

## Building The Best Sales Staff

Until a year ago, Digital had no formal sales training program for new salesmen and relied entirely on previous experience and in-field training. However, as DEC sales grew and the sales force increased in size and the quantity and complexity of DEC's products increased, the need for such a program was recognized and a sales training program for new salesmen was established. Since last

October, the New DEC Salesman Course has trained 95 sales engineers and 27 marketing specialists.

Called "Sales Engineers", DEC salesmen are just that. According to **Mark Ain**, Supervisor of Sales Training, most trainees have an engineering degree or its equivalent in engineering work experience and many have advanced degrees. This, Mark asserts, is in sharp contrast with many other computer manufacturers whose salesmen receive most of their technical training from their company. The purpose of new salesman training at DEC is to provide the sales engineering trainee with a broad background in all phases of DEC technology, products, and markets. In addition, supplementary training is given in selling skills. After

the initial training has been completed, the trainee reports to his field supervisor to begin a continuing on-the-job program of learning more about DEC technology and products while solving customer problems.

During the four-week sales training course, DEC's trainees participate in various types of lectures and meetings. These include orientation, technical, product, product application and markets, sales training, and overview lectures of DEC's business practices, systems, and the departments in which they will work. Finally, there are periodic exams, equipment demonstrations, and dinner meetings.

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### 'Con Mucho Agradecimiento'

Digital-Puerto Rico hired a group of students to work at the San German manufacturing facility for the summer. When they left in August, they composed the following poem (in Spanish) and dedicated it to Digital Equipment Corporation.

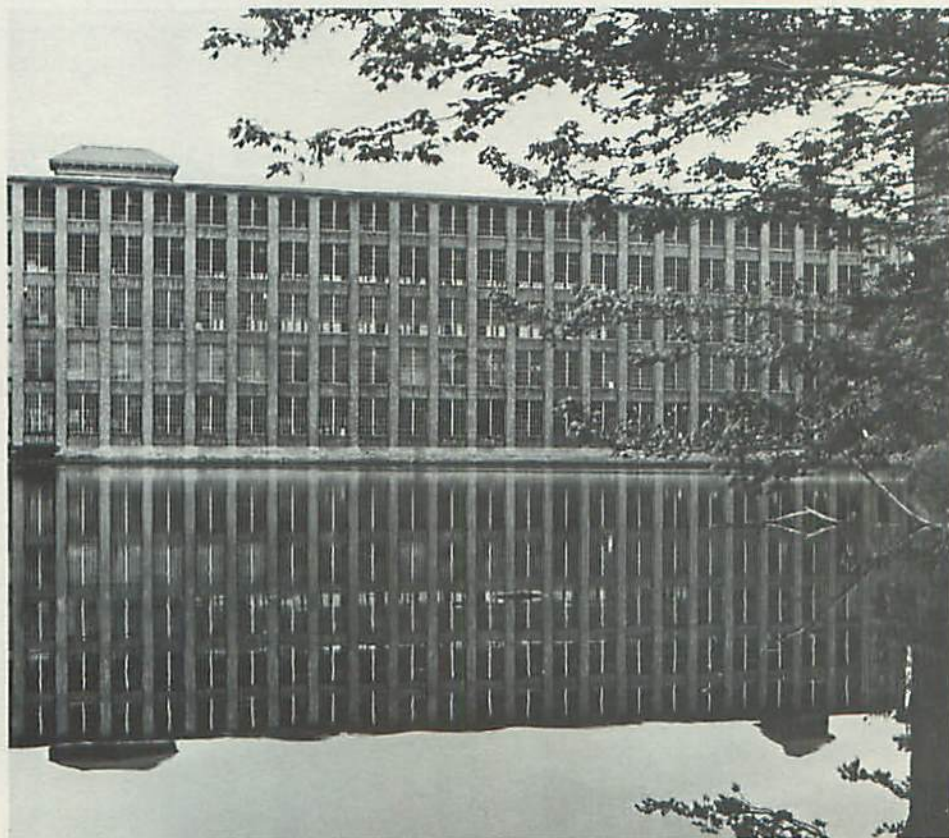
Dedicamos esta nota  
A todos en la Digital  
Con mucho agradecimiento  
Por darnos la oportunidad  
De aprender lo que es trabajo  
y mas responsabilidad.

