

# UPDATE

January 25, 1980  
Rockville, Maryland 305.109

## ORGANIZATIONAL CHANGES ANNOUNCED

A series of organizational changes, which will become effective February 1, 1980, have been announced by Donald S. Bates. The changes are:

### IN THE NATIONAL SALES DEPARTMENT . . .

- **New Section: Customer Service:**  
Manager: **Margaret T. Holt**
- **Federal Sales District:**  
Transferred from Industry Marketing to Headquarters Sales.  
Manager: **Kenneth F. Santucci**

### IN THE INTERNATIONAL MARKETING DEPARTMENT . . .

- **Industry Marketing Section:**  
Transferred from National Sales Department.  
Manager: **Arthur B. Sims**
- **IBM Systems Programs Section:**  
Transferred from the Engineering Department.  
(New) Manager: **Marvin F. Lewis**

### IN THE SYSTEMS OPERATIONS DEPARTMENT . . .

- **New Section: Mark 3000 Systems:**  
Manager: **Thomas C. Schuyler**
- **Network Operations Section:**  
(New) Manager: **Zigmund Quastler**
- **Remote Processing Section:**  
(New) Manager: **Ronald V. Rasmussen**

### IN THE EMPLOYEE RELATIONS OPERATION . . .

- **New Section: Advanced Human Resources Systems and Planning:**  
Manager: **Allen U. Nuss**
- **Recruitment and Placement Section:**  
(New) Manager: **Nancy R. Sullivan**

## HARTFORD DOES IT AGAIN

The Hartford District is rapidly becoming famous for seminars devoted to targeted industries, and went a step further in establishing its reputation last November.

The target this time: Order Service, and the capabilities of the MARK-LINK™ Terminal.

Twenty-four influential representatives from 13 companies attended the Order Service Executive Conference in the Hotel Sonesta; and five of them rapidly became major prospects.

According to Don Graves, Systems Consulting Specialist and Conference team leader, "Our major objective was to introduce the MARKLINK Terminal to selected customers and prospects, and to demonstrate our Order Service capabilities. We were successful in doing this, but now the challenge is to follow up effectively."

The conference actually began on October 31, with an informal reception and MARKLINK Terminal demonstration directed toward the banking and insurance community. Featured

*Continued on page 12*

## STRATEGIC PLANNING FEATURED

The activities of the Strategic Planning and Development Operation are featured in this issue of *Update*, beginning on page 4 .

The next *Update*, due out on February 8, will feature the first part of our two-part Systems Operations coverage. Deadline for that issue is already past, but we are accepting submissions and suggestions for the February 22 issue. Deadline is February 5.



## THIRD ANNUAL CA ADMINISTRATORS SEMINAR HELD

Nineteen Custom Applications Administrators gathered at the International Training Center for the third annual CA Administrators' Seminar on December 17 and 18, 1979.

"The primary purpose of the seminar was to provide information about procedures, policies, etc., to CA Administrators, especially to the new Administrators," said Judy Malinak, Secretary to Ned Heinbach, Manager of Custom Applications. Judy coordinated the seminar and reported that, "It gave the Administrators a chance to meet each other and exchange ideas, as well as the opportunity to meet other Headquarters personnel."

Comments received by Judy about the seminar included, "... the meeting made me feel like an important part of Custom Applications", "very impressive", and "exactly what we wanted".

Many speakers were featured with topics ranging from a GEISCO overview by Jack Griffin, Acting Manager Employee Relations, NSD, to a presentation on 'Fast Fax' by Jim Doyle, Fast Fax Specialist.

# FORUM

*Management Workshop has become a very popular topic around GEISCO—and in FORUM. Read on:*

I have not attended this [Management] Workshop. I have heard only good things about it. I know a person who came back from the "Management Workshop" as a different person. After talking to some other participants, I got the feeling that this workshop was very beneficial to each one of them. Very seldom do you get such a unanimous opinion about any training program or seminar.

Therefore, my suggestion to Tom McGinn is that this "Management Workshop" should be made available to everybody in GEISCO.

I am looking forward to attending this workshop in 1980.

Ram Sidhaye  
Systems Consulting Specialist  
Southeast District

Tom McGinn, Vice President and  
Manager, Employee Relations Opera-

*tion, responds:*

I'm sorry that you have not yet had a chance to attend MW, but all we can ask is that you be patient. More than 500 GEISCO people have already participated, and we are committed to the time away from the office, and the dollars for MW, through 1981. There are 24 sessions scheduled for 1980, with 480 slots. Although registration procedures vary with the area, all MW slots are coordinated through Department or Region Employee Relations Managers. In some cases, where Managers have requested it, we are attempting to get entire groups of people in the same sections/areas through the workshop, so that the principles can be reinforced through a given area. Since you sent copies of your Forum letter to your manager and your ERM, you have already indicated your interest, and, if possible, will be scheduled to attend. We can't, of course, make any immediate promises.

