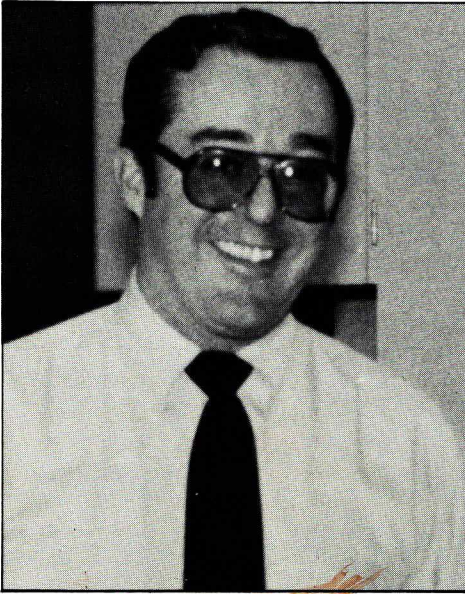

THE TC EYE FALL 1981

EMPLOYEE NEWS FROM TEKTRONIX CANADA INC.



Greetings, from Warren Clark!

I'm very pleased to see the culmination of many people's efforts result in this first issue of The TC Eye.

The concept of a Tek Canada newsletter has been alive and growing for some time.

We're large enough now that tying us together as a company is an increasingly difficult chore and we're looking forward to The TC Eye being an excellent vehicle to help us get to know one another and the company better.

The TC Eye will be a publication about Tek Canada and more importantly, about Tek Canada's employees. Our intent is to focus on

the people, who really are what the company is all about. We'll keep you informed about what's going on within the company from a business viewpoint, but we'll emphasize the "people" part of the organization.

The publication is about you and for you, and for it to succeed it will need your support. Please keep us posted about what's going on and we'll share your inputs in the publication.

I'm already looking forward with anticipation to the next issue.



Training on the DAS kept sales reps across the country busy this summer. From left to right are Alain Lortie of Montreal (who sold the first DAS in Canada during September); Helmut Callin of Calgary; Rene Bastien of Montreal; Jack Woida of Barrie; Bob Brown of Toronto; Duane Clayton and Walt Ratzlaff of Edmonton, Doug Mumford of Vancouver, and Harvey Shaffer and Rick Lillico of Ottawa.

Four on course for new service equipment

Beaverton, Oregon has hosted three Canadian service personnel who completed courses on new products over the summer.

Dave Halverson of Calgary recently completed a course on the 4081 while Gerry Exman of Vancouver completed courses on the 8550 and the 4112/14. Terry McClelland of Ottawa also completed the 4112/14 training program.

Steve Crawford of Barrie goes to Orlando, Florida in December, for a two week training session on portable scopes.

Your news is news!

The TC Eye is Tektronix employees, their happenings, achievements and concerns. Without the 117 Canadians

who make up the Canadian Tektronix family, The TC Eye wouldn't exist.

In order to make issue 2 a possibility, we need your news. Educational achievements, accomplishments on the home front (marriage, family addition etc.), achievements in extra

curricular activities or just a super fishing trip... it's all news to The TC Eye and it's all welcome as part of our newsletter production.

Please send your news items to Chuck Glassier, in Barrie.

Tek's Merit Awards



Special achievement was recognized at Tek's sales meeting in June. Above, Am-Pac General Manager Ernst Gemassmer (left) presents Canadian Sales Manager Dennis Kukulsky with the IDD International Growth Prize for 1980-81. Canada surpassed Japan, Britain and France to win the award. Other achievements recognized included (from the top, left), Frank Garland, Ottawa IDD rep; Ray Thomas, systems analyst from Edmonton;



Winnipeg T&M rep Martin Thistlethwaite; Toronto Sales Supervisor Bob Brown (highest district sales growth in T&M); Rick Lillico,



Ottawa T&M rep, tied for highest T&M growth; Harvey Shaffer, Ottawa IDD supervisor, for highest sales district growth in IDD.



