

# THE TABLET

APPLICON EMPLOYEE NEWSLETTER

## Applicon Announces New President

Alex N. Beavers has joined Applicon as its new president, replacing Donald W. Feddersen. Mr. Beavers, who began his new assignment on July 16, reports to Jimmy G. Lee, Executive Vice President of the Schlumberger Computer-Aided Systems (CAS) Group.



Dr. Beavers comes to Applicon after a three-and-a-half year tenure with General Electric Company. Most recently, he was General Manager of the Intelligent Vision Systems Division in Orlando, Florida. Prior to that, he was responsible for strategic planning activities within the Industrial Electronics Business Group, a division responsible for General Electric's thrust into factory automation activities.

Mr. Beavers holds an M.S. and Ph.D in Electrical Engineering from the University of Houston, a B.S. in Electrical Engineering from Vanderbilt University, and an MBA degree from Boston University. He replaces Mr. Feddersen who, after six years as Applicon's president, resigned in May to pursue a career in venture capital investments.

## Operations Changes Manufacturing Process — Just in Time

"Just In Time" production is an integral part of all operations employees' work vocabulary these days. Starting with the Alpha desk top terminal product, Operations is embarking on the factory of the future "pull system" concept.

Just In Time (JIT) production is a pull system as opposed to the traditional push type manufacturing system. Instead of building product in large lot sizes based on projected need, product is built according to the new concept of "building what we need when we need it".

The JIT committee, comprised of ten managers and supervisors all across Operations, has worked together over the past few months to move the concept from drawing board to the production floor. According to Tom Genova, Vice-President of Operations, "The most difficult aspect of the implementation of any new program is accepting change. After that hurdle was

overcome, the group focused on how to make it happen. The group has done an excellent job so far; now we need to expand the concept to all product lines."

Ken Wolf, project manager of JIT Implementation, also focused on the success of the team work. "Our implementation schedule is a very aggressive one. We continue to be successful because the committee members work well together and work aggressively. The fact that Applicon is one of the pioneers in the U.S. to implement the pull system concept, presents a significant challenge." Ken indicated the next phase of implementation is in printed circuit board sub-assembly followed by the rest of operations. "At this juncture, manufacturing engineering plays a particularly significant role because of their expertise in the manufacturing process," he added.

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*Standing left to right:  
Tom Boyle, Paul Daly, Don Batchelder, Tom Hurley, Tom Cunningham, Charles Natale, James Dunn,  
Ken Wolf, Dong Azarian, Ernie Parmenter*

*Seated:  
Evelyn Correia, Maureen Niven, Debbie Cantara, Martha Wile*

## Rock Gnatovich Receives Presidential Award

Rock Gnatovich, Manager, Sales Planning and Control, was recently presented with the Presidential Outstanding Achievement Award for his dedication and substantial contributions to Applicon.



Since joining Applicon in September, 1982 Rock has shown the highest level of commitment to achieving positive results. He always has a thorough understanding of the customers' and company's requirements as well as the most effective method in terms of cost and utilization of Applicon resources. He consistently shows a "can do" attitude and willingness to accept difficult and varied assignments.

The Presidential Outstanding Achievement Award is the highest award given by Applicon in recognition of an employee's contribution to the Company's goals.

Congratulations Rock!■

On Sunday, August 5, Joe Glendenning (Product Documentation), Joe Pepin (Mgr., Sales System Support) and his son, Craig, and Kevin O'Donnel, son of Jim O'Donnell (Mgr., Consulting Services) participated in the "Over the River and Through the Woods" triathlon in Claremont, N.H. The relay team finished with an elapsed time of 4:27:37 in a field of 195 teams over a demanding course of 31.5 mi. for the bicyclist, ten mi. for the tandem canoeists, and 6.2 mi. for the runner with the BRAVO! logo emblazoned across their chests. The bright pink T-shirts helped the team members find each other at the relay exchange points.■

## Computer Aided Evacuation in Building 6

Applicon's C.A.D. system proved to be a very effective tool for the lay-out of the manufacturing plant's evacuation plan. Dave Karlson, Manager, Sub-Assembly 2nd Shift, and sub-assemblers, Nancy Trudo and Mei Verdolino documented the plant lay-out and evacuation plan on our system. Judging from the success of our fire drill, it served as a clear and effective communications piece.

Dave Karlson has worked with Nancy and Mei over the last 6 months training them on the C.A.D. system and plotter, respectively. Dave commented, "We use the system for factory of the future floor plans, printed

circuit board visual inspection aids and lay-outs for the automatic insertion equipment and we have only scratched the surface. Once you use the system you realize its power and potential. It's a very addicting tool."

Nancy found the system very easy to learn via Dave's instruction, reference manuals, and the audio-visual training program. She noted, "I have really enjoyed and appreciate the opportunity to learn the system. It's a lot of fun!"■

— Mary Jane Brady

## PCCU Now Offers Electronic Banking

The ease of electronic banking has come to the Progressive Consumers Credit Union (PCCU). The Credit Union has linked with BayBank, Inc. to become part of that financial institution's statewide X-Press 24\* system and CIRRUS Automatic Teller Network.

PCCU's paychecXpress offers members automatic direct deposits of their paychecks. In addition to the convenience of not having to run to the bank on payday, members with this service will enjoy "free" NOW accounts that pay 5 1/4% interest, no minimum balance required. Accounts with

an average monthly balance of \$2500 or more will earn Money Market rates.

