

Who's On First?

Since March of 1982 things around Percom Data have not been "business as usual". That was the month that Lucy and the late Harold Mauch began to expand the management team of the company, and took the first of many important steps to propel Percom Data into a position of even greater prominence than the company had ever enjoyed. Harold and Lucy welcomed Mr. John Adel, Sr. to the Percom Data family, who along with Mr. Don Criswell began to organize and structure a business plan that is intended to take Percom Data to a projected \$100 million by the year 1987.

The plan is a simple one. Continue to produce some of the most respected peripheral equipment in the market today, expand on that capability, and eventually earn an envied share of an ever increasing microcomputer industry.

The expansion of the management team began

what many have described as the "great influx". From April to the present, Percom Data has been staffing up for the many challenges of a competitive business. Just to keep the players straight in your mind here is how it goes.

Lucy Mauch, Treasurer and General Manager.

Jim Hopkins, Executive Vice President. Jim has nearly a decade of software and related experience, and came to Percom Data from Quality Components.



Percom Data Board Meeting. Left to right David G. Fox, Frank T. Lauinger, Don I. Criswell, Jim Hopkins, John Adel, Sr., Carole W. Tucker, and Lucy Mauch.



George Macintyre, Vice President—Marketing. George has fourteen years experience with IBM, and Basic Four Information Systems.

John M. Reed, Vice President—Operations. John comes from Mostek, and has had fifteen years experience in operations, design and manufacturing.

Don I. Criswell, President is a CPA with fourteen years practicing experience, including specific knowledge in areas of computerized accounting systems.

Of course, *John Adel, Sr.*, is Chairman of the Board of Percom Data and his capabilities and experience span a host of electronic and

technical business areas, as well as significant financial knowledge so important to Percom Data's growth.

So, that is a wrap-up of who's on first. We will spotlight other key folks and departments in future issues.

What's a PERCOMMUNICATOR?

It seems that just about the time you figure out who the "new person" is at Percom Data ...another "new person" pops up. Getting to know the host of new people, and keeping up with the changing activities of Percom Data is one of the things the PERCOMMUNICATOR will hopefully do for you.

The PERCOMMUNICATOR might be able to answer some questions, solve a problem or two, and maybe even answer the age old rid-

dle of why it is that the coffee pots in the lunchroom are always empty. (Our staff is working on that one right now).

So please read the PERCOMMUNICATOR closely (there just may be a test someday) and offer suggestions, articles, ideas, and other things we can hold against you later.

Seriously, we hope the PERCOMMUNICATOR will become an enjoyable part of life at Percom Data.

PERCOMMUNICATOR

THE IN-HOUSE
NEWSLETTER FOR
THE EMPLOYEES OF
PERCOM DATA
CORPORATION

**NOVEMBER
1982**

**Volume 1
Number 1**

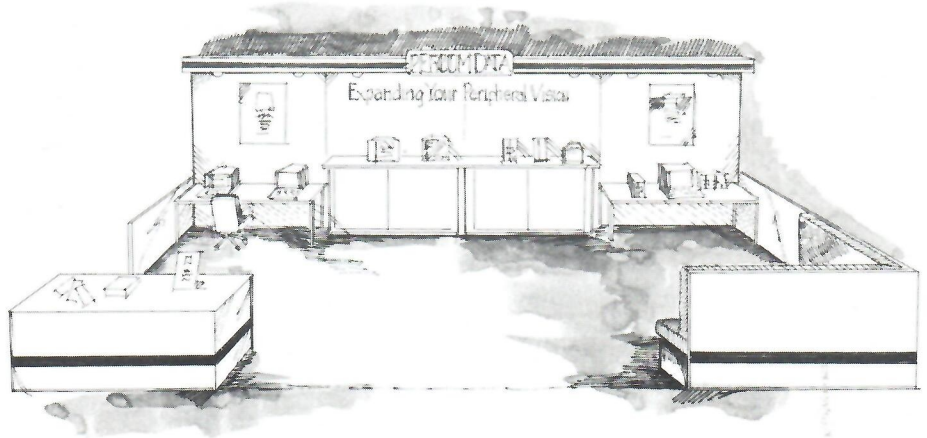
COMDEX/FALL 82: Just Around the Corner

Percom Data will be well-represented at the Comdex/Fall 82 computer show in Las Vegas this year, with a new display booth and of course a new product or two to show off.

