SILVERADO FIVE 79
MESSAGE FROM THE HEAD COACH

Welcome to the Fifth Annual Memorex Management Conference! The year since our Silverado meeting in 1978 has been marked by extraordinary challenges. It is a tribute to the people of Memorex that, despite these challenges, they made 1978 another year of record performance.

The year 1979 provides the opportunity to consolidate our gains and to build a solid foundation for the opportunities that lie ahead.

Over the next three days we will review the accomplishments and lessons of 1978 and discuss our plans for 1979. We will also have time to exchange views and to enjoy being together in a relaxed environment. At the end of this conference each of us should have a renewed enthusiasm for future opportunities and a determination to achieve professional excellence throughout Memorex.

[Signature]

Robert J. Wilson

[Graph: Growth, MGT TASKS]
TEAM ROSTER

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John H. Aubuchon
Manager, Corporate Purchasing
Lawrence P. (Pete) Bates
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Corporate Treasurer
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Manager, Corporate Physical Distribution
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Manager, Systems and Procedures
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Manager, Strategic Planning
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Keith A. Rosheim
Manager, Employment
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Manager, Industrial Relations, Corporate Stalls
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Engineering Corporate Staff Technologist
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Manager, Budgets and Measurements
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Manager, Corporate Facilities
Kay J. Young
Assistant Treasurer

Field Operations Group
Robert Berry
Manager, Field Operations, Northeast Region
Robert G. Booth
Manager, Field Operations Promotional Programs
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Manager, Finance
H. Eugene Douglas
Manager, Int'l Affairs and Gov't Liaison
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Manager, Headquarters Customer Service
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Manager, National Sales Support
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Vice President, Field Operations
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Manager, Field Operations, New York Region
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Regional Vice President, Midwest Region
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Regional Vice President, Southeast Region
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Kenyon C. Cruden  
Manager, Marketing, Recording Components Division

Henk Evenhuis  
Manager, Finance, Recording Components Division

John Fialko  
Manager, Manufacturing, CFI Division

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General Manager, Flexible Disc Product Section

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Manager, Quality Assurance/Engineering, Liege Division

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Manager, Industrial Relations, CFI Division

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General Manager, Computer Tape Division

Warren R. Kisling  
Manager, Manufacturing, Recording Components Division

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Manager, Business Planning, Flexible Disc Product Section

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Jeffrey Menkes  
Manager, Marketing, Precision Plastics Division

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Manager, Finance, Precision Plastics Division

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Manager, OEM Sales, Computer Media Group

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Manager, Engineering, Computer Tape Division

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Manager, Marketing, Computer Tape Division

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Manager, Industrial Relations, Liege Division

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Manager, Quality Assurance, CFI Division

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Manager, Quality Control, Precision Plastics Division

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Manager, Finance, Media

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Prasad L. Vepa  
Manager, Marketing, Flexible Disc Product Section

Armand Van De Wael  
Manager, Media Manufacturing, Liege Division

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National Sales Manager, Computer Media Group

Nicholas W. Ward  
Manager, Finance, Computer Tape Division

Leo J. (Lee) Whitney  
Manager, Manufacturing, Precision Plastics Division

Harry Wilent  
Manager, Quality Assurance, Computer Tape Division

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Vice President and General Manager

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Manager, Development Engineering

Arthur Ichnowski  
Manager, Advanced Engineering

David F. Jenkins  
Manager, Manufacturing

Kenneth A. Murray  
Manager, Industrial Relations

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Manager, Marketing

Edward R. Theis  
Manager, Quality Assurance

George R. Wike  
Manager, Finance
Large Storage Systems Group

Robert Fisher
Manager, Recording Surface Technology

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Manager, Engineering

Frank C. Gibeau
Manager, Advanced Device Engineering

Ian Graham
Senior Staff Scientist

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Vice President and General Manager

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Manager, Quality Assurance

Stanley Mantell
Manager, Disc Storage Manufacturing

Harold A. Mattice
Manager, Components Manufacturing

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Manager, 3652 Drive Development

Marvin G. Norman
Manager, Materials

Daniel E. O'Brien
Manager, Marketing

Thomas J. O'Keefe
Manager, Customer Service

Eugene L. Ousterling
Manager, Special Production Operations

William J. Richards
Manager, Industrial Relations

Rudolph (Rudy) Sikorsky
Plant Manager, Nogales

Ronald F. Singleton
Manager, Subsystems

Frank J. Sordello
Manager, Recording Technology Center

James Tatsukawa
Manager, Product Engineering

Henry L. Tinker
Manager, Business Planning

Johann Willems
Manager, Manufacturing Engineering

Arthur Withop
Manager, Recording Components Technology

Eric A. Crosen
Manager, Finance, Disc Drive Division

Richard E. Heinzelman
Manager, Marketing, Business Systems Division

Gary N. Hughes
General Manager, Business Systems Division

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Manager, Contracts

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General Manager, Disc Drive Division