For more information on these electronic banking services or to apply, contact Applicon's Credit Union representative, Bob Tomasello. His hours and locations within Applicon are:

### WEDNESDAY

1:00 — 1:45	Building 1	Personnel
2:45 — 3:45	Building 6	Personnel

\* X-Press 24 is a registered trademark of Baybank, Inc.■



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## CAM Applications Integrated in Manufacturing

Manufacturing engineering and the printed circuit board sub-assembly departments are doing things differently these days. Automation has been integrated into their daily procedures with the addition of three new pieces of DynaPert equipment—an axial lead component sequence, a variable center distance axial inserter (VCD-F) and a high performance dip inserter (HPDI).

"Each of these pieces of equipment performs specific tasks which enhance the quality and productivity of printed circuit board sub-assembly," according to Tom Hurley, Manager — Manufacturing Engineering. "The sequence aligns components by retaping and rereeling them in sequential order for insertion on the printed circuit board. These reels are then sent to the VCD-F where they are inserted at a rate of up to 9,000/hour. Leads are also cut and clinched by the VCD-F. Additionally, the HPDI inserts integrated circuits of varying sizes into sockets as well as boards. These flexibility features of variable integrated circuit insertion into both boards and sockets made the DynaPert HPDI a particularly good choice," Tom noted.

Tom Kearney, Manufacturing Engineer, played a key role in the effective selection, negotiation, and implementation of the equipment. His role as project leader, along with the contributions provided by Don Batchelder and Dave Karlson, Managers

Sub-Assembly 1st and 2nd shifts, respectively, and Virginia Perkins, Supervisor Sub-Assembly, ensured the successful implementation of the equipment. It was a true team effort which required much coordination with the materials and quality control organizations as well.

The "instructions" or software used to direct the equipment is managed by Vergel Blake, Electrical Engineer. Vergel is responsible for writing the software programs using the C.A.D. database for these C.A.M. applications—clearly making us one step closer to our factory-of-the-future goal!

Training was also essential. Joe Masse, Mechanical Technician, and Sub-Assemblers, Joan Bourgeois, Orlando Borba, Joan Fillios and Laura O'Toole have been trained through a combination of DynaPert classes and on-the-job training. Ken Sears, Director of Manufacturing Engineering and Manufacturing, indicated that all manufacturing employees viewed a film explaining the use and advantages of the equipment. He added, "This emphasis on communication was very significant to be sure all employees understood the role and purpose of the equipment within the Applicon environment. The implementation has been very successful due to the cooperative efforts and hard work of many."■

— Mary Jane Brady

## Tuition Assistance Now Taxed

Prior to December 31, 1983, a tax provision was in effect which enabled employees to receive tax-free educational benefits. It was assumed that this tax exemption would be extended under the new tax act, retroactive to January 1, 1984. However, Treasury allowed this to expire.

Effective January 1, 1984, Applicon will report all tuition assistance as W-2 income but will not retroactively make these payments subject to withholding for Federal, State and F.I.C.A. purposes, due to the late signing in July 1984 of the new tax law.

Commencing January 1, 1985, all payments made thereafter will be subject to the above withholding requirements.

The law does specifically state that tuition reimbursement will still remain tax-free if:

- It maintains or improves skills required in your job, and
- It doesn't qualify you for a new trade or business

In order to deduct any educational expenses — both Applicon-paid and employee-paid — Form 2106, Employee Business Expenses, should be completed with your tax return. To further assist you, copies of Publication 508, Educational Expenses, will be available in Personnel.

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## Equal Employment Opportunity Policy Statement

The purpose of this policy statement is to affirm Applicon's commitment to the principles and ideals of equal employment opportunity as evidenced by our policy and practice which is to recruit, hire, train, promote and transfer into all job classifications without regard to race, color, religion, national origin, sex, age, veteran or handicap status. In furtherance of this policy:

1. Employment decisions will take into consideration the principles of equal opportunity.
2. Promotional decisions will be made in accordance with the principles of equal opportunity by imposing only valid requirements for promotional opportunities.

3. All other personnel transactions such as salary increases, transfers, layoffs, returns from layoff, Company-sponsored benefit programs, training, tuition assistance, and social and recreational programs, will be administered without regard to race, color, religion, national origin, sex, age, veteran or handicap status.

4. It is our policy to continue to maintain a work environment and to administer policies and programs that are free from sexual harassment and intimidation.

As employees of Applicon we all share responsibility for meeting the challenges of business objectives, so each of us must assume a role in implementing an effective Affirmative Action Program.

I have given the Director of Personnel, W. Allen Eubanks, the responsibility of directing the implementation of this policy and of providing positive leadership in the development and execution of plans and programs. Bruce G. Bean and Michael R. Brink, Personnel Managers, have been delegated the day-to-day administration of Applicon's Equal Employment Opportunity Program. Their responsibilities include the administration and interpretation of applicable laws, executive orders and regulations, employee counseling, and the development and implementation of programs, systems and procedures for auditing and reporting in accordance with the goals and objectives set forth by the Director of Personnel.■

Alex N. Beavers, Jr.  
President

(continued from page 1)

There are significant benefits to the pull system approach. Ernie Parmenter, Manager-Materials Systems, explained those benefits and changes to employees in training classes prior to implementation. Benefits include: immediate visibility of problems such as part shortages, process or quality; building in lot sizes of one to avoid excess inventory and rework problems; and most importantly, permanent improvements in quality and production because the simplicity of the process allows focus on quality, excellence and innovative improvements.

The JIT philosophy is significantly different. In the past, excess inventory has guarded against potential disruptions in production flow. The JIT philosophy allows the disruption to occur and focus all energies on fixing the problem rather than building inventories to avoid disruption.

