L. Petersen

MERRY CHRISTMAS

Gary Liebl: "We face a different set of challenges..."

Gary Liebl assumed the responsibilities of president of Microdata Corporation in September. Previously, he served as president of Microdata International Corporation for four years.

In the three months since his promotion, Liebl, along with the new Executive Staff, has initiated a corporate reorganization to meet the challenges of our industry in the 1980's.

Recently, Liebl reflected on Microdata's current status and its future.

"Microdata has matured over the past four years. Since 1977, we've seen a 35% average annual growth rate. Four years ago, we were a $35 million a year company; today, we record more than $125 million in sales a year. If we sustain this current growth curve, we can expect Microdata to be a $500 million company by 1985. That's our goal.

"We've also grown from a one product— REALITY®— company into a diversified three product company: REALITY continues to serve the SBS (small business systems) segment of the market; our newly introduced SEQUEL™ system, addresses the LBS (large business systems) user; and SOVEREIGN, is our DDP (distributed data processing) product for the communications marketplace.

"It's because of our growth and product develoment that we're considered a successful company. However, what truly separates the successful companies from the average ones, in my opinion, are not the products, technology or even luck, but the quality and commitment of the people.

"There's an extraordinary team of talented people working at Microdata"

"There's an extraordinary team of talented people working at Microdata. Without your commitment and support, Microdata Corporation would not be in the position it is today. And your continued support is necessary for our future.

"We now face a different set of challenges. Some growth companies make a fatal mistake: They assume their formula for past successes will work for the future.

"But you need to assess new objectives and adjust your corporate strategy accordingly. That's exactly what we've been doing over the past three months, and we will continue to do so during 1982.

"Change. Change is defined as 'to make different; to give a different position, course or direction.'

"Some individuals and organizations resist change; it disrupts their lives. But change is essential for growth. We need to recognize that change brings opportunities, not threats. We must use change as a tool for our future success.

"The changes we've experienced over the past few months are intended to provide a better corporate structure to meet the new challenges, and we have an optimistic outlook for 1982.

"There are four main reasons why we're confident about the future year:

1) Our intensive commitment to the branch sales operations is beginning to mature and generate expected sales. In 1982, we'll see the payback for the investment we made over the past two years in our direct sales force.

2) Since SEQUEL was announced in October, we've received 25 orders. The

"I foresee an exciting new year for all of us at Microdata..."

market response has been enthusiastic, and it looks as though the demand for this system will exceed our expectations.

That also means that we could be production bound. There's going to be pressure on manufacturing to produce the SEQUEL system to fill these orders.

3) SOVEREIGN, our DDP product, has generated the anticipated results since its introduction in the U.S. a year ago. Soon, we plan to begin producing SOVEREIGN systems in Southern California.

4) We also plan to make major investments in our European distribution network. The groundwork has been paved by our English subsidiary,CMC, Ltd. They've created substantial interest in our products in Europe.

"...change is essential for growth."

"Despite a depressed world economy, Microdata should not be greatly affected. Even if the U.S. economy worsens in 1982, I don't feel we'll be directly impacted, as opposed to the more traditional industries, such as the automotive and construction industries.

"I foresee an exciting new year for all of us at Microdata—One of accepting the theme of change. We have a new organization, new products and new opportunities for success.

"I want to thank all of you for your past contributions, and I want to thank you in advance for your continued commitment in 1982."

Gary E. Liebl
President

Top New York personnel service orders first SEQUEL™ system

One of New York City's largest personnel services has purchased the first SEQUEL™ system, Microdata's new large business computer system.

Irene Cohen Personnel, Inc. plans to use the new SEQUEL system to establish a data processing network between its three Manhattan offices and to prepare for future expansion into "office of the future" training.

