

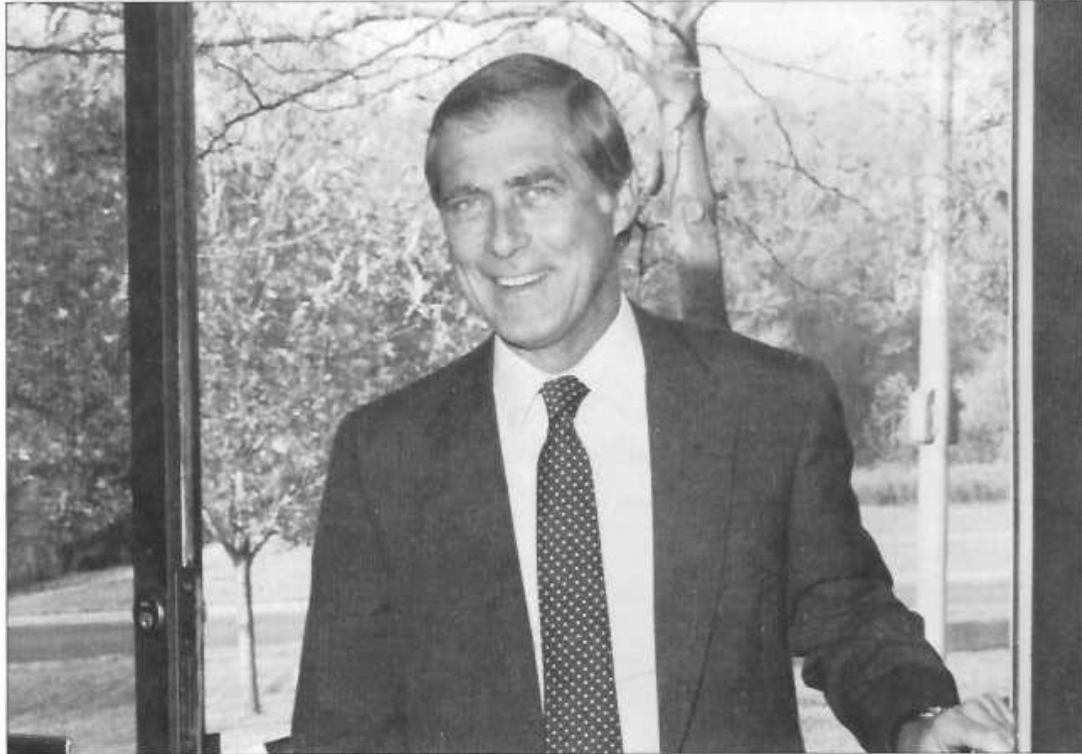
# Feedback

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

February 1984

ANGELA DIETZ





Richard J. Schineller

I hope you're proud of our Company's accomplishments in 1983. It is quite a credit to all of you that we have achieved new highs for Decision Data: record revenues and profits, more products, more services, more employees and very importantly, more customers. We have realized some growing pains this year, but are taking steps necessary to be able to sustain our growth rate without the discomfort of inadequate systems, procedures and processes which involve all business disciplines.

We have employed additional talent in the marshalling of skilled resources within each area of our Company in preparation for a strong future. 1984 has all the earmarks of another successful year with one very necessary requirement — we must retain, indeed, strengthen our resolve to win in this highly competitive industry. In this new year, let's continue to work to the best of our abilities for success.

Please accept the appreciation of our Board of Directors for 1983's performance, and our wish for your good health and happiness through 1984.

*President and Chief Executive Officer*

## COVER

### PRIDE TEAM LEADERS COMPLETE TRAINING

Angela Dietz, Data Base Coordinator for the Customer Service Division, has completed training as a Pride Team Leader.

Story on Page 5.



