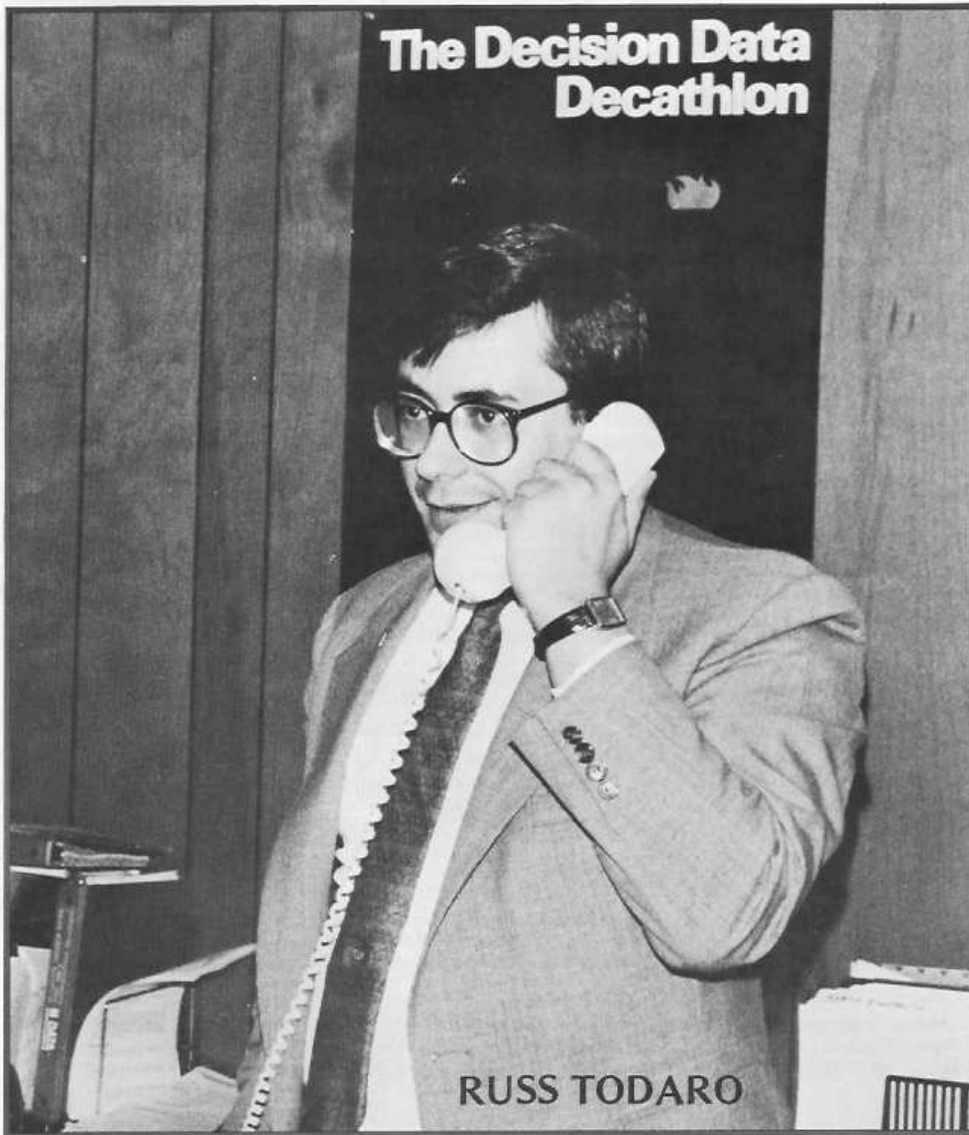


# Feedback

Published by  
**Decision Data Computer Corporation**  
100 Witmer Road, Horsham, PA 19044-2282

March 1983



## SPOTLIGHT ON THE MARKETING DEPARTMENT



Joseph T. Simone, National Sales Director

### YOU MAKE IT HAPPEN

"'You Make It Happen', a phrase adapted as the Company slogan for 1983, means precisely what it says," Michael D. Brody, Vice President of Marketing notes.

For every Marketing Representative in the field there are literally hundreds of other Decision Data personnel who directly or indirectly support the Marketing effort, in other words – teamwork. Research and Development works at keeping new products in the forefront; Engineering develops the products needed by Marketing. Manufacturing schedules its work effort towards meeting timely delivery schedules. Customer Service produces the crucial maintenance and service operations needed to keep our machines up and running. There is the invaluable service offered by Finance, the professionalism of Human Resources, and on and on it goes.