"Today's mobile workforce has meant that businesses must fill more job openings every year. To satisfy this increasing demand for qualified help, we looked into ways to gain faster access to job infomation and applicant files," said Irene Cohen, president and partner with her husband Sy. "Of all the equipment we researched, Microdata's SEQUEL is the easiest to communicate with. We believe that SEQUEL is the best solution for us and will help our firm gain a competitive edge in our industry."

Irene Cohen Personnel, Inc. signed the sales agreement with Microdata at the INFO '81 computer show in New York last October, where SEQUEL was unveiled.

According to President Gary Liebl, "It's appropriate that the first SEQUEL was chosen by a personnel service, since making this powerful system easy to operate for most office personnel was a key ingredient in its design."

SEQUEL is a 32-bit systems which handles data up to eight times faster than small business systems, SEQUEL can support up to 127 terminals and is available with dual word and data processing terminals, and a new software tool named ALL™ which virtually eliminates programming.

Irene Cohen, president of Irene Cohen Personnel Inc., and her husband and partner Sy Cohen, sign the contract for Microdata's first SEQUEL system. On hand for the signing were Chairman of the Board Donald Fuller, left, and President Gary Liebl, right.

B.A.M.s visit Irvine

A Branch Administration Manager (B.A.M.) is the office manager and mini-controller for her or his branch sales office. The B.A.M. is responsible for supervision of personnel and branch activities such as proposal and control preparation, order processing, invoicing and accounts receivable and payable.

In November, B.A.M.s from the 15 branch offices met in Irvine at the Towers to cover new product configurations, introduce and review both existing and new policies and procedures. While here, the B.A.M.s had the opportunity to interface directly with the many departments and people they talk with on an ongoing basis. They also toured manufacturing and Customer Service's new Central Dispatch facility.

Seated L to R: **AnnTropea,** *Miami;* **Christy Early,** *San Francisco;* **Bea Wessel,***Cincinnati;* **Marge Wright,** *Cleveland;* **Dave Kehoe,** *DCT, New Jersey;* **Wanda Pearson,** *Dallas;* **Laurel Peters,** *Los Angeles;* **Barbara Milstead,** *Atlanta.*
Standing L to R: **Sandy Randall, Jacque Gray, Marilyn Hunt,** *Corporate;* **Diane Selby,** *New York;* **Marty Jarrett,** *Pittsburgh;* **Eileen Armstrong,** *New Jersey;* **Barbara Revercomb,** *Chicago;* **Pat Cleeton,** *St. Louis;* **Susan Latvala,** *Minneapolis;* **Lora Crafton,** *Orange County.*

Magazine features Microdata's Factory Order System

The October issue of *Production & Inventory Management Review* carried an article on Microdata's Factory Order System (FOS), authored by Bert Clarke and Greg Lawson.

Wolf Pauli, shipping supervisor, graced the cover of the magazine, which is read by 44,000 members of APICS—the American Production and Inventory Control Society.

Clarke, director of Corporate MIS, and Lawson, manufacturing operations consultant, teamed up to write the article, entitled "Improving Communications with A Hands-On Computer System." They described FOS as an on-line business application to increase productivity, improve company-wide and customer communications, and reduce unnecessary paperwork and waste by utilizing Microdata's REALITY® computer system.

Clarke and Lawson shared responsibility for the design and implementation of the FOS system in the spring of 1980.

