

TO DISTRIBUTION
FROM Dick Henderson
SUBJECT ORGANIZATION ANNOUNCEMENT

DATE: April 29, 1971

CC: W. Corrigan

Effective today, Gene Selven assumes the position of Director of Special Programs reporting to me. In this capacity, Gene will perform an executive level sales role for the Division. He will also be responsible for resolution of critical customer problems in key accounts and special marketing assignments as required.

Dick

DH/ml1

DISTRIBUTION

All Group Directors
Directors
Managers

FAIRCHILD

SEMICONDUCTOR

A DIVISION OF FAIRCHILD CAMERA
AND INSTRUMENT CORPORATION

INTERNAL CORRESPONDENCE

TO All Group Directors, Directors
and Managers

FROM Dick Henderson

SUBJECT: ORGANIZATION ANNOUNCEMENT

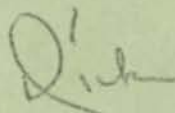
DATE: April 28, 1971

CC: W. Corrigan
G. Scalise
Corporate Staff

I am pleased to announce that John Luke will be joining Fairchild effective May 3, 1971, as Director of National Sales.

John joins our team after successive advances over a 12-year period with Texas Instruments. In my opinion, John will bring strong skills both in the technical and management areas to Fairchild Marketing.

Please give John your full cooperation and support.



RH/alg

G. Hadley

TO All MOS Marketing Personnel
FROM B. Marren
SUBJECT MOS MARKETING RESPONSIBILITIES
AND ORGANIZATION

DATE June 1, 1971
CC: R. Henderson

The attached defines and assigns the areas of responsibilities for the MOS Marketing team as a result of our various meetings on the subject.

B.T. Marren

B. T. Marren
Director
MOS Marketing

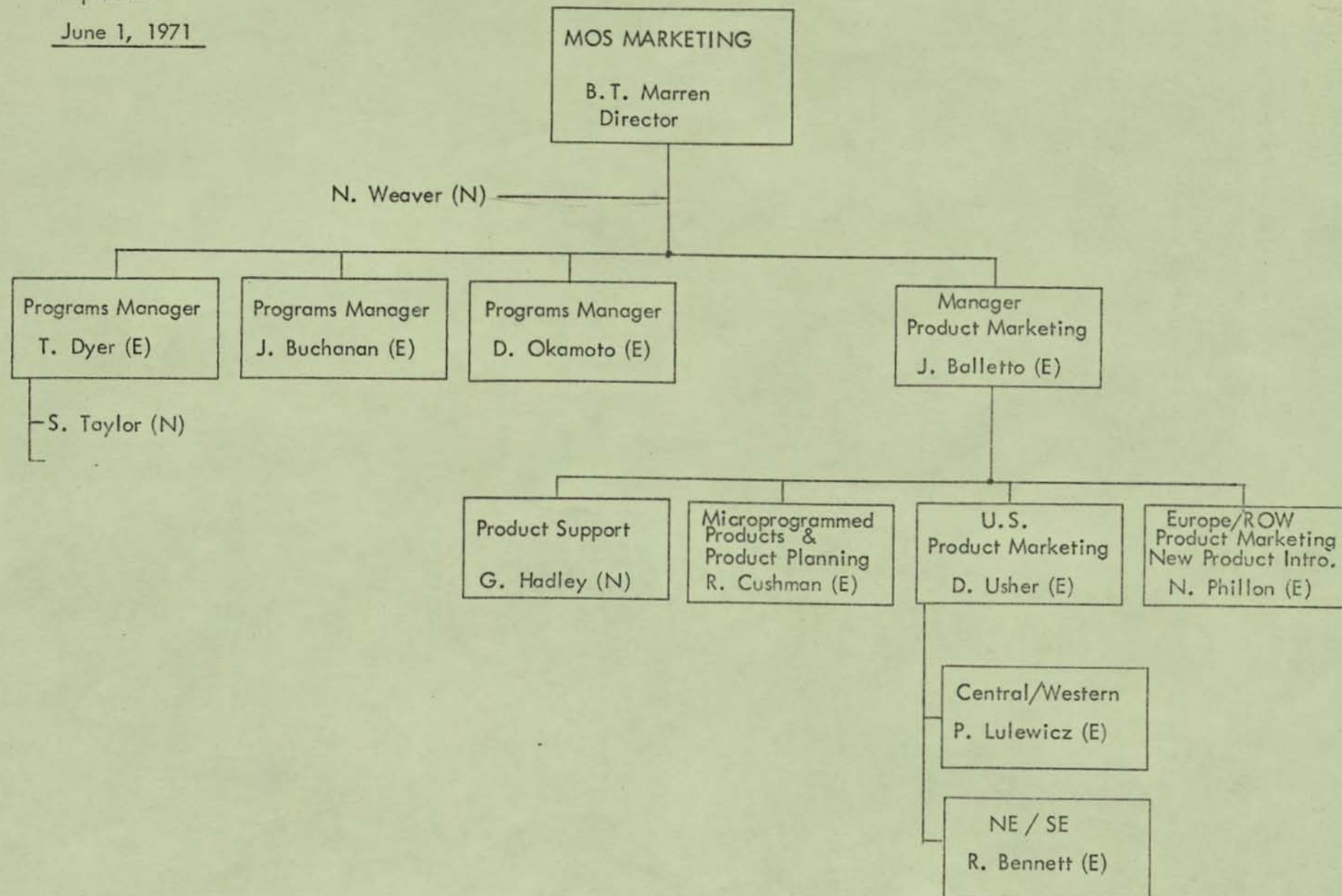
nw

Attachments: MOS Marketing Org Chart
Job Function/Responsibility Charts
Memo on Product Assignments
Memo on Competitor Assignments
Job Descriptions - Pre and Post Contracts

MOS MARKETING

Dept: 20-29

June 1, 1971



To Distribution

DATE June 3, 1971

FROM Gus Pfachler

CC:

SUBJECT LIC PRODUCT MARKETING ORGANIZATION ANNOUNCEMENT

Linear Product Marketing has been realigned to more functionally serve the field and factory organizations. This reorganization also provides each person with specific areas of responsibilities in which performance measurement criteria can be applied.

1. The Product Marketing Engineers have been aligned along the area sales concept. This allows the individual Product Marketing Engineer to have total area responsibilities with the minimum sales interfacing for maximum effectiveness.

