



The EMR-Telemetry News  
Sarasota, Florida

Vol. VI, No. 2

18 June 1971

## HAPPINESS IS AN EMR-T FAMILY PICNIC

Swimming, horseshoes, volleyball, golf, hamburgers, hot dogs, beer, a few drops of rain, lots of sunshine, tug-of-war, egg toss, three-legged race, bingo, auction... and 700 very relaxed grown-ups and kids --that's what makes up an EMR picnic.

Here are some views of last Saturday's festivities at Sun N' Fun. (Photos by Don Bolt and Dick Frye.)

P. S. Thanks to all those who volunteered for picnic duty.



## GOING INDUSTRIAL MEANS A NEW LOOK IN EMR-T MANUFACTURING

As EMR-T turns more attention to aiming its products toward the industrial/commercial market, employees are participating in a changing way of doing business. Some changes have already taken place, and more will gradually be put into effect. Manufacturing Manager Norman Siegel discusses here some of the aspects of "going industrial" in our manufacturing areas.

"Our commercial/industrial customer primarily considers cost and reliability. He is less concerned with how we mount components, or tie the cabling, but he is concerned that the product works well, is economical, and that he gets prompt delivery," Mr. Siegel said.

How does this compare to Government or Aerospace contract work? Under Government contracts for manned space equipment or military equipment, we are required to build to stringent specifications, with frequent inspections--by our own Inspectors, by Government Resident Inspectors, and Customer Inspectors. Special soldering techniques require training classes, tests for qualification, restricted areas, etc. The paper work for some manned space equipment weighed more than the actual hardware! All of these 'extras' are time-consuming and expensive," he noted.

As the ratio of government/industrial orders changes, our methods must change, too. In order to produce a good, economical product for the commercial market, we must improve efficiency. Here are some of the actions that Mr. Siegel cited:

- Less paper work. We are gradually reducing paper work and aiming toward having our work move faster. For example, where we previously had six different types of work orders, we will have only two. Some Aerospace customers required copies of drawings and test results; commercial customers don't require this documentation.

- Production work is organized on a functional basis rather than a product line basis. We used to have a 287 group, or a 2700 group. Now we are organized according to the type of operation. Bill Gibson's group does the printed circuit assembly; George Keegan's group performs the electrical and mechanical assembly. Work has been broken into specialized skill segments, and repetitive tasks will increase operating efficiency.

- Better work flow. We are reorganizing the plant layout for better work flow. In the Machine Shop and Metal Shop we now have a step-by-step build-up of assemblies, eliminating unnecessary backtracking. We have rearranged and painted furniture, replaced obsolete equipment in many areas, and we will soon be rearranging and revising the work flow in the Printed Circuit Fab area.

- Economic order quantity. Instead of small lot production runs, we will group orders in more economic order quantities for larger production runs. There will be less "custom" work. Groups of units can be built as standard products, up to the point of the changing frequency, or the special customer requirement, and kept on the shelf for completion and fast delivery. This requires an investment in larger inventories and more precise forecasting by Marketing.

- Increase productivity. Production Engineers will spend more time on the Production floor, seeking ways to im-

**PULSE - The EMR-Telemetry News**  
M. E. Herbst, Editor  
Permission to reprint material herein may be obtained from the Editor, Pulse

COPYRIGHT © 1971 EMR DIVISION OF WESTON INSTRUMENTS, INC.  
A SCHLUMBERGER COMPANY

prove efficiency and cut our costs. We must meet competition--both domestic and foreign--and that means bringing down our costs. Workmanship standards will be rewritten in line with commercial/industrial standards. Production Foremen will have larger groups working for them. We'll concentrate on adding direct labor as business grows--people building the equipment--and less on indirect labor in administrative and clerical functions. Testing steps will be reduced, and we may add some semi-automatic testing devices, although, by the nature of our products, testing will continue to be a vital part of the production process.

"The reason for all this effort toward improved efficiency is a simple economic fact. To be successful in the industrial/commercial market, we must be competitive. The more successful we are, the more business we'll have, and the more jobs we will have to offer to people. If we are not efficient, we won't meet the competition, and our business will be reduced," he said.

"I believe we've made a good start toward going industrial, and I'm pleased with the cooperative attitude of our Manufacturing employees," Mr. Siegel concluded.