Joseph T. Simone, National Sales Director, stresses this symbiotic relationship at the area, regional and branch meetings that he conducts throughout the year. "'You Make It Happen' means you, and you, and you, and me," says Joe.

The Marketing Representative needs Customer Service. Joe Simone knows this. He understands the interplay and importance of teamwork. Each employee has an important stake in 'You Make It Happen.' It is a recurring theme in all of Joe's presentations to the field marketing organization. No matter how creative the individual may be, it is TEAMWORK that makes it happen.

### TEAMWORK

What do Marketing, Engineering and Manufacturing have in common? It is a need to create new and better products. A plan to manufacture quality products and to get them out the back door. A selling organization to market the end result of the Engineering and Manufacturing operations. Finance handles the monetary aspects of the projects.

When these departments get together, the creative juices flow. Marketing specifies its product needs and features. Engineering studies the feasibility of the request and performs the necessary design and prototype work. When all are in agreement, the Operations Department takes it over and begins the manufacturing cycle.

*Continued on Page 4*

## COVER

### DECISION DATA COMPUTER CORPORATION'S 1982 SALES REPRESENTATIVE OF THE YEAR

Russ Todaro, Sales Representative, Union, New Jersey has achieved the top spot among DDCC's Sales Representatives.

Story on page 9.



**WILLIAM CATANIA  
APPOINTED  
VICE PRESIDENT  
CUSTOMER SERVICE**

William Catania has joined Decision Data as Vice President of the Customer Service Division. Bill comes to our Company from Sorbus, Inc. where he was Vice President of the Eastern Region for the past eight years. Bill has many years of hands-on experience with national sales service programs relating to the service and maintenance of large computer systems, plug-compatible equipment and national technical support programs.



**EDWARD GRANT  
APPOINTED  
VICE PRESIDENT  
HUMAN RESOURCES  
AND  
ADMINISTRATION**

Edward Grant has been appointed Vice President of Human Resources and Administration. Ed has been Corporate Director of Administration; he is now responsible for the Administrative and Facilities operations as well as the Human Resources Department. Ed joined Decision Data in October of 1979 after having been associated with Sperry Univac, the QYX Division of Exxon and General Electric Company.



**THOMAS VAN TIEM  
NAMED  
CORPORATE  
CONTROLLER**

Thomas Van Tiem has joined Decision Data as Corporate Controller. Tom comes to our Company from Data General Corporation in Westboro, Massachusetts where he held the position of Manufacturing Controller. Previously he was with Bunker Ramo Corporation where he served as Vice President and Controller of a multi-national subsidiary, Arthur Young and Company, also the Chrysler Corporation.

## REVENUES UP 48%

For the fiscal year ended November 30, 1982, DDCC reported a 48 percent increase in revenues, \$74,319 million, compared to \$50,101 million for the equivalent period in 1981.

Net income improved by 85 percent, \$3,809 million or .57 cents per share, compared to \$2,055 million, or .37 cents per share, for fiscal 1981.

## WARRANT REPURCHASED FROM DATA RECORDING

The company has announced that it repurchased for \$4.2 million, the warrant held by Data Recording Instrument Company, Ltd. (DRI) and prepaid the \$7 million note held by DRI. The DRI warrant had been exercisable for the purchase of 2,823 million shares of the Company's common stock at a price of \$2.55 per share.

## SPOTLIGHT ON MARKETING

(Continued from Page 2)

### TEAMWORK

A new element has been added to these procedures in the form of Gerry Nimberg, Director of Market Planning, and Bob Link, Product Manager. They study new product markets, meeting user needs and those specialized vertical market opportunities where we have a distinct advantage over the competition. After Marketing, Engineering and Manufacturing agree on a project, a formal product release cycle function is performed by the Product Managers which enables DDCC to schedule new product introductions at the most opportune time, with the most potential marketing impact.

### MARKETING COMMUNICATIONS

We run full color ads monthly in Computerworld, Small Systems World, Datamation, Systems User, Computer Decisions and others. There are also advertising campaigns run in Canada, as well as foreign language ads run in many European trade magazines.

In 1982 this activity, spearheaded by Peter Hermann, Director of Marketing Communications, generated more than 6,000 sales leads and increased the public awareness of Decision Data a full 27%.