The assignments are:

Northeast	Marv McDonald
Southeast	Gary Ashford
Central	Gary Lane
West	John Cuthbertson

2. Jack MacIntosh has responsibility for New Product Planning and Market Development.

Jack comes to this position with an extensive background in new product development gained from a deep involvement in the consumer market and an extremely successful position as Manager of Consumer Micro Systems.

3. Tony Livingston is responsible for distribution and international sales.

Tony has been performing this function for some time along with some area responsibilities. It is evident from the magnitude of sales into the distribution and international market now, and the protected growth in the future, that this new position within LIC is a key area. Administratively, we have our two clerks; Diane Steinhilber and Vivian Voelker reporting to Tony.

4. Dave Whetstone is responsible for the sales into the A & D Hi Rel market.

Dave has been active in this capacity for the Los Angeles A & D market for some time, and we feel fortunate that Dave has accepted this responsible position within a growing segment of FSD business.

June 3, 1971

Working for Dave will be a Target Account Product Marketing Engineer and our Target Account Customer Satisfaction specialist, Chuck Caldera. Most of Chuck's work has been in the area of the Hi Rel customers and Chuck has elected to continue working with this segment of our market.

Harriet Kendall is our most recent member of the LIC Product Marketing team. Harriet comes to the position of Area Customer Satisfaction with a wealth of experience from working with FSD customers and internally. We feel very fortunate to have Harriet with us. Harriet will report to Dave Whetstone.

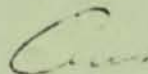
Also reporting to Dave, we have our two very experienced Spec Writers; Mary Whalen and Thelma Rosenborough.

5. Our Secretary is Marlene Stone. Marlene, at this time, is working for Jack MacIntosh and myself.

This completes the LIC Product Marketing team, all members except our Target Account Product Marketing Engineer, are in place and that addition is expected to happen momentarily. As we gain experience in these new functional positions, as we delineate responsibilities and as we establish measurement criteria, I am sure that you will experience an increasing rapport that can only lead to good LIC business for FSD.

Please give these key individuals your support during this learning cycle; your rewards will be high.

Regards,

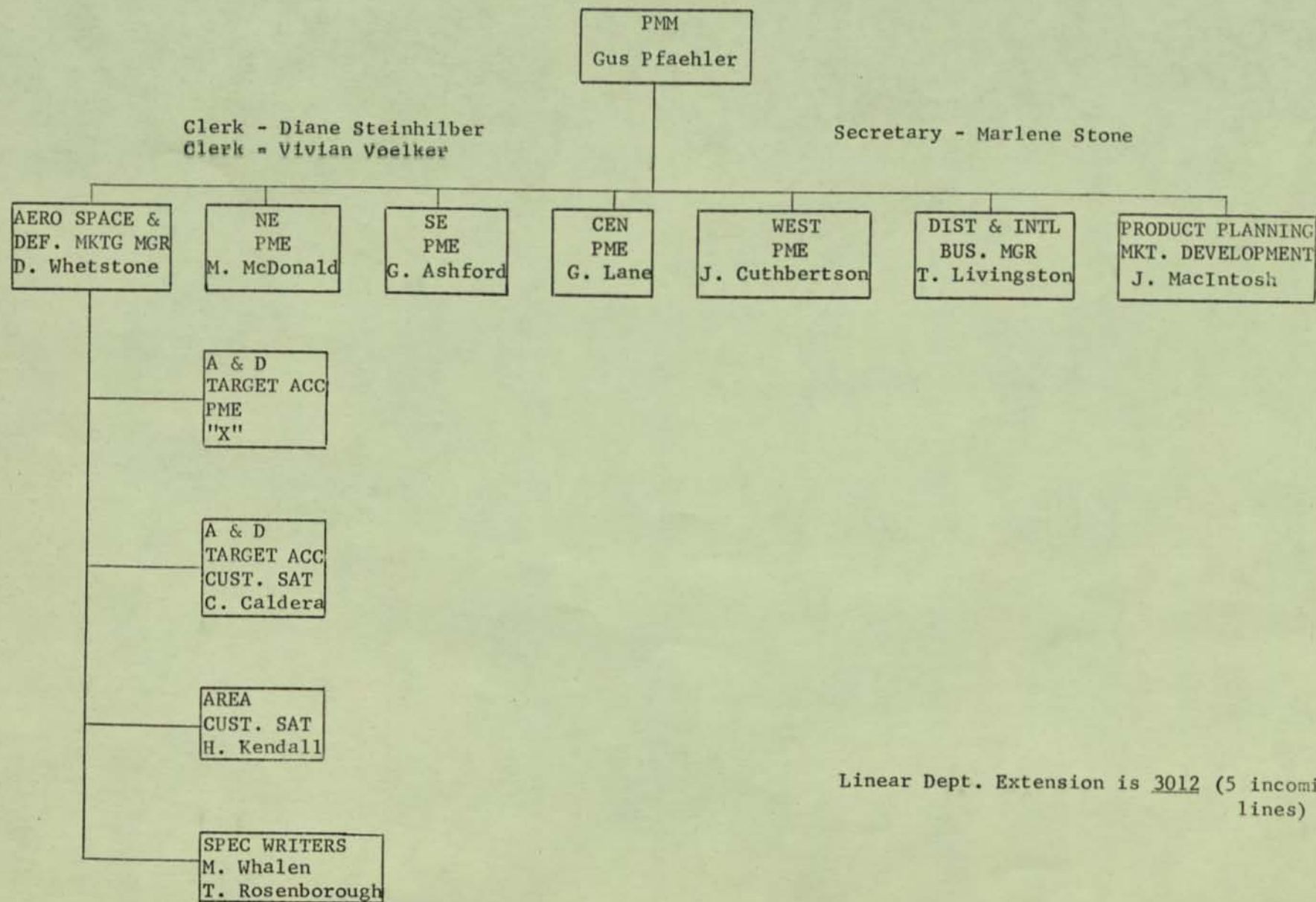


Gus Pfaehler
Linear Product Marketing Manager

Attachment

May 11, 1971

LINEAR PRODUCT MARKETING ORGANIZATION



Linear Dept. Extension is 3012 (5 incoming lines)

J. Balletto

FAIRCHILD
SEMICONDUCTOR
A DIVISION OF FAIRCHILD CAMERA
AND INSTRUMENT CORPORATION

INTERNAL CORRESPONDENCE

RECEIVED

JUN 3 1971

JACK BALLETT

TO All Group Directors, Directors
and Managers

FROM Dick Henderson

SUBJECT ORGANIZATION ANNOUNCEMENT

DATE June 3, 1971

CC: W. Corrigan
G. Scalise
Corporate Staff

Effective immediately, Reed Neddermeyer, Director of Customer Service, assumes additional responsibilities for sales to distributors. This will result in distributor sales and service being combined into one organization.

