



USDOC

INFORMATION
SERVICES
BUSINESS
DIVISION

ROCKVILLE,
MARYLAND

July 1, 1974
305.12

3 Times More for Your Money

MARK III Service's newest capability, 4800 baud input/output, went commercial on June 10 after extensive field testing. This means that High-Speed Service customers have a choice of either 2000 or 4800 baud.

Similar to 2000 baud in operation and flexibility, it is offered at the same price. But, 4800 baud service is three times faster — effectively, 300 lines per minute versus 100 lpm.

Accessed with toll-free '800' numbers, the service is designed for large-volume customers who use MARK III to prepare and produce lengthy reports (500 to 1000 pages).

Availability of this I/O capability brings us one large step closer to the ISBD goal of capability to serve all computer service needs. Quite a step from the old days of time-sharing when an average terminal session lasted only a few minutes and handled a couple of computational problems.

For technical and marketing details, see "Faster Than Ever" on the inside pages.

Changes on the International Scene

Al Weingartner has been appointed manager-European sales support, effective June 3. Al's responsibilities will include the international account liaison and other MARK III sales support functions. His office will be in London, where he will report to Hugh Jackson, manager-European operation. "Al brings to our European operation over

five years' field experience in technical and sales positions with the division in California," said Jackson. "He has had special experience in sales training and competitive conversion campaigns which equip him to make an especially valuable contribution to current MARK III activity in Europe."

Jean-Paul Richard, who has been Paris-based as manager-European sales support, has been promoted to district manager in Montreal for our distributor there, Canadian GE. He worked in the southern Connecticut branch as an account representative for two years prior to assuming the European post. Bob Streight, manager-international operation, stated "We're delighted that Jean-Paul will join one of our distributors, and are confident that his international experience will prove to be of significant value in the Montreal district."

Two Handy Features Added

The latest software release includes two convenient capabilities that are currently available:

- A program that is being run with the slash command can execute a CHAIN statement. Chaining logic can be used freely without concern about the mode in which the program will be run. See the command system manual supplement #3501.011-3.
- CALL READY suppresses READY messages during all or part of a session. This will eliminate embedded READYs in output, particularly useful when using CALL CMD or IND. This FIV subroutine is documented in a one-page supplement (#3104.01C-2).



Al Weingartner



Jean-Paul Richard

GENERAL  ELECTRIC

New Benefits for Pensioners

New and improved hospital benefits for eligible GE pensioners go into effect July 1 and current eligible retirees are now studying information and enrollment cards sent to them. Those who will retire in the future will receive information and enrollment cards as they retire.

The improvement coming July 1 will provide higher maximum medical benefits under the Medical Care for Pensioners and will offer eligible pensioners an opportunity to obtain an additional coverage under a new plan that provides cash benefits for each day in the hospital.



Michael H. Myers

Myers Serves on Trade Committee

The U.S. Department of Commerce has extended an invitation to Michael H. Myers, Eastern Europe project manager for the international operation, to join a special technical advisory committee on computer systems. He accepted the invitation and is now an active member of the committee, which was formed to advise and assist the Office of Export Control in the Bureau of East-West Trade on questions involving technical computer matters, worldwide availability and the actual utilization of production and technology.

The letter of invitation said, "Service on the committee will be recognized as your unique contribution to this important aspect of the Department of Commerce operations. Extensive use will be made of your talent, knowledge, and experience."

Members of the committee are representative of industry and government appointed by the Assistant Secretary of Commerce for Domestic and International Business. Industry representatives are engineers, scientists, or other qualified persons from a cross section of the computer industry in the United States.

Mr. Myers remarked, "The importance of preserving the delicate balances existing between East and West, while fostering a spirit of détente, provides a particularly challenging and exciting background to the Department of Commerce's invitation to participate." Mr. Myers will serve with Dr. Castle, who is already a member of the committee.

S & S Prices

Month	Stock Price	Fund Unit Price
January	\$62.267	\$29.940
February	56.599	28.395
March	54.839	29.442
April	53.875	27.834
May	49.597	27.699

Joe Adams (left), manager-validation and billing at Brook Park, recently returned from a one-week subsection management course in Crotonville, New York. Mel Szot (center), manager-national service operation, looks on as Paul Wexler, Manager-Marketing Operation, congratulates Joe on successful completion of this concentrated course.



Batch

High-Speed
Service

July 1, 1974

Faster than Ever

Selling and supporting the new 4800 baud aspect of High-Speed Service is simplified by its many similarities to 2000 baud service. For example:

- input and output modes,
- operator procedures,
- terminal operation and control,
- control cards,
- input stream,
- flexibility, and
- price structure

are identical for both baud rates. In addition, many of the terminals already qualified — and in use — for 2000 baud are also qualified for 4800.

The major selling point lies in the dissimilarity — speed. Operating at an average rate of 300 lines per minute, 4800 baud I/O is just what is needed to:

- land that big Background production run
- become a hero with your heavy HSS users
- chalk up another point in favor of MARK III as opposed to in-house capabilities
- get that Background prospect to sign

Background and 4800 are an unbeatable combination for the user: his own in-house batch machine without capacity or queue headaches; and for you: a winning duo to sign/expand/enrapture customers while earning double credit toward your quota.

More On Positioning

Batch applications, with their typical requirement for large volume I/O, represent the best and most logical targets. Specifically, this would include Background customers and prospects, targetted print station prospects, and current HSS customers whose terminals are overloaded or who plan to increase their I/O.

The field test showed that 4800 is especially beneficial for applications that:

- respond to a fundamental need of the company
- reside in Background
- are run at least once a week
- generate ± 1000 pages per run

Applications that match this criteria would include scheduling, simulation, and data collection/management/reporting systems. MARK III Service has a distinct advantage over in-house here because applications of this type usually require quick turnaround.

The Best Part: Price

There is only one price structure for High-Speed Service; \$.20 per 100 records of input/output and \$16/TCH. The non-prime time discount halves these figures between 8 pm and 8 am Monday through Thursday and from 8 pm Friday until 8 am Monday.

With less connect time required at the higher speed to transmit a given amount of data, many HSS customers will lower their overall costs by converting to 4800 baud. The breakeven point between 2000 and 4800 is five or more hours of 2000 usage per month, or a monthly charge of \$125 for prime time usage.

It has been estimated that running costs for 4800 baud during prime time will average \$52 per hour, or \$.17 per page; 2000 baud averages \$.22/page.

The Technicalities

4800 baud HSS is accessed with toll-free calls; 800-321-1010 through 1014 except in Ohio.

The Bell System 208B modem has been selected for use with 4800 baud service for its compatibility as well as nationwide availability, service and reliability. The modem should be equipped as specified in the HSS reference manual #3910.01B.

In addition, users of the 208B modem should request another modification as soon as it is available (i.e., July 8). This free modification will eliminate a randomly delayed output caused by a 20 second time-out when the modem is out of sync. Further information, including the part number to be requested, will be communicated via Memosys.

The Data 100-70, models 1 and 2; Data 100-78, model 1 (2780 emulator); MD5 2400; and Honeywell G115 terminals have been qualified. Check the HSS supplement for configuration details. Other terminals, including IBM 360/370 (OS) and IBM 1130 are scheduled for QA testing.

Field test customers are using the non-qualified M&M and Data 100-74 terminals and find them satisfactory except in operator intervention and recovery situations. Although circumstances may require use of non-qualified terminals, it is in your best interest to encourage use of the qualified ones as we can support them.

Two points to keep in mind: regardless of modem and transmission rate, a 200 lpm printer cannot go faster than 200 lpm; port capacity is not a problem, but thruput is likely to be slightly degraded during prime time. The latter point is a good reason to encourage customers to use non-prime time — no degradation and half the cost.

The reference manual supplement mentioned above contains all the 4800-specific documentation required. Terminal operation cards will be revised and/or supplemented as necessary.

REPORT FOR 1973 ON YOUR GENERAL ELECTRIC PENSION TRUST

This report shows the financial activities of the General Electric Pension Trust during 1973 and its status at the end of 1973. It

contains information similar to that which the General Electric Company has provided to employees for a number of years.

The General Electric Pension Trust was established in 1927 to provide for General Electric pensions. It is administered by 5 trustees who invest Trust funds in accordance with sound investment principles and policies. The assets of this Trust are for the benefit of those receiving pensions and those participants who will be eligible

to receive pensions in the future. None of the assets can ever revert to General Electric Company. General Electric pays all the costs of administering the Pension Plan and Trust (brokerage fees and transfer taxes are treated as part of the price of the securities when purchased and as a reduction of price when sold).

HERE ARE THE CHANGES DURING 1973

(Dollar Amounts in Thousands)

NET FUND 12/31/72 \$2,267,057

Amounts received from:

Interest, dividends, and other investment net income	111,472
Common stock appreciation:	
Realized	34,208
Unrealized portion recognized	34,390
Employee payroll deductions, less refunds for death and withdrawal	38,599 (a)
General Electric Company and participating affiliates	125,872 (b)

Resulting from investment of contributions made by the Company since 1927 and by the Company and employees since 1946.

These are the contributions made during 1973 by participants on the excess over \$6,600 of eligible compensation, less refunds of contributions as a result of death or withdrawal from participation.

This is the amount which with income and employee contributions is required to cover the cost of pension benefits which apply to service during 1973 plus a payment of \$39.5 million on unfunded prior service liabilities.

Pensions paid during 1973 115,561 (c)

These payments to pensioners and beneficiaries will increase with the increase in pension rolls as more presently participating employees—279,638 at December 31, 1973—retire. The number on the pension rolls at December 31, 1973 was 51,822—an increase of 100% over the number 10 years ago and 49% over the number just 5 years ago.

Net increase in assets 228,980

The assets of the Trust are required specifically to provide for (1) pensions payable to present pensioners and beneficiaries as well as for (2) pensions built up through 1973 by present employees and vestees who will retire in the future. Pensions are payable only from the assets of the Trust and they will continue to grow as employees' service and earnings increase. It is necessary, therefore, that the total assets of the Trust increase correspondingly so there will be sufficient funds to pay these pensions when employees retire.

NET FUND 12/31/73 \$2,496,037

Includes following amounts, in thousands, applicable to the International General Electric Puerto Rico, Inc. Pension Plan: (a) \$4, (b) \$38 (before deferred gains), \$73.

HERE IS HOW THE PENSION TRUST STOOD AT THE END OF 1973

FINANCIAL STATEMENT

(Dollar Amounts in Thousands)

ASSETS	
U.S. Government obligations	\$ 4,661
Corporate and other obligations	323,792
Common stocks	1,487,005
Other equity investments convertible into commons	43,563
Mortgages—Industrial	170,754
U.S. Government mortgages	51,325
Real estate (leased to others)	238,867
Mineral interests	21,006
Miscellaneous investments	1,104
Total investments (excluding short-term investments)	2,342,077 (a)
Cash and short term investments	55,843
Receivables	109,570
Total assets	2,507,490
Less miscellaneous liabilities	11,453
Net Fund	\$2,496,037 (b)
PARTICIPANTS' EQUITY	
For payment of pensions to 51,822 present pensioners and beneficiaries	\$ 874,932
Required to pay pensions for service through 1973 for employees who will retire in the future	1,621,105
Total participants' equity	\$2,496,037 (c)

AUDIT, ACTUARIAL REVIEW AND FUNDING

AUDIT: The records of the General Electric Pension Trust are audited each year by Peat, Marwick, Mitchell & Co., certified public accountants. The latest audit was made as of September 30, 1973.

ACTUARIAL REVIEW: The firm of independent consulting actuaries, The Wyatt Company, has reported as follows: "We have reviewed the calculations of the pension cost applicable to the year 1973 under the General Electric Pension Plan. In our opinion, as independent actuaries, the actuarial assumptions and procedures used for the 1973 calculations are in accordance with accepted actuarial principles. Based on the data submitted by General Electric for our analysis, we find the results to be reasonable in representing the pension cost of the Plan applicable to the year 1973." The Wyatt Company has also reviewed and approved the valuation of liabilities for benefits accrued through December 31, 1972.

FUNDING PROGRAM: The program which was in effect from 1967 through 1973 includes the systematic recognition of unrealized appreciation in the common stock portfolio which it is conservatively estimated will be available for the payment of pension benefits. Appreciation will not be recognized, however, if the resulting book value of common stocks exceeds 90% of their average market value for the current and preceding two years. Unfunded liabilities are being amortized over a 20-year period. The actuarial assumptions used in 1973 include, in addition to the 6% estimated rate of future earnings, mortality, employee turnover, optional retirement and disability retirement rates derived from experience under the Plan.

Notes to Financial Statement

(a) Market value approximately \$2,650,947,000. Investments are carried at amortized cost plus unrealized appreciation recognized. No assets were invested in securities or property of (1) General Electric Company or its affiliates or (2) any officer, trustee or employee of the Trust. No loans were made during the year, nor were any outstanding at year-end, to General Electric Company or its affiliates or to any officer, trustee or employee of the Trust.

(b) Includes net assets applicable to International General Electric Puerto Rico, Inc. Pension Plan amounting to \$477,000 which are commingled for investment purposes.
(c) Unfunded liability at the end of 1973 was estimated by the Company on a preliminary basis to be approximately \$474,000,000.

HERE ARE SOME FACTS ON RETIRED EMPLOYEES

As of December 31, 1973, there was a total of 51,802 persons receiving benefits under the General Electric Pension Plan, of whom 49,403 were pensioners (35,563 men and 13,840 women) and 2,399 beneficiaries. There were also 20 persons retired under the IGEPRI Plan.

During 1973 there were 6,013 additions to the pension rolls. Of these 5,263 employees and 509 beneficiaries were added to the regular monthly payroll and 70 employees and 171 beneficiaries were given lump sum settlements.

The average age at retirement of the employees added to the regular monthly pension payroll was 61.0 years; their average length of service at retirement was 24.8 years and their average monthly payment under the Pension Plan totaled \$230.95.



Interchange Corner

Two new PAR subroutines designed to provide PAR data for the **current user number** are now available. Any user number validated for PAR data may use these subroutines.

PARUID performs the same function as PARID except that it provides information on the current project ID in the current user number. The CALL CMD function can be used to change the project ID. NOTE: if the current user number is validated for an immediate run program, the immediate run program will run when the project ID is changed.

The other subroutine, PARUREC, provides usage charges by project ID as does PARREC, but for the current user number only.

Examples of coding and program print-out for both of these new subroutines can be found in OMD18950, PAR. The first example uses PARUREC (note line 270) to determine all charges for each project ID. The second example asks the user what project ID is to be summed (line 300), a CALL CMD sets the project ID (line 340), and PARUID retrieves the data (line 350).

Questions relating to the examples and use of the routines should be directed to product support (8*273-4571).

Documentation Update

Command System reference manual (#3501.011) has been updated by 3 supplements: -1 (August 1973) covers AUTOSAVE, file-name password under-print extensions, and IND TOMorrow; -2 (February 1974) covers 1200 baud service; and -3 (May 1974) documents CHAIN with the slash command and corrects impressions about PSUs and DSUs. The March 1974 reprint of

revision 1 (version currently in stock) incorporates items from the first supplement named above.

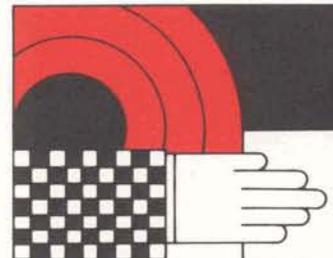
FIV System Routines reference manual (#3104.01C) is updated by 2 supplements: -1 (April 1974) includes CALL APPEND and information on optimization; and -2 (May 1974) documents CALL READY.

Administrative User reference manual (#3502.01A) is updated by one supplement, (i.e., #3502.01A-7) which explains ADD and ERASE, display of control characters in passwords, and expansion of the PAR usage data.

High-Speed Service reference manual (#3910.01B), see below, is updated by a supplement describing HSS at 4800 baud.

Listed below are some major documents which were issued during April and May:

- 3910.01B - High-Speed Service reference manual, revision B, incorporates DSXMIT-OS
- 3910.16 - 1130 HSS terminal operations card
- 2100.01A and .02A - COBOL reference manual and users guide, both revised to reflect HIS 6-D
- 5204.42A - CIRCUS-2 Background users guide
- 5820.01B - TELNET Force Scheduling, revision B



AR Gets Fund Gavel

Art Baker, senior account representative in Information Services' Syracuse office, has been named chairman of the board of administrators for the Syracuse GE Employees' Community Service Fund. During the seven years' leadership of the outgoing chairman, Al Haase, the Fund has received and disbursed over \$3 million for the support and establishment of a large number of social and health organizations.

In accepting the gavel from the outgoing chairman, Art Baker noted his interest in keeping "the board's actions in tune with the times by continuing to expand the scope of concern to include programs dictated by immediate as well as long range needs of the community."

Art has been with General Electric for 24 years, most of those years in Syracuse. He joined Information Services in 1968 in Syracuse.

Art Baker, seated left, receives the chairmanship of the Federated Fund Board from Al Haase, outgoing board chairman. Standing from left are Bill Schreyack, HMES, board treasurer; Nick Pettito, International Union of Plant Protection Employees and board vice chairman, and Stella Mullen of IUE Local 320.



AVAILABLE

DMS will continue to be available on a controlled field test basis until its commercial release which is scheduled for September. Training for technical representatives involved in the field test of this new data management system is being held on July 1 and 2. A series of sales and support training sessions for the Sales Department will begin in August.

SCORE*, a test scoring analysis program, is now available as an NSS offering from the 3M Company. It is designed to provide both simple and comprehensive statistical analyses of tests which have been processed by the 3M RST 5500 system. Further information is available from Mr. R. Jahnke, Visual Products Technical Service, 3M Company, 3M Center, Building 235-D320, St. Paul, Minn. 55101 (612-733-9258).

May Service Awards

20 YEARS

Dane K. Johnson Brook Park

15 YEARS

Michael A. Farsaci Syracuse

Nicholas A. Forte Cincinnati

10 YEARS

Norma S. Spurgeon Orlando

5 YEARS

Linda C. Crisafulli Bethesda

Richard S. Fontaine East Orange

David R. Halliburton Bethesda

Ellen F. Kilpatrick Denver

Anthony D. Merenda Boston

Larry B. Vifquain San Francisco

Allan Abrams New York

Allen W. Anderson New York

Kenneth P. Conroy Atlanta

Charles K. Hatch Bethesda

Jimmie R. Lowry Hollywood

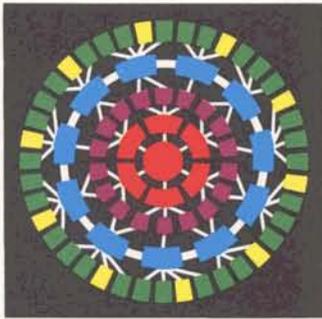
Kenneth F. Kral Bethesda

Randy E. Myers Los Angeles

July Holiday

Thursday, July 4, is a holiday for division employees to mark Independence Day.

GENERAL  ELECTRIC



J SCHARMAN
 GEN ELE CO
 TECHNOLOGY OPER
 401 NORTH WASHINGTON ST
 ROCKVILLE MD 20850

Make It Happen '74

The first period for two of the Make It Happen campaigns ended June 30. Winners of the Background Build-up are listed with their percent of quota:

Phoenix	385.7%
New York Financial	270.0%
Federal Government	166.7%

The six top branches in Campaign Gamma and their percent of quota were:

New York Industrial	186.98%
San Francisco	149.63%
Atlanta	145.87%
Dallas	145.77%
Milwaukee	136.02%
Boston	129.27%

Project Japan's first period does not end until August 31. UPDATE will keep you posted on outcome throughout the year, for MAKE IT HAPPEN '74.

Our Service... Improving Their Service

MARK III Background is being hailed as "the latest in management tools" by GE's Installation and Service Engineering Business Operations. MARK III has become a major element in their project management service offerings; and, as their brochure says "project management is the key to quality service in major installation and maintenance projects."

I&SE plans, schedules and manages the complex job of installing and maintaining GE capital equipment such as steam turbine-generators. Sophisticated, CPM-type planning helps to assure a smooth project.

Previously, I&SE entered data and performed minor scheduling on Foreground. Before Background became available, a local batch service was used for total job scheduling. New

and revised schedules were mailed to the work site, arriving 5 to 10 days after they were most needed.

Use of Background for the scheduling eliminates the time lags and the on-site terminals give project managers an up-to-date picture of project status. Now they can take almost immediate advantage of work completed ahead of schedule, or move rapidly to compensate for slippages.

Bill McClary, senior account representative in the Schenectady office, reports that "on-site control is vital to I&SE's work; Background gives them this control."

The new integrated system, converted by the customer with assistance from Schenectady office technical representatives, also helps in the bidding process. Estimates of time, cost, men, and materials are prepared easily and accurately, using data from previous installations.

In a recent brochure, I&SE gave MARK III credit for its contribution to their business; "Combining this (data base) with advanced management tools, I&SE will bring your steam turbine-generator back on-line, on schedule and on budget."



"It's going to be a lot easier to prospect for and sell international applications now that we have the International Communiqué," said Charles Ray, international accounts manager. "This pocket-size flyer is for internal use only and has tips on demos, validations, terminals, etc. Copies are being distributed to Sales Department personnel with this issue of UPDATE; more are available in the warehouse." (Publication number 700.03.)



Standing, left to right, Jack Tavares, planning engineer, I&SE; Ron Pushee, senior technical representative, Schenectady branch; Bill McClary, senior account representative, Schenectady branch; and Jim Fox, planning engineer, I&SE, and seated at I&SE's new TN 1200 is Ray Ostolski, planning engineer.

GENERAL  ELECTRIC

For General Electric Employees Only

UPDATE

INFORMATION
 SERVICES
 BUSINESS
 DIVISION

ROCKVILLE,
 MARYLAND

July 15, 1974
 305.13

Welcome to a New U.S. Citizen

Can you name the first vice-president of the United States? Or the lieutenant governor of your state?

Fakhruddin Kurawadwala — Din to his friends — was asked such questions on his test for U.S. naturalization. Din came to America in 1964 to attend North Carolina State in Raleigh. He joined Information Services in September, 1967, after receiving his MA in industrial engineering.

According to Din the interview and testing of his knowledge of U.S. history and the constitution was not too difficult, but the questions are awkward for a native who has forgotten the answers. He asked friends to explain the Civil War to him, and studied a DAR booklet for new citizens. He and his wife had to be permanent residents for five years before applying for their citizenship. After registering their intention to become citizens, they were called for an interview, bringing two character witnesses who had known them for five years.

Passing this hurdle, they were called to court in Baltimore, along with 250 other prospective citizens, where they were sworn in as citizens of the United States and given their naturalization papers.

Headquarters Technology Operation had a small celebration in late June to salute Din on his new status as a citizen of the United States.

COBOL Checker for Internal Use

A 1974 ANS (American National Standard) COBOL syntax checking program is available to internal personnel for debugging programs in Foreground. The program is a forerunner of the full GCOS-compatible COBOL syntax

checker, scheduled for commercial availability late in the third quarter.

The relative value of this checker is dependent upon the closeness of the source code to '74 ANS and the skill of the programmer; that is, a skilled and experienced GCOS COBOL programmer will have little need for this capability. But the checker can be quite useful in preliminary examination of nonrunning, customer-written programs or programs that are converted from other systems.

The program and documentation should not be released to customers. The documentation (#2100.05, an advance release users guide, and #2100.05-1, a supplement) can be obtained through Don Farrell in marketing documentation (8*273-4749).

TermiNet's "One a Month Club" Winners

GE's Data Communication Products Department, manufacturer of TermiNet* 300 and 1200 printers, sponsored a promotional campaign, "One a Month Club" for Information Services Sales employees during February, March, and April. At the end of the campaign, 76 division employees had become members of the Club, having sold an average of at least one TermiNet printer each month during the campaign period. Members of the Club will receive a desk set from DCPD as a token of recognition for superior salesmanship.

*Trademark GE Co., USA



Din Kurawadwala (left), programming specialist in Technology, has worked for Dr. Joseph Schmid, application systems manager, while fulfilling the required five year permanent residency for U.S. citizenship.



Harold Stover (left), manager of headquarters sales, and Larry Roletter (right), manager of lease contracts, both of DCPD, presented ISBD's Jack Griffin, manager of sales support, with the desk sets to be distributed to the 76 Club members.



Interchange Corner

A recent survey of the customers who generate 75% of the 1200 baud revenue showed that almost all problems customers are encountering are the direct result of failure to follow ISBD recommendations concerning equipment, telephone service, and operating procedures.

Conducted by Tim Madison, senior systems specialist in product support, the survey also found that although a number of customers had some complaints, in general they are quite satisfied and plan to continue using 1200 baud service at an increasing rate.

A guide for sales personnel, "Actions required to have a satisfied 1200 baud customer," has been prepared to help eliminate these problems. Copies can be obtained from branch and zone managers.

On the basis of experience, product support has deemed the following to be mandatory for satisfactory 1200 baud results.

- TN 1200 or HZ 2000 terminal. The magnetic tape cassette, recently qualified for TN 1200, has not yet been qualified for HZ 2000.
- 202C model 12 modem for touch-tone phones, 202C model 20 modem for rotary dial phones, or an integral modem for use with the TN 1200.
- A direct, outside phone line and Class 1 conditioning for dataphone service at 1200 baud.
- A local phone exchange that is either an ESS office or a crossbarred office. A "step-by-step office" is unacceptable for 1200 baud service.

The service has recently been enhanced by the deployment of new software which will correct most, if not all, outstanding problems. Also, to reduce busy signals, four ports were added in Brook Park and five were added in Los Angeles. (Atlanta, Georgia is being

investigated as the next location for deployment of 1200 ports.)

Any questions relating to 1200 baud service should be directed to product support (8*273-4571).

Division Directory

A new division telephone directory will be published in early August. Deadline for corrections is July 22.

Please check all entries for your office — the classified (blue) pages as well as the alphabetical listings. Send any corrections (using the forms on page 6 of the May directory) to facilities services in Rockville *before July 22*.

ROS for Revenue Growth

Revenue Opportunity Services, a new organization headed by Pete Janca, has been established to help improve the field's chances of success with large revenue opportunities. ROS will provide assistance with:

- sales situation analysis/consultation
- proposal/presentation preparation
- special pricing
- contract/customer negotiations

Sales analysis and consultation will be the new organization's most important task, since it provides the most leverage in potential revenue growth. The ROP will be used to request this assistance, which should be offered three or more months before the expected proposal presentation, so there is sufficient time to influence the sale.

Opportunities which qualify for the one to two day analysis process must be consistent with the major thrusts outlined in the division sales plans book, must have a potential incremental value of \$10,000 a month six months after the customer decision point, and must receive a commitment of branch resources.

After a one to two day visit to the customer site, a sales plan will be worked out to include estimates of resources required, such as TSO, proposal assistance, or customer negotiations.

Specific single actions, such as obtaining library modifications, requests for TSO conversions, arranging meetings, or field test participation, will be handled by other elements of sales service.

Revenue Opportunity Services will take responsibility for obtaining TSO resources where necessary, will coordinate priorities with zone management, and will integrate TSO estimates into any proposal resulting from the sales plan.

Proposal activity will include planning, some of the writing, all the editing, production, and legal review. It may also include supply of pre-written sections, inter-branch coordination, customer negotiation, and proposal presentation.

Opportunities smaller than \$10,000 a month could still benefit from telephone assistance and use of pre-written proposal sections to be stored on-line. Pre-written proposal sections will begin coming on-line during July.

ROS will develop all authorizations to quote, most of which will begin with sales situation analysis activity.

Much of the preliminary work of customer contract discussions and follow up negotiations will be handled by ROS working under the guidance of the Legal Operation.

In addition to helping increase revenue from large opportunities, ROS expects to increase the overall skills, professionalism, and productivity of the field sales force.

Revenue Opportunity Services may be contacted via MEMOSYS (REVENUE SERVICES) or dial-comm 8*273-4625/4637.



Bob Loew's interest in metal working extends even beyond business. Here he is shown with his miniature lathe which he uses in his hobby building scale steam engines.



Jim Underwood (left) and Jeff Myers check out a customer problem on the plotter.

NC Programs Reclassified

Three numerical control programs — ADAPT, NCPPL, and GETURN — have recently been upgraded to Class A, or supported, category. "This reclassification reflects the establishment of a numerical control industry emphasis," reports Mac McCleary, manager of NC industry sales. "A key element in this change is the addition of Bob Loew as senior systems specialist in product support group. Bob is now in place and handling NC calls on a daily basis."

The establishment of NC post processor writing capability, and NC consulting capability in the Technical Services Operation is another contributing factor. Jim Underwood, senior NC tech specialist and Jeff Myers, tech specialist, both of TSO, have put us "in a position to support our existing customers better and start the move to regain our position in the market," according to Mac. "We have a superior product line and dedicated, competent people in growing numbers."

AVAILABLE

IBB00999, INFO — a free user number with an immediate run program that gives short descriptions of new applications, new documentation, new system capabilities, etc. — is available to all customers. The content is updated on the first of each month and customers can order related publications free of charge. Make sure your customers know about and use this capability to keep posted on the latest offerings of MARK III service.

DYNAMO 2, a new NSS offering, is a continuous simulation language for modeling of industrial, social, economic, and engineering systems. The package is problem-oriented, not computer-oriented. Contact Jack Pugh at Pugh-Roberts Associates, Inc., 5 Lee Street, Cambridge, Mass., 02139 for further information.

EMBI, a US individual income tax computation system for regular, alternative, averaged, and maximum tax, is being offered via NSS by The Embassy Institute. The package is designed for use in return preparation and review, IRS audits, and tax planning. For further information contact the author at 1212 Washington Street, Wilmington, Del. 19801.

TSO Routines Offered to TRs

"We've just distributed some utility software to the TSO field organization that may be useful to Sales Department technical representatives," said G. O. Mueller, manager of TSO. Briefly, the routines are:

- an input subroutine providing an item-oriented read capability that is ideally suited for command driven systems
- a generalized data editing program containing display, change and conversion features
- a subroutine designed to scan an array filled with four ASCII characters per word and extract the first data field following a specified starting point
- a binary search routine for finding the position of a given value in a sorted list

Coding and technical information on these FIV routines can be obtained from the local TSO representative.

June Service Awards

20 YEARS

Joseph R. Schmid Rockville
William L. Johnston Rockville

15 YEARS

Robert F. Streight Rockville

10 YEARS

John C. Kemp Greenville
Michael Schermer Dallas

5 YEARS

Victor R. Henschel New York
Richard E. Burke Indianapolis
Thomas B. Hickey Rockville
Allen W. Broadway Teaneck
Barbara S. McCormick Rockville
Virginia A. Link Rockville
William H. Hohenstein Watertown
William G. Cafiero Houston
Kenneth L. Sargent Watertown
Susannah Lee Rockville
Walter J. Dubiel Teaneck
Ronald F. Simon Los Angeles
David C. Corbin Watertown
Stanley S. Smith Milwaukee
James E. Lane Rockville
James L. Rash Rockville
William B. Barber Rockville
Joyce E. Wright Watertown
Paul T. Heiner Schenectady
John L. Hannah Rockville
Peter P. Fuentes Phoenix
Richard J. Lini Brook Park
James H. Littrell Rockville
Larry D. McNeill Bethesda
Jerome R. Reitz New York
Barbara J. Schafer Los Angeles
Gwendolyn N. Risinger Rockville
Alan P. Zucchino Syracuse
Bernard A. Bounce Brook Park
Retta M. Bruno Torrance

For those who have a 1969 service date, 1974 allows an additional 2½ days of vacation. Effective July 1, all 5 year employees receive 2½ weeks annual vacation.

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How They're Making It Happen . . .

Japan, Gamma, and Background campaigns are going into high gear as the first campaign period for Project Japan comes to a close, and the second period of Campaign Gamma and Background Build-up gets started.

"Total Japan validations are on target," according to international accounts manager Charles Ray, "having achieved the 65% minimum for the first period. Several teams are well above this minimum. We are confident that more teams will exceed this platform in July." Individual and branch standings will be reported in UPDATE as soon as possible.

Background Build-up first place winner in the first period, the Phoenix branch, increased its revenue to the winning 383.9% of quota by a concerted thrust toward extremely large data base applications. Richard Vincent, Phoenix branch manager, remarked that his branch "made a concentrated effort to bring technical people up to speed on how to serve the customer in Background." He singled out Marv Bergen, technical manager, and Dave Cearnal, account manager, as instrumental in this effort. "We are no longer concentrating on old business," Vincent said, "we're after new name business, and expect to get it. We are optimistic about being a winner again during the contest."

Campaign Gamma first period winner, the New York industrial branch, capitalized on a newly signed account and revenue grew significantly. Business development representative Dan Somma and technical representative Hank Schmidt collaborated on this specific account, signed just before the contest. "This was a large *Fortune* 500 company, formerly committed to a competitor," according to branch manager John Timmons. "The timing was right,

and we did an excellent job of supplying better service than what our competition offered. A TSO contract and FAL put us over."

ISBD Film Underway

An information services documentary film which highlights today's state-of-the-art in remote computing is now being produced. Research has been underway on this motion picture since late last year, to target the best possible mix of our customers. These users of GE information services are shown operating their business, managing their problems, and improving productivity with the aid of remote computing — showing how progressive organizations around the world are using MARK III to survive profitably.

The film is being produced by Francis Thompson, Inc., an organization with an outstanding reputation in the industry, and an Academy Award to its credit. Expected to be completed in December, the film is addressed to an audience of highest-level decision makers in the industry, science, commerce, and government; existing and prospective users of GE information services.

Francis Thompson and Roger Flint directing ISBD film action.



GENERAL  ELECTRIC

For General Electric Employees Only

UPDATE

INFORMATION
SERVICES
BUSINESS
DIVISION

ROCKVILLE,
MARYLAND

JULY 29, 1974
305.14



Ota, Fondiller, & Marmion Promoted

James Castle, General Manager of the Sales Department, has announced promotion of three members of the Sales Department, effective July 1.

Robert Fondiller, manager of the Cincinnati branch, received his BA at the University of Dayton and his MBA at Indiana University. He came to Information Services in 1971 as marketing representative in Chicago, and later account representative there. In 1973 Bob was named account manager in the Chicago branch, a post he held until his recent promotion.

Stephen Marmion, manager of the St. Louis branch, is a graduate of the University of Houston. He worked for U.S. Steel and several service businesses before coming to Information Services as senior account representative in Houston in 1972. Steve's most recent post was specialist in field service at headquarters, with one of his responsibilities being the development of a sales plan manual and account book.

Frank Ota, manager of the Syracuse branch, received his BA and MBA at Dartmouth and joined Information Services in Long Beach, California as marketing representative in 1971. Frank was promoted to account manager in Los Angeles in 1973, and has most recently been acting zone support manager for the Pacific zone.

New Sections Named in Marketing

Paul Wexler, Manager-Marketing Operation, has announced a reorganization of the services programs section. A recent review of that section revealed two basic aspects inherent in its mission:

- 1) strategic — establishing product requirements, and

- 2) tactical — exploiting the current product and new releases.

Thus, two new sections have been established: Product Planning, managed by Dave Foster, will define the product, place requirements on Technology, and be responsible for competitive analysis and pricing.

Product Programs, managed by Sally Smith, will exploit and merchandise the product, and be responsible for program schedule coordination and visibility.

AFIPS Calls for Papers

A call for papers and proposals to organize sessions has been issued for the 1975 National Computer Conference, to be held in Anaheim, Calif. ISBD will again be exhibiting at the conference and division personnel are encouraged to participate in the technical sessions. Topics will center on three areas: applications and methods, science and technology, and interaction with and impacts on society.

Papers and proposals should be submitted to Ralph Campbell, manager-press relations, who will be coordinating division participation. August 18 is the deadline for proposals to organize a session or panel discussion and for 150-word abstracts of individual papers. The deadline for finished papers is October 29. Authors, session chairmen and panelists will be notified of acceptance during January.

Unpublished papers are solicited with a total of no more than 5,000 words. Each paper must include an abstract of no more than 150 words. Session proposals must be submitted in the form of a 250-word abstract, with a list of prospective panelists, their titles and affiliations. Contact Ralph Campbell (8*273-4476) for additional information.

A Word on IADs

Approximately a month is required to prepare and publish an updated international Access Directory (IAD). Therefore, the May 1 edition of the IAD (#1401.01J) reflects access and customer service numbers as of early April.

As stated on page 5 of the directory, updates to the information contained in the current edition are available via the free user number IHA03000. Please make sure your customers are aware of this file so it can be checked when there is doubt.

The next revision of the IAD is scheduled for September 1, using data through early August.

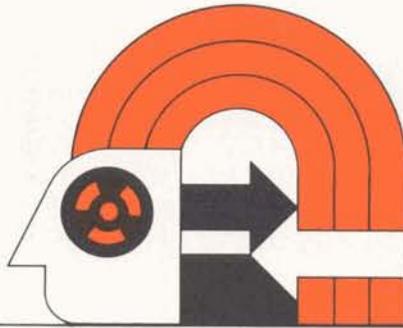
Manpower Representative Named

Jack Moss has joined the Relations Operation as organization and manpower representative for field sales, reporting to Frank Gibbins.

After receiving his BS from Indiana University, Jack joined the Brunswick Corporation's industrial relations department in St. Louis.

He began his General Electric career in 1968 as a member of the Employee Relations Management Program. During his six years with GE Jack has held employee relations positions in employment, compensation, communications, and union relations.





Interchange Corner

Correction: a 202C model 10 modem is required for rotary dial phones interfacing with 1200 baud service.

In anticipation of the new Foreground/Background interface (commonly referred to as "bus adapter") the BSTATUS and BABORT commands are being upgraded by ISR-300 series software.

The enhancements permit users to specify short form (i.e., "DONE," "TERMINATING," etc.) or long form status reports which include a listing by report code or name of files returned to Foreground. Changes to the BABORT command enable users to request purging of the aborted job's SYSOUT.

The changes also provide greater flexibility in specifying lists of jobid's. Check the list below for examples of the expanded capabilities.

Command	Explanation
BST ALL	Long form for all jobs
BST *ALL	Short form for all jobs
BST JOB1;JOB2;JOB3*	Long form for JOB1 and JOB2; short form for JOB3
BST JOB1;JOB2*;JOB3	Long form for JOB1 and JOB3; short form for JOB2
BST *JOB1;JOB2;JOB3	Short form for list
BST JOB1;JOB2;JOB3	Long form for list



At a recent meeting of zone managers, James C. Castle, General Manager of the Sales Department, presented Pacific zone manager Frank Robertson with a plaque for the most improved zone in the second quarter. After Dr. Castle's presentation Frank Robertson (right) acknowledged applause from other zone managers by a bow to Mac McCleary (left), manager, N/C industries.

BAB ALL	All jobs in queue are aborted; no SYSOUT purged†
BAB *ALL	All jobs in queue are aborted; all SYSOUT in Background is purged†
BAB JOB1;JOB2*;JOB3	All jobs in list are aborted; SYSOUT for JOB2 is purged†
BAB *JOB1;JOB2;JOB3	All jobs in list are aborted; all SYSOUT for jobs in list is purged†

†These BABORT formats are currently accepted by the new software, but SYSOUT purging will not occur until implementation of the bus adapter interface.

The newest software (ISR-320) is now on systems I, V, and K; MEMOSYS will be used to announce deployment on other systems. Any questions concerning these enhancements should be directed to product support on 8*273-4571.

June S & S Prices

The stock price and the fund unit price for each month of 1974 are as follows:

Month	Stock Price	Fund Unit Price
January	\$62.267	\$29.940
February	56.599	28.395
March	54.839	29.442
April	53.875	27.834
May	49.597	27.699
June	49.156	28.098



Phil Hollis (left) and Loyal Huddleston map their strategy for introducing the Background sort package to their customers.



Mary Records (left) planned the tour of the Maryland Center with Betty Dykhuizen (center) and Liz Nuechterlein

BG Sort Rescues HISAM Customer

99% of the customer's data base needs were solved with HISAM. However, the unsolved 1% had become a major concern to the customer as well as to Loyal Huddleston and Phil Hollis (senior account and senior tech representatives in the Denver branch).

Changing usage habits, resulting from the energy crunch, necessitated new analyses of this public utility's rate structure. The rate technicians found in HISAM all the tools needed to manipulate and extract data for analysis.

A large data base (approximately 70 thousand records) is periodically rebuilt with new information. As the new data is unsorted and the keys are unevenly distributed, loading a new data base was costing between \$300 and \$400.

Since the key distribution could not be altered, sorting before loading was the solution. "Since even the most economical Foreground sort will eat up most of the savings we'll see in the loading process," Hollis reasoned, "let's sort in Background."

Huddleston and Hollis persuaded the time-sharing users involved that this was the time to learn about remote batch. After a three-hour session with Hollis, the users were able to set up and run their sorts.

The cost of loading a new data base has been reduced by more than 95%.

"Their usage of Background does not cover the minimum, but we'll soon change that," Huddleston said. "We have a foot in the door for increasing Background use: some users are

already familiar with job set up; the problem and its solution had fairly wide visibility; and, some additional use would be covered by the minimum charge they are now paying."

"As long as this utility has to perform rate studies," remarked Hollis, "they'll need MARK III. Nowhere else can they get the interactive data handling and analysis capabilities combined with our economical sort. There is nothing like Background to keep Foreground customers committed to MARK III service."

AVAILABLE

POGO, a petroleum economics model that computes and reports the value of oil and gas leases, is available in the NSS AQ86 catalog by arrangement with Petroleum Software International Ltd. of Canada. All pertinent factors relating to production, prices, royalties, interests, capital investments, and income taxes are incorporated. Reports are in terms of profit indicators generally accepted by the petroleum and natural gas industry. Contact Lee Schwieger, Houston branch manager, at 8*352-5293 for further information.

Vendor Quotation Analysis, an aid to buyers in analyzing quotes for a large number of parts from a series of vendors, is now available through Network Software Services. The program provides a method to organize and process the information, a means to consider tooling and other one-time costs, and an analysis of various vendor selection criteria. Contact John Cologna, manager of Corporate Purchasing Research, for more information (8*223-3317).

Zone Secretaries Visit Headquarters

The Xerox Professional Selling Skills course, offered by the national training center in mid-July, was attended by the zone secretaries for the Eastern, Central, and East Central zones.

Audrey Wilsey, secretary in the East Central zone office in Bethesda, said of the course, "I can understand why it is offered to sales and technical people in the field. I was extremely impressed with the course and the way it was presented."

Betty Dykhuizen of the Central zone office in Chicago, and Liz Nuechterlein of the Eastern zone (New York) both enjoyed the course. Betty described it as "a good course for anybody — it not only helps in selling, but helps in dealing with people."

Liz and Betty visited headquarters in Rockville after completing the course, and expressed admiration for the Maryland Center, and appreciation for the opportunity to meet the people they have known by telephone. "It's fantastic to go back home and be able to visualize the person you're talking to," said Liz. Mary Records, secretary to General Manager of the Sales Department, Jim Castle, showed Liz and Betty the headquarters facility and introduced them to the staff.

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Training Operation— Full Speed Ahead

The National Training Operation has announced an expanded training schedule with an increase in staff to include six project managers. "These project managers are making a concerted effort to get their arms around what is needed," said Charles Proctor, manager of the National Training Operation.

Denny Senko, project manager for foreground training, is, among other things, building a series of data management seminars to define data management and how to sell it.

Dr. Zahir Usmani, project manager for applications, is putting together a one week program to get the sales force up to speed on TIP, NC, FAL, and COM. He is also building a full week seminar on MAP/File and STATSYS, etc.

Ed Wetzel, project manager of technical training and communications, has been involved in all the recent activity at the training center. He has been either putting together the technical training himself, or seeing that it gets done. He designed and organized the Background technical series, which was set up for three sessions of 20 people but was increased to eight sessions for 190 people. "This was quite a compliment to the instructors," according to Proctor, "the entire teaching complement, from the field and from headquarters, was a super staff of ten people who did an outstanding job."

Ike Smith, project manager for functional training, has been running the Xerox PSS program, and training trainers at zone level to run the Xerox course in the sales zones. He has also been putting together a functional management development program for field and headquarters management. Ike is bringing together a tailored division selling skills program which will be offered in 1975. He has redesigned

the Field Representative Development Program as well.

Dave Votta, project manager for IBM training, is designing training for field test customer sales and support people, and a phase two and phase three field training for 1974 and 1975.

Tim Madison, project manager for Honeywell training, is making further modifications on the program just now being offered, business sales training seminars. There are seven seminars. Tim is defining a second and third technical series for Honeywell training.

One of the common threads running through the increased training activities is the input and control by Carol Kamerick, the programs administrator. Carol is revamping the program procedures and systems, putting the Training Operation in a completely organized position. In addition, Shirlee Murray, secretary of the operation, "keeps all of us on time for commitments and out of trouble," according to Proctor. Working with Carol, she is reorganizing the entire records and filing system.

"All of us are putting our heads together to find out what is good, available, and can be utilized for self-training," said Proctor. "One room here in Bethesda will be a self-learning center. In addition, we will probably elect to buy program information, particularly in Honeywell and IBM, to try out in the field."

Proctor wrapped up his announcement by saying, "We are now staffed with key project managers to define all the program activity for this year. These guys are bright and the most knowledgeable in the business. Because they all have field experience and good marketing orientation, our programs should meet the real needs of the field sales force."

"RayBob," a futuristic robot of Hollywood fame, made an appearance at the recent Systems-Technology meeting. "Shaping Tomorrow's Future Today" was the theme of the meeting.



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Mike Yourtee



Harlan Dodge

People on the Move

Mike Yourtee — from systems specialist to senior systems specialist in Rockville.

Harlan Dodge — from senior specialist, marketing plans in Rockville, to senior account representative, Jacksonville, Florida.



Jim Rash



Ron Rasmussen

Jim Rash — from consulting specialist in Rockville to account manager, Federal government branch.

Ron Rasmussen — from manager of the Detroit branch to manager, sales administration, Rockville.



Walt Lees



Mike Johnson

Walt Lees — from southwest zone administrator in Houston, to specialist, contract administration in Rockville.

Mike Johnson — from Medinet account representative in Seattle to Medinet manager in Seattle.

Dentsu Visits Rockville

Executives from our Japanese distributor, Dentsu Advertising, Ltd., made their first visit to our new headquarters facility in Rockville recently. Mr. K. Shimada, Executive Vice President of Dentsu, and Mr. A. Yanai, Director-Dentsu Time-Sharing Services Division, met with Dr. Feeney and members of the division staff. Paul Sage, manager

of our Far East Operation, and Bob Fohl, manager of the Japan Operation, accompanied the Dentsu visitors.

Mr. Shimada expressed his appreciation to all division employees who have been involved directly and indirectly in providing support to Dentsu throughout their first year of operation in providing MARK III services in Japan.

"Project Japan" should really be a major factor in insuring a very successful second year with emphasis on international accounts.

Larry Geller, of the Japan Operation, was also at headquarters for advance training which should enhance our distributor support capabilities in the months ahead.

July Service Awards

Twenty Years

Lawrence Snively . . . Rockville

Five Years

Melanie Bouer . . . Encino
 Allan G. Boynton . . . Rockville
 Patricia A. Buteux . . . Rockville
 Thomas W. Choate . . . Washington
 Kenneth L. Clement . . . Encino
 Norma L. Frisch . . . Phoenix
 Wayne L. Gowen . . . Rockville
 George M. Grimsley . . . Watertown
 Raymond Grabowsky . . . Schenectady
 Edward Harrington . . . Rockville
 Robert F. Huber . . . Rockville
 Ellen R. Kistler . . . New York
 Mary Ellen Kranz . . . Greensboro
 Paul E. Linsley . . . Philadelphia
 Mary C. Records . . . Rockville
 Elizabeth Rowley . . . Rockville
 Joseph A. Vitale . . . Watertown
 Roland Waggoner . . . Brook Park
 Howard Weidberg . . . New York



Dr. Feeney welcomed the visitors to the Maryland Center; left to right, Paul Sage, K. Shimada, George Feeney, and A. Yanai.



Interchange Corner

Do not reload a portion of a link overlay system. The loading process binds all program units into a single job; partial reloading of the system may destroy this bond.

When the system is loaded, all links are assigned the identical starting address in core (i.e., immediately following the main routine). The system is also assigned space in core equivalent to the loaded length of the main program plus the largest link.

Any subsequent reloading is likely to alter these assignments as the loaded length of the main is likely to change.

- recompiling with a new FIV compiler will change both the compiled and loaded length of the main program
- reloading will change the length if any routines called by the main have been changed

If the length of the main is changed by recompiling or reloading, the altered assignments must be reflected throughout the overlay system. If the length changes, a partial reload means a partial reassignment and either an improperly functioning or nonfunctioning system.

Wattage at Capital Branch Wins Trophy

The division has been jolted by the electric prowess of the Capital branch — they won the electric utility quarterly trophy for their performance in the second quarter. The branch was 193% of utility quota for the second quarter, and revenue grew 70% over the first quarter.

Ken MacDonald, manager of electric utility industry sales, said Boston and

After acceptance of the trophy, Bill Booth (left) reviews his utility sales plans with Ken MacDonald (center) and Bob Manning.

St. Louis (which held the trophy for the first quarter) also produced outstanding results in the second quarter.

Bob Manning, manager of the Capital branch, passed the honors for winning the award to Bill Booth, account rep, who handles the four major utilities served by the branch.

Doc Council Starts Work

A division-wide documentation council has been organized and held its initial meeting in late July.

The council is to provide a direct channel from field sales to documentation management (and vice versa), to better communications about publications as well as assist Marketing in defining new publications and evaluating past ones.

The council is composed of one representative from each zone and TSO, documentation personnel, and appropriate headquarters management. Attending the July meeting from the field were:

Pat Hillman	Northeast Zone
Celia Baldwin	Eastern Zone
Judy Kramm	East Central Zone
Jennie Munder	Central Zone
Harvey Henson	Southern Zone
Margaret McCue	TSO-Houston

The meeting was chaired by Dex Nilsson, manager of documentation, and Norm Otis, manager of documentation services. Initial steps of the council were to compile a "wish list" of documentation enhancements. Representatives were briefed by the technical writers involved on over 115 documents that have been updated during 1974.

A similar council had been formed two years ago, but had been inactive. This council will meet quarterly, next time in early November.



Celia Baldwin (left) and Judy Kramm on one side of the conference table, heard the "wish list" proposed by the other side of the table, left to right, Jennie Munder, Harvey Henson, Pat Hillman, and Margaret McCue.



What's a Techposé?

TECH-PO-SE (tek-pō-zā) noun —

1. a signed article written by an expert of the Information Services Business Division for publication in a leading computer or trade publication
2. a technical paper written by an expert of the Information Services Business Division and presented by the author at an industry conference
3. the form employed by these experts to submit such an article or paper to the appropriate member of the Technical Communications Council

TECHNICAL COMMUNICATIONS COUNCIL — 1. an organization recently formed by the Infor-

mation Services Business Division to

- a) coordinate and encourage the writing of TECHPOSES; b) evaluate proposed articles and papers; c) determine the appropriate publication or conference for each submitted TECHPOSE; d) assist TECHPOSE authors in obtaining required division approvals.
2. members of the council are a) Jack Griffin, Sales; b) Lee Andersen, Technology; c) Dick Lewis, Systems; d) Pete Salisbury, Strategic Planning; e) Dave Cooper, Marketing; f) Ralph Campbell, Press Relations.

Submit your ideas for a TECHPOSE now.

Techposé

To: _____ Date: _____

Title: _____

Author: _____

Telephone: _____

Proposed Length (typed-doublespaced) _____

Suggested Publication/Conference _____

If conference, Date/Location _____

Description of Article/Paper

Company Pays — Employee Studies

Mike Mash, senior account representative in the Philadelphia branch, has just graduated from Villanova University with a BS in mechanical engineering. After ten years of working toward the degree in night school, Mike was interested in finding out how much GE's tuition refund assistance had amounted to. "I was surprised to learn that the General Electric Company had paid a total of \$5400 for my college education," he wrote in a letter to Employee Relations' Manager Norm Barth. "The tuition program enabled me to acquire a college education which I could not have attempted financially by myself."

Mike says "GE has been good to me in the 14 years I've been with the company. I hope to be able to continue using the tuition program in studying for a master's degree in business."

Division employees interested in taking advantage of this program to advance their own education should contact Gene Taft, 8*273-4701, or their own zone office for the necessary approval forms. Approval must be obtained for a specific course of study **before starting the course.**



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ADAPT

INFORMATION
 SERVICES
 BUSINESS
 DIVISION

ROCKVILLE,
 MARYLAND

August 26, 1974
 305.16

'74—The Year of Numerical Control

The promise that '74 would be the year of NC at Information Services is being supported by a GE booth at the Machine Tool Show, by a new NC sales brochure, and by the first headquarters NC class for customers.

At the International Machine Tool Show in Chicago September 4-13, Information Services will have 1000 feet of exhibit space in booth #846 in the International Amphitheatre. The booth will feature the display used at the National Computer Conference, but directed specifically to MARK III NC products and strengths. Almost 1000 machine tools will be in operation on the floor of the show, the largest industrial exhibition held in the U.S., with 75,000 people expected to attend.

The sales brochure "Computer Partner for NC Productivity" is similar to other A&SP brochures recently produced. It gives an overview of our total NC offerings, and emphasizes the seriousness of our efforts by its quality and appearance.

The ADAPT class for NC customers held in early August at the National

Training Center in Bethesda was attended by 12 customers, "the most enthusiastic class I have ever had — several participants were leaning on the door of the Training Center at 7:30 in the morning to get into the terminal room and finish their sample part programs," according to Bob Bruning, East Central zone NC specialist, and instructor for the five-day class. Says Mac McCleary, manager of numerical control industry sales, "I think we sent home 12 dyed-in-the-wool GE disciples — impressed with the whole operation."



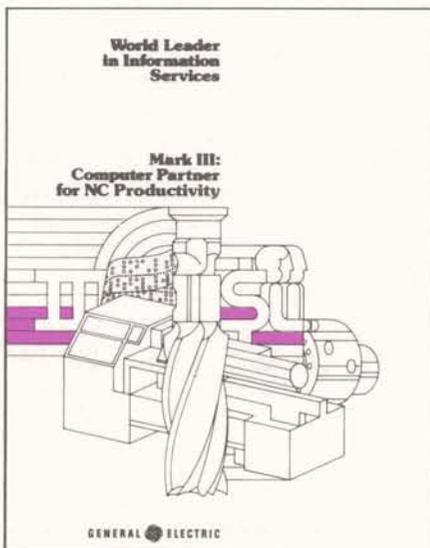
Bob Bruning instructed an ADAPT class for NC customers at headquarters in August.

Division Hosts Customer Meeting

Top executives from eighteen of the division's largest customers met in Williamsburg August 8-10 for a strategic planning seminar. George Feeney, Vice President and Division General Manager, described it as a meeting "to bring together senior corporate executives to exchange ideas and experiences in planning and in the use of up-to-date tools and techniques for more effective planning."

Meetings began early Friday morning with a seminar overview from Paul Leadley, Manager-Information Services

(continued on the following page)



GENERAL ELECTRIC

For General Electric Employees Only

(continued from the preceding page)

Strategic Planning Operation; a discussion of corporate modeling by Clifford Springer, Manager of Strategy Planning for GE's International and Canadian Group; and a description of planning in GE's Plastics Division by Gary Gibson, Manager of Business Planning in that division.

Michael Allen, staff executive on the Management Systems Staff with General Electric Corporate Strategic Planning, was the after dinner speaker Friday night. He discussed the problems associated with strategic planning and resource allocation in a very large, multifaceted company.

Saturday morning's session was devoted primarily to a discussion of the use of econometric data and models in developing corporate forecasts. Robert McLaughlin, Director of Corporate Commercial Research at Scovill Manufacturing Company, covered the general topic of forecasting. Felix Dupont, manager-MAP services, followed with a description of the division's MAP data bases and software services. To give the guests a broader perspective on the capabilities of MARK III, Clarence Selin, manager-northeast zone, reviewed a series of applications packages and user-developed systems which are used for planning related activities.

This seminar is a new approach for the Strategic Planning Operation, and proved very successful.



FIV to FORTY Conversion Hints

Conversion of Foreground FORTRAN IV programs for Background processing is in most cases a relatively easy procedure. There are, however, a few areas of FIV-FORTY dissimilarity that may cause problems. Drawing on his experience, senior technical services specialist Milt Plaut offers the following pointers.

All program lines are assumed to be 72 characters long when a \$FORTY NFORM, NLNO control card is used. Therefore, if a format statement is broken within the hollerith field and continued on a second line, the first part of the format field will be expanded to fill 72 columns. For example, if the coding reads:

```
100 FORMAT ("ABC  
110 &D")
```

fifty-five blanks would separate "ABC" and "D" on the printout.

Use a "funny file card" when writing data to a BCD file unless the file is to be printed under format control. Otherwise, the first character in each record will be interpreted as a carriage control. Milt suggests using the following format card:

```
$: FFILE: 01, NOSLEW  
unit #--↑
```

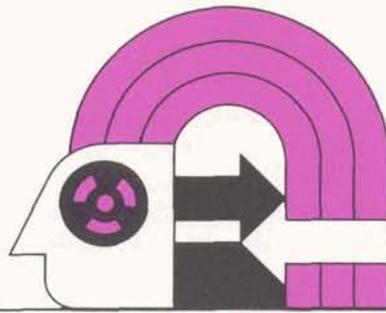
A Foreground binary file containing alphas with ASCII bit configurations must be converted to BCD bit representation if it is to be used by Background BCD FORTY programs. If the file also contains real or integer data, the MEDIA command cannot be used for the conversion. The Foreground program shown below illustrates a way to perform this type of conversion; it can be modified to suit each application's needs. Notice that the new fields containing BCD data will be padded with BCD blanks (octal 20); this assures valid alpha comparisons.

```
*THIS PROGRAM CONVERTS THE  
*3RD, 5TH, AND 6TH WORDS OF  
*THE FILE FROM ANS ASCII BIT  
*REPRESENTATION TO THE EQUI-  
*VALENT BCD BIT REPRESENTA-  
*TION
```

```
DATA MASK/0000000202020/  
FILENAME IN,OUT  
DIMENSION IDATA(6)  
PRINT,"INPUT & OUTPUT FILES"  
INPUT,IN,OUT  
ENDFILE OUT  
10 READ(IN,END=20)IDATA  
CALL CV9TO6(IDATA(3),IDATA(3),3)  
*NEXT STATEMENT PLACES 3 BCD  
*BLANKS IN RIGHT MOST 18 BITS;  
*MASK & SHIFT MAY BE  
*ADJUSTED  
IDATA(3)=SHIFTL(SHIFTR(IDATA(3),  
&18),18)  
IDATA(3)=OR(IDATA(3),MASK)  
DO 15 J=5,6  
CALL CV9TO6(IDATA(J),IDATA(J),3)  
*NEXT STATEMENT PLACES 3 BCD  
*BLANKS IN RIGHT MOST 18 BITS,  
*ADJUST MASK & SHIFT IF NECES-  
*SARY  
IDATA(J)=SHIFTL(SHIFTR(IDATA(J),  
&18),18)  
15 IDATA(J)=OR(IDATA(J),MASK)  
WRITE(OUT)IDATA  
GOTO 10  
20 ENDFILE OUT  
STOP;END
```

No warning message is issued when a subscript exceeds the array dimension; the system appears to return to the beginning of the array and reuse the dimensioned subscripts. If you suspect that arrayed data is being lost, increase the array dimension and core limits. This is a subtle problem and may be preliminarily diagnosed as bad data within the file being read.

If you have developed any FIV/FORTY conversion techniques that could be helpful to others, please send them to product support in Rockville so they may be shared.



Interchange Corner

Many thanks to senior technical representative Marv Bergen of Phoenix, who has developed the following information as a preliminary response to requests for help in estimating Background processing costs. The benchmark described is representative of typical data processing activities.

The FORTY benchmark is a combination run which updates master records from input transactions (matching on the first field of both records) and produces as output a printed report from selected master records and an error report of non-matched transactions.

The sequence of the report lines is in the same order as the master file. The cost of sorting the transaction records is not included.

The Master File: 5000 records, binary, of 100 words each.

The Transaction File: 2600 records, binary, of 100 words each. 2500 "good" records, 100 "bad" records (non-matched to masters).

Processing Rules

One half of the master file will be updated from the good transactions.

Matched transactions: For each of the 100 fields on the transaction and master records, do the following:

- Multiply corresponding fields times each other: MFIELD1 x TFIELD1

- Temporarily store the product
- Divide the temporarily stored product by the corresponding transaction field: TFIELD1
- Store the quotient in the corresponding master field: MFIELD1
- Write the master record.

Non-matched masters: write out unchanged.

Non-matched transactions: write the first five fields with an error message (100 lines of 75 characters each).

Production report: produce a report record from every third master record being written. Length of each report line is 120 characters (1666 lines written).

Marv reports a cost of \$6.44 for execution of this benchmark (16K words of core; 0.0320 NBU). Storage of the master file (disc) is \$300 per month (1667 blocks x 2 = 3334 blocks at 9¢/month).

FIV-FORTY Comparison

A Foreground (FIV) program was generated using the same logic, file, and processing conditions. The processing cost was \$57.07 (1K words of core; 172.95 CRU); the master (disc) file storage cost was \$2413.50/month (1609 DSU x 2 = 3218 DSU at 75¢/month).

Two Complete GE Study Courses

Technology Operation's Larry Mauceri and Henri Monnier have successfully completed five courses in the division's Employee Development Studies Program in the past five years, earning a Level I award for their 50 credits. Larry, manager-remote communications software, completed the first course toward the Level I award in 1969-70;

and Henri, systems specialist, began work toward the achievement in 1971-72.

Bob Hench, Manager-Technology Operation presented them with their awards upon completion of the required 50 credits.



Egan Skinner (left), account representative in Charlotte, North Carolina; and Stokes White, of Duke Power, assisted the producers of the ISBD documentary during the filming of the Duke Power segment of the motion picture.



Bob Hench congratulated Larry Mauceri and Henri Monnier (left to right) upon completion of the first level of EDSP work. Bob McCalley, manager-communication systems, and Gene Taft, manager-personnel practices, beamed their approval.



Art Baker



Grace Wedekind



Peter Janca



Ann Cummings



Frank Robertson presents Melanie Bouer the Pacific Zone Staff.

Training Tips

The chart below indicates the availability and order number for Instructor and Student Guides for courses produced by the National Training Operation. The documentation may be ordered via OLOS. Viewgraphs not listed will be available in the fourth quarter.

Course Name	Instructor Guides	Student Guides	Viewgraphs
Introduction to GE MARK III Inf. Svcs.	3501.05A	3501.06A	3501.07
Programming Concepts	4009.01	4009.02	—
Advanced System Concepts	3501.08	3501.09	—
Editing Commands	3400.03	3400.04	—
Administrative User	3502.06	3502.07	—
FORTRAN IV	3102.05*	3102.06	—
Foreground-Background Interface	2000.21	2000.22	—
High-Speed Service	3910.12	3910.13	3910.17
FAL	4204.01*	4204.02	—

*Not available through OLOS. Order through National Training Operation, 8*273-4629.

People on the Move

Melanie Bouer—from account manager in the Encino branch, to Pacific zone support manager.

Art Baker—from senior account representative to account manager in Syracuse.

Grace Wedekind—from senior specialist in marketing plans to senior specialist in sales planning, in Rockville.

Peter Janca—from specialist in field service to manager of revenue opportunity services in Rockville.

Ann Cummings—from Strategic Planning Operation secretary to specialist in revenue opportunity profile, in Rockville.

Holiday Near

Holidays for the remainder of 1974 will be:

- Sept. 2, Labor Day
- Oct. 14, Columbus Day
- Nov. 28-29, Thanksgiving
- Dec. 24-25, Christmas

Massachusetts employees, who did not celebrate George Washington's birthday, will have a paid holiday on October 28, Veterans Day.

Savings and Security Program

Month	Stock Price	Fund Unit Price
January	\$62.267	\$29.940
February	56.599	28.395
March	54.839	29.442
April	53.875	27.834
May	49.597	27.699
June	49.156	28.098
July	46.739	25.091

GENERAL ELECTRIC



J SCHARTMAN
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ROCKVILLE MD 20850

Encino Wins Twice

The Encino branch has earned the title "outstanding branch" for the second quarter in a row, with the highest percent quota achievement, 112.2. The branch contributed to the Pacific zone winning the most improved zone award in the second quarter.

Presentation of the award was made by Jim Castle, General Manager-Sales Department, who complimented Encino on their individual and team performance. "Both telephone company and commercial business contributed to their success," he said. "The PT&T account was quite important in winning this award and involved perseverance on the part of Bill Moore, his branch, and Pacific zone TSO in turning a difficult climate into a major MARK III service success."

Bill Moore, manager-Encino branch, attributed the results to "outstanding people and excellent teamwork between our branch and other parts of the division."

Federal Sales— Moving Up

Bill Thorne, manager of Federal Government Industry, notes "an improved climate within Federal agencies toward service vendors. All field locations should use the new sales tools to capitalize on opportunities with present as well as new prospects."

Sales Brochure

"Helping Government Management Respond to Information Challenges of the '70's" — the newest in a series of industry sales brochures — emphasizes by its quality the division's commitment to this "industry" (publication 0900.40).

FedBiz

List FedBiz in U# IJC31500, FED to receive a synopsis of business being conducted with the Federal



The Encino branch, named outstanding branch for the second time in 1974, celebrated with a banquet. Standing, left to right, Diana Feld, account representative; Jim Castle; Peter Koelsch, senior account representative; Laura Wechter, technical representative; Hilda Blonder, branch administrator; Bill Moore, Encino branch manager; Melanie Bouer, manager, Pacific zone support; Ken Clement, senior technical representative; Dean Paschal, senior account representative; Frank Robertson, Pacific zone manager. In the front row: Peter Bloomfield, senior account representative; Kent Schwab, account representative; and Joe Southard, account representative.

Government by Information Services. Included in the listing are pricing schedules, existing federal contracts, major programs, and selling aids. This file is updated monthly by Federal Government Industry, for assistance to the sales force throughout the country. Try it!

Forest Service

One example of Federal Government sales is the use of MARK III by the U.S. Forest Service to fight forest fires more effectively. From 70 terminal locations covering 225 Forest Service sites, data is gathered and combined with weather information on humidity and other significant parameters. Forest fire rating indices are produced from this data to forecast the probability of fires in specific areas. These forecasts are used to schedule personnel and equipment to limit the destruction of a fire.

Agencies cooperating with the Forest Service are the Bureau of Land Management and the National Weather Service. Ron Nutter, account representative in the Denver branch, reports that extensions to the programs are being considered for implementation at the state and local levels.

(continued on the following page)

GENERAL  ELECTRIC

(continued from the preceding page)

Federal Government Branch

Jac Cuney, manager of the Federal Government branch in Washington, D.C. speaks with pride of the branch and its rise to winner status. At the end of August he said, "We are certain to win the quarterly award."

The Federal branch also claims third place standing at the two-thirds point in the Background Build-Up campaign—close enough to second place to make members of the branch try a little harder.

"The whole branch base is up, and the pipeline looks strong," said Cuney. "Morale is high, the outlook is excellent."

FIV to FORTY Hints—Part II

A second collection of FIV to FORTY conversion pointers is offered by Kent Soffel, senior technical services specialist in Seattle. Kent points out that some of this information is common knowledge but deserves review to avoid problems.

When \$ OPTION NFORM,NLNO is used, the line number and one space is removed from each line passed to Background. Therefore, any line with "C" as the first character will be treated as a comment and ignored by the compiler. A line number followed by two spaces will eliminate this problem.

Output to a character-oriented file is expected to contain a slew control as the first character. To override this use \$ FFILe with the NOSLEW option. (See the control card manual for details.)

Kent's experience indicates that it is less expensive to sequentially update a file with presorted updates than to update the file randomly when the input transactions will modify more than 15% of the file.

For restart capability at an intermediate activity, temporary files should be defined as PRMFLs and purged at the end of the job. If BPURGE directives are used to purge these files and the job aborts, the files will be purged and restart from an intermediate activity may not be possible. Set the purging up as a FILSYS activity which will not be executed if a prior activity aborts.

If job A uses PRMFLs which are created at the beginning of the job and purged subsequently by job B, there is a chance that the files may not be purged. This would cause the next run of job A to abort with an INVALID CAT/FILE DESCRIPTION. The solution for sequential files is to use a FILSYS activity at the beginning of the job to create the file, followed by a \$ BREAK. (Use one FILSYS and BREAK for each file created.) For random files that vary in size from one run to the next, do a FILSYS and BREAK purge of the file before attempting to create it.

Kent reports that if a FORTY program reads a sequential file, performs an end-of-file transfer, and backspaces the file, the file cannot be reread. Apparently GCOS never turns off the end-of-file indicator in the file control block; regardless of the number of backspaces issued, the end-of-file transfer will be performed on the first read. Kent's solution is to backspace and write a dummy record when the first end-of-file transfer occurs. This adds a record to the file and permits rereading.

Please send your FIV/FORTY conversion hints to product support so they may be shared.



A doorman prepares to greet the customer on arrival at our distributor's office (above).



ISBD motion picture crew on location in London shoots scene of customer starting his workday (left).



Interchange Corner

Doug DeLisle, service desk specialist in Brook Park, recommends that the following items be checked carefully before submission of a Remote Media Service job.

Card Input

The first card in a deck should be:

```

columns
1      8      16
*      FNAME  NUM, NAME, BCD
  
```

where NUM is the customer's user number and NAME is the file name under which the deck is to be loaded.

The second card, which is not required if the deck's character set is BCD, should be:

```

columns
1      8      16
***CRT,CHAR
  
```

where CHAR identifies the character set as shown in the following chart.

Card Format	CHAR
H-635 BCD	BCD
IBM COBOL (026 with COBOL character set)	IBMC
IBM FORTRAN (026 with FORTRAN character set)	IBMF
IBM Extended Language (029 character set)	IBMEL
MARK I	MARK1
H-225	GE225

The last card in the deck should be:

```

columns
1      8      16
***EOF
  
```

Cards should be carefully wrapped to prevent damage during shipment. When shipping several decks, be sure they are clearly separated. And, don't forget the work order number.

Tape Input

Tape service is improved by good packaging, correct addressing, and identification by user number and work order. Currently there is no multiple reel capability, so each tape must have a separate work order number.

On receipt of a customer's tape, make sure the following items are identified: bits per inch, track (7 or 9), characters per record, character set, number of files on the tape, approximate number of records per file, proper labels on each tape.

As a final point, George Schubert in product support mentions that the fastest and safest tape load, in most cases, is either 7 track BCD or 9 track EBCDIC, both being 800 BPI with no blocking. RMS has no capability to deblock physical records into logical records.

National Awards Meeting Planned

Marco Beach, near Miami, Florida, is the site of the National Awards meeting to be held September 18-21. The meeting will be attended by those persons who met the established criteria.

August Service Awards

10 YEARS

Darlene Santarelli . . . Chicago
William Schwink . . . Seattle

5 YEARS

Dennis Achilles . . . Atlanta
Hazel Betts . . . Rockville
Esther Fanfani . . . Rockville
Richard Frostad . . . Brook Park
Virginia Gillette . . . Rockville
Donald Graves . . . Hartford
Paul Marier . . . Watertown
Gerald Scherocman . . . New York





Bob Guillette

People on the Move

Bob Guillette — from manager, Central Zone Technical Services in Oak Brook, Ill., to manager, IBM projects, a newly formed TSO group in Rockville.

Margaret McCue — from senior technical services specialist to project manager in Houston, Tex.

Don Kolafa — from senior technical services specialist to project manager in Torrance, Cal.

Pat Rakich — from technical services specialist to senior technical services specialist in Torrance, Cal.

Jack Werbicki — from employment representative in Rockville, to organization and manpower representative for the Systems Department, in Brook Park, O.

Ron Rasmussen — from manager of the Detroit branch to manager of sales administration in Rockville.



Margaret McCue



Don Kolafa



Pat Rakich



Jack Werbicki

S & SP Forms Sent for '75 Payout

More than half of the employees in Information Services have received Savings and Security Program authorization forms relating to the 1975 payout. They will have a payout in 1975 for their 1971 S&SP participation. The holding period for S&SP 1971 investments ends December 31 of this year.

Few of the people receiving authorization forms give them adequate attention. After the fall deadline (November 1) it is too late to register S&SP differently, or to take advantage of the Retirement Option, which can often save on current taxable income under S&SP.



Ron Rasmussen

Study your authorization form, learn what your payout in 1975 will be, and determine whether you should take action on the retirement option or change the registration and mailing address of your securities.

Rep Praised by New Gamma Account

A customer letter praising Judy Havard, technical representative in Dallas, for "a job well done" and being "of immeasurable assistance," gives partial explanation for Dallas' third place standing in the middle of Campaign Gamma's period #2.

The new customer wrote that Judy's work on "truck routing and facilities planning programs displayed a thorough understanding of our problems as well as a strong personal commitment to help us solve those problems."

Mike Schermer, manager-Dallas branch, reports that Judy gave this customer almost a 10-1 cost savings by converting some of their BASIC programs to FIV, and "has opened the way for a shot at the rest of their business."

Division Directory

Now that you have a new division telephone directory, check your own listing for accuracy (and don't forget the blue pages). Please remember that input for the directory comes from **you**. If you move, or change your name or telephone number, send the correction form on page 33 to facilities services in Rockville.

When a new employee joins your group, see that facilities services is notified of the new employee's name, title, location, and telephone.

GENERAL  ELECTRIC



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 401 NORTH WASHINGTON ST
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UPDATE

INFORMATION
 SERVICES
 BUSINESS
 DIVISION

ROCKVILLE,
 MARYLAND

Sept. 23, 1974
 305.18

Leaders Enjoy Marco Island

Leaders in the "Make It Happen 74" sales campaign were among 117 field employees who attended the 1974 Awards Meeting last week in Marco Island, Florida.

Dr. Thomas A. Vanderslice, Vice President and Special Systems and Products Group Executive, spoke to those attending the Marco Island meeting. Guest speaker at the awards banquet was William B. Moore, Vice President and Director of Information Services at McDonald's System, Inc.

The Gamma campaign, five months old, invited the Dallas branch team to the Awards meeting: branch manager Mike Schermer, Pete Curtin, Diane Johnson, Judy Havard, Pat Emmons, Bill Marshall, Jim Henderson, Don Soard, Doug Palmer, and Don White. The final winners of the Gamma campaign will be named at the end of the campaign, September 30. (See campaign standings as of August 31, elsewhere in this issue.)

In the Background Buildup campaign, which continues until December 31, leaders who attended the Marco Island meeting were from Albuquerque: Bruce Ackley and Bob Binkert; from Phoenix: branch manager Richard Vincent, Marv Bergen, Dave Cearnal, Norma Frinch, Bill Breedlove, and Pete Fuentes.

Project Japan, which ended campaign period 1 on August 31, sent period 1 winners Jim Schuster and John Nessen of Los Angeles to the Awards Meeting.

Members of the Federal Government branch, winners of the third quarter outstanding branch award, were all invited to Marco Island: branch manager Jac Cuney, Pete Bachman, Roger Black, Cheryl Brickus, Rich Cantrell, Cal Dearborn, Nat Hopkins, Jim Rash, Brenda Tripp, Dave Walker, and Sharyn Wiloughby.



Vic Henschel borrowed a hardhat for this happy pose.

Hardhat Henschel

Vic Henschel, account representative in New York, is now able to give on-site service to his important customer, Consolidated Edison, from his desk located in the Con Edison company headquarters building in New York City.

Vic, in daily contact with Con Edison, knew he could do a better job if he had an office at the customer location. So he asked for the office — and got it! Vic is proud to say he can be reached at either of his two offices — the one at GE and the one at Con Edison.



Vic discusses his plans for Con Edison with his manager, Dennis Casazza, and Ken MacDonald, manager of electric utility industry sales.

GENERAL ELECTRIC

IBM Product Line Training Started

A nine-day course was held in early September for a controlled group of TSO and technical representatives who will be responsible for initial customer usage on the MARK III/IBM S/370. Dave Votta, project manager of IBM training, says the objective of the course was to familiarize the students with this product line, which Information Services will offer commercially in the near future.

The course included three days at the IBM Education Center in Washington, and six days (at our National Training Center in Bethesda) of lectures, discussion, and work sessions utilizing the system.

Dick Erdmann, Morris Patterson, quality systems specialists, and Marion Raczek, systems specialist in Super-center operations, described the software, concepts and features of the IBM 370 operating system, including the concept of virtual storage and job control language.

Technology's John Watson, IBM/OS background systems manager, and Chris Brook, manager, central communications software, provided a functional overview of the hardware configuration, software modules, and the communications interface of the MARK III/IBM S/370 Background service.

The field test marketing environment was discussed by Jim Babcock, IBM services program manager; Phil Moody, senior sales planning specialist; and Barry Siegall, senior specialist. They described the manner in which the IBM line will be offered commercially.

Hands-on workshops utilizing the IBM systems with problem programs kept the course from being all theory. Dave Votta coordinated this initial class for

IBM training, and reported enthusiasm from the ten participants from across the country:

Robert Binkert	Phoenix
Robert Cohen	TSO - Rockville
Robert Diskowski	TSO - Central
Frank Gargallo	TSO - Southern
Robert Guillette	TSO - Rockville
Dan Henderson	Houston
Charles Hicklin	Indianapolis
Margaret McCue	TSO - Southwest
Eileen Ripley	TSO - Eastern
Joan Werner	N. Y. Financial

Upward Mobility in the Sales Force

The Field Representative Development Program implemented in 1973 has been a highly successful program, designed to provide upward mobility for division employees. It was established as a base-building vehicle for careers in the Sales Department, and is responsive to entry level needs in the field. Last March the first students completed their training and are now working as members of the sales force throughout the United States.

With an accent on minorities and women, the program consists of six to nine months of combined classroom and on-the-job training. Candidates must have a college degree or comparable experience.

A new class of trainees will be at the training center in Bethesda starting September 23 for a month of orientation and technical classes before reporting to the branches to which they have been assigned. The newest trainees will be assigned to 14 branch offices for their on-the-job training. Although the program is designed to bring new employees into the division, four of the participants in the class are present employees. Liz Nuechterlein, eastern zone secretary; Barbara Kotzer, branch administrator in Syracuse; Ina Crouse, San Francisco branch secretary; and

Jane Ginder, technical representative trainee in the Philadelphia branch.

Employees who attended the last FRDP class are:

Elaine Brown	Atlanta
Ray Brown	Milwaukee
Mary Clark	E. Hartford
Calvin Crowe	Los Angeles
George Garland	Detroit
Babs Garner	Boston
Charles Hall	E. Central
Lloyd Jacobs	Palo Alto
Ron Jones	Philadelphia
Debbie Rice	Hollywood
Claudia Romaine	E. Orange
Carol Sandfield	Chicago
Brenda Tripp	Federal
Ed Walz	E. Orange
Trudy Wolfe	Oak Brook

Make It Happen '74

August 31 Standing (Period 2)

<i>Background Winners</i>	<i>Realization of Quota</i>	<i>Gamma Winners</i>	<i>Realization of Quota</i>
St. Louis.....	284.9	Dallas.....	142.79
Federal.....	154.5	Palo Alto..	136.75
Houston.....	153.0	Chicago....	131.57
Seattle.....	151.6	Milwaukee	126.25
Schenectady	124.0	Hartford...	118.27
Tulsa.....	103.8	Atlanta.....	116.35

Project Japan August 31 End Period 1

<i>Project Japan Winners</i>	<i>Realization of Quota</i>
1. John Nessen, Los Angeles	1158.40
2. Lloyd Jacobs, Palo Alto	498.17
3. Lewis Plosky, N.Y. Fin.	195.85
4. Louis Hadad Dianne Durkin, Boston	193.20
5. Carl Fiorenza Edward Taylor, Cleveland	132.66
6. Roger Davis James Ronk, Milwaukee	125.38
7. Ron Straight Ronald Banaszek, N.Y. Fin.	121.79



Interchange Corner

Bob Niemann and Larry Capriotti in information systems developed GMAP routines for Background which are equivalent to the Foreground shift left and shift right subroutines. These routines can be incorporated into a program or saved in compiled form and selected at run time.

Shift Right

columns			
1	8	16	32
\$	GMAP		
	SYMDEF	ISHR	
	REM	IN FORTRAN PROGRAM -- ANS=ISHR(NUM,BITS)	
ISHR	NULL		
	LDA	3,1*	LD IN AR THE #BITS TO SHIFT RIGHT
	LDQ	2,1*	LD IN Q THE WORD TO SHIFT
	QRL	0,AL	SHIFT AND LEAVE IN Q
	TRA	0,1	RETURN
	END		

Shift Left

columns			
1	8	16	32
\$	GMAP		
	SYMDEF	ISHL	
	REM	IN FORTRAN PROGRAM -- AHS=ISHL(NUM,BITS)	
ISHL	NULL		
	LDA	3,1*	LD IN AR THE #BITS TO SHIFT LEFT
	LDQ	2,1*	LD IN Q THE WORD TO SHIFT
	QLS	0,AL	SHIFT AND LEAVE IN Q
	TRA	0,1	RETURN
	END		

ANS and NUM in the REMarks section of these routines are any FORTRAN variables; BITS in the REMarks section is the number of bits to be shifted. For example, the variable K1 will contain the 18 left-most bits of KA if

$$K1 = ISHR(KA,18)$$

and the variable K2 will contain the right-most 20 bits of KA, left justified, when

$$K2 = ISHL(KA,20)$$

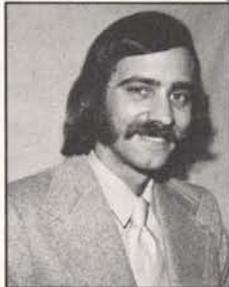
Although these routines are well debugged and tested, they should be used with caution — they are not supported. The routines operate in a manner similar to the Foreground routines which are documented in the FIV subroutine manual.

A NULL Note

If the final argument in a CALL ATTACH or CALL SETBUF list is a null field, there must be a comma between the final argument and the closing parenthesis. If the comma is left out, the program will abort with an F0 or F7 error.

Example	Right	Wrong
CALL ATTACH	(01,FNAM,0,ISTAT,)	(01,FNAM,0,ISTAT)
CALL SETBUF	(I,A,)	(I,A)

Call product support (8*273-4571) if there are any questions.



Joseph Bublik

People on the Move

Joseph Bublik — from operator to Foreground operations specialist, Brook Park.

Charles Marshall — from senior computer operator to Foreground operations specialist, Brook Park.

Marvin Bergen — from senior technical representative on the southwest zone staff to technical manager, Phoenix.

Bob Larson — from account representative to senior account representative, St. Louis.

Lee Ehrheart — from secretary in back-ground quality to secretary in quality assurance, Rockville.



Charles Marshall



Marvin Bergen



Bob Larson



Lee Ehrheart

AR Speaks at Financial Seminar

Ron Jones, account representative in Philadelphia, served as a speaker and discussion leader at a workshop seminar conducted by Temple University's Center for Executive Development.

Designed to acquaint financial or operating executives with the principles of capital budgeting, the one-week seminar assembled financial professionals from the academic and business community to share their expertise with seminar participants.

Ron joined the Philadelphia branch as a trainee in the Field Representative Development Program a year ago. Jim Mason, manager of the branch, says Ron "exhibited a keen grasp of business while still on FRDP. He has assumed initiative in attending higher level training, and requested more responsibility — his trend is upward at a steep angle."



Ron Jones

Update is published bi-weekly by the Information Services Division for the benefit and information of employees. Articles and photographs may be submitted to Update, Information Services, 401 N. Washington Street, Rockville, Maryland 20850.

David M. Cooper, Manager, Marketing Communications

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Monica Jordan, editorial specialist

Savings and Security

Under the Savings and Security Program, information with respect to the average stock price and the average fund unit price to be used in the crediting of participants' accounts for each month will be furnished as soon as practicable following the close of the month.

The stock price is the average of the closing prices of the GE stock on the New York Stock Exchange for each trading day in the calendar month.

The fund unit price is the average of the daily fund unit prices, determined for each trading day on the New York Stock Exchange in the calendar month by dividing the number of fund units into the net asset value of the fund.

The stock price and the fund unit price for each month of 1974 are as follows:

Month	Stock Price	Fund Unit Price
January	\$62.267	\$29.940
February	56.599	28.395
March	54.839	29.442
April	53.875	27.834
May	49.597	27.699
June	49.156	28.098
July	46.739	25.091
August	41.205	21.934

GENERAL  ELECTRIC



USDT

INFORMATION
SERVICES
BUSINESS
DIVISION

ROCKVILLE,
MARYLAND

Oct. 7, 1974
305.19

Chicago Success Goes West

Information Services' participation in the 1974 International Machine Tool Show in September brought enthusiastic response from customers, participants and GE associates from other components.

How successful was the show? One week later, Guy Magruder of the Los Angeles branch received a request for a sales call from an oil tool manufacturing company. Their sister division in Texas had visited our booth in Chicago and told their Los Angeles component "GE is the way to go." Magruder has signed them up, less than two weeks after the Chicago show.

There were 77,000 visitors during the 9 days the show ran in Chicago — an estimated 5,000 visited the division exhibit. Almost 500 requests were received for more information and over 100 asked for follow-up sales calls by field representatives.

The MARK III service story was also told to a group of GE executives, including Chairman of the Board Reginald Jones, and Vice Chairman of the Board Herman L. Weiss.

Mac McCleary says "This exhibit was an example of a successful, cooperative division effort, with contributions from headquarters and the field sales force in preparing for and manning our exhibit during nine long eight-hour days."



Spencer to Lead Southern Zone

Jim Spencer, manager of the San Francisco branch, has been promoted to manager of the Southern zone, effective September 16.

After graduation from The Citadel, Jim worked for a textile firm in New York City and for Firestone International in East Africa. He joined Information Services in 1969 as salesman to the financial industry in New York, selling over 70 contracts in one year.

Jim was transferred to London in 1970 to initiate MARK III service in Europe and help train the Honeywell sales force. His major effort was making sales calls to MARK III service prospects in various European countries.

Returning to headquarters in 1972, he spent two months putting together a banking program. He was promoted to manager of the Cleveland branch. In September, 1973, he was transferred to manage the San Francisco branch.

"Jim has an outstanding record of success in our business," said Jim Castle, General Manager of the Sales Department, "well matched with the opportunities available now in the Southern Zone."



Jim Spencer

GENERAL  ELECTRIC

For General Electric Employees Only

Conchita Watts



Converting BAS to FIV

Much of the time required to convert BASIC programs to FORTRAN is spent in tedious conversion of approximately one-for-one syntax changes. Now, thanks to Pete Janca, manager of revenue opportunity services, this time can be considerably reduced.

Pete has written a BASIC program that converts only the following BASIC commands into FIV syntax.

FOR
NEXT
IF
PRINT
WRITE
READ
GOTO
INPUT

Statement numbers, corresponding to the line numbers, are inserted by the program where necessary.

The program, BASFIV, is available in your MEMOSYS user number. Prior to running, EDI RES the BASIC program to be converted and create a file in which the new program will be written. Note that this program is designed to handle MARK III BASIC; it can easily be modified to accommodate other types of BASIC.

Call Pete Janca at 8*273-4625 if you have any questions.

Intern Program Aids Students

"GE's intern program has given me a better insight into my education, and helped me decide on a specialization for my master's degree," says GE intern Conchita Watts. Conchita is a senior in computer science at American University, on a full academic scholarship — although the intern program would give her full tuition refund payments if she were not on a scholarship. Despite not

having her bachelor's degree, she has received some credits toward the master's degree she intends to obtain.

"Most places hire a person with a degree or two years' experience — this program lets a student work while studying, getting experience and education at the same time," she says.

Conchita entered the intern program as an advanced junior in October, 1973, after summer employment at NASA. Her class schedule has allowed her to work 32 hours a week (the minimum for interns is 20 hours), receiving pay for the actual hours worked, and proportionate employee benefits.

Enthusiastic about the Systems Technology Achievement Program, Conchita says "Besides work in your field, on this program you learn to make judgments, use your own ideas, you learn about other occupations, and how to get along in the working world."

Conchita works with Wayne Gowen, her project leader, and is responsible for maintenance and development of an on-line inventory system of central concentrator configurations.

There are several intern programs operating in the division: the Technology Achievement Program, the Systems Technology Achievement Program, the Technical Intern Program, the Marketing Achievement Program, and the Summer Intern Program. There are now 13 on the year-round intern programs, and there were 25 summer interns this year.



Boston AR Makes Persistence Pay

"If customers won't tell us what they need, we simply keep telling them what we have," says Lou Hadad, account representative in Boston. This approach worked for Hadad in his attempt to accelerate the slow growth of a new account — a prestigious New England company which develops long range business plans for its clients.

"But they kept the keys hidden — such things as organizational structure, specific nature of their business, and how they used MARK III service." He persisted in telling this Foreground customer of new features, applications, and publications. He roughed out special classes on a number of capabilities he felt would be valuable. He mentioned Background.

When he told the users about Background tape handling capabilities and Background price reduction last January, the customer began to show interest. A few weeks and several discussions later, the customer requested Background validation and technical support.

Roger French, Boston technical representative, gave the requested support with a Background workshop. The account's billing increased by 20% in three months, the customer is pleased to be offering a new service to its clients, and Hadad is receiving double revenue credit for the new Background billing.

Hadad says he could be more responsive to this customer's needs if he had more information — "but I'll continue to keep them abreast of MARK III service capabilities, in hopes of striking pay dirt again."

Lou Hadad (left) and Roger French plan support for a new Background customer.



Interchange Corner

Do your customers **really** know what those system messages mean and the proper actions to take in response to them? Evidence indicates that they probably don't. The following information on system messages and frequently encountered problems is offered to correct this situation. Most of the message definitions are generalized as the exact sequence of events is extremely complex.

- SERVICE INTERRUPTED
ALTERNATE U#=
The computer went down momentarily. If validated in another catalog, enter alternate user number; otherwise, wait 15 minutes and try again. Call the National Service Operation (NSO) for status information if the system is still unavailable. This message is normally seen when the system goes down while you are on-line.
- THAT SYSTEM IS UNAVAILABLE
ALTERNATE U#=
The computer is down; enter user number in another catalog, or wait 10 minutes and try again. Call NSO for status if still unavailable. This message is normally seen following an attempt to sign on when the system is down.
- SERVICE INTERRUPTED
Communications equipment went down temporarily; dial alternate access number or redial in 5 minutes. This message is normally seen when there is a communications interruption while you are on-line.
- VALIDATION FAULT, RETYPE IT
Usually due to a typing error; re-enter user number and password. If still unsuccessful, call NSO.
- SYSTEM ERROR - LAST COMMAND NOT COMPLETED
Generally encountered when a system software error occurs; may happen during the execution of a program or system command. Call

the service desk and provide the information required (e.g., user number, file name, sample input) for investigation.

- Ring-no-answer or busy signal
Try alternate access numbers if available. If problem persists, report to NSO.
- Weekend schedule information
List SCHED*** from any user number on Friday for schedule information. To allow for preventative maintenance and file dumps, all systems are taken down at some point during the weekend.
- Garbage output
Probably caused by a telephone line or terminal problem. Try another terminal if available. If second terminal duplicates the problem, use the TTY command to obtain the port number and report to NSO.

To reach the National Service Operation, division employees and GE customers call 8*273-4571; customers in the continental U.S., except Maryland, call 800-638-2960; Maryland customers call 800-492-0943.

New FAL Capability

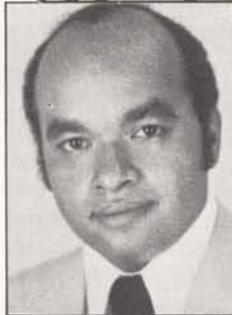
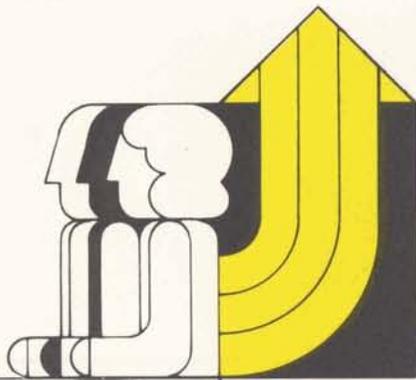
At the request of customers, ADR depreciation capabilities have been added to the FAL (Financial Analysis Language) offering. In financial circles, ADR refers to a method of calculating depreciation on a declining balance with an automatic switchover to the sum of the years' digits when the sum of the years' digits exceeds the declining balance.

This new feature is requested in the value given to the optional switchover argument, that is:

- 0 - declining balance with switchover to straight line
- 1 - regular declining balance
- 2 - declining balance with switchover to sum of the years' digits

Update is published bi-weekly by the Information Services Division for the benefit and information of employees. Articles and photographs may be submitted to Update, Information Services, 401 N. Washington Street, Rockville, Maryland 20850.

David M. Cooper, Manager, Marketing Communications
Esther Fanfani, editorial specialist
Monica Jordan, editorial specialist



Jerrol Larrieu

People on the Move

Jerrol Larrieu — from technical representative in New Orleans to technical manager in Atlanta.

Annette Reeping — from employee relations clerk to employee relations administrator, Rockville.



Annette Reeping



Gayle Shackleford

Gayle Stein Shackleford — from secretary in foreground systems, to Strategic Planning Operation secretary, Rockville.

OCTOBER 14 IS A HOLIDAY!

New Branch Managers Named

Ellen Kistler, named manager of the New York financial branch on September 4, joined Information Services in 1969 as a customer application specialist in New York City. In 1972 she was named senior technical representative in New York industrial branch, responsible for installation of a large-scale order entry system. After less than a year as technical manager in the same branch, Ellen was named senior account representative in the industrial branch in January, 1974.

Concurrently, Donald Sweet was named manager of the New York industrial branch. Don joined the division after three years as senior marketing representative for Honeywell Information Systems. While with Honeywell he repeatedly won sales awards and set up and conducted branch cross-training for Honeywell and General Electric sales representatives. He was manager of the New York financial branch prior to taking his new position.



Ellen Kistler



Donald Sweet

The new manager of the Detroit branch is Clark Shafer, who came to the New York industrial branch after seven years' experience with IBM in systems engineering and marketing training. Clark joined Information Services as a senior account representative in January of 1973, and was named account manager in the same branch in late 1973.



Clark Shafer

September Service Awards

TWENTY YEARS

Robert Kellar Rockville

FIFTEEN YEARS

Robert Guillette Oak Brook

TEN YEARS

Edward Buchanan Rockville

Louise Woods Rockville

FIVE YEARS

Wayne Carney Watertown

Elizabeth Clingan Tampa

Franklin Haley Watertown

Nancy Johnson Rockville

Norman Johnson Rockville

James Rowley Rockville

Robert Stetson Brook Park

Eliot Sutherland Rockville

Victor Vargo Milwaukee





UPDATE

INFORMATION
SERVICES
BUSINESS
DIVISION

ROCKVILLE,
MARYLAND

Oct. 21, 1974
305.20

First FRDP Class Counsels Second Class

The second Field Representative Development class completed three weeks of intensive study at the National Training Center with encouraging comments from three members of the first FRDP class: Ron Jones, Philadelphia; Babs Garner, Boston; and Lloyd Jacobs, Palo Alto.

As the present class begins its field training, the three "graduates" gave them some tips from the field. Lloyd Jacobs, second place winner in the first period of Project Japan, advised members of the class that "the only dumb

question is the question you never ask," and urged them to ask about anything they need to know. Ron Jones stressed that salesmen must know their accounts — by studying the account book in the branch, and research into the account. Babs Garner detailed the organization of a typical branch, and described the trainee program as "an excellent opportunity to learn the ropes of the business and channels of internal selling to successfully implement customer systems."



Listening to Ron Jones's description of work in the field, left to right, Barbara Kotzer, Lloyd Jacobs (standing), Johnny Chi, and Jane Ginder.

ISBD Marks Folcroft Success

To observe the continued success of the Folcroft Operation, staff members from Information Services Division and the Switchgear Division at Folcroft met in late September for a luncheon and inspection of a new, more economic data processing facility.

Three years ago, the in-house data processing operation for Switchgear was housed in a large building at Folcroft, six miles from the main plant. Since then the entire data processing load has been systematically transferred from local computers to Information Services' remote computing network. This past year the change-over was completed, enabling Switchgear to release the distant building and put the terminal operations run by Information Services into smaller quarters, across the street from Switchgear's plant.



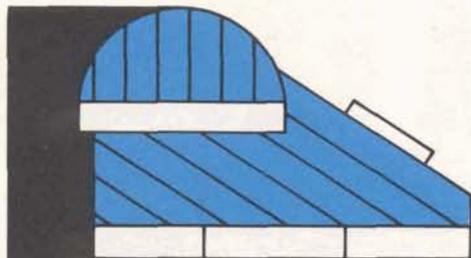
During a coffee break Thirman Milner (left), Liz Nuechterlein, and Garry Rentie compare thoughts on the course.

Charles Hall, account representative in the East Central Zone office and a graduate of the first FRDP, acted as judge for the effective presentation speeches. First place was won by Garry Rentie.



Staff of both divisions visited the new facility (left to right): Ray Marshall, General Manager-Systems Department; George Feeny, Vice President and General Manager of Information Services; Lou Ciccone, Manager-Folcroft Operations; Jerome Butler, Manager-GCOS Facilities Management; Dale Frey; Paul Leadley, Manager-Strategic Planning Operation; and William Smart.

GENERAL  ELECTRIC



Some Notes on FIV Debugging

Three common error messages experienced during the coding and debugging phases of FIV programs are:

ILLEGAL INSTRUCTION
ENCOUNTERED

ILLEGAL ADDRESS
ENCOUNTERED

UNEXPECTED CONDITION
IN RUN-TIME PACKAGE. . .

There are two root causes for the issuance of these messages:

- 1) An attempt by the user program to access data beyond the program's legitimate limits.
- 2) Where one portion of a user program actually changes various machine instructions in another portion of that program such that when those instructions are later executed they will fail. (This error is particularly insidious in that the point of program failure is not where the problem lies; this is only the final expression of a previous error.)

These types of errors may occasionally be caused by a system malfunction. More frequently, however, these errors are caused by the user. Some examples of more common errors are given.

A very simple cause is as follows:

```
OPTION NOCHECK
DIMENSION A(100)
INPUT, LIMIT
A(LIMIT)=A(LIMIT)*2
STOP;END
```

If the value for LIMIT entered from the terminal substantially exceeds 100 then an error will result. This is due to the OPTION NOCHECK statement which suppresses the normal subscript range checking. Programs should not usually be debugged with the OPTION NOCHECK in effect.

A variation on this error is as follows:

```
DIMENSION A(10)
CALL B(A)
STOP;END
SUBROUTINE B(A)
DIMENSION A(100)
DO 100 I=1,100
100 A(I)=A(I)*2
RETURN;END
```

Note that in this example that OPTION NOCHECK is not used and the error will still occur. In effect subroutine B is trying to access one hundred locations beyond A(1). Unfortunately only 10 of those locations have been properly allocated. The second DIMENSION statement only serves to set up subscript range checks and not to allocate space.

The following example is exactly the same problem. Spotting the error is left as an exercise which should be done before proceeding further.

```
DIMENSION MORTGE(100)
CALL B(MORTGE)
STOP;END
SUBROUTINE B(MORTGE)
DIMENSION MORTGE (100)
DO 100 I=1,100
100 MORTGE(I)=MORTGE(I)*2
RETURN;END
```

The lesson from this example is to check spelling carefully! As good as the FIV compiler is, the spelling errors encountered in the argument lists between calling and called routines cannot be diagnosed.

The following example demonstrates an error of omission.

```
DIMENSION X(10)
CALL B(X)
STOP;END
SUBROUTINE B(X)
PRINT, X(1)
RETURN;END
```

Although X is an array in the main routine it is not dimensioned in the subroutine. This omission will cause the compiler to treat X as a function. When the PRINT statement is executed it will fail.

An example of an error resulting from improper ENTRY usage:

```
CALL B
STOP;END
SUBROUTINE A(*)
RETURN 1
ENTRY B
RETURN 1
END
```

The compiler will not flag the second occurrence of "RETURN 1" as illegal and when executed it will fail. Note, however, that if A had been called with an alternate return first, then B would have taken that return when executed with a RETURN 1.

A variant of this example is:

```
CALL A(100)
STOP
100 STOP
END
SUBROUTINE A(*)
RETURN 1
END
```

Lack of the "\$" in the initial call will cause improper code to be generated during compilation which will then cause an invalid transfer to occur.

Similarly:

```
CALL A(SIN)
STOP;END
SUBROUTINE A(SUB1)
EXTERNAL SUB1
CALL SUB1
RETURN;END
```

Lack of an EXTERNAL statement in the calling program sets up invalid references in the subroutine.

The preceding were representative but not exhaustive examples of errors of the first kind (and, in some cases, of the second kind) as defined earlier. Following is particularly an example of an error of the second kind:

```
DIMENSION A(10)
CALL CINIT(0,A,50)
CALL B
STOP;END
```



Doris Fratantuono (right) and Faye Farrell use the airline guide to check an expense account.

```
SUBROUTINE B
DIMENSION C(10)
C(1)=1
C(2)=2
C(3)=3
C(4)=4
C(5)=5
C(6)=6
C(7)=7
C(8)=8
C(9)=9
C(10)=10
PRINT,C
RETURN;END
```

Part of the code in subroutine B will be overlaid accidentally by the CINIT routine. When B is executed it will fail.

There are a set of subroutines available from TSO/Rockville (Bob Cohen) for use as an aid in materially reducing the time needed to find errors of this second type.

How to Report Travel Expense

If you travel on business — or if your boss does — you must know about disbursements accounting, the Finance Operation component which handles Expense Account Statements. You send them your Statement and wait patiently to learn your cash advance standing. After your expense account is audited and posted to your cash advance account at the end of each month, the "Settlement of Cash Advance Account" is available on line for review by your manager, who then forwards it to you for your records.

But sometimes your Expense Account Statement is returned to you because you did not submit an approval signature, necessary receipts, or other pertinent information.

Rules for preparing expense account forms are found in the Division Policy Guide, held by all section managers, as well as zone and branch managers. Bob Kellar, manager of disbursements accounting, suggests "a careful reading

and adherence to Policy 2.2 results in a properly completed expense account form and quick settlement."

Let's start at the beginning: You return from a business trip, and now, no later than the end of the week you return, is the time to tackle the Expense Account Statement. Knowing the contents of Policy 2.2 (you do, don't you?), and the rules on the back of the form, you fill out the form itself.

If you used your car, remember to list the amount of insurance coverage on the appropriate line. If you charged air fare, list only that portion of the ticket which you used. If you cancelled an air reservation, return the unused air ticket with your expense account, and the charge will be credited to your Cash Advance Account. If you were host at a business meal, list the attendees, their title and company, purpose of the meeting, the location and name of the restaurant, as well as the amount spent and the date.

Under "Living and Other Expenses," list the totals spent each day for hotels, meals, local transportation, etc. The original hotel receipt must be attached — no xerox copies allowed.

Faye Farrell and Doris Fratantuono, accounting clerks in disbursements accounting, work with copies of airline guides, Rand McNally mileage charts, and your own file — that's how they know (though you had forgotten) that your air flight departed too late in the day to warrant three meals away from home. They wonder about parking fees in a city where you list no local mileage — and ask you about it.

When you fill out the Expense Account Statement, remember what Faye and Doris must check. Answer all the questions, read Policy 2.2 and the back of the form — and your Statements should never again be returned for missing information!

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David M. Cooper, Manager, Marketing Communications
Esther Fanfani, editorial specialist
Monica Jordan, editorial specialist



During the Eastern zone tour, James C. Castle, General Manager of the Sales Department, presented management awards to (left to right): Anne Filippone, Dave Comroe, Judy Alger, Rachel Potter, and Al Anderson.

Management Awards Presented during Zone Tours

During the October tour of the seven sales zones, management awards were presented to 26 outstanding technical representatives, account representatives, account managers, technical managers in the Sales Department and Technical Services Operation.

Central:

Lyle Clugg	Milwaukee
Wes Hicklin	Indianapolis
Bob O'Keefe	TSO Central
Karla Yale	Chicago

East Central:

Carl Fiorenza	Cleveland
Otis McKee	Capital
Mike Mash	Philadelphia

Eastern:

Judy Alger	New Jersey
Al Anderson	N.Y. Industrial
Dave Comroe	New Jersey
Anne Filippone	New Jersey
John Ignozza	Telephone
Rachel Potter	New Jersey

Northeast:

Dick Beldon	Syracuse
Dick Gariepy	Schenectady
Don Graves	Hartford

Pacific:

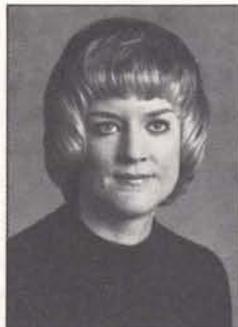
Carl Anderson	Los Angeles
Mike Chan	San Francisco
Ken Clement	Los Angeles
Kent Schwab	Encino

Southern:

Rockwell Faber	Medinet
Jerrold Larrieu	Atlanta
Al Moss	Orlando

Southwest:

Ron Nutter	Denver
Doug Palmer	Dallas
Beth Stalford	Tulsa



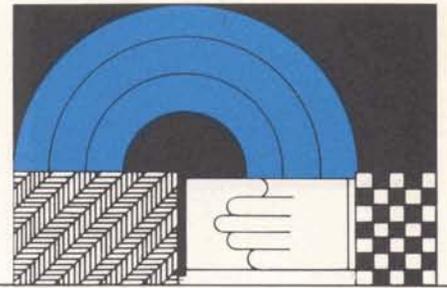
Canadian GE Gets Division Support

Nancy Johnson is international accounts manager for our Canadian distributor, Canadian GE, effective November 1. Her job is to provide on-site support in Toronto and stimulate large multi-national applications.

Canada is an important market for us because of the close ties between Canadian and U.S. companies. "We are enthusiastic about the potential for increased sales to large organizations using our network," said Bob Streight, manager of the international operation. "Nancy was selected because of her performance in our field sales organization and her work in the past year as international accounts senior specialist."



On location in Paris, the "Global Village" film crew shoots a scene at McDonald's.



Give to Your Local Community Fund

October is the month for community giving throughout the country — and General Electric urges its employees to contribute in their own communities.

The United Way of the national capital area began its campaign at the Maryland Center last week, continuing to the end of October. The United Way is designed to help people in need, such as the aged, the lonely, the handicapped, the poor, and the mentally ill, as well as community organizations such as scouts, Red Cross, blood programs, and community health programs.

The Washington area United Way states that "of the 3½ million people in the Washington area, one out of every four needs and uses one of the 105 United Way agencies." Agencies in the city of Washington use 51% of the funds contributed in this area, and the remainder goes to suburban Maryland and Virginia United Way agencies.

At the Maryland Center, John Neuen-schwander, with help and support from Larry Snively and Dorothy Hevey, has organized the fund appeal. Team captains have been designated who will present each employee with an opportunity to contribute to the United Way — by a lump sum gift or by payroll deduction.

For those in the field, seek out and give to your local community fund, and help the division achieve 100% participation in giving to those less fortunate than ourselves.

GENERAL  ELECTRIC



Castle

INFORMATION
SERVICES
BUSINESS
DIVISION

ROCKVILLE,
MARYLAND

NOV. 4, 1974
305.21

Sure Winner: Son of FAL

The most successful Foreground application, FAL (Financial Analysis Language), is scheduled to be available on November 18 in a new and improved version, FAL II. There is every indication that FAL II will surpass the records set by FAL.

The reasons for FAL's wide appeal and popularity — which have resulted in high revenue generation — are simple.

- It's ideally suited to serve a wide variety of management functions, e.g.:
 - finance
 - marketing
 - sales
 - manufacturing
 - general management
- It has extensive capabilities for report generation and analysis in the following areas:
 - budgeting
 - investment and capital studies
 - management reporting
 - forecasting
 - pro forma financial statements
 - tax returns
- It offers vast economies over the do-it-yourself approach, for example:
 - far more rapid — and therefore less expensive — implementation with FAL than FIV or BASIC. (Don't forget that implementation represents a major portion of the total cost of an application.)
 - subsequent modifications and refinements are faster and easier with FAL

All This & More

A 50% increase in capacity means the user can build substantially larger models (more rows). This also permits longer reporting intervals (more columns). The FAL II limit is 8450 (rows X (columns + 1)).

Since FAL II has double precision, it allows analysis of and reports on billions of dollars — down to the last penny! In accounts where low-value-per-unit currencies (such as yen and lira) are a factor, this new capability will be of particular interest.

Options can be altered interactively without reloading the model with FAL II. Logic can also be specified and executed interactively. Even data files can be updated interactively.

The work files produced by FAL II can be saved for reuse. This can result in a significant savings particularly with large models producing numerous reports.

FAL II also offers command stacking, direct transfer of data to STATSYSTEM, and improved data display and report formatting capabilities.

From FAL to FAL II

All FAL users should benefit by upgrading to FAL II; this can be done very simply.

- All logic files must be reloaded via the LOAD command
- All MERGE, RETRIEVE, RESERVE, and CONSOL files must be transformed with the TRANSFORM command. This process preserves existing data and the transformed files can still be used by FAL.

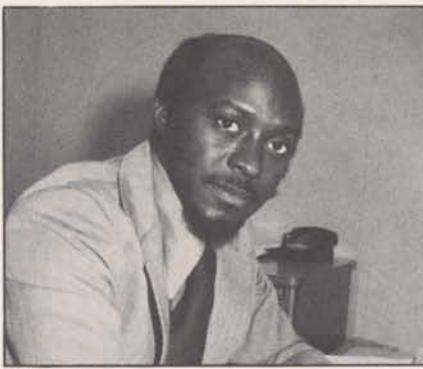
Further information is available on any system by listing FAL2INFO***. The FAL II user guide will be available later this week.

East Central Wins

The "Most Improved Zone" award for the third quarter was presented to Denny Mulford (left), manager of the East Central Zone, by Jim Castle, General Manager of the Sales Department, during the recent meeting of zone managers at the Maryland Center.



GENERAL  ELECTRIC



Hillery Jones

Intern Gets "Good Deal"

Hillery Jones, systems specialist in Foreground operations, received his MBA from Kent State University in June, 1974, with help from the Systems Technology Achievement Program (STAP). STAP made it possible for Hillery to earn his MBA in one year as a full-time student, part-time employee.

Hillery joined Information Services in June, 1973, as a systems specialist with three years' experience and a BS in mathematics. Hired as a full-time employee, he was also carrying a full graduate schedule at Kent State. By September he "saw the snow was about to fly, and knew travel would become impossible." He decided to resign from General Electric and concentrate on achieving his degree as quickly as possible.

"We couldn't afford to lose him or his experience," says Dave Simshauser, manager of Foreground operations, "and the intern program was the perfect way to keep a valuable employee." While on his internship, Hillery worked three days a week on a schedule that suited Foreground operations and his own class schedule.

"It was a pretty good deal," Hillery says, "and I knew nothing about such a program until my manager suggested it to me."

STAP is one of several equal opportunity programs which provide increased opportunity for minority and women students. Regular part-time work (a minimum of 20 hours a week) and proportionate employee benefits are arranged for the employee while he continues full-time schooling, and receives full tuition refund.



New Priority Factor in BG

A recent Honeywell Background system release offers SUPER priority with fast execution (job start within five minutes of entering Background allocation) and rapid return to Foreground. Carrying a premium factor of 4, this new priority is available only to programs requiring less than 32K, .02 CPU hours, and no magnetic tapes.

Jobs containing a request for SUPER priority that do not begin execution within five minutes will be executed and charged as EXPRESS jobs. Request for SUPER priority does not imply a guarantee for top priority.

Those jobs containing a request for SUPER priority that exceed the resource limitations listed above will be executed and charged as NORMAL priority jobs.

SUPER priority is requested with the \$ limits card as shown below:

1	8	16
\$	MSG3	SUPER

Customers will not be charged for a priority higher than requested. For example, a job with OVERNIGHT priority that starts within 15 minutes will be charged at the OVERNIGHT rate. A listing of all available priorities

and their premium factors is shown below.

Priority	Premium Factor
SUPER	4
EXPRESS (start within 15 minutes).	2
NORMAL (start within 3 hours)	1
OVERNIGHT (start within 24 hours)75

Background customers were informed of the new priority via an immediate run banner and INFORM*** message during the last weeks of October.

\$\$

Another aspect of this system release provides full NBU accounting information in the \$\$ execution report by activity. Therefore, the \$\$ report will now correlate directly with the customer's invoice.

October Service Awards

TWENTY YEARS

Ian Aitken Watertown
Robert K. Choate Watertown

FIFTEEN YEARS

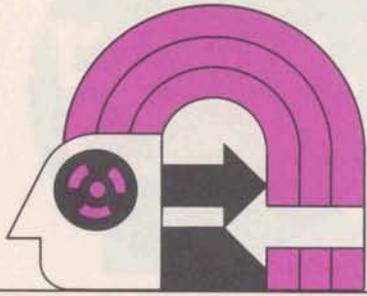
Marvin F. Lewis Houston
David J. Clark Rockville

TEN YEARS

Charles W. Kean Orlando
Harold R. Moore Rockville

FIVE YEARS

James P. Lyons Rockville
Alfred R. Oliver Brook Park
Robert A. Simmons Rockville
Elsie Tice Los Angeles



Interchange Corner

Help and encourage your customers to analyze their needs with a view toward handling them in the most efficient possible manner. Doing any given task on MARK III efficiently is achieved by —

- making the best possible use of all aspects of the service available
- mechanizing as much of the task as possible

A few minutes devoted to studying the requirements of the job at hand and determining the most efficient way to perform them will, in most cases, be paid back in lower total costs, saved time, and fewer human errors.

A recent call to the National Service Operation illustrates the need for and advantages of such analysis. The customer had over 300 files to be loaded on MARK III; the data in each file was to be analyzed by one or more separate runs of STATSYSTEM.

Mannie Roberts, senior systems specialist in NSO, asked the customer a few questions and learned the following:

- files prepared on an in-house system; no line numbers; in card form suit-

able for loading via either High-Speed Service or Remote Media Service

- customer a subscriber to HSS; both high- and low-speed terminals available; RMS determined inappropriate for this job

Study the situation for a minute and you'll probably come up with the same recommendation that Mannie did.

- Use a high-speed terminal to load, sequence, and save each file
- use a high-speed terminal to load a CMF file containing all commands and input required to have STATSYSTEM perform the necessary analysis on each file
- check the TTY output file to be sure the above commands and operations were properly performed
- set up an Independent Run job to execute the CMF file — use OVERnight priority if possible

Help your customers use all the capabilities available to them — encourage new and innovative approaches to the solution of problems that crop up on a daily or yearly basis — and, those customers will be around to build revenue next year.

It's Two... Two TNs in One

For some applications the new split platen TermiNet 300 will make the difference between a need for two terminals that are not fully used and one fully utilized terminal. For other applications, this terminal will mean more efficient and easier accomplishment of the job at hand.

Basically, the split platen permits generation of two separate hard copies on one terminal. One might be used in querying a data base or in responding to programmed requests for input. The other piece of paper could be a form that is filled out on the basis of the queries or the input.

Any system that requires parallel but different operations, extensive forms handling, or operator intervention is a candidate. In many cases, the split platen terminal can result in a significant cost savings over and above the use of one terminal in place of two.

Some potential applications —

- Financial — use one platen in accessing a data base, the other to fill out pre-printed forms showing account credits/debits, reports of various types
- Warehousing — update/access inventory data base with one platen, print invoices, shipping forms/labels on the other
- Reservations — one platen used for inquiries/data input, the other to print tickets, rental agreements, etc.

The left-hand platen contains 75 character positions and the right-hand platen has 26; they are separately controlled. Operating and programming documentation will be distributed to the sales force within a few weeks.

The split platen terminal can be rented or purchased; prices shown in current price sheet. Available in the SR, KSR, MSR, and ASR models.

1975 Holidays

New Year's Day
Washington's Birthday
Memorial Day
Independence Day
Labor Day
Columbus Day
Thanksgiving
Day after
Christmas Eve
Christmas

January 1, Wednesday
February 17, Monday
May 26, Monday
July 4, Friday
September 1, Monday
October 13, Monday
November 27, Thursday
November 28, Friday
December 24, Wednesday
December 25, Thursday

Some field locations may find it necessary to alter the holiday schedule because of local practice. Advance approval from Norman Barth, Manager of the Relations Operation, is required for any change. Such approval must be requested in writing, giving the reasons for a different holiday schedule.



Jim Roach



Linda Exon



Mike Mash



Leroy Twiggs

People on the Move

Jim Roach, from technical representative to senior technical representative, in St. Louis.

Linda Exon, from secretary in Medinet sales development to secretary for the sales support operation, in Rockville.

Mike Mash, from senior account representative in Philadelphia, to account manager in Kansas City, satellite office of the St. Louis branch.

New Recruiter at Headquarters

Leroy Twiggs joined the staff of the Relations Operation in September as employment representative. A native of Florida, he is a graduate of Bethune-Cookman College, and holds a masters degree from Ohio University. Leroy has been with General Electric for five years in professional recruiting at the Neutron Devices Department in St. Petersburg, and Aircraft Engines Group in Evendale.

Leroy's duties in this division will include recruiting at headquarters and in the field. "My job promises to be challenging," Leroy says, "and I look forward to working in this young, dynamic organization."

Division Sponsors Junior Achievement

Junior Achievement, a nationwide organization designed to familiarize high school students with business, is now sponsored in Montgomery County, Maryland, by Information Services. To endorse the learn-by-doing concept, several employees at headquarters will advise students of Rockville High School in organizing and operating two "JA companies" at the high school.

Students meet for two hours a week under the guidance of these business advisers to capitalize, operate, and (in May) liquidate their own miniature companies.

Chuck Regner is the coordinating adviser for the students at Rockville High; Harry Hearn and Frank Haluch are marketing advisers; John Touch and Howard Robinson, manufacturing advisers; and Tony and Linda Crisafulli act as financial advisers.

Members of Junior Achievement companies learn by actually going through every phase of a mini-corporation — their own. After deciding what product or service they will sell, Achievers sell stock at \$1 a share to parents, teachers, relatives, and friends, limiting holdings to one share per person. A board of directors is established, and an election for officers is held. Wages, salaries, and sales commissions are established (on a miniature scale); a profits tax is set which corresponds with actual corporate federal taxes.

Junior Achievement is active in the Washington area, sponsored by local businesses. But Information Services is responsible for initiating the Junior Achievement program in Montgomery County. Norm Barth, Manager of the Relations Operation, is Junior Achievement's Director of Operations for the county. He feels that this program helps teen-agers "develop a realistic understanding of America's private enterprise system. They discover that a business career can be creative and exciting."

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David M. Cooper, Manager, Marketing Communications
Esther Fanfani, editorial specialist
Monica Jordan, editorial specialist

GENERAL ELECTRIC



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BUSINESS
DIVISION

ROCKVILLE,
MARYLAND

NOV. 18, 1974
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GE Executives Visit Maryland Center

General Electric executives visited the Maryland Center in early November, starting the day with breakfast in the cafeteria. Shown (left to right) are Charles E. Reed, Senior Vice President-Corporate Studies and Programs; Thomas A. Vanderslice, Vice President and Group Executive-Special Systems and Products Group; Thomas O. Paine, Senior Vice President-Technology Planning and Development; and George J. Feeney, Vice President and Division General Manager.



(Center left) Tektronix was demonstrated to the group by Bill Gindra, in the foreground. Watching the work are (left to right) George Feeney; Thomas Paine; Raymond Marshall, General Manager-Systems Department; Charles Reed; and Thomas Vanderslice.

(Center right) George Feeney (left) describes RPS III to Thomas Vanderslice, and Charles Reed (right), as Ray Marshall looks on.

(Left) Visiting the computer room are (left to right) Thomas Paine; Charles Reed; Thomas Vanderslice; Robert Hench, Manager-Technology Operation; and George Feeney.

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Ed Wetzel, with Rosa, Sergio, and Sal Fasullo of Toronto (left to right).

Mexico and Canada: Reps in Training

An early November training class for recently hired Sales employees included six Canadians and four Mexicans, from Canadian GE and our anticipated distributor in Mexico, Tiempo Compartido. The visitors roomed with classmates from United States sales offices, thus gaining knowledge of MARK III service

as well as North American culture from Mexico City to Toronto. The class, composed of ARs and TRs, worked many 12 and 14 hour days, with evening sessions and short lunch breaks. A well-articulated interest was evident throughout the sessions, and demonstrated at a "recap session" the last night of their stay in Maryland.



Frederico Salazar A., Rosa Maria Corzo, Sergio Arreola M., and Ron Sefchick (left to right), all of Mexico City, listen with interest to Nancy Johnson's description of her new post in Toronto.



Mark McConnell of Edmonton, Frederico, Nancy and Sal (left to right), compare selling in Mexico City and Toronto.



David Palnick (left) of Vancouver, with Tim Madison of the Training Operation, listens intently to an explanation made by Denis Senko, Training Operation.



Linda Rines of Calgary, discusses classes with Rudy Gawron (TSO) and Dave McIntosh of Ottawa.



Paddy Dornan of Vancouver concentrates on the recap discussion. Shirlee Murray, secretary in the Training Operation, is in the background.

Vacation Banking Due by Nov. 30

If you're eligible for vacation banking, now is the time to decide whether to bank any of your 1975 vacation. Provisions of the banking feature require that an application to use the benefit must be made on proper election forms by November 30 of the year prior to the vacation year involved.

Vacation banking lets you bank one or more full days of vacation in excess of three weeks. You are paid normally for work and your vacation pay for the banked days is credited to your retire-

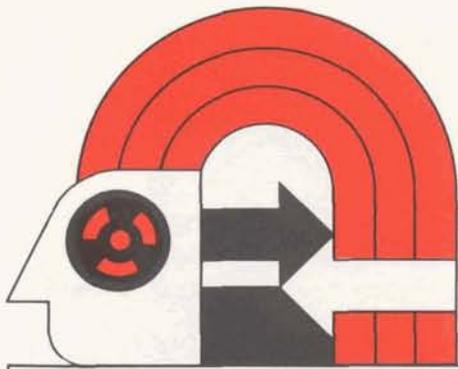
ment option account under the Savings and Security Program. If you don't have such an account, or don't participate in S&SP, an account will be opened for you and the banked amount will be invested in your choice of one of the three kinds of securities available — U.S. savings bonds, GE stock, or the S&S Program mutual fund.

Your banked vacation investment under the retirement option — like all investments under the option — will be held until your retirement or until you leave GE for some other reason.

Your election to bank vacation days is irrevocable — if family or production needs suddenly change next year, you can't change those banked days back into vacation days.

Approximately 120,000 employees are eligible for vacation banking. If you are eligible — if you have more than three weeks of vacation due in 1975 — you can obtain full details, including a prospectus and election form from personnel accounting in Rockville. This is not a solicitation of an election to participate in the Program, which can only be made by means of the prospectus.





Interchange Corner

For the past several weeks the National Service Operation has been using a program to log phone calls to the desk. The program, written by Ron Smith of TSO, will improve feedback to sales offices, note calls which require follow-up, categorize the problems users are encountering, and record the traffic patterns for efficient staff scheduling.

Each of the 300-400 calls per day are given a log number, and the time and nature of the topic discussed is noted. If the conversation permits, the logging includes the user number, caller's name, phone number, firm name, location, and a short description of the problem and solution. Calls are entered into the program each evening, for branch access the next day. Late afternoon and evening calls are not entered until the next evening.

If an association with a sales office is provided, the call is reported by entering a message to that branch for future access. The current method of associating a customer with the correct branch is not error free. The National Service Operation will shortly have access to user number/address files, which will permit notification to the correct branch of each call from a customer giving the user number.

Several suggestions have been made to make the information more useful, and some changes have already been implemented. Other changes will follow. Questions should be directed to Bob Coutts (8*273-4596). Please submit suggestions for improvement in writing.

MPM and FINDER: Two New Programs

Two programs are being offered by Florida Power Corporation through a Network Software Services agreement. One is a multi-project management

system (MPM), the other a trouble analysis program for distribution systems (FINDER).

MPM — for Corporate Planners

MPM (Multi-Project Management/Scheduling and Reporting System) is a top management tool for corporate level planning and control of a company's overall business goals. MPM is designed to operate in a real-time environment, as a dynamic program for planning, feedback and control of the continually changing project mix of any major construction corporation. Rather than an item-by-item review of the critical paths of each project, it highlights those areas having a significant impact on business objectives, thus providing management with the needed information to guide the business.

FINDER — for Electric Utilities

FINDER is a system for analyzing distribution system trouble and serves as an aid to customer service personnel and dispatchers concerned with the rapid and efficient repair of outages in their distribution network. The system is used to optimize the number of trouble tickets sent to crew dispatching centers, and to reduce the service interruption time through faster, more effective dispatching of repair crews.

FINDER is designed to allow a printing terminal located in the dispatch center to automatically print trouble tickets when activated by interruption information from the service center.

For further information on either of these programs, contact Mr. R. F. Van Camp of Florida Power, at 813-866-5151, or call Al Moss, senior account representative in the Tampa office (8*289-1236).

Customer Suffering Communication Ills?

When a sales office writes "customer experienced communication problems" on their weekly significant events, Ralph Taylor's communications quality subsection is charged with assuring resolution of the problem.

But a few questions must be answered in order to define the cause. Answers to any or all of the following questions hasten the process:

Was the customer using high speed service, 1200 baud, or 300 baud?

What was the lead telephone access number used, including area code?

What model terminal was used?

If unable to access, was there a busy signal, a ring-no-answer, or a ring-answer-hang?

If "system fully loaded" — was it before the customer entered his user number, or after?

Were disconnects preceded by text "service interrupted" and "alternate user number," or were they just sudden disconnects with no warning?

Customers who have continuing communications problems should understand the value of knowing the five-digit port number — obtained by typing TTY command after logon. This tells communications quality by which logical communications processor path the customer is coming into the network.

Communications quality can help you help the customer on these data communication problems if you will furnish supporting details.



Mary Ann Alwes

Meet a Co-Worker

Mary Ann Alwes, southern zone secretary, visited the Maryland Center in mid-October while attending the Professional Selling Skills course. "It was a really good course," Mary Ann said, "even though I'm not a sales rep." An enthusiastic person, she was delighted to meet people at headquarters, and spoke of her January promotion to zone secretary with satisfaction.

Mary Ann joined GE in the Atlanta zone office after her graduation from Hanover College, Indiana. A native of Louisville, Kentucky, she and her college roommate came to see Atlanta before going north to find jobs after their graduation. That was two years ago — Mary Ann obviously likes Atlanta.



Charlotte Wins EU Award Twice

Jim Spencer (left), southern zone manager, presented Jimmie Lowry, manager of the Charlotte branch, with the electric utility trophy for 1974 third quarter. Charlotte was the first winner of this trophy, and the first branch to win it a second time.

AVAILABLE

A display showing the latest results of quality assurance's response measurement tests is now available on each Foreground system. User numbers can be obtained from the National Service Operation in Rockville.

Correction: Super Priority

The procedure for requesting Super priority was incorrectly described in the November 4 issue of UPDATE. Mike Yortee, systems specialist in NSO, reports that the following \$ message card is required:

1	8	16
\$	MSG3	SUPER

In addition, a \$ limits card is required in each activity. As this new priority is available only to activities requiring less than 32K, .02 CPU hours and no magnetic tapes, the maximum allowable \$ limits card would be as follows:

1	8	16
\$	LIMITS	2,32K

Distribution Update

Supplement #3 to the Terminals Manual was recently distributed to zone, branch, and satellite offices. Supplements to the Sales Manual were sent to those listed in documentation's files as holders of the Sales Manual.

To ensure your receipt of future supplements to either of these manuals, please fill out and send in the form below:

TO: Norm Otis
Documentation Services
Maryland Center, Rockville

- I have a Terminals Manual and need future supplements
- I have a Sales Manual and need future supplements

Name _____
Branch _____
Office Address _____
Dialcomm _____

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UPDATE

Headquarters Gets It All Together

The entire headquarters staff is now in one location - - the Maryland Center in Rockville. With the move of the National Training Operation just before Thanksgiving, the Information Services Division headquarters is in one location, one building, for the first time in many years.

According to Charles Proctor, manager of the training operation, the new facilities "are more efficient and economical in use of space than the previous training facility in Bethesda."



Demonstrating the number of telephones available for trainees are (left to right) Fred Wood, Ike Smith, Ed Wetzel, and Denny Senko.



Views of the terminal room in the training center.



Classroom at the Maryland Center Training Operation.

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New and Revised Documentation

In the rush of Impact '75, you may have missed recent technical documentation changes. Here's a roundup of major ones, which may be obtained through the On-Line Ordering System (OLOS) unless otherwise noted.

Data Management System (DMS) user's guide (5610.01A). Latest version is a November reprint, which incorporates earlier supplement about NOHEAD, an index, CTOSDB***, and expanded error messages. Further enhancements are documented in DMSINFO***.

Telephone Information Processing (TIP) technical documentation includes **TIP** user's guide (3915.04), **TIP Application Guide** (internal) (3915.07), pocket **TIP System Dictionary** (3915.06). New demonstration card called **TIP Demonstration - ABACUS Calculator** (3915.08) has been added.

RPS-III user's guide (3910.01B-4), published as a supplement to **High Speed Service** manual.

The **International Access Directory** (1401.01K) has a "new look" which extends to 6 other publications in the same pocket-size series: **System and Edit Commands** (3501.02D), **FORTRAN IV** (3102.04C), **BASIC** (3200.02D), and **Administrative User** (3502.05A) vocabulary cards, plus **Guide to Background Documentation** (2000.04C), and **Publications Price List** (402.01D).

Note: **Guide to Background Documentation**, formerly proprietary, is now for customers. Read the introduction. Most documents can be ordered via OLOS, or if not, can be obtained through Don Farrell in Documentation at 8*273-4749.

FALII*** user's guide (5103.15B) makes use of new format, easier to read pages. More information, in-

cluding converting from FAL to FALII, is on line in FAL2INFO***.

Command System reference manual (3501.01J), revised, incorporates AUTOSAVE, IND TOMORROW, 1200 baud service, TN1200 operations, PARITY, SLASH, and HSU's and HSM-BIN files.

GETURN reference manual (5304.22B), revised. A new post processor document, for **Milwaukee-Matic 200's**, issued this week (5304.85).

General Ledger Accounting System (GLAS) (5101.10A), reprinted with numerous changes.

And **CPMSYSTEM** user's guide (5602.03A) is new and should be released this week. It supersedes all previous CPM documentation. Back orders for 5602.03 will be filled; others will be cancelled.

Jones Presents 'Issues Checklist'

An outline of the Company's program to combat inflation and a request for help to change national policies and improve the climate for business were major subjects in the report of GE Board Chairman Reginald H. Jones to shareowners attending the company's 1974 Information Meeting in Boston.

In outlining the Company's program to combat the effects of inflation Mr. Jones said, "We're improving productivity at all levels from the man at the bench, to the top management. We're driving to give our customers better values for their shrinking dollars. And while we trim back our costs to fit our income, we're doing our best to maintain momentum in the promising growth businesses."

According to Mr. Jones, "the savers and investors of America have taken a half trillion dollar loss in the value of their stock in the past two years, even though the assets of the companies these shares represent are still there, essentially unchanged." Therefore, the Chairman called on investors to "lend your voice to the demand for a moderation of the tight monetary policy that has sent interest rates soaring, battered the stock market and put so many businesses, especially the hard-pressed electric utilities, into financial difficulty. A relaxation of the excessive restraint is needed to revive the stock market and enable our customers and suppliers to obtain the financing they need to run their businesses and buy needed capital equipment.

"It's important that the US have a strong energy program to reduce our dependence on foreign oil," Mr. Jones said. He asked help in obtaining a sustained energy development program, "not an on-again off-again program that goes up and down with the latest turns of Middle Eastern policies.

"Moreover," he continued, "we need broader understanding of the role of electricity. The public, the government and even the investment community must understand that electricity — which can be made from all sorts of fuels — will have to take over for oil and gas in home heating, industrial heating and many other energy applications. In time, this country will have to move toward something close to an all-electric economy, to conserve our natural resources and provide the energy for a growing America."



Interchange Corner

Mike Yourtee's ERCDS program, which provides detailed cause and correction information for virtually all GCOS Background error codes, has recently been expanded. In support of the Impact '75 campaign, the data base was updated to include:

- Foreground FIV I/O codes;
- DMS/HISAM numeric error codes; and
- new information on the causes of many error codes.

These new aids should substantially reduce implementation time by minimizing the need to research error code meanings from several sources.

Full documentation on the program and its new capabilities is offered in the immediate run program. Further information on the program is available in the IMPACT '75 Newsletter, Vol. 1, No. 6. Questions and requests for the user number and password should be directed to product support (8* 273-4371).

Getting Started in Time-Sharing

The October issue of **The Journal of Accountancy** contains an article that "illustrates a ready means of becoming involved in time-sharing and obtaining practice-oriented programs at a nominal charge . . ."

The article was written by Stephen J. Cohen, director of management advisory services in the New York office of Westheimer Fine, Berger & Company, a large CPA firm.

"While there are many time-sharing services available," Cohen writes, "our firm utilizes the system offered by the General Electric Company through its Network Software Services (NSS) . . . both as a subscriber to programs of others and as an author, offering our own programs to other users."

"As users of other CPA firms' libraries, we have availed ourselves of a variety of programs. One major CPA firm offers over 60 programs . . . the value of these programs in terms of development costs totals in the hundreds of thousands of dollars."

Recently appointed to the American Institute of Certified Public Accountants' standard accounting systems task force, Cohen remarks, "the full impact of NSS has not been fully exploited. This tool can be the means of exchanging time-sharing software in the CPA community."

Cohen concludes the article by stating, "Time-sharing should be a part of your firm's practice."

Extra Discount on Large GE Products

To help reduce warehouse inventories, the Major Appliance Business Group is offering employees a special extra discount on purchases made from November 27 until December 31, under the Employee Product Purchase Plan.

If you purchase any of the following GE products for your own use in your own home, you'll receive an extra discount of \$15 in addition to the regular employee courtesy discount: a side-by-side refrigerator, a gas or electric clothes dryer, or a GE Model TBF-21R two-door combination refrigerator.

There is also an extra discount of \$10 on GE and Hotpoint dishwasher models GSC436, GSC445, GSC461, GSC661, GSC861, HDB772, and HDB872.

As is usual under the GE Employee Product Purchase Plan, you must submit a copy of the receipt for your purchase to Gwen DeLacy in Rockville within 30 days of purchase.

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Esther Fanfani, editorial specialist
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Tom Joehl



Brian Garnichaud



Doug Palmer



Janet Mroz



Bob Fohl



Dave Cearnal

People on the Move

Tom Joehl, from manager of sales service to manager of project integration and control in Rockville.

Brian Garnichaud, from technical manager in Los Angeles to product programs (NSS) manager in Rockville.

Doug Palmer, from senior account representative in Dallas to manager of the Florida branch in Orlando.

Janet Mroz, from secretary in sales administration to secretary in product programs in Rockville.

Bob Fohl, from manager of the Japan Operation to manager of the San Francisco branch.

Dave Cearnal, from account manager in Phoenix to product programs (Background) manager in Rockville.

Terminet* Problems?

Customers report routine troubles with a Terminet to the local service shop. If the service response is unsatisfactory or late, the customer usually notifies the Information Service sales office. The first line of appeal for the sales office should be to the local service shop manager.

If these steps do not solve the problem, use the On-Line Complaint System, which reaches Waynesboro customer service, service shop management, and terminal sales administration at headquarters, through the MEMO SYSTEM.

The complaint memo should fully identify the Terminet, customer, location, problem, and recommended action. Waynesboro or the service shops will reply to the complaint, giving the action taken or the expected time of action.



When entering a complaint memo, the following subscribers are listed after the "File for" command:

TERMINET PRODUCT
TERMINAL SERVICE
ED VANDEVEN

Routine service calls do not belong on the Complaint System - only ongoing problems such as poor quality service, long response time, undue delays in installation, repeated equipment problems, or chronic troubles with Terminets. The On-Line Complaint System is for problems with the product or service system, not for routine service.

* Registered trademark of the General Electric Company.

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