

TEK RETIREE NEWS

Tektronix
Retiree
Volunteer
Program



Web Page: www.tekretirees.org

A Newsletter for and by Tek Retirees

MAY 2013

Tek Guernsey

By Dave Spinks

Dave Spinks was Personnel Manager at Tek Guernsey Ltd. from 1958 to 1963. His observations about life on Guernsey, business problems, and family adjustments were carried in a series of TekWeek articles in January and February of 1964. Here are excerpts of those articles.

The island of Guernsey, located in the southern part of the English Channel, was the scene of Tektronix' first overseas assembly and manufacturing operation. Today, Tektronix Guernsey Ltd., operating in two large assembly buildings totaling 80,000 square feet and employing more than 285 people, is an accepted and thriving part of the Guernsey business community. There is every indication that much growth still lies ahead for our company-kind across the Atlantic waters.

What many people at Tek Beaverton may not know are such things as why Tektronix, Inc. decided to go over seas, why Guernsey was selected as the starting place, how many went over to assist in its development, what were some of the problems encountered, how did the Guernsey people react to our coming, and other questions.

In the five years preceding 1956, Tektronix Inc.'s sales in Europe increased more than 10 times and caused us to focus attention on this market sector. This sales increase reflected the rapid recovery and growth rate of Europe and the United Kingdom following World War II. In view of this, and because it is Tek's policy to provide the best and fastest service possible to its customers, the decision was made in early 1958 to establish an overseas manufacturing and assembly operation.

There were other advantages to be gained by such a move. The proximity of a Tek manufacturing facility to the Common

Market and European Free Trade area, producing the same scopes as Beaverton, would enable us to ship instruments and parts to our customers faster, provide much needed customer training and save our customers time and money by means of a complete repair service. These were some of the major reasons for Tek's decision to go international.

Now came the question of location. For our first operation of this type we at least wanted to ensure minimum communications problems. Since the four men who started the venture were not bilingual, location in an English-speaking area would simplify their jobs considerably.

On the other side of the Atlantic the only two English speaking areas are the British Isles (England, Scotland, Wales and Ireland) and the Channel Islands. Each place had its advantages and disadvantages. As it obviously turned out, Guernsey (in the Channel Islands) had the best overall combination of circumstances and, especially important, all these at the time Tek needed them. Aside from those already mentioned, other plus factors were: (1) sufficient numbers of employable population who could be trained to build our product, (2) year-round air service to facilitate speedy shipments to customers, (3) a favorable corporate tax structure and (4) the immediate availability of a good-sized building for the company to begin operations. So was born a completely new industry on this small island off the coast of France.

Building Confidence

To start a company, or set up a branch of a company in another area, is difficult enough just in the US. To do so in a foreign country involves problems and difficulties of an entirely different nature.

What was the initial reaction of the Guernsey people to the coming of Tektronix? Considerable apprehension would probably best describe their earliest feeling. But why, one might ask, would anyone be suspicious of or mistrust Tektronix? All Tektronix wanted to do was to

set up a company on the island! Isn't that a good thing? Answering this question and being convincing about it was not the easiest matter. To do so effectively required dissuading a lot of people of some deep-seated preconceived notions, not so much of Americans themselves, but rather of American "big business".

In the course of my part of the job (Personnel), I had occasion to interview well over 2000 Guernsey and English people. All too often the remark was made: "Ah, you Americans! In World War II you people were jolly well the greatest -- always laughing, joking, such a casual attitude in spite of the difficulties and hard times we both encountered. But in business, watch out! All you're interested in is making a fast buck - and the faster the better!"

This was just one of the attitudes or notions that had to be countered in many Guernsey people, including, I would say, some of its governing bodies as well. Needless to say, it was no overnight job to bring about a change in this attitude.

No more in our favor were other factors. For all practical purposes we were an unknown company (not one of the "biggs" that is, General Motors, IBM, etc.). Few people had heard of, much less seen, an oscilloscope. A lot of people had never heard of Oregon, or knew where it was located (everybody knew where Hollywood was, though). It all added up to one big question mark: Just who or what was this thing called Tektronix? Would it last?

To a limited degree even the location of our original Guernsey plant was against us - by the power of suggestion! The building had formerly been occupied by a branch of a large English textile concern who had come to the island some years previous. After several years of operation, competition compelled the firm to close down its business on Guernsey, and the building subsequently lay

TekWeek 50 Years Ago

Condensed by: Gary Hoselton

Trading Post (50 years ago)

2-BDRM: poss. 3, 2Acre, carport & util. bldg., chicken house & barn, 2 wells, orchard, \$12,500. Elmer, ext. 7477 or MI 4-0123.

