



The EMR-Telemetry News

Sarasota, Florida

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NEW PRODUCT MANAGERS COORDINATE OUR PRODUCT LINES

Early in 1972 General Manager Leo G. Chappell announced that EMR-T has adopted the Product Manager concept of managing our market segments. Questions which immediately arose include: Who are these Product Managers? What is their job? What are their functional responsibilities? With what areas of our business are they concerned?

The Product Manager concept provides a focal point for the coordination and success of a product line. Basically, the Product Manager's job is to coordinate our marketing, engineering, and manufacturing activities along the lines of our major product offerings; he is also responsible for the dollar volume and profit of his assigned products.

He must be technically knowledgeable. He must know what the competition is doing and know the various applications for his products. The Product Manager collects data to plan for new products; controls bid and proposal activity for his product line; coordinates selling and advertising of his product line. He is responsible for forecasts, analysis of sales and budgets.

Obviously, he can't accomplish all these tasks alone. He works with and for his Marketing Manager in achieving assigned company goals. Each Product Manager is also charged with the responsibility of working closely with Engineering, Manufacturing and Accounting to reach our mutual objective--a successful, profitable and growing product line. (cont'd P. 2)



Product Managers Ed Moller, Dick Ridgewell and Bill Hardman.

MANAGEMENT SYSTEMS STUDY NOW UNDERWAY

E. L. Wright, former Manager of Materials, in Manufacturing, has been assigned to a special project to identify and analyze the way we conduct business. Forms, paperwork flow, and management systems are being studied, and Ernie has briefed Organization Managers and Department Managers on the identification stage of his project to date.

As Management Systems Coordinator, Ernie reports to General Manager L. G. Chappell.

IT'S GOOD EXERCISE

Volleyball players are preparing for the first session of the Spring season next Tuesday, March 21, at 4:45 p. m. It's open to men and women. To sign up, call John Brisbin, Ext. 394, or Richard Davies, Ext. 316. Two courts are available at the southeast corner of EMR-T's property, so y'all come!

NEW PRODUCT MANAGERS COORDINATE OUR PRODUCT LINES

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In brief, the Product Manager must be skilled at collecting data, analyzing facts, and making appropriate recommendations.

We have six Product Managers--three in Aerospace Marketing and three in Instruments/Industrial Marketing. They are:

Aerospace Marketing

S. Kent Morgan, Manager, Analog Products and Systems (FDM Product Manager) FDM stands for Frequency Division Multiplexing. Kent's responsibilities are concerned with our FM products.

George F. Tremain, Manager, Digital Products and Systems and RF (TDM Product Manager) TDM means Time Division Multiplexing. George's responsibilities include all ground digital products, airborne PCM and RF products.

Peter M. Smith, Manager of Simulator Systems. Product Manager for Simfire and studies on other simulator systems.

Instruments/Industrial Marketing

William E. Hardman, Water Quality Monitoring Product Manager - pollution monitoring equipment for government and industry.

Edwin R. Moller, Vehicle Test System Product Manager - application of telemetry techniques to industrial problems.

Richard N. Ridgewell, Instruments Product Manager - covering "Profilers for Fatigue," sinusoidal frequency response analyzers, transient, line spectra and power spectrum density analyzers.

"To achieve EMR-T's objectives, our Product Managers will need cooperation from all Departments," Mr. Chappell said, "and I know they can count on full support from all areas."



Product Managers Kent Morgan, George Tremain and Peter Smith.

HECTIC TEN MINUTES

As every Salesman will testify, booking a sizeable order is always exhilarating. So picture the broad smiles in our Instruments Marketing Department on a recent Friday when three orders were phoned in totaling \$138,000 -- all within a hectic 10 minutes.

Instruments Product Manager Dick Ridgewell reports the orders were for Model 1410 Frequency Response Analyzers, Model 1640 Profilors, and a Model 1860 Solartron Time Domain Analyzer. Bendix, North American Rockwell, and Martin Marietta are the customers.

From California, Bob DeFord, our Instruments West Coast Sales Manager, says: "That's nothing--it only took us 30 seconds to phone in a \$55,000 order this week!"

ANNIVERSARY GREETINGS

Among the 36 employees marking service anniversaries in March are the following observing major milestones of 5, 10 and 15 years:

<u>1957</u>	<u>1962</u>
Mable Altman	Stan Fusselle
Opal Black	
Betty Cobb	
Tracey Hardy	<u>1967</u>
Richard Kolchakian	Jack Bishop
Eddie McDonald	Joan Brothers
Don Roberts	Billie Godwin
James Thurmond	Cliff Hord
Eugene Willie	

TO GIVE PAPER IN ENGLAND ON POLLUTION MONITORING

W. N. Waggener, Senior Principal Engineer in R & E, is scheduled to present a technical paper on water pollution monitoring in Cranfield, England, next week at the Seventh International Aerospace Instrumentation Symposium. The Cranfield Symposium, to be held March 20-23, is a biennial event attracting instrumentation specialists from around the world.