In addition to trade journal advertisement, there is a large ongoing direct mail program. Trade shows are an important communications function. Decision Data equipment was exhibited in 25 trade shows last year. Five leads were generated by the Houston office in the Gulf Oil Corporation, all due to one trade show. And, yes, they got an order.

Most importantly, Marketing Communications pave the way for our Marketing Representatives. When a Marketing Representative makes a call, the chances are excellent that the prospect has read about Decision Data in the trade magazines, has seen our products on display at a trade show, or has received some of our direct mail literature.



Gerry Nimberg, Director, Product Planning



Left to Right: Mike Brody, V.P. Marketing, Bob Diefenbacher, Director Product Marketing and Lou Anzelone, Product Manager, Printers

### MARKETING EDUCATION DEVELOPS PROFESSIONALS

After very thorough screening, a new Marketing Representative is hired. When he comes on board, he may be under the illusion that he is now a Decision Data Marketing Representative — not so.

Under the direction of Bob Diefenbacher, Director of Product Marketing, the new Representative begins a solid two weeks of training in all aspects of marketing our products.

Before attending class he received a binder filled to bursting with pre-school reading to do before reaching Horsham. Tom Flavin, Manager of Marketing Education, is a hard taskmaster. There is school work and homework. Any new hire who thinks they are in for two lay-back-weeks is in for a big surprise.

Students learn how to sell our machines. How to sell against the competition. How to make a presentation. They learn to demonstrate equipment. Each new Sales Representative is also televised as he attempts to sell a Printer or Workstation to another student. The video tapes are critiqued and analyzed. What a way to learn.

Bob Diefenbacher's Product Managers lecture on their respective products. Administration, Service, Legal, Finance and Human Resources also take turns at the lectern. There are tests and grades. Every day seems like it has 36 hours in it. When the two weeks of learning are over, the new Sales Representatives are anxious to get back to their base of operation and sell. Who can blame them? After all, now they are Decision Data professionals.

*Continued on Page 5*

## SPOTLIGHT ON MARKETING

(Continued from Page 4)



Debbie Grazier



Denise McDonald



Joanne Fischl

## SPOTLIGHT ON MARKETING

### BEHIND THE SCENES WITH MARKETING ADMINISTRATION

Hidden from view behind new office partitions are the Marketing Representative's best friends. Denise McDonald, Joanne Fischl and Debbie Grazier, Equipment Control Administrators, handle the calls to customers on equipment deliveries, coordinate their activities with Commission Accounting, and confirm customer credit ratings. Sales Administration is under the direction of Jim Mooney, Manager of Marketing Administration and Hank Mauriello, Director of Marketing Administration. Upwards of 1,000 orders are processed in a month and thousands of forms. Accuracy is a must, since any error or any delay can result in a machine not being delivered.

The busiest time for Sales Administration is the last ten days of the month when hundreds upon hundreds of orders hit the Department simultaneously. Sales Administration does double duty and weekend work during that time. They make sure every possible order is processed and cleared on time.

### MARKETING OPERATIONS STREAMLINED

The Marketing organization was recently streamlined for better control and greater efficiency. The country was divided into four regions, each with its own Regional Manager. Within each region, there are Area Sales Managers and then individual Branch Managers. The line of responsibility flows upwards from the Marketing Representatives through to Michael Brody, Vice President of Marketing.

## MARKETING AND CUSTOMER SERVICE

There is a close working relationship between Marketing and Customer Service. Our products are sold on the basis of three solid characteristics: price, features and service. Throughout the field, there is a great respect between the Customer Service operation and the Marketing operation. Both groups often share the same offices. The top Field Engineer in Customer Service this year is Randell Smith. Randell was chosen by his peers as the Field Engineer of the Year because he is the personification of the Ten Commandments of Customer Service. The close knit nature of the Marketing/Service operation is also best exemplified in Randell, who knows and understands the mission of both Departments. As Mike Brody says, "Marketing sells the first one, Service sells the second".

