

Synertek Dedicates Computer

Sentinel Feb 28 1982

Santa Cruz Public Library
224 Church Street
Santa Cruz, Calif. 95000

REFERENCE

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Synertek was officially welcomed to the city of Santa Cruz Friday by Mayor Michael Rotkin during dedication of the company's computer chip manufacturing plant at 2300 Delaware Ave.

Rotkin told a crowd of some 450 persons that Synertek is welcome in Santa Cruz "not just for the jobs it will provide but because of the kinds of things it does that will let our community have a part in the production of the United States. It is a pleasure to have this kind of industry in Santa Cruz."

The 170,000-square foot Synertek plant is one of the largest wafer fabrication plants in the U. S., the crowd was told by Ed Spencer, board chairman and chief executive officer of the Honeywell Corp., which assumed ownership of Synertek in 1978.

The centerpiece of the plant is an acre of "clean room," in which the wafers, each containing a number of computer chips, are fabricated.

The Synertek Santa Cruz plant is already in production, with some 100 workers on the payroll and about 400 workers expected to be employed by the end of this year.

When the plant is fully operational it expects to have about 550 workers on the payroll.

Spencer termed electronics the technology of the future, not only for the growing computer business but also for the evolution of control systems. Synertek was acquired by Honeywell to give the corporation "a window to the merchant semiconductor market," Spencer said, and "today Synertek is the largest supplier of read-only-memories (ROMs) and the third largest supplier of metal oxide semiconductor (MOS) custom circuits.

Spencer had good news for local persons hoping to eventually work for Synertek, saying: "we know that the potential for growth and innovation in microelectronics — particularly MOS circuits — will be with us for years to come."

Bob Schreiner, Synertek president, evoked memories of the Monarch butterfly issue that was raised four years ago when Synertek announced plans to come here.

"We made quite a few promises to take steps mitigating environmental impacts, to reduce chemical, noise and esthetic pollution. A few of these steps added significantly to our costs, but never once did Honeywell raise an issue over them. I consider keeping these promises to be a personal obligation. Synertek wants to be a citizen of Santa Cruz, not just a business located in Santa Cruz. I will appreciate the support of all our friends in the community. No one will ever regret the support given us."

Rotkin told the gathering he wished he could give the credit for bringing Synertek to the community.

Rotkin said, "it is the Santa Cruz Chamber of Commerce that deserves

the credit and I want everyone to know that.

Present at the ceremony was Marty Hernandez, CofC president. Not able to attend was Lionel Stoloff, CofC general manager who worked long hours years ago to ease the way for Synertek to come here.

Bob Dickey, Synertek vice president and general manager, said that Synertek and Honeywell are "people-oriented."

He said that in many ways the operation of Synertek and Honeywell resembles the methods used in Japan, with the companies and their workers working together to attain business success.

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Synertek workers share profits through receipt of bonus checks and have a retirement program. Synertek, he said, is a leader in the industry insofar as salary is concerned.

Assemblyman Sam Farr got a big laugh when he noted: "We have the Monarch butterfly in Pacific Grove, which is also in my district. But they never had a Synertek to elevate the butterfly to the cover of the telephone-book."

Jack Bridges, Synertek's operations manager, introduced Don McDonald as the new Santa Cruz plant manager.

Spencer said the microelectronics industry faces three barriers to growth: A Shortage of skilled people to advance the technology, the investment required to finance it and foreign competition. Spencer said the Japanese government spends \$250 million a year to support its semiconductor industry, and said "our government can play a role in helping

the semiconductor industry invest at the level required to meet our international competition.

Present, but not speaking, was Larry Amon, who was the Synertek project engineer in charge of the plant construction and the plant's first manager. Amon resigned recently to work for another company.



Ed Spencer, left, Don McDonald