

Reel to Reel

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1974 NCC 'Super' Disk

"It's really an amazing machine!" This and other similar expressions were heard from many visitors who viewed STC's Super Disk for the first time at the 1974 National Computer Conference held recently in Chicago. The show, held in the Windy City's mammoth McCormick Place on Lake Michigan, hosted close to 300 exhibitors and was attended by approximately 25,000 people. Fulfilling a prediction made in a pre-show issue of *ComputerWorld*, STC, which exhibited its Super Disk subsystem, a high density (6250 bpi) tape drive and the currently-

marketed 3335 disk drive, seemed to be a "center stage" attraction. Although the booth was situated "off the beaten path" visitors swarmed in to see Super Disk, which was on public display for the first time since its announcement in October 1973. Primary attention focused on the Plexiglas version of the large 8800 disk module. This see-through model allowed onlookers to view the actual structure of the huge quad pack which is normally under covers. Some people were even on their hands and knees trying to get a closer look. Situated next to the

inoperable Plexiglas module, a working Super Disk unit continually demonstrated various seek patterns for curious onlookers. Also, indicative of the interest in STC products were the approximately 2,000 brochures and annual reports distributed and the more than 200 inquiries received during the hectic week. Prior to the show and during the ensuing week, tape and disk personnel from STC and Disk Systems Corp., respectively, worked hard to make things run smoothly. Giving most of the tape presentations were STC engineer Bob Jones and

technical expert Mike Grady. Fielding questions on Super Disk were DSC engineers Larry King, Rob DeHerder, Neal Glover and DSC President John Kevill. Also in attendance were Al Wilson, DSC Director of Engineering, Tom Taylor, STC Vice President in charge of marketing Super Disk, and Bob Hancock, DSC Director of Systems. Hall Worthington, STC Director of Products and Marketing Support, helped both groups with presentations on Super Disk and 6250 equipment. Helping with pre-show preparations were DSC engineers Jim Morehouse, Ron Rueckert and Nicholas Assouad.

Adding to the attractions of STC's booth was John Kevill's secretary, Audrey Haines, who delivered her pitch with an appealing blend of facts and femininity.

Also attending the show were: STC President Jesse Aweida; Jim MacGuire, Executive Vice President; Naim Aweida and Roy Wigginton, Corporate Vice Presidents; Zol Herger, Vice President of Engineering, and Milan Mraz, Director of Planning. Representing international interests were Yves Pinault, STC-Promodata, France, and Steve Karpowich, Storage Technology of Canada Ltd.

Attendees from an STC regional vice presidents meeting held in conjunction with the show were: R. Mac Fraser, Eastern Region; Bob Dowling, Federal Region; Art Buckingham, Midwest Region, and Wayne Bren, Western Region.

Salesmen attending the show were: Nick DiBari, Dennis O'Malley, Jerry Jeter and Bill Spitznagle, Midwest Region; Tony Dilluvio and Skip Fiore, Eastern Region, and Ralph Morrison, Federal Region. Also lending a hand was Nancy Pelletier, secretary for the Midwest Region.

Excellent field engineering support was provided throughout the show by STC employees George Cole, Will Weinand, Mike Schwartz, Bob Vandezelde, Mike Mayer and Tom Sargeant.



Congratulations to STC's new corporate Vice Presidents, who were elected to their new positions at the Board of Directors meeting April 22. They are l to r Roy Wigginton, Field Operations; Juan Rodriguez, Tape Drive Technology; and Naim Aweida, International Marketing.

Car Pool Data Sent to Employees

The Car Pool Data Forms which STC employees filled out were submitted to the Boulder City Car Pool System. Some employees have already received printouts from Boulder listing other employees living in the same general area. After receiving the printout, it is up to the employee to contact others in

their area to set up a car pool. Those who haven't received printouts but are interested in car pooling should call the City of Boulder at 442-2020 and request that a list be made for you. It will take the people at this number approximately 20 seconds to insert the required information into a

computer and you will find out immediately who possible candidates for car-pooling might be. If you would still like a printout sent to you, they will follow the phone call with a copy sent to your home. The in-house car pooling system is still underway and more information should be available soon.