*By Peter Hermann, Director  
Marketing Communications*



Jim Mooney, Manager Marketing Administration

*Continued on Page 6*

**SPOTLIGHT ON MARKETING**

*(Continued from Page 5)*



Jacquelyn Pfeffer, Administrator for Mr. Brody's office



Bob Link, Product Manager



Richard Ginieczki and Ray Edgerton, Product Managers



Ken Higaki, National Accounts Manager



Brian Shannon, Assoc. Marketing Analyst



Hank Mauriello, Director Marketing Administration

## CSD ON THE MOVE

By the second week of March, the Customer Service Division will be based in its new facilities at 400 Horsham Road, Horsham, Pennsylvania. The new location is less than a mile away from Corporate Headquarters.

William Catania, Vice President, Customer Service Division says, "This move promotes a vital positive image for CSD as a Service Maintenance Organization and is a very real reflection of Decision Data's continuing commitment to CSD."

The monumental task of taking 25,000 square feet of floor space and tailoring it to the diversified needs of CSD fell to The Administration Department's Sam Broomall, Director of Facilities and Planning, and Bill Morrow, Facility Planner. Sam and Bill have expended many hours of work and a great deal of concentrated effort planning, designing and revamping the 25,000 foot area.

Once the open office concept, using the Haworth System was decided upon, there were details to consider such as; wiring, heating, phone lines, and water access. In addition to office and working space for 65 people, Bill and Sam have designed a reception area, three conference rooms, four classrooms for training Field Engineers, two laboratories and a lunchroom which is well equipped with vending machines.

Other facilities include a 6,000 square foot storage area that has expansion possibilities and a shipping and receiving dock. Parking space for 120 vehicles is conveniently located near the employee entrance.



First Field Engineers to use new CSD Classroom.



Left to Right: Frank Craven, Joan Fast, Sam Broomall

John Wood, Manager of Technical Education, is coordinating the CSD's relocation, working with Facilities and Planning to ensure the move takes place as smoothly as possible. "The building floorplan is outstanding and it will be a pleasure to have adequate working space", said John. Bill Dickinson, Director of Technical Operations adds, "The additional physical space allows CSD to become more efficient in the servicing of current and future Third Party involvement and maintenance contracts." "We look forward with a great deal of anticipation to our new facility... it will be our exciting home away from home", says Ray Endlich, Director of Operations.

In reference to the move, Mr. Catania added, "This should provide a vital new image for CSD, with the new environment enhancing the working efficiencies, both on the home front and in the field. I extend an open invitation to all Decision Data personnel, including CSD field personnel, to visit our new facility."

*By Frank Craven/Joan Fast  
Technical Writers, CSD*

## STOCK LISTED ON NASDAQ NATIONAL MARKET

When you look for the trading on Decision Data stock, look under the listing Nasdaq National Market.

Our Company has met the criteria for listing because of the number of publicly held shares, the bid price, and the trading volume, etc. This criteria has been established by the Securities and Exchange Commission.

## DDCC SIGNS EUROPEAN DISTRIBUTORS IN ITALY, GREECE AND AUSTRIA

In its bid to capture a greater share of the European IBM Sys/34 and Sys/38 plug compatible peripheral market, DDCC has successfully completed negotiations with European Distributors in Italy, Greece and Austria.

ISAB Electronics Srl, of Milan, EleComp of Athens and Klisch Elektronik of Bludenz, Austria, all have considerable experience in the IBM plug compatible market and the general electronics field.

The decision to increase its European presence, provided by Decision Data's own subsidiaries in Great Britain, Germany, France and Benelux, came in 1981 when European Distributor Services was established. Gisela Haywood, Director European Distributor Services, successfully signed distributors in Switzerland, Norway, Sweden and Finland. Since the first customer shipments were made in January 1982, equipment worth almost \$1,000,000 has been shipped.

Responsibility for the sales and maintenance services of Decision Data's equipment rests with each European Distributor and must match those services provided by the Corporation's own worldwide organization.

To assist the European Distributors in maintaining an effective and competent service to IBM users in Europe, the European Distributor Sales Department takes responsibility for new product announcements and product training. Acting as co-ordinator between DDCC's United States supply and manufacturing activities, Gisela Haywood ensures that each European Distributor is trained in the use and support of all new products.

To complete the European network, we continue to look for Distributors in Spain, Portugal, Denmark and Turkey. Now that we have signed a significant number of Distributors throughout our European territories, we will concentrate on building business by ensuring our Distributors capture a greater share of the market.

*By Jan Spary, Secretary  
European Distributor Services*



Display Booth at COMPEC

## DDCC SHOWS AT COMPEC

COMPEC is the United Kingdom's major annual computer exhibition. It is held each year in London, England and it attracts all of the major computer and computer peripheral manufacturers throughout the world.

