

Best T & M Product Canadian High Tech Show

On October 18, 1989, Tektronix Canada Inc. was awarded the 'Best T & M Product' at the Canadian High Technology Show in Toronto.

What Product — The Prism 3000 Logic Analyzer!

The award was presented to Bob Brown by Ron Connelly, President of Connelly Exhibitions.

The Toronto High Tech Show, as its better known, is the largest full spectrum electronics trade show in Canada.

With seven hundred companies exhibiting and over 20,000

visitors, this show provides a useful marketing tool for our Toronto area sales reps. As part of the festivities, exhibiting companies are asked to submit one product for evaluation as the show best in several categories. The products are judged by a blue ribbon panel of industry advisors, technical editors and show management.

The Prism 3000 had a front and centre position in our booth and the customer enquiries were handled by Dennis Wong, Scott Pleavin and Colin Cameron.



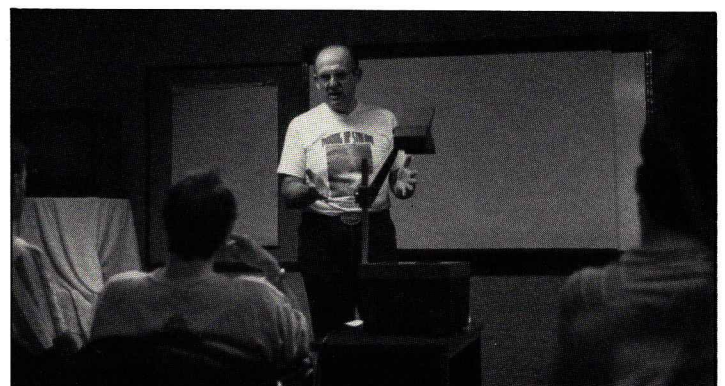
Moving Up Stream

Back in September our T & M sales rep's and their support staff met in Niagara Falls, Ontario for their annual sales meeting. The up-tempo meeting with the 'Moving Up Stream' theme, covered a wide variety of hot topics including Marketing contribution, competitive analysis, new products, service and training. Leading the Beaverton contingent was Steve Kerman, area manager for Tek's America

Pacific group. Steve brought news from the factory as well as an update on AmPac performance year-to-date. Other Beaverton staff members making presentations were Roger Loop and Ven Prasannan from L.I.D., Robert Dueltgen, Jeff O'Neal and Tom Reslewic from P.T.I.D., Dick Kief, P.I.D., Len Garrett from M.R.I. and Allan Cicrich and Dave Haight, Design Automation Group.



Murray Angus explaining Marketing Contribution.



Steve Kerman outlines his perspective on international markets.

Tek Connections . . .

News From Across The Miles

Edmonton

Happy New Year Everyone!

The big news (at least the biggest impact to us) is Walt's move south (following the Stanley Cup to Cowtown) in September. We certainly miss him but, with our Oilers on top of the Smythe Division now looks like he'll be coming back to us in the spring.

I started my own baseball team this summer. Hot Tomalies! We came in 4th in playoffs and tied first overall in season standings — none too shabby considering our first year (of course, it was a pub league so that might have had something to do with it.)

Ray's busy benchmarking our new XD88 series.

And, Martin with his 4 teenage kids is still searching for the right answer to "Dad, can I have. . ." (No wonder you can reach him in the office at 7:30 every morning!)

All the best to everyone as we enter a new decade and . . .
"GO, OILERS, GO!!!"

Toronto

Greetings from Toronto. Here we are, enjoying below normal temperatures. . . did I say enjoying? We are now buying winter outfits from the Eskimos. That should tell you something.