I, too, have gotten only good feedback on MW—and that's why we've made the commitment to send as many GEISCO people as possible through. Others who have not yet attended MW, and are interested, should let their managers and/or ERMS know as soon as possible.

**SPECIAL NOTE:** Forum has received several more letters regarding the United Way. While we believe that most of the comments have already been covered, we do want our other correspondents to know that certain specific problems raised in those letters are being investigated.



CA Administrators actively participate in a Seminar at the International Training Center. Pictured in the first row from left to right are Sharon Davis and Alicia Nimphius. Second row, left to right: Trill Ewing and Judy Malinak, coordinator. Other participants are: Adrienne Byer, Sharon Carroll, Winnie Elam, Sally Friedmann, Ericka Grant, Pat Hawthorne, Sandra Krcilek, Peggy LaRocca, Jeannett Martin, Norma McMillan, Jeanne Morrison, Monica Obuchowski, Carol Shofner, Pat Sluder, Dalyn SooHoo, Linda Ward, and Linda Wesley.

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GENERAL  ELECTRIC



# DOCUMENTATION

Being published this month is a new January 1980 edition of one of GEISCO's popular indexes, the **Network Software Services (NSS) Program Index** (6104.03E). It describes several hundred software systems, programs, and routines, developed and marketed by MARK III<sup>®</sup> Service users themselves. The booklet is divided into dozens of business, data processing, engineering, and technical categories. For each system or program, a description, plus complete references to NSS author company marketing and technical contracts, is given. This revision introduces fifteen new NSS author companies and their products, adds over 100 new programs (concentrated in Business & Finance and Petroleum Industry sections), and incorporates a new section on the marine industry, designed to assist shipping industry management in monitoring, planning, and scheduling of ships and personnel.

The three major FORTRAN 77 documents have been revised; all incorporate readers' comments and new topics to aid users. The **FORTTRAN 77** reference manual (3106.01C) incorporates a complete sample program plus a section on "helpful hints" to point to ways of increasing a program's run-time efficiency. Tables of functions and character codes have been added to the **FORTTRAN 77 System Routines** reference manual (3701.01C) to make it more self-contained. The **FORSE\*\*\*** (**Formatting & Sequencing**) user's guide (3101.04) has been discontinued. For convenience of FORTRAN 77 users, it is being combined in its entirety as a section in the **System Routines** manual. And the **Loading and Overlaying** reference manual (3106.03B) will have added corrections, illustration revisions, and character codes; it is being revised, and should be available in early February.

The ADM System is being introduced to replace the Administrative User System. ADM has been designed to provide more effective administrative control of data processing functions. The new **ADM System** user's guide

## NSS INDEX, F77, ADM, GCOS AMONG BOOKS PUBLISHED

(3502.09B) explains the jargon involved, tells how to do common requests like validating users, emphasizes security and invoicing practices, has a special section for international users, explains project activity reporting, provides details about converting to ADM, and contains a reference section.

The **GCOS Background Service User's Guide** (2000.01E) has been revised. All examples have been rerun under the latest version of the software (Honeywell level 4/J), "3b" and "\$\$" reports illustrated and described, four new sections (on foreign tape conversion, interface errors, file concatenation, and library maintenance utilities) added, and COBOL-74 and UTL2 summarized.

A new printing (not a revision) of the **TABOL III Reference Manual** is available. It incorporates numerous but small corrections. For holders of the original printing, there is a **TABOL III supplement** (5112.01A-1) that lists the corrections. Users can also obtain updated information by listing **TB3INFO\*\*\***.

Two new summaries have been added to GEISCO's series of pocket-sized references. Two others have been updated. All bear January dates. New are those about **DMS II** (5610.51), and **BASIC II** (3200.15). Revised were ones on **System and Editing Commands** (3501.02H) and **FORTTRAN 77** (3106.17B). Still available are others in the series on **BASIC** (3200.02E), **FAL II** (5103.24C),

**DMS II** (5610.28A), **Statsystem II** (5707.14A), and **RMS** (3710.07B).

Here are the latest versions of other popular references:

- **Course Quarterly** (4000.01S), January-March, 1980, edition. It describes dozens of GEISCO and NSS author training courses for customers and lists details of first-quarter classes scheduled.
- **Instructor's Guide to Course Materials** (4001.10P). It provides internal GEISCO information for those teaching the classes listed in the **Course Quarterly**.
- **Feature profile Index** (304.13C), January revision. It indexes over 50 "profiles" of MARK III Service offerings and features. Nearly a dozen profiles have been added since the last issue.
- **The Publications Price List** (402.01V), effective January 5. It gives general information about GEISCO technical documentation, lists documents, shows revision letters, gives U.S. prices, and goes into detail about the many documents that support GCOS Background and MARK 3000<sup>SM</sup> Service users may request free.
- **International Access Directory** (1401.01AC), January edition. It lists computer access numbers, customer service information, and for the first time, gives complete addresses and telephone numbers for all U.S. and foreign sales offices.



