

Matchless Million \$ Month

Percom Data has crossed a very special threshold. November sales for this exciting company broke all records, shattered all standings, and placed the company in a position it has never been in before . . . that of a million dollar a month corporation!

In fiscal year 1981, Percom Data sold just over \$3 million worth of reliable peripheral products, and everyone was rightfully proud. But November 1982 . . . now affectionately known as "THE Month" has propelled Percom Data to a new plateau of success. It doesn't take a wizard to see that this company has done one third of last years total sales in ONE month. The vitality of the sales effort shows that the well-laid business plan of Percom Data is on target and working well.

Sales Manager Ladd Roberts credits the fine Percom Data Sales and Marketing Staff for the big push, but underscores the critical importance of all Percom Data employees in contributing to the success. "We're proud to be able to set this record," says Roberts, "it's a once-in-a-lifetime goal for a growing company to hit, and we did it. The credit goes to everyone . . . production, accounting, purchasing, engineering and sales . . . everyone has a share of this victory." Leading the Sales and Marketing effort was Dixie Dowlen, who by herself broke an individual sales record, and contributed greatly to the spirit of winning with her efforts.

The million dollar sales volume includes increased results from the Percom Data store, Access Unlimited, under the guidance of Joe Levinson. Joe has revised and revamped the retail side of Percom Data, and drastically improved the direct response and mail order sales effort.

Marketing Vice President George Macintyre



The Million Dollar Month Sales Team: left to right Sharla Rose, Donna McNeille, Helene Troutman, Ladd Roberts, Dixie Dowlen, and Mardi Goldmann. Carolyn Black is of course a team member also but missed the photo session.

believes this is just a glimpse of what lies ahead. "Percom Data is growing, and growing strongly," says Macintyre, "and despite the lackluster economy, Percom Data is doing well, because we have a good business plan, a series of good products, fairly priced, and we're aggressive enough to want to win big." Macintyre says the future upward success of Percom Data is logical because "the industry is growing, our products are becoming 'bigger-ticket' items, and the marketplace needs and wants what we produce."

If you haven't stopped by the Sales and Marketing department lately, please do so, and take a look at the big sales goal chart. It keeps daily track of the sales efforts of this company, and records the success of each sales person. Take a look and then offer an encouraging word to the sales folks. It's not an easy job . . . they just make it look that way.

XITEX

Acquired by Percom Data

Percom Data Corporation has announced the acquisition of Xitex Corporation of Dallas, Texas, a microcomputer systems company. Xitex Corporation manufactures and markets STD BUS CP/M™ computer systems, micro development enclosures, and "card cages," from which a multitude of electronic equipment can be configured.

In announcing the acquisition, Percom Data President Don I. Criswell said, "Xitex represents an outstanding growth opportunity in the industry and certainly one for Percom Data as well. Xitex will become the industrial applications arm of Percom Data, permitting an even wider service-base for solving data needs of a host of different kinds of businesses."

Xitex was established in January of 1978, and

has grown rapidly in the micro systems marketplace by producing reliable, top quality, and highly versatile systems for business, technical and industrial uses.

Xitex President Steve Kriss believes the acquisition by Percom Data will add considerable depth to the already well accepted Xitex product line. "We will be utilizing the highly reliable Percom Data product line in our microcomputer system," says Kriss, "and their years of success in the peripheral marketplace will help to make this venture a success." Xitex President Kriss adds, "one of the keys to our previous success has been the ability to manufacture and market a highly flexible, efficiently priced computer system that is customized to the user's needs while being expandable as needs change. Percom Data has earned its reputation doing just about the same thing with peripherals . . . expanding the value of personal computer systems, so it's a good match."

As a subsidiary of Percom Data, Xitex will continue to manufacture the computer systems, enclosures and card cages, and will also utilize Percom Data hardware and software.

PERCOM COMMUNICATOR

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

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COMDEX: A REALLY, BIG SHOW

Comdex/Fall 82 turned out to be just what it was advertised as . . . "The biggest trade show in computer history . . ." By the end of the four day event in Las Vegas, more than 52,000 people had witnessed the massive exposition of hardware, software, services and accessories offered by more than 1,100 exhibitors.



Don Maxwell (center) and John Adel, Jr., far right preach Percom Data to two prospects.

Percom Data of course was there, and though all 52,000 people didn't stop by the booth, those staffing the display got to meet plenty of dealers, representatives, and a good many friends of Percom Data. Special features of the Percom Data display booth were The Apple Crate, the PHD hard disk drive systems, the new AT-88, Atari single density drive, and the IOMEGA removable disk system, which will be supported as a Percom Data Hard Disk back-up. The hit of the show was The Apple Crate, developed by Danny Taylor. "The Crate" drew admiring glances, comments and considerable interest from hundreds of Comdex attendees, and there were countless requests for more information about "The Crate".