Bill's paper, "Ground Truth Instrumentation for Water Pollution Monitoring," deals with the interaction between ground-based water pollution monitoring and remote monitoring of environmental conditions from aircraft or spacecraft.

EMR equipment to be displayed at the seminar includes ground PCM equipment and our Vehicle Test System.

NEW ASSIGNMENTS

Forrest V. Hinkel, Jr., formerly EMR-T Field Service Specialist in California, has been promoted to Sales Representative. He joined the company in 1969. In his new sales position Bud reports to Aerospace Sales Manager Bob Klessig in our Los Angeles office.



* * *

Senior Service Technician Nick Howard will be based at Edwards Air Force Base, Calif., in charge of EMR service for the big F-15 telemetry/computer system soon to be installed there under our contract with CDC.



* * *

Scientific Programmer Roland E. Olson is on-site at Edwards AFB in California as a System Analyst for the software involved in the EMR F-15 telemetry/computer system. This system analyst assignment is for a minimum of one year.



BETTY BOYCE TO RETIRE

Betty Boyce, Sub-miniature Assembler in our Production Clean Room and one of our Ridgefield "pioneers," will retire from EMR at the end of this month. Her seniority goes



Betty Boyce

back to June, 1955, and she has elected early retirement under the provisions of the Schlumberger Retirement Plan.

"Alf Englund was my first Supervisor when I joined EMR in the Grove Street plant in Ridgefield," Betty said. Later Betty and Alf and other EMR employees transferred to Sarasota when the company moved its operations from Connecticut to Florida in 1957.

"I've worked on a lot of interesting projects over the years--Celescope, C-5A, Airlock for Skylab, and in pilot production," she noted, "but I'm really looking forward to having some free time."

Betty is the fourth EMR-T employee to retire under our Pension Plan. Her leisure will be devoted to cultivating her prize-winning orchids; looking after her husband, Phil, and their two French poodles; sewing; and enjoying other aspects of the good life in Sarasota, including the beach and boating. . . . Have fun, Betty. We'll miss you.

CONGRATULATIONS. . . to Glenn Campbell, of Plant Engineering, who walked off with 1st, 2nd and 3rd place ribbons at the Central Florida Ceramics Exhibit in Orlando recently. Glenn has won a number of awards and cash prizes in shows around the State.

PULSE - The EMR-Telemetry News
M. E. Herbst, Editor

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WHO'S WHO

THREE GAL'S WHO HAVE NEVER MISSED A DEADLINE

"It's something Women's Lib would be proud of -- an all-female print shop, probably the only one in Florida. And it's every bit as good as any shop operated by men."

That's our Reprographics Department, as described by Walt Eppard, Manager of Technical Publications for EMR-T's Marketing Organization. The ladies who earned this praise from their Supervisor are: Group Leader Pearl Point, Loretta DeLoach, and Ernelda Kragel. Together they provide printing and copying services to all EMR-T departments in outstanding fashion.

"These girls not only operate about ten different types of printing and duplicating equipment, but perform a good part of the routine maintenance in keeping the machinery in good running order," Walt continued. "They crank out copies of memos, proposals, technical manuals, four-color sales brochures, and many other items. Last year they turned out over 2-1/2 million sheets of paper without missing a deadline!"

Pearl Point, who came to EMR in 1960, started in assembly and after only a few weeks was "loaned" to the Publications Department. "That was over 11 years ago, so I guess it's no longer a temporary assignment," Pearl said. A native of Lima, Ohio, Pearl had a variety of work experience before joining EMR: foreman in a cigar plant; machine shop grinder; inspecting military tanks; teaching occupational therapy at a state hospital for mental patients. "I like to sew, love to dance, and enjoy cooking for a crowd," says Pearl.

Loretta DeLoach is one of those rare individuals -- a native of Sarasota. And she married a Manatee County native.



Loretta DeLoach, Pearl Point, Ernelda Kragel, of Reprographics.

Loretta and Charles are the parents of two children--a girl, 13, and a boy, 12. She's a mighty good cook and likes to bowl. On the job in Reprographics since 1969, Loretta also had work experience in assembly and as a telephone operator. "I enjoy Reprographics because we're always busy here," she noted.

Ernelda Kragel has been with the company since 1962. She started in Receiving Inspection and switched to Reprographics in 1965. One unusual aspect of Ernie's job is her operation of our large Heidelberg color press. Ernie and her husband, Roy, vacationed in Europe last summer, and, typical of her conscientious attitude, she visited the German plant which manufactures the Heidelberg press to get some tips on how to do better color printing. Also typical: she has had only one day of sick leave in nearly 10 years!

Ernie comes from Iowa and had worked as a teletype operator and in an insurance office of a bank. She is noted for her delicious baking and cooking, but when asked about hobbies quickly replied, "I love to play golf."

Pearl, Loretta and Ernie--three talented ladies who give good service, and always with a smile.