Contact Bert Clarke for a copy of the article.
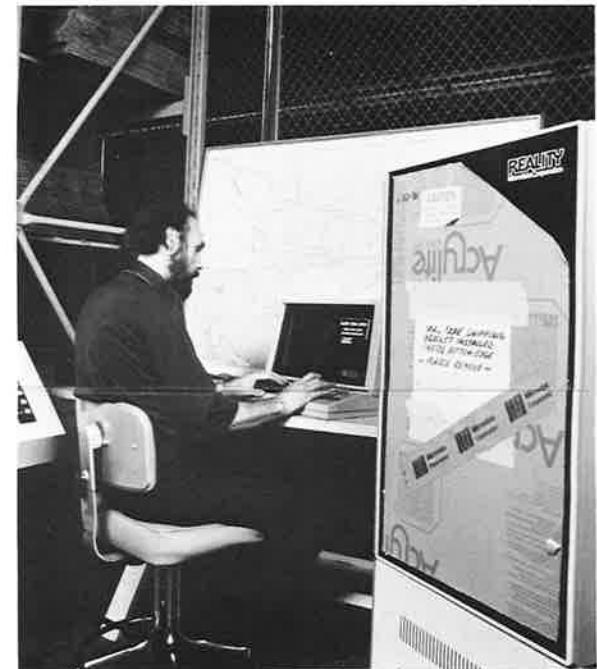
Shipping Supervisor Wolf Pauli demonstrates FOS, Microdata's Factory Order System, for the photographer from Production & Inventory Management Review *magazine.*

MicroScope   DECEMBER 1981

Microdata kids tell ALL about Santa!

The picture of Santa Claus outfitted with a red suit, white beard and a sleigh pulled by reindeer may be universal among children, but their ideas about Santa's life and job are anything but universal.

Through *MicroScope's* "Tell Us About Santa" poll, children of Microdata employees told some fascinating facts about Old St. Nick—many revealed here for the very first time.

For the "whole" story about Santa Claus, read what our Santa experts have to say.

## Where was Santa Claus born?

The general consensus holds that Santa was born at the North Pole, but a few dissenting opinions believe Santa was born:

"At the store," Erin McCarrell, 2
(Daughter of Rod McCarrell, Peripherals, Red Hill)

"New York," Joshua Schow, 5
(Son of Ron Schow, Software Engineering, Reynolds)

"Somewhere in Germany," Jennifer Schow, 7
(Daughter of Ron Schow, Software Engineering, Reynolds)

"San Diego, in a camper," Heidi Lack, 5
(Daughter of Jerry Lack, Unit Test, Red Hill)

"Alaska," Teague Collins, 6
(Son of Maria Rorman, Systems, Red Hill)

"Under a Christmas tree," Luis Garcia, 5
(Son of Reina Garcia, Sales Order Control, Towers)

"In Italy," Sung Jin Hong, 12
(Son of Soon E. Hong, Power Supplies, Red Hill)

"Mission Community Hospital," Samantha Eastwick, 5½
(Daughter of Jack Eastwick, Personnel, Red Hill)

Where does Santa live now?

Again, the majority of our experts agree Santa resides in the North Pole, but there were also votes for:

"In San Franscisco, on the beach," Emily Renee Edwards, 2½

"The other side of the snow with the reindeers," Carlos Salgado, 5

"In Santa's Village," Shannon Odessa Downe, 5
(Daughter of Kerry Dancer, Power Supplies, Red Hill)
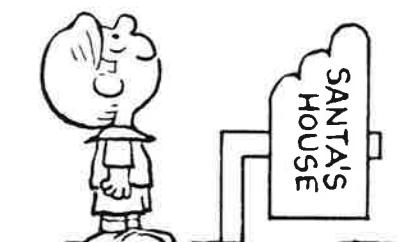
"West Coast," Jennifer McCarrell, 5
(Daughter of Rod McCarrell, Peripherals, Red Hill)

"Santa Ana," Joshua Schow, 5

"Alaska," Teague Collins, 6

How old is he?

"79," Holly Henzel, 7
(Daughter of Phil Henzel, Design Drafting, Reynolds)

"3" Emily Renee Edwards, 2½
(Daughter of Mark Edwards, Tax Department, Red Hill)

"I think him's older than us," Carlos Salgado, 5
(Son of Teresa Salgado, Training, McGaw)

"1,000," Holly Vernola, 6
(Daughter of Sam Vernola, Peripherals, Red Hill)

"16," David Lapides, 5
(Son of Garry Lapides, Security, Red Hill)

"48," Nicole Caroline Liebl, 5
(Daughter of Gary Liebl, Administration, Towers)

"2," Erin McCarrell, 2

"As old as Rudolph the Reindeer," Luis Garcia, 5

How does Santa know if you've been good all year?