Wayne M. Lettieri
Manager, New Facilities

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Manager, 660 Product

Leslie L. Menigoz
Manager, Mini Systems Peripherals Program

Eugene Meyer
Manager, Finance, Business Systems Division

Jack E. Payne
Manager, Quality Assurance, Disc Drive Division

Richard T. Peters
Manager, Manufacturing and Quality Assurance, Business Systems Division

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Manager, Strategic Account Marketing

A. Keith Plant
Vice President, General Manager

John C. Scott
Manager, Advanced Development Project

Gary J. Walker
Manager, Flexible Disc Drive Product Section

William Yee
Manager, Manufacturing, Disc Drive Division

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Robert Arebalo
Manager, Industrial Relations

Carlos Caldas da Silva
Country Manager, Brazil

Lowell B. (Barry) Carpenter
Manager, Media and Export Sales and Distribution

John Freeman
Country Manager, Australia

F. Craig Holby
President, Memorex Canada Ltd.

Ernesto Kolster
Country Manager, Venezuela

Luis Luhring
Country Manager, Puerto Rico

Dieter Marenbach
Manager, Planning

Richard W. Martin
Vice President and General Manager

Brian D. Molloy
Manager, Equipment Sales and Distribution

Leonard B. Perrone
Director, Finance

General Systems Group

Joseph J. Bauer
Manager, Engineering, Flexible Disc Drive Product Section

William J. Bruce
Manager, Marketing, Disc Drive Division

Clarke F. (Chuck) Carey
Manager, Engineering, Disc Drive Division

Larry M. Chamberlin
Manager, Industrial Relations

Ronald L. Compton
Manager, Engineering, Business Systems Division
Consumer & Business Media Group