PICTORIAL PROGRESS REPORT — LSVL No. 3



The Walls are up . . .



The Roof is on ...



And the floor is underway.

* * * TCU Tape Drive * * *

Spring fever has struck! Everyone seems to want a change in their lives. Keeping track of which way which person is going is enough to make one dizzy. Whatever follows is subject to change without further notice. (It may all be out of date by the time the paper appears).

Sandy Sundquist finally got that QC job she's had her eye on. Sandy takes Helen Watkins place, who has moved to Final Drive. We'll miss Helen. She always had such a sweet smile as she returned yet another reject. (Not that we have so many rejects, she was just trying to keep us humble.) Welcome to Vi McFarland who has come up from Broomfield to be TCU subs inspector. Vi, remember, don't take any guff from those girls.

Jean Silva transferred up from Broomfield upon returning from back surgery for 2 ruptured disks. She joins "Helen's Girls" along with Barb Aspin and Betty Leopoldt, the other new members of our family. Carol Torres has moved to supply line. Sharon Smith is going into Head Test on the 18th. Jeanette Thranum has left to help in the family business. Funny, she didn't seem to be as sad to go as we were to lose her. But it was a good excuse for a potluck.

Don't look twice if you think you saw a female working on Final Drive. Jean Goulet is now one of the "guys". Jean Urness switched from Drive subs to power windows. Says she gets a little tired of washing windows all day but enjoys the change. Clara Chase transferred up from Broomfield to take Jean's place on drive subs.

Think all this moving around is con-

tagious. Anyone for transferring to the plant in California?

Dave Wallace has finally got some much deserved assistance. Maybe now he'll be able to slow down to just a fast walk. Rod Crossen is the new PC man for TCU subs in Helen's area. Les Springer is taking care of Tape Drive.

TCU subs asked that Chuck Hamlin

be mentioned for the "fantastic job" he is doing as their M.E. Helen's drive subs area is really going to miss Hal Lunka who transferred to Engineering in Boulder.

Ought to be interesting to see what's going on after the dust settles from all this moving around. Who knows, this time next month we may all have movedOUTSIDE.

Enterprising V.P. Solves Facilities Problem

You can tell it's really spring when you gaze out the lobby window and spy a "Conference in Session" sign hung from a tree and several managers led by a Vice President in deep discussion beneath.

This was the approximate scene one recent sunny day as all conference rooms were in use and a certain enterprising division vice president took advantage of the circumstances to head for the outdoors. After a rather windy session

(in more ways than one?) a group of tousled managers reluctantly returned to the confines of their offices.

As a sidelight, when the division secretary responded to a query regarding the site of the meeting by saying, "They're holding it outside," a disbelieving manager went back to his office with his head shaking only to return a while later saying, "Really, where is the meeting?"

Some people just don't understand

the way springtime effects the light-hearted.

What Happened To ZPG?

Welcome to the following STC auxiliary members:
Gwen & Mark Horst — Girl — Stacy Renee
Michael & Sharon Thompson — Girl — Jill LaJean
Nancy Sanchez, Granddaughter — Leigha Rae
Delores Vasquez, Granddaughter — Amy Elizabeth



What's In That Pile Of Junk?

Have you noticed the boxes and shelves of surplus components and metals in the Reclamation Department at our Louisville facility? Look carefully the next time you pass by because there are a lot of dollars in those piles. During the past four months, Dean Adams, Supervisor, General Purchasing, reports that STC has disposed of surplus inventory valued at approximately \$20,000. He further states that with the fine support and cooperation he is receiving from Chuck Miller's Reclamation Dept. and Roger Aho's Material Control Dept., he is expecting even greater surplus sales during the remainder of 1974. The surplus inventory represents those items which can no longer be economically used by the company. Some surplus items are the result of obsolescence, while others are caused by careless handling or accidental damage. The cause for each surplus item is studied carefully, and where feasible, procedures to prevent the reoccurrence are suggested. Should you currently be trashing an item which you think might have a surplus or residual value, drop Dean Adams a speedimemo, and he'll be