**MICHAEL D. BRODY  
PROMOTED TO  
SR. VICE PRESIDENT  
MARKETING**

Michael D. Brody has been promoted to the position of Senior Vice President of Marketing. Since Mike joined Decision Data, as Vice President, Marketing in 1980, his direction of the marketing and sales functions was in a large part responsible for increasing Decision Data revenues from \$43,000,000 in 1980 to \$100,000,000 in 1983. He has played a key role in the successful marketing of line and serial printers, CRT display workstations and associated peripheral equipment.

### **JOHN J. BRENNAN APPOINTED VICE PRESIDENT PRODUCT MARKETING**

John J. Brennan has been promoted to the position of Vice President, Product Marketing. He will report directly to Michael D. Brody, Sr. Vice President of Marketing. John joined Decision Data in June 1983 and has been responsible for laying the groundwork for the market introduction of a new 12" CRT workstation, a cluster controller and a letter quality printer. He also focused his attention on

strategic product planning and was instrumental in guiding our new computing workstation development activity. He will continue directing market research studies designed to identify product and service requirements from customers and prospects, as well as, to identify vertical niche marketing opportunities.

Prior to joining Decision Data, John managed the mini and micro computer systems operation for GEISCO. He also had been associated with Quantum Science Corporation as an Executive Vice President.



**DEREK M. JAMES  
APPOINTED  
VICE PRESIDENT  
ENGINEERING**

Derek M. James has been named Vice President, Engineering. Derek comes to our Company from Raytheon Data Systems where he was Technical Director for the development of new office automation products. This included a powerful cluster controller, multifunction workstations and associated systems and application software. Derek also was responsible for the development of a multi-processor, fault tolerant communication processing system and a distributed microprocessor intelligent terminal system.

Derek earned a B.S. degree in Applied Physics from Brighton College of Technology, U.K. and his graduate work was done at London University, U.K. in applied mathematics.

## REVENUES RISE TO \$103,823,000

A 66% improvement in income (before taxes and an extraordinary item) and a 40% increase in revenues was reported for the fiscal year ending November 30, 1983.

Revenues rose to \$103,823,000 in 1983, from \$74,319,000 in 1982. Net income improved by 41%, \$5,376,000 or \$.72 per share, compared to \$3,809,000, or \$.57 per share, for fiscal 1982.



Richard J. Schineller speaking to employees

## PRESIDENT ANNOUNCES DDCC IS 100 MILLION COMPANY

Richard J. Schineller, President and Chief Executive Officer announced in a speech before the Horsham employees that the 1983 goals for our Company had been reached.

Excerpts from his speech follow: "We've done \$100 million this year and I thank you for it. It has been extremely important what we have done in the time period we have been working together. First we did \$50 million, then \$70 million and now we have done \$100 million. We have doubled business in a couple of years and we will double it again in a couple of more years. Bit by bit we are increasing our capabilities to insure our future. We are working together to insure our future in Horsham, in the field and also Internationally."

"Thank you most sincerely for what you have done to make this Company work. Lots and lots of our people give strongly to our Company. Your commitment is what makes this company a success. We all benefit from your dedication. Many of you come in early and stay very late — you keep on doing quality work . . . this is what makes our Company great."

"Thank you for your contribution. We now are a \$100 million Company and on behalf of the Officers and Directors of Decision Data, I thank you very, very much."

## DDCC GOES OFF-SHORE

The Company has announced that it has entered into a manufacturing agreement with Tatung Electronics Corporation of Taiwan to produce certain models of the Company's CRT Workstation line.

The off-shore capability is expected to materially improve CRT gross profit margins in the latter part of 1984. It is emphasized that Workstations will continue to be manufactured in the United States. As product volume increases, the dual manufacturing capability will ensure a rapid response to customer requirements, and enable the Company to respond promptly to competitive product offerings.

## TELEMARKETING SUBSIDIARY ORGANIZED

Decision Data has formed a new subsidiary, International Computerized Telemarketing, Inc. (ICTI). The new company will provide a wide range of computer-assisted telemarketing services and software.

