

# WELCOME FAIRCHILDREN

I am extremely pleased to welcome you to a particularly auspicious sales conference. Fairchild Semiconductor's 1968 Sales Conference is a truly international conference. The recent consolidation of worldwide marketing has opened new vistas to all of us for rewarding careers in a worldwide marketplace.

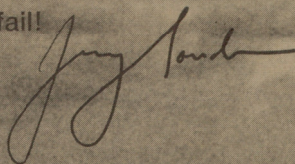
In the year prior to last year's Sales Conference we suffered from a dearth of new products, and a general malaise concerning our ability to re-establish ourselves as the leader in technology, as well as product performance.

Our Product-A-Week Program has demonstrated to all and sundry that there is no machine as inexorable in its motion as Fairchild in determination. Our micromatrix concept, our MSI products, our linear accomplishment are omnipresent reminders of our success.

Many of the products sell themselves. Many don't! The theme of this year's conference is "Getting Designed In". These new products, these new technologies, and these new concepts require greater sales effort than ever before to launch Fairchild into a new era of integrated electronics. Fairchild IS integrated electronics. Product knowledge in the depth required to be proficient across the boards in all areas would take years for an engineer to assimilate, so this year let's concentrate on the "sales" in Sales Engineer.

Selling is a science and skills are required. The Regional Managers have been tutored in a program to which you have had some exposure, "The Art and Science of Professional Selling". This year you will be exposed to a more intensive approach than ever before. Your successful participation and contribution will result in enhanced ability to "get designed in".

Through your efforts, the 9300, 4500, 9601, 3705, 741, et al, will be as well known as the 2N697, 930 DTL, and the  $\mu$ A709. With the best products in the *world* and the best sales force in the *world*, we cannot fail!





SATURDAY  
AUGUST  
3, 1968

ALOHA  
FAIRCHILD

1:30-8:30 pm

Registration and Check-in

Tree Fern Room

8:00-10:00 pm

Aloha Cocktail Party

Beach Club

SUNDAY  
AUGUST  
4, 1968

FREE  
DAY

Fishing Derby

Volleyball



**MONDAY**  
**AUGUST**  
**5, 1968**

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<b>BREAKFAST</b>	7:00-7:50 am			Golden Dragon
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<b>GENERAL SESSION</b>	8:00-8:30 am	Jerry Sanders	Director of Marketing	Long House
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<b>FIELD SALES SEMINAR</b>	8:30-11:30 am	Professional Selling	Group 1	Empire I
			Group 2	Empire II
			Group 3	Gold I
			Group 4	Gold II
			Group 5	Gold III

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<b>GENERAL SESSION</b>	11:30-12:30 pm	Applications & Systems Engineering Seminar	John Hulme	Long House
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<b>LUNCH</b>	12:30-1:30 pm			<del>Cathay</del> Room <b>TAPA</b>
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<b>COMPUTER</b>	1:30-1:45 pm	Commercial Marketing	Marshall Cox	Empire II
	2:00-2:30 pm	Computer Market	Ed Turney	Gold I
	2:30-3:00 pm	Computer Market Analysis	Mel Snyder	Gold I
	3:00-3:30 pm	Future of Discrete Devices	John Bosch	Empire II

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<b>CONSUMER/ INDUSTRIAL</b>	1:30-1:45 pm	Commercial Marketing	Marshall Cox	Empire II
	1:45-2:30 pm	Consumer/Industrial Market	Bill Welling	Gold II
	2:30-3:00 pm	Applications of MOS—Industrial Market; AD/DA Converters & Displays	Jerry Larkin <i>HARRY NEIL</i>	Gold II
	3:00-3:30 pm	Analysis of Consumer/Industrial Market	Ron Hammer	Gold II
	3:30-3:45 pm	Future of Silicon Diodes	Charlie Nathan	Gold II

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<b>FIELD SALES</b>	1:30-1:45 pm	Commercial Marketing	Marshall Cox	Empire II
	1:45-3:00 pm	Field Sales	Jim Martin	Empire II
	3:00-3:30 pm	Future of Discrete Devices	John Bosch	Empire II

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<b>AEROSPACE &amp; DEFENSE</b>	1:30-2:00 pm	Introduction	Cloyd Marvin	Empire I
	2:00-3:15 pm	Signal Conditioning	John Hulme	Empire I
	3:15-3:30 pm	Government Contract Status	Bob Skurko	Empire I

