

Bill

TO: Ib Larsen  
FROM: Bill Pascoe  
SUBJECT: Pin vs Lead

DATE: 6/25/74

CC:

Recently, I have noticed a tendency to call the metal interconnection parts of an integrated circuit package "Leads" on data sheets, application notes, etc. After some thought and research on the subject, I have concluded that the way in which leads and pins are defined are:

PIN: a rigid or semi-rigid metal element used for interconnection and meant to be inserted into an appropriate receptacle.

LEAD: a wire or conductor used to connect two points in a circuit.

The following definitions are from the Electronics & Nucleonics Dictionary, Third Edition, John Markus, Ed., McGraw Hill, 1966.

PIN: A terminal on an electron-tube base, plug, or connector. Also called base pin and prong.

LEAD: (Pronounced leed) 1. The angle by which one alternating quantity leads another in time, expressed in degrees or in radians. Thus, the current through a perfect capacitor leads the applied voltage by  $90^{\circ}$ . 2. The distance between a moving target and the point at which a gun or missile is aimed. 3. A wire used to connect together two points in a circuit.

I have inquired of a number of engineers around Bldg. 20 and their definitions agree with the above.

TO: ✓ Dan Barnhart (14-1030)

DATE: August 8, 1974

FROM: Bill Pascoe

CC: ✓ Geri Hadley  
Hank Molloy  
Carol Parker

SUBJECT: Pins are In

Attached is a copy of a memo sent to Ib Larsen just prior to his departure. Both Peter Alfke and I agree that all IC packages manufactured by FSC with the possible exception of the flat pack have pins.

Can we put this bit of trivia to rest and call the package connections the same thing as the rest of the industry.

Thanks.

*Bill*

Bill Pascoe

BP:ms

Att.

6/26/78

Ib, we really ought to use Pin to designate the connections on an integrated circuit. There are leads in an I.C. - the bond wires. The rule normally is accepted useage, and it seems accepted useage is Pin.

Regards.



Bill Pascoe

PB:ms



TO: Distribution

FROM: Wilf Corrigan

SUBJECT: Organizational Changes

---

September 16, 1976

I am pleased to announce two key appointments which I believe will both strengthen our position in the vital, high-technology marketplace and give added impetus to our growth as a worldwide corporation.

David J. Marriott, Vice President - International Division and an 11-year Fairchild executive, is appointed Vice President and General Manager of the newly formed Large Scale Integration (LSI) Group.

This group will consolidate responsibilities for engineering, manufacturing and marketing of our full range of state-of-the-art memory and logic devices. Reporting to Dave in his new capacity will be the Bipolar Memory & ECL Products Division under Dick Abraham, the MOS Products Division under Alan Gregory, and the Strategic Marketing Organization under Bill O'Meara.

John A. Duffy, Vice President - Marketing and a six-year employee, will succeed Dave as Vice President and General Manager of the International Division. All existing activities within this division will now report to John -- including European marketing, Asia Pacific marketing, Latin American operations and our TDK-Fairchild joint venture in Japan.

The semiconductor Field Sales Force, headed by Jack Ordway, will report to George Wells, Vice President and General Manager - Components Group. The Distributor Sales Organization under George Perris will report to Jack.

These changes reflect the growing importance of LSI products in our semiconductor business and the need to focus management and resources on this emerging market. Similarly, our Components divisions -- representing the bulk of semiconductor volume today -- demand closer liaison between operating management and the field sales force.

TO: Distribution

FROM: Wilf Corrigan

---

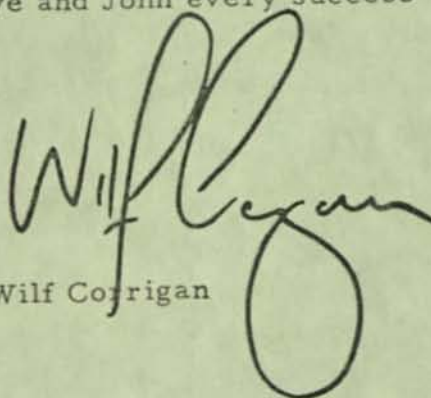
Dave Marriott joined Fairchild in 1965 and from 1969 to 1971 was manager of the company's Diode Division in San Rafael, Calif. Prior to becoming a Vice President in 1974, he served for two years as General Manager of European operations.

A native of England, Dave graduated from Northampton College in that country and held management positions with Texas Instruments, Microwave Associates and General Instrument Corporation.

John Duffy joined Fairchild in 1970 as Director of National Sales for Semiconductor Components. He was elected a Fairchild Vice President in 1974, with primary responsibilities for commercial and component marketing.

John holds a B.S. degree from the U.S. Merchant Marine Academy. For 10 years prior to joining Fairchild he served with Texas Instruments, Inc., in positions including Eastern Area Manager and Marketing Manager for Central Europe.

I know you join me in wishing both Dave and John every success in their new assignments.

  
Wilf Corrigan

WJC:ms

**FAIRCHILD**  
CAMERA AND INSTRUMENT  
CORPORATION

TO: Distribution

FROM: Wilf Corrigan

SUBJECT: Organizational Changes

---

September 16, 1976

I am pleased to announce two key appointments which I believe will both strengthen our position in the vital, high-technology marketplace and give added impetus to our growth as a worldwide corporation.

David J. Marriott, Vice President - International Division and an 11-year Fairchild executive, is appointed Vice President and General Manager of the newly formed Large Scale Integration (LSI) Group.

This group will consolidate responsibilities for engineering, manufacturing and marketing of our full range of state-of-the-art memory and logic devices. Reporting to Dave in his new capacity will be the Bipolar Memory & ECL Products Division under Dick Abraham, the MOS Products Division under Alan Gregory, and the Strategic Marketing Organization under Bill O'Meara.

John A. Duffy, Vice President - Marketing and a six-year employee, will succeed Dave as Vice President and General Manager of the International Division. All existing activities within this division will now report to John -- including European marketing, Asia Pacific marketing, Latin American operations and our TDK-Fairchild joint venture in Japan.

The semiconductor Field Sales Force, headed by Jack Ordway, will report to George Wells, Vice President and General Manager - Components Group. The Distributor Sales Organization under George Perris will report to Jack.

These changes reflect the growing importance of LSI products in our semiconductor business and the need to focus management and resources on this emerging market. Similarly, our Components divisions -- representing the bulk of semiconductor volume today -- demand closer liaison between operating management and the field sales force.

David J. Marriott continues as vice president and general manager-LSI Products and John Sussenberger as division vice president and general manager - Time Products, both reporting to Mr. Wells.

Vice presidents and general managers within the Systems and Equipment Group are James D. Bowen - Instrumentation Systems, Raymond G. Hennessey - Industrial Products, Louis H. Pighi - Federal Systems, and Greg Reyes - Video Products. All held the same positions previously and will report to the group head.

Dr. Thomas A. Longo, vice president and chief technical officer, will continue to be responsible for the company's overall technological capability, reporting to Dr. Hoga-

"This new structure is a major step in strengthening Fairchild for its long-range Corporate growth," Mr. Corrigan said. "We believe it will improve our flexibility for strategic management and significantly expand our market and technical position in the future."

*Serial*

*Serial*

*1630*

AV14

RECD

RECD

RECD

RECD

EDT

MEXI-0014 17.53 11/07/78 AV14 0049 18.14 11/07/78

TA0324 11/7/78

FM MEXI J ROMO

TO AV14 G HADLEY

SUBJ: ORGANIZATION ANNOUNCEMENT

ROCIO DE ALBA HAS JOINED THE MARKETING DEPARTMENT REPLACING  
ARMANDO PEREZ WHO HAS BEEN PROMOTED TO THE SALES DEPARTMENT.

ROCIO WILL BE IN CHARGE OF PROMOTION DEPARTMENT AND SHE WILL  
NEED YOUR HELP FOR CATALOGUES, DATA SHEETS, ETC.

YOUR SUPPORT WILL BE HIGHLY APPRECIATED IN THIS AREA.