In case you have been living under a rock for the past few weeks or months, The Apple Crate is an enclosure system, monitor and assembly package which permits an APPLE II owner to take the key hardware from his or her system and install it in a truly portable configuration.



Don Criswell and Frank Lauinger examine the Comdex display.



COMDEX: Fall/82



VP George Macintyre surveys the crowd at the Percom Data booth.



Lucy and Dixie move in for the sale at Comdex.

Also on display was a joint venture of Percom Data and Digital Research. The two industry pioneers have agreed to work together to market a package of a Percom Data PHD Hard Disk, a 192K RAM board and Digital Research's Concurrent CP/M-86 software package, all for the IBM Personal Computer. The package will permit IBM-PC owners to utilize the very flexible, multi-tasking software, with exceptional reliability and storage capacity of the Percom Data PHD.

In addition to the massive Comdex display floor full of equipment and software, several dozen seminar sessions spanning topics from marketing to retailing, offered Comdex attendees a wide variety of information about this ever growing industry.

Percom Data is already beginning to make preliminary plans for Comdex 1983, which will reportedly be even bigger than this past exhibition.



Dixie Dowlen (center) listens to client comments.

Name the Computer Contest

In case you missed it, there is a new worker at Percom Data who is a real square. In fact he or she is a rectangle and works in the "secret" accounting office. Funny thing about this new worker, it (he or she) has no name.

The worker is a computer system, which will coordinate accounting, order entry, sales and purchasing activities and assist in inventory management and production as well.

Now here is the only problem associated with this worker . . . no name. To remedy that problem, a First Ever, Name the Computer Contest is being held to give the critter a handle, and you can win valuable prizes, big cash and a chance to enjoy the esteem of your colleagues at Percom Data. Actually, there is a free lunch being offered to the winner of the contest, and all you have to do is submit your entry to the accounting office folks not later than Feb. 10. So, help name the number cruncher, get a free meal and preserve your job, all at the same time. Entries please . . .

Presidential Message

The Percommunicator has spent some time with Percom Data President Don Criswell, for the purposes of "getting the latest" information about the company, its goals and plans. Mr. Criswell believes if all employees are well-informed and can sense the general purpose of their role in the "big picture" of Percom Data, then we will all benefit.

PERCOMMUNICATOR: There has been a lot of interest expressed lately by employees about just "where Percom Data is" these days. Could you give an overview about the company's present situation?

CRISWELL: Percom Data is strong, healthy and growing . . . all of which are just what we want. We are in a very special phase of growth right now, a phase that will shape the future of Percom Data for the coming years. Like many businesses our size we have some growing pains. We are too big to be small, and too small to be big. We need capital to grow, and continue to increase our productivity, and so right now our biggest focus has been on raising money from investors to finance our rapid growth, and aggressive business plans.

PERCOMMUNICATOR: That business plan has been talked about for some time, what exactly is the plan all about?

CRISWELL: The business plan is our map to some very specific financial goals. Last year, when Percom Data began expanding, we had an embryonic plan to carry this company to \$100 million dollars by 1987. It would be unreasonable to believe we could reach that goal without a highly detailed, and very specific plan. It is a one-day-at-a-time plan, and shows management how to go about accomplishing the goal. If you want to see how the plan works out on a day-to-day basis, go to the sales area and see the daily posting of sales success. Or go to production and see the units turned out each day. It is a building-block approach to solid growth for Percom Data. Everyone may not realize it but each person has a very special part in the plan. Production, sales, accounting, the software group, purchasing, **everyone** has goals and objectives, and they all fit together. When you think of our \$100 million dollar plan as a trip, with a well-defined map in our hands, we simply move forward each day, and soon we will be there.

Detailed planning is the key to success in business, and our planning has attracted the interest of a number of important groups around the nation . . . groups of venture capitalists. These are the people who help make rapid, solid growth much easier, by providing the funds for expansion by investing in companies like ours.

We obviously need to raise money from private and public sources to help us buy the necessary materials to meet increasing demands for our products. We are currently involved in what is called private placement. This is a procedure in which we are offering stock in Percom Data to private investors in order to raise the capital we want to expand further. The private placement represents just under 19% of the common stock of our company, so we are not giving up control of the company, as we gain new funding. You've probably seen many groups of "three-piece suited" people being shuttled through the plant. These are investors, or potential investors, who may be helping us make our goals. I would like to point with pride to the fact that Percom Data has a large number of employee-stockholders, and as we progress through our business plan we would hope to strive for even greater employee participation in the future of the company.