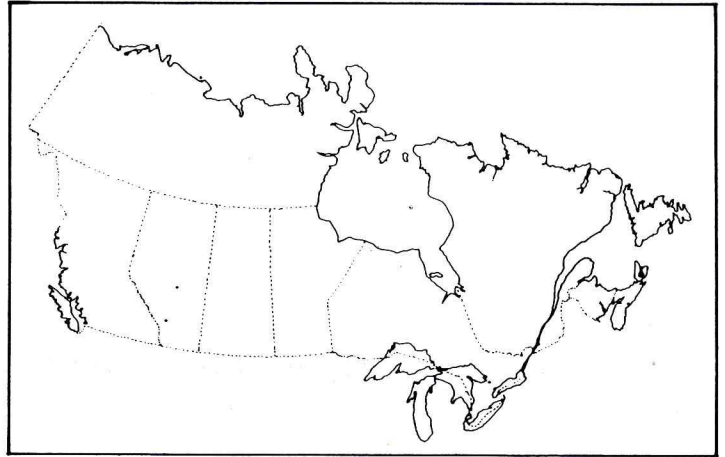
We have a lot of new faces supporting our sales office this year. Tommy Tong is our new T & M, Eastern Ontario sales rep. Tommy comes to us from Leasametric. Having sent our spys out to find only the best, we picked up Phil Ferrand (Service Sales), Louisa DeSousa (receptionist) and Marilyn Jones (CSR), all from Electrovent. Our gain, their loss. Susanna (SUNNY) Reuter left Vista Homes to join us here at Tek as our Executive Secretary.

In our service department, two new Service Technicians grace the area now. David Mitchell comes to us from Elegant Communications Inc. and Chris Alexandris comes to us from NCR.

Welcome and much success to all our new Tekies.

Weddings and babies. We had one of each. Karen Hooper came back to us in March, a few pounds lighter. Karen gave birth to her daughter Dayna Karen on Dec. 23/88. What a Christmas present! Karen and Mike now have "the million-dollar family". Congratulations Karen. And talking about babies, Scott and Diane Pleavin are expecting their second child in April. I think its supposed to be a secret, so don't tell anyone. Dennis and Sylvia Wong wed on July 15/89. Dennis brought in the pictures of the wedding, and my goodness, they were stunning. They really make a beautiful couple. After the wedding they were off to sunny Florida for their honeymoon. Best wishes Dennis.

When I mentioned our new faces I forgot to mention our unexpected visitors. ANTS. They came into our lunch room to find out what Tekies really eat. Ron Ross, quick on the draw, and not willing to give away any secrets, quickly called in, "ARREST-A-PEST". It was so sad to see these ants, held at gun point, up against the wall. When the man



yelled, "Spread-em!", I couldn't watch any longer. Ron assures me they were co-operative when those little hand cuffs were put on and they were loaded into the paddy wagon. Anyway, thank goodness, they're gone.

Our "M" option challenge is still on. Vancouver has put the pressure on us a few periods, but Toronto is still holding strong. We would like to extend this challenge to all offices.

Well, I guess I should get back to work. Happy New Year to all of you and may the '90s bring you much happiness and success.

Barrie

Baby Boom!!!

Girls! Girls! Girls!

Three New Baby Girls!

Lauraine in order processing is enjoying her time at home with her first child - Genevieve. And Chuck is the proud father of Robyn their second child. Ann, hasn't quit yet. She finally had the third child - Jennifer Lynn.

Congratulations to the parents of these baby girls!

Murray Angus has returned from Tek Holland as Finance and Administration Manager. In addition to Murray, Douglas Henning has joined us in service and Bill McKenzie as our new shipper/receiver. Kent Harmer has joined us temporarily as Bill was absent due to an illness. Kent seems to think the Arctic Circle (the warehouse) is the sunny south.

Mary McTaggart in data processing is now a permanent full-time employee. Along side Mary now, works Esther Ross as a temporary computer operator.

Since we have lost a couple of employees (temporarily) due to the baby boom, we have Corry DeBoer in order processing and Jackie Benvie on switchboard temporarily.

Back in August, Sandy Marion, executive secretary to Bob Brown, celebrated her 10th anniversary with the company. She was presented with a gold bracelet engraved with the Tek logo.

November saw a successful Canada Savings Bonds drive as well as an award winning fund raising campaign for United Way. Barrie employees also enjoyed seeing the new carpet going down in our office. It looks great.

On December 22, 1989, Barrie staff joined for both a Christmas luncheon and dinner. Lunch was an Italian feast and latter dinner at the Barrie Golf and Country Club for a traditional Christmas dinner with all the trimmings. The evening finished with a Tektronix cake, dancing and socializing.

We have a few people in our office who can't handle the cooler temperatures so are taking off for vacation in the sun. Lynn, Andre and Corry — Happy Holidays!

Wishing you the Best in the New Year and the decade.