# FOCUS ON . . .

# STRATEGIC PLANNING

## a message from TOM LITTLE



One of the more common perceptions regarding the activities of Strategic Planning is that we focus on the future, with little concern for the "today" activities.

That is not the case. In reality, our activities are based on the belief that what we will be tomorrow is somehow a product of where we are today, what we are doing, and what we do between now and tomorrow. Thus, the "today" activities are of great importance, particularly as they relate to the allocation of critical and high leverage resources or high influence environmental factors.

No business offers a more challenging or more exciting future than GEISCO. We are limited only by our ability to grow with our industry—to build and deploy the skilled service teams needed to meet opportunities made available by the growing information processing demands around the world; to develop a pre-eminence in systems and software design, so that we can fulfill customer business needs; and to maintain a frontier position in teleprocessing.

It is Strategic Planning's role to work with our President, Company Staff, and the operating components, to ensure that the proper depth of planning, along with consideration of all alternatives, is given when priorities are assigned and activities are selected. To that end, we develop and maintain GEISCO's Strategic Plan and Operating Plan.

The Strategic Plan is an articulation of GEISCO's Mission and Long Range Goals, and the strategies needed to fulfill them; along with environmental and other business issues that may

have significant influence on GEISCO's success. The Plan also, of course, articulates the major programs selected to implement the defined strategies. We use the Strategic Plan to inform and seek concurrence of our long range plans and goals from Corporate General Electric; and as a business strategy guideline for GEISCO managers. That Plan is updated annually by Strategy Development, under the direction of Dick Larson.

The Operating Plan is a detailed description of GEISCO resources, and their allocation to programs and readiness-to-serve activities. Each program is described in terms of objectives, benefits, resources, schedules, and commitments. The Operating Plan is written in concert with the budget plans for each year, and is updated quarterly to reflect progress made toward achieving the year's goals.

In addition to forming a baseline from which we measure progress, the plan represents a prioritized list of programs, and forms a basis for analysis of resource needs, program scheduling, and performance of impact analysis when priorities change.

Strategy Development is also responsible for developing, orchestrating, and managing the operating planning process for GEISCO.

Equally important to activities concerning plans and allocation of resources is development of GEISCO's business through new markets, new services and products, or new distribution and delivery processes. The ability to achieve a timely implementation of a development project may lead to a joint venture or acquisition

considerations. Business Development and Planning, under the direction of Bill Martin, is charged with providing the focus and leadership for GEISCO in these important areas. In addition to the business development and study activities, members of the group give special attention to the issues of strategic positioning, and GEISCO's strategic programs, through the activities of the Strategy Review Panel.

Because of the increasing urgency of telecommunication issues around the world, a new and significantly stronger emphasis is now being given to these important issues. Telecommunications Policies and Programs, under the direction of Warner Sinback, was established on December 3, 1979. This component will develop and lead a worldwide GEISCO program designed to strengthen and maintain our telecommunication position with government agencies in any countries where we do business.

As you will see from the following articles, Strategic Planning is not composed of people gazing into crystal balls to determine the future. Rather, the people of Strategic Planning base plans for the future on the activities and issues facing our business today. It is a challenging, exciting, and rewarding task.





*Warner Sinback and Linda Herman begin work on Telecommunications Policies and Programs.*

## TELECOMMUNICATIONS POLICIES AND PROGRAMS

At the helm of Strategic Planning's newest section, Telecommunications Policies and Programs, is Warner Sinback. The purpose of the section, according to Warner, is identification of key telecommunications issues and work with management in developing GEISCO's position on them. After that, the section will actively work in the U.S. and other countries to develop understanding by communicating our position to government officials; government agencies such as the Postal Telephone and Telegraph (PTT) Administrations; and to other multinational companies.

"There is a lot happening in the

telecommunications world that could have considerable impact on our business", says Warner, "some of it is legislative, and some regulatory." He adds that the section will work to establish positive rapport with media, industry, and government representatives, and will participate in the meetings of trade organizations and international forums for the telecommunications industry.