Siempre les recordaremos  
Pues nos enseñaron mucho  
Sus consejos y atenciones  
Nos hicieron cada dia  
Trabajar con mas empeno  
Y disfrutar nuestra estadia.

*(English Translation)*

We dedicate this note  
To all at Digital  
With gratefulness  
For giving us the opportunity  
To learn what is work and more  
responsibility.

Always we will remember you  
Since you taught us much  
Your advice and attentions  
Made to us each day,  
Work with more determination  
And enjoy more our stay.



This photo, showing a near-perfect reflection of Building 1 in the Mill Pond, placed second in

the On-Line Photo contest. It was taken by Dave Guerrero, Field Service, Italy.



# Promotions And Appointments



**Best**

**Louis-Noel Joly** has been named Manager of Equipment Digital S.A.R.L., with responsibility for sales and service activities throughout France. Before joining Digital, he was Manager of Technical Support with Univac in France. He is a graduate of l'Ecole Centrale des Arts et Manufactures and the Faculté des Sciences de Paris and holds a master's degree in electrical engineering from the University of California.

**R. Lawrence Best** has joined Digital as Safety Officer. His responsibilities include fire protection, emergency evacuation, emergency lighting, new plant safety specifications, and all matters involving safety. He comes to Digital from the Travelers Insurance Company, where he was Loss Control Engineer. He holds a B.A. in Education from Gorham State College in Maine.

**Ed Stewart** has been named Western Region Sales Support Manager. He will continue to be responsible for the development of Digital's capabilities in the petrochemical market in the Western Region and for sales training programs, and will also assist Regional Manager John Leng in various areas. Ed joined Digital in 1968 after serving as a Chief Engineer with Wesix Inc. He is a graduate of MIT and of the Harvard Business School.

**Pierre Jaillet**, formerly manager of Digital's French subsidiary, has been appointed manager of the Swiss and Italian subsidiaries. He will have responsibility for directing all sales and service activities. An electrical engineering graduate of Ecole Supérieure Technique, Geneva, Pierre also holds a master's degree in engineering management from Northeastern University. Prior to joining Digital, he was employed by Adage, Inc., Boston, as a systems project engineer with responsibility for the design, manufacture, and testing of hybrid electronic systems.



**Joly**

**Don Long** has joined the Central Region as Field Service Manager of the Ann Arbor District. He had been serving as Field Service Engineer in Rochester since joining Digital two years ago and has been Acting Manager of the Rochester office for the past year. Don served eight years in the U.S. Air Force as a computer technician.

**John L. Hughes** was recently appointed to the position of Edmonton District Manager in Canada. Formerly a module specialist in the Toronto Office, John coordinated the development of the Computer Lab. Born in Vancouver, British Columbia, he holds a Bachelor of Applied Science degree in Electrical Engineering. John worked on logic design in England for a year before joining Digital.

**John Galvin** has been named EDP Operations Manager with responsibility for all aspects of data entry control and transcription, computer operations, and report distribution.

John brings to this position many years of EDP and computer operations experience. He joined Digital as EDP Operations Supervisor and was most recently Systems Supervisor responsible for Financial and Administrative Systems development and programming.



**Poulter**

**Vern Poulter** has been appointed District Manager for the Rocky Mountain District. He will continue to head the Salt Lake City office, which covers Utah, Idaho, and Montana. The District also includes an office in Denver, which serves Wyoming and Colorado and parts of South Dakota, Nebraska, and Kansas. Vern earned bachelor's and master's degrees in electrical engineering from Brigham Young University.