PERCOMMUNICATOR: You indicated

there would be private and public investors. When will the public be able to buy stock in Percom Data?

CRISWELL: That date isn't set for certain, yet, but we would hope that a public stock offering can be made sometime in late summer or early fall.

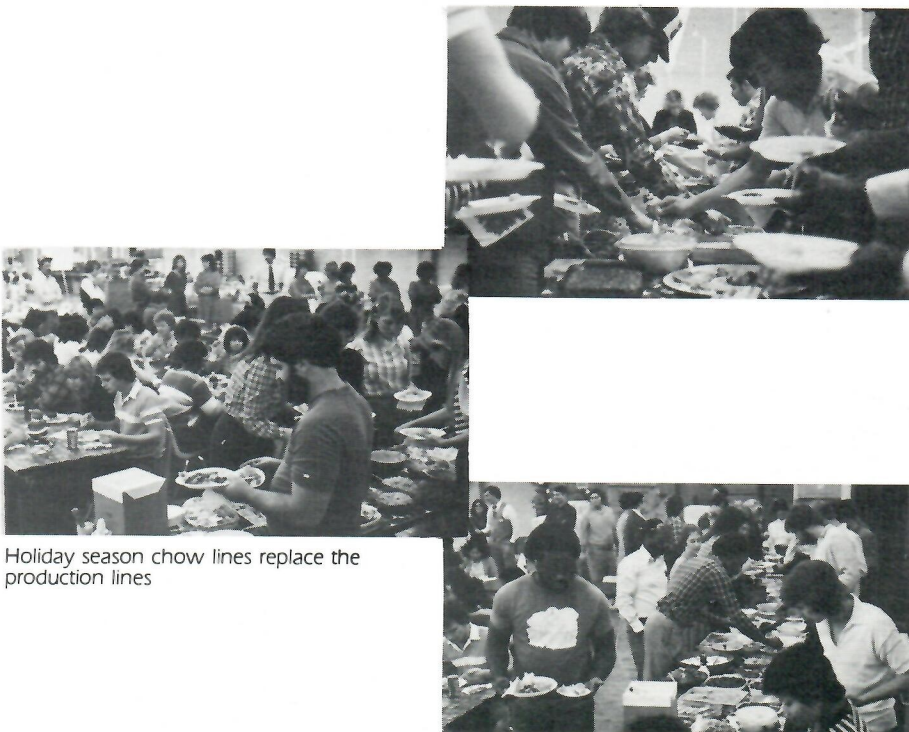
PERCOMMUNICATOR: It's obvious that with all the growth lately, the plant and office areas are quite a bit more crowded. Are there plans for expansion into bigger facilities?

CRISWELL: Yes! We know it's crowded, and we appreciate the way everyone is working despite some inconveniences of cramped quarters. Again, I can't give a specific date, but let me explain that when the time comes we are ready.

Not unlike our financial planning, we have a plan for our physical comforts as well. We have already negotiated a contract with Trammel Crow which will permit them to build a new building for us to our specifications, **WITHOUT** a penalty that might normally be incurred for moving from our present building. So when the time is right you can be assured that we will move to a facility that will accomodate our phenomenal growth.

PERCOMMUNICATOR: Any parting shots?

CRISWELL: Not really, except to say that I believe that we are on the right track to be very successful, and that is due to loyal employees, and good products. Can't ask for much more.



Holiday season chow lines replace the production lines

Poking Around Percom

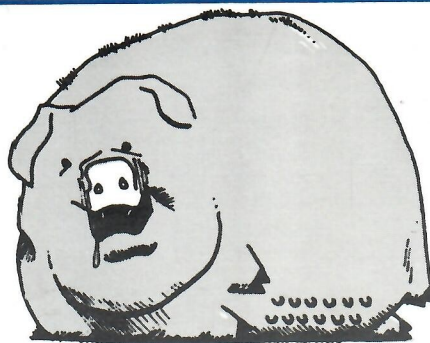
Tidbits of Gossip, Rumor and Other Neat Stuff

by The Poker

HIGH TECH UPDATE — Remember Poker Fans, you read it here in the last issue of this rag . . . The Poker told all about the Anti-Gravity Levitation Device being created by Percom Data Engineering spotlight-stealer Dan Baker. Seems our buddy Baker was put-out about the put-on at his expense . . . and Baker is SUING The Poker. The Poker says . . . Nolo Baker, Mea Culpa and Mia Farrow, and we have only begun to slander your name, such as it is! Be aware Poker fans, Dan Baker may be brilliant as an engineer but when it comes to legal matters, the Poker is the best SUEEEEE around!