Tektronix growth introduces new service personnel across country

With growth in sales of both test and measurement, and information display equipment, new service personnel have been joining Tek's field service offices across Canada

Bob Hoyle, National Service Manager, says Calgary has two new field service technicians. Dave Halverson, a native Albertan, joined Tektronix from Bell Northern Research in August. Al Matthews joined Tek this summer from Mohawk Data in Red Deer.

The Vancouver service centre welcomed Paul Thomas and Norihisa Fukamachi as product service technicians. Paul came from Horton Maritime Explorations and started with Tek in June. Norihisa joined us last May from AEL Microtel. New service

secretary Julie Burton started with Tek's Vancouver office in May.

Montreal field office welcomed Marcel Dion as a field service technician in April. Marcel comes from Honeywell. Diane Laniel is working part time as secretary in Montreal.

John Forbes started last winter with the Toronto field office as a field service technician. He was previously employed with EECO.

Scott Pleavin is working in Barrie in Micro Processor Design Aids (MDA), joining Tek right from McMaster University with a degree in Computer Engineering.

Welcome, all new service people! Tek said goodbye to Calgary field service technician Nigel Kellet this

summer as he decided to devote himself full time to his own family business.

THE TC EYE

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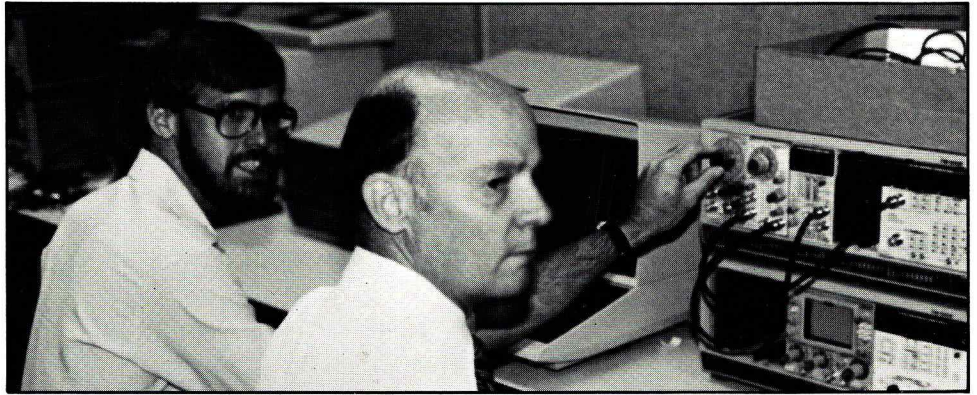
Donna Douglas Editorial Services
83 Penetang St., Barrie, Ontario

Learn it to sell it

While Tektronix has been creating and preparing new products for marketing, Canadian sales staff have been busy learning about the many features of the new equipment.

All IDD sales personnel spent a week in Williamsburg, Virginia, last April studying two new products in their division.

T&M sales staff went in two separate groups to Beaverton, Oregon for a seven-day training session on the TM 5000 and the DAS.



Specializing in certain Tek products requires constant update. Here, Western District Product Specialist Doug Mumford (left) and Ralph Cameron, Ottawa Senior Sales Rep take training on the TM5000 series. They attended the course in Beaverton, Oregon.

Industry growth continues Tektronix leaps ahead with new products

Marketing Support Manager Jack Woida sees Tektronix Canada in a steady growth pattern and the 1981 introduction of new products is one reason why.

"It's been an extremely active period for Tek for new product introductions. These products open up new marketplaces that we weren't able to address before," says Jack.

In the last six months, Tektronix has introduced 11 new products in both test and measurement (T&M) and information display (IDD) divisions.

Under the IDD umbrella, two new computer graphics display terminals have been introduced – the 4112 and the 4114. And, the long awaited eight-pen color option for the 4662 plotter has finally been announced.

In the T & M category, five new families of products have hit the market.

Tek has introduced the 690, a

television color picture monitor to allow television production houses to monitor color hues, tone and quality while in production.

The 496, a spectrum analyser, is a rugged, mobile piece of equipment which is used to monitor the strength, frequency and purity of electro magnetic radiation, and radio signals. It's used frequently in the communications environment.

