



# Five decades of growth and change!

A Perspective...

Bob Oblack

**Tektronix**<sup>®</sup>

Enabling Innovation



**Tektronix**<sup>®</sup>  
COMMITTED TO EXCELLENCE

# In the beginning...

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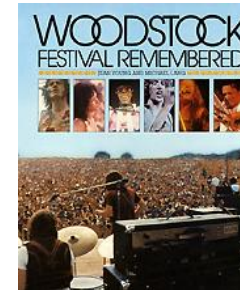
# '60s, '70s, '80s, '90s, '00s

## ■ Historical Perspective '68 – '69

- Neil Armstrong and Buzz Aldrin, in Apollo XI, were the first men to walk on the moon in 1969.



- First-class stamp: 5¢
- World Population: ~3 Billion
- US Population ~178 Million

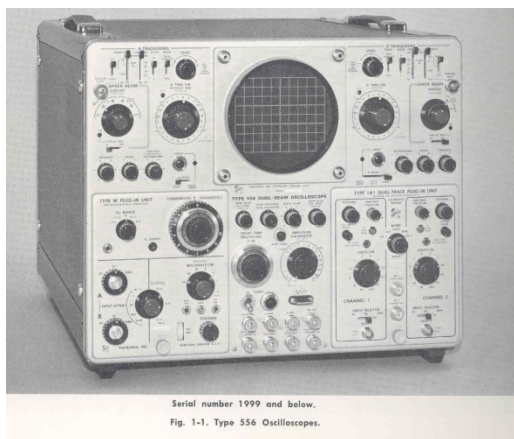


# '60s, '70s, '80s, '90s, '00s

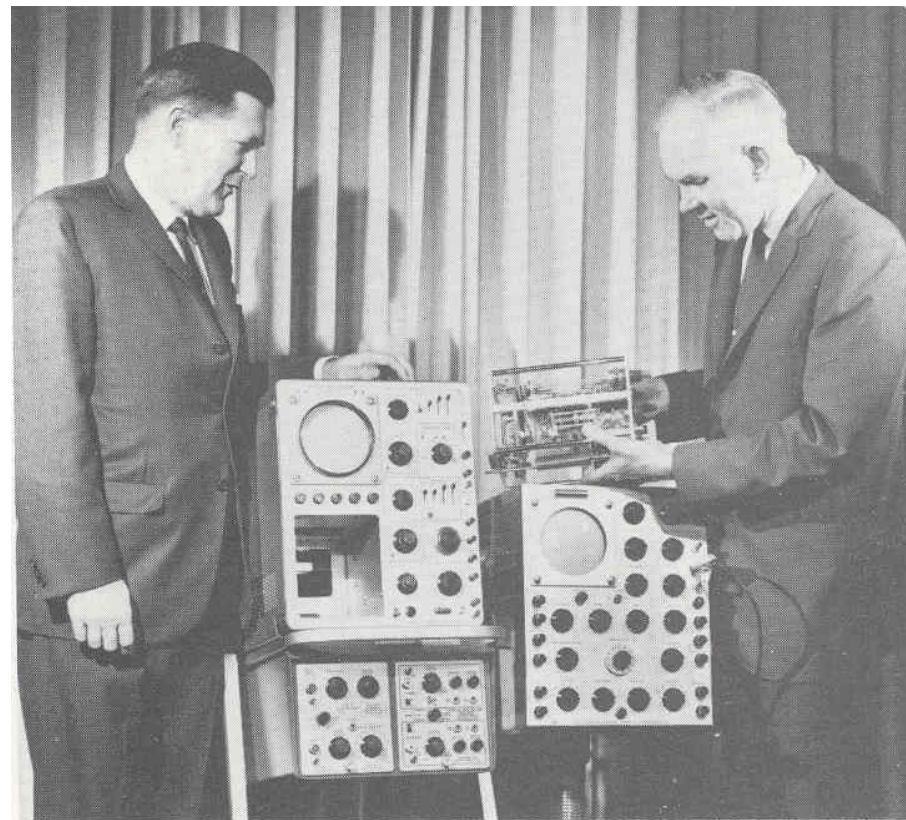
## ■ Tektronix

□ 1968

- Chairman: Murdock
- President: Vollum
- 7852 employees
- \$133 Million Net Sales
- ~70% Scope Share