REGARDS

MEXI J ROMO

*Induct has*

10-20-78

MAILING LIST UPDATE

Fairchild Japan Corp.  
Pola Shibuya Building, 1-15-21, Shibuya  
Shibuya-ku, Tokyo 150  
Japan

Phone: Tokyo (03) 400-8351

REQUIRED LITERATURE CATEGORY	INDIVIDUALS
3A, 3D, 3B, 3H, 3G, 3I, 3E, 3F --> 3C, 3J-A, 3J-B, 3K	R. Skurko, President
3A, 3D, 3B, 3H, 3G, 3I, 3E, 3F --> 3C, 3J-A, 3J-B, 3K	D. Barrett, Director of Marketing
3A, 3D, 3B, 3H, 3G, 3I, 3E, 3F --> 3C, 3K	<u>OEM SALES</u> M. Takagi, OEM Sales Manager H. Kawanabe M. Kumazawa K. Kihira Y. Saito Y. Nakabayashi O. Goto
	<u>DISTRIBUTOR SALES</u> H. Yamaguchi, Distributor Sales Manager H. Onazawa S. Nakanabayashi M. Mori
	<u>OSAKA SALES OFFICE</u> T. Nishiura K. Suga

-- cont'd --

REQUIRED LITERATURE CATEGORY	INDIVIDUALS
3A, 3D, 3B, 3H, 3G, 3I, 3E, 3F ---> 3C, 3J-A, 3J-B, 3K	<u>PRODUCT MARKETING</u> K. Omori, Product Marketing Manager K. Azama M. Suzuki O. Arai S. Lee
	<u>TECHNICAL MARKETING</u> H. Ohgusu, Technical Marketing Manager E. Hozumi T. Tanaka H. Mochizuki H. Namiki K. Hatakeyama
3A, 3D, 3B, 3H, 3G, 3I, 3E, 3F ---> 3C, 3K	<u>MARKETING SERVICE</u> H. Suzuki S. Nishiuchi
3A, 3D, 3B, 3H, 3G, 3I, 3E, 3F ---> 3C	<u>MATERIAL CONTROL</u> M. Kimura, Material Control Manager S. Matsumoto K. Yara M. Hashimoto
3A, 3D, 3B, 3H, 3G, 3I, 3E, 3F ---> 3C, 3K	<u>Q. A.</u> M. Watanabe, Q.A. Manager F. Nagamatsu M. Saito H. Kato H. Yamaki
3L ----->	<u>G. &amp; A. DIVISION</u> S. Sako, G & A Division Manager

TO: General Distribution  
DATE: July 12, 1979

FROM: John Duffy  
M/S: 4-355  
CC:

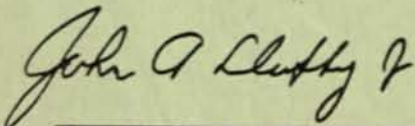
RE: Divisional reorganization

As part of a strategy to focus discrete product operations for maximum growth and profitability, we are combining our present Transistor and Diode Divisions into one organization to be called the Discrete Division. Its headquarters will be the San Rafael plant, and its product line will encompass all current diode devices, small signal transistors (TO-92 and metal can) and the TO-5 power transistor line.

Doug McBurnie, Division Vice President and formerly General Manager of the Transistor Division, will head the new organization. Bill Kirkham, Division Vice President, will continue as general manager of diode operations, reporting to Doug.

With this consolidation we have redesignated the Discrete Products Group as the Components Group--comprised of the Automotive, Discrete and Optoelectronics Divisions. Production of bi-mesa power transistors is being discontinued and, as the move of small-signal to San Rafael takes place, its wafer fab capacity will be assigned to our growing Automotive operation.

We are taking these actions to make optimum effective use of our resources, including personnel. Employees affected by the reorganization will be reassigned within Semiconductor Products.



John A. Duffy, Jr.  
Vice President and General Manager  
Components Group

September 14, 1979

TO: DISTRIBUTION  
FROM: Hal Mumma  
SUBJECT: ORGANIZATIONAL ANNOUNCEMENT

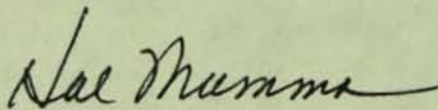
-----

Effective today, Chuck Jacoby is appointed Director, Tactical Marketing and Services, reporting to me. Chuck will be responsible for our Distributor Sales effort and Sales Representative Administration. Reporting to Chuck will be George Perris and his organization, and Barbara Prince, Rep Administrator.

Chuck joined the Fairchild Consumer Products Group in 1976. His most recent assignment was Director of Marketing for the Time Products Division. Previous to Fairchild, Chuck worked for Polaroid Corporation where he was Field Sales Manager.

The combination of Chuck's background in marketing and sales management, with the extensive distribution experience of George Perris will give Fairchild a strong team to fully develop the distribution portion of our business. In addition, it will assure the high level of coordination which is necessary between Fairchild's distributors and its independent sales representatives.

We wish Chuck every success in his new assignment.



Hal Mumma  
Division Vice President  
North American Sales

HRM/kk

TO: DISTRIBUTION

DATE: September 13, 1979

FROM: Hal Mumma

M/S:

CC:

RE: ORGANIZATIONAL ANNOUNCEMENT

We all recognize that our business markets and technologies are continuing to evolve at an accelerating pace, and if we are to meet and exceed our sales goals, we must not only anticipate these evolutionary changes but continue to refine our sales approach to all aspects of the market place. With this in mind, I am pleased to announce the following organizational change:

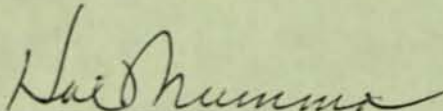
The emergence of our highly competitive Fire Products Family of Microcomputers presents a real market opportunity for Fairchild. To this end, we are establishing system sales and engineering organizations in each of our four areas covering the U.S. and Canada. Each area is staffed with technically qualified Microcomputer Systems Specialists, Systems Applications personnel, and the necessary support equipment.

To provide management direction of this group, I am pleased to announce the appointment of Bob Bobrink to the position of Director, Headquarters Mini/Microcomputer Marketing, reporting to me.

Bob will be responsible for overseeing and coordinating all of the systems sales activities in the field including Systems equipment and applications support, technical training and material, systems sales and procedures, and distributor sales.

Naturally, he will work closely with and depend upon the general marketing management of the Fire Products business unit for guidance and support.

A long time Fairchild employee, Bob has had many marketing assignments both here and abroad. He brings a wealth of experience to his new role. Your help and support will be greatly appreciated.



Hal Mumma  
Division Vice President  
North American Sales

**FAIRCHILD**  
CAMERA AND INSTRUMENT  
CORPORATION

INTERNAL CORRESPONDENCE

TO: DISTRIBUTION

FROM: A. A. PROCASSINI

DATE: 9/21/79

M/S: 20-2251

CC:

RE: ORGANIZATIONAL ANNOUNCEMENT

In an effort to better handle and enhance the management of the Computer/A&D Segment of our business I have divided this very important portion of the Industry Marketing Department into two separate entities.

Effective immediately Brian Brackle has been appointed Manager, Computer Segment, Industry Marketing. I am pleased that Brian has accepted this position as he has had many years of experience with the semiconductor industry and has been involved with many phases of marketing within Fairchild. Brian is well qualified to lead this segment in attaining the objectives that we have set.

The people reporting to Brian are Richard Sachs and Barbara Moss.

Jerry Swoben has accepted the position of Manager, A&D Segment, Industry Marketing replacing Al Enamait. Jerry has been with Fairchild 22 years and has been closely associated with the A&D market, with our Federal Systems Division, and with Fairchild's field sales in Washington, D. C. Jerry has already assumed his duties in Building 22.

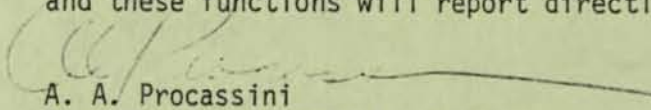
Reporting to Jerry will be Duncan Loop, Bill Nowlin, Ron Byrne, Mike Scott, Richard Peck and Connie Smith.

Harry Suzuki will replace Charlie Gray as Manager, Consumer Segment, Industry Marketing on November 1. Harry is a 20 year veteran with Fairchild and has spent the last 8 years heading the marketing effort for South East Asia headquartered in Hong Kong.