Tek has introduced two new families of portable scopes. The 2200 series was designed for simplicity, without sacrificing performance. The practical design helps to lower manufacturing costs; this makes the 2200 series an outstanding price performance leader. The 2300 series sets new standards for portability and ruggedness.

Micro processing gets a boost with two new Tek models, 8540 and 8560. These products help engineers design and program products with micro

processors in them. Micro processors are finding their way into some consumer goods (such as more sophisticated micro wave ovens), and phone companies use them to route calls across the country.

Tektronix has also introduced two new families of products.

The TM 5000 series is a group of programmable test and measurement products with micro processors in them.

The DAS, digital analysis system, is a Tek-coined term to describe significant innovations in the logic analyser business. Utilizing similar display principles as the scope, the DAS looks at up to 104 channels of digital logic. Alain Lortie, sales rep from Montreal office, sold Tek's first DAS in Canada.

"The DAS has several innovations that make it really attractive in the marketplace. It puts Tektronix into the leading class in this field," says Jack.

And on the lighter side . . .

Observers stationed along the traditional earwig grazing route have noted a marked increase in the overall size and health of the herd this year.

Catching and crunching the little devils seems even more difficult than

in previous summers.

Personnel at Barrie Order Processing narrowly escaped injury one lunch hour when a bull earwig, enraged at the loss of a tug-of-war match for a sandwich, turned on the panic-stricken

crowd. Record betting took place during the regular earwig sprints.

One mishap marred the festivities this year as an unsupervised young earwig drowned in a cup of peppermint tea!

Decade of service gets recognition from Tektronix Canada

Tektronix Canada President Warren Clark has been making congratulatory speeches and presenting gold pins to employees in Ottawa, Montreal and Barrie.

Bob Quinlan, Field Service Specialist in Ottawa, is sporting a long service pin these days. A veteran of both Toronto and Barrie service centres, Bob went to the Ottawa office two years ago.

Ron Cormier marked his 10th anniversary with Tek this month. He's field service supervisor in Montreal and started there as a product service



A whole decade with Tektronix earned Jack Woida (right) his 10-year pin. Canadian President Warren Clark made the presentation.

technician. His talents have evolved into the computer business.

Jack Woida, Marketing Support Manager, received his 10-year pin this fall and his Tek career has spanned sales, management and marketing. He started with Tek in Calgary, helped open the Edmonton office and came to Barrie in 1977 as Western District Sales Manager. Jack's now responsible for marketing communications and forecasting for Canada.

Congratulations.

Tek customers get the message

In the next 10 months, thousands of potential Tektronix customers will get the word.

Chuck Glassier, Marketing Communications Specialist, is putting that word out.

Chuck is currently working on trade shows in Toronto, Calgary and Ottawa, having completed the Montreal Computer Show this summer.

Hailing the Toronto IEEE Trade Show as the year's biggest and most important, Chuck estimates that Tektronix will devote \$35,000 to

promotion and set up of trade shows during 1981-82.

Tek's booth has already appeared at the following trade shows:

International Computer Show at Place Bonaventure, Montreal (June 3, 4, and 5); Electrical and Electronic Measurement and Test Instrument Conference and Exhibition, Skyline Hotel in Ottawa (September 22, 23, 24); International Electrical, Electronics Conference and Exposition, Automotive Building, CNE in Toronto (October 5, 6, 7); Canadian Central Broadcasters Association Engineering Convention at the Sheraton Centre Hotel (October 25, 26, 27); Western Computer Show at the Calgary Convention Centre (October 28, 29).

The Tek booth will also appear at the 1981 Canadian National Computer Show and Conference in the International Centre, Toronto (November 16, 17, 18, 19).

"We have a modular booth that I usually go in and set up," he says, explaining that sales staff in the show's host region generally man the Tek booth. "Specialists are brought in from across the country, to help out when needed."

Chuck calls the trade shows a "lead generator" for salesmen. "They bring people from the industry and it's a credible audience."

