refreshments served in the Consumer Products Division cafeteria during open house.



A highlight of the CPD open house was the Cassette Automatic Assembly machine, being demonstrated here by Mike Craig.



Onlookers chat with John Garnese as he demonstrates a Dusenberry Slitter, which slits cassette tape to the proper width.



Ho-Ho the Clown entertains the young open house guests with his balloon-forming talents and magic tricks.

## Promotions

**Frank Bennett** to Field Support Representative  
**James Burch** to Maintenance Supervisor Planning & Coordinating  
**Alan Burgess** to Engineering Specialist  
**Ralph Caccamo** to Senior Mechanical Technician  
**Bruce Campbell** to Senior Production Control Analyst  
**John Clary** to Manager Contract Administrator  
**Tony Corrales** to Research & Development Machinist  
**Ryan Curtis** to Senior Electronic Maintenance Technician  
**Anna DeHart** to Accounting Clerk B  
**Rita Dunkle** to Supervisor Equipment Manufacturing  
**Robert Edrington** to Senior Computer Operator

**William Emond** to Education Program Supervisor  
**Deloris Green** to Supervisor Equipment Manufacturing  
**Bruce Hagensen** to Branch Sales Manager  
**Helen Henard** to Manufacturing Engineering Aide  
**Siv Hoffman** to Department Technician-Assembly—QC  
**Roger Hunter** to Slitter Operator A  
**Paul Imwalle** to Accountant  
**Sharon Jacobs** to Secretary A  
**Jim Johnson** to Department Manager-Manufacturing I  
**John Joiner** to Territory Supervisor  
**Curtis Kendall** to Data Processing Center Supervisor  
**Carole LaFave** to Operations Clerk  
**Kenneth Lee** to Staff Engineer-Electronic  
**Dorothy Lefmann** to Secretary A  
**Leonard Lively** to Department Maintenance Technician  
**Sam Mafort** to Department Maintenance Technician  
**Vincent Mastropietro** to Manager Technical Processor

**James Mote** to Senior Field Support Representative  
**Celia Moyle** to Buyer Assistant  
**Joseph Nussbaum** to Manager-Technical II  
**Ricardo Perez** to Electronic Technician B  
**Jan Perry** to Credit Correspondent C  
**William Pitman** to Manager Accounting  
**Sharon Quaale** to Revenue Analyst  
**Nicholas Raissis** to Senior Associate Field Support Representative  
**Dave Reech** to Mechanical Engineer II  
**Edith Rezentes** to Data Processing Control Clerk A  
**Richard Ridenour** to Territory Supervisor  
**Annon Rosen** to Engineer II  
**Guadalupe Samaro** to Sub-Assembler  
**Sydney Smith** to Engineer II-Electronic  
**Debra Teixeira** to Accounting Clerk B  
**Jon Thomas** to Buyer Assistant  
**Phillip Thorne** to Senior Associate Field Support Representative  
**Dallas Wallace** to Department Technician Assembly  
**Charlene White** to Accounting Specialist-B  
**Oscar Witman** to Department Technician  
**Leonard Woods** to Master Scheduler I

# INTERCOM

MEMOREX CORPORATION  
SAN TOMAS AT CENTRAL EXPRESSWAY  
SANTA CLARA, CA 95052

First Class Mail

Five employees have recently reached their 10th anniversary with Memorex. Each was honored with an engraved clock in appreciation of his or her contributions to the Company. (Photo 1) Verna Masella, Production Control Clerk, receives her clock from Roy Wright, Manager of Materials-Tape Plant Operations. (Photo 2) Company President Larry Spitters honors Sam Mathis, Maintenance Technician. (Photo 3) Keith Gerry (I), Director of Flexible Disc Media Program, is congratulated by B. B. Petel, Director of Tape Media Operations. (Photo 4) Agnes Alexander, Finishing Operator, accepts her engraved clock from Don Mercer, Manager of Finishing for Tape Plant Operations. (Photo 5) Spitters at a surprise party for his secretary, Evelyn Cannon.

## Five Employees Mark Tenth Anniversary

Photo 1



Photo 2



Photo 3



Photo 4



Photo 5



## Comdata Elects New MAG Board Of Directors

The employees of Comdata Corporation, a Memorex division located in Santa Ana, California, have elected five members to the

Memorex Activities Group board there. The members are: **Missy Irving**, President; **Paula Tiggemann**, Vice President; **Pat Davis**,

Activities Chairman; **Gary Steel**, Secretary; and **Joe Adams**, Treasurer.



Missy Irving



Paula Tiggemann



Pat Davis



Gary Steel



Joe Adams