

Microwire

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Analog Initiates TLC Program

In July, a new Analog Products Division product promotional program was introduced to over 300 members of the Fairchild field and distributor sales force. The intent of TLC, which stands for Total Linear Capability (with overtones of Tender Loving Care), is to clearly identify the Analog Products Division's product line for the field sales engineers. By concentrating on different building blocks of product information and tying the theme into promotional material, it is felt that the division will increase their awareness of the Fairchild's sales force.

The TLC poster (shown below) and seven individual product mailers with product information, product guides and designs have been distributed to all sales offices. The overall effect, which has already been experienced, is a higher sales level based on the salesmen's newly generated awareness of Fairchild's linear product line.

First Supervisory Training Course Ended

In June, twenty-five Fairchild Semiconductor Components Group first line supervisors completed their final session in supervisory training.

Highlighting the end of the twelve-week course was an awards dinner on August 23 given in honor of the first graduating class. Each graduate received a certificate of attendance and pins for completion of the program. Also on hand for the graduation ceremony were special guests Warren Bowles, vice president and director of corporate industrial relations; Leo Contois, manager of the Components Group industrial relations; Tom Longo, vice president and general manager of the Digital Products Division; and Greg Reyes, general manager of Discrete Products Division.

The program was established in January by a group of operations' managers in Mountain View. The course covers human relations, motivation, leadership, communications, problem-solving, performance appraisal, finance, and business planning. Instructing the first course were Wayne Carlson, production manager in DIC; Jack Higbee, production manager in Bi-Polar Memory; and Jim O'Neill, corporate manager of manpower development.

"It was an extremely successful training course. The interest and enthusiasm of the participants made it a successful experience," comments instructor Jim O'Neill.

The following supervisors graduated: Zeno Gelatti, Tony Lentini, John Cartwright, Donna Bailey, Al Northwood, Mary Murdrick, Dennis Leach, Charles Patterson, Sid Demos, Hank Miranda, Clay Wilson, Lee Allee, Ron Knott, Jim Robinson, Jim Huff, Jess Duran, Pete Fletcher, John Tripp, John Herrera, Cody Dudley, Bob Smith, Joe Fulginiti, Joe Lopez and Goldie Williams.

Fairchild Announces Birth of 3" Wafers

By Emil Glosel

Another technological milestone of progress has been achieved in the Fairchild Semiconductor Components Group. It was the successful introduction of three-inch silicon wafers into the wafer fabrication facility of the Analog Division. New techniques in wafer fabrication were developed coincident with the introduction of larger wafers. Larger furnace tubes, masking plates, alignment chucks, and epitaxial susceptors were required in the transition to the new wafers.

Along with the introduction of the larger fabrication equipment came a flurry of new process innovations. Processes had to be altered and improved to properly utilize the new wafer fabrication equipment. Operators had to be retrained in the special techniques used in handling the large wafers.

How does the three-inch wafer benefit Fairchild? Ultimately all Fairchild Analog products will be fabricated solely on three-inch wafers. The surface area increase in going from two inches to three inches is 225%. This means that for about the same amount of effort a three-inch wafer will have about 2.25 times as many circuits as present.

This can only mean greater productivity, higher yields, and a more efficient method of producing circuits.