'68 – '70 Technician for  
500 Series  
Carroll Wright



*The state of the art in 1964: in a famous picture taken at the unveiling of the 547 oscilloscope, Murdock (left) and Vollum (right) stand beside the historic 511 (right) and the new 547, with its plug-in units and a SCOPE-MOBILE cart (left).*

# '60s, '70s, '80s, '90s, '00s

## ■ Historical Perspective '79

- Sony introduces the Walkman, the first portable stereo; Intel introduces the microprocessor
- First-class stamp: 15¢
- World Population: ~4.3 Billion
- US Population ~225 Million



'60s, '70s, '80s, '90s, '00s

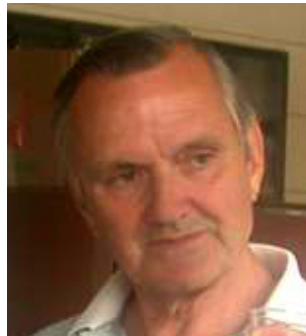
## ■ Tektronix

□ 1970

- Chairman: Murdock
- President: Vollum
- 9857 employees
- \$165 Million Net Sales
- ~70% Scope Share

■ '70 – '73 Advertising / Marcom

- Ron Wambolt
- Marshall Pryor



**The 7000 Series Family was introduced in 1969 with two mainframes and a variety of vertical and horizontal plug-ins.**

**Ron Wambolt – *Key Influence: Defend those who work for you if they are criticized for making mistakes.***

# '60s, '70s, '80s, '90s, '00s

## ■ Tektronix

□ 1979

- Chairman: Vollum
- President: Wantland
- 21,291 Employees
- \$787 Million Net Sales
- ~63% Scope Share

■ '73 – '74 T&M Sales, Maryland

□ Walt McAble

■ '74 – '77 T&M Sales, Virginia & N. Carolina

□ Bill Kladke

■ '77 – '78 Navy Account Manager

□ Bob Orwiler

■ '78 – '81 Gov't Program Manager, Fluke

□ Pete Wittenberg

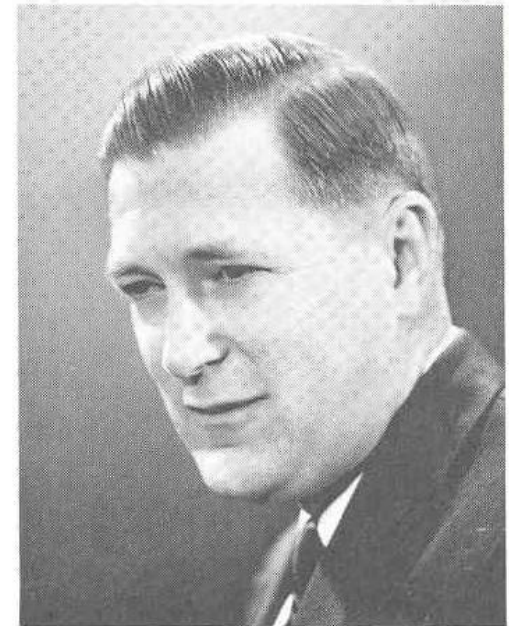
□ Dick Bullock



**Walt McAble – Key**

***Influence: Delegated***

***Responsibilities***



*Jack Murdock, 1917-1971.*

Jack was always oriented toward the customers viewpoint and toward the ideal of service. Both of these characteristics were transmitted to Tektronix when it was founded in 1946.

# '60s, '70s, '80s, '90s, '00s

## ■ Historical Perspective '86

- Columbia, America's first reusable spacecraft was launched in 1981. January 28, 1986 space shuttle Challenger exploded 74 seconds after liftoff.
- First-class stamp: 22¢
- World Population: ~4.9 Billion
- US Population ~240 Million