Distributors are both key customers and a vital marketing arm of the division. Recognizing this, we intend to place increased emphasis on supporting our distributor family.

1
Dick

RH/alg

*Circulate
to PME'S*

~~*[Signature]*~~
~~*[Signature]*~~
~~*[Signature]*~~
~~*[Signature]*~~
~~*[Signature]*~~
Hadley.

DW

TO: DISTRIBUTION
FROM: John Duffy
SUBJECT: ORGANIZATIONAL ANNOUNCEMENT

DATE: January 25, 1974

CC:

During the 1972 and 1973 period, Marketing has significantly contributed to the growth of the Corporation and, along with this progress we have achieved a level of organizational strength and stability which now permits us to make the necessary changes required for future growth. To this end, I am combining all domestic semiconductor sales functions.

Effectively immediately, Bob Skinner assumes the title Director of Domestic Sales. Reporting to Bob are Bill O'Meara - Manager of Distribution Sales, a responsibility Bill will assume within the next 30 days, and Orville McKinney - Manager of Product Control, which now includes the warehouse. A new position, Manager of Sales Support has been created. Also reporting to Bob will be the Manager of OEM Sales, a position that will not be filled in the near future.

As part of the reorganization, the OEM Inside Sales function will report to the OEM Sales Manager, along with the OEM Field Sales Area Managers.

John Luke will continue to report to me and will now be focusing his efforts towards providing market direction for the newly formed Consumer Products business venture.

Reed Neddermeyer will continue to report to me with responsibility for Customer Administration which encompasses all order processing functions and the development of a computerized order entry system whose successful implementation is essential to the continued growth of the Corporation. Reed will also be supporting the consumer products effort.

Continuing to report to me are Art Heller - Director of Marketing Services; Brian Brackle - Director of Market Research and Planning and Jack Ordway - Director of Business Development.

Join with me now in successfully implementing these organizational changes that are so vital to our future growth.

JAD

TO Group Directors, Directors & Managers

FROM John Luke

SUBJECT PERSONNEL APPOINTMENTS

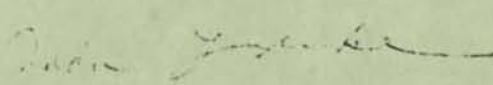
DATE June 3, 1971

CC: W. Corrigan
G. Scalise
Corporate Staff

We are pleased to announce the appointment of Jack Ordway to Central Area Manager, succeeding Bob Skinner who has accepted the position of Fairchild's Director of Distribution.

Jack has been with Fairchild for a period of six years, all of this time has been with the sales organization. For the first two years Jack was a Sales Engineer in Minneapolis calling on C.D.C. and Univac; the next two years were spent at Poughkeepsie, New York as the Manager of Sales IBM Programs; these last two years Jack has been the Regional Manager in Minneapolis. Jack is a graduate of Lowell Institute of Technology, Lowell, Massachusetts, where he received his B.S.E.E. degree.

I'm sure you join me in wishing Bob and Jack the best in their new positions with Fairchild.


JOHN LUKE

JL:sjp

TO: All Group Directors, Directors
and Managers

FROM: Reed Neddermeyer

SUBJECT: ORGANIZATIONAL ANNOUNCEMENT

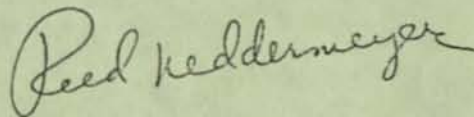
DATE: 3 June 1971

CC: W. Corrigan
G. Scalise
Corporate Staff

I am pleased to announce the promotion of Bob Skinner to the position of Director of Distribution reporting to me.

All personnel formerly reporting to Tom Knight and associated with the activity of selling to the distributors will now report to Bob. The area Sales Engineers will be transferred to John Luke giving John the complete responsibility of Fairchild Sales to the customers.

This change to a more functional organization will hopefully eliminate some of the confusion and lead to a closer relationship between Fairchild and our distributors.



Reed Neddermeyer
Director, Customer Service

RN/nmb

TO: Distribution
FROM: Jim Downey
SUBJECT: PRODUCT ENGINEERING ASSIGNMENTS

DATE: June 17, 1971

CC: J. Marcus R. Walker
H. Mays
R. Pollack
R. Seeds

The MOS Product Engineering Section has been organized in the following manner (J. Downey, Acting Manager):

A. New Product Engineering - Ray Zarnegar, Supervising Engineer
Mike Matteson, Engineer
Moe Brown, Electronic Technician
Pattie King, Test Specialist
Billie Jones, Clerk

This group will support the development of new products by coordinating all manufacturing interfaces. Responsibilities begin with the completion of reticles (artwork) and are terminated with the successful completion of Sentry program verification, filing of correlation units, and completion of the initial Product Documentation package.

New ROM codes will be executed and the Product File will be maintained by this group.

Product status will be available daily on the Project Status Board outside R. Zarnegar's office continuously after July 10, 1971.