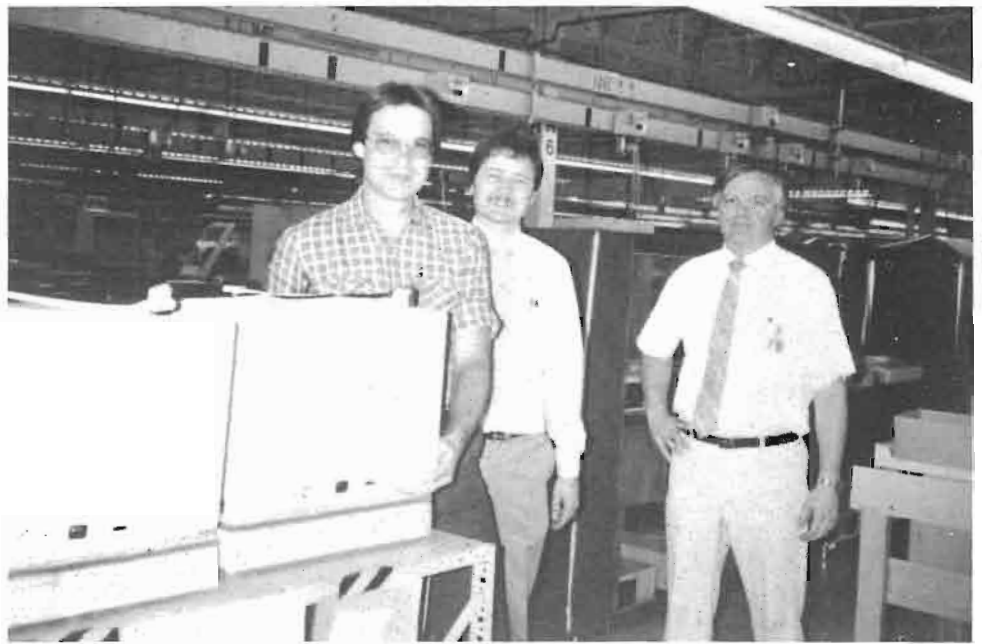
The analogy has been made to a river of water flowing over a rocky bottom. The traditional approach would be to raise the level of water to cover the rocks. The JIT approach would be to lower the level of water so that the rocks become visible and can be removed.<sup>1</sup>■

<sup>1</sup>JIT and MRP Work, Assembly Engineer, May, 1984, pp. 53-54

— Mary Jane Brady



John Dillon, Mabel Maison, Don Batchelder and Evelyn Correia. John Dillon completes the final assembly of the Alpha monitor.



Clifford Mann and Paul Daly pull the first Alpha monitors from production to QC test.



John deposits the production cards into the bin to reflect the completion of the Alpha unit. This alerts QC test that these units are ready to be pulled to the next unit.

# On-Line

With the Applicon Sales Community

## Brian Semkiw Lands Major GM Account in Canada

The Ontario province of Canada is fast becoming the hub of the Numerical Control world. What better place for Canadian Sales Rep **Brian Semkiw** to close a \$900,000 BRAVO! order than from the Axle Plant division of General Motors, located in St. Catharines?

In sewing up the deal, Brian beat out Computervision, Calma, IBM, and Intergraph by proving that BRAVO! is at the beginning of its life cycle, with plenty of room to grow, while our competitors are still relying on outdated, 16-bit software technology.

"We were able to win this major account due to BRAVO!'s integration capabilities, and because of the superiority of our base software — PL1 — as opposed to FORTRAN or Assembler Language," says Brian. "And of course, there was our price — \$900,000 for BRAVO!, as compared to IBM's, Intergraph's, and Calma's quotes of \$1.2 million, and Computervision's whopping price tag of \$1.5 million."

In addition to Applicon coming in with the lowest price, the Axle plant was impressed with the fact that they could connect eight, high-performance workstations to two VAX 11-750s, and still have plenty of room for more.

According to Brian, Computervision's downfall was their lack of 32-bit technology, high price tag, limited Numerical Control software programs, and unfriendly operating environment. IBM wasn't chosen because of the difficulty involved in operating their system, their third-party approach to software (they aren't turnkey), their lack of integration, and their ancient software. Likewise, Intergraph lost due to their immature NC product and lack of integration (they were offering a system with two, unrelated databases). Calma didn't get the Axle Plant's business because of their weak database, and 16-bit software coupled with a 32-bit computer.

In addition to the BRAVO! hardware configuration, GM's Axle Plant also purchased

all of the BRAVO! software packages with the exception of Flat Pattern Development. The Axle Plant intends to use BRAVO! for the design and manufacturing of GM automobile axles and for plant layout.

In helping close the order, Brian credits AE **Roberta Lum** (also of the Canadian office), and the Burlington International Marketing team of **Dick Martin**, **Earl Chadwick**, and **Kevin Cavanaugh** with fine performances. In addition, he feels that **Jim Rowland**, and **Dave Brazier** were instrumental in helping sew up the GM account.

As a final influence in aiding Brian with this sale, MDSI also lent a helping hand. "The Axle Plant perceived that we were on good terms with MDSI," says Brian, "and as a matter of fact, the sale actually was a joint sales effort between MDSI and Applicon. We have been working on this order with them since last summer."

It doesn't look like anyone will be stopping Brian. Currently, there are BRAVO! orders pending at two other divisions of GM with a potential price tag of \$1.5 million. As Brian sums up, "It may have taken us two years to close this major account in Canada, but by putting forth our best efforts, we won!" ■

## When You're Hot...

General Motors hasn't been **Brian Semkiw's** only BRAVO! account this year. In early April, Brian closed Humber College who purchased a BRAVO! system configuration comprised of one VAX 11/780 with eight 4650 workstations, for a price tag of \$350,000.

Humber College is a highly visible, NC teaching college in Toronto, Canada, which offers training programs for both students and individuals employed in the NC industry. The school, which was originally an MDSI customer, has several machine tools on-hand for student use, and was looking to increase their number of CAD/CAM workstations.

