

Roy Barker Says New Tektronix Has Made His Change Possible

CPID President Takes Sabbatical, Will Return to New Job in Fall

To Roy Barker, what he's doing says a lot about Tektronix.

Roy is leaving his 10-year leadership of our rapidly growing and successful color printer division, taking about four months to clear his head, then returning to extend his genius across even broader areas of the company.

"It's really neat that Tek has changed into a company where something like this can happen," Roy says. "It couldn't have happened 10 years ago. This is just a better environment for people to feel they have some ownership in the business. And that's what really counts."

He credits CEO Jerry Meyer with listening to his request for a change and putting together a true win/win package to the benefit of Roy and Tektronix alike. "I really felt good about it," Roy adds.

Also benefitting, of course, is Gerry Perkel, who will move into the printer division presidency. Gerry has been with Tek since 1980 in sales and marketing capacities, and in 1992 assumed responsibility for the company's X terminal operation. Sales doubled in two years under Gerry's leadership.

Corporate Entrepreneur

Jerry Meyer last week was highly complimentary of Roy's decade of leadership. "Roy has done a tremendous job over the last 10 years building our color printer business," he stated. "He asked for a change, after some well-deserved time off, and we're happy to provide him with a



Roy takes his first spin on his new BMW motorcycle, a gift of appreciation from the company's Board of Directors. He's outside of Building 60 in Wilsonville, moments after receiving the surprise motorcycle.

new opportunity that allows him to use his skills as a corporate entrepreneur."

Roy's position when he returns will focus on identifying and developing new business opportunities for Tektronix. He again will report directly to Jerry.

"Roy is an excellent entrepreneur," Jerry said. "He has a talent for mapping technology against market requirements and developing new growth businesses. Starting this fall, he'll apply that expertise towards finding new opportunities across all of our operations, including printers."

An "Awesome" Machine

At the conclusion of the CPID staff meeting last Thursday in Building 60 where the Barker-Perkel moves were announced, Roy was presented with a new motorcycle by Jerry Meyer on behalf of the Tektronix Board of Directors.

The meeting was near ending and Roy was

some," he was still commenting earlier this week after being able to actually pilot the motorcycle over the weekend. Its top end is 140 mph, with 90 horsepower, antilock brakes, telelever front suspension system, special BMW aerodynamic body package, and even electrical heated handgrips.

"I thought they might give me a gift, but I was expecting something like a t-shirt or a quart of oil," Roy said afterward. "Nothing as incredible as this."

Roy and his wife Joan are bikers of long standing. But this will be a change — he's been solidly in the Harley-Davidson camp, and now also owns the world-renowned BMW model. "Oh, I'll still keep the Harley," Roy said this week. "But I'll do most of my own riding on the BMW."

Getting Outdoors

During part of his four-month sabbatical, Roy and Joan will crisscross huge expanses of the West. They'll drive motorcycles up the Alaskan highway to Anchorage, visit a friend in Juneau, do some hiking, meet other friends and then cycle back down through Canada into Montana.

Then they'll take off to California, especially the Lake Powell area. There'll be more hiking. Then it's back to Oregon for several days of cross-state bicycling in September.

"I just want to get outside," Roy says. "I haven't had a chance to do that in awhile."

seated in the first row of the building auditorium when the double doors were opened and in was driven a new BMW R1100RSLA — not just any motorcycle, but one that Portland Motorcycle Company president Dave Hillis calls "a truly revolutionary machine and one of the finest motorcycles ever produced."

Roy agrees. "It's a gorgeous bike. It's just awe-

European Journalists Visit Tektronix Story on page 2



Chuck Gooding, far right, of CPID Manufacturing explains assembly of the new Phaser 340 to a group of European journalists visiting Tektronix last week.