**Ray Baum** was recently named Supervisor of Drafting and Design for Maynard's Plant Engineering Department, with responsibilities that include the supervision of the plant layout draftsmen, and coordination of all plant layout, estimating, and scheduling. Before joining DEC in 1963, Ray was a general foreman for the Robinson Metal Company. He is attending Northeastern University.

**Ernie Frost** has been appointed District Manager for Northern California, including Northern California, and Northern Nevada. He joined Digital in 1968 after many years of experience as a sales manager and product specialist with the Packard Instrument Co., Technical Measurements Corporation and Baird Atomic. He is an electrical engineering graduate of Boston's Franklin Institute.



**Jaillet**



**Galvin**



**Baum**



## Carts Speed Maynard Mail



(L. to r.): Joanne Cote, Linda Streeter, and Pam Lortie are not conventional woman drivers.

When motor-powered mail carts were first seen scooting through the corridors of Maynard's mill complex several months ago, they produced a lot of surprised looks and even stares. Today, however, the battery-powered carts are familiar to everyone. And while a pretty girl on her "mail mobile" is still worth a second glance, the carts have gained wide acceptance.

The carts help move the mail through Digital's twelve buildings and one million square feet of floor space in Maynard. Mail clerks don't mind riding the carts because they save a lot of leg work and toting heavy bundles. To the girls, the carts just make the job a bit easier.



Joanne Cote cruises through a department on her "appointed rounds."

This is one of the few times you'll ever see them standing still.

With a staff of seven clerks and a fleet of three "mail mobiles," Dick Maloney's Mail Room manages to sort and deliver about 50,000 pieces of mail a week. Of this total, about 30,000 are interdepartmental memos and packages. "The mail must go through" may be an old cliché," says Linda Streeter, Dick's assistant, "but if we don't keep up daily, we can fall behind very quickly."

The regular mail pickups are at 8:30 a.m., 10:00 a.m., 1:30 p.m., and 3:30 p.m. "If the mail is in the boxes by these times, we can guarantee that it will be out of the building and on its way at the end of the day," claims Dick.

On occasion, the girls have to attach a small trailer to the back of their carts to keep up with a particularly heavy mail flow. When this occurs, the girls make extra trips rather than overload the motors. The carts are equipped with horns, bumpers, and two-way radios, and cost approximately \$300 each. They can usually run for a full day on a single battery charge.

"We're doing our best to provide service," notes Dick, "and there are several ways in which people can help us, including:

All Air Mail letters must use the blue- and red-bordered envelopes — U.S. Mail will not deliver plain white envelopes by air.

Large envelopes with green-striped borders designate first class mail and can only be sent that way.

Literature and catalogs weighing more than one pound should be placed in a "Coro-pac" — the reinforced envelopes that protect the contents from damage."

## Toronto Sponsors Unique Program

Digital-Toronto, DEC's largest sales office in Canada, has a unique and successful marketing method. The staff of the Toronto Office educates its customers and prospective customers through a program of applications seminars and computer technology courses. The method has been effective in developing the large potential markets in all areas of computer and module applications in the Toronto area.

Employing 25 people — 5 sales engineers, 2 software support personnel, 3 secretaries, and 15 field service engineers — the Office is under the supervision of District Manager Jack Richardson. Jack was one of the pioneers of the Canadian organization, having joined it in 1964 after a year in Maynard.

In 1968, the Toronto Office was expanded to three times its former size and relocated in Port Credit, just west of Metropolitan Toronto. Here, it is centered in the industrial hub of Canada, since one-third of Canada's entire manufacturing output is produced within a radius of 100 miles of that city.

Examples of installations in the area are numerous, but one prime example is the PDP-10 installation at Data-Line, which is the largest single PDP-10 installation in the world.



Jack E. Richardson, Toronto District Manager, illustrates a point.



## Joanne Pequeno: From Boston To Dallas



It would be very hard to come up with a title for **Joanne Pequeno** because she does so many things. Officially, however, Joanne is Senior Sales Secretary in the Dallas Branch Office.

