

# VOLLUM AWARD WINNER DEMONSTRATES QUIET PURSUIT OF EXCELLENCE

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Dan was named for his significant technical contributions to the definition and implementation of TV test products, which have achieved an 85 percent market share worldwide.

"Without his leadership, high technical standards, and innovations in measurement techniques," said a nominator, "we could not have reached and maintained our dominate marketplace position." Revenues from the products Dan has contributed to total \$640 million since 1982.

"I was picked because the aggregate of my work has been good," he says, "though I wouldn't describe it as representing 'individual excellence,' as in the case of earlier winners." Dan believes his primary role is as a communications link among people smarter than he is trying to solve technical problems. "Then I have them help me," he adds.

All **Dan Baker** knew was that he had been invited to lunch with **Jerry Meyer** to celebrate the 1999 Howard Vollum Award winner. "I thought I had been invited to tag along," he recalls, "and when I asked the lunch's organizer who had won, I was told that I had."

Dan is an engineer in MBD's TV/Com munications Business Unit, and a 25-year Tektronix veteran who wanted to work for the company when he was a technical school student in Idaho. "I was so impressed with the design of the video and test products, I knew I wanted to work here."

The nominator observes that Dan's skills go far beyond that: "When he's completed a design, the product has the needed features packaged in a simple, intuitive, and elegant manner. Dan is a

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## Tax Initiatives Help Tektronix Retain Profits



In cutting costs and improving profitability, one area with surprising potential is Tektronix' liability to the tax man, amounting to about 32 percent of profits.

Mark Modjeski of the corporate tax department was named a Business Excellence Champion for his work in identifying, developing, and implementing several tax savings initiatives.

Mark typically reviews volumes of court cases and legislative and IRS

changes each year. "We've had nearly one major tax act from Congress each year, which means we have to implement current, future, and past code,"



Mark Modjeski

Mark said. In addition, Tektronix — because of its size — is part of the IRS's Coordinated Examination Program, so the company is audited nearly every year. For his part, Mark responds to

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## Excerpt from Dan Baker's Acceptance Speech at the Technical Achievement Awards Banquet:

"I'VE HAD THE PRIVILEGE TO WORK WITH SOME VERY SPECIAL PEOPLE -- BRILLIANT SCIENTISTS AND ENGINEERS WHO EXCEL IN THEORY AND PRACTICE, AND TYPIFY THE QUIET PURSUIT OF EXCELLENCE. THESE ARE THE PEOPLE WHO'VE INSPIRED ME.

I WOULD LIKE MY RECOGNITION TO BE VIEWED AS A REFLECTION ON THOSE WHOSE CONTRIBUTIONS HAVE YET TO BE FULLY RECOGNIZED, AND I HOPE THEY CONTINUE THEIR EFFORTS TO HELP THIS COMPANY EXCEL."

Please turn to pages 5 and 6 for more award news.

## Vollum Award Winner

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motivating force, solving tough technical problems in both engineering and production, and moving all those he comes in contact with to higher levels of performance."

In addition to product development, Dan serves on several standards committees. SMPTE, the Society of Motion Picture and Television Engineers, is considering adopting Dan's suggestions on jitter and video distribution in compressed form. "The committees decide what's best and we quickly adapt our equipment to provide exactly those measurements that the committees decide they want," he says.

Dan considers his primary hobby to be television and communications technology and theory. "My recreation and job are essentially the same," he says. "I read a lot and try to understand the ways video will be distributed." Dan mentions that the cost of producing commercial video aired during the Superbowl was \$30,000 per second. "At that price

the producers want the highest quality video and audio they can get it, and we can help deliver it to them."

Dan is both surprised and pleased to have won the Vollum award: "There are many other people who deserve it, and I hope they get the chance to be recognized."

Dan plans to spend some of his award on HDTV equipment. "As long as we closely follow what's going on, perceive potential problems, and provide test equipment that measures and solves those problems, we'll continue to be the leaders in TV test equipment."

The Vollum award recognizes individuals whose contributions clearly exemplify engineering excellence at the company. The honor consists of a commemorative sculpture and a cash prize of \$15,000, and was presented at the Tektronix Technical Achievement banquet in March.

Committee members from across the company who evaluate the nominees include Gerhard Beenen, Ron Burr, Phil Crosby, Mihir Ravel, Gloria Walters, Greg Wasche, and Tim Williams.