I am very pleased with these appointments as they constitute the culmination of much forethought and planning to complete the organization structure of Industry Marketing. The organization as it now stands is:

Sid Bagwe - Manager, Automotive Segment  
Brian Brackle - Manager, Computer Segment  
Al Chame - Manager, Telecommunications Segment  
Harry Suzuki - Manager, Consumer Segment  
Jerry Swoben - Manager, A&D Segment

Until the appointment of an Industry Marketing Director, these people and these functions will report directly to me.

  
A. A. Procassini  
Vice President Worldwide Marketing  
Semiconductor Product Groups

TO: Distribution

DATE: July 11, 1979

FROM: Mercer E. Curtis

M/S: 14-1043

CC:

RE: ORGANIZATIONAL ANNOUNCEMENT

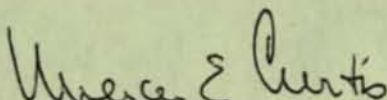
-----

I am pleased to announce the appointment of Herb Knuefken to the position of Manager, Marketing Administration, reporting to me. Herb replaces Bill Sams who has left the company.

Reporting to Herb will be Dennis King, Manager, Customer Relations, Dick Jones, Manager, Licensing & VPA Administration, and Paul Newhagen, Manager, Product Support and Marketing Information.

Herb has been with Fairchild nine years, starting in our Wiesbaden plant where his responsibilities covered Customer Satisfaction, Customer Service, Production Control and Logistics. Herb transferred to Mt. View in September 1976 to work for International Division as European Support Manager until February 1977 when he accepted the position of Division P.C. Manager, Opto.

Please join me in wishing Herb success in this new position.

  
Mercer E. Curtis  
Director  
Marketing Services  
Worldwide

/jr

DR. HARRY SELLO

Technical Director  
Worldwide Marketing Division  
Fairchild Camera and Instrument Corporation

- Dr. Sello has a Ph.D and Masters Degree in physical chemistry from the University of Missouri and a Bachelors Degree in chemistry from the University of Illinois. He has been in the semiconductor industry since 1957 during which time he spent two years, from 1957 to 1959, with Nobel Physicist William Shockley and 20 years with Fairchild.

At Fairchild he held a wide variety of positions including the head of pre-production engineering as well as manufacturing. During this time he participated in the invention and development of Fairchild's original planar technology for transistors and integrated circuits. He has also worked for five years in Fairchild Semiconductor's Research & Development Division as head of the materials and processes development department. He has participated in all phases of silicon materials development and processing as well as process development and engineering for the manufacturing of semiconductor devices.

Dr. Sello spent three years in Italy for Fairchild as Operations Manager for the SGS Company in which Fairchild was a joint venture partner. Since that time he has travelled extensively for over 14 years through Eastern and Western Europe and the Far East. As Technical Director for the International Division and later for the Worldwide Marketing Division, he has responsibility for the establishment and development of operations abroad in connection with Fairchild's multinational business interests.

In addition to the professional societies such as the Electrochemical Society, American Chemical Society and Sigma Xi (Research Honorary Society), Dr. Sello is also a member of the Technical Advisory Committee on Semiconductors for the U. S. Department of Commerce on which he has served for six years. He is Chairman of the Critical Technology Experts Group, which is an ad hoc advisory group to the U. S. Department of Defense Research & Engineering, advising them on LSI integrated circuit production. He is also a member and former chairman of the International Committee of the American Electronics Association.

# FAIRCHILD CAMERA AND INSTRUMENT CORPORATION EXECUTIVE OFFICERS

DR. C. LESTER HOGAN	PRESIDENT & CHIEF EXECUTIVE OFFICER
DR. M. M. (JOHN) ATALLA	GROUP VICE PRESIDENT, MICROWAVE & OPTOELECTRONICS, RESEARCH AND DEVELOPMENT
EUGENE A. BLANCHETTE	VICE PRESIDENT & DIRECTOR OF OPERATIONS, SEMICON- DUCTOR MOS & MEMORY SYSTEMS
WARREN BOWLES	VICE PRESIDENT & DIRECTOR OF INDUSTRIAL RELATIONS
WILF CORRIGAN	VICE PRESIDENT & GENERAL MANAGER, SEMICONDUCTOR DOMESTIC OPERATIONS
LEO DWORK	VICE PRESIDENT & GENERAL MANAGER, SEMICONDUCTOR MOS & MEMORY SYSTEMS
DR. JAMES EARLY	VICE PRESIDENT & DIRECTOR OF RESEARCH
RICHARD HENDERSON	VICE PRESIDENT, MARKET RESEARCH
RAYMOND HENNESSEY	VICE PRESIDENT & GENERAL MANAGER, INDUSTRIAL PRODUCTS
THOMAS HINKELMAN	VICE PRESIDENT & DIRECTOR OF CORPORATE PLANNING
FRED HOAR	VICE PRESIDENT & DIRECTOR OF COMMUNICATIONS
DR. THOMAS LONGO	VICE PRESIDENT & DIRECTOR OF SEMICONDUCTOR DOMESTIC OPERATIONS
HENRY C. MONTGOMERY	VICE PRESIDENT & CONTROLLER
DOUGLAS J. O'CONNER	VICE PRESIDENT & GENERAL MANAGER, SEMICONDUCTOR EUROPEAN OPERATIONS
RICHARD de J. OSBORNE	VICE PRESIDENT, CORPORATE FINANCE & PLANNING
LOUIS H. PIGHI	VICE PRESIDENT & GENERAL MANAGER, SPACE & DEFENSE
GEORGE M. SCALISE	VICE PRESIDENT & GENERAL MANAGER, INTERNATIONAL OPERATIONS
NELSON STONE	VICE PRESIDENT, GENERAL COUNSEL & SECRETARY
F. JOSEPH VAN POPPELEN	GROUP VICE PRESIDENT, EQUIPMENT DIVISIONS
FRED WALZER	VICE PRESIDENT & GENERAL MANAGER, DUMONT ELECTRON TUBES
EUGENE R. WHITE	VICE PRESIDENT & GENERAL MANAGER, SYSTEMS TECHNOLOGY

*R. Benson*

*will be nom. V.P.*

EMP # 9/36

NAME \_\_\_\_\_

NAME Ed Tarnay

LOCATION

LOCATION Los Angeles

[illegible]