Telemarketing, the use of the telephone to offer products and services, is a new and rapidly expanding field. ICTI applies the full capabilities of the computer to the telemarketing process. Computer-assisted telemarketing permits rapid adjustment of the communicator's script based on prospect/customer responses while the conversation is in progress. In addition, sophisticated scoring techniques facilitate analysis of the call. Contract services offered by ICTI will include prospect lead management and tracking, customer attitude surveys, direct telephone sales, appointment setting and a host of other direct marketing-related functions.

Richard E. Penn will assume the position of President and Chief Executive Officer of the subsidiary and Bernard A. Goldberg will become Executive Vice President and Chief Operating Officer. Mr. Penn, a recognized leader in marketing and management within the information processing field, held several executive positions during a 17 year career with the IBM Corporation, and more recently was Vice President, Marketing and Sales for ITT Courier. Mr. Goldberg is an authority on telemarketing. After many years of sales and marketing management with the IBM Corporation, he most recently served as President of Marketing Resources International, a leading-edge telemarketing organization.



Pride Team Leaders in training session

## PRIDE TEAMS ARE HERE!!!

### LEADERS COMPLETE TRAINING

Dubbed the "Beam Team", nine Decision Data people have completed twenty-two intensive hours of leadership training. These efforts will result in groups of volunteer employees meeting regularly to identify, analyze and solve quality, safety and other problems under the banner of Pride Teams.

Team members will have a unique opportunity to share their experiences and talents in making decisions that will directly influence their work at Decision Data.

To do this, the leaders will teach members a process of problem identification, analyses and problem solution techniques. Key techniques include a creative, idea generating method which gets contributions and involvement from all members. Data gathering techniques such as random selection sampling, check lists, check sheets and drawings help establish the importance of gathering all the facts before trying to analyze a problem. Analyzing techniques encourage the use of Pareto charts, bar graphs, pie charts and histograms to visually demonstrate the relative importance of the data gathered. Finally, the fishbone diagrams of basic cause and effect and process cause and effect will pinpoint areas of possible problem solution.

Many of the problems identified will be solved by group members, there will be times, however, when the solution will require management support and approval. The leaders will prepare members to make these key presentations for management.

The Leaders who have received training for Pride Teams are: Robert Byrd, Jr., Angela Dietz, Mark Hardill, Tom Mizell, John Palumbo, Barbara Scheetz, John Spengler, Ray Steinmetz and Mike Tansey. Training was given by the Facilitators: John Gardner, Bob Snyder and Hal Wood.

*Continued on Page 6*

## PRIDE TEAMS ARE HERE!

*(Continued from Page 5)*

### DEFINITION OF A PRIDE TEAM

A small group of people from the same work area who meet together on a regular basis to identify, analyze and solve product quality and other problems in their area.

### GROUP MAKEUP

Facilitator, Leader and Team Members.

### BASIC PHILOSOPHY OF PRIDE TEAMS

Pride teams are based on the simple concept that nearly all people will take more pride and interest in their work if they are allowed to make meaningful contributions which influence decisions made about their work.

### ROLE OF THE PRIDE TEAM FACILITATOR

- Able to contact all levels of Management and obtain their support and assistance.
- Train team members and assist in training the leader when necessary.
- Maintain an open and supportive atmosphere.
- Keep team focused on their own work area related problems.
- Act as "middleman" in resolution of problems, without being the leader.
- Resource person for the circle.
- Active listener/good communicator.

### ROLE OF PRIDE TEAM LEADER

- Conducts member training.
- Held accountable for team activities.
- Responsible for the operation of the team.
- Assist with team records and management presentations.
- Preparation/follow-up on action items.
- Show interest, enthusiasm, support of the team.

### ROLE OF THE PRIDE TEAM MEMBER

- Attend weekly team meetings.
- Focus on work area related problems.
- Identify problems, contribute ideas, conduct research and investigation (where appropriate) and assist in the development of solutions to those problems.
- Participate in management presentations.
- Be supportive of other team members.

### PRIDE TEAM OBJECTIVES

- Improve communications.
- Provide employees opportunity to solve problems, not just identify them.
- Team Building.
- Improve quality and cost awareness.
- Allows more participation in job.
- Link different levels and functions of the organization.
- Provide professional and personal growth opportunities for participants.