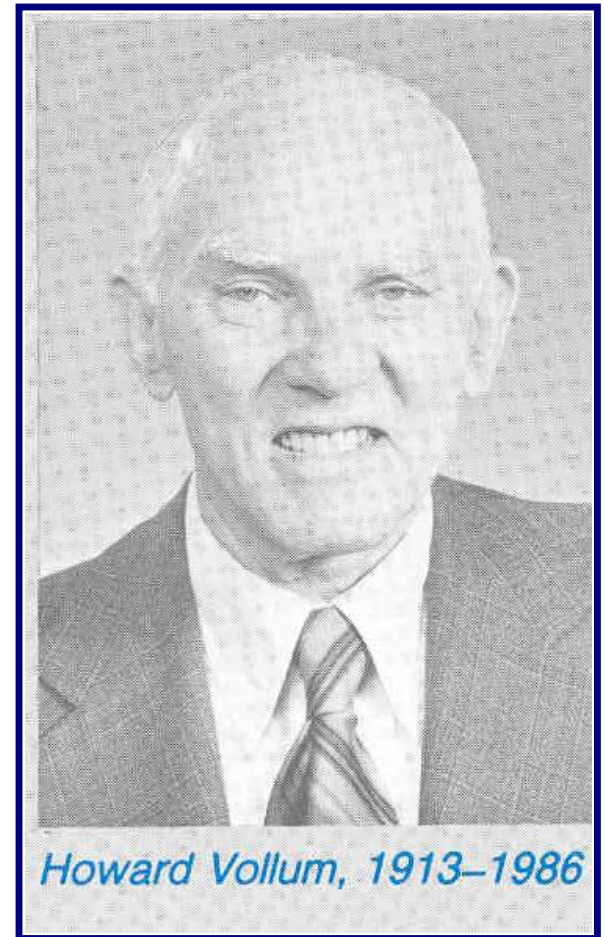




'60s, '70s, '80s, '90s, '00s

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- A tribute to Howard Vollum,
  - A patient man
  - Always asking questions
  - **Never concerned about taking personal credit**
  - Concerned about building the best instrument possible
  - **Ideas are fragile, they need nurturing**
  - Committed to Excellence



# '60s, '70s, '80s, '90s, '00s

## ■ Tektronix

□ 1986

- Chairman: Gray
- President: Wantland
- 19,252 Employees
- \$1.3 Billion Net Sales
- ~53% Scope Share

■ '81 – '83 Sales Engineer, Design Automation

- Anne Gehrett
- Dwaine Robinson

■ '83 – '84 Product Support Mgr.  
2400 Analog Scopes

- Bernie Floersch

■ '84 – '90 Product Marketing Mgr.  
2200 Digital Scopes

- Bob Dueltgen
- Tim Ruvo



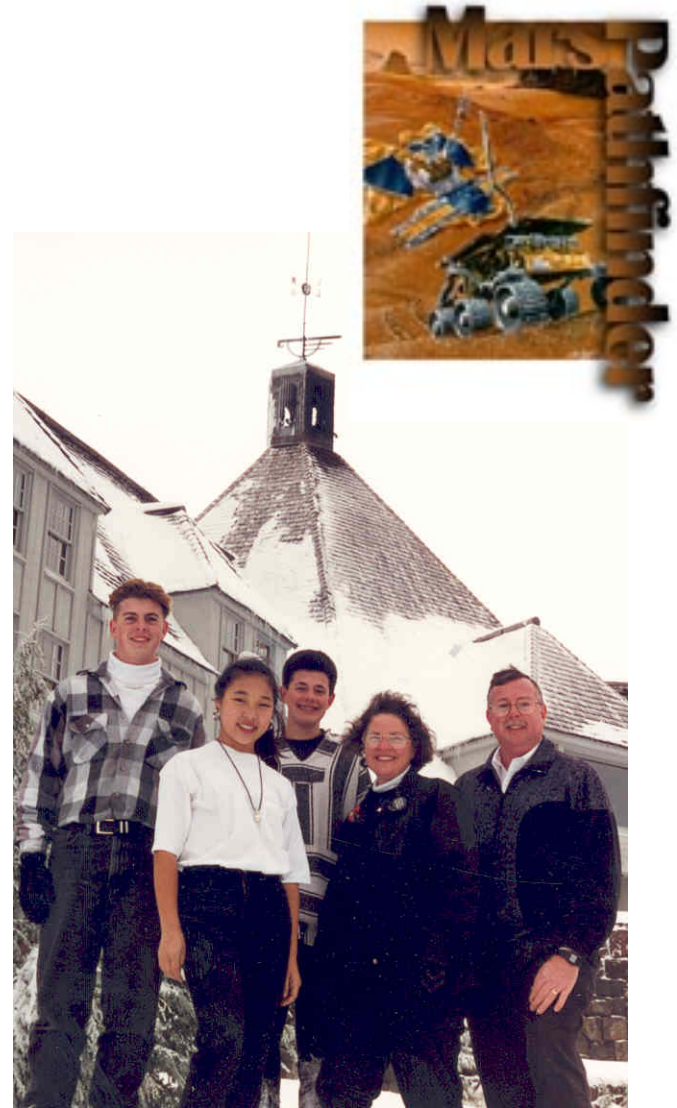
**Roland Crop – Key Influence:**  
*Communicate your Competitive Strength. Low Cost Product Champion!*

**Bernie Floresch – Key Influence:**  
*Understand the value of relationships. Manage by Walking Around. Worker “B” meetings.*

# '60s, '70s, '80s, '90s, '00s

## ■ Historical Perspective '99

- First-class stamp: 33¢
- World Population: ~6.0 Billion
- US Population ~273 Million



'60s, '70s, '80s, **'90s**, '00s

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## ■ Tektronix

□ 1998

- Chairman: Meyer
- President: Meyer
- 8,630 Employees
- \$2.08 Billion Net Sales
- ~38% Scope Share



# '60s, '70s, '80s, '90s, '00s

## ■ Tektronix

- '90 – '91 Acting Marketing Manager for PTID
  - Clint Brannon
- '91 – '92 Product Mktg. Mgr. 2400 Analog Scopes, TDS300 Product Planner
  - John Taggert
- '93 Product Mktg. Mgr. Electronic Service Applications
  - Roger Hicks
- '93 – '95 US Marketing Manager TekBench and TekScope Basic Instruments
  - John Vogler
  - Jan Roetman
- '95 – '97 Product Marketing Manager for 2200 series, TAS400 series, TDS200 series, TDS300 series
  - Tom Rousseau
  - Frank Hall
  - Ken Price
- '97 – '98 Worldwide Business Dev. Mgr. TDS3000
  - Jim Searles
  - Ely Shemesh
- '98 – '99 Product Marketing Manager. TAS200, TDS200
  - Chris Martinez



**Al Miksch – Key Influence:**  
*Leadership and the WHY in Vision... See the BIG picture and WORK the details. Discipleship, Faith in Christ*

# '60s, '70s, '80s, '90s, '00s

## ■ Historical Perspective '06

### □ Dow Tops 11,000; First Time Since '01

- The Dow Jones industrial average closed above 11,000 January 9<sup>th</sup> for the first time since June 2001.

- First-class stamp: 39¢
- World Population: ~6.5 Billion
- US Population ~298 Million

Google<sup>™</sup>  
News BETA



# '60s, '70s, '80s, '90s, '00s

## ■ Tektronix

### □ 2005

- Chairman: Wills
- President: Wills
- 4,334 Employees
- \$1.034 Billion Net Sales
- ~51% Scope Share



### ■ '99 – '01 Marketing Manager, Oscilloscopes

- Bob Hiebert
- Paul Robinson

### ■ '01– '02 Product Planner TDS1000, TDS2000

- Charles Holtom

### ■ '02 – '04 Product Planner DPO4000

- Bob Bluhm

### ■ '04 – '06 Marketing Manager Value Oscilloscopes

- Bob Bluhm



**Bob Bluhm – Key Influence:**  
***Leadership from the heart. Trust.***  
***Tests for conviction.***  
***TEAMWORK: leveraging individual strengths while covering for each others weakness.***

# 4 P's of Marketing

## ■ Product

- ❑ Discover the customer's needs (Research) and design a solution to meet or exceed their need.

## ■ Price

- ❑ Establish the selling price.

## ■ Place (Distribution)

- ❑ How, where and who will sell your product?

## ■ Promotion

- ❑ Create awareness and demand for your product.





# Selling Equation

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Value:  
The sum total of all  
benefits perceived  
by the buyer.

Features are  
translated by the  
seller into benefits.

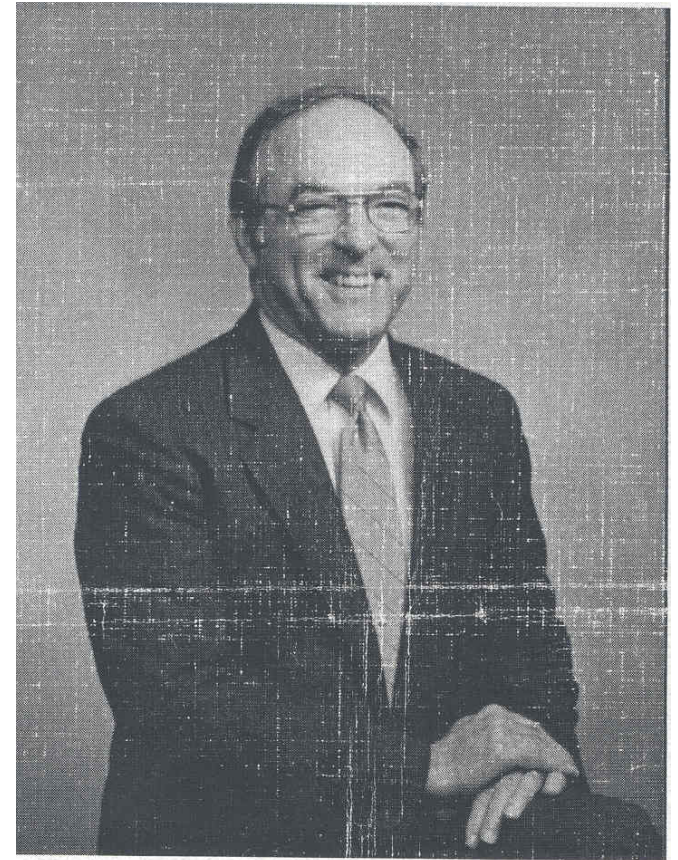
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'60s, '70s, '80s, '90s, '00s

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- A tribute to Marshall Pryor,
  - All great products require a champion
  - Was never at a loss for words or an acronym
  - Committed to a life of helping others prepare for eternity



Marshall Eugene Pryor

April 15, 1927—October 24, 2002

# '60s, '70s, '80s, '90s, '00s

## ■ Tektronix

- October 15, 2007
  - Tektronix Sales 2007 \$1.11B
  - Danaher Sales 2006 \$9.6B
- 
- Danaher will test the high end of the test-equipment market with its \$2.8 billion purchase of **Tektronix**.
  - **Danaher** (nyse: [DHR](#) - and **Tektronix** (nyse: [TEK](#) - announced Monday that Danaher agreed to acquire all outstanding common stock of Tektronix for \$38.00 per share, or \$2.8 billion. Shares of Tektronix jumped \$9.30, or 32.8%, to \$37.64, in afternoon trading.

### Danaher Key Test Equip. Brands:

[DH Instruments](#)

[Fluke](#)

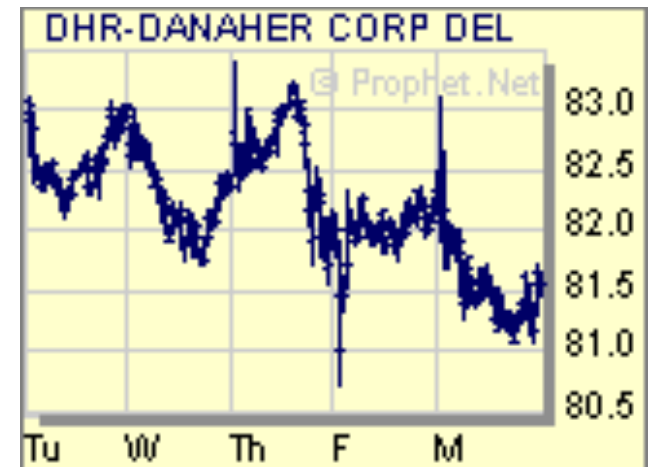
[Fluke Biomedical](#)

[Fluke Networks](#)

[Hart Scientific](#)

[Raytek](#)

[Robin Electronics](#)





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