# The top 50 Bay Area salaries

NAME	OFFICE	COMPANY	1978	1977	CHANGE
Robert Wilson	president	Memorex	\$815,359	\$724,306	+12.8%
John Beckett	chairman	Transamerica	\$850,000	\$525,000	+23.8%
A.W. Clausen	president	B of A	\$525,000	\$465,442	+12.8%
Cornell Maier	chief exec.	Kaiser Alum	\$500,000	\$430,000	+16.3%
Wayne Fisher	chairman	Lucky Stores	\$497,891	\$468,286	+6.3%
H.J. Haynes	chairman	Stdnd Oil/Cal.	\$486,667	\$429,300	+13.4%
Richard Cooley	chief exec.	Wells Fargo	\$420,400	\$370,000	+13.5%
Richard Madden	chief exec.	Pottlatch	\$418,678	\$342,446	+22.3%
Boothe, D.P. Jr.	chief exec.	Boothe Fin.	\$400,000*	\$245,000	+63.3%
James Harvey	exec. VP	Transamerica	\$387,500	\$240,000	+61.5%
C.R. Dahl	chairman	Crown Zellerbach	\$383,333	\$323,500	+18.5%
W. Corrigan	chief exec.	Fairchild Cam'ra	\$382,879	\$185,280*	+106.6%
Wm. Morison	chairman	Foremost-McK	\$377,448	\$342,050	+10.3%
C. Schmidt	chief exec.	BanCal Tri-St.	\$372,000	\$296,770	+25.3%
Thos. Wilcox	chief exec.	Crocker	\$352,361	\$309,676	+13.8%
J.R. Grey	president	Stdnd Oil/Cal.	\$342,500	\$304,300	+12.6%
G.M. Keller	vice chair	Stdnd Oil/Cal.	\$342,500	\$304,925	+12.3%
Dana Leavitt	exec. VP	Transamerica	\$337,500	\$240,000	+40.6%
B.F. Biaggini	chief exec.	So. Pacific	\$328,100*	\$336,092	(-2.4%)
Peter Haas	chief exec.	Levi Strauss	\$318,311	\$306,538	+3.8%
Walter Haas	chairman	Levi Strauss	\$318,311	\$306,538	+3.8%
Robert DiGiorgio	chief exec.	DiGiorgio	\$316,000	\$260,000	+21.5%
Geo. Rosenkranz	chairman	Syntex	\$314,290	\$275,441	+14.1%
W.S. Mitchell	chief exec.	Safeway	\$313,227	\$275,000	+13.9%
C.J. Medberry	chairman	B of A	\$310,000	\$292,521	+6.0%
D.L. Bower	vice pres.	Stdnd Oil/Cal.	\$308,333	\$249,925	+23.4%
P. Redfield	chief exec.	Itel	\$306,160	\$289,943	+5.8%
James Dobey	chairman	Wells Fargo	\$300,400	\$235,683	+27.5%
Gary Friedman	vice chair	Itel	\$296,160	\$279,943	+5.8%
John Boreta	chief exec.	Buttes Gas	\$294,490*	\$446,040	(-34%)
D.L. Commons	chief exec.	Natomas	\$287,000	\$266,169	+7.8%
R. O'Brien	chief exec.	Consol. Frght	\$280,247	\$237,269	+18.1%
Gene Amdahl	chairman	Amdahl	\$280,004	\$271,554	+3.1%
J. Frank Leach	chief exec.	Arcata National	\$279,740*	\$260,000	+7.6%
Thos. Drohan	chief exec.	Foremost-McK	\$273,055	\$211,706	+29%
Eugene White	deputy chair	Amdahl	\$272,905	\$246,748	+10.6%
R.B. Shetterly	chairman	Clorox	\$266,100	\$251,350	+5.5%
Albert Bowers	pres.	Syntex	\$261,841	\$233,500	+12.1%
Gordon Hough	chief exec.	Pacific Tel	\$260,314*	\$201,307	+29.3%
John Lewis	pres.	Amdahl	\$259,984*	\$137,764	+88.7%
Robt. Chambers	chairman	Envirotech	\$254,940	\$260,000	(-1.9%)
David Packard	chairm.	Hewlett-Packard	\$254,113	\$267,928	(-5.2%)
Neil Harlan	vice chair	Foremost-McK	\$252,703	\$202,748	+24.6%
W.T. Creson	pres.	Crown-Zellerbach	\$252,500	\$202,083	+24.9%
Wm. Hewlett	chief exec.	Hewlett-Packard	\$251,526	\$263,938	(-4.7%)
John A. Young	chief exec.	Hewlett-Packard	\$250,580	\$184,980	+35.5%
Gary Shansby	chief exec.	Shaklee	\$250,000	\$230,000	+8.7%
Richard Landis	chief exec.	Del Monte	\$250,000*	\$220,833	+13.2%
W. Ousterman	chief exec.	Kaiser Cement	\$249,854	\$220,250	+13.4%
Roderick Steele	pres.	Pottlatch	\$248,676	\$188,057	+32.3%

## Footnotes:

- Boothe accrued \$150,000 in 1977, paid in 1978.
- Corrigan did not receive bonus in 1977.
- Biaggini did not receive bonus in 1978.
- Boreta did not receive bonus in 1978 - company did not meet performance standards.
- Leach's compensation for 1978 and 1977 includes fringe benefits and insurance plan.
- Hough's 1978 increase partially result of new incentive and savings plan.
- Lewis was hired as president in August, 1977. His 1977 salary reflects payment for four months of that year.
- Landis' compensation reflects only the salary because the company has no bonus program. Instead, it grants shares to employees based on company performance. Del Monte merged with R.J. Reynolds effective Feb. 2, 1979.

RICHARD F. BADER

JUL - 8 1967

TO: Dick Bader  
FROM: Geri Hadley  
SUBJECT: Standard 100% Processing for Hybrids

DATE: July 7, 1967

CC:

Your supporting Hybrid Department has indicated that the present 100% processing should be added to the internal Hybrid specs as a standard requirement. If this concurs with your wishes, I shall see that the following is added to new or revised specs.

Temp Cycling - 3 cycles -65°C to +200°C

Shock or 25,000g P.W. 25  $\mu$ sec

Constant Acceleration 20,000 g, Y<sub>1</sub> axis

Radiflo - the leakage rate varying appropriately with the package type and the customer requirement. *min 10<sup>-6</sup>*

*Gross Leak Test*

Visual & Mechanical - internal before seal, external after seal.

This requirement will appear on the first (notes) page of the spec. Of course, if the devices require Burn-in or Bake, then a Travel Log will be written including the above processing requirement.

I remain with baited breath in expectation of your verification or rejection. i.e. I am holding 3 specs on my desk per your department's request. - *released* -

Best regards,

*Geri Hadley*  
Geri Hadley

GH/pc

*Agreed. The only way to fly.*  
*RFB*

**RECEIVED**

**APR 29 1968**

PROGRAM ADMINISTRATION  
DOCUMENT CONTROL

TO: TOM BURKE  
FROM: Ron Smith  
SUBJECT: AEC PROGRAMS OFFICE

DATE: 4/25/68  
CC: G. Hadley  
D. Loop  
U. Hegel  
L. Lyons  
C. Haba  
P. Malloy

The Fairchild business position for the Aerospace and Defense market has been greatly enhanced for the next two years. This credit is due directly to the four people (Geri, Duncan, Uli and yourself), in the AEC Programs Office. A simple one day trip by four Sandia personnel that were overwhelmed with attention by your group made this much difference. The environment that this creates for me where I am responsible for marketing our companies products --- is unbelievably improved.

We have always had the better products at Fairchild with top technical talent and almost endless manufacturing capacity. But, our company has always fallen short in the most important area of all ... sensitivity to our customers' needs and requests. Our most important asset is not the 0040 product, or the planar process, or our Applications group, or our R & D, or anything else, but ... our customers.

For the five of us, it is very simply Sandia and Bendix. Think about it, without them there is NOTHING.

I don't mean to dwell on the subject because it is obvious that you have a group of people that are all sensitive to this most important "must."

Now, think about one more thing for just a minute. We, potentially, have quite a team. Geri is expert at specifications and product distributions (LaFleur and Asselmeier said that), Duncan is expert on our company and where things are done (I, for one, said that and I see the results), Uli is expert at production engineering (many have said that) and you are expert at all of these plus you have the benefit of great experience. But, look at me. I have none of these talents and where you guys will always have a place because of your expertness, I have no such security. In fact, I'm an EE that has forgotten ohms law.

But, I am an expert on one thing. I am an expert on Sandia. I know Sandia better than Sandians themselves. And if you will always ask questions and maintain your present interest in Sandia, you will all become Sandia experts.

April 25, 1968

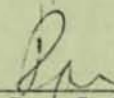
The end result will be (if you have this driving desire to know these people, their problems, their interests, and their jobs as individuals) this program concept will succeed. The product itself will have little effect upon success or failure.

The mere fact that we have an AEC Program Office will not do the job. Sandia is setting up an identical function at T.I. It is the people that make up the Program Office that will make us succeed. All other competition at Sandia is dead. But, we must each out-perform our counterpart at T.I. I believe we will and I think Sandia does. Let's GET IT DONE!!!

I am totally committed, as an individual, to do my part to make this succeed. I will always be available to do anything that I can to help any of you. If you want a course on Sandia, just holler.

Let's make our team the Green Bay Packer of the semiconductor industry. I'll break my butt to come up with a few touchdown plays, if you guys will commit to execution.

"Everybody Watches a Winner"

  
\_\_\_\_\_  
Ron Smith

RS/bjj

**FAIRCHILD**  
**SEMICONDUCTOR**  
A DIVISION OF FAIRCHILD CAMERA  
AND INSTRUMENT CORPORATION

INTERNAL CORRESPONDENCE

*Geri*

TO: ALL GENERAL MANAGERS, DIRECTORS AND  
DEPARTMENT HEADS OF SEMICONDUCTOR COMPONENTS  
GROUP OPERATING AND SERVICE DIVISIONS

FROM: WILF CORRIGAN

SUBJECT: MAINTENANCE OF UNIFIED SEMICONDUCTOR IMAGE

DATE: 29 November 1971

CC:

While we have reorganized internally into five separate operating divisions, each having a charter, resources and responsibility to demonstrate its profit-making capabilities independently, it is essential that we avoid any actions that would make our customers feel they are dealing with five different semiconductor companies when they do business with our Group.