"By God," Sung Jin Hong, 12

"He's invisible and he can see us," Carlos Salgado, 5

"He has a big microscope," Bryn Punt, 10½
(Son of Maarten Punt, Design Drafting, Reynolds)
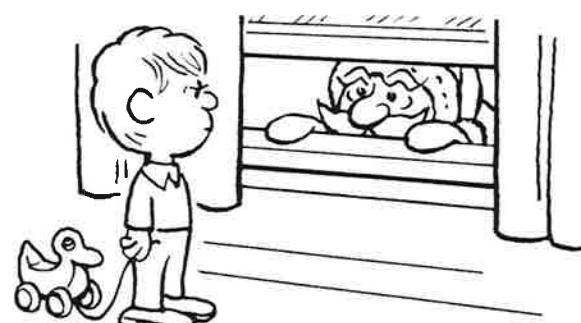
"His elves are spies," Holly Vernola, 6

"He keeps a list of all the kids that have been good or bad," Amy Lynn Des Elms, 5
(Daughter of Gregg Des Elms, Chicago Branch)

"He watches kids with his elves," David Lapides, 5

"He disguises himself as an old man and goes around and looks at children," Sung Min Hong, 13
(Son of Soon E. Hong, Power Supplies, Red Hill)

"From the other Santas," Allison Eastwick, 4
(Daughter of Jack Eastwick, Personnel, Red Hill)

"His helpers are in the sky and they watch us," Jennifer McCarrell, 5

"His dwarfs tell him," Samantha Eastwick, 5½

"When his reindeer comes up to you and if his nose glows, you've been good," Luis Garcia 5

How does he deliver all the presents to boys and girls all over the world in just one night?

"He makes twins of himself for every country," Sung Min Hong, 13

"He sets his watch back 12 hours," Bryn Punt 10½

'He starts at midnight and he doesn't stop until he delivers to all the kids –including China," Amy Lynn Des Elms, 5

"By stopping time," Michael Garcia, 8
(Son of Reina Garcia, Sales Order Control, Towers)

"A Santa Claus helicopter," Vince Altobello, 3
(Son of Donna Altobello, Credit Union)

"He brings his friends," Luis Garcia, 5

"He runs fast," Allison Eastwick, 4

"All the little kids help him," Carlos Salgado, 5

"Since Rudolph joined the reindeer team, who can be slow?" Holly Vernola, 6

How did he meet Mrs. Claus?

"He met her in the street selling candles," Sung Jin Hong, 12

"At their wedding," Emily Renee Edwards, 2½

"Riding his reindeers at someone's home," April Dawn Coward, 8

"The elves set her up on a blind date," Bryn Punt, 10½

"He saw her at the North Pole in a shopping center taking pictures of children," Holly Vernola, 6

"Probably when they were in high school," Amy Lynn Des Elms, 5

"He found her in the snow and she was unconscious," Michael Garcia, 8

"He met her by giving her things," Shannon Odessa Downe, 5

"At Sears," Vince Altobello, 3

"He bought her somewhere," Allison Eastwick, 4

"A bar in a place called Toledo," Joshua Schow, 5

"Ice cream parlor," Heidi Lack, 5

"He was in a bar and he asked her for a dance," Jennifer Schow, 7

"He met her while delivering presents. She didn't have any children, so Santa took her to his cottage. She helps him make his presents," Sung Min Hong, 13

So, that's it, folks. All those little known facts about Santa Calus. A special thanks to all the Santa experts and their moms and dads. Happy holidays!

Department Spotlight: Customer Service Central Dispatch

New department centralizes customer service calls

The telephones ring between 1600 and 1700 times during an average week. On the busiest day to date, 417 calls were handled.

That's a pretty heavy load for any dispatch service, but for Customer Service's Central Dispatch Department, it is the beginning of a fast and efficient operation, fielding more than 300 service calls in an average day's work.