David P. Berry
Manager, Marketing, Video Division

Theodore J. Cutler
Vice President and General Manager

Eric D. Daniel
Manager, Magnetic and Chemical Technology Center

Howard F. Earhart
General Manager, Audio Division

John T. English
Manager, Research and Development, Word Processing Division

John M. Ethier
Manager, Manufacturing, Video Division

Kenneth A. Goldman
Manager, Finance, Audio Division

Charles B. Groat
Manager, Manufacturing, Word Processing Division

Harry G. Hensman
General Manager, Video Division

Leroy R. Hester
Manager, Product Engineering, Video Division

John R. Humphreys
National Sales Manager, Audio Division

W. Dale Humphriess
Manager, Development, Home Video

Paul A. Mahoney
National Sales Manager, Word Processing Division

Reinhard H. Ortgies
Manager, Marketing, Word Processing Division

James F. Ottinger
General Manager, Word Processing Division

Albert P. Pepper
Manager, Marketing, Audio Division

Jacques Philippart
Program Manager, Audio Manufacturing, Ireland

Donald F. Racine
Manager, Quality Assurance, Video Division

Robert L. Reetz
National Sales Manager, Video Division

John C. (Jake) Rohrer
Program Manager, Home Video

Robert A. Sheffield
Manager, Finance, Video Division

Frederic J. Sischka
Manager, Development, Audio Division

James W. Swent, III
Manager, Finance, Word Processing Division

Michael D. Thomas
Manager, Manufacturing, Audio Division

EUMEA Group

Santiago Abeijon
Country Manager, Spain

Peter Bembridge
Director, Legal Counsel

Barry Berghorn
General Manager, EUMEA Consumer and Business Media

Reto Braun
Vice President and General Manager

Ernst Brossmann
Country Manager, Switzerland

Allan Cummings
Director, Industrial Relations

Alain de Forges
Area Manager, France

Robert Farrell
Country Manager, Belgium

Helmut Gottinger
Area Manager, Germany

Harald Gullerud
Country Manager, Norway

Michael A. Kelly
Area Manager, Benelux and Exports

Michael Kitching
Area Manager, United Kingdom

Leonard J. LeBlanc
Director, Finance

Joseph Millington
Country Manager, Netherlands

Benny D. Pedersen
Country Manager, Denmark

Edward C. Price
Director, Business Planning

Giorgio Ronchi
Area Manager, Italy

Goran Skyttvall
Country Manager, Sweden

Trevor Sullivan
Director, Field Engineering

Dieiderik (Dirk) Thiens
Director, Operations Support

Lars Turndal
Area Manager, Scandinavia

Alberto Silva
Country Manager, Mexico

Tetsui Yamada
Executive Director, Japan

Takehiro Yamamoto
Japan Liaison

Rossana C. Zarzar
Country Manager, Peru
## FRIDAY, FEBRUARY 16

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>6:00 PM to 7:00 PM</td>
<td>Arrival and Registration</td>
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<tr>
<td>7:00 PM to 8:00 PM</td>
<td>Social Hour</td>
</tr>
<tr>
<td>8:00 PM to 9:00 PM</td>
<td>Dinner</td>
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## SATURDAY, FEBRUARY 17

### Meeting Host: James Dobbie

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00 AM to 7:45 AM</td>
<td>Breakfast</td>
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<tr>
<td>8:00 AM to 8:10 AM</td>
<td>Welcome of New Participants</td>
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<tr>
<td>8:10 AM to 8:40 AM</td>
<td>Keynote Address</td>
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<tr>
<td>8:40 AM to 9:20 AM</td>
<td>Financial Results</td>
</tr>
<tr>
<td>9:20 AM to 9:40 AM</td>
<td>Break</td>
</tr>
<tr>
<td>9:40 AM to 10:35 AM</td>
<td>Computer Media</td>
</tr>
<tr>
<td>10:35 AM to 11:25 AM</td>
<td>Americas &amp; Asia</td>
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<tr>
<td>11:25 AM to 11:45 AM</td>
<td>Corporate Engineering</td>
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<tr>
<td>11:45 AM to 12:05 PM</td>
<td>Legal</td>
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<tr>
<td>12:05 PM to 6:00 PM</td>
<td>Lunch and Activities</td>
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<tr>
<td>6:00 PM to 8:00 PM</td>
<td>Social Hour and Dinner</td>
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<tr>
<td>8:00 PM to 9:00 PM</td>
<td>Special Awards</td>
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## SUNDAY, FEBRUARY 18

### Meeting Host: Robert L. Erickson

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>7:00 AM to 7:45 AM</td>
<td>Breakfast</td>
</tr>
<tr>
<td>8:00 AM to 9:00 AM</td>
<td>Large Storage Systems</td>
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<tr>
<td>9:00 AM to 9:50 AM</td>
<td>General Systems</td>
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<tr>
<td>9:50 AM to 10:10 AM</td>
<td>Break</td>
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<tr>
<td>10:10 AM to 10:25 AM</td>
<td>Corporate Finance</td>
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<tr>
<td>10:25 AM to 11:10 AM</td>
<td>Communications</td>
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<td>11:10 AM to 12:00 NOON</td>
<td>Field Operations</td>
</tr>
<tr>
<td>12:00 NOON to 6:00 PM</td>
<td>Lunch and Activities</td>
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<tr>
<td>6:00 PM to 8:00 PM</td>
<td>Social Hour and Dinner</td>
</tr>
<tr>
<td>8:00 PM to 9:00 PM</td>
<td>Guest Speaker</td>
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<tr>
<td>Time</td>
<td>Activity</td>
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</tr>
<tr>
<td>7:00 AM</td>
<td>Breakfast</td>
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<tr>
<td>8:00 AM</td>
<td>Consumer &amp; Business Media</td>
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<tr>
<td>9:00 AM</td>
<td>Corporate Manufacturing</td>
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<tr>
<td>9:20 AM</td>
<td>Industrial Relations</td>
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<td>9:40 AM</td>
<td>Break</td>
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<td>10:00 AM</td>
<td>EUMEA</td>
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<td>10:50 AM</td>
<td>Corporate Marketing</td>
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<td>11:10 AM</td>
<td>Corporate Development</td>
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<tr>
<td>11:30 AM</td>
<td>Closing Remarks</td>
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<tr>
<td>12:00 NOON</td>
<td>Lunch and Departure</td>
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**HALFTIME ACTIVITIES**

- Bowling
- Films
- Golf
- Gym Recreation
- Table Tennis
- Tennis
- Winery Tours
- Hot Air Ballooning
- Racquet Ball

**OFFICIALS**

- Kathleen Campbell
- Kim Hart
- Margaret Lane
- Don Malone
- Larry Nelson
- Al Schuler
- Bob Spelleri
- Roger Stabile
- Thea Suit
- Ernie Tydell
- Nancy Washburn
<table>
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<tr>
<th>Rookies</th>
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<tr>
<td>Joseph J. Bauer</td>
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<td>Adolph R. (Red) Rodriguez</td>
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