At this time in particular, the generation and use of uniquely identifying designs in stationery supplies, business cards, product literature or advertising on the part of the newly established divisions is to be discouraged. Except where it has previously existed (as in MOD or the new Made in Fairchild mark), variations of or additions to the Fairchild Semiconductor logo are expressly forbidden without my prior written approval.

The Purchasing and Marketing Services Departments in particular are advised, by copy of this memo, to return to their originators all purchase requisitions or design requests not in conformance with it.

WC:vh

*Wilf Corrigan*

**FAIRCHILD**  
CAMERA AND INSTRUMENT  
CORPORATION

INTERNAL CORRESPONDENCE

TO: GENERAL DISTRIBUTION

DATE: 3/15/79

FROM: A. A. PROCASSINI

M/S:

CC:

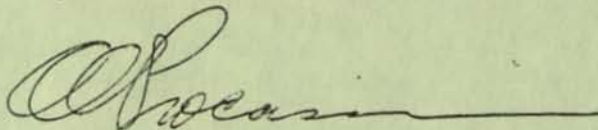
RE: MARKETING SERVICES

---

Effective today, March 15, 1979, Mercer Curtis is appointed Director, Marketing Services, reporting to me. Mercer replaces Tom Simmons, who has resigned, and whose staff will now report to Mercer.

Mercer is a 13 year Fairchild employee and his experience in the areas of plant management in Djakarta and Shiprock, in production control, inventory control, and in marketing will be extremely valuable in accomplishing an improved customer service administration, and the MI approach to Marketing Services.

Please join me in congratulating Mercer and in working together with him in the future.



A. A. PROCASSINI  
VICE PRESIDENT - WORLDWIDE MARKETING  
SEMICONDUCTOR PRODUCT GROUPS

AAP:bln

**FAIRCHILD**

CAMERA AND INSTRUMENT  
CORPORATION

INTERNAL CORRESPONDENCE

TO: General Distribution

DATE: March 14, 1979

FROM: Wilf Corrigan

M/S: 20-2234

CC:

RE: Organizational Announcement

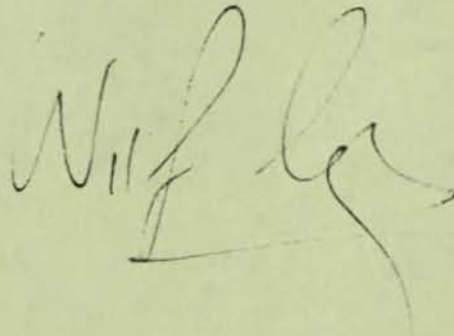
It is my pleasure to announce the election of Richard P. Abraham, Edward H. Browder and Andrew A. Procassini as Corporate Vice Presidents. The three new vice presidents report to George Wells, Senior Vice President, Semiconductor Products.

Dick Abraham, General Manager of the Bipolar LSI Group, joined Fairchild in 1975 as Bipolar Memory Division General Manager. Prior to that, he held a number of senior manufacturing management positions at Texas Instruments and Motorola Semiconductor. Dick holds B.S.E.E. and M.S.E.E. degrees from Stanford University.

Ed Browder, General Manager of the Integrated Circuits Group, joined Fairchild in 1966, and held various engineering management positions before assuming his present post in 1977. Ed holds a B.S. degree from Stetson University, Florida.

Andy Procassini, who heads Worldwide Semiconductor Marketing, held management posts at both Motorola Semiconductor and Westinghouse Corporation before joining Fairchild in 1968. He has since held a variety of manufacturing and marketing positions in the U.S., Europe and Asia. Andy is a graduate of the University of Michigan and holds an M.S. degree from Arizona State University.

Please join me in congratulating these three gentlemen.



Wilfred J. Corrigan  
Chairman and President

*Geri Hadley*

TO: Dick Belcher

DATE: February 7, 1979

FROM: Gordon Daggy

M/S: 15-1030

CC: C. J. Stoll  
Helen Basford

RE: Unilateral Advertising/Promotion Activity

-----

It has been brought to my attention that the Opto Department has recently bypassed the Advertising and Promotion Department for the production of a brochure. It is my understanding that the requirement for this brochure was presented to this department in rather vague terms and that our response to this was to request authorization from you to spend \$850.00 for concept and layout. We felt that this incremental step was quite necessary in order to get agreement among all parties as to the exact and specific scope of this project. It is also my understanding that you had actually gone out for bids from outside vendors prior to submitting the requirement to this department and subsequently received a speculative proposal from a vendor which you have decided to accept.

Although Opto is treated operationally as a semi-autonomous operating entity, to the outside world it is a product line and only one of many in the Fairchild Semiconductor product mix. Opto products are sold essentially to the same customers and through the same sales force as other Fairchild semiconductor products. Part of the responsibility of the Advertising and Promotion Department is to bring a cohesiveness and a graphic consistency to all of the communications media utilized for public exposure. It is also incumbent upon this department to provide standards of form as well as artistic and editorial quality to all of the material that we produce. If all of the semiconductor divisions did their own advertising and promotion, we would produce an utterly confusing hodge-podge of material that would be counterproductive in the marketplace. We must have common formats and a common look in order to prevent rampant confusion among our customers.

In addition, the Advertising and Promotion Department is staffed with professionals in graphic arts, writing, editorial and advertising. These professional specialties are every bit as necessary to a sophisticated corporation as engineering, manufacturing, finance, industrial relations and other disciplines.

This is not the first time that this situation has occurred and we have frequently been threatened by your department with "going outside" because our prices are allegedly too high or our delivery is not satisfactory. In two such cases when Helen "went outside" the delivery promised was not improved upon and the costs were higher than if the job had been done internally. Specifically, I am referring to the LCD Brochure, which cost an inordinant amount of money for the effort, and the Diode Data Book.

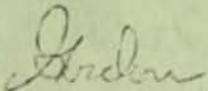
To: Dick Belcher  
Re: Unilateral Advertising/Promotion Activity

February 7, 1979  
Page Two

We are not the enemy. We are a service organization dedicated to serving your operation as well as all others in the Fairchild family. We are not a profit-making organization and pass along to you only those costs that are incurred as a direct result of your requirement. Generally speaking, the leverage that we can obtain by centralized buying is beneficial to all concerned. For example, we buy data book paper by the carload, which could not be accomplished if it were purchased piecemeal for every singular job. Graphic vendors historically "low-ball" in estimating any job in order to get the business and then proceed to insidiously increase the prices due to author's corrections, change in scope, quantity changes, etc. We are very much aware of these techniques and try to monitor them as carefully as possible but the unknowing can frequently get "ripped off" in this type of negotiation.

In any event, the particular brochure in question, based on your preliminary requirements, is going to cost you somewhere between \$20-25,000 regardless of what kind of initial quote you have from a vendor. This brochure appears to be a glorified Opto short form book and you might want to reflect on whether the approach you have been talking about might not be an overkill.

Be that as it may, a serious charter and responsibility issue is at stake here. As long as I have the responsibility as the "keeper of the corporate image" I must insist you channel this type of requirement through this department. If, on the other hand, you feel strongly that the policy is wrong and feel that through logic and persuasion you can affect a change, I will abide by such a decision. This is a higher level consideration, however, and must be resolved at the Fred Hoar/Procassini/Wells/Corrigan level. In the meantime I must do my job as chartered.



Gordon Daggy

GRD/dmw

TO: Distribution  
FROM: R. E. Belcher  
SUBJECT: Opto Advertising

DATE: 19 February 1979

CC: T. Leeder  
C. J. Stoll

Opto is now committed to a rather intensive publicity schedule. This includes:

1. Current schedule of 1/4 page ads in 4 periodicals
2. 1/2 page ads for 6 months starting in May
3. 6 mailers
4. Numerous new product introductions and press releases.

Unfortunately, and with increasing frequency of late, publicity has not received final Opto Division artwork approval.

Nor has the Opto Division ever received any copies of the media ads or copies of the periodicals with our media ads.