4-BDRM: 2 baths, Calif. style, Eichler contemp. surrounds, spring-flowered courtyd, near Tek, \$24,000 292-4567

'57 CHEV. wagon, 2-dr., r/h, gd. cond., 1 owner, \$650. ME 9-8901

'60 VESPA GS: loaded, low mileage, \$3250 OBO. MI 4-2345 aft. 3:30 or wknds.

PIANO: \$50. Frigidaire range with built-in trash burner, \$25. MI 4-6789.

POINTER PUP: pick of litter, \$50, remaining pups \$5. JE 8-0123

LONESOME LITTLE CHICK: 1 mo. old, free. MI 4-4567

Tek products on show! *Midoriya Elelectric Co. Ltd, Tek's distributor in Japan, exhibited 561A, 564, 565, 567, and 585 scopes at the **US Trade Center Show in Tokyo**, and received more than 300 requests for special information on Tek products. *Delegates to the **International Congress** held by the **Mexican Society of Physiologists** saw Tek's Mexican distributor Fredin S.A. demonstrate the 502 dual-beam scope,

321 portable transistor scope, and supporting instrumentation. Mr. Fredin reported these instruments performed continuously and very well in adverse tropical climatic conditions and with a low and variable line voltage in Villahermosa, Tabasco, Mexico. *At the Federation of **American Society for Experimental Biology** show in Atlantic City NJ, Russ Fillinger (Medical Instrument Development) demonstrated holding waveforms of heart impulses, called EKG's, on Tek's new 564 storage scope for study and comparison. *For **Oregon Products Week** at downtown Portland's Meier and Frank department store, Russ provided the biology show setup for the Tek booth in the radio-television department on M&F's 6th floor, where visitors heard the voice of Walt Dederick of Advertising describing Tek and the 564 while Russ's synchronized pencil sketches and figures appeared on the face of the CRT, both voice and video coming from an Ampex tape recorder.

News in the Tek world! *Tekweek is four years old, debuting on April Fool's Day, 1960. Harry Stewart of Test won the contest to name the weekly publication, submitting the name Tekweek. *Because finished goods exceed orders, Tek will have three unpaid **shutdown days** this spring and three paid days in the fall, all adjacent to holidays. Managers are urged to grant unpaid leaves of absence.

vacant for a period of time. This fact -- that if it happened to one firm, it could happen to Tektronix -- actually discouraged a number of people from taking more than a cursory interest in our firm.

So, if it can be said that Tek had some "settling in" problems those early days, then the first one was overcoming a frame of mind however correct or preconceived it may have been.

How was this surmounted? In the main, by telling over and over again the story of Tektronix: who founded it, when it began, what it manufactured, how it had grown, its guiding philosophy. It was done in those early days without benefit of books, pamphlets, pictures - not even an oscilloscope to show to applicants. In fact, the only thing an applicant could be shown was a building, 80 x 200, cold and empty; not a chair, not a bench - nothing.

It can safely be said that the success of the Guernsey operation especially in its very early months and for some time afterward, was based almost entirely on trust, a trust which, fortunately, gained strength with each passing day. In the minds of some of Tek Guernsey's early employees that trust was severely tested, not deliberately, but by circumstances.

For example, while we were awaiting the arrival of parts and equipment from Portland, there were a number of occasions when a Final Assembler or Test & Cal man, or a Shipping Clerk, found himself -- for lack of scopes to assemble, test or ship -- wielding a brush, scrubbing floors, making repairs on the building, etc. The willingness and enthusiasm shown by all concerned was heartwarming and encouraging. And one could not help but feel that in the long run the operation would indeed be successful.

Rumors, philosophy, and wages

As one would expect in such a venture, there were rumors to contend with in those early days, too. The most common was that we manufactured TV sets; perhaps the wildest was that we made some sort of atomic instrument.

There was no anti-Americanism; there was no attempt, outside or inside, to unionize the employees. Some of the local employers did, however, have some rather grave misgivings to the effect that we were going to "steal" their employees, that we would lure them away by paying them fabulous American wages.

In point of fact, had Tektronix Guernsey paid their employees American wages, in short order Tektronix would no doubt have been ejected from the island by all of said employers. From the very beginning it was, and still is, the policy of Tek Guernsey to pay a wage which is commensurate with the complexity of the job with due recognition being given to prior education, experience or training necessary to perform the job. In some cases the starting rate of pay was actually less than that paid by other employers. In other cases it was the same, and in still other cases it was more. The difficulty in establishing a fair wage standard was due in part to an absence of comparable types of work on the island. Generally speaking, Tek's wage standard was as equitable an arrangement as could be had in those circumstances.