Montreal

Montreal staff joined to celebrate the 20th Anniversary with T.C.I. of Rawlinson Foster, Product Service Technician back on September 6, 1989. On hand for the presentation was Bob Hoyle and Roy Maddox with Claude Gauthier presiding over the festivities. A twenty-year anniversary is quite a milestone and from all your fellow Tekies, Rawlinson,

Well Done!

Montreal also welcomed back Johanne Cholette who had to stay home five long weeks after an unfortunate run-in with a filing cabinet. As her fellow workers report, Johanne is back in fine form and chasing everyone with her baseball bat. A sure sign she is on the mend.

Also welcome news in Montreal was the office spruce-up. New carpet and wall paper gave everyone a lift.



"Three Cheers For Rawlinson"

Ottawa

Here we are in January 1990 and new faces and talents abound. Heather Roy left us in August to pursue a university degree. Her replacement, Donna Jardine has so far managed to keep all the resident bachelors in their place, not an easy task. Her joining Tek Ottawa has been a decided advantage to us. Blair keeps asking us why Donna uses her spoon during lunch break to beat out a rendition

of, "Sweet Georgia Brown". We wonder if it had to do with her visit to a state by the same name? Glad to have you aboard, Donna.

Finnan Haddie Battye continues to "waveplough" for bass in the Ottawa River and Rideau Canal. The way he tells it, his 3 dimensional depth finder has insufficient memory. Not a week end goes by but we learn of some "monster" he returned to the deep blue sea because Blair fishes for sport and not just to tell fish stories. His stories are far worse than Fred O'Donnell's ever were and it is difficult to separate truth from fiction. In Blair's words, "Bass is King!". Some of Blair's activity on the water was reduced by a trip to Beaverton where he learned how they manufacture all those line cords that constantly disappear from the demo room.

We welcome another newcomer to Ottawa, Jim Wallace, who just returned from the Beaverton School of Tubes 'n Stuff. Now being expert at digesting the new catalogue, Jim will offer interpretative readings to folks in the Maritimes. We're glad to have you Jim and wish you and your new family a long and healthy relation.

Salesmen are known for their ubiquitous smiles — one of those that is half way between a booked order and a commission cheque. We were surprised one morning to find Larry Widdifield grinning like the proverbial Cheshire cat — and no wonder. After a short stint at, "How to hold the customer's hand" and "political apple polishing", Larry was bound for a customer who has what we in the trade call "heavy" requirements. The customer "needs" were so heavy, it took all of Murray Angus' faultless charm to calculate the margins and still retain a smile. Larry, you may make history when this hits the street and we'll all be there for a freebie.

Good salesmen and double Masters make good management material. Rick Lillico our new DSM stepped into the shoes gracefully and has put together his winning team. He has since found it necessary to supplement his own diet and that of many folks in the office with the most fabulous Jelly and chocolate donuts. Rick, of course, is very modest about desserts but its easy to tell when the pressure is on, "out come the donuts". Keep 'em coming Rickie baby — we love them". Also, congratulations to you and Gail for making Masters two years in a row. Well deserved. Rick enjoys beautiful music on his new synthesizer.

Bob Snell masquerading as "un homme tres intelligent" has confounded the best of us. Becoming bilingue and now handling the OEM specialist in dealer printer business takes Bob away from the office a considerable amount of time. Last year you heard about his family's wild animal menagerie and we think his wife Pat has nicked named one of her pets, "Bob" just to give her a feeling that he's always close at hand. Boy, are we waiting for the day we hear Bob and Fred having a shouting match, en francais. In his spare time Bob has been heard to sing in the bathtub, "Mademoiselle d'Armentiers, Parlez vous"???

Those who read this column must know that we poke occasional fun at each other and that this does not really represent grounds for harrassment. That accepted, Paul LaSalle has been storming the East Coast during Jim's training. We learned with good authority that while Paul was in Sydney he directed the "Fishflinger's Stomp". The

result was several ships got lost in the Sydney Harbour and 38 mountain goats refused to leave the hotel lobby until the source of synthesized bleating could be stopped. Seems Paul practices a lot at forecast time. In addition to musical skills Paul has managed some major sales coups at Transport Canada. By the time you read this he may even be chairing the Rockland Community Association. He's a real Tekkie.

One of the more active persons in our service department is Ferd Prohaska who recently showed up in new Western, elevator boots. (Must be a throwback to his days in the Calgary F.O.) The local staff have commented on changes to Ferd's personality and his weakness for "wining and dining". Who knows what will blossom from his frequent visits to the "Bayshore"?