"We were able to get our foot in the door and demonstrate BRAVO!'s capabilities," explains Brian. "We showed them how important the system would be in their teaching environment. With BRAVO!'s ease-of-use features, students would have no trouble learning how to operate the system. We were also able to successfully introduce the new BRAVO! NC software package by showing them how similar it was to MDSI's graphics — we offered them continuity."

In closing the sale, Brian beat out Auto-trol, who originally had four workstations installed at Humber College (they have since been removed in favor of BRAVO! workstations.) In addition, the College

purchased Solids Modeling II and Surfaces software packages, and is planning to buy FEM and BRAVO! NC software programs in the near future.

In aiding Brian in closing this account, thanks are also due to Applications Engineer **Roberta Lum**, from the Canadian office. Roberta proved instrumental in helping demonstrate all of BRAVO!'s capabilities to Humber College. ■

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## Enhanced Responsiveness and Functionality — Goal of Reorganized Home Office Technical Support Group

Have you visited the Corporate Demonstration Center in Burlington lately? If the answer is no, then you may not be aware of new organizational changes and the addition of quite a few new faces.

The Home Office Technical Support Group (H.O.T.S.), under the direction of **Tom Verbeke**, is now comprised of three organizations: Product Presentation, Demonstration Development, and Sales System Support.

According to Tom, the reasons for the new organizational structure were twofold: to make the Corporate Demonstration Center function more effectively; and to be more responsive to the needs of our field sales force. "The result of these changes are three distinct, yet closely aligned, groups working toward strengthening our technical expertise and enhancing the sales effort," explains Tom.

### Product Presentation for Overseeing Functions of Demo Center

Under the new organization, the Product Presentation group is managed by **Bob Henderson**. Prior to joining Applicon last year, Bob spent six years at Compu-tool in a variety of sales and training management positions. As a member of Product Presentation, Bob has made numerous contributions toward the group's progress. "The key to our success is that everyone works together to achieve set goals — there is a strong sense of camaraderie," says Bob.

In his new role, Bob is responsible for overseeing the daily functions of the Demonstration Center, as well as coordinating guest visits. In addition, he has also taken over the reins of the TYROS program and is currently leading the TYROS-III participants through their intensive training program.



*As Product Presentation Group Manager, Bob Henderson is responsible for overseeing the daily functions of our Demonstration Center in Burlington, coordinating guest visits, and the TYROS program.*

### Demonstration Development for Developing Demos and Benchmarks

The new Demonstration Development Group, which will develop standard demonstrations and provide information on benchmarks, is managed by **Win Wedeking**. Win's motto is, "M.T.B. — Making Things Better" for the field Sales Support teams; therefore, her group will be working in close alliance with those teams, in addition to Product Presentation, Marketing, and Engineering.

Win's qualifications include nearly fifteen years of design, drafting, sales support, and management experience. In addition, she holds a Bachelor's degree in industrial design and is scheduled to receive an MBA in March of 1985.

With Win at the helm, the Demonstration Development Group will be developing demonstrations for Applicon's tradeshows, coordinating presentations for the shows, and collecting and distributing information about benchmarks performed in Burlington and the field offices.



*The Home Office Technical Support Group has been reorganized into three, distinct organizations: Product Presentation, Demonstration Development, and Sales System Support. Led by Tom Verbeke, the groups will be working toward the common goal of strengthening Applicon's technical expertise and enhancing the sales effort.*

Demonstration Development Group Manager, Win Wedeking's motto is, "M.T.B. — Making Things Better" — for our field Sales Support teams. Win and her group are already busy putting her motto to work by developing demonstrations for upcoming tradeshows, coordinating presentations, and collecting and distributing information about benchmarks.

### Systems-Related Products Maintained Through Sales and System Support

Sales and System support will remain under the direction of **Joe Pepin**. Joe is primarily responsible for the management of the Corporate Headquarters Demonstration systems, and coordination with the field systems managers. In addition, Joe will continue to maintain and issue "Tech Tips," an information exchange circulated among the field and Home Office technical staff. He will also be supporting the systems-related products (AGL, DBMS, etc.), as they are released to the field offices. Joe's five years of managing various Applicon software support groups will prove to be a definite plus in his role of assisting the field Applications Engineers.



The Sales and System Support Group is currently being managed by Joe Pepin. In this role, Joe is responsible for the management of the Corporate Headquarters Demonstration systems, coordination with the field systems managers, and support of our systems-related products.



## Michaelene Glowacz Joins Product Presentation

Michaelene Glowacz began her CAD/CAM career at Ronningen's, a small mold shop in Vicksburg, Michigan. At the time she had no idea that the part-time position, which helped pay her tuition at Western Michigan University, would lead to her current role as one of the newest members of Applicon's Product Presentation team.

Unlike TYROS, Applicon's structured, educational program designed to train college graduates in the art of CAD/CAM, Michaelene's training came through direct experience in the field. While at Ronningen's, she was lucky enough to work for an owner who had the foresight to install a CAD/CAM system. According to Michaelene, once the system was in place it didn't take long for Ronningen's to establish itself as a leader in prototype plastics. "There is an anti-technology mentality that predominates in many factories," explains Michaelene. "Therefore, I believe that it's imperative to implement new technology in a user-friendly fashion."

Michaelene ended up staying at Ronningen's for six years during which time she worked in the manufacturing area, a spot she considered excellent training for understanding the factory environment.

With her growing understanding and experience in CAM, Michaelene decided to leave Ronningen's and join the development group at General Electric in Kalamazoo, Michigan. While at GE, Michaelene was responsible for corporate consulting in the mechanical engineering area. This involved defining system specifications for the CAD/CAM mold industry, as well as defining all the necessary tools. Eventually, the emphasis in this area became concentrated in General Electric's West Coast divisions. Given the decision to stay with the company and head West to California, or to look into other alternatives, Michaelene chose the latter.