The section was established on December 3, and will consist of Warner, Linda Herman, secretary, and an individual specializing in telecommunications (position not yet filled).



# STRATEGIC PLANNING

## BUSINESS DEVELOPMENT AND PLANNING

GEISCO enjoys a hard-earned reputation as one of the world leaders in the Information Services industry. As such, we have made a challenging commitment—a commitment not only to match the high growth of our industry, but also to evolve from a sophisticated provider of raw computer power into a market-oriented expert supplier, and a rapid implementor, of business solutions. It is that evolution which will allow us to maintain and strengthen our reputation.

Although we have devoted considerable in-house resources to realizing that commitment, it is clear that we must augment those efforts to achieve our ambitious goals. One way to do that is through the combination of resources that GEISCO already has in place, and of marketable, important resources already present in other, like-minded businesses.

It is a major role of Business Development and Planning to uncover and implement such business possibilities.

In 1979, we explored and completed

equity investments in Mitrol, and in Enercom. As a result of those investments, we have filled an identified gap in our service offerings to the manufacturing industry, and expanded our offerings to the energy industry.

A new business arrangement with Caploan provided us with a Euroloan database service, which can help our customers gain access to important financial information; and a new arrangement with the American Meat Exchange provides us with an entry vehicle into commodity exchanges, with an on-line trading system for meats.

Business development of this kind requires a total business approach, and Business Development and Planning is fortunate to have a broadly experienced staff, including Louise Creamer, Secretary; Tony Kench, Strategic Products Programs Manager; Gabe Battista, New Products and Services Programs Manager; C. Elliott Bardsley, Product and Business Analysis Manager; and Gerry Porter,

Manager, Business Development.

Even the best staff, however, could not explore all opportunities without knowledgeable support from people within all functional areas of GEISCO. We in the Section have received outstanding cooperation—partly, I suspect, because those people find that participation in our studies is a marvelous opportunity to expand individual horizons, along with business horizons.

The most challenging part of business development is structuring a relationship with other businesses that reflects the needs and desires of both parties, and consequently makes each a strong contributor to a common and useful business purpose.

“Synergy” may be an overworked word; but it is the keystone of our activities.

For every business development activity that is “closed”, there are a great many studied. The variety of companies and new service offerings to which we are exposed is but another interesting and rewarding aspect of our activity. Candidates come from numerous sources, including forward-looking studies of emerging business opportunities.

However, as Tom Little observed, successful business development activity must relate to what we are today. It is not surprising, then, that the best opportunities usually arise from contact with the outside world in our daily business activities.

If we are to maintain a viable business development thrust, we *must* have input—especially from Marketing and Sales people.

You are all part of our business development efforts—so keep those cards and letters (and phone calls) coming in!



*Business Development and Planning people: Front row, left to right: Gabe Battista, Louise Creamer, Elliott Bardsley. Top row, left to right: Gerry Porter, Tony Kench, Bill Martin.*

*By Bill Martin*



## STRATEGY DEVELOPMENT AND PRODUCT PLANNING

## GEISCO PLANS: ON THE RIGHT TRAC

One of GE's Corporate planners remarked in a speech not too long ago that GE has no "magic formula" for strategic planning. What it does have, he said, is a "vigorous application of logic over an extended time frame".

He went on to say that "our strategic planning is primarily a communication system that relies less on sophisticated techniques than on an understanding of issues and strategies."

Within the context of those statements, the mission of Strategy Development and Product Planning includes applying the logic of the strategic planning process over time, and developing its primary instruments of communications—namely, the GEISCO Strategic Plan and its com-

panion Operating Plan.

In carrying out this mission, each member of SD&PP has ongoing responsibilities, as well as special assignments, primarily in conjunction with the strategic and operational planning.

Phil Berns, Manager of Market and Environmental Analysis, provides ongoing analysis in the areas of markets (characteristics, segmentation, size, and growth rates); competitors (estimated size, growth rates, objectives, strategies); and other key environmental factors such as technology, governmental action, other forms of competition, and trends in the RCS industry.

*Continued on page 9*

It has been said that opportunity knocks but once. One of the functions of Strategy Development and Product Planning is to help make sure that there's always someone available to answer the door.

GEISCO exists in a favorable environment, where business opportunities often exceed the available human and financial resources we need to develop them.

We also exist in a business where change is rapid, growth is high, and competition is strong.

To ensure that there's always "somebody to answer the door", we must be sure to select the most effective Programs possible; and to implement them as efficiently as possible.