Comdex bills itself as "the largest computer show ever..." and it may well be. There are presently more than 1,000 exhibitors joining Percom Data at the show, and everything from printers to disk drives, scopes to spoolers will be displayed by the various companies involved in this growing industry.

Comdex runs from November 29 to December 2, and the Percom Data team will gather in Las Vegas before the show opens to assemble the new booth, and plans sales strategies. Comdex is a trade show designed for professional computer and computer product resellers to examine the latest equipment and services and, of course, get the latest information as well.

Percom Data will be displaying the new Hard Disk Drive, the current line of floppy drives, and will answer questions



about the Percom Data VISION, the soon to be released network system. In addition to specific products, sales personnel will be showing dealers the new promotional material, brochures and pamphlets in an effort to expand the dealer network.

An additional promotion has been planned for the Comdex show. Sales and

marketing personnel will be giving away free pairs of specially engraved "Percom Data Peripheral Vision Expanders." These are special sunglasses designed to remind customers about Percom Data's "visionary" product-line and will help build traffic at the Percom Data booth.

PERCOM DATA CORPORATION

The New Name and the New Look

Percom is no longer just plain Percom...it's Percom Data...and there is a story behind that modest modification of the "handle" we know so well.

As part of the business plan of expansion and growth, Percom managers studied what advertising people call the "position" of the company. Positioning is how we are viewed by our customers, dealers, and in many cases by ourselves. After a bit of research,

management determined that Percom was a well-respected name in the computer business, but with so many new people getting into the computer field, the name had to tell a little more about the company. The name Percom Data was picked as the "new" name for our company.

With the new name came a logo, and slogan line to be used in our advertising: Expanding Your Peripheral Vision.

This phrase attempts to sum up in a concise way exactly what Percom Data does. It expands people's computer systems by providing them with a cost efficient peripheral product. So, the company's position, name and new slogan are going to be seen just about everywhere...and we hope you too will begin thinking "Percom Data"... not just Percom.

Backers Join Percom Data

Percom Data President Don Criswell has announced the addition of several key investors in the corporation.

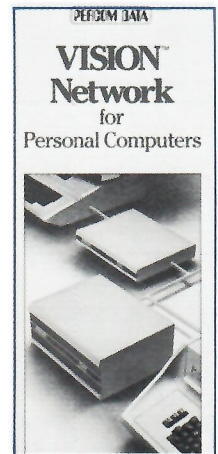
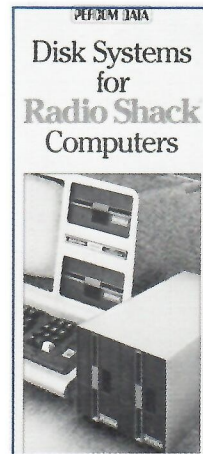
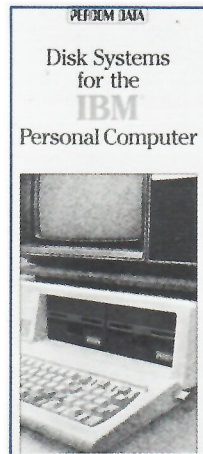
The firm of Eppler, Guerin & Turner, Inc., along with certain principals of the firm, has made an investment in Percom Data. Additionally, Mr. David G. Fox, Chairman and Chief Executive Officer of Fox and Jacobs, Inc., and Mr. Daniel W. Varel, Chairman of the Board of

Varel Manufacturing have become Percom Data investors.

President Criswell says, "We are certainly pleased to have such significant backing from these and other important people in the Dallas/Fort Worth community." Mr. Criswell adds, Percom Data's \$100 million dollar sales plan, projected for the next 5 to 6 years is "more than realistic".