However, it was not so much the wages that drew people to Tek but, rather, the appeal of our unique philosophy, i.e., respect for the dignity of the individual. The philosophy itself was not new to the Guernsey people but apparently the practice was little used. To us as Americans this may seem unusual but when we consider the sometimes rather vast differences between our historical, cultural, traditional and social backgrounds, then the absence of such a practice takes on a different meaning. In other words, what we find good for ourselves would not necessarily work in other countries.

(To be continued in next issue)

Timeshare Fraud

By Lori Chavez

In recent months there has been an increase in fraudulent activity involving solicitation of timeshare owners to sell their timeshares in Mexico.

In one scheme, timeshare owners are

contacted by scammers posing as sales representatives from timeshare resale companies claiming to have a buyer for the consumer's timeshare. Sales representatives often fraudulently use names of licensed real estate agents.

Promising quick sales, the criminals often pressure the timeshare owner to act immediately and pay upfront fees in order to consummate the sale. Sometimes, scammers will continue to ask for various fees and costs to cover the sales transaction over a short period of time until the timeshare owner becomes suspicious. Once the scammers have collected all the money they can "squeeze out" of the timeshare owner, the fraudulent sales representative vanishes.

A modified version of the crime involves timeshare owners who have already been defrauded by a timeshare sales scam. They are contacted by a "fraud recovery company" which promises assistance in recovering money lost in the sales fraud. These bogus companies require an upfront fee for their services which, if paid by the timeshare owner, is almost certainly lost forever. Across the country, these timeshare frauds are costing unsuspecting consumers millions of dollars.

Since there are legitimate firms involved in timeshare sales, it is recommended that consumers verify all information provided to them by timeshare sales representatives who contact them through reliable third party information sources—i.e. contact the real estate licensing board to obtain the registered telephone number for the sales representative and call the licensee to confirm that this is the person you are really working with on the sale. Further, consumers should never give out personal or financial information over the telephone or by electronic devices to anyone they did not contact first. You don't know who you are communicating with over the telephone, through email or on the internet.

Volunteers Wanted

Managing Director Museum STEM Academy

The vintageTek Museum in Portland, OR would like to open the nomination process for a Managing Director of a Saturday academy, for what is being referred to internally by various

names, from the vintageTek STEM Academy, EE Academy, to the vintageTek Museum – Academy of Engineering. The purpose is to begin advising middle schoolers and high schoolers to become future EE's, with particular emphasis on EE preparation, with coaching provided by engineers with lifetime experiences in designing world-class electronics circuitry.

Social Media Director for www.vintagetek.org website

vintageTek Museum is soliciting volunteers for social media "savvy" individuals to assist us in positioning our efforts on Facebook, Twitter, Google+, etc.
Ed Sinclair 503-209-5894

Museum and Web Store Manager

The brick and mortar museum in Portland has received many oscilloscope donations, far too many to ever display, and would like to promote some of these items for sale to nationwide buyers utilizing eBay and other web services.
Ed Sinclair 503-209-5894

eds@vintagetek.org

For more position information go to
www.vintagetek/volunteers-wanted/

Death Notices Feb, Mar, Apr 2013

Boogaard, James D. – d: 1-10-2013
At Tek: 16.5 years
Bucher, Mary Teresa – d. 04-03-2013
Hall, Sara A. – d. 04-08-2013
At Tek: 25 years
Harper, Dan Jackson – d. 02-22-2013
At Tek: ~36 years
Kniggle, Anna Mae – d. 04-05-2013
At Tek 25 years
Kobbe, John – d. 03-07-2013
Lamm, Bonnie – d. 04-13-2013
At Tek: 37 years
LaPlante, Elvera – d. 03-30-2013
At Tek: 13 years
Leach, Orville E. – d. 01-30-2013
At Tek: 26.5 years
Lulow, Mary – d. 05-29-2012
At Tek: 25.5 years
Martin (Kosmalski), Janice –
d. 04-19-2012, At Tek: ~15 years
Messenger, Gerald E. – d. 07-9-2012
Mikesell, Howard – d. 2-23-2013
At Tek: ~28 years
Pilato, Nancie (Michelle) --
d. 12-17-2009
Raetz, Norman – d. 02-15-2013
At Tek: ~24 years
Shannon, Jerry – d. 02-08-2013
At Tek: 27+ years
Skinner, Neil – d. 03-16-2013
At Tek: 28 years
Stoll, Jack – d. 12-07-2012
At Tek: 29 years
Uffner, Stan – d. 01-19-2013
At Tek: 6 years
Vanderzanden, Mildred M. –
d. 11-16-2012, At Tek: 2 years
Wood, William T. (Bill) – d. 04-04-2013

RETIREE BENEFIT INFORMATION & ADDRESS CHANGE PROCEEDURE

Retiree Medical and/or Life

Anyone who is a past employee with Retiree Medical and/or Life Insurance will need to request information or make changes in writing to A & I. You must include your signature and Social Security number.