Central Dispatch is one of the newest functions at Microdata. According to Central Dispatch Manager Bob Nielsen, the department was chartered as a centralized function for handling customer requests for service for their Microdata systems, and dispatching a customer engineer to the customer site. The department operates 24 hours a day, seven days a week, 365 days a year. Central Dispatch is also responsible for data gathering relative to service calls.

"Before going 'on-line' in August, each service center had its own answering service. Now, we have courteous, professional and experienced people responsible for Microdata service response," said Nielsen.

Customer Service Representative Pam Jackman at her station handling a service call.

Central Dispatch began with the Irvine service area, and gradually added other areas. As of October, the entire Western Region, with 23 service centers, was coordinated through Central Dispatch, located at the McGaw Avenue facility.

"With 75 customer service centers across the United States, coordinating all service activities will be quite a challenge. Our goal is to have the Central and Eastern Regions 'on-line' by the end of the second quarter in 1982," said Nielsen.

"Our management saw a need for better utilization of resources—manpower and spare parts. The service organization has grown quite quickly, and a centralized location to coordinate field activities and gather data was necessary to properly utilize those resources," explained Nielsen.

"An additional requirement was to provide accurate day-to-day operations data in a timely manner to our management. Previously, it could take from four to eight weeks for management in Irvine to get field service data. Now, the information can be called up at the end of each service call, if needed."

This data will be used by Customer Service management for planning purposes such as cost of operation, spare parts usage, machine performance data and especially, the quality of customer handling.

All in a day's work

The hub of Central Dispatch activity is the "Fish Bowl." Here, 14 Customer Service Representatives (CSRs) and two leads covering three shifts, answer service calls from Microdata customers. Each CSR is at a station with a Microdata P-99 video display terminal and a telephone head-set.

"The CSR's primary responsibility is customer and customer engineer (CE) interface, " explained Mary Lou Hager, supervisor, "As we expanded our department staff, one of the main prerequisites of a CSR's position was 'people skills'—the ability to communicate and establish a good rapport with our customers and CEs".

Training for new CSRs consists of 10 days "on-the-job-training" on dispatching procedures using the P-99 terminal of the REALITY® 8000 computer system.

"The CSRs are supported by computer assistance." continued Hager. "The entire process starts when a customer calls our toll-free 800 number to Irvine. The call is answered by an automatic telephone system, which directs the call to an available customer service representative."

The CSR first verifies that it is a service call, takes the customer's system serial number and also a brief explanation of the problem. When the customer's system serial number is entered into the system, all pertinent data on the customer's system is displayed on the terminal screen, along with the names of the CEs responsible for servicing that account.

The CSR then pages the appropriate CE, who responds to the call and gives his or her employee number, which the computer links up with the customer information. The CSR gives the CE the data concerning the customer's call, and the CE responds accordingly.

Now, the CSR enters data such as the time the CE responded to the page and the estimated time of arrival at the customer site. After the service is completed, the CE calls back and reports the necessary information pertaining to the action taken on this incident. The CSR enters this data into the customer file, and the service call is closed out.

"We've built several 'alert' features into the program," said Nielsen. "For instance, if a CE doesn't respond to our page promptly, the computer system alerts the lead CSR to try the page again, progressing to a 55 minute time limit. When that time limit is exhausted, the lead CSR calls the EIC (Engineer In Charge) or area manager, who calls the customer and insures service."

Lead CSRs Jo Dee Logsdon and Bill Ellis check the 'alert' report for the day.

If a CE is dispatched to a customer site, and he or she doesn't close out the incident within a specified time frame, the area manager is notified. As the time frame lengthens, the alerts eventually go out to the national manager.

"This process helps keep management posted on the activities in the field, and allows them to respond with additional support, if necessary," explained Nielsen.

The initial response to Customer Service's new Central Dispatch has been "quite positive," according to Nielsen.