Staying in the Midwest, Michaelene went to work for Revere-Mold and Engineering in Detroit. While at Revere-Mold, Michaelene was charged with coordinating the installation of all CAD/CAM systems, and the hiring and training of users. She proposed to the company that the entire process would take approximately two years to organize, and agreed to commit herself to the project.

*Continued*

### Who are Some of the New Faces?

In addition to the many structural changes, several graduates of the TYROS-II program have been assigned to each of the above groups. **Randy Hartsfield** and **Jim Jackman** have joined the Demonstration Development group, **Keith Heintzleman** and **Peter Meegan** are now a part of the Product Presentation group, and **Dave Sullivan** is a member of Sales System Support.

There have also been other changes. **Alison Ziffer**, formerly of the Product Support department has joined the Demonstration Development group, while **Michaelene Glowacz** from Engineering Systems Development has joined Product Presentation.

Now, next time you visit the Corporate Demonstration Center you will not only know who we all are, but also what functions we can perform in order to better serve you. ■

*Mary Andreou*  
Guest Services Coordinator

During this time, Revere-Mold was involved in bidding on developing the tooling for the Applicon 4620 terminal. Michaelene worked with Applicon employee, **Dan Sullivan** in writing the conversion programs into a McAuto Unigraphics format for the bidding process. Although Revere-Mold lost the bid, through her exposure to Applicon Michaelene was offered a position in Systems Development, reporting to **Norm Wheaton**.

While in Systems Development, Michaelene's primary responsibilities included helping to implement the new BRAVO! NC Package in the mechanical design environment, assessing the NC software, and writing specifications for our NC products.



*Michaelene Glowacz has recently transferred from Systems Development to Product Presentation. In her new role, Michaelene is looking forward to combining the knowledge she acquired working in Systems Development with the seven years of CAD/CAM experience she gleaned in previous positions.*

Michaelene joins the Product Presentation department one month shy of her first anniversary with Applicon, with the enthusiasm to combine the knowledge she acquired working in **Norm Wheaton's** group with her prior experience. "I feel that the Product Presentation organization is a very cohesive group within the company," says Michaelene. "Not only is there a strong sense of camaraderie within the group, but someone is always willing to help out with any problems."

With her eight years of experience in the CAD/CAM industry, the members of Product Presentation welcome Michaelene and feel confident that she will be an exceptional addition to the group. ■

*Mary Andreou  
Guest Services Coordinator*



*TYROS-III went into full-swing on July 26, 1984. The program, which will culminate around the Thanksgiving holiday, is focusing on Electronic Applications and BRAVO!. Eager to learn all that they can about our products, and to apply that knowledge in the outside world, are TYROS-III participants: (Bottom row, from left to right) Jill Jernberg (Hastings, Nebraska), Mike Abeyta (Salt Lake City, Utah), Karen Wollert (Oakland, California). (Top row, from left to right): Jim Kelly (Norwell, Massachusetts), Sam Lovejoy (New Haven, Connecticut), and Robert Garneau (Newport Beach, California).*

## Road Show Gears Up for Second Half

The second half of Applicon's 1984 Road Show tour kicked off August 28 — 30, at The Arlington Place Hotel in Chicago, Illinois.

Similar to the first leg of the tour, the Show will once again cover approximately 10,000 miles, as it winds through eleven cities nationwide.

Following, is the Road Show schedule for the balance of 1984:

- **Chicago, Illinois** — August 28 — 30
- **Rochester, New York** — September 5 — 7
- **Hartford, Connecticut** — September 12 — 14
- **Tarrytown, New York** — September 19 — 21

- **Pittsburgh, Pennsylvania** — September 25 — 26
- **Autofact 6, Anaheim, California** — October 2 — 4
- **Fall Technical Meeting of the Applicon Users Group, Santa Clara, California** — October 14 — 16
- **Sacramento, California** — October 23 — 25
- **Austin, Texas** — October 29 — 31
- **Fort Lauderdale, Florida** — November 7 — 9
- **Automotive Computer Graphics, Detroit, Michigan** — December 11 — 13

## New Applicon Customers

Customer	Rep/Zone	Application	Workstations
AC Spark Plug Liverpool, England	N. Seed/UK	MEM	8
AEG Ulm, Germany	B. Gruendert/Germany	IC	2
Alco Electronics Products, Inc. North Andover, Massachusetts	D. Eames/E	MEM	2
ANT Backnang, Germany	B. Gruendert/Germany	PCB	2
Augat, Inc. Attleboro, Massachusetts	D. Eames/E	MEM	3
AVL Ges. m.b.H. Graz, Austria	A. Beck/Switzerland/Austria	MEM	2
Bicc-Vero Eastleigh, England	C.A. Brigden/UK	MEM	2
Cableform Stockport, England	N. Seed/UK	PCB	2
Chimesa Milano, Italy	G. Pedrazzini/Italy	MEM	3
Chimesa Milano, Italy	G. Pedrazzini/Italy	MEM	3
CRIF Belgium	J. de Hasque/Belgium	MEM	1
Chubb Wolverhampton, England	D. Stewart/UK	MEM	3
Clifton Precisions Instruments & Life Support Division Davenport, Iowa	M. Cox/MW	MEM	3
Desy Hamburg, Germany	H. Bauer/Germany	PCB	3
Eaton Manchester, England	N. Seed/UK	MEM	2
Felten & Guillaume Nordenham, Germany	H. Bauer/Germany	MEM	2
Heckler & Koch Oberndorf, Germany	B. Gruendert/Germany	MEM	4
Hereaus Hanau, Germany	H. Flamme/Germany	MEM	2
Humber College Rexdale, Ontario, Canada	B. Semkiw/Canada	MEM	9
Ingersoll-Rand Gateshead, England	J. Hurley/UK	MEM	2
INTEGRA SIGNUM AG Wallisellen, Switzerland	A. Beck/Switzerland/Austria	MEM	3
Koso Co. Ltd. Tokyo, Japan	Marubeni Hytech/Japan	MEM	1
Krantz Aachen, Germany	H. Wallrafen/Germany	MEM/AEC	3
Kraeftwerk Union Erlangen, Germany	G. Drescher/Germany	A/E	4
Lenze Extertal, Germany	H. Bauer/Germany	MEM	3

