PULSE

EMR

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CREDIT UNION GROWS IN ASSETS, MEMBERS

Strong growth of the EMR Sarasota Employees Credit Union (ESECU) was reported at the ESECU Second Annual Meeting held in the Cafeteria on January 14. In the two years since it was founded, the ESECU has grown to 503 members with assets of over $187,000. Dividends declared in 1968 totaled $5,251, and interest refunds to borrowers reached $862 for the year. Some 60 members attended the Annual Meeting.

New members of the Board of Directors, Credit Committee and Supervisory Committee were elected. The accompanying photo shows full 1969 membership of those groups. The Board of Directors met directly after the Annual Meeting and selected their officers for 1969. They are: President, Bill Gregory; Vice President, James Bicknell; Secretary-Treasurer, Ruth LaCroix; Asst. Treasurer, Al Orr.

Standing are ESECU Board of Directors members Al Orr, Bill Gregory, George Strait, James Bicknell, Jim Hawkins, Ruth LaCroix. Missing is John Moore. Seated, Supervisory Committee: Larry Harmon, Glen Johnson, and Dale Yoh; Credit Committee: Lois Layne, Marshall DuBois and Carl Hendrickson.

APOLLO 8 TV BACKUP USES EMR EQUIPMENT

EMR equipment--Models 4540 and 4140--formed an important part of a backup link for the Apollo 8 real-time TV pictures transmitted from the spacecraft on the highly successful moon mission.

At the Goldstone Tracking Station, Barstow, Calif., an EMR 4540 Tunable Subcarrier Oscillator was used at the WING site in conjunction with the huge 210-foot dish antenna. The TV video output from an S-Band receiver modulated the 4540. The subcarrier signal, thus generated, went via microwave link back to the PRIME site several miles away, where the subcarrier was subsequently demodulated in an EMR 4140 Tunable Discriminator, tape recorded, and finally scan converted for insertion onto commercial TV networks.

According to Eastern Area Sales Manager Mort Cohen, NASA reports that although the EMR equipment was used only for backup purposes, the signal quality was very good and provided continuous comparison to the signals coming through the primary link employing the 85-foot dish antenna at the PRIME site. The successful use of a high-gain directional antenna on the spacecraft obviated the need to use the larger 210-foot dish at Goldstone.

"As a result of the success with the EMR Model 4540, NASA Goddard Space Flight Center intends to implement all ground stations with four or five 4540's each to be used in similar applications and for simulation and checkout," Mort Cohen says.

APPLICATIONS DEPARTMENT PLAYS A VITAL ROLE

Recently an EMR Engineer phoned another electronics firm and said, "I'd like to speak to someone in Applications." He was promptly connected with the employment office and was asked what kind of job he was seeking!

To avoid that kind of confusion at EMR-Telemetry, it might be well to look at the role our Applications Department plays in our business. As part of Marketing, our Applications people support Field Sales in selling EMR products and systems to our customers. That means Applications Engineers and Applications Specialists must know EMR-Telemetry, its functions and capabilities thoroughly, and gain support and cooperation from every department.

The Applications Department, headed by Paul Germond, serves Field Sales and our customers. Here's how Applications functions. Field Sales Engineers supply customers with necessary data, pricing, etc., on all standard products and they book those orders. However, when the job prospect consists of non-standard products... when an unusual customer requirement needs analysis... when an intricate system combines standard and modified products... when a difficult technical problem comes up... then Field Sales calls on Applications. Applications, in turn, must either provide the needed information or enlist the aid of the appropriate EMR people.

Before the customer is ready to order anything, Field Sales Engineers may ask Applications Engineers to help show the customer why he should consider buying EMR equipment over all others. At the same time, Applications is learning more about the customer's requirements and how our equipment and capabilities can best serve his needs. It may be months, even a year, before the customer submits his RFP (Request for Proposal).

Here's the Applications Department. Seated: Eleanor Seper, Dorothy Watson, Jean Hellenberg, Jeanne Miller, Gerry Proper; Standing: John Chiarenza, Charles Parrish, Milt Lippman, Frank Guinn, Paul Germond, Bob Wood, Bud Thurmond, and Peter Smith. Inserts: Ed Moller, at top, and Art Kelley.

When the RFP comes in, Applications assumes a role similar to a Building Contractor who bids on the house you want to build. However, at EMR, instead of asking the bricklayer, plumber, and electrician to estimate how much the job will cost, Applications requests estimates from Manufacturing, Quality Control, Systems, Research and Engineering, Procurement, Major Programs, etc., on how much time, labor and money it will take to fill the customer's requirement.

"To bid, or not to bid," -- that's one of the key decisions to be made, and Applications Engineers play a vital part in that decision. When the decision to bid is made, proposal preparation begins. The written proposal is usually a volume of 100 pages or more describing the specific equipment and techniques EMR proposes to use to meet the customer's technical needs. It also describes our capabilities, facility

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M. E. Herbst, Editor
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and personnel. The Applications Proposal group gathers and edits all this material--Engineers supply technical write-ups; Engineering Support provides drawings and charts; Reprographics photographs and prints the proposal. Generally, this proposal preparation must be completed within ten or 15 days--and if we don't meet the deadline, the proposal is rejected. A large proposal may cost as much as $10,000--a heavy responsibility for the Applications people in charge of that effort since, at peak proposal periods, they may be working on three, four, or five proposals simultaneously.