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# TUESDAY

## AUGUST

### 6, 1968

<b>BREAKFAST</b>	7:00-7:50 am			Golden Dragon
<b>GENERAL SESSION</b>	8:00-8:30 am	Jack Kabell	Director of Research & Development	Long House
<b>FIELD SALES SEMINAR</b>	8:30-11:30 am	Professional Selling	Group 1 Group 2 Group 3 Group 4 Group 5	Carousel I Carousel II Gold I Gold II Gold III
<b>GENERAL SESSION</b>	11:30-12:30 pm	Applications & Systems Engineering Seminar	John Hulme	Long House
<b>LUNCH</b>	12:30-1:30 pm			Tapa Room
<b>COMPUTER</b>	1:30-2:00 pm 2:00-2:30 pm 2:30-3:00 pm 3:00-3:15 pm 3:15-3:45 pm	FSC 1970-1975 Hybrid Circuits Usefulness in Computer Systems Future of Special Circuits Diodes—Computer Market Future of IC's—MSI/LSI in Computer Systems	Jerry Sanders Dan Hauer Terry Jones Charlie Nathan Ben Anixter	Long House Gold I Gold I Gold I Gold I
<b>CONSUMER/INDUSTRIAL</b>	1:30-2:00 pm 2:00-2:30 pm 2:30-3:30 pm	FSC 1970-1975 RF/Power Application to Consumer/Industrial Markets MOS Applications in Desk Top Calculators	Jerry Sanders Tom Ciochetti <del>Jerry Larkin</del> HARRY NEIL	Long House Gold II Gold II
<b>FIELD SALES</b>	1:30-2:00 pm 2:00-2:30 pm 2:30-3:30 pm	FSC 1970-1975 MOS/Registers/Memories Distribution & Profit	Jerry Sanders <del>Jerry Larkin</del> H. NEIL Tom Littlefield	Long House Long House Long House
<b>AEROSPACE &amp; DEFENSE</b>	1:30-1:45 pm 1:45-2:45 pm 2:45-3:30 pm	Introduction Second Generation LIC's Hybrid Applications in A & D Market	Cloyd Marvin Jack Gifford Dan Hauer	Carousel II Carousel II Carousel II



**WEDNESDAY**

**AUGUST  
7, 1968**

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**BREAKFAST**

7:00-7:50 am

Golden Dragon

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**GENERAL  
SESSION**

8:00-8:30 am

Guest Speaker  
To be announced

Long House

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**FIELD  
SALES  
SEMINAR**

8:30-11:30 am

Professional Selling

Group 1

Empire I

Group 2

Empire II

Group 3

Gold I

Group 4

Gold II

Group 5

Gold III

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**LUNCH**

11:30-12:30 pm

Tapa Room

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**FREE  
AFTERNOON**

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**EVENING**

6:00-8:00 pm

LSI-TAI a Go Go

Garden Bar

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# THURSDAY

## AUGUST

### 8, 1968

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#### BREAKFAST

7:00-7:50 am

Golden Dragon

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#### GENERAL SESSION

8:00-8:30 am

Tom Bay

General Manager

Long House

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#### FIELD SALES SEMINAR

8:30-11:30 am

Professional Selling

Group 1  
Group 2  
Group 3  
Group 4  
Group 5

Empire I  
Empire II  
Gold I  
Gold II  
Gold III

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#### GENERAL SESSION

11:30-12:30 pm

Applications & Systems  
Engineering Seminar

John Hulme

Long House

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#### LUNCH

12:30-1:30 pm

Tapa Room

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#### COMPUTER

1:30-2:00 pm  
2:00-2:30 pm  
2:30-2:45 pm  
2:45-3:30 pm

Bipolar & MOS LSI  
Semiconductor Memories  
Future of Core Drivers  
CCSL for Computers

Jerry Larkin  
~~Harry Neil J. LARKIN~~  
Ed Farrell  
Dick Kors

Gold I  
Gold I  
Gold I  
Gold I

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#### CONSUMER/ INDUSTRIAL

1:30-2:30 pm  
2:30-3:30 pm

Memory Operations  
Second Generation LIC's

Clive Ghest  
Jack Gifford

Gold II  
Gold II

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#### FIELD SALES

1:30-2:45 pm  
2:45-3:30 pm

MSI Products  
Analysis of Field Sales Market

Dick Kors  
Jerry Oberly

Empire II  
Empire II

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#### AEROSPACE & DEFENSE

1:30-1:45 pm  
1:45-2:30 pm  
2:30-3:30 pm

Introduction  
Radiation Resistant and  
Captive Line Discussion  
Logic Subsystems

Cloyd Marvin  
Cloyd Marvin  
Clive Ghest

Empire I  
Empire I  
Empire I

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**FRIDAY**  
**AUGUST**  
**9, 1968**

<b>BREAKFAST</b>	7:00-7:50 am			Golden Dragon
<b>GENERAL SESSION</b>	8:00-8:30 am	Jerry Sanders	Director of Marketing	<del>Dome</del> LONG HOUSE
<b>FIELD SALES SEMINAR</b>	8:30-11:30 am	Professional Selling	Group 1 Group 2 Group 3 Group 4 Group 5	Empire I Empire II Gold I Gold II Gold III
<b>GENERAL SESSION</b>	11:30-12:30 pm	Applications & Systems Engineering Seminar	<del>John Hulme</del> CLIVE GHEST	<del>Dome</del> LONG HOUSE
<b>LUNCH</b>	12:30-1:30 pm			<del>Cathay Room</del> GOLDEN DRAGON
<b>COMPUTER</b>	1:30-2:00 pm	LIC's/Applications in Computer Systems/Emphasis on Sense Amplifiers	Jack Gifford	Empire II
	2:00-3:00 pm	Operation of Computer Systems	Clive Ghest	Gold I
	3:00-3:30 pm	Summary	Ed Turney	Gold I
<b>CONSUMER/INDUSTRIAL</b>	1:30-2:30 pm	MSI & CCSL as Applied to Small Computer Systems & Peripherals	Dick Kors	Gold II
	2:30-2:45 pm	Small Signal Transistors	Ed Farrell	Gold II
	2:45-3:30 pm	Summary	Bill Welling	Gold II
<b>FIELD SALES</b>	1:30-2:00 pm	LIC's/Applications in Computer Systems/Emphasis on Sense Amplifiers	Jack Gifford	Empire II
	2:00-3:00 pm	Second Generation LIC's	Jack Gifford	Empire II
	3:00-3:30 pm	Summary	Jim Martin	Empire II
<b>AEROSPACE &amp; DEFENSE</b>	1:30-1:45 pm	Introduction	Cloyd Marvin	Empire I
	1:45-3:00 pm	Memory Subsystems	Jerry Larkin	Empire I
	3:00-3:30 pm	Recap	Chaz Haba	Empire I
<b>EVENING</b>	6:30 pm	Shipwreck Party—Cocktails, Beach Barbecue & Entertainment		Duke Kahanamoku Beach, Garden Bar



# ATTENDEES

## MANAGEMENT STAFF

Bay, T.  
Kabell, J.

Magarian, J.  
Malloy, P.

Pausa, E.  
Sanders, J.

Sentous, J.

## INTERNATIONAL MARKETING

Andrews, T.  
Battistuzzi, R.  
Chacon, M.

Chan, B.  
Conway, D.  
Lee, J.

Marren, B.  
Petersen, E.  
Ronalds, L.

White, E.  
Yoshida, H.

## HEADQUARTERS MKTG SGS / CANADA

D'Arcy, S.  
Kauffman, P.

Laws, D.  
LeClaire, B.

Reifschneider, B.  
Simko, B.

Zargani, G.

## PRODUCT MARKETING

Anixter, B.  
Bennett, R.  
Bosch, J.  
Ciochetti, T.

Farrell, E.  
Gifford, J.  
Hauer, D.

Jones, T.  
Kors, D.  
Larkin, J.

Lenihan, P.  
Nathan, C.  
Neil, H.

## SYSTEMS & APPLICATIONS

Ghest, C.  
Hulme, J.

## MARKETING SERVICES

Allen, S.  
Day, G., Faust/Day

DeSpain, G.  
McClenning, G.

Pennington, D., Faust/Day

## REPRESENTATIVES

DeForest, D., Hyer Electronics  
Gentry, T., Norvell Associates  
Hyde, H., Hyde Associates

Ohler, J., Norvell Associates  
Wells, B., Hyer Electronics

## CONSUMER/ INDUSTRIAL

Bartlett, P.  
Boyle, D.  
Brown, T.  
Carr, J.  
Dresser, B.

Hammer, R.  
Haun, D.  
Jassen, R.  
Keough, C.  
MacIntosh, J.

Milauskas, L.  
O'Rourke, D.  
Parsek, K.  
Piaser, B.  
Rainone, H.

Stauss, C.  
Vuglar, B.  
Welling, B.  
Zalesky, D.

## COMPUTER

Chutchian, Z.  
Cohen, M.  
Conrad, D.  
Cox, M.  
Criscito, H.

Jodoin, R.  
Kennedy, J.  
Kieve, C.  
Kilduff, T.  
Koebler, D.

Krch, F.  
Marchbanks, M.  
Marks, S.  
Maxwell, B.  
Ordway, J.

Sharek, H.  
Snyder, M.  
Turney, E.  
Wallack, H.  
Zelencik, S.

## FIELD SALES

Asousa, T.  
Baghranian, M.  
Byrne, M.  
DiFruscio, R.  
Flynn, G.  
Gollub, G.

Jones, A.  
Kessing, J.  
Krause, J.  
Littlefield, T.  
Macaluso, T.  
Martin, J.

Massey, D.  
Migas, J.  
Miller, R.  
Oberly, J.  
Peterson, G.  
Rheault, D.

Richardson, J.  
Rosenstock, S.  
Silver, B.  
Stewart, T.  
Wetmore, L.

## AEROSPACE & DEFENSE

Alfieri, J.  
Andretich, R.  
Bennett, B.  
Brewer, M.  
Carbajal, H.  
Cooper, J.  
Daniel, C.  
Eisenscher, G.  
Farley, J.  
Goodman, B.  
Haba, C.

Hoffman, B.  
Huffman, J.  
Ingram, J.  
Jordan, J.  
Korpontinos, G.  
Levine, S.  
Levy, A.  
Lindsey, S.  
Lyons, T.  
Marvin, C.  
Mattal, A.

McAllister, J.  
McDowell, B.  
Merino, H.  
Murph, T.  
Narekian, T.  
Okamoto, D.  
Onstad, P.  
Perry, D.  
Russell, C.  
Russell, G.

Schechter, A.  
Siefert, B.  
Smith, D.  
Smith, R.  
Steinberg, H.  
Straus, B.  
Snyder, M.  
Topjian, L.  
Weisberg, M.  
Wetmore, L.