"The CEs and area managers indicate a confident attitude to the centralized dispatching concept. The customers have expressed that our response time has been very good, and they are pleased with the way their calls are being handled."

Central Dispatch is the liaison between the customer, the customer engineer in the field, and Customer Service management in providing the most efficient service to Microdata users. The final phase will be completed when the remaining service centers are 'on-line' with Central Dispatch next year.

What began as an ambitious undertaking by the Customer Service organization is blossoming into an integral part of Microdata Corporation.

Central Dispatch is located at the McGaw Avenue facility in what is known as "The Fish Bowl."

People in the news

Meet Kerry Dancer: Aspiring young actress

A line of people stretches as far as the eye can see. Young, old, tall, short ... every type of person imaginable, all with the same dream: To stand out and be selected for one of the few precious "extra" roles for a current movie or television show.

It's the typical Hollywood "call for extras." It's a long, tiring and often frustrating process for the hopefuls—for that one chance in a million to get that one big break.

For Kerry Dancer, lead senior assembler in the Power Supply Department at the Red Hill manufacturing facility, the part-time life as an "extra" has its ups and downs.

Dancer recently landed two parts: One in the NBC made-for-television movie, "Splendor In The Grass," and MGM's "All The Marbles," with Peter Falk.

"I'm a member of the South Coast Actors Studio, and recently there was a call posted at the studio for 1,000 extras for 'All The Marbles.'

"I got a part and spent two days filming at MGM studios. It was exciting to be a part— even a small part—of the movie-making tradition for the first time. We spent most of those two days on one scene. It was hectic, but fun, and I learned just what goes on in making a movie, "said Dancer, who has been with Microdata for three and a half years."

"'Splendor In The Grass' was a step up for me. I happened to be in the right place at the right time, which is exactly what it takes to make it in this business."

"They needed 300 extras for 'Splendor.' They wanted two groups of people: those who looked 18 years old, and those who looked 40. Luckily, they thought I looked liked an 18-year old, and I got picked out of the line-up," remembers Dancer.

Again, she worked two long days for little pay but for priceless experience at the NBC studio.

As lead assembler, Kerry is responsible for training. Here, she instructs Lupe Arroyo in transformer assembly procedures.

"I was one of 20 picked to come back for the second day of shooting. I was in one scene with two other extras and Melissa Gilbert which we worked on until 9 pm, and the scene got cut. Hey, that's show biz!"

Hobby or career

With these two parts under her belt, Dancer now sees her life-long "hobby" turning into a "career."

"I won my first part when I was eight years old. Throughout high school, I was a director, actress, dancer, make-up artist, set designer, everything. My goal then was Hollywood.

As I got older, I continued to dance. I was part of "I Am Dance Company," an Orange County group that performed benefit plays and musicals.

"It wasn't until these two parts that I realized I could make it. Right now I'm compiling a "composite," which is a series of photographs used by agents to get parts for their clients.

"I would love to do commerical work because that's where the money is. Actors receive residuals every time the commercial is aired.

"But what's really important in 'making it' is how you sell yourself. You learn to read people to find out what they're looking for, then you give them that. You need to be able to market yourself.

"My goal is to have one good part and do it well. I'm not looking to be rich and famous— though I wouldn't turn it down—but I want to play one important role that I'll be proud of for the rest of my life.

"Deep down, I believe I'll make it. In my last interview, I was told I have what it takes to make it in this business.

"But it takes being in the right place at the right time. So, in the meantime, while my composites are prepared, I'll continue my dance and acting lessons, playing guitar and begin singing lessons. The more you can do, the more marketable you are.

"It's in my blood. It's so exciting to hear 'Lights, camera, action!' Someday..."

Arroyo appointed head of Microdata, Puerto Rico, Inc.

Eduardo Arroyo has been appointed general manager of Microdata's Puerto Rico operations, according to Bernie Hathway, vice president, manufacturing.