glad to check it out for you. Remember, the revenue from these

sales represents a direct contribution to profit, and that's

something we all want to see grow. Ron Famiglietti

Annual Stockholders Meeting

Approximately 60 people attended the annual meeting of STC Stockholders on April 22, 1974 at 10:00 a.m. in the Harvest House Hotel in Boulder. President Jesse Aweida presided over the meeting at which three motions were passed. The stockholders approved the increase of the number of shares subject to the Company's 1970 Qualified Stock Option Plan from 250,000 to 350,000, elected the five nominees for directors named in the proxy statement, and ratified the selection of Arthur Anderson and Company as the Corporation's auditors.

Mr. Aweida announced results for the first quarter of 1974 noting the company had net income of \$1.1 million, or 32 cents a share, on gross revenues of \$16.2 million,

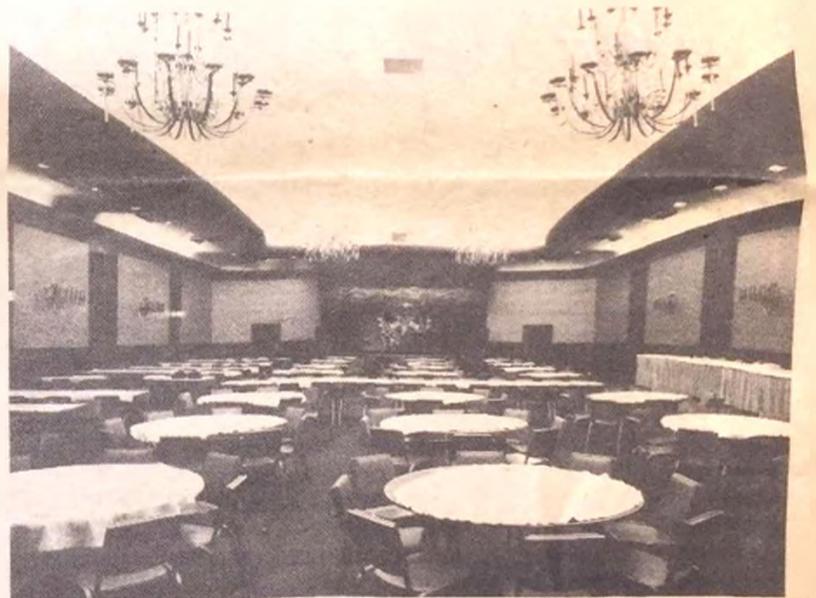
compared with net income of \$1.6 million, or 49 cents a share, on gross revenues of \$11.3 million for the first quarter of 1973. He said the Company had earnings of \$1.25 a share on revenues of \$56 million and net income of \$5.9 million for the fiscal year ended December 28, 1973.

STC has "an extremely healthy backlog" according to Aweida as he stated that whereas the firm's backlog ordinarily is one to three months between the placing of an order and delivery to the end user, some delivery times have been increased to five months as a result of strong demand.

When a shareholder asked why STC doesn't advertise in trade journals, James MacGuire, executive vice president of field operations, answered that the nature of the company's business doesn't lend itself to extensive advertising. "I'll match our sales record with any of them" MacGuire said. "The best advertising is our reference list," he said.

Although our bank lines have been expanded, there has been no increase in our bank loan for almost a year, according to Jesse. He also stated that we have no more tax loss carryover and are paying at the 45 percentile tax rate.

Following the Stockholders Meeting, the Board of Directors met in the Louisville Plant, at which time they elected Naim Aweida, International Marketing; Juan Rodriguez, Tape Drive Technology; and Roy Wigginton, Field Operations; to the position of Corporate Vice President. Congratulations, Naim, Juan and Roy!



The Silver Glade Room of the Cosmopolitan Hotel will come to life at 7:30 P.M., June First when the em-

ployees of STC take over and the sounds of "Leaf" pervade the air.