When the Office opened last November, Joanne, two sales engineers, and two field service people comprised the staff. The Office is at 1625 West Mockingbird Lane, on the outskirts of the city, in an attractive mall.

While the Branch Manager and the salesmen were out selling, Joanne was ordering supplies for the office, answering inquiries, taking orders from customers, typing dictated correspondence, filling out travel reports, making travel reservations, arranging business meetings, and handling the mail. Getting a new office started on the right foot is a busy, sometimes frustrating, but rewarding job that requires diplomacy, hard work, and instant decision-making on the part of the new secretary.

Joanne was also responsible for hiring and training new secretaries, and now has two colleagues: **Diana Palasota**, who works with her in sales; and **Kathie Henderson**, who works for Field Service Supervisor **Paul Nelson**.

At this writing, there are two sales engineers in the Dallas Office, **John Spencer** and **Barry Neumann**, as well as four field service people: **Paul Nelson**, **Al Hudson**, **Tucker Hardaway**, and **John Passmore**, who depend on Joanne and the other secretaries to get the work out while they are seeing to the needs of our customers.

Joanne attended Bryant College in Providence, Rhode Island, after graduating from Pawtucket (R.I.) West High School. Before coming to Digital, she was a medical secretary, a Kelly Girl, and a typewriter demonstrator for the Olivetti Underwood Corporation.

In the course of her career, she has worked in four states so far — Rhode Island, Massachusetts, California, and Texas. She will have to do a lot more traveling, however, to catch up with her sister, with whom she lives. The other Miss Pequeno is a stewardess with American Airlines.



**Iris Vazquez (top) and Dalila Miranda, Module Production Group Leaders from DEC-Puerto Rico, spent a week and a half in Maynard training in cable fabrication and testing. They returned to Puerto Rico late in July.**

## Florida Office Moves To Orlando

Orlando is the center of operations for Digital's growing computer market in the land of sunshine and space launchings.

"We blasted off from the overflowing Cocoa facility and had a successful splashdown at the new Orlando location in early July," stated **Jim McNeal**, Office Manager.

A splashdown is indeed possible at the new complex because the office is located right on Lake Eleanor. Boating, fishing, and swimming privileges are included with the new office — "evenings and weekends only," Jim points out.

"Even though we are not as close to the space activities as we were, it's a pleasure to work in our beautiful new surroundings in Orlando's Central Park," says **Ellen Graham**, Jim's secretary.

"We were able to see Apollo 11 only minutes after it had blasted off from the Cape over 60 miles away," says **Janice Jones**, office secretary.

**Charlie Wyckoff**, Sales Engineer and former customer, likes "the Office's central location — between the Atlantic and the Gulf of Mexico."

Florida Module Specialist, **Jim Kovarik**, was awarded a certificate of attendance at the recent moon shot. "You just can't imagine what a tremendous thing it was," says Jim.

The market for computers in Florida is large, ranging from medical research to the subcontractors in the space program and from undersea research to computerization of the poultry industry. Rounding out the new office are **Chuck Tharp**, Service Manager, and his sun-tanned band of servicemen: **Bob Glasgow**, **Jerry Lendman**, and **Eugene Pennington**.

### ON LINE

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**digital**



# Large Turnout For U.K. Outing

by Val Baillie

"A really fabulous day out", "Splendid", "Great, we really enjoyed it". These remarks are examples of the genuine, unsolicited approval from members of Digital's U.K. staff, who, with their families, spent the day at the world famous "Royal Tournament", the combined services display held annually at London's Earls Court.

A party of 196, including 70 children, set off in three coaches from Digital-Reading on Saturday morning, July 19th, to enjoy an outing which, thanks to the organizing ability of Wendy Mather and Vivian Blair of the Personnel Department, went like clockwork.