Altho boxes of donuts show frequently in our kitchen there is always someone that refuses to partake. Not that Cathy Bennett dislikes sweets, she just doesn't like the glares she gets when she decides to enjoy one in the peace and solitude of her desk. Caught in the act of chewing, Cathy blushingly admitted to her weakness. A good blush is hard to find these days so Cathy you keep it up.

Cathy and Ann pitched in while Heather's replacement was being found and played a key role in keeping the lines humming for the Service Department and for the East Coast. They deserve a big pat on the back and boy, are we going to give them just that! Thanks Girls, you really are appreciated.

Ann, by the way, has been talking of the wonderful trip she had to Barrie to discuss Office Automation. Computers seem to be getting in her blood. She's grown so attached to her Wang machine we think she may decide to buy one when we go on line and turf them out. Either that or order another 30 lb. bag of frozen shrimp. Hubby Fraser may soon be providing your next guided tour via a very special bus, outfitted with special radio equipment so the driver can deliver running commentary to each passenger during the trip.

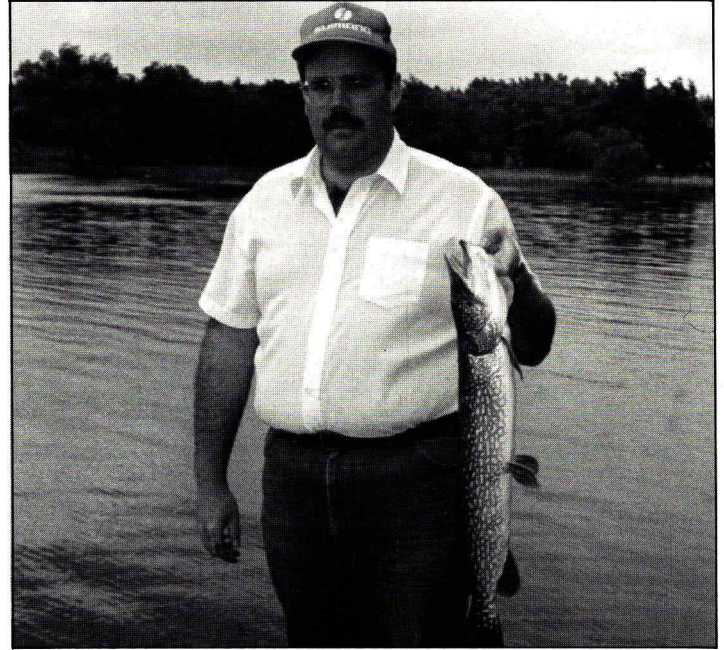
Lurking in the shadow of a Unix terminal and creating a colourful array of mythical coloured animals for his wallpaper, our Richard the Lionhearted provides advice on everything from Roget's Thesaurus to the missing MSDS on the kitchen table salt. Richard dispenses instant wit and technical advice to customers who drop into the Service department. On one occasion he was overheard to tell a Baisley and Richer driver and the man from Purolator that absolute cleanliness of the ink jets is essential if they wanted to maintain their plotters to be warranted by Tek. Now there's devotion!

Marian Lisak organized the Eastern seminar of the year. First problem arose when the seminar material failed to show (obviously the Purolator man was offended) the equipment failed to show and poor Marian, naive about Maritime winters, drove 4 hours in a blinding blizzard before stopping for a crust of bread and a sip of mineral water. He even bragged to me on his return that he has lost 8 lbs. Egad, no wonder. Now that's what I call logical.

In the Cameron household, daughter Julia concluded wedding vows in October and becomes the first to leave the nest. She's upholding the support of the DND account by marrying a man in Her Majesty's service. No, she's not

on commission because we subscribe to the no conflict of interest clause in DSS general terms and conditions.

May 1990 bring you prosperity and continued health. In keeping with that spirit, let's all break target.



Blair Battye hauls in a Northern Pike

Calgary

A big HELLO comes from all of us to all of you! Since the last issue of TC Eye the Calgary office has grown in bodies. Walt has moved from the Edmonton office to Calgary and has been with us since the first of August. We'd like to welcome Walt and we hope we can make him feel right at home (But I hope he realizes he now has to cheer for our "FLAMES" rather than those "OILERS".)

