

# Thank the Russians for our newest chief engineer

You can thank the Russians for our newest chief engineer, Don Zurstadt.

"A significant event in my life was the Russians' launch of the first Sputnik," says Don. "I was a newspaperboy, and before I started delivering papers at 4:30 am, I always read the headlines. The Sputnik story convinced me more than ever that I wanted to have a career in technology."

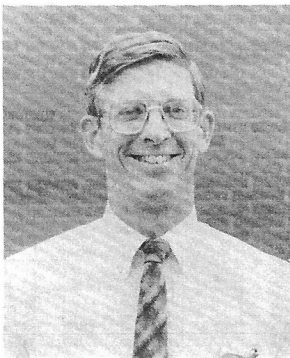
A chief engineer since September, Don is part of the new Advanced Products Development program at Information Display Group in Wilsonville. The program promotes "systems thinking" to develop systems products and support.

"For years, Tek has talked about doing more systems thinking," he says, "and we believe our business particularly can benefit from the concept. We are pulling a lot of components and capabilities together to do a better job. We're getting people to examine their processes and approaches to things."

They also work with Tek Labs—most often the computer and imaging research labs—to learn how they all can better cooperate with each other in the future.

While technology has been the prime motivator in his life, Don believes that to succeed, a good engineer must have a wide variety of interests in non-technical areas. "When you're starting out," says Don, "it's important to avoid the temptation to specialize too quickly. Even after you specialize, you should learn as much about other areas as possible.

"Gaining experience in non-technical



Don Zurstadt

areas will enable you to expand the breadth of your responsibilities and give you the perspective that is important to becoming a chief engineer."

Don's non-technical interests extend beyond his Tek job. A runner, he enjoys three weekly three-mile jogs through his five-acre property near Sherwood, where he makes his home with his wife and three children. His favorite pastime is working outdoors and landscaping his property. "I guess you could call me a modern-day Johnny Appleseed, because I plant so many trees. I spend a lot of time working to make my property look like a park."

A Tek engineer for four years, Don has also worked for McDonnell Douglas, University of Colorado, Digital, and Auto-Trol. But he believes his future is at Tek as a chief engineer.

"I have two dreams," says Don. "First, I want to help make IDG more successful as a supplier of interactive graphics systems solutions. I want us to continue expanding our role within the graphics industry. We can be the number one supplier of graphics.

"Second, I hope to see different groups within the company developing to the point where various products really play together in a complementary way to provide solutions that span the different product areas."

Don likes working for Tek because of the wide range of technical opportunities and the chance to participate in activities with both local and global significance.

"We talk about world markets and the importance for Tek to be looking at itself as a world class company. It's a tremendous opportunity to be part of a company where you can envision making contributions to the world economy and making the world a better place to live. It's not that you can come to work one day and say, 'I'm changing the world,' but working for a company like this you really can feel that in some small way you are.

"I like to work for ways that can make that happen. There is no real limit to what we can imagine helping to make happen. That's part of what keeps me going.

"And I can't say enough about Tek's location. It's the greatest. I like to think about everything I can do as a Tek engineer and about living in such a good place to raise a family."□