MORE FASCINATING FOOD FACTS — Your ever-vigilant Poker has turned over another rock and found a great food scare. Remember the TURKEY at the Thanksgiving Dinner, (no is wasn't George Conwill), well the POKER suspects that the TURKEY offered up at Christmas Dinner was in fact THE SAME BIRD. How could this happen? Poker has been told by a source close to the investigation that both birds were HOLOGRAMS and not real at all!! In an effort to save money, Bettye Haynes and Lucy Mauch arranged to perpetrate this hoax by projecting a three dimensional image of a turkey on the plate in the food line. The POKER finds this scam tasteless!

FROM OUR "So that's How She Makes Her Money Department" If you have read the rest of the Percommunicator, you know by now that Percom Data had a record ONE MILLION DOLLAR month in November. The Poker has found out how the whole thing happened. WILSON ORECH has been raising live weasels in a small, unseen portion of the shipping department, and sales person DONNA MCNEILLY has been selling the pelts. The money would have gone to Wilson and Donna but TODD SANDERS and JOANNE GROSHARDT discovered the plan and demanded hush money. On learning of the plot, Larry Taugher and John Reed built a successful artificial weasel prototype,



Dixie Dowlen sold a million of 'em, and as they say the rest is history.

BARE TRUTH ABOUT BOBBY — Bobby Gehm was seen not long ago riding his motor bike along Skillman Road topless! Suntans are one thing, but when the temp is near 40 as it was the day the Poker snitch told this tale, the Poker has to ask if Bobby has been out in the sun too long.

OUR FOOD FOR THOUGHT CONTEST . . . to name or identify the unusual odor which emanates from the breakroom several times a week was less than a great success. One entry poured in and the judges failed to agree on a winner. SO, the POKER has arranged for a sequel to its foiled contest. Completely **without** company sanction the POKER wants you to submit suggestions for . . . what else, a contest . . . Just tell the Poker what kind of contest you want to have, and Poker will do the rest. Entries should be placed in the box in the breakroom, the winners will be contacted as soon as the judges have acted in their normal odd fashion.

CLOCK WATCHERS — The break room beeper horn is turning out to be such a successful personnel tool, it has been suggested that all employees undergo a BEEPER IMPLANT OPERATION. The BEEPERS would be surgically implanted behind the right ear, and staffers could be called to work, sent on breaks and the like with much greater ease. Where is George Orwell when we need him?

PERCOMMUNICATOR

PERCOMMUNICATOR is a publication of Percom Data Corporation, printed for the benefit and information of Percom Data employees and associates, and investors. Views and opinions stated in the PERCOMMUNICATOR do not necessarily express only the viewpoints of management or ownership of Percom Data.
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December Birthdays

Flora Wright	12/20
Thong Vongphakdy	12/17
Herman Moore	12/20
Lucy Higgins	12/10
Larry Fain	12/20
Michelle Rodriquez	12/16
Steve Shelton	12/6

December Anniversaries

Beverly Emerson	12/11/78
Tracy Stone	12/7/81
Nancy Schilling	12/14/81
Wilson Orech	12/21/81

January Birthdays

Jim Hopkins	1/4
Denise Lucas	1/3
Verna Williams	1/4
Larry Taugher	1/5
Lloyd Sargent	1/18
Beverly Emerson	1/21
Tim Thomas	1/31
Paula Honza	1/26
Debbie Roan	1/27

January Anniversaries

Connie Burnside	1/29/79
Roger Arrick	1/13/81
Carolyn Black	1/4/82
Lloyd Sargent	1/25/82

Welcome new employees.

You have probably noticed some new faces around the building. Lets make them feel welcome and let them know that they are part of the Percom Data Family. New employees employed during November and December are John Adel, Jr., Director of International Sales; George W. Conwill, Accounting Supervisor; Robin Edenfield, Test Engineering Manager; Bob Farrier, R & D Engineer; Fred Friedrichs, P.C. Board Designer; Brenda King, Mechanical Assembler; Vicki Kissel, Sales Audit Clerk; Kelly Martin, Electronic Assembly; Carol Plumpe, Export Specialist; Debbie Roan, Executive Secretary; Steve Shelton, Sales Tech (Store); David Solorzano, P.C. Board Clean Up; Kerrie Speights, Receptionist; Carole Tucker, Administrative Assistant; Helene Trautman, Dealer Sales.

Birth Announcements

Lien Ai Ha started her leave of absence just in time. Her new daughter arrived Nov. 21. Her name is Linh My, and will be called Linda. Congratulations.

Mike Miller is also proud of his new daughter born Dec 10. Her name Tiffany Marie. Congratulations to you also.