Also joining our team is Phil Robinson who will be handling T & M sales for Southern Alberta and Saskatchewan. Phil comes to us from SAIT and is married and has a 9 month old son named John. Phil has been on training in Beaverton for the past 11 weeks and was awarded "MVP" - Congratulations Phil, you will do a super job we're sure.

Graham has just returned from the 1989 AFSMI International World Conference in Atlanta, Georgia. Graham has been the Calgary Chapter President for AFSMI for the 1989 year. His term is now ending but he still plans to take a very active part in running the chapter.

He has also received a plaque from AFSMI International in recognition of his presidency for the past year. This was the best year ever for the Calgary Chapter which came second to Toronto for the Best Canadian Chapter 1989. (They were beaten by only 1.9 points!) Calgary came sixteenth in international standings out of over 50 Chapters in the U.S.A., Canada, Europe, Australia, New Zealand, South Africa and Japan.

Ian and his wife Melanie are expecting their second child in the spring and we wish them all the best (stay tuned for the next issue to see whether it's a boy or girl!)

We would like to take this opportunity to wish everyone all the best in the New Year.



The Winner's Circle

Yes it has been a tough first half of fiscal year triple zero but this has not stopped our heroic sales rep's and their mighty CSR's from closing orders and getting the job done.

For example Marcel Kay keeps the picture in focus with 117% of target and over \$500,000 in period 007. Good hunting Marcel!

Asher Tamir in Toronto can also bang the drum with an order of ten 4693RGB units to Ontario Hydro. The favoured incumbent for this order was Seiko. Asher was able to identify all of Hydro's needs and submitted a comprehensive bid. We not only outfoxed a very strong competitor but we won a very healthy order thanks to Asher's extra efforts.

Stop the Presses . . .

T.C. Eye has just learned that Larry Widdifield, V.S.G. Sales Representative in Ottawa is close to landing a very large and prestigious contract with Bell Northern Research in Kanata. The products include our new X Station family of monochrome and colour graphics terminals. The initial order has the potential of hundreds of units with many more over the next few years. Good Hunting Larry!

The winner's circle also acknowledges the efforts of those industrious CSR's. In Montreal Christiane Legault, Johanne Chabot and Johanne Chollette who each had three AP's at 100% accuracy out of the first six AP's in FY000. We also congratulate Marie-Josée Malo who is a new CSR in Montreal who has had one period already at 100% in her first three AP's in the saddle. Super effort ladies!

Colin Cameron has reported some real successes in his Toronto T & M territory. For example in AP003 and AP004 they had back to back million dollar periods.

Individually his team is working hard and hoping to make plan.

United Way Gold

On December 6, 1989 the management and staff of T.C.I. in Barrie were presented with a United Way Gold Award for our contribution to the 1989 fundraising campaign for the Barrie and South Simcoe United Way. Our company and employee contribution of \$3805.00 was the highest in the industrial division. Accepting the award on behalf of Tek's Barrie employees and T.C.I. management was Chuck Glassier, Marcom Manager for Tek Canada and this year's office canvasser.

Chuck has devoted time from his already busy schedule to this year's United Way Campaign. The volunteer job is a little more than just canvassing in the office. In addition, the rep's job is to co-ordinate other company's reps activities and support them in their internal campaigns. Tek won the gold award this year. Congratulations!

The Barrie & District United Way supports sixteen member agencies including the Rape Crisis Line, C.N.I.B., Big Brothers & Sisters, Red Cross, V.O.N., and the Canadian Mental Health Association! United, we can make a difference!

Dennis Wong

In FY900, Dennis Wong sold the first DAS into IBM. **He has put seven more in IBM in FY000** and has another one on his prospect list. Well Done Dennis.

Dale Bunce

Dale's territory in Southwestern Ontario does not have many customers that we call "major accounts". This has not inhibited him from selling a DSA601 and a DSA602 so far and another that should close in the next couple of AP's.

Alex Grgoric

Alex has been plugging away steadily all year and this has produced some spectrum analyzer success for him. He has sold a 2754P with a Pep and software as well as a 492PCM to CNCP. He also has two 2710's to his credit for the year.

Scott Pleavin

Although not a salesman per se, Scott deserves honourable mention for the spectrum analyzer sale to CNCP. He has also played a major role in our DAS successes at IBM.