And changes have occurred without Division prior approval that have cost us dollars reduced the planned campaigns due to budget reduction resulting from unauthorized changes and generated additional after the fact changes in attempts to correct.

To avoid these problems in the future and to establish a groundwork we can all easily work within, the following policy will apply to all future publicity in support of the Opto Division:

All publicity, including but not limited to:

- Discrete Tips
- Mailers
- Advertising

*Would you  
date this for  
run on on  
sentinel...*

TO: R. E. Belcher (or T. Leeder)  
FROM:  
SUBJECT: Opto Division Publicity Approval

DATE:

CC: D. Allerdyce

The attached is submitted for your approval.

The publicity will appear on \_\_\_\_\_  
in the following media: (date)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Cost will be \$ \_\_\_\_\_  
Budget allowed is \$ \_\_\_\_\_  
Variance to Budget is \$ \_\_\_\_\_

Approved \_\_\_\_\_  
R. E. Belcher

or

\_\_\_\_\_  
T. Leeder

Return to: \_\_\_\_\_ MS \_\_\_\_\_

Copy to: Diane Allerdyce MS 4-315

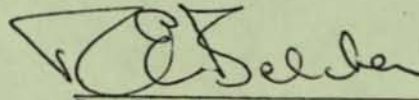
- Posters
- Catalogs
- Press Releases

require either my personal approval or T. Leeder's.

In order to obtain this approval, all publicity is to be submitted with the attached form. Opto will retain a copy of this request together with a copy of the ad for future references.

This policy is not intended to impede approval. Rather, it is to assure that the Division is clearly involved and, therefore, prevent misunderstanding or confusion in the future.

This policy is effective immediately.

  
R. E. Belcher

Distribution:

G. Daggy  
G. Hadley ✓  
J. Speelman  
T. Trumbull  
J. McElfresh  
T. McGuire  
H. Basford

Attachment

**FAIRCHILD**  
CAMERA AND INSTRUMENT  
CORPORATION

TO: Distribution  
FROM: Fred Hoar  
SUBJECT: Advertising and Promotion

May 15, 1979

cc: A. Procassini

---

A few departments in the company have undertaken to contract merchandising and promotional jobs -- slides, brochures, posters, etc. -- directly to outside vendors, without involving the Advertising and Promotion department. This is against company policy and also complicates life for all concerned.

The Advertising department's mission is to assure consistency and quality in all Fairchild materials aimed at the marketplace. Effective cost control is a further objective. These are impossible to maintain when the department is bypassed in the preparation of merchandising items.

Outside vendors may sometimes appear cheaper and faster than the Advertising department on an across-the-board basis. The trade-off inevitably is poorer quality, failure to cope with text or art changes effectively, and other problems that cause "outside projects" to end up more costly and less timely than the internally-handled job. Many vendors who attempt direct access to company departments have previously been used and rejected by Advertising, due to unacceptable quality and reliability standards.

No corporation can run on a splintered plan. The Advertising and Promotion department should be contacted for the production of all merchandising materials generated for Fairchild customers or other outside uses.

*Fred Hoar*

FMH:ms

*Deri*

DISTRIBUTION: D. Abraham  
G. Amelio  
H. Basford  
J. Baranowski  
D. Belcher  
E. Browder  
J. Duffy  
J. Ellick  
J. Flowers  
C. Hannon  
S. Jasper  
D. Jones  
B. Kirkham  
V. Lewing  
M. Lewis  
T. Longo  
J. Loro  
D. McBurnie  
R. Parker  
D. Seale  
R. Smith  
D. Staub  
C. Stoll  
D. Sullivan  
G. Urbani  
L. Wittenbaugh  
F. Zimble

INTER-OFFICE CORRESPONDENCE

**FAIRCHILD**

CAMERA AND INSTRUMENT  
CORPORATION

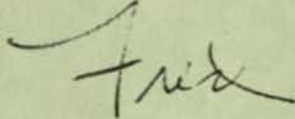
TO: Distribution  
FROM: Fred Hoar  
SUBJECT: Monthly Staff Meetings

---

June 21, 1979

We intend on a monthly basis to hold management staff meetings of the Communications Department. So far as possible, these meetings will be held on the third Monday of each month beginning July 16 at 9:00 a.m.

The purpose of these staff meeting will be to review upcoming programs in the respective areas, assess the effectiveness of our performance, and to improve communications between the advertising and public relations effort.



FMH:ms

Distribution: M. Austin  
B. Callahan  
L. Christenson  
H. Crewel  
G. Daggy  
G. Hadley  
J. Hatch  
I. Larsen  
F. Mc Gavock  
M. Sessums

To: Distribution List

FROM: Bev Freitas

SUBJECT: FIELD SALES CHANGES

DATE: August 4, 1976

CC:

Several changes have recently taken place in Field Sales. I thought I would take this opportunity to consolidate them and request that you update your records where necessary.

Here we go . . .

1. A new Strategic Marketing Group has been organized. It will be headed up by Bill O'Meara. Bill will have four Area Marketing Managers reporting to him. They are: Art Massicott (Northeast), Dave Okamoto (Western), Perry Constantine (North Central) and Phil deMarchin (Southern). These Strategic Area Managers will have all FAE's reporting to them.
2. Joel Friedman has been promoted to Western Area Sales Manager replacing Bill O'Meara and will work out of the new Los Angeles office.
3. Dave Rosen has been promoted to Regional Sales Manager replacing Art Massicott.
4. Fred Brown and Steve Rose have terminated to join the Celtec rep firm in San Diego.
5. The San Diego Sales Office has closed.
6. Celtec has picked up all account responsibility previously under San Diego.
7. Phoenix is now a Regional Business Center with Dan Barrett as the new Regional Manager. Dan arrives from European assignment to start his new tasks effective August 30, 1976. This newly-established region will consolidate what used to be known as the Rocky Mountain Region: Phoenix, Albuquerque, Denver and Salt Lake City. All reps assigned to these sales offices will now be in the Phoenix Business Center.
8. Herb Perry has terminated to become a partner with Simpson Associates, Colorado.

To: Distribution

August 4, 1976

Page 2

9. The Denver Sales Office has closed.
10. The Orange County and Los Angeles regions have been consolidated into two regions from three. Bob Hoffman picks up what used to be Joel Friedman's responsibility as an R.M. and John Siemens picks up Distribution and Rep responsibility in addition to his previous regional territory.
11. Dick Beal, DAE - Wellesley, will terminate September 1st.
12. Jim Brye has been promoted to Regional Manager in Chicago replacing Cal Evans, who left with Tim Cox to open a rep firm.
13. The Endwell Sales Office has closed. Account responsibility has been turned over to Tri-Tech, the new rep firm.
14. Dan Kelley has been hired as the new DAE in Dallas.
15. Barbara Prince has returned to OEM Sales Administration reporting to Jack Ordway. She will be manager of the Rep Sales Program.
16. Bev Freitas will pick up Sales and Personnel Administration duties for the new Strategic Marketing organization.
17. Department Section information:

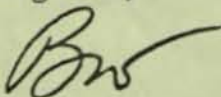
The new Strategic Marketing Group will be set up as follows:

Bill O'Meara - Staff	20-01
Art Massicott - Northeast	20-02
Phil deMarchin - Southern	20-03
Perry Constantine - North Central	20-04
Dave Okamoto - Western	20-05

The new Phoenix Regional Business Center will retain 20-95; however, all expenses relative to Denver will now become 20-95. D/S 20-96 has become invalid.

As you can see, many changes have taken place. Should you have any questions, please feel free to contact me and I'll do my best to explain or clarify.

Regards,



Bev Freitas

TO: Distribution

FROM: Jack Balletto *JB*

SUBJECT: FURTHER ORGANIZATION

DATE: Nov. 23, 1970

CC: Bob Schreiner

Dave Okamoto will join our group on December 15 as a Senior PME and will be responsible for standard products in the U.S. In addition, Dave will handle visiting Japanese customers relying on support from other PME's in specialized areas (e.g. Micromosaic). Bob Bennett, Phil Lulewicz and Betty Hawkins will report to Dave to further concentrate our standard product effort.

Eddie will report to Nick Phillon and will provide secretarial support for everybody but Bob Cushman and John McCrory.