According to Dick Larson, "Consideration of strategy helps with Program selection; while operational considerations help with the implementation."

Just over a year ago, Margaret Holt, Manager, Resource Analysis, joined the Strategic Planning Operation. Her charter was to make sure the "door" was always answered. To do that, she had to find a way to develop and perform analysis of company resource deployment and utilization; and to find a method that would result in more efficient Program implementation.

It was, and is, no simple task. Before analysis could begin, Margaret had to find a way to define total resource needs on all Programs within the company. (According to Margaret, "A Program, as opposed to a 'readiness to serve' activity, is a new, planned project with a defined objective and a termina-



*Strategy Development Product Planners proudly point to one of their products. Back row, left to right: Jim Palmer, Cheryl Witt, Dick Larson, Margaret Holt. Front row, left to right: Val Nazarian, Phil Berns, Geraldine Johnson.*

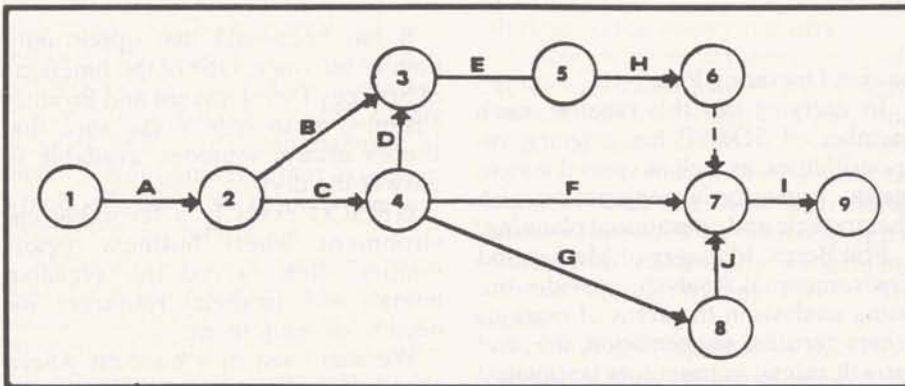
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# STRATEGIC PLANNING

## GEISCO

Continued



### Network Model Example

- Each activity is represented by an arrow:  
A, B, C, D, E, F, G, H, I & J are activities
- Each activity starts and ends at a node:  
1, 2, 3, 4, 5, 6, 7, 8 & 9 are nodes
- Arrow length does not have significance:  
F is not necessarily greater in duration than 1.
- The direction of an arrow merely indicates general progression of time:  
E cannot begin until B & D are both complete.

tion point. A Program usually involves different Departments or components simultaneously.”)

The Operating Plan is composed of more than 100 of these cross functional Programs. Schedule, human resources, investment and expenditure data must be maintained for each program; and information must be available in a format that will allow for analysis in a variety of ways.

“Obviously, I needed a tool that would help me with the definition before I could even begin the analysis”, says Margaret. “I studied a number of available software packages, and finally settled on one of the authored packages already available on MARK III Service.”

GEISCO’s needs, however, did not quite fit into any predetermined mold, so Margaret, along with Resource Analyst Cher Witt, began “molding the package” to fit our needs. And that was the birth of TRAC—Time and Resource Analysis and Control.

The basis of TRAC, like the basis of most project management systems, is the concept of network modeling.

Each Operating Plan Program within GEISCO has been assigned a Program Coordinator; an individual from the

sponsoring Department or Operation. Each program coordinator has put together a network model (or diagram) for his or her programs for 1980.

According to Margaret, the first step in program management is the “planning mode—more simply described as thinking”. The second step is “defining that thinking within the network concept—not in a vacuum, but by talking to other people involved in the project.” The third and last step is putting the program on-line in the TRAC system.

The basic unit of a program is an “activity”, and a single program consists of a number of activities.

Before beginning actual construction of a network, the coordinator must identify all activities, comprising a project, along with the precedence relationships. Estimates of the durations of each activity, and costs in terms of mandays, expenses, and investments are necessary before entering Program information into TRAC.

Margaret explains that, in any program, there are certain activities that if delayed, will cause a corresponding delay in program completion. The network model helps define those activities; and the progression of de-

pendent activities is called the “critical path”. The automated definition of the critical path is one of the key roles of TRAC.

The main benefits of TRAC, Margaret adds, will be “efficient, easy updates; consistent reporting formats; accurate and timely analysis and planning tools; and better program management from the early warning available through critical path calculation.”

In November over 100 people were trained in the use of TRAC relative to the GEISCO Operating Plans. Workshops will be held regularly prior to quarterly Operating Plan updates.

The Program Coordinators converted to TRAC for their 1980 Program information. That data is now on-line and in