### MORE INFORMATION?

If you have any questions regarding the Pride Team program, please feel free to ask your supervisors or any of the following people who are actively working to make Pride Teams a total on-going success.

### THE STEERING COMMITTEE

Bob Cadmus, Chairman	
John Brennan	Bill Falcon
Bill Corvino	Ed France
Vince DiAntonio	Ed Grant
Bill Dickinson	Ken Schlenker
Ed Driscoll	Bob Shaw

### THE FACILITATORS

John Gardner  
Bob Snyder  
Hal Wood

### PILOT GROUP LEADERS

Robert Byrd, Jr.	Barbara Scheetz
Angela Dietz	John Spengler
Mark Hardill	Ray Steinmetz
Tom Mizell	Mike Tansey
John Palumbo	

*Continued on Page 7*

# PRIDE TEAMS ARE HERE!

(Continued from Page 6)

## PRIDE TEAM LEADERS AND FACILITATORS



Hal Wood, Bob Byrd, Jr. and John Palumbo



Facilitator: John Gardner, Supervisor Employment



Facilitators: Bob Snyder, Manager, Development, and Hal Wood, Sr. Systems and Procedures Analyst.



Left to Right: John Palumbo, Angela Dietz, Mike Tansey, Mard Hardill, Ray Steinmetz, Bob Byrd, Jr.



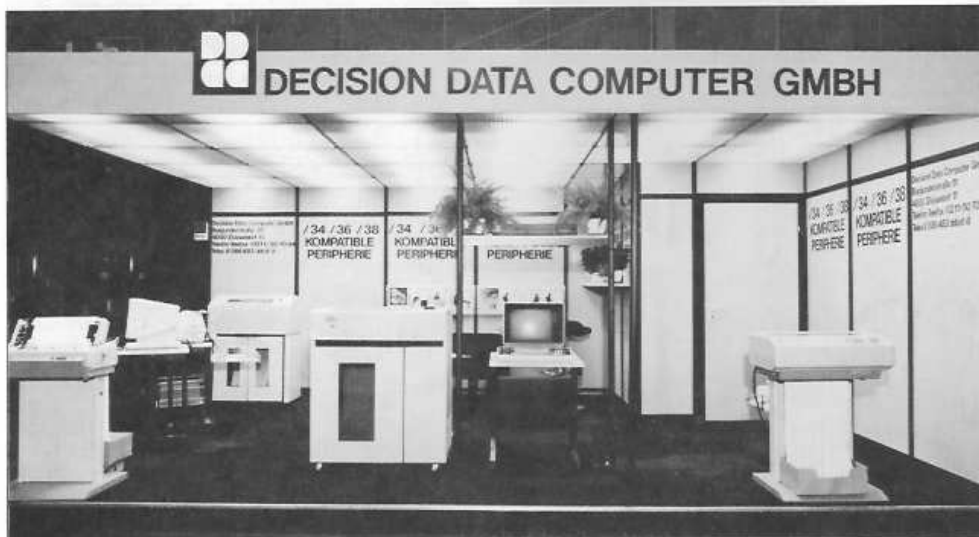
SICOB EXHIBITION - Paris, France

## DDCC INTERNATIONAL DISPLAYS EQUIPMENT

Decision Data International had a busy time presenting our equipment in computer exhibitions and equipment shows throughout Europe recently.

SICOB, held in Paris consisted of 870 exhibitors and attracted 425,000 visitors. Decision Data presented its full line of equipment, including the new Letter Quality Printer and Cluster Controller. \$500,000 in sales proved SICOB to be a very successful show for DDCC.

Decision Data was also represented in Munich at the SYSTEMS FAIR. This is one of the most important Trade Shows in Germany. Attendees were extremely receptive to our entire product line and very favorably impressed with the introduction of our new letter quality printer and cluster controller. \$1,176,500 were the sales gained from participation in the SYSTEMS FAIR.