B. Manufacturing Product Engineers -

1) Jim Kentzel, Sr. Engineer
H. Leslie, Clerk

Product Responsibility:

1. B478 Program
35041 - 35060, when transferred
from N.P.E.
2. MMIO Program
35090, 35091, 35092
3. Metal Gate ROMs
3501, 3507, 3580, 3584
4. Multiplexers
3700, 3701, 3705, 3708
5. Silicon Gate Shift Registers
3329, 3330, 3331, 3383

COMPANY PRIVATE

6. HIL-01 9271
 7. POGO 9438
 8. Kit Part Program
- 2) Brian Tuvey, Engineer
L. Finklestein, Clerk
 1. 3100, 3101, 3102, 3103, 3104
 2. Metal Gate Products
3300, 3305, 3306, 3307,
3750, 3751, 3800
 3. Custom <100> μ Mosaics
9259
9266
 4. SGT Character Generator
3255, 3256, 3257, 3258
- 3) George Dean, Sr. Engineer
J. Ray, Electronic Technician
 1. Custom Program #1
35102-35108, when transferred
 2. Custom Program #2
30061-30066
35071-35078, when transferred
 3. Silicon Gate ROM
3512, 3513, 3514

These lists are our initial efforts at defining responsibilities and may be modified periodically. Some of the major responsibilities executed by the Product Engineers include:

1. Chart EDS, CLASS, CUM yield by run for all products assigned.
2. Establish programs of product development to realize continuously improved yields for products from wafers passing T-84.
3. Insure that all assigned products have an optimum mask stepping in fab, with minimum defect counts and that they are in all other ways within spec.
4. Conduct and/or supervise failure analysis of returned product or experimental devices.
5. Issue "abnormal yield" reports for all runs exceeding or missing expected yield, identifying cause.

COMPANY PRIVATE

6. Support all areas of Manufacturing with rapid response to assistance calls and with rapid and accurate feedback. As a precaution, all areas should realize that the advantage of having engineering support available on an "as needed" basis should not be abused by unnecessary requests for matters that can be handled within the area with a little effort.
7. Many others - see Section Charter for complete description.

C. Test Support

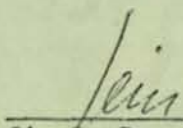
Jerry Hutcheson: Implement tester-oriented and testing-oriented improvements to enhance our general capability. Support the T-84 Feedback Project.

D. Device Programming:

Ron Grant, Sr. Engineer
Horst Mohrmann, Engineer

Support manufacturing by writing test programs, improving program standardization, incorporating tester and process guard bands in programs; and implement new hardware/software to generally improve our capability.

Questions, problems, etc, involving the areas of assigned responsibility should be directed to the appropriate individuals or groups.



Jim B. Downey
Manager - MOS Technology
and Manufacturing

ob

Distribution:

D. Buell	D. Shanahan	M. Ferrera
A. Desmond	D. Sweeney	B. Kane
G. Faerber	A. Watkins	B. Marshall
T. Komasa	G. Willner	M. Spratt
C. Knight	C. Wilson	L. Tyler
J. Molinari	L. Wolff	
M. Mudrick	B. Young	
	J. Zelayeta	

GENERAL MARKETING

JOHN DUFFY, DIRECTOR OF MARKETING

20-2035

Will Mack

14-1040

Brian Brackle

14-1040

Tom Simmons

14-1040

Ross Terry

14-1040

Mark Franksen

14-1040

Joe Alvarez

14-1040

Steve Islava

14-1040

Bruce Ulmann

14-1040

JOHN LUKE, NATIONAL SALES DIRECTOR

14-1249

Jim Johnson

14-1249

Bob Ricks, Manager of Technical Assistance

20-0220

LYLE RONALDS, INTERNATIONAL MARKETING MANAGER

20-1030

Dan Barrett

20-1030

Mike Larro

20-1030

Alan Au

20-1030

REED NEDDERMEYER, CUSTOMER SERVICE CENTER DIRECTOR

14-1305

Bill Horning, Standards Warehouse

14-1070

Tom Fotheringham, Customer Administration

14-1275

Cliff Willis, Invoices

14-1050

Dick Jones, International Order Service

14-1050

Jackie Moyer, Domestic Order Service

14-1275

GENERAL MARKETING, (Con't)

DOUG O'CONNER, BUSINESS DEVELOPMENT MANAGER	20-1010
BOB GENTLES, COMPUTER MARKETING MANAGER	20-1010
Bill Reifschneider, Program Manager	20-1206
Lee Algood, Program Manager	20-1206
Bill Brennan, Program Manager	20-1206
Dick Lamy, Program Manager	20-1206
Gerry Komroski, Program Manager	20-1206
BOB SKURKO, A&D MARKETING MANAGER	20-1010
Ron Byrne, Contracts Manager	20-1170
Mike Scott, Contracts Engineer	20-1170
Duncan Loop, Program Manager	20-1170
Bob Peck, Program Manager	20-1170
Marvin MacDonald, Program Manager	20-1170
Bob Simon, Program Manager	20-1170
DICK HUNT, INDUSTRIAL MARKETING MANAGER	20-1010
HALFON HAMAOU, CONSUMER DEVELOPMENT MANAGER	20-0220
Joe Rothstein, PME	20-0220
NORMAN DOYLE, SYSTEMS & APPLICATIONS ENGINEERING MANAGER	20-0220
Moise Hamaoui, Applications Engineer	20-0220
Gary Lane, Applications Engineer	20-0220
Rodney Smith, Applications Engineer	20-0220
Suleyman Sir, Applications Engineer	20-0220
Tsuyoshi Taira, Applications Engineer	20-0220
Ken True, Applications Engineer	20-0220
Leonard Lombardo, Applications Technician	20-0220
Tien Chow, Applications Technician	20-0220
Peter Kunedt, Applications Technician	20-0220
Richard McHenry, Applications Technician	20-0220

GENERAL MARKETING, (Con't)

BOB SKINNER, DISTRIBUTOR BUSINESS MANAGEMENT DIRECTOR	14-1309
O. McKinney, Distributor Programs Manager	14-1037
Rick Martin, Distributor Merchandising Manager	14-1053
Roger Potter, Distributor Systems Manager	14-1053
Hank Steenbeke, Distributor Inside Sales Manager	14-1037
Bob Fox, Northeast	14-1037
Bob Abarr, California	14-1037
H. Dexter, West Central	14-1037
D. Makowski, East Central, Southeast	
MOS Marketing Rep -	
MOD Marketing Rep - Jim Harper	
LIC Marketing Rep - Dom Consorte	
DIC Marketing Rep -	

ANALOG PRODUCT MARKETING

JOHN SUSSENBARGER, ANALOG PRODUCTS GENERAL MANAGER	20-2275
ANDY PROCASSINI, PRODUCT MARKETING MANAGER	20-1260
Gus Pfaehler, International Marketing Manager	20-1260
Phil Pasho, Consumer Market	20-1200
Larry Anderson, Consumer PME	20-1200
Dave Whetstone, Computer Market	20-1200
Bill Silver, A&D Market	20-1200
Gary Ashford, PME, NE	20-1200
John Zucker, PME, SE	20-1200
Al Tremain, PME, Central	20-1200
Art Verhoeven, PME, West	20-1200
Joel Scheinberg,	20-1200
Dom Consorte, LIC Distributor Liaison	20-1200
Tom Branch, IMS Product Marketing Manager	19-0114
Harriet Kendall, Customer Service, Standard Product	20-1200
Carol Davis, Customer Service, Hi-Rel	20-0710