*continued*

Customer	Rep/Zone	Application	Workstations
Lounsdale Paisley, Scotland	R.E. Harrison/UK	AE	4
Marconi Avionics Basildon, England	M.J. Watts/UK	PCB	4
Marconi Electronic Devices Swindon, England	C.A. Brigden/UK	Hybrids	3
Mars Electronics Wokingham, England	C.A. Brigden/UK	MEM/PCB	6
Micro Electronics Taipei, Taiwan, R.O.C.	J. Gould/Int'l	PCB	2
NEI Electronics Gateshead, England	J. Hurley/UK	AE	3
Nippon Schlumberger Tokyo, Japan	Marubeni Hytech/Japan	MEM	2
Plessey Avionics Havant, England	C.A. Brigden/UK	MEM/PCB	3
Plessey Military Communications Havant, England	S. Sawyers/UK	MEM	3
Plessey Military Communications Ilford, England	S. Sawyers/UK	MEM/PCB	5
SCHINDLER AG Ebikon, Switzerland	A. Beck/Switzerland/Austria	MEM	2
SFS Presswerk Heerbrugg AG Heerbrugg, Switz.	A. Beck/Switzerland/Austria	PCB	2
Sinclair Research Cambridge, England	M.J. Watts/UK	IC	1
WTOM Belgium	J. de Hasque/Belgium	MEM	1

## Chris Nelen — New Product Promotion Assistant Aims for Higher Visibility for Our Products

**Chris Nelen** has joined Applicon's Marketing Communications department in Burlington, as Product Promotion Assistant. Chris will be reporting to former Trade Show Coordinator, **Danny Bowman**, who has been promoted to Product Promotion Specialist.

In his new role, Chris will be responsible for all Road Show logistical planning, as well as on-site set-up and teardown of equipment. In addition, Chris will be the primary Applicon representative "on-the-road," as he will be traveling with the Road Show/Trade Show tour, stop-to-stop.

A recent graduate of St. Michaels College in Burlington, Vermont with a Bachelor's degree in Political Science, Chris comes to Applicon after a stint at James River Graphics in South Hadley, Massachusetts.

While at James River, Chris worked on a variety of marketing research projects involving the distribution of CAD/CAM systems nationwide.

As the new Product Promotion Assistant, Chris hopes to "increase our products' visibility in the marketplace, and increase the public's understanding of our CAD/CAM systems."

When he isn't busy setting up Applicon Road and Trade Show demos, Chris likes to jog. ■



*Chris Nelen is the newest member to join the Marketing Communications department at Applicon Burlington. As Product Promotion Assistant, Chris will be assisting in the logistical coordination of our trade show and road show stops.*

# International News

## Applicon Opens New Offices in Canada, Japan, and Australia

In order to increase our penetration of foreign markets, Applicon has recently opened new facilities in Canada, Japan, and Australia.

### Applicon Canada

Previously sharing office space with MDSI, Applicon Canada recently branched off and established its own office in Mississauga, Toronto, Canada.

At the helm is General Manager, Jack Nolan who brings extensive marketing management experience to his new position. Jack comes to Applicon after a stint at Comshare, one of Canada's time-sharing information services suppliers. As Eastern Regional Manager, Jack was responsible for all of Comshare's marketing offices in Quebec and Ontario, with the exception of Ottawa.

Prior to Comshare, Jack held a management level position in the Eastern region of Canadian General Electric — a spot he earned by proving himself as a successful time-sharing sales representative for the company. While at GE, Jack developed the numerical control market and restructured the marketing side of the company's time-sharing business. In addition, Jack has entrepreneurial experience — he was once manager and half-owner of Tech Reprographics Ltd.

With all this diversified sales experience behind him, Jack's new role is to increase Applicon sales in the Canadian CAD/CAM marketplace. He will be assisted by: **Lora Wylie** — Secretary; **Amy Gibson** — Receptionist; **Brian Semkiw** — Sales Representative (Brian has had a string of recent successes. You can read about the closing of two of his major accounts in this issue of *On-line*); **Don Mulvey** — Controller; **Roberta Lum** — Applications Engineer; **Doug Purdy** — Field Engineer Supervisor; **Don Ross** — Field Engineer Representative; and in the Montreal Branch Office, **Andre Dubois** — Applications Engineer; and **Guy Dion** — Sales Engineer.

Toronto, where the main office of Applicon Canada is located, is fast becoming the center of the Canadian Numerical Control world. With the recent introduction of our 4960 BRAVO! NC Package, Jack and his staff will no doubt have plenty of challenges ahead.



Jack Nolan is the new General Manager of Applicon Canada which recently branched off from MDSI to set up facilities in Toronto and Montreal.

### Applicon Japan

Applicon recently opened new office doors in Tokyo, Japan. Led by General Manager, **Norio Togami**, our Japanese staff consists of two Applications Engineers — **Jesse Heredia** and **Blaine Burnett** — and a Secretary, **Shizue Kurata**.