Virginia will report to Bob Cushman and will review all custom specifications. Noreen will provide secretarial help to Bob Cushman and John McCrory.

Geri will report directly to me and among other things, will monitor and maintain our backlog tabs, forecasts and billing trends; Geri will also coordinate with Marketing Services.

JB:ns

Distribution:

Bob Bennett  
Bob Cushman  
Virginia Glagola  
Geri Hadley  
Eddie Hathorn  
Betty Hawkins  
Phil Lulewicz  
John McCrory  
Nick Phillon  
Noreen Summerfield

August 5, 1971

TO ALL FIELD SALES

cc: Area Managers  
Regional Managers  
R. Henderson  
R. Neddermeyer  
R. Skinner

SUBJECT MOS PRODUCT MARKETING  
FIELD SUPPORT

Due to the recent transfer of Dave Okamoto to the Los Altos Sales Office, we have had to change some product marketing assignments.

**TOM DYER** and **JOHN BUCHANAN** are our Programs Managers who coordinate all MOS activities on a national basis for the accounts shown below.

<u>T. Dyer:</u>	Bunker-Ramo	Victor	<u>J. Buchanan:</u>	Beckman	Honeywell
	Potter	Xerox		Burroughs	IBM

All other accounts are covered on a geographical basis. The following Product Marketing Engineers will be your MOS contacts:

Northeast Area — **DOUG USHER** will now have product marketing responsibility for this area.

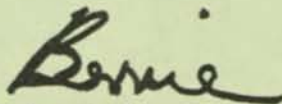
Southeast and Central Areas — **BOB CUSHMAN** who was formerly handling all Micromosaic designs will take over these areas.

Western Area and Distributor — **PHIL LULEWICZ** will continue as Western Area product marketing engineer and will assume responsibility for Distributor marketing support.

The standard products as announced in June and all previously announced standard products are in Box Stock awaiting your orders. In addition, you can expect several truly exciting products coming out of MOS in the 4th quarter of 1971.

We can still handle new **Micromosaic** designs starting in September. Keep the opportunities coming. We've started twenty-two new designs in the past three months.

— GIVE US A CHANCE TO QUOTE —



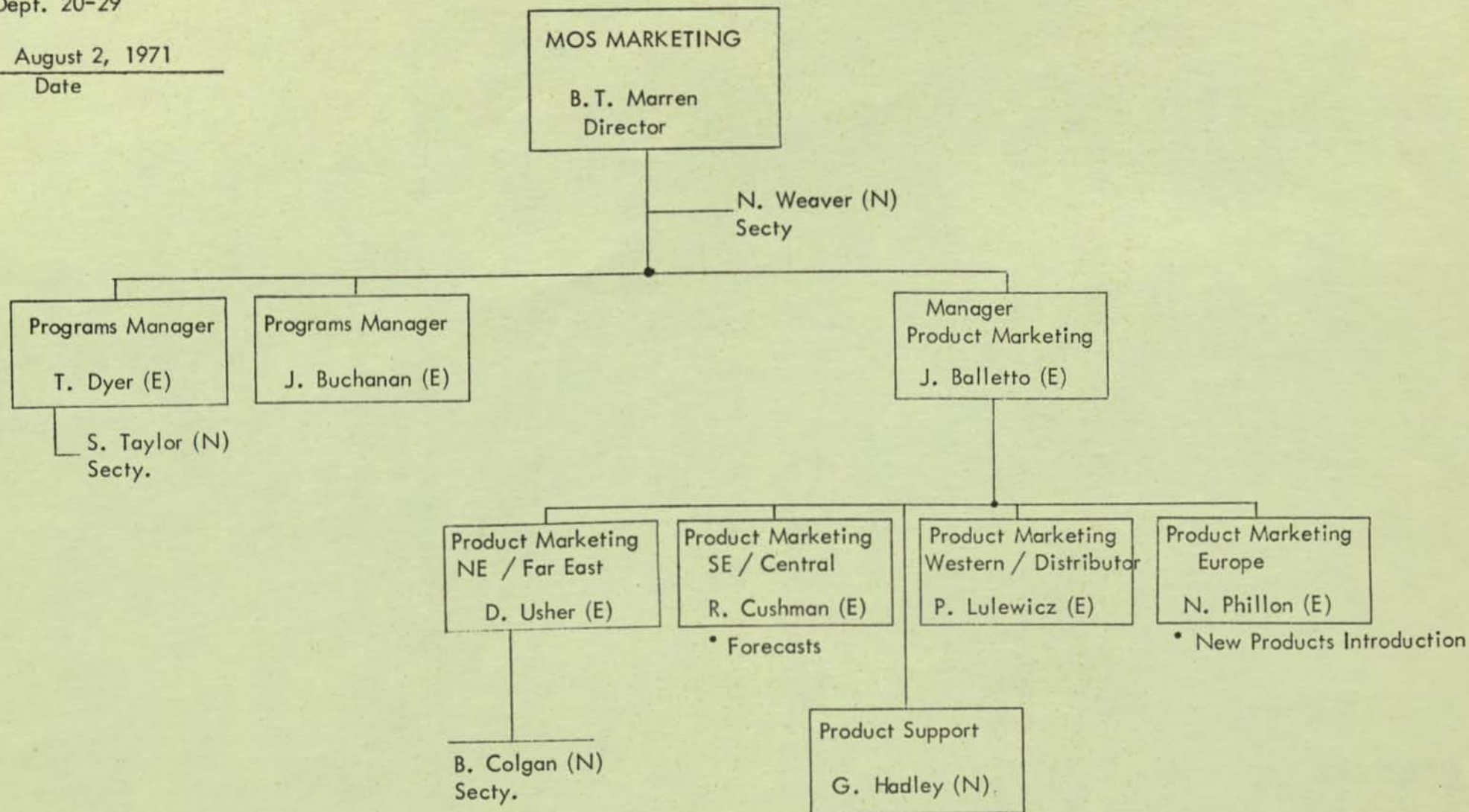
Bernie Marren  
Director  
MOS MARKETING

nw

MOS MARKETING  
Dept. 20-29

August 2, 1971

Date



AH

DB

J.C

GH

NB NB

IL

TO Distribution  
FROM R. H. Pollack  
SUBJECT ORGANIZATION ANNOUNCEMENT

DATE September 7, 1972

CC

After extensive evaluation of business alternatives, we have decided to redirect the efforts of our organization to much greater emphasis on the development and production of standard products; the exercise of extreme selectivity on custom projects; and to accelerate participation in the calculator marketplace. We felt it necessary to realign the organization to achieve the new objectives. Effective September 11, 1972, the MOS Products Division staff is as follows:

Operations Manager - J. Schoonhoven  
Manufacturing Engineering Manager - J. Hambidge  
Product Marketing Manager - W. O'Meara  
Product Design & Development Manager - B. Aronson  
Reliability & Quality Assurance Manager - J. Kiachian  
R&D Manager - R. Seeds  
Division Controller - D. McBurnie  
Employee Relations - J. Waller

The functional responsibilities in the organization are defined as follows:

Operations - Manufacturing Wafer Fabrication, Assembly, Test, Production Control, and Maintenance  
Manufacturing Engineering - Process, Product, Test, Assembly, and Package Engineering Support  
Product Marketing - Product Marketing, Planning, Sales Support, and Application Engineering  
Product Design & Development - Product Logic, Circuit, and Systems Design and Development, including CAD Systems and Techniques  
Reliability and Quality Assurance - Incoming, In-process, and Outgoing Quality Control, and Product Reliability, including Competitive Evaluation and Failure Analysis  
Research and Development - Product, Technology and Systems Advanced Development and Research  
Controller - Financial Control and Business Management  
Employee Relations - All functions of Employee Relations