DIGITAL PRODUCT MARKETING

TOM LONGO, DIGITAL PRODUCTS GENERAL MANAGER	20-2345
BOB ULRICKSON, DIC PRODUCT MARKETING MANAGER	20-1260
Bill DeMatteis, PMM, Distributor, International	20-1202
Tom Johnson, Distributor PME	20-1202
Bob Bobrink, International Marketing Manager	20-1202
PMM, TTL, ECL, Memory	20-1202
Cliff Vaughan, PPM, ECL Product Planning	20-1202
Rick McCarthy, PMM, TTL Product Planning	20-1202
Lowell Turriff, DIC Product Marketing Manager & Acting Military Customer PMM	20-1250
John Farley, PMM, West	20-1202
John Barton, PME	20-1202
Jim Ellick, PME	20-1202
Bob Christensen, PME	20-1202
Larry Anderson, CS	20-1202
Dave Hall, PMM, Central & SE	20-1202
Leon Lee, PME	20-1202
Mark Lewis, PME	20-1202
Joe Maher, PME	20-1202
Jerry Stahl, CS	
Jerry Nalywako, PME	20-1202
Mike O'Neal, PMM, NE	
Paul Novak, PME	20-1202
Gerry Hughes, PME	20-1202
Larry Wittenbaugh, PME	20-1202
Sarah Dedge, CS	20-1202
DON CURRY, South Portland PRODUCT SUPPORT MANAGER	
Maynard Cushman, South Portland PME	
Dick Beebe, South Portland Customer Service	

DISCRETE PRODUCT MARKETING

GREG REYES, DISCRETE PRODUCTS GENERAL MANAGER	4-0122
GORDON PETERSON, PRODUCT MARKETING MANAGER	4-0280
Dave Reith, OEM Manager	4-0280
Ray Bortner, Assistant OEM Manager	4-0280
Bill Walton, PME	4-0280
Larry Sebben, PME	4-0280
Bob Giddings, PME	4-0280
Chuck Tittsworth, PME	4-0280
George Crabb, PME	4-0280
Bill Carrico, PME	4-0280
Fred Rubi, Product Planning	4-0280
Bill Deuchler, Planner	4-0280
Alan Ankerbrand, Planner	4-0280
Lance Shaw, Business Planning	4-0280
Ray Gouldsberry, International/Distributor Manager	4-0172
Bill Worth, International Planning	4-0172
John Hughs, Distributor Planning	4-0172
Helen Basford, Marketing Administration	4-0292
Murlin Vellequette, Applications	4-0320
George Wells, Diode Plant Manager, San Rafael	80-0109
George Santos, Engineering	4-0280

MOS MARKETING

ROY POLLACK, MOS PRODUCTS GENERAL MANAGER	20-2030
BERNIE MARREN, PRODUCT MARKETING DIRECTOR	20-2728
Nick Phillon, Sr PME, Europe and Far East	20-2733
Ron Kahle, PME, Central	20-2733
Phil Lulewicz, PME, West	20-2733
Gail Federspiel, PME, NE & SE	20-2733
Elvett Moore, Applications Manager	20-2731
George Landers, Applications Engineer	20-2728
John Bizjak, Applications Engineer	20-2728
Tom Dyer, Applications Engineer and Programs (Ricoh)	20-2731
John Buchanan, Programs (IBM and Burroughs)	20-2731

TO B. T. Marren
FROM J. Balletto
SUBJECT REASSIGNMENT OF RESPONSIBILITIES

DATE August 3, 1971

CC: R. Cushman
P. Lulewicz
N. Phillon
D. Usher
B. Colgan
~~G. Hadley~~

Due to the recent reassignment of Area responsibilities, we had a meeting today to also reassign product and market responsibilities. The results are as follows:

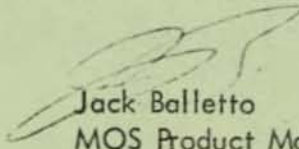
	AREA	PRODUCTS	MARKET
D. Usher	Northeast / Far East	3805 thru 3811	Calculator - Scientific Desktop
P. Lulewicz	Western Distributor	All Character Gen's 3730-31, 37xx, 38xx, 3341	Minicomputers
N. Phillon	ROW / Europe	RAM's / Shift Registers	Memory Systems
R. Cushman	Central Southeast / Canada	All ROM's, 3261, 3814, 3815, 3816, 3720	Terminals (Printers, Keyboard/CRT Displays, Key to Tape)

In addition some problem areas and action items were discussed as follows:

- (1) Phil Lulewicz will resurrect the National Semiconductor customer list which we had in our possession about two months ago. This will be circulated to all PME's for follow-up this week.
- (2) Geri Hadley will generate a report showing bookings by area for May, June and July. This will form the basis for a monthly report which Geri will distribute showing bookings by area from this point on.
- (3) Forms will be inserted into each pricing book in order to record competition prices, new products, etc., for discussion at our monthly meetings. The purpose will be to trade information regarding the strategies and prices of our competitors amongst all of us.

- (4) On all quotes we will be using the Price & Delivery Quotation Forms. I will generate a procedure for Barbara to circulate one copy of each of those forms to the appropriate PME depending on the product type.
- (5) Barbara will maintain the Quote Log for Micromosaics so she will be the central point for all quote logs.
- (6) Concerning the 152-08 Tab, Geri will issue once each week a report to all PME's listing the items that are on MA. It will be the responsibility of the PME to assure that corrective action is taken.
- (7) Geri will work with Engineering to assure that all copies of all characterization data are available and present in the Marketing Department.
- (8) Nick has drafted a Quote Summary Form which Barbara will begin to keep updated daily. Once a week Geri will take this form, consult with each of the PME's and determine which quotes she should begin following up.
- (9) To get Geri more firmly entrenched in the product support role, each of the PME's will begin working with her in an effort to assign some of the less difficult tasks to her for resolution. For example, price and availability on all products can be done by Geri.
- (10) Hi Rel-- It was the consensus that until Hi Rel appoints one specific person to handle all MOS products, we will continue to have the problems that we've had with this business. I will begin working with Geri and Dick Bonet to develop a matrix of capability and pricing to be used by all Product Marketing personnel. Joe Bailey should also be involved in this activity.
- (11) Low quantity/high quantity prices for the 3532 and the 1103 will be established this week.

A third topic concerned the mailer which Geri and Bob Cushman have developed over the past week. We have successfully categorized the top manufacturers of CRT displays, printers, and keyboards by area. Our plan now is to send personal letters to the directors of engineering and purchasing at each of these companies briefly discussing our present standard product line and our proposed standard product line. Perhaps two weeks after the mailing we will telephone each of these companies to discuss the results of our letter. Hopefully this will result in some short-term register business and possibly character generators. We will be visiting some of these customers before they actually get the mailer in an effort to pull in the bookings that much sooner.



Jack Balletto
MOS Product Marketing

RECEIVED

AUG 12 1971

B. T. MARREN

TO: JOHN DUFFY/NORMAN DOYLE/BERNIE MARREN
FROM: ART HELLER
SUBJECT: MAINTENANCE OF PRODUCT LITERATURE INVENTORY

DATE: 11 August 1971

CC: B. Ulrickson
G. Pfaehler
T. Branch
G. Peterson
J. Balletto

While Marketing Services is charged with the responsibility for maintaining adequate inventories of product literature, both Product Marketing and Applications Engineering have a significant role to play in this function...namely, the provision of written inputs necessary to update literature where necessary, to correct errors that may have been discovered after the initial printing of a given piece, to decide whether and when to "obsolete" a piece of literature.

The system by which this responsibility is discharged is very simple, but has proved to be inadequate...principally because no matter how vigorously Marketing Services pursues those who are correctly responsible for providing necessary inputs, those inputs are rarely timely (which means we run out of stock on the literature, thus aggravating our customers and our field sales force) and sometimes don't come in at all.

Our system, as I said, is simple. We stock all "permanent" product literature on a min-max basis and receive computerized reports on that inventory monthly....at any given time, we have a six-month history of how actively a given piece moves, and we adjust min-max levels accordingly. When a minimum level is hit, our Literature Distribution Section notifies the responsible person(s) in Product Marketing or Applications that we have hit a re-order point. Written notice is used within Marketing Services. Verbal notice is given to Product Marketing or Applications. All we want to know is whether we should reprint "as is", obsolete the piece, correct errors before reprinting (and what those errors are) or revise the piece (and when the necessary information for revision will be forthcoming).

History, since I've been with Fairchild, indicates that the system doesn't work. We either get no answers at all, or idiot answers like "hold", which is meaningless unless the "hold" is associated with a promised input date. In light of our relatively poor reputation for service to our customers, this is bad news. So Marketing Services is going to change the system.

The attached written notice will be sent to the manager of the group responsible for having generated the literature in the first place,

Re: Maintenance of Product Literature Inventory
From: Art Heller

11 August 1971
Page 2

to be passed on to the individual in his organization responsible for any review of the piece in question that may require change before reprinting. We will allow five working days for a response to the notice...a response clear enough (and in writing) to let us know how to proceed. If correction or extensive revision is required, the response will have to specify when that necessary input will be made available. If that response indicates we will run out of stock before we get the necessary information, realistic alternatives will be explored. BUT if we get no response, we will proceed to reprint whatever quantity is required to meet current usage rates. We will advise the non-respondent and his immediate supervisor that we intend to take this action and make a written record of it.

In short, gentlemen, Marketing Services is tired of taking gas every time someone in your organization fails to meet his reasonable obligations. I see no reason why Marketing Services should absorb the criticism that perpetually arises out of circumstances over which we have no control.

I realize that "attrition", organizational changes, and reshuffling of responsibilities in your area may have a considerable bearing on the current sad state of affairs in our literature inventory...but, as I am so frequently told when I complain of similar limitations on Marketing Services capacity..."that's your problem".

I would appreciate it if, in your next staff meeting, you take the few minutes necessary to explain the new system to your people, and the necessity for action on their part when they receive notice of an impending literature "stock-out".

If it suits you, I will be happy to attend a meeting or meetings of your people, given reasonable notice, discuss the problem with them, and attempt to resolve with them any potential difficulties they foresee in the new system.

Essentially, however, I want to make it clear that I do not regard this matter as one of low priority or little importance. Let's get it fixed...NOW...and by working together. I can assure you that clearing up this problem will do more to improve our "service image" than any advertising campaign.

AH:vh

Attachment

TO:

DATE:

SUBJECT: Literature Inventory Status

CC:

The following items are at minimum or below reorder level.
Please indicate recommended action in the space provided and
return to Marketing Services within five (5) days.

<u>LITERATURE TITLE</u>	<u>REMAINING INVENTORY</u>	<u>OUTSTANDING REQUESTS</u>	<u>RECOMMENDED ACTION</u> (Circle One)
_____	_____	_____	A B C
_____	_____	_____	A B C
_____	_____	_____	A B C
_____	_____	_____	A B C
_____	_____	_____	A B C
_____	_____	_____	A B C

A Reprint. No changes necessary.

B Revision required. Input will be furnished _____(date)

C Kill it. (If product is still current, indicate what substitute
information to send).

COMMENTS:

By: _____

M.S. _____

Geni

TO: ALL PRODUCT MARKETING MANAGERS

FROM: ART HELLER *PH*

SUBJECT: PROPOSALS TO SELL OR PRICE-MARK
FAIRCHILD TECHNICAL LITERATURE

DATE: 25 April 1973

CC: J. Duffy
W. Corrigan
T. Longo
G. Reyes
J. Sussenberger
J. Unruh
Mkts Svcs Internal

Marketing Services is receiving an increasing number of requests from almost all product divisions to place selling prices on all or parts of the literature used to support their product lines. The reasons most commonly offered for this practice are that:

- (a) it will reduce or recover in part our costs in producing and distributing such literature.
- (b) it will virtually eliminate distribution of literature to "collectors, high school students and other low-buying potential individuals".
- (c) it will enhance our image because our literature (even if we give it away) will have a dollar value associated with it.
- (d) it will encourage our distributors to "push" our literature since they can profit from its sales or earn good will by giving it away (assuming it is price-marked).
- (e) some of our competitors price-mark their literature, so there must be something in it.

There is an equally interesting set of reasons for not putting prices on our literature:

- (a) Historically, the procedure arouses intense hostility on the part of 5% to 10% of existing customer/engineer users....even when the salesman tries the line "for you, Joe....there's no charge"....and for the salesman in general, it creates obvious problems.
- (b) The cost of administering such programs from receipt of order to receipt of money and crediting it to the proper division commonly winds up equal to or greater than the absolute dollar amount recovered (this was Signetics' recent experience with their heavily advertised data library sales program.)
- (c) Despite warnings not to send or give cash in such programs, cash is sent or given; and a considerable portion of it "disappears".

- (d) Customer purchasing departments get very annoyed at the need for processing \$2 to \$6 purchase orders....some even get furious....and our salesmen don't need this kind of distraction when dealing at the PA's desk.
- (e) "Priced literature" programs create both enormous bureaucratic customs, delays, and very high additional costs when such literature is shipped across national boundaries.... and all known solutions to this type of problem (split runs with no price indicated, applied price stickers, etc.) simply add cost and time to the basic production and distribution processes.
- (f) Despite the relatively large sums we spend on publications, we are not in the publishing business, and, to the best of my knowledge, have no plans to get into it.

In my judgment we should not undertake any program to sell our technical literature or put prices on it in any way, shape or form. Technical literature production and distribution costs are inherent in the nature of our business and an integral part of the cost of sales of our kinds of products. There are intelligent ways to minimize these costs through thoughtful design, attention to content (and need) and careful administration of scheduling, production, and distribution processes.

My personal experience and that of my friends and peers in other semiconductor companies bears out the basic conclusion that mass or limited sale of semiconductor data and applications material by the manufacturer of semiconductor products is, in the last analysis, a bad deal.

My present instructions to the Marketing Services Department are that no programs to sell Fairchild Semiconductor Components Group technical literature are to be undertaken, and most particularly, that no FSCG technical literature is to be produced with an integral or applied selling price on it....whether it is the intention of the division(s) involved to enforce such prices or not.

The usual channels of appeal to reverse this decision are, of course, open to anyone who feels strongly that it is a bad one. My direct superior is John Duffy. His is Wilf Corrigan.

AH:vh

FAIRCHILD

SEMICONDUCTOR

A DIVISION OF FAIRCHILD CAMERA
AND INSTRUMENT CORPORATION

INTERNAL CORRESPONDENCE

for
TO: DISTRIBUTION*
FROM: DAN BARNHART *DB*
SUBJECT: GRAPHIC ARTS SUPERVISOR

DATE: April 26, 1973

CC:

I am pleased to announce the promotion of Mike Inay to Supervisor of Graphic Arts. Mike brings to the position considerable experience in Graphic Arts and in Graphic Arts management. For three years he was a member of the FSC Art group until in 1969 he accepted the position of Supervisor of Technical Publications with Signetics Corporation. He held that position for over two years, leaving to form his own company, Inay-Davis Associates. In mid-'72 he returned to Fairchild and has been serving as project coordinator within Graphic Arts.

I am confident that Mike will provide the strong leadership necessary to even further improve the operation of one of the industry's outstanding art groups.

Mike will assume this position effective April 30, replacing Joe Barrite who, with our good wishes, has left to take a similar position with another company.

DB:tb

*Distribution: Brian Brackle
John Duffy
Bob Gentles
Art Heller
Fred Hoar
Bill O'Meara
Gordon Peterson
Bill Schwerm
Bob Ulrickson
Marketing Services personnel

FAIRCHILD

SEMICONDUCTOR

A DIVISION OF FAIRCHILD CAMERA
AND INSTRUMENT CORPORATION

INTERNAL CORRESPONDENCE

TO MIKE INAY
FROM DAN BARNHART *DB*
SUBJECT MICROLOGIC GREEN - DATA SHEETS

DATE July 11, 1973

CC: Art Heller
Jim Courtice
✓ Geri Hadley
Carol Parker
Jim Carter
Ib Larsen
Noma Norkin

It has come to my attention that we are using two standards of green on data sheets; one for transistors, and one for other devices.

Please standardize on one green for all data sheets in the future. Use what is known as the "micrologic green" on all.

Dan

FAIRCHILD
CAMERA AND INSTRUMENT
CORPORATION

TO: GENERAL DISTRIBUTION

DATE: January 23, 1974

FROM: Wilf Corrigan

SUBJECT: ORGANIZATION

The year of 1973 was the most outstanding in Fairchild's history, with new records in sales, earnings and earnings per share. These records will soon be exceeded as we move into 1974 with a momentum which makes a half billion dollar year quite realistic.

Many factors have contributed to the strong performance of Fairchild. However, in looking back over the past several years none stands out more sharply than the organizational strategy developed in 1971.

The first action taken was a major reorganization in November of 1971 of which the primary thrust was decentralization of semiconductor components into operating divisions. The purpose was to sharpen management accountability and develop greater focus upon product line for growth opportunities.

The organizational changes below are a full year ahead of what we anticipated in 1971, but are necessary at this time in view of our transition from a medium size company to a large one.

First, a new office of corporate marketing is established headed by John Duffy who has been elected a Fairchild Vice President. In this new role John will have responsibility for providing leadership and coordination of worldwide marketing functions for the Component and Commercial Systems Group.

Second, Semiconductor Components will now consist of two groups, the Discrete Group reporting to Greg Reyes and the Integrated Circuits Group reporting to Tom Longo. Each group will have full profit and loss responsibility for its products worldwide, including the management of assembly plants, both offshore and domestic.

Third is the establishment of an International Division under Dave Marriott which consolidates our international sales activities and market penetration plants.

Fourth is the creation of a Consumer Products Program headed by Chuck Smith whose charter is the development of new consumer electronic end products with high semiconductor content.