NOTICE

Yesterday's "Whitesale" is over. The tip on a "hot stock" passed you by, and that great gal you were going to call but didn't doesn't know you from Adam. Likewise, the Eastern Regional Marketing Challenge, which one and all failed to respond to has, alas, expired. You had your chance, and as they say in the Bronx, "You blew it." We hope perhaps next year either the Federal, Midwest or Western Region will, on their own, take the initiative to propose a sales performance challenge which could benefit the total sales performance for STC, the company for which we all work.

Cheers,
R. Mac Fraser
Eastern Region

Winner Takes All!

Tickets sales are in the final stages and for those of you who were unfortunate enough to have something else planned for that evening, let me tell you what you're going to miss

For a mere \$4.00 per person you would be dining in the elegance of the Silver Glade Room in the Cosmopolitan Hotel. The atmosphere can be surpassed only by the sumptuous meal that is served by the accommodating staff of the Cosmo. And if this isn't enough to take your breath away — try dancing to the music of Leaf. They're a fabulous group that can play anything from Bach to the Beatles. "The odds are in your favor" and "winner takes all" will become familiar terms for the lucky couple

who'll be winning a fantastic, fun-filled weekend in the city of bright lights — Las Vegas. And there's more!!! Even if you don't win Las Vegas, several couples will be spending an evening of merriment in the "Mile High City". Dinner and night club entertainment at some of the more popular hot spots in Denver can be the closest thing to a trip to Las Vegas. And for real laughs, twenty couples will be enjoying a "Comedy of Errors" — an evening with the Denver Bears.

So, consider yourself lucky if you're a ticket holder. Anticipation of the fun that lies ahead is in the air and you're a winner even before the prizes are given away. The only one who loses is the poor STC employee that had something else planned for 7:30 PM, June 1, 1974.

Recreation Association News



MARIE STEEN, LEONARD SVOBODA TAKE TOP BOWLING AWARDS

Dining and dancing was the bill of fare at the Annual STC Bowling Banquet held May 3 at the Boulder Elks Club, under the able direction of Floyd Greer. The highlight of the evening was the awards presentation honoring the top bowlers of the '73-74 season.

At the top of the list in the team category were Herb and Marie

Steen, Nancy Roberts and Neil Hall.

Taking second place team honors were Jo and Leonard Leopoldt and Clara and Lynn Chase. The third place trophy went to Lenore and Don Shephard and Jim and Geri Cook. Congratulations to them and the two top bowlers of the mixed league for the '73-74 season — Marie Steen and Leonard Svoboda.



Top 2 Bowlers of the 1973-74 Season (L to R): Leonard Svoboda, Marie Steen.



1st Place team in 1973-74 Mixed League, (L to R): Nancy Roberts, Neil Hall, Herb and Marie Steen.



2nd place honors went to (L to R): Jo & Leonard Leopoldt, Clara & Lynn Chase



Taking 3rd place trophy were (L to R): Jim & Geri Cook, and Don & Lenore Shephard.

'GUYS AND DOLLS' NEXT TRAVEL CLUB OUTING

A trip with the STC Travel Club could be a delightful play and a delicious dinner at the Country Dinner Playhouse. Anyhow, that's what it was on Sunday, April 22. If you didn't have tickets that was your misfortune. The play was a Comedy called "No Sex Please — We're British", and I personally thought it was a very good comedy. If you've never been there you're missing a very inexpensive good time. Take my advice and make your reservations now. The next play at the Country Dinner Playhouse will be "Guys and Dolls", and the reser-

vations are June 29th. Let's get everyone from the Travel Club to go and book the whole Country Dinner Playhouse with STC Travel Club members. Contact L. Henry, Day — Brmfd. x225, S. Phillips, Nites — Brmfd. P. J. Coomes, Days — Lsvl. x410, D. Acers, Days — Lsvl. x422.

CAMPING CLUB ANNOUNCES SLATE OF OFFICERS AND TRIP SCHEDULE

A new camping club has been formed and named the STC Gypsy's, under the leadership of the following officers: President: Dave Kaphaem, Vice Pres: Don Steinbach, Sec: Debbie Highbarger, Tres: Robert Aho.