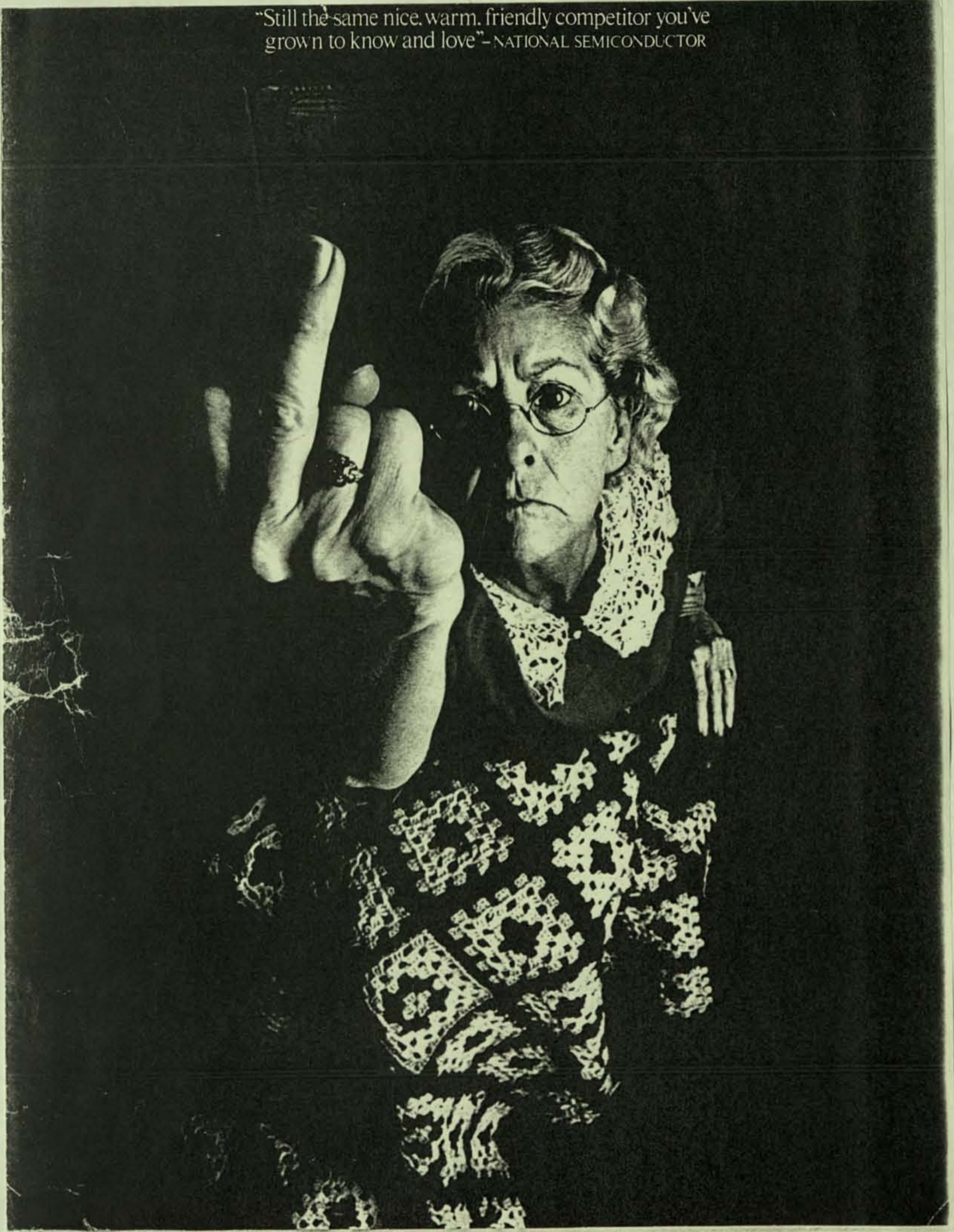
R. H. Pollack  
Vice President & General Manager  
MOS Products Division



**Fairchild Semiconductor Memorabilia**

**From the Collection of Geri Hadley**

"Still the same nice, warm, friendly competitor you've  
grown to know and love" - NATIONAL SEMICONDUCTOR



# Our message to the competition is simple and straightforward.

We've had it with namby-pamby, blue sky advertising. From now on, National doesn't pussyfoot. We're going to take on the rest of the semiconductor industry and let the chips fall where they may.

We're the second largest manufacturer in just about every product category and we're going to let everyone know it.

We're also going to introduce some new products that will knock the competition right on their profit margins.

There are also a few things we're *not* going to do. We're not going to make a lot of products nobody needs. That's Signetics' job.

We're not going to introduce a new, hot-shot device that isn't even off the drawing board yet. Fairchild is much better at it anyway.

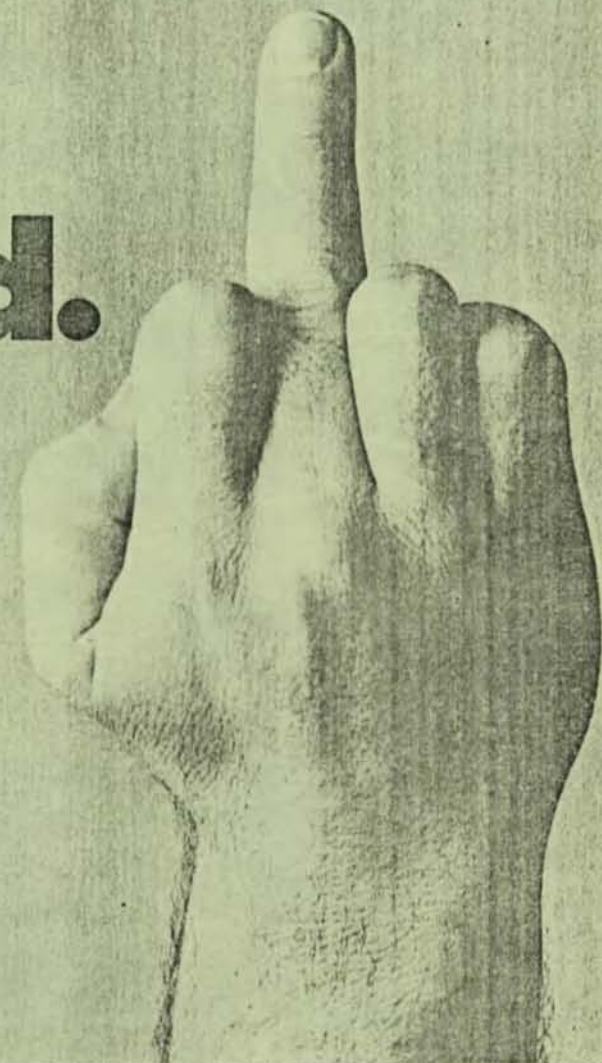
We're not going to promise a shipment for September that we couldn't possibly deliver before Christmas. That's TI's game.

And, we're not going to sit around on our ingots waiting for the second source business. Motorola's cornered the market on that one.

In short, we're going to be damned hard to compete with.

You know where nice guys finish.  
National Semiconductor Corporation  
2900 Semiconductor Drive, Santa Clara, Calif. 95051  
Phone (408) 732-5000 / TWX (910) 339-9240

## National



**FAIRCHILD****SEMICONDUCTOR****A DIVISION OF FAIRCHILD CAMERA  
AND INSTRUMENT CORPORATION**

INTERNAL CORRESPONDENCE

TO All Field Sales and Internal Marketing  
FROM J. Cooper  
SUBJECT Organization Announcement

DATE May 13, 1968

CC:

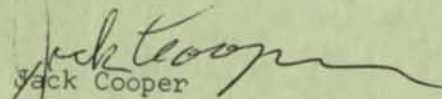
I am very pleased to announce the official appointment of Dan Tompkins to the position of Manager Product Support (Section Head) for Aerospace and Defense Hybrids located at our Research and Development facility in Palo Alto. This appointment is effective immediately.

For the past several months Dan has held the position of Acting Section Head for Hybrids Product Support in Aerospace and Defense. In this position, Dan has shown outstanding workmanship by his ability to handle the people within his department, and to bring about Customer satisfaction.

In October of 1966, Dan joined Fairchild Semiconductor in the capacity of a Product Marketing Engineer. Prior to joining Fairchild, he received his BSEE from Rice University in Houston, Texas, and a MBA from Stanford University in Palo Alto, California.

As Manager, Dan will be responsible for managing and training the Hybrids Product Support team and will be reporting directly to myself. Hybrids questions relating to technical information, pricing information, customer orders, specification reviews, and specification writing should be directed to Dan.

Your continued support and co-operation would be greatly appreciated.

  
Jack Cooper  
Product Support Manager  
Aerospace and Defense

JC:bb