Meanwhile, during proposal preparation, the Applications Engineer, as proposal manager, is concentrating on the technical and cost items being provided by personnel in areas throughout the plant. Accounting then translates hours into dollars. A pricing meeting, held with top management, reviews the facts and pricing for negotiations totaling more than $100,000. At last, the cover letter, the pricing, and the finished proposal go to the Field Sales Engineer and the customer.

Then the Applications Engineer participates in follow-up visits to the customer and customer visits to the plant, until, finally, the award and contract negotiations. Thereafter, Contract Administration, Plant Operations and other areas take over the job, and Applications offers support as required.

In the course of a year, one Applications Engineer may be involved in more than 200 bid/no bid decisions and negotiations, large and small, plus over-the-phone technical questions, sales strategy sessions, and the constant pressure of evaluating and meeting competitive forces.

Applications is a busy group!

SEWELL WINS AWARDS

William A. Sewell, Defense Contract Administration Services (DCAS) Quality Assurance Representative stationed at EMR-Telemetry, has been awarded a Defense Supply Agency certificate for commendable service and a beneficial suggestion award certificate. In the photo, Commander H. M. Forrest, USN, Chief of the DCAS Office, St. Petersburg, presents one of the awards to Bill.

The commendable service award was the result of a recommendation by NASA Goddard Space Flight Center for Bill's Quality Assurance role on NASA contracts--in particular, NASA's contract with EMR-Telemetry for 28 Model 4140 Tunable Discriminators which were sent to Apollo Tracking Stations around the globe.

His suggestion for eliminating paper work in reporting product quality data won Bill a small cash award and a Defense Supply Agency suggestion award certificate. Bill has been DCAS Quality Assurance Representative at EMR-Telemetry since 1967.

IT PAYS TO ADVERTISE

Open the December/January 1969 issue of Telemetry Journal to pages 27-34, and you'll find an attractive 8-page EMR-Telemetry brochure about our new 4000-series FM Modular Products for Data Acquisition and Reduction. Earlier our 2700-series equipment was featured in a center-fold insert in the October-November issue of Telemetry Journal. The publication reaches some 11,000 professionals in the telemetry field. Product Marketing designs these eye-catching examples of EMR product literature.

NEW SANDWICH BAR GOES INTO CAFETERIA

A new sandwich bar, featuring delicatessen specialties, will be installed in the Cafeteria beginning January 22, according to Sands, the company which provides food service for the EMR-Telemetry Cafeteria. A variety of cold cuts and selection of breads will be offered, and sandwiches will be served with pickle slices and individual packages of potato chips.

The delicatessen sandwich bar will be located in the area now used for separate salad service. The salad bar will be resumed during the summer in another space within the cafeteria. Various types of salads will continue to be offered in the regular meal line.

Sands, formerly Tioga Vending, also announces a small price increase in several meal items effective January 22, due to continuing rises in food costs. This will be the first food price increase in the Cafeteria since 1965. Sands, a major company in the food service industry in the southeast, has provided food service for EMR-Telemetry since 1966.

The new sandwich bar offers employees a wider food selection, supplementing the regular meal line. In addition, Sands plans to post menus on bulletin boards and will replace the Cafeteria FM receiver to improve the quality of the background music and to make visiting the Cafeteria more enjoyable during work breaks and meals.

IT'S TIME TO COLLECT INCOME TAX FIGURES

When your W-2 form (wage and tax statement) arrives, the conclusion is inescapable--it's time to start collecting figures for your income tax again. If you're itemizing deductions, here's an aid to assist you in calculating how much you can deduct for your dependent coverage for 1968 medical insurance premiums under the EMR group insurance plan.

EMR provides free medical and life in-insurance coverage for each EMR-Telemetry employee. You pay only for your dependents' coverage in our group medical insurance. Consequently, the amount of dependent coverage premiums which you pay depends upon your personal situation. The table below gives the premiums for the year and shows the change in premium which was effective September 1, 1968. If you've been with EMR less than a year, or if your dependent coverage changed, call Judy Amuso in our Insurance Office, Ext. 292, for the data you need. For most of us, however, the following figures should be adequate:

1968 MEDICAL INSURANCE DEPENDENT COVERAGE PREMIUMS

Period	Spouse Only	Spouse & Child(ren)	Child(ren) Only
35 weeks @	$1.89/wk = $66.15	$3.15/wk = $110.25	$1.26/wk = $44.10
17 weeks @	$2.22/wk = $37.74	$3.60/wk = $ 61.20	$1.39/wk = $23.63
1968 Totals	$103.89	$171.45	$67.73

"THINK SMALL" SHOW DRAWS EMR ATTENDEES

EMR-Telemetry personnel from our Microelectronics Lab and from Product Assurance attended the First Southeastern Microelectronic Equipment Show in Orlando last week. The show was sponsored by the Southeastern Chapter of the International Society for Hybrid Microelectronics (ISHM). Attendees included Lake Brown (Vice President of the ISHM Southeastern Chapter), James Bicknell, Clyde Brackett, and Dietrich Riemer, all of our Microelectronics Lab; Charles Ingram, of Reliability Engineering, and Rex VanTassel, of Quality Assurance Engineering.