Prior to his recent promotion, Arroyo was the production manager for two years. He is a native of San Juan, the capital of Puerto Rico.

He received a B.S. degree in engineering management and an MBA degree from Rensselaer Polytechnic in the U.S.

On the cover

Lou Petersen, security guard at Red Hill, designed and drew the Santa on the terminal for this issue of MicroScope, and also for the Christmas card you received from Donald Fuller.

Petersen, who attended Chicago Art Institute and the University of Illinois, is known at Microdata for his caricature portraits of employees.

This publicity portrait of Kerry is one of her "marketing" tools. Her agent sends it to casting directors, and Kerry uses it at interviews and shows.

Four employees celebrate 10 years with Microdata

10 year service anniversaries

October

Janice Knight, Test Technician
John Griffin, Engineering Lab Coordinator
Kathleen Lehman, Associate Programmer
Patricia Mendoza, E/M Rework Specialist

Don Fuller congratulates Janice Knight, Peripherals; John Griffin, Engineering; and Kathleen Lehman, MIS; on their tenth anniversary with Microdata.

Patricia Mendoza receives her 10-year service pin from Jerry Lack, supervisor, Unit Test.

Five year service anniversaries

October

Angel Melendrez, Technical Associate
Robert Congrove, C/S Area Manager
Patricia Brown, Material Expeditor
Delmar Pedersen, Sr. Systems Technician
Toru Hamaguchi, Sr. Cost Accountant

Richard Silvers, Sr. C/S Engineer
Jerry Richter, Technical Specialist
Michael Cooker, C/S Region Manager
Charles Marksberry, Technical Specialist
Emiko Tischer, Electronics Technician
Gary Monroe, Technical Specialist
Edward Gruber, Sr. C/S Engineer

November

Wayne Wiersma, Supervisor, ATE Programming
Roy Stewart, Sr. C/S Engineer
Kevin Olinger, Regional Field Support Manager

December

George Beales, Model Shop Coordinator
Rita Stone, Systems Inspector
Elinor Mitchell, E/M Rework Specialist

How to read your savings plan statement

If you're a member of the Microdata Employe Savings Plan, you'll soon receive your semi-annual statement of account from McDonnell Douglas.

To help you interpret all the numbers, here's an example of a typical statement with explanations.

"Working at Microdata" introduced

Microdata's new employee handbook, "Working at Microdata," is in the process of being distributed to all employees.

The looseleaf binder was designed to hold all benefits summary plans, the safety guide and employee handbook, including information on personnel policies and employee services.

According to Jack Eastwick, vice president of personnel, "We selected this format for several reasons: First, because it's a convenient way to keep all your benefits brochures and employee handbooks together; and two, because it is more cost-effective to reprint single pages when changes occur than to reprint entire booklets.

"As policies or programs change, new pages will be mailed to your home for you to include in your handbook."

The handbooks are not yet complete— The "Employee Handbook," "Retirement Plan," and "Safety Guide" sections are scheduled to be printed next year, and will be mailed to your home.

If you have not received your "Working at Microdata" handbook by the end of January, call Donna Liske, benefits administrator, extension 7784, at Red Hill in Irvine.

1982 holiday schedule

You'll receive 11 paid holidays in 1982.

January 1	**New Year's Day**
May 31	**Memorial Day**
July 5	**Independence Day**
September 6	**Labor Day**
November 25	**Thanksgiving Day**
November 26	**Day after Thanksgiving**
December 27-31	**Year-end shutdown**

Customer Service and Sales and Marketing personnel have a slightly different holiday schedule to allow for maximum customer coverage.

Retirement plan statements to be mailed

This month or next, all employees will receive a Retirement Income Plan statement from McDonnell Douglas. Your statement, which will be mailed to your home, will show an estimate of your accrued benefit under the plan and your credited service.

Read the statement carefully to make sure the information is correct. Contact Donna Liske, extension 7784, if you believe any of the information is incorrect.