On the group's arrival at the Stadium, lunch was first on the agenda, beautifully served in the Brompton Restaurant, and voted "delicious." Then into the arena and on with the serious business of the day:

A Royal Navy interport competition in which a field gun and limber, weighing a ton, were raced over an obstacle course that included a 5 foot wall and a 28 foot chasm; the Royal Navy and Royal Marines demonstrated the flies aren't the only ones who can climb walls as they "relieved an earthquake-torn walled city" by running up a sheer, vertical face. But favorites with the children were the R.A.F. Police Dogs. Over fences, through flaming hoops, staying and fetching to command, the standard of training shown by these Alsatians was astonishing. The R.A.F. also supplies dogs and trains personnel for the U.S.A.F. based in the U.K. and two U.S.A.F. handlers took part in the display.

Perhaps the most unusual item on the program was the performance by the Fanfara of the Bersaglieri Corps from Italy. Wearing a traditional headdress that carries a 2 foot stream of plumes, these buglers played music while on the run, and still didn't lose their breath! Then came the Royal Canadian Mounted Police Musical Ride. How do they control it? Telepathy? Not a whistle blown, not a command uttered, but everyone — men and horses — in perfect unison.

The finale — massed bands of the Royal Armoured Corps. An arena full of men in full ceremonial dress — color, noise, spectacle, but then that's just what makes the Royal Tournament the yearly success it is.



These students worked for Digital in San German during the summer.

## College Students Get A+ From DEC

Digital, has nothing but praise for today's college students.

In May, we increased production in the Plated-Through Hole Department, which necessitated establishing a third shift from 11 p.m. to 7 a.m. What better way to staff the shift quickly than to hire job-seeking college students for the summer?

"Their work is exemplary and their attitude toward their jobs are great," says **Bill Plante**, Production Supervisor. "They're usually ahead of quota and there's no sloughing off," he continued. "The work doesn't require specialized skills but, being highly motivated, they accept it as a challenge and do well."

The Company is now recruiting regular, full-time employees to take over the shift when the students return to school. Third shift employees receive an additional 15% hourly premium, paid breaks, and a paid lunch period.

"If it weren't for the students, we wouldn't have been able to get the shift in operation as fast as we did," Bill stated. "Thirty-five people were needed to make the shift. Production is going great guns and the shift is successful. The students came through in grand

style. We'd like it to continue in the fall, if we can get good help."

Many of the students like working the third shift because they have their days off. As one student puts it, "There's always something to do when you're not at work." A few students succumb to the lure of the surf, many take summer courses, and some work two jobs. For most, it provides cash for college expenses.

The students are enthusiastic. **Mark Purcell**, a student at Brigham Young University in Utah states that, "The experience I receive at Digital gives me an understanding of industrial manufacturing."

**Joel Uher**, a history major at the University of Massachusetts says, "I get a very good salary; I'd rather not work nights, but I'll earn enough to pay most of my college expenses."

**Kevin Johnson**, an accounting major at Bryant College says, "Digital has given me the chance to earn more money than I've earned before."

Digital hired over 200 students this summer in addition to the group hired for the new third shift.



# September Anniversaries

## 12 Years

Ken Olsen  
Stan Olsen

## 10 Years

Loren Prentice  
Madeline Tracey

## 9 Years

Marion Murphy  
Vera Silva

## 8 Years

Denise Caron  
Florence Elwin  
Veijo Epailys  
Mildred Gibson  
Lorraine Hendley  
Michele Moore  
Mildred Rigney

## 7 Years

Patrick Greene  
Frank Grudinski  
Win Hindle  
Lawrence Kearney  
Stefan Mikulski  
Edmund Pruett

## 6 Years

Raymond Baum  
Janet Buscemi  
Robert Daigneault  
Nancy Eagan  
Fred Haefner  
John Jorgenson  
John Leng  
Thomas Karpowski  
Elsie Oliver  
Sarah Peterson  
Don Vonada

## 5 Years

Dorothy Allen  
William Freer  
Everett Hatch  
James McPherson  
Edward Maxwell

## 4 Years

William Annesi  
Jeanette Bourgeois  
Barbara Fiske  
Angela Fraticelli  
Nancy Ganoe  
Dorothy Hudson  
Ada Little  
Margaret Mikrut  
Marguerite Paul  
Ann Windheim  
Therese Wishart



Centerhalf Alan Lyons clears the ball from opposite the World team's goal

## U.S. Soccer Team Bows

The "World" proved to be just a little too much for Digital's American soccer players.