The Trip Schedule for the summer was announced after the meeting.

Monument Lake Memorial Day	
May 25-26-27	
Boyd Lake	June 14-15
Copeland Lake	June 28-29
Crystal Lake	July 12-13
Fort Morgan	July 26-27
Overland Camp	Aug. 9-10
Royal Gorge	Aug. 23-24
Garden of the Gods (Colo. Springs)	
Labor Day	

Membership is open to all STC employees and families. We are going to have a lot of fun this year and hope to see some new faces in the near future.

CHESS CLUB TO SET UP TOURNAMENT

STC now has a Chess Club with Chuck Hunter as President. He and other members are now setting up a tournament. Any STC employee interested in knowing about or joining the Chess Club may contact Chuck Hunter-Ext. 352 or George Chapman in Louisville, or Greg Lane-Ext. 256 in Broomfield.

Unclassified Ads

UNCLASSIFIED ADS

FOR SALE: 1963 VW BUG with 1965 rebuilt engine. \$600.00. Engine — excellent — less than 5000 miles since rebuilt. Transmission — excellent. Body and interior — good shape. Call Louisville extension 490 from 8:00 a.m. to 5:00 p.m. After 5:30 p.m., call 499-0569 and ask for Sharan Duncan.

FOR SALE: 1970 Maverick, 6 cycle, 3 speed. New tires, new sticker. Very low mileage. Excellent Condition! \$1,350.00. Gets 22 M.P.G. Contact Eugene on Louisville extension 503 or Page.

FOR SALE: Stereo Console. Less than 1 year old. Zenith. Has turntable, tape player, AM-FM Radio. Must sell. Call Louisville extension 531, Bob. Home evenings at 449-9018.

ROOMMATE NEEDED: ASAP. 3 bedroom house near campus in Boulder. Fenced yard with trees. Furnished house with shag carpeting thru-out. Rent is \$90.00 a month. May is negotiable. Call John at Louisville extension 503 during the day or John or Doug at 447-8830 after 5:00 p.m. KEEP TRYING!

Response Solicited to Marketing Challenges

RESPONSE SOLICITED TO MARKETING CHALLENGE

Two months have passed since the Eastern Region's proposed challenge to fellow regions to attempt to surpass the 1973 marketing performance and claim to the title of No. 1 region in STC. The Reel to Reel staff felt that the proposed challenge warranted a response. Since we had received no replies, we contacted the Regional Vice Presidents for their comments on the challenge.

FEDERAL REGION (THE WASSERGATORS)

Bob Dowling, VP

Bob Dowling and his SS "persons" (in view of Women's Lib) have placed the Eastern Region's challenge in the National Archives until December 31, 1974. In the

mean time, they have sent the rules to the House Rules Committee for clarification. They feel the guidelines and interpretations of the rules and regulations of the challenge should be clearly defined. (This should really bug the Beast of the East!)

MIDWEST REGION (THE MIDWEST MUGWUMPS)

Art Buckingham, VP

Vice President Buckingham, in the true tradition of any great politician replied, "No Comment".

(Are you thinking of running for President, Vice President Buckingham?)

WESTERN REGION (THE DISNEYLAND DROPOUTS)

Wayne Bren, VP

Mr. Bren, being the outspoken

liberal from California, replied in his newly acquired Berkeley dialect, "What Article" *&\$* & What challenge? *%&\$* & The Western Region is too busy selling and installing equipment to sit down to read the trivia written by the Eastern Region!!! The Best... is in the West!!!

ED. NOTE: We have affectionately tagged nicknames to each of the regions. Any region wishing to submit a more appropriate nickname for their fellow regions may respond to Reel to Reel. Please submit the nickname, with justification for the more appropriate title, in writing and they will be published in forthcoming issues of Reel to Reel. As the "Beast of the East" might put it — Here is the perfect opportunity to speak now, or forever hold your peace.