Tektronix Post Employment Services
A & I Benefit Plan Administrators, Inc.
1220 SW Morrison St., Suite 300
Portland, OR 97205-2222
Toll Free: 1-800-778-7956
Fax: 503-228-0149

401k Benefit

Anyone who has a 401k benefit must contact Fidelity for information or to change their address directly with them at:

1-800-835-5092

Cash Balance Plan

The Cash Balance Plan has been transferred to Danaher Pension Plan Processing Center with Hewitt. Questions or changes should be directed to:

1-800-580-7526

Tektronix Retiree Volunteer Program

M/S 22-937
PO Box 500

Beaverton, OR 97077

Phone: 503-627-4056

Email Address:

Tek-Retirees@Tektronix.com

Tek Retiree News

Editor: Louis Sowa Publisher: Gordon Long

TRVP Staff

Prggy Jo Berg • Gerald Bonacker • Jess Gard
Gary Hoselton • James Manuel • Peter Nelson
Neil Robin • Millie Scott • Judy Watkins

Tek Retiree Newsletter is published quarterly by the Tektronix Retiree Volunteer Program. Send all correspondence to Tek Retiree News, M/S 22-037, PO Box 500, Beaverton, OR 97077

Office Telephone: 503-627-4056

Email: tek-retirees@tektronix.com

Editor's Cell Phone: 503-320-0440

TRVP Web Page: www.tekretirees.org

Tektronix Retiree Volunteer Program

M/S 22-037, PO Box 500

Beaverton, OR 97077-0001

See pictures from the Volunteer luncheon on the next page

Editorial

By: Louis Sowa

In this issue we will present the first part of the remaining article that we received about Tek in Guernsey. We would like to thank all that contributed information. Many of us had little knowledge of that venture.

The article on the Tektronix R7912 programmable Transient Waveform Digitizer was well received. We would very much appreciate more articles about products or other areas of Tek including field offices.

In this issue we are publishing the first of a series of articles on fraud by Lori Chavez. Lori is a consumer protection attorney for the state of New Mexico, however the frauds we will be presenting are universal.

ALL FORMER Tek EMPLOYEES 30th Anniversary of ROBOT's

June 1, 2013

1:00 pm until 4:00 pm or

Beaverton Elks #1989
3500 SW 104th Avenue
Beaverton, Oregon
Phone: 503-646-6116

As in the past, we will be having coffee, tea, water and friendly conversation! I understand there will be some foods available at the Elks galley for sale and other libations. They also have RV camping available at the back parking area for a fee. You *must* call the office and make reservations for the sites. They would like to have an approximate count by May 20.

Since this is a milestone, we would like to have as many ROBOTS as possible in attendance.

We would appreciate all donations possible to help us continue our annual function.

If anyone needs a ride or help, please let me know.

Marge Livermore 503-646-3295

CALENDAR

TERAC

6:00 p.m.

Round Table — Beaverton

Weekly on Friday

Previous Tek-Employees Luncheon

11:30 a.m. 2nd Monday monthly

Peppermill Restaurant

17455 SW Farmington Road #26B

(Corner of Farmington

& Kinnaman Rd)

Aloha, OR 97007 Details:

Annetta Spickelmier

503-649-2491

Marconi's Cronies

Meet the 2nd Wed of each month

(except July and August)

12:00 p.m.

Tom's Restaurant

3871 SE Division Street

Portland, OR

Jack Riley: 503-235-5267

CRT Luncheons

3rd Tuesday each month

@ 11:30 am

(except June thru August)

Beaverton Izzy's

11900 SW Broadway

Beaverton Town Center

Details: Jack Neff: 503-554-7440

1301 E Fulton St, Apt # 233

Newberg, OR 97132 - 1870

READ YOUR TEK-RETIREE NEWSLETTER ONLINE

Would you like to help save postage and read your Tek-Retiree Newsletter on our webpage? Send your name, address, phone number and email address to: mlscott@easystreet.net

Millie will send you a notice when the newsletter is posted each quarter. If your email is changed or rejected for any reason you will receive one phone call to request an update. If you don't respond we will return your newsletter to the US mail list. To preview the web page and previous issues of the newsletter go to:

www.tekretirees.org



Above: Peter Leonard director of the Cedarhill Library speaking at the volunteer luncheon

Right: Lindsay Philips, our boss at Tektronix giving a short presentation and answering questions