For several weeks, soccer enthusiasts at Digital were speculating whether a team comprised of Americans could beat a team of overseas players. Finally, a "U.S. vs. the World" match was arranged in August.

Members of the world team, banking on experience and such seasoned players as Biafran, **Gus Chickwendu**, Englishman, **Peter Court**, and six-foot-seven Dutchman, **Jan Scherpenhuizen**, were predicting a wide victory margin. The U.S. players, less skillful, were relying on speed. They expected a close game, which they hoped to win by wearing down their veteran opponents.

Some last-minute changes threatened to alter the complexion of the match. Gus and a couple of other World team members were unable to play. And **Erik Eriksen**, a Norwegian-born naturalized American, who had planned to play for the U.S., switched to the World team.

A long, high kick by center-half **Alan Lyons**, an Englishman now working permanently in Maynard, ended the American dream. The ball fell deceptively past U.S. goalie **George Ward**, providing the lone goal and a 1-0 victory for the World team.

The U.S. players thought the outcome was inconclusive. At many times they dominated the game with forwards **Carlos Davis**, **Bill Wigglesworth**, and **Richard Hanchett** moving the ball skillfully downfield. They were, however, repeatedly stymied by the strong back-line defense of the World team.

The Americans, anxious for a return match, will not get another opportunity to face the winners. The World team was made up, largely, of Digital employees who were in Maynard for training courses and who are scheduled to leave soon.

### Lineups WORLD

Jan Scherpenhuizen, **Holland**  
Hans Evers, **Germany**  
Roger Adams, **England**  
Dan McKinley, **Australia**  
Gil Blain, **France**  
Alan Lyons, **England**  
Jon Gorman, **England**  
Jan Van Hoorn, **Holland**  
Peter Court, **England**  
John Gleeson, **England**  
Erik Eriksen, **Norway/U.S.**

### U.S.

George Ward  
Jon French  
Michael Harris  
Robert Boylan  
Tom Osten  
Michael Manugian  
Mauritz Fredericksen  
Charlie Vaillant  
Bob Raspollo  
Carlos Davis  
Tom Patch  
Richard DeMorgan  
Richard Hanchett  
Bill Wigglesworth  
Dimitri Dimancesco  
William Clogher  
David Lees



# Building The Best Sales Staff

(continued from page 1)

**The goal . . . is to train Sales Engineers who will continue to be the most flexible and competent salesmen in our business.**

The training department attempts to give the trainees a thorough understanding of the PDP-8/I with the rationale that if they have a solid understanding of this computer, it will be easier to understand other DEC products and peripherals.

Most of the first week of training consists of learning to program the PDP-8; in addition to their regular 8:30 a.m. to 5 p.m. schedule, the trainees are expected to spend several evenings practicing on the computer.

During the second week of training, the sales engineers-to-be learn PDP-8 Operational Concepts including hardware, maintenance, interfacing, peripherals, and systems engineering and design.

Most of the third and fourth weeks are devoted to an intensive study of DEC products and applications. The products studied include modules, the PDP-14, PDP-12, PDP-15, and PDP-10. The applications study takes in Biomedical, LAB-8, LABCOM, INDAC, Physics, Education, and others.

Throughout the training period, lectures are given on the various other departments at DEC to provide an overview of

the Company. The trainees are given an idea of the structure and functions of departments such as Public Relations, Field Service, and Software Support. In addition, they take eight sales sessions adapted from the American Management Association's course entitled "Principles of Professional Salesmanship". The course is supplemented by three dinner-meetings at which the sales trainees informally exchange ideas and review concepts with experienced sales managers, marketing managers, and sales engineers.