A credible audience also exists in trade magazines and advertisements for Tektronix products are being placed in monthly and bi-monthly issues of a number of Southam and Maclean Hunter publications. Advertising is placed heavily during fall and winter months and Tek ads can be seen in Electronic Products & Technology, Canadian Electronics & Engineering, Electronics and Communication, and Canadian Research.

In the graphics display area, Chuck is placing ads with Canadian Data Systems and Design Product News.

"We also place some advertising in other magazines, mostly for the graphics division aimed at the engineering market," he said.

Magazine product post cards are another direct mail vehicle Chuck uses to advertise Tek products.

Chuck says in September and October six mailers advertising new products have been sent to a mailing list of 18,000 names.

Debbie French moves from order processing

The Barrie Service Department is now benefitting from the services of secretary Debbie French. Debbie recently moved from the order processing department.

She's been with Tek in Barrie for four years.

Tek's Million Dollar Club Awards.



Congratulations says Am-Pac General Manager Ernst Gemassmer to Peter Lobley at Tektronix Canada's awards presentations in June. Peter (IDD) was one of 10 Tek salesmen who sold over \$1 million during the 1980-81 year. Circled from the top row, left, are: Steve Shelley of Toronto's T&M sales team; Bob Snell of Ottawa IDD; Colin Cameron of Toronto's T&M team; Sherm Willows of T&M Vancouver; Jim Uranwala of Toronto T&M; Asher Tamir of Toronto IDD; Marcel Kay of Montreal T&M; Steve Monk, Toronto T&M sales rep; and Ralph Cameron, Ottawa senior sales rep.

Tek welcomes new sales reps in Toronto, Ottawa, Vancouver

Tektronix field offices in Vancouver, Ottawa, Montreal and Toronto have new sales reps on the job. As of June 1, 11 new employees are working with Tektronix.

Kamal Wahby, T & M sales rep, comes from Giza Systems (Tek's Egyptian Distributor); Phil Sukman, Toronto's new system analyst, comes from Northern Telecom; while Sherman Delsol, communications sales

rep in Toronto, comes from Global Television.

Other new Toronto people include three new customer service representatives. Diana Shewring comes from General Motors, Beverley Neilson comes from Skyline Hotel and Liz Anderson was with Eurodrive Canada Ltd.

In Ottawa new Tek employees include MDP specialist Malcolm Whillier who comes from Tek

International in Holland; Customer Service Rep Audrey Mills, who was with the Department of National Defense; and SA Larry Widdifield who was with Bell Northern Research.

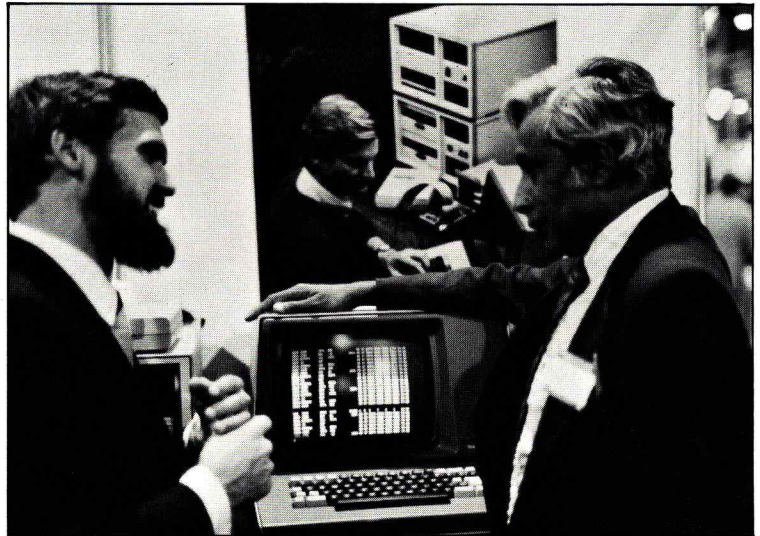
In Vancouver, George Douglas is the new communications sales rep, coming to Tek from Vancouver Cablevision.