John Adel, Sr., far left, and Don Criswell, far right, greet Frank Lauinger, and David Fox. Mr. Lauinger is with Eppler, Guerin & Turner, a new Percom Data investor, and Mr. Fox has joined Percom Data investor group as well.



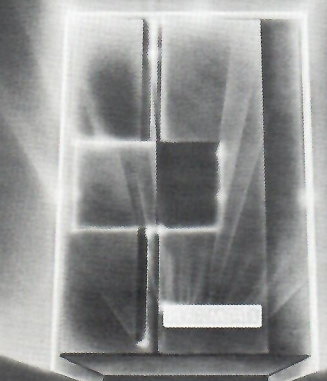
New Promotional Campaign

If you see a great number of colorful pamphlets, brochures and advertisements about Percom Data these days, it's because the Marketing Department, under the direction of George Macintyre has begun a planned "blitz" of new material to help sell more Percom Data products, and lure new dealers.

New sales and marketing literature has been developed, and product flyers and pamphlets have been completed to support the sales effort in generating revenue. In addition to product material, several new advertisements are appearing in trade journals and maga-

zines to spark new interest in the Hard Disk Drive and the new Atari Drive.

Percom Data has developed a strong reputation for consistent advertising and media support, and the new plan will help capitalize on the groundwork already established.



We've Got More Than A Fond Attachment For Your ATARI

We've Got A Disk Drive For \$488.

Percom Data Corporation believes your Atari® home computer is more than just fun and games. We believe you should be able to get a single-density, floppy-disk system for your Atari 400 or 800 at a price that will take you into the future without knocking you into the next galaxy.

Percom Data has been manufacturing disk-drive systems, and other accessories, for personal computers since the mid-1970's and is the industry standard to follow when it comes to data separation and system compatibility.

The Percom Data AT-88 combines Percom Data quality and reliability at a price that is not a bright laser.

The Percom Data AT-88 offers 88 Kbytes (formatted) in single-density, with plug-in ease of attachment to your Atari. The AT-88 has integral power supply, "hot-plug" to Atari DOS and critical constant speed regulation.

Take advantage of this low introductory price of \$488 by calling Percom Data now to get more information, or the name of an authorized dealer nearby. Call toll-free 1-800-527-1222.

PERCOM DATA CORPORATION
Expanding Your Peripheral Vision
DRIVES • NETWORKS • SOFTWARE
11220 Pagemill Road Dallas, Texas 75243 (214) 340-7081
1-800-527-1222

Atari 400/800 is a trademark of Atari, Inc.



We're Expanding Your Personal Computer With Reliable Hard-Line Thinking

Let's cut through all the "corny-babble" about hard-disk systems with some hard-line thinking.

If you own an IBM-PC®, Apple II® or TRS-80® Model III, and want to expand to a hard-disk system, you want some fairly basic things from Winchester technology:

- More storage capacity than your present system.
- Faster retrieval and storage of information.
- Accurate processing with reliable hardware and software.

PERCOM DATA was pioneering critical, reliable data separation functions for micro systems long before many of today's companies even began. PERCOM DATA's solid industry reputation is your promise of hard-disk performance, from a drive with specifications equal to or superior to your own system.

PERCOM DATA's PHD's™ are your easy, hard-line answer. These units are available in 5, 10, 15 and 30 megabyte models. The First Drive unit has a micro-processor-based drive controller, permitting you to add up to 3 more hard-disk PHD's. And PHD series prices are more than competitive, whether your system is an IBM-PC, Apple II, or TRS-80 Model III.

So, if you're ready to expand your system, do it with PERCOM DATA's PHD. Our hard-line thinking of more than half a decade means you get a reliable, high-quality PERCOM DATA peripheral, backed by the PERCOM DATA Performance Promise.

Take a hard-line of your own today! Call one of our Sales Consultants for more information and specifications or for the name of your close-by PERCOM DATA Dealer.

PERCOM DATA's Hard-Line Hotline is 1-800-527-1222.

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TRS-80 is a registered trademark of Tandy Radio Shack Corporation.