After completing initial training, the new DEC Sales Engineer faces an exciting, challenging, and rewarding career. Now that he is armed with general technical competence and knowledge of DEC products, his real job of understanding and solving customer problems begins. He must deal with customers in many different technologies, from newspaper publishers to industrial engineers and physicists. He must responsibly represent DEC to them and use his product and application knowledge to serve and service the customer in the DEC tradition. The goal of the sales training program is to train Sales Engineers who will continue to be the most flexible and competent salesmen in our business.

# Magazine Articles Promote Sales

Without fanfare, quiet assistants are busily at work aiding Digital's salesmen. These assistants are magazine articles concerning Digital's products. Usually authored by Digital employees, they have been appearing in trade journals with increasing frequency. During the last year, approximately eighty-five articles authored or initiated by Digital employees have appeared in national magazines. The last few months have been particularly productive.

"These articles are one of the most effective ways of selling our products," says Public Relations Manager **Mark Nigberg**, who frequently assists in writing articles and placing them. "Many have appeared in prestigious magazines. They're worth their weight in gold, yet they cost the Company very little."

"Magazines and journals are always looking for good material," Mark pointed out, "and sometimes it's not hard to get a good article published. There are several people in the Public Relations Department who either can write articles or help get DEC authors get their published."

Some articles are written by a member of the Public Relations staff, some are written by technical professionals, and some are written by members of the magazine's or journal's editorial staff. Overseas publications have also carried Digital articles. For example a recent issue of *Computopia*, one of Japan's leading electronics publications, carried an article about DEC and President Ken Olsen. It was originally written by **Pete Bressler** of the Public Relations staff and then translated into Japanese by Yu Hata of DEC Special Systems.

Some recent articles include:

*What Kind of Computer for Your Plant?*  
by **Ron Noonan**  
*Chemical Engineering*, June 1969

*What's Wrong With Small Computer Specs?*  
by **Nick Mazzarese**  
*EEE*, July 1969

*Invasion of the MiniComputers*  
by **Bill Long**  
*Automation*, August 1969

*A Mobile Data Logging Laboratory for Sugar Mills*  
*Sugar Y Azucar*, July 1969

*Automation in Data Acquisition*  
by **Rudolph Penczer**  
*American Laboratory*, April 1969

*Packaged Discrete Modules*  
by **Russ Doane**  
*Machine Design*, March 1969

*Electrical and Electronic Power Control*  
*Product Engineering*, May 1969

## Outside Maynard

## New Photography Contest

### RULES

Shutterbugs wherever you are — here's an opportunity to participate in another *On-Line* photo contest.

Recently, *On-Line* sponsored a Maynard Mills photo contest in which some excellent entries were received. The winners were recently announced and the winning photos published in this and the previous issue of *On-Line*.

In the new contest, prizes will be awarded for the best black and white photographs of Digital buildings or offices anywhere outside Maynard. Photos of buildings in which Digital offices are located will be accepted.

All Digital employees and members of their immediate families may participate (*On-Line* and Photo Lab staffs are not eligible).

Photos must be black and white. The contestant should submit one copy of his photo accompanied by a separate sheet giving his name, address, and the DEC office in which he works.

Entries must be sent to Phyllis Malinski, *On-Line*, Public Relations Department, Digital, Maynard, before November 30, 1969.

More than one member of a family may submit a photo, but each person may enter only one photo.

All entries will become the property of Digital Equipment Corporation.



## Photo Contest Winners

The top three entries in *On-Line's* Maynard Mill photo contest were:

**First:** *Yu Hata*, Computer Special Systems "Building One At Night"

**Second:** *Dave Guerrero*, Field Service, Italy "Building One Reflected in the Pond"

**Third:** *Dave Temple*, Advertising "High Contrast in the Mill Yard"

The first prize photo was published last month. This is Dave Temple's third place entry.