SYSTEMS FAIR - Munich, West Germany





Michael Brody presents plaque to Guy Schaub

## EUROPEAN CENTURY CLUB KICK-OFF MEETING

The European Century Club Kick-off Meeting took place in Paris this year and the entire European sales force took part in this prestigious event. Richard Schineller, President and CEO, and Michael Brody, Sr., Vice President, Marketing also attended.

The most successful sales representatives and Sales Managers were presented with award plaques. Bruno Frisque, General Manager, Belgium was named as the top General Manager in Europe for 1983 and Guy Schaub was commended for an outstanding European Year.

The Kick-off meeting is an important event for all European sales personnel since it not only awards top achievers, but also affords the representatives to cross their country's borders and gather, in one place, as a team.



Bruno Frisque being congratulated by Guy Schaub

*By Dominique Dantier  
Executive Assistant to Guy Schaub*



John Restell with Rob Robinson

## QUALITY CONTROL REPRESENTATIVE TRAINS IN HORSHAM

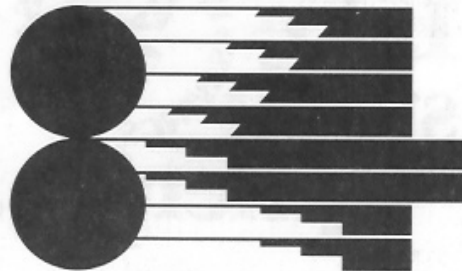
WILL BE BASED ON STAINES, ENGLAND

Did you know that Decision Data has a Quality Control Representative in Staines, England? Well, we do, and his name is John Restell. He is responsible for the quality of the 6703 Matrix Printers that will be drop shipped from Staines to our branch offices throughout Europe.

John is well prepared for this important role. He has completed an intensive training period at Company headquarters in Horsham, Pennsylvania. He received a thorough knowledge of our inspection and test procedures and was also trained in sampling techniques and sampling plans he will use to conform with DDCC's high standard of quality. John will also be monitoring the packaging process of the 6703 and checking on the quality of the printer stand.

*By Rob Robinson  
Quality Control Engineer*

# OLYMPIAD



***Our Championship Season***



Linda Clark

## BENEFITS CORNER

### 1984 Holiday Schedule

Post New Year's Day	January 2
Good Friday	*
Memorial Day	May 28
Independence Day	July 4
Labor Day	September 3
Thanksgiving Day	November 22
Post-Thanksgiving Day	November 23
Pre-Christmas Day	December 24
Christmas Day	December 25
Pre-New Year's Day	December 31

\*The Good Friday Holiday was advanced to December 29, 1983.

*By Linda Clark, Manager  
Compensation Programs  
Administration*

**Take  
stock  
in America.**




Harry J. Collins with Carol Wayne, Sr. Tax Accountant

## TAX TIPS

### Tax law changes

Consider the following 1983 tax law changes when preparing your 1983 personal income tax return.

### Medical and Dental Expenses

Beginning in 1983, an individual no longer can take a separate deduction up to \$150 for health insurance premiums paid and can take an itemized deduction for medical and dental expenses only to the extent that the total deductible expenses exceeds 5% of adjusted gross income.

### Two-Earner Married Couple Deduction

A working couple that files a joint return for 1983 is entitled to the two-earner married couple deduction, up to a maximum deduction of \$3,000.

### Backup Withholding

Backup withholding at a rate of 20% begins January 1, 1984 where a payee-taxpayer fails to properly report his interest or dividend income or fails to give the payor of such income his correct taxpayer identification number.

### Traveling expenses — Standard Mileage Rate

The standard mileage rate for automobile expenses for 1983 is 20.5 cents for the first 15,000 of business use, plus 11 cents for each mile over 15,000. Remember automobile expenses are deductible if the vehicle is used in business and does not include commuting to and from work.

*By Harry J. Collins, Director  
Corporate Taxes*



Customer Service District Managers and Administrators attend meeting.