Michele Dufresne is the new SWB-receptionist in Montreal, a former employee of Drake Personnel.



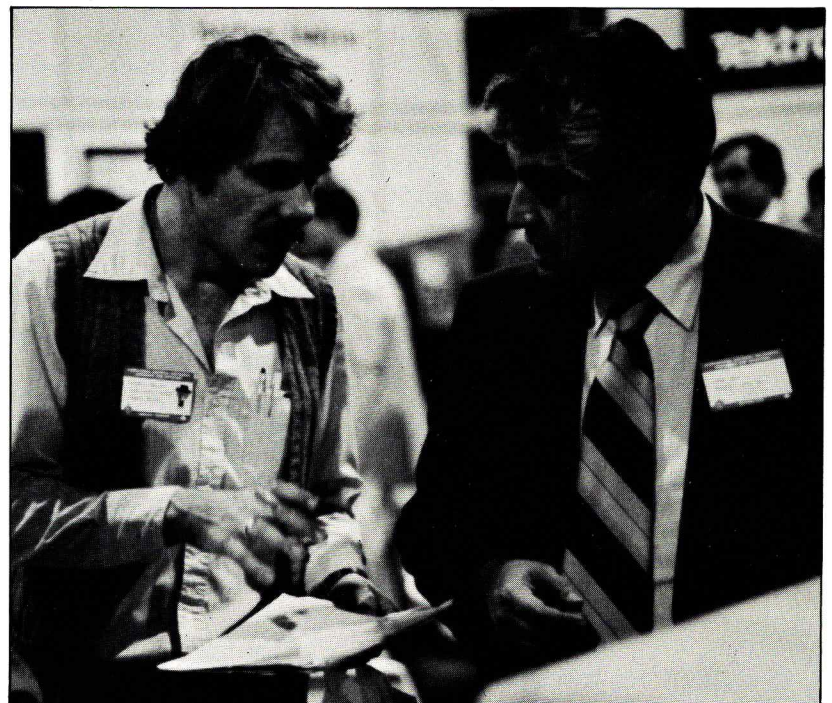
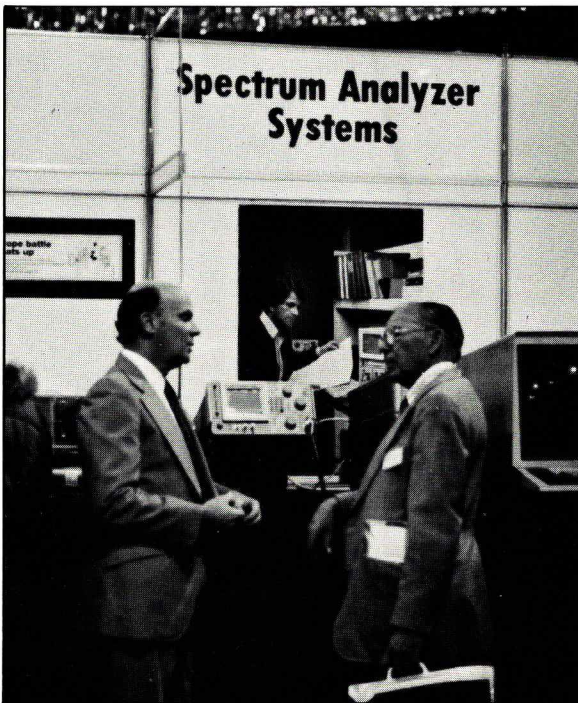
"In the Spotlight"

**I.E.E.E. Show
Oct. 5, 6, 7, 1981
Toronto**



Tek's booth drew a lot of interest and attention. As seen in these pictures, our reps sure made the most of it!





“Choosing the Flag”

Thanks are due to Norm FitzGerald for suggesting the name of our new publication. We received a number of good suggestions but “The TC Eye” seemed to fit the bill perfectly. Thanks Norm.



Let's look at some of our key products . . .