Microdata's first annual chili cook-off and arts & craft fair

When the morning fog cleared on Saturday, December 5, Microdata's first annual Chili Cook-Off and Art & Crafts Fair was under way.

The day-long event was sponsored by the Recreation Committee, headed by Bob Greffly, senior systems technician, Test Engineering.

While 52 vendors displayed their wares for Christmas shoppers, the highlight of the day was the chili cook-off. The judges, President Gary Liebl, Senior Vice President of Operations Al Cosentino, Vice President of Personnel Jack Eastwick, and Corporate Attorney Hank Kohlmann, tasted and scored 12 chili recipes.

The first place winner in Microdata's first annual chili cook-off was Bill Woolery, Irvine Repair Center manager. The second place trophy was shared by Frank Reinhart, vice president, Engineering, and Jerry Fleming, vice president, Corporate Marketing. Warren Blossom, vice president, SBS marketing, took the third place award. The distinction for the hottest chili went to Dale Gioffre, executive secretary, Engineering.

Jim Fosberg, senior vice president, finance and administration, and his secretary, Amy Schmidt, conducted a raffle of 15 gifts donated by the vendors and Jack Moll, who heads up our janitorial services.

Garry Lapides, director of security, and his stuffed fish sale, added to the profits of the day.

Part of the money raised from the event was donated to the Easter Seal Society for Crippled Children and Adults of Orange County, with the rest of the money going into the Recreation Committee fund.

A big round of applause goes to Bob Greffly and his committee for the many

The winners of Microdata's first annual chili cook-off were:
Bill Woolery, manager, Irvine Repair Center, First Place; Dale Gioffre, executive secretary, Engineering; Hottest Chili; the team of Frank Reinhart, vice president, Engineering, and Jerry Fleming, vice president, Corporate Marketing, Second Place; and Warren Blossom, vice president, SBS Marketing, Third Place.

hours of hard work to make the day a huge success.

Thanks for a job well done: Bob Greffly; Shirley Hooper, Engineering: Marilyn Aken, Customer Service; Dale Gioffre, Engineering; Lorette McLaughlin, Pilot Operations; Pete Sweeney, Accounting; and Myrna Loera, Engineering Services.

The second annual Microdata Chili Cook-Off and Arts & Crafts Fair promises to be even bigger and better. See you next year!

Recreation Committee Chairman Bob Greffly acts as master-of-ceremonies for the chili cook-off.

Judges for the chili cook-off, Al Cosentino, Gary Liebl, Jack Eastwick and Hank Kohlmann, tasted 12 different chili recipes before picking the winners.


Chili cooker Mike Barber taste-tests his "original" chili recipe.

The back page

(1) 17481 Red Hill Ave., Irvine
Production Operations
Manufacturing and Test
Personnel
Corporate MIS
Finance
Purchasing
Corporate Security
Facilities
Shipping and Receiving

(2) 1562 Reynolds Ave., Irvine
Systems Engineering and Development
Software Engineering and Development
Design and Drafting
Pilot Operations

(3) 2351/2361 McGaw Ave., Irvine
Customer Service Administration
Irvine Repair Center
Customer Service Training
Central Dispatch

(4) 4000 MacArthur Blvd., Newport Beach
Corporate Offices
Sales and Marketing
Orange County Sales Branch
Corporate Demonstration Room

(5) 654 Young Street, Santa Ana
Printed Circuit Board Manufacturing
  (PLANAR)

(6) 679 Young Street, Santa Ana
Transformer Shop

(7) 687 Young Street, Santa Ana
Maintenance Shop

(8) 200 West Central Ave., Santa Ana
Warehouse

(9) 1536 Brookhollow Dr., Santa Ana
Western Regional Customer
  Service Office
Irvine Service Center

Mailing Address: P.O. Box 19501, Irvine, CA 92713

(Map not to scale)
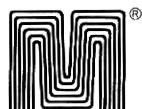
MICRODATA CORPORATION
FACILITIES