## CUSTOMER SERVICE DIVISION ASSEMBLES DISTRICT MANAGEMENT

"Plan for Tomorrow" was the theme for an enthusiastic national meeting of the District Managers and Administrators of the Customer Service Division held in Horsham. The three day meeting was held to review the recent advances of the Customer Service Division and to identify future priorities.

Bill Catania, Vice President, Customer Service Division, provided an overview of the strengths of CSD that set the tone for the meeting. The agenda of the fast paced meeting included reports on CSD's National Accounts; a review of technical support and education; a report on CSD sales including supply sales and an update on SCAN. The agenda also included representatives from other departments who took the opportunity to outline their functions for the District Management. The Marketing Department, Human Resources, MIS, Purchasing and the Administrative Services Department took part in this portion of the meeting.

The meeting was productive from several aspects. It provided a forum where the managers and adminis-

trators could exchange ideas, get updates on new methods and learn first-hand about changes in procedures and policies. However, most of the meeting was spent planning for 1984 and beyond. Planning for a strong and profitable Customer Service Division is the prime goal that was stressed.

The highlight of the meeting was the appearance of Richard J. Schineller, President and CEO. Mr. Schineller stressed that every employee of Decision Data is an important part of a well functioning team and that each must personally be responsible for and be committed to, the success of our Company.

District Managers and Administrators attending the meeting were: Becky Smith, Hugh Wilkins, Karen Rea, John Beigel, Peggy O'Connor, Bob Penbera, Grace Velardi, Paul Gryniewicz, Bill Barraza, Steve Brooks, and Michelle Parento.

*By Brent Jackson, Manager  
National End-User Sales, West*



John Manning, Shipper/Packer

## DRIVERS CERTIFIED FOR LIFT TRUCK OPERATION

A training and certification course for operators of lift trucks was conducted at the headquarters facility in Horsham.

The Occupational Safety and Health Act (OSHA) regulations state that only certified employees may operate lift trucks. Certification is given after a training period that includes: making turns, transporting materials the safe way, how to properly load a lift truck and basic maintenance practices. The operators were taught how to properly ride the lift truck. No more, side-saddle riding! They all had to pass an exam at the end of the instruction period and each demonstrated their operating skill on a specially designed course in the production area.

Congratulations to these certified fork lift operators: John Manning, Tom Townsend, Dennis Nation, Dave Bryant, Joe Marcinek, Lloyd Mitchell, Jim Bowden, Dan Reedy, Scott Bosworth, Al Harding, Bill Siegfried, Dave Fleury, Leonard Anderson, Bill Manogue and Mike Hauschild.



Thomas Townsend, Sr. Shipper/Packer



## MAGIC KINGDOM CLUB MEMBERSHIP AVAILABLE

Just a reminder that Walt Disney's Magic Kingdom Club membership cards are available to all employees through the Human Resources Department. Also available are Sesame Place Club, Kings Dominion Fun Club, Busch Gardens Passport Club and Six Flags Great Adventure Fun Seekers Club. Please avail yourself of these memberships by calling extension 1611.

## NEW VARIABLE RATE U.S. SAVINGS BONDS AVAILABLE THROUGH PAYROLL DEDUCTION

In February, Decision Data will hold its Savings Bond drive. All information will be forwarded to you via payroll envelope. The following is an example of Series EE Saving Bond monthly accumulations:

### SERIES EE-MONTHLY ACCUMULATIONS

MONTHLY SAVINGS	AT 7.5%				AT 10%
	1 YEAR	5 YEARS	10 YEARS	10 YEARS	
\$ 6.25	75.94	434.70	1074.00	1196.90	
10.00	121.86	699.00	1728.10	1928.28	
12.50	152.82	874.52	2161.04	2411.42	
25.00	306.60	1759.34	4348.46	4863.34	
37.50	459.90	2639.01	6522.69	7295.01	
50.00	613.20	3518.68	8696.92	9726.68	
100.00	1226.40	7037.36	17393.84	19453.36	

? ? ? ? DO YOU NEED A QUESTION ANSWERED ? ? ? ?