Wayne Tang

In AP003 Wayne brought in orders totalling 530K all by himself. Wayne is having a fantastic year overall with major successes in IBM in particular.

Doug Wynn

Doug has just completed his first year with Tek and is doing very well. He brought in orders totalling over 550K in AP004.

Tommy Tong

Tommy took over his territory half way through AP004 and is starting to see the fruits of his labours. He has been very busy demoing new products and making key contacts in his territory.

The entire Toronto sales force is doing extremely well this year and are to be congratulated on their results. The important thing to understand is their willingness to put forth the effort required to produce these results.

Keep up the good work guys!

Helping Hands

In 1987 employees in our Barrie office joined together to adopt a needy family for Christmas. In a spirit of goodwill and generosity, funds were collected to purchase gifts of clothing, food and toys. This true spirit of Christmas touched everyone involved, so the effort was repeated again in both 1988 and 1989.

Over the last year Jean Martinkowski in service has become the fund collector. Jean organized a weekly 50/50 draw with the proceeds going to her '1989 Fur Coat Fund' as she liked to call it. A family was selected, goods procured and the job completed in true Tek fashion. Even our Toronto employees joined in the giving with contributions of cash and gifts. For all those who contributed money or time, a Tektronix 'You Done Good' is well deserved. Howard would be proud of you!

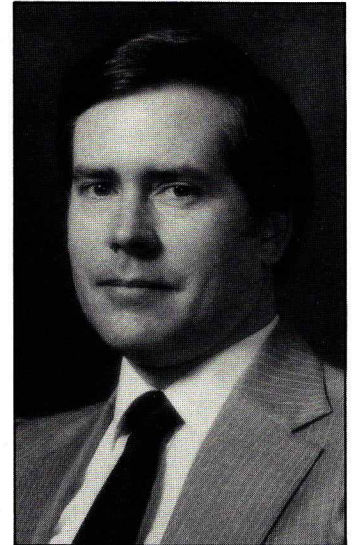
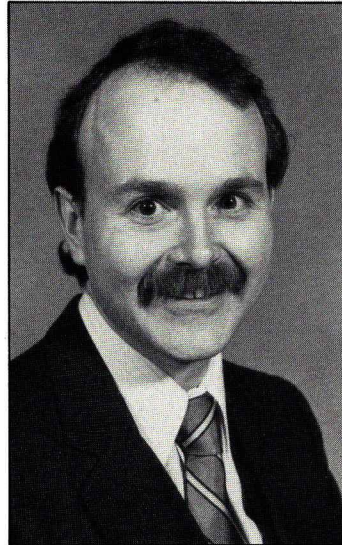


Tek Masters

The Tek Masters program is the highest achievement step for our sales representatives who reach and exceed their 100% plateau and demonstrate a level of dedication and achievement far above the norm.

For the sixth year in a row Tek Canada was represented at the Tek Masters Conference held this year in Vail, Colorado.

This years winners were Geordie Douglas IG/Comm, Vancouver and Rick Lilloco IG/Comm, Ottawa.



Off the Wall

For the fourth year, employees in the Barrie office transformed their persona's into their favourite characters from the Twilight Zone. On hand as impartial judges were Jack Raiton and Fred Sievers from Beaverton. Gaye Chillman won first prize as 'Goofy' and Diane Belcourt was runner up as the scare-crow from the Wizard of Oz.



Back Row: (L to R) Andre Forget, Corry DeBoer, Diane Belcourt, Gaye Chillman, Anne Ellison, Joan Hill, Sandy Marion.

Front Row: (L to R) Mary McTaggart, Maureen Hazlett, Ruth Ann Mimms, Wendy Lloyd.



Fred Sever presents Gaye Chillman a prize for the best costume.