Poking Around Percom

Tidbits of Gossip, Rumor and Other Neat Stuff

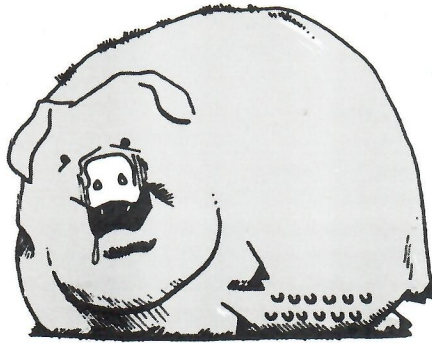
by The Poker

FLASH, HIGH-TECH FANS ...Now it can be told! Percom Data has BIG, plans for a BIG splash at Comdex in Las Vegas. Here is what The Poker knows: the project is SO SECRET...even the engineers don't know for sure what it is. GASP! But The Poker prodded project poobah Dan Baker who WHISPERED that the machine was his idea, and that it is...an ANTI-GRAVITY LEVITATION DEVICE!

Wizard Baker has worked on the project in his off-hours, (which The Poker believes are Monday through Friday). Now get this rumor lovers... Marketing wants to sell the machines for \$19.95... cables are extra, of course. John M. Reed and Larry Taugher have already made a DOUBLER for the device. Lucy Mauch says, simply, "...I draw the line at flying saucers."

LITTLE KNOWN FACT: Access Unlimited has had an ANTI-GRAVITY LEVITATION DEVICE for sale since 1978...and get this bargain shoppers...only \$2.79...CHEAP CHEAP CHEAP.

PERCOM DATA MOVING...?
How About That Rumor, Don Criswell?



The Poker's sources say Mr. C is considering three sites for a WORLD HEADQUARTERS: 1) Texas Stadium...since it's empty most of the time now anyway. 2) Braniff Place...to give the company that "underdog" feeling. 3) The Extra Strength Tylenol plant now vacant in New Jersey. The whole affair gives the Poker a HEADACHE. OUCH.

CRUSHED RUMOR OF THE MONTH: no, no Nancy its not true. Despite the pressure customer Service has been under lately the Department will NOT be moved to a wing of the State Hospital at Terrell...at least not YET. CRAZY MAN, CRAZY.

FOOD FOR THOUGHT? Here is a question The Poker needs answered and QUICK. What is that smell everyday in the lunchroom around noon? WHO is cooking WHAT...and better yet, WHY? The Poker wants to know so badly a prize is being offered. The FBI, and Health Department also want to know about the ODOR. Send your answers to the Marketing Department. Best answer wins a special Poker Prize. This whole story is a best SMELLER.

Watch this space in future Percommunicators. The Poker will be watching too.

Thanksgiving Dinner: Percom Data Tradition

It's a Percom Data Family Tradition to share in the spirit of Thanksgiving with an annual Thanksgiving Dinner.

As is the Percom Data custom, the company will provide the main course, and each employee is expected to bring a dish of their favorite food, (salad, vegetable or dessert).

Percom Data's Dinner will be Thursday, November 18 at 11:30 am. To be sure we don't end up with 66 pumpkin pies, or 17 tuna casseroles, there will be a list posted in the lunchroom for you to sign-up-for what you plan to bring.

This is of course an excellent time to share favorite recipes with your friends.

Thanksgiving Holiday Work Schedule

Make your plans now... Percom Data will have a regularly scheduled work-day on Saturday, November 20th. This will allow you to be off on the Friday following Thanksgiving Holiday.

To be eligible for holiday pay, an employee must work the regularly scheduled work-day immediately before and after the paid holiday, or be on excused absence or vacation.

All employees are expected to report to work at their scheduled times on Saturday.

November Birthdays

Barbara Robertson	11/2
Hong Thi Thu Nguyen	11/6
Jane Howell	11/12
Suzanne Cooper	11/12
Danny Taylor	11/16
Richard Helm	11/21
Lin Hall	11/23
Disa Throgmorton	11/24
Linda Sams	11/25
Mary Frances Garrison	11/30

PERCOMMUNICATOR

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