Cut along dotted line

Communication is the first step to understanding. Your Human Resources Department would like to offer you a unique communication opportunity.

If you have a question pertaining to the Company, that you would like answered, please use this tear-out sheet to detail your question. We will happily research your query and report the answer back to you.

Our Company is growing rapidly and you might have a question about: The Board of Directors, Customer Service, Manufacturing, Industrial Engineering, Development Engineering, Purchasing, the Treasurer's Office, Facilities and Planning, MIS, Marketing or the Legal Department. You might like to know more about a particular benefit or a safety procedure . . . just let us know!

Use the space below to ask your question:

Lined area for writing a question.

Cut along dotted line

Cut along dotted line

Please Print.

Name (Optional)

Address

## SERVICE ANNIVERSARIES

### 5 YEAR

### 10 YEAR

#### SEPTEMBER

RALPH H. CUNNINGHAM, Customer Service  
LUIS A. CASTANEDA, Customer Service  
A. BRUCE DILLIPLANE, Facilities  
RAYMOND M. PADGETT, Customer Service  
LARRY E. THOMPSON, Marketing

KIMBERLY A. CROSTAROSA, Manufacturing  
CRAIG BRADLEY, Customer Service

#### OCTOBER

KEVIN FAIR, Manufacturing  
RONALD D. HANSON, Marketing  
THOMAS E. MIZELL, Customer Service  
RITA M. BOLAK, Manufacturing  
MITCHELL W. KELLY, Customer Service  
MARGLINE PRICE, Customer Service  
JEANNE A. EICHLER, Marketing

ETHEL C. GROBE, Marketing  
EVELYN M. ALLEN, Manufacturing  
CARMELLA E. SCARPELLO, Manufacturing  
BEATRICE H. KIDD, Manufacturing  
GORDON STEELE, Marketing

#### NOVEMBER

LEE A. MALTBY, Customer Service  
JEFFREY W. DE LUCIA, Manufacturing  
MICHAEL J. WYSZINSKI, Customer Service  
MICHAEL R. GRESKO, Finance

HELEN M. HOUSTON, Manufacturing  
EDWARD L. REK, Customer Service  
BONNIE A. SAXER, Manufacturing  
BENITO FRAPPAOLO, Customer Service

#### DECEMBER

SHARON M. WEIR, Finance  
DINO S. DISTEFANO, Customer Service  
THOMAS S. AMBROSE, Customer Service  
JOHN W. FISHPAW, Customer Service

MARGARET V. LACY, Manufacturing  
BARBARA L. POLEK, Marketing  
MARYANN V. TOBIN, Customer Service

#### JANUARY

ARNOLD C. AMUNDSEN, Customer Service  
JAMES M. BEISTY, Business Planning/Dev.  
STEVEN G. PRICE, Customer Service  
JOHN D. ROGERS, Customer Service  
TIM DUNNE, Customer Service  
GWEN A. SMITH, Customer Service  
MICHAEL T. DYER, Customer Service  
JOSEPH M. RICKMAN, Customer Service

EDWARD F. TOMCZAK, Customer Service  
RICHARD A. WEAVER, Customer Service  
JOSEPH J. SLAVIN, Customer Service  
THOMAS A. BALDASARI, Customer Service  
DONALD R. SHARP, Customer Service  
GAETAN ARCHAMBAULT, Customer Service

*Decision Data Computer Corporation gratefully  
recognizes these employees for their dedicated service.*

## RETIREMENT

Best wishes for a healthy and happy retirement to:

Alvin E. Warren  
Customer Service

Elizabeth Dalton  
Manufacturing

Marie Spagolia  
Manufacturing



## Feedback

Vol. 5 No. 1

*Editor* . . . . . Elizabeth H. Witlow  
*Assistant Editor* . . . . . Loretta Zsido  
*Printing Advisor* . . . . . Ric Gibson

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

FEEDBACK is published by the Human Resources Department for Tina Moffat, Workshop Engineer in Staines, England, her family and her 1264 fellow employees.

*An Equal Opportunity Employer M/F*