### CIVIC GROUPS VISIT

Members of the Board of Directors of the Sarasota County Economic Development Council met at EMR-T on June 8 and toured our facility. General Manager Leo Chappell is a member of the EDC Board.

On the same day, members of the Sarasota League of Women Voters Committee on Water and Air Quality visited EMR-T and toured our advanced waste treatment plant. Bob Mohrfeld and Bill Hardman were hosts for the LWV visitors who are actively engaged in local pollution control efforts.

## FORD ORDERS SYSTEMS FOR VEHICLE TESTING

Ford Motor Company, Dearborn, Mich., has placed an order with EMR-Telemetry for two vehicle test data acquisition systems. The EMR systems will handle data from impact barrier testing and from other tests simulating acceleration and deceleration "g" forces on auto components and body parts.

"Some of our equipment will be mounted in a trailer, and some will be rack-mounted at a central playback facility. Data will be acquired at Ford's two proving grounds in the Dearborn area," said Ed Moller, Senior Marketing Coordinator.

EMR-T's Vehicle Test System marketing team is continuing its rigorous schedule of demonstrations of our vehicle testing equipment to a wide variety of potential customers.

### ANNIVERSARY GREETINGS

Anniversary greetings to all 27 employees observing service anniversaries in June. Employees marking five and ten-year milestones this month are:

1961- Barry Barton, Bill Hardman, Ed Kucharski

1966- Jon Altenbernd

### JIMENEZ TRANSFERS

R. S. Jimenez, former District Sales Manager at EMR-T's Englewood, Colo., office, has transferred to EMR-Computer's Detroit sales office effective last month, following a six-weeks temporary assignment for Schlumberger Limited.

Bob's special assignment involved a study of Schlumberger product marketing in Mexico. At the conclusion of his temporary duty, Bob accepted a computer marketing position with EMR-C. He joined EMR in January, 1967, and has held applications and sales positions in the El Paso and Denver areas.

Ross Tilton is now Sales Representative for EMR-T in the Denver area.

## EMPLOYEES HONORED, WIN CONTEST PRIZES

We always knew EMR-T employees were special, but lately they've outdone themselves in winning awards and gaining special recognition. Congratulations to the following employees on their achievements:

Bill Salter, of Design and Drafting, was named Sarasota Jaycees "Man of the Year" on June 2. The honor went to Bill as the Sarasota Jaycee who contributed the most time and effort during the past year to the local Jaycees and the community via Jaycees projects. Bill was chairman of the Jaycees auto show and participated in many other projects, and is now Ways and Means Vice President for the local club.



\*\*\*

Walt Giblin, of Reliability/Quality Assurance, was also honored as a Jaycees "Key Man" for his work as public relations man for the local club during the past year. He has been elected Jaycees Public Relations Vice President for the coming year.



\*\*\*



Barbara Jefferson, formerly of QC and now in Accounting's Data Processing, will receive her diploma tonight at the Sarasota County Adult High School graduation ceremonies, and will also receive a certificate in computer

operation. Barbara has taken courses for the past three years, including key punch and accounting machine operation.

\*\*\*

Barbara Ryan, also in Accounting, was honored as "Mother of the Year" by the Manatee High School Sub Debs. Barbara received an engraved gold charm attesting to the award--the first of its kind presented by the group of 50 young ladies.



Frances Lewkowsky, of Special Systems, was a mighty surprised gal when she received a telegram notifying her that she was a prizewinner in the Eastern Airlines nationwide "Best Secretary" sweepstakes. Kent Morgan, her boss, insisted on sending in the nomination for Fran--despite her protests, "I'll never win." She won a week's trip to San Juan, Puerto Rico, for two, and plans to take her sister along. There were over 100,000 contest entries from all over the U. S. And, would you believe, the telegram saying she had won arrived on Fran's birthday.



Fran Lewkowsky, Kent Morgan, and T. K. Kneeland, Eastern Airlines District Sales Manager, discuss Fran's contest prize.

\*\*\*



Gene Harbert, of our Micro-circuit Facility, designed the prize-winning logo for the EMR-T Employees Association. Gene received a \$25 check at the Picnic on Saturday. Here's the winning design:

