

FAYE AUGUST

January 31, 2012

I joined the Opto group in late 1970 and stayed through the General Instrument purchase in 1980. While there, I held a variety of positions in marketing. When I joined, Opto was in one building on Bubb Road. Initially, there were no customer service reps. I was hired to support the marketing department as their admin assistant including manually taking orders from the sales guys which I then walked to production in the back of the building.

I left Opto in 1981 to join the Monsanto silicon group. Working in Customer Service, I stayed with the silicon group until early 1989 when Alex Findlay, then President of EGG Reticon, called me and asked me to take over the customer service area as his manager, Barbara Gudelj, was relocating to Singapore. I joined Alex and his band of merry men and women at Reticon where I not only handled the customer service group but also the purchasing, shipping/receiving, and maintenance groups.

In the fall of 1989, Reticon embraced the new quality movement by hiring a local Cupertino consulting company. While the Reticon association with this group only lasted about six months, my affiliation with them lasted through 1996. I became a trainer and management consultant in organizational culture, process improvement, change management, and team building. My assignments enabled me to meet and work with various top management teams interested in building and/or changing their company's culture. I worked with teams in a variety of industries that included glass jar manufacturing, oil and gas exploration, rail and truck transportation, engineering, and travel. When the partners retired and closed the business, I joined an English consulting firm as a contractor. The company dealt with multi-national companies who were working to invoke Western business principles and philosophies in divisions run primarily by local management teams. My focus was on helping management teams deal with the culture clash between Western business practices and overcoming cultural customs and beliefs. Needless to say, I had the opportunity to travel the world visiting mostly remote third world areas where oil and gas exploration was big.

Finally in mid 1998, when I had had enough traveling, Jim and I moved to Aptos, a quiet seaside community just south of Santa Cruz. Taking what I had learned in my consulting work, I joined a local community bank working with the Senior Management team to prepare its organization for the shock and emotional upheaval created by a change in ownership.

My last job started in 2001 when I joined Bay Federal Credit Union. My responsibilities included training and HR but my focus was to build a strong organizational culture that retained its family friendly spirit during exponential growth.

I retired in 2008. Pen and ink drawing with water color wash is my hobby and current passion. Jim is "in training" for retirement although he still has a dental lab handling a few cases a month. This gives us time to travel when we want or to take cruises when one comes along that is intriguing.



Faye & Jim August (07)