Norio Togami joined Applicon in February 1984. He was previously employed in the Professional Computer Sales Division of the Olivetti Corporation of Japan where he was Division Manager. With a staff of 150 people, Norio was responsible for the sales and maintenance of computers in the fields of science and technology. During his twenty years at Olivetti, Norio also gained valuable experience managing both sales and technical people.

During March, Norio had the opportunity to visit Applicon's Home Office in Burlington, where he says he was "impressed with both the people and the manner in which International Operations is handled." After his encouraging visit, Norio returned to Tokyo to assume his new duties of staffing and organizing Applicon's Japanese facility.



In addition to Japanese and English, Applicon Japan hopes to be conversing in a third language — BRAVO! — as they begin to do business in the Japanese CAD/CAM marketplace. Pictured here are employees of our Tokyo office: (from left to right) Blaine Burnett, Norio Togami, Jesse Heredia, and Shizue Kurata.

## Applicon Australia

Applicon has opened another new sales office, this time "Down Under" in Sydney, Australia. The official opening ceremony was presided over by **Al Simensen**, Director of International Operations, in late May.

Leading the Australian team is General Manager **Andy Palavs**, who comes to Applicon from IBM. Backing Andy up are two salesmen — **George Clark** and **Peter van der Walt**. George has several years of experience in the CAD/CAM marketplace, having come to Applicon from Calma. Peter has been involved in selling large mainframe computers and has worked for CDC, NAS, and ICL. Technical support is provided by Applications Engineer, **David Kappheim** who transferred to Australia from Applicon Burlington in order to help set-up operations. **Robyn Fowler** manages the office and is the front-line interface for customers and prospects.

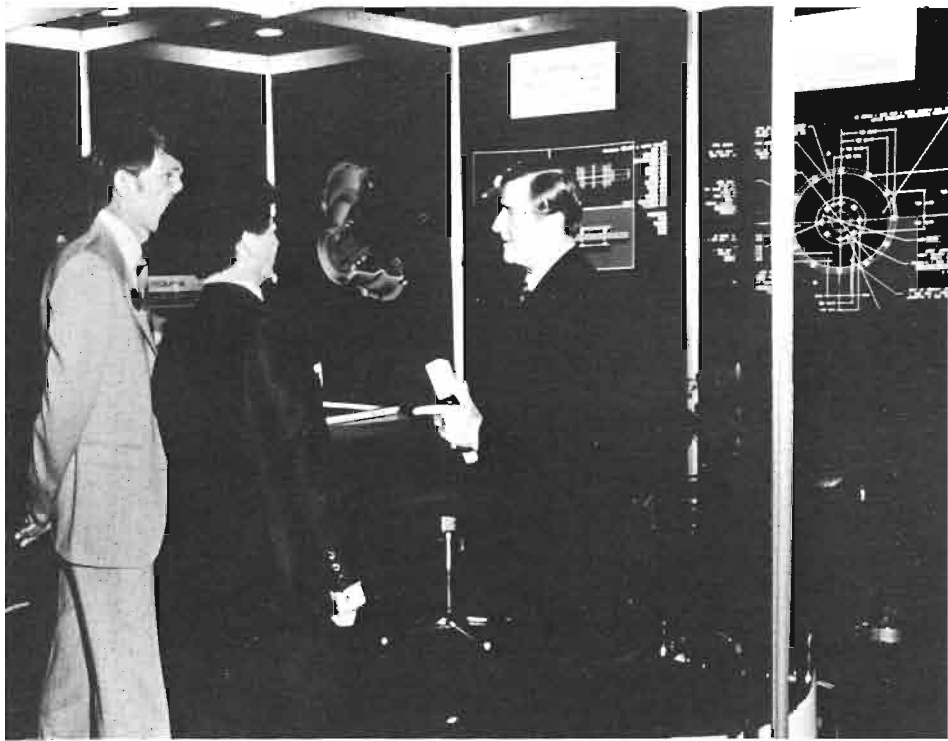
Applicon Australia has been busy gathering new accounts (one of their customers is General Motors-Holden) and now, with their direct presence in the marketplace, hopes to sell many more systems in the near future. ■



*Applicon Australia is ready to install more BRAVO! systems now that the product has been officially introduced to the Australian marketplace. Pictured here are members of the newly created team: (Front row, from left to right) Andy Palavs, Robyn Fowler, George Clark. (Bottom row, from left to right) Peter van der Walt and David Kappheim.*

*Applicon Australia kicked off their participation at Automach on May 22 by inviting members of the press to their new facilities in Sydney. Of the fourteen publications invited to the event, twelve attended to hear Andy Palavs and Al Simensen discuss the features, functions, and benefits of BRAVO!.*





*Approximately 1,500 people came to see the many products on display at Automach each day. Even Neville Wran, the State Premier of New South Wales and Forrest Brummett, Society of Manufacturing Engineers (S.M.E.) President, had time to stop by the Applicon booth and discuss the BRAVO! system with Applicon employee Peter van der Walt.*

*Applicon representatives were on-hand for the Automach Exhibition, May 23 — 25, at the Royal Exposition Showgrounds in Sydney to introduce BRAVO! to the Australian public. Here, Applicon employees (pictured from left to right) Ben Romano, David Kappheim, Dick Martin, Peter van der Walt, Al Simensen, and Robyn Fowler pose in front of the impressive Applicon booth and await the first of the crowds.*





If you have news in your Regional office that you would like to share (promotions, new employee write-ups, successful selling strategies, or other marketing information that would be of interest to our sales community), don't hesitate to drop me a line or give me a call (Burlington, Ext. 386). I'll be happy to include your story in the next edition of **On-Line**, which is published bi-monthly.