The Tektronix oscilloscope today is a universal tool, a common electronic testing tool. Electronics today pervades virtually every business. The oscilloscope displays electrical waveforms in a qualitative and quantitative way.

The oscilloscope can display waveforms like the heartbeat and can tell a knowledgeable observer a lot of things about the condition of that particular heart.

In the same way, the oscilloscope gives precise information about any electronic waveforms; thus, it's used by scores of different companies to measure quality and perfect output.

For the first 25 years, Tektronix

concerned itself primarily with the scope. Today that precision tool still represents a substantial part of the corporation's business.

But 10 years ago, the company took some developments from its oscilloscope research and applied them to computer terminals. What resulted was the first computer graphics terminal from Tektronix.

"A computer graphics terminal will take data and draw a graph for you. Our strength lies in the graphics area," explains Warren Clark, Tektronix Canada President. "Almost anywhere the use of graphics comes up, we're involved."

Development of an airplane wing

can be aided by computer graphics, for example. The graphic terminal can illustrate what that wing will do under various load conditions.

Similarly, the same equipment can work for a custom kitchen cupboard manufacturer. It can take a cabinet line, particular dimensions of one kitchen and the customer's preferences for cupboard sizes etc., and come up with pictures of that kitchen.

Computer graphics terminals are used for mapping, for permanent record of telephone cable layouts, allowing a company like Bell Canada to map a whole city, or zero in on a block, or even a particular building to locate a specific line.

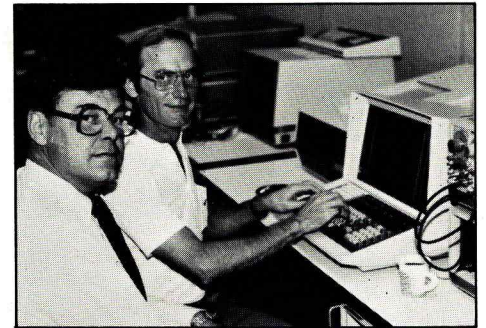
Tek Canada the northern anchor

With corporate head offices in Beaverton, Oregon and subsidiaries in many countries of the world, where does Tek Canada fit into the picture?

Tektronix Canada was established in 1961 with headquarters in Montreal, Quebec. In 1977 the Montreal head office was moved to Barrie. Today the 45 people employed in Barrie form part of a Canadian team of 117 individuals working across the country in Dartmouth, Montreal, Ottawa, Toronto, Winnipeg, Calgary, Edmonton, and Vancouver.

The Toronto sales office is our newest facility. With 17 people, the Toronto location provides sales, back-up secretarial service and on-site customer service people.

In the international picture, Tektronix Canada is part of the Americas-Pacific group of the corporate family. The United States and Europe represent the other major market areas. The Am-Pac group includes Canada, Central and South America, Australia, Southeast Asia and Japan.



TM5000 training in Beaverton, Oregon brought sales reps from across Canada to learn about the new equipment. From the left are Bob Brown, Toronto District Sales Manager and Sherman Willows, Vancouver sales rep.

Tinsel and mistletoe a guarantee at Christmas Dance

Tektronix employees will be dining and dancing at the Holiday Inn in Barrie on Saturday, December 12 as Tektronix organizes the Christmas Dance.

The festivities get underway at 7:00

pm with dinner, and entertainment is provided by a disc jockey service.

Employees can get their tickets through Wendy Speare (reception), Marg Duncan (office) and Joe Larade (service).

Tek gals are on the move

Barrie's Tek office has been welcoming new faces over the last few months. Lynn Ruys, a temporary employee in the servicing department went to order processing as a clerk last June. She replaces Maureen Hazlett, an order processing clerk who has moved to the

Accounting Department as an accounting/administration clerk.

Christine Giroux is also a new order processing clerk who started with Tek in June. Diana Ells is a new computer operator who joined Tek in August.

Who Done It?

A minor stir was caused in July in Barrie as arriving employees found our entrance door window smashed.

No losses were discovered as it is

believed the trespassers fortunately saw the profit share chart on our bulletin board and turned around and left . . .