Reaching For the Stars

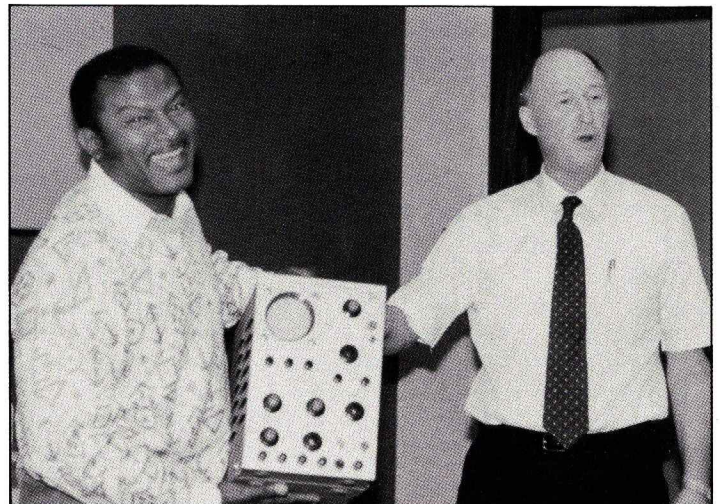
T.C. Eye congratulates all the T & M sales representatives who are "Reaching for the Stars" in their FY000 sales contest. As of AP007 the leaders in the chase were Douglas Wynn 50 stars, Dennis Wong 48 stars, Alf Wiebe 48 stars, Wayne Tang 46 stars, Paul LaSalle 39 stars, Alex Grgorinic 32 stars and Marcel Kay 31 stars.

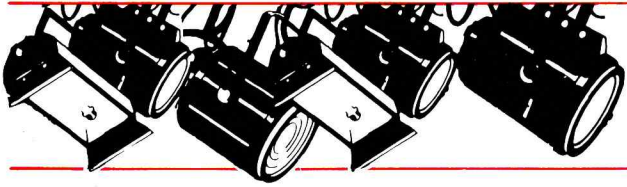
Many others are close behind the leaders so keep reaching for those stars guys, the race has just begun.

Rawlinson Foster's 20th Anniversary

In a presentation on September 6, 1989, Rawl Foster a Product Service Technician in our Montreal office celebrated his 20th anniversary with Tektronix.

Bob Hoyle and Rawlinson are shown fondly remembering the days of their youth hefting this 75lb. portable scope. Those were the days eh Rawl?





"In the Spotlight"

Canadian High Technology Show October 17 & 18, 1989



Dale Bunce dazzles show visitors with the DSA600 and 11400 oscilloscopes.



Alex Grgoric demo's Tekmate.



Ralph Cameron gloats over his 2782 Spectrum Analyzer.
Eat your heart-out HP!



Tek's booth at the show entrance.

TCI Employment Equity Program Update

As part of our Commitment to the Federal Government as a Contractor, TCI submitted its Employment Equity Workplan in June 1989.

Our plan is to increase the representation of Target Minorities (Natives, Visible Minorities, Disabled People and Women) in various functions within TCI, in order that our workforce be a direct reflection of the external market.

The plan was accepted, and TCI was found to be in compliance with the Federal Contractor's Program, July 3, 1989. In July of 1991, TCI will be added to the Federal Govern-

ment's list for future, random selection and review of performance against our workplan.

Over this two year period, we will make every possible effort to interview from the Target Groups for new and replacement positions.

At this time, we would like to thank you for your cooperation in completing self identification questionnaires and for your continued support in this program.

Our success in this area is directly related to our ability to maintain access to Government business (bids & contracts).

10th Anniversary

In a presentation August 4, 1989 in Barrie, Executive Secretary Sandy Marion received her ten year award from Bob Brown. Congratulations, coffee and cake was the order of the day and Sandy remarked how really fast ten years zips by when you are either snowed in, snowed over or snowed under with paperwork.



From the Editor's Pad

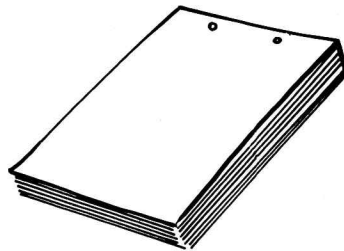
Three cheers for Teks front line troops! The employees who talk to our customers first. Those people who put real meaning to the term customer service. Our CSR's and receptionists!

In a business environment that routinely expects quality products, competitive pricing and knowledgeable, attentive sales rep's., its the CSR's and receptionists who act as our front line public relations and marketing task force.

As a company we spend thousands on advertising our products and services to attract and inform our customers. The critical moment arrives when this person calls for information. It's at this point our front line troops earn their kudo's. These are the employees who understand the value of enthusiasm and responsiveness and they deserve our heartiest thanks.

If we have learned anything in the 80's its that a company succeeds or fails not with its products, but with its people. As we enter the 90's we have the knowledge, the desire and the ability to put T.C.I. back in the growth curve.

Let's have fun doing it!



THE TC EYE

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