Thanks,

Susan Thompson  
Editor, **On-Line**

Editor, On-Line: Susan Thompson  
Art and Layout: Diane Bellis  
Typesetting: Joan Scibilia

Just another day at the office...Members of Applicon's Marketing Communications Group in Burlington always believe in looking sharp, whether it's on-the-job or at the Appliconathon. Pictured here (luckily before this year's race), in typical black tie attire, are team members: (from bottom to top and left to right) Susan Thompson, Jonna Manes, Kathy Gambino, Maurine Evans, Danny Bowman, and John Navin. (To prove that it pays to "dress for success," On-line Editor, Susan Thompson — finished Third in this year's race.)

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## Wile Elected Chairperson of MAC-PAC Users Conference



Martha Wile, Sr. Business Systems Analyst in the Operations MIS Department, has recently been elected Chairperson of the MAC-PAC (Manufacturing Planning and Control System) Users Conference sponsored by Arthur Andersen and Co.

"The purpose of the conference," according to Martha, "is for user companies to share information and applications of the MAC-PAC system and to learn about future software development." The upcoming October conference will be particularly well attended because it will be held in conjunction with the American Production and Inventory Control Society (APICS) Conference. "User companies such as Sundstrand, Raytheon, G.T.E., I.T.T. Defense, Kodak, McGraw-Edison, Star-Kist Tuna, and Charles of the Ritz attend the conference. All types of industries are represented; but we each share common problems and solutions," she added.

Martha's chairmanship of the October Users Meeting in Las Vegas follows the active role she played as Vice-Chairperson of the

three day May meeting in Illinois. Of particular interest, was her presentation of the Just In Time (JIT) concept which Operations has recently implemented for the Alpha desk top terminal-product line.

"JIT", she explained, "is a 'pull' system as opposed to the traditional 'push' type manufacturing system. With a pull system, sub-assemblies are built one at a time as needed. Instead of building inventory based on projected need under the push system, product is built 'just in time' for its use." Martha also addressed coordination issues of JIT with Material Resource Planning (MRP) systems.■

— Mary Jane Brady

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## Photo Service Implemented

Applicon has recently implemented a new photofinishing service with the Standard Photo Service, a division of the 3M Corporation.

3M Standard Photo Service is a photofinishing business that has one of the largest film processing plants in the Northeast.

The benefits of the program are:

1. Drop-off boxes for the film, located in Buildings 1 and 6
2. Daily pick-up and delivery at 1:00 p.m.
3. 24-hour service on developing of most popular roll orders (reprints and enlargements take approximately five to seven days)

The Standard Photo Service has a WATS line for any questions you may have:

Within Massachusetts 1-800-332-9450,  
Outside Massachusetts 1-800-628-1075

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## Applicon Donates to Shawsheen Technical High School

Applicon recently made a substantial donation of obsolescent inventory to Shawsheen Vocational Technical School in Billerica, Massachusetts.

Shawsheen Vocational Technical School, serving the towns of Bedford, Billerica, Burlington, Tewksbury and Wilmington, specializes in the skills and training of students in 22 occupational areas including computer science, word processing, electronics, and drafting.

Maureen Niven, Manager of Inventory Control, coordinated the donation which includes electronic devices, sheet metal and miscellaneous hardware. Maureen commented, "Since Applicon's technology is constantly changing and improving to provide state-of-the-art technology in the CAD/CAM marketplace, the end result is an excess of obsolete material. We elected to take advantage of this opportunity to return

a contribution to the community in which we work."

Anthony Bazzinotti, Technical Coordinator at Shawsheen noted, "We will separate, evaluate and disseminate the material to the various shops for utilization." He added, "Our objective is to emphasize the need to prepare and educate our students in today's technologies. Donations of this nature are greatly appreciated by the school and by the local communities, particularly in light of financial cutbacks by the government. Shawsheen is well received by local industry with a 92% job placement for graduating seniors."


Special thanks to Applicon's Operations group for their efforts in making this donation possible.

— Odilia Amaral

# Calendar of Events

Westinghouse-System Demonstration — Burlington	September 5, 1984
Applicon Road Show — Rochester, NY	September 5-7, 1984
Digitran — System Demonstration — Burlington	September 7, 1984
Motivation — M.D. — L.H.	September 12, 1984
Sperry — System Demonstration — Burlington	September 12-13, 1984
Marconi — System Demonstration — Burlington	September 12-13, 1984
Applicon Road Show — Hartford, CT	September 12-14, 1984
Martin Marietta — System Demonstration — Burl.	September 13-14, 1984
New Managers Orientation — M.D.	September 18-19, 1984
Applicon Road Show — Tarrytown, NY	September 19-21, 1984
Performance Management — M.D.	September 25, 1984
Applicon Road Show — Pittsburgh, PA	September 25-26, 1984
Personal & Organizational Communications — M.D. — L.H.	October 2-4, 1984
Applicon Road Show — Autofact 6 — Anaheim, CA	October 2-4, 1984
Users Group Meeting — Santa Clara, CA	October 14-19, 1984
Effective Writing — M.D. — L.H.	October 16-18, 1984
Applicon Road Show — Sacramento, CA	October 23-25, 1984
Sales Skills for Non-Sales Managers — M.D.	October 24-25, 1984
Finance for Non-Financial Managers — M.D.	October 29-30, 1984
Applicon Road Show — Austin, TX	October 29-31, 1984
Hiring Interview — M.D.	November 7-8, 1984
Applicon Road Show — Fort Lauderdale, FL	November 7-9, 1984
Managing Difficult Discussions — M.D.	November 14-15, 1984
Holiday — Thanksgiving	November 22-23, 1984
Automotive Computer Graphics — Detroit, MI	December 11-13, 1984
New Managers Orientation — M.D.	December 12-13, 1984

**APPLICON**



Burl. — Burlington  
L.H. — Lecture Hall  
M.D. — Management Development

\*Check with respective departments for last minute changes.