All of these organizational activities will report to me, as follows:

Integrated Circuits Products Group

Vice President and Group General Manager	TOM LONGO
General Manager, Digital Products Division (includes Mt. View, DIC, South Portland & Singapore)	Paul Reagan
General Manager, Analog Products Division (includes Shiprock plant)	John Sussenberger
General Manager, MOS Products Division (includes Wappingers Falls plant)	Phil Thomas
Manager, Bipolar Memory Strategic Business Unit	Bill Baker
Director, Research and Development	Jim Early
Special Products (includes Mask Shop)	John Husher

Discrete Products Group

Vice President and Group General Manager	GREG REYES
General Manager, Diode Division	George Wells
General Manager, Transistor Division	Dave Heck
General Manager, Opto-electronics Division	Bud Frye
Operations Manager, Offshore Assembly (includes Korea, Hong Kong)	Don Brettner

Don will also have responsibility for
Central Production Control for both product
groups.

Additionally, Greg will have responsibility for Latin
America, including the Mexico plant and planned
expansion in Brazil.

Consumer End Products Program

General Manager

CHUCK SMITH

In addition to his assignment to lead the end-user product effort, Chuck will retain central responsibility for Purchasing, Facilities and Materials including the Healdsburg plant and for startup operations in Jakarta. Also, he will assume responsibility for Inland Manufacturing.

Corporate Marketing

Vice President

JOHN DUFFY

In this new role John will have overall marketing responsibility on a worldwide basis for Components and Commercial Systems Marketing, and will have direct responsibility for domestic sales and sales support for the Integrated Circuits and Discrete Products Groups.

International Division

General Manager

DAVE MARRIOTT

In this capacity Dave has responsibility for sales and market penetration efforts of all markets outside the U.S. and Canada except Latin America. The division is organized into three geographic areas: Europe, headed by Art Massicott; Japan, including the TDK joint venture, headed by H. Sato; Rest of World, including Australia and the Far East marketplaces (Hong Kong and Taiwan).

ORGANIZATION

- 4 -

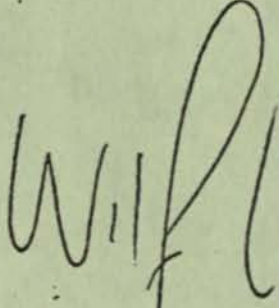
Commercial Systems Group

Vice President and Group General Manager

General Manager, Systems Technology Division

Vice President, General Manager, Industrial
Products Division

*Jim Bowen recently joined Fairchild, having been
General Manager and Vice President of Data
Technology in Santa Ana, California.


Wilf Corrigan

WJC:btc

Dan

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January 23, 1974

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January 23, 1974

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EUGENE WHITE

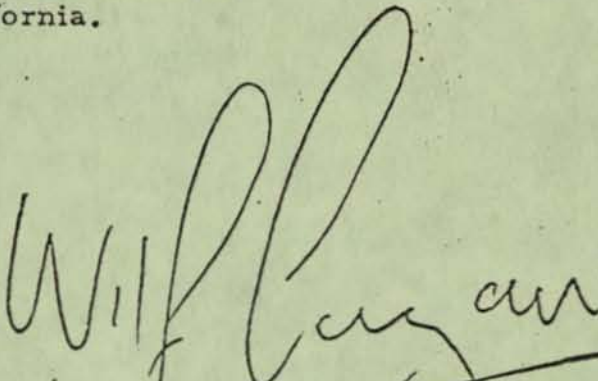
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Wilf Corrigan

Wilf Corrigan

WJC:btc

DM

TO: DISTRIBUTION
FROM: John Duffy
SUBJECT: ORGANIZATIONAL ANNOUNCEMENT

DATE: January 25, 1974

CC:

During the 1972 and 1973 period, Marketing has significantly contributed to the growth of the Corporation and, along with this progress we have achieved a level of organizational strength and stability which now permits us to make the necessary changes required for future growth. To this end, I am combining all domestic semiconductor sales functions.

Effectively immediately, Bob Skinner assumes the title Director of Domestic Sales. Reporting to Bob are Bill O'Meara - Manager of Distribution Sales, a responsibility Bill will assume within the next 30 days, and Orville McKinney - Manager of Product Control, which now includes the warehouse. A new position, Manager of Sales Support has been created. Also reporting to Bob will be the Manager of OEM Sales, a position that will not be filled in the near future.

As part of the reorganization, the OEM Inside Sales function will report to the OEM Sales Manager, along with the OEM Field Sales Area Managers.

John Luke will continue to report to me and will now be focusing his efforts towards providing market direction for the newly formed Consumer Products business venture.

Reed Neddermeyer will continue to report to me with responsibility for Customer Administration which encompasses all order processing functions and the development of a computerized order entry system whose successful implementation is essential to the continued growth of the Corporation. Reed will also be supporting the consumer products effort.

Continuing to report to me are Art Heller - Director of Marketing Services; Brian Brackle - Director of Market Research and Planning and Jack Ordway - Director of Business Development.

Join with me now in successfully implementing these organizational changes that are so vital to our future growth.

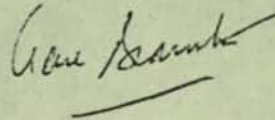
JAD

TO All Exempt, Salaried Non Exempt and Hourly Employees
MOS/Memory Operations

DATE February 2, 1971

FROM

GENE BLANCHETTE



CC: Leo Dwork
Les Hogan

During the course of the last six months, we have made enormous strides in penetrating the MOS and Memory market places. All of our major equipment is now in place and functioning and we will be telling our story to the world through the medium of advertising, the technical press and the sales force.

While we have been naturally hesitant in inviting the world to beat a path to our door until we were capable of delivering, we have also fallen down in the job of keeping you, upon whom our success depends, sufficiently informed of our progress (or lack of it!).

I would like to take this opportunity, first, to thank you for your long hours of dedicated work during a very difficult year, and secondly, to tell you that I will be holding a meeting approximately every two months for all employees in an attempt to be as explicit as possible about our past performance, future plans and the challenges ahead.

Chuck Bivenour is presently handling the detailed scheduling and will be communicating with you on timing and location.

ob

DW

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TO ALL LOCATIONS: SEMICONDUCTOR DIVISION
FROM F. J. Van Poppelen, Jr. *FJVP*
SUBJECT ORGANIZATION ANNOUNCEMENT

DATE 12 March 1970

CC: C. L. Hogan
Corporate Staff

It is my pleasure to announce that at the last Board of Directors meeting, Gene Blanchette, Wilf Corrigan, and George Scalise were elected vice presidents of the corporation. I am sure you all join me in congratulating Gene, Wilf and George.

FJVP:rb

Du

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