Decision Data exhibited its equipment at this important trade show and had phenomenal results. Potential customers visited our Company's booth and immediately hungered for details concerning the operation and the servicing of our machines.

During the show, Transinternational Life Insurance Company representatives visited our display. They were researching a replacement for one of their IBM printers. A demonstration of our 6807 Band Printer was so impressive that they immediately ordered, not one as originally planned, but two. Our 6807's are replacing two IBM 3262's. This was our U. K. Company's first sale of a band printer and this is just the beginning. Great things are sure to happen. COMPEC resulted in a 58% increase in sales leads for DDCC over the previous year.

*By Craig Ogilvy  
GB Sales Manager*

## WELCOME TO REINHOLD H. CLASSEN

Guy Schaub, General Manager Europe, announced the appointment of Reinhold H. Classen as General Manager of Decision Data GmbH. Before joining our Company, Mr. Classen was associated with Krantz Computer GmbH, General Automation GmbH, Computervision GmbH, and Kongsberg GmbH. Mr. Classen brings to Decision Data over ten years of experience in European Computer Sales Management. His experience will be a great asset to the Company.



**DECISION DATA'S #1 SALES REPRESENTATIVE IS RUSS TODARO, UNION, N.J. BRANCH**



Ted McHale, Manager Data Processing for Airtron Division with Russ Todaro

**PART I**

*Feedback Magazine's Editor spends a day going on sales calls with Russ Todaro.*

The first stop on Russ Todaro's schedule was Resistoflex Corporation. They had ordered a total of 15 Workstations ("tubes" in Russ's lingo), delivery had taken place on 8 and the 7 remaining were scheduled, at customer request for an April delivery. Russ was calling on Resistoflex to have the Data Processing Manager sign a Prompt Installation Plan (PIP) for two of those seven. When he signs the PIP, he has agreed to bring in the "tubes" earlier and qualifies for a discount. The D. P. Manager greeted Russ warmly, they then had some conversation about the "tubes". He was pleased to save his company the money and signed the PIP immediately.

Next on Russ's agenda was Airtron Division of Litton Industries. They are refiners and fabricators of gold and manufacturers of synthetic diamonds. Airtron has installed two 6665's, one 6541 and ten 3751's. Ted McHale ushered us back to his Data Processing Department. It was immediately apparent that Ted McHale, Manager of Data Processing for Airtron has great respect for Russ. They spoke about new equipment on the market, including home computers and word processors. Russ is extremely knowledgeable about the high tech marketplace — he knows what other products can or cannot do — how much they cost.

Russ and Ted were meeting today to decide on additional equipment. Russ briefed Ted on all the benefits of buying in quantity and taking advantage of the quantity discounts, he also quoted delivery dates. Russ told Feedback, "I don't waltz around,

I tell it the way it really is. Honesty with customers is essential. That way you can always hold your head up. Delivery dates are delivery dates — I'll see if I can speed it up, but if I can't then I can't and I tell the customer. Our products are good. They stand on their own merit. Trust is the key with my customers."

Ted McHale, a man shrewd in his dealings and possessing savvy gained through years of experience, chose DDCC Workstations because of their features, outstanding quality and lower price.

The appointment ended with Ted McHale going over his budget and Russ intending to draw up the necessary paperwork when he got back to the office.

In the car again, we drove down the highway with Russ pointing to the left, then to the right indicating all the industries in the vicinity that had DDCC equipment . . . "Down there is Creative Computing Magazine, they have one 6665, one SP6541 and eight CRT's."

"Here we are, Allison Manufacturing Company, they make car accessories. They have one Line Printer, one Matrix Printer and fifteen 'tubes'."

"There is a possibility I can sell 10 more Workstations, this is why we are here. I'll give them all the prices today. They will think about it and check their cash flow. Next week, I'll be back with an order in my hand."

We made several other calls, it was 5:00 P.M. and I hinted that we should head back. Russ was still raring to go. He has tremendous energy and enthusiasm. He would have kept on making sales calls, if I hadn't steered him toward the office.

Once back at the Union Branch, Russ dove into the return calls he had to make; checked customer files; said "Hi" to the Field Engineers; went over sales contracts, etc., etc., etc.

Russ was still going at full throttle as I waved "goodbye". What a guy! What a Sales Representative!

**PART II**

*Feedback asked our #1 Sales Representative the following:*

**Feedback:** How did you feel in previous years when, others like Jane Morgan achieved the #1 Sales Representative of the Year?

**Russ Todaro:** I felt they deserved it. You hear a lot about it being the territory and that's why a particular Sales Representative excelled. That's not true. The reason a Sales Representative makes #1, is that they work, work, work. A lot of groundwork is laid before a Sales Order is ever signed. I felt really good when Jane made it. By the way, you don't have to be #1 to feel good about yourself.

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## RUSS TODARO

(Continued from Page 9)

**Feedback:** How do you feel about the Customer Service Division, especially the Union, N.J. Field Engineers?

**Russ Todaro:** You don't think that I could continue to sell our customers additional equipment if our Field Engineers (F. E.) weren't top notch, do you? Our Field Service is fantastic. A great bunch of people. They back me up and I back them up. We are a real team.

**Feedback:** Why is it that you have that kind of relationship? What makes it work so well?

**Russ Todaro:** Why should it be any different? That's how it should be, shouldn't it? We get along great — we respect each other.

**Feedback:** How did the Union Field Service personnel feel about you making #1?

**Russ Todaro:** Well, when the word came through, Ben (Ben Frappola, CSD Branch Manager) and Ed (Edward Matko, Branch Tech Specialist) rushed out and bought a bottle of champagne. They were happy for me. So were all the F. E.s. I just told you — we like each other and work well together.

**Feedback:** Tell me about your career with Decision Data.

**Russ Todaro:** I'll be with DDCC six years in May. I started out as an Account Manager here in Union. It was a sales support job. It had a lot to do with checking Sales Orders, keypunching sales and a big chunk of the job was customer relations. In 1979 I went into sales.

**Feedback:** What do you feel others think about people in sales?

**Russ Todaro:** I bet they think we are all prima donnas. That we have to be coddled and pampered. I'm sure their impression is that we start work at 10 A.M., have a big expensive lunch and quit working for the day at 2 P.M.

**Feedback:** Why don't you take this opportunity to explain what your typical day is like.

**Russ Todaro:** Before I do, let me say that at the end of each month, the figures come out. All Sales Representatives souls are laid bare at that time. You either have made quota or not. That is mighty heavy pressure to be under every 30 days.

Getting back to my day. I'm in the office each morning to go over the paperwork that Carmella (Carmella Pisano, Marketing Secretary) has prepared for me to take. I check my notes and see who needs what. I plan direct mailings or try to trace leads and make future appointments.

I schedule the office details and am on the road at 9:30 A.M. My first appointment is usually at 10 A.M. I try to make two appointments in the morning and three or four in the afternoon. I do not take long expensive lunches. Three out of five days, I don't even stop for lunch. I'm driving from one appointment to another during that time of day. If I do stop to eat, it's a sandwich or a hamburger. I try to make at least 5 calls a day. That's a heavy load, but that's what brings the sales. Visibility, hard work, perseverance, being trustworthy and having a product and Company you can believe in — that's what makes it all happen.

I'm back in the office around 5 P.M. I go over what has happened during that day and I try to get home by 7 P.M.

**Feedback:** I heard you and John Templeton made the 1982 Hall of Fame.

**Russ Todaro:** Right. I felt terrific about John. He made the 1982 Hall of Fame for selling the most Line Printers (24) and having the highest Installed Quota Revenue (156% of Installed Quota).

**Feedback:** What about you?

**Russ Todaro:** I had the Highest Sales Quota Revenue (156% of Quota) and Most Consecutive Months over 100% of Quota (8 months).

**Feedback:** You are the 1982 Salesman of the Year. How much in dollar value did you sell to achieve this honor?

**Russ Todaro:** At year end, my total booked sales totaled \$842,466.

**Feedback:** \$842,466 — you deserve to be #1. Congratulations.

Continued on Page 11



John Templeton and Carmella Pisano

## IN-CIRCUIT TESTER INSURES QUALITY

The GR 2270 In-Circuit Tester was developed by GEN RAD of Concord, Massachusetts. It is a tool for seeking out manufacturing defects in printed circuit board (PCB) assemblies.

This tester has the capability of isolating components on a PCB and testing them independent of the circuit. Circuit defects can be detected in a matter of seconds. The time required to perform a complete test on a board of about 100 integrated circuits and 50 analog components, averages between 20 to 30 seconds. Each board that is tested is required to have its own custom built test head to interface the PCB to the tester.



Barbara Yeager, Gen Rad Tester

The GR 2270 consists of three separate bays. The Processor Bay is the heart of the system and contains the computer and disk drive. The Measurement Bay contains the instrumentation required to perform measurements on resistors and capacitors. The third bay is the Scanner Bay which contains the driver/sensor boards required to perform digital tests. There is also a video display and a small strip printer.

The system requires a Programmer to develop, debug and support the test programs and an Operator to perform the board testing. All information required to repair a defective board is submitted to the Operator through the strip printer. The Operator removes the printout and attaches it to the defective board. These boards are then sent to a rework station and are repaired. The repaired boards must be recycled again through the GR 2270.

An investment of approximately \$225,000 was made by DDCC in the purchase of the GEN RAD GR 2270. The investment is well worthwhile. This testing cycle plays a vital role in ensuring the excellent quality of our final product. This testing also results in lower product cost which is essential in our highly competitive industry.

*By Patrick Kines, Senior Engineer  
Quality Assurance*

## EMPLOYEES SIGN FOR PENSION PLAN

Decision Data has established a Pension Plan to help you achieve financial security during your retirement years. Beginning March 1, 1983, the Company will contribute 3% of each eligible employee's salary to an individual pension account. The money will be invested for you with Connecticut General Insurance Company. Upon your retirement or termination of employment, the money and earnings accumulated in your account will be distributed to you according to the vesting schedule.

In addition to the Company contribution, you may save up to 10% of your salary through the plan. You may also establish an Individual Retirement Account (IRA) and contribute up to \$2,000. Both your savings and IRA contributions will be handled through payroll deductions. Eligible employees who did not sign up for the voluntary portions of the program when it was made available, will have an opportunity to enroll each year in September and March.

To give you some idea of the magnitude of the program, Decision Data will contribute approximately \$500,000 for the first year of the plan. This figure includes the cost of maintaining the plan and the 3% contribution for each account.

Decision Data is very proud to offer its employees this Pension Plan. It is another fine addition to our Employee Benefits Package.

*By Linda Clark, Manager  
Employee Benefits*



Left to Right: Gary Seums, Bill Keiser, and Rudy Opperman discuss new Pension Plan.

## TAX TIPS



Harry J. Collins and Kay Carey, Secretary

Consider the following in preparing your 1982 personal income tax return:

### IRA

Last day to set up an IRA is April 15, unless you have an extension.

You can make payments at any time during the tax year, but the last day you can make a payment is also April 15, unless you have an extension. Make sure you tell your bank for which year the payment is intended. If you intend it to be for 1982, tell them. They might assume, wrongly, that it is for 1983.

### Marriage Penalty Rectified

A person with the lower income, in a two income household, can in 1982 deduct 5% of their income up to \$30,000. If one party earns \$30,000 and the other earns \$20,000, the couple can deduct 5% of \$20,000 (or \$1,000 total).

### Non-cash Donations to Charity

Clothing and furniture donated to a charitable organization is deductible at its fair market value. A receipt from the receiving organization is required for items donated. Gifts valued over \$200 require an explanation attached to your return.

### Child and Dependent Care Credit

A taxpayer who can claim an aged parent as a dependent may qualify for this credit. It is not limited to children.

### Education Expenses

Extra travel expensed incurred going to class, the cost of books, lab fees, etc. are usually deductible. The course fee itself is not deductible if the Company reimburses you for the tuition.

*By Harry Collins, Director  
Corporate Taxes*

## FILMING OF HORSHAM COMPLETED



Left to Right: Loretta Zsido, Executive Secretary and Anne Peterson, Personnel Analyst. Both employees are with the Human Resources Department.

Two crews from SVP Communications Co. were in and around the Horsham Headquarters for two days with their cameras, lighting equipment, their Producer and Director. They spent time in each of the departments and in the production area. The results of their efforts will be an orientation film which gives an overview of our Company and its employees. It will be used in an Orientation Program for new employees and also in recruiting candidates for employment.

## INTERNATIONAL SERVICE AWARD



Ed Scheuring and Pana Valassis

Pana Valassis (right), Belgium Service Manager, was presented the first International Service Award at the February International Service Managers meeting, held in Staines, England. The presentation was made by Ed Scheuring, Manager of International Support, and was representative of three other awards presented: Germany, Atila Demirdal; France, Claude Taffoureau; England, Colin Stewart.

The International Service Award is given in recognition of exceptional customer service, coupled with consistency in dedication and hard work, and above all, outstanding customer satisfaction.

## THANK YOU MANUFACTURING

All the Manufacturing employees were gathered near the Final Assembly Line. There were speeches by Bob Cadmus, V. P. of Operations, Mike Brody, V. P. of Marketing and Richard Schineller, President. The occasion was a gigantic "thank you" to the Production employees for a job well done in 1982.

Mike Brody said that Sales and Manufacturing have a wonderful marriage. "The products that you build are quality products. Decision Data's Sales Representatives are proud to sell the products you build. They know the quality is there. One customer bought 600 workstations and every single one of them is perfect. I'm here to say "thank you" and let you know we are depending on you in 1983."

Bob Cadmus told how proud he was of his department's accomplishments. "Dedicated employees who care about their Company and who do their best, are the core of DDCC's success. I thank you for all your good work in 1982."

Richard Schineller commended the employees on the excellence of their work in 1982. He thanked them for recognizing the Company's goals and for working diligently to achieve them. "Our industry is the most competitive in the world today. If we are to guard our position in the marketplace, we must work harder and even smarter in 1983. This is your Company's challenge to you. We ask you to devote your energies toward continued quality and even greater productivity in 1983."



Employees gathered to hear "thank you".

## SEAL OF APPROVAL



Paul Candelori

Do you ever think about product safety? It probably never crosses your mind. When we buy an iron, toaster, blender or any other electrical appliance, we can see the little UL seal, but we do not really think anything more about it or its reason for being there. As customers, we know if our appliance does not have the UL seal, it could be unsafe. If it does have the UL seal, we are assured it is electrically safe.

The Underwriters Laboratories (UL) seal is an "electrical seal of approval". Decision Data customers look for this sign of approval and feel it is a very important safety measure. At DDCC, product safety begins with the design concept and continues throughout the developmental stage. Questionable safety-related design configurations can be immediately investigated by referring to the U.L. Standard Handbook. The UL office is also available via phone to answer any and all questions.

All Decision Data equipment carries a UL seal. When the model 3751 Display Station was inspected by UL, we passed in one testing and no changes were necessary. The official notification was received and we applied the seal immediately. Throughout the life of the product, no changes can be made without first notifying the Underwriters Laboratories.

The Underwriters Laboratories provide a follow-up service, whereby, their inspectors make unannounced visits 4 times a year. Harry Mulholland is the UL inspector for DDCC. His inspection includes examining wire and cable, cartons of AC power line cords, PC boards to verify the manufacturer's trademark, etc. In DDCC products we use UL recognized parts exclusively. Mr. Mulholland has the authority to remove the UL seal from any product that contains a violation.

Over the years, our relationship with Underwriters Laboratories has been amicable. Mr. Mulholland enjoys his visits to Decision Data and finds the employees friendly and helpful. Decision Data benefits greatly by having this important UL seal of approval.

*By Paul Candelori  
Safety Engineer*

## SERVICE ANNIVERSARIES

### JANUARY

#### 5 Years

Edward J. Henderson  
Manufacturing

Howard W. King  
Customer Service

Robert J. McCleary  
Engineering

Edward C. Morris, Sr.  
Customer Service

Paul J. Prevosnik  
Marketing

#### 10 Years

Rudolf A. Opperman  
Manufacturing

Jacquelyn W. Pfeffer  
Marketing

Larry A. Root  
Customer Service

Howard A. Smith  
Manufacturing

Solomon Weisberg  
Customer Service

### FEBRUARY

Joanne H. Fischl  
Marketing

John T. Larkin, Jr.  
Manufacturing

Jane M. Morgan  
Marketing

John E. Spengler  
Manufacturing

Elizabeth H. Witlow  
Human Resources

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**RETIREMENT**

Best wishes for a healthy and happy retirement to:

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Feedback

Vol. 4 No. 2

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The Editor and Staff thank the contributors for their fine articles.

Deadline for the next issue is April 29, 1983.



FEEDBACK is published by the Human Resources Department for Derrick Collins, Field Engineer, Union, N.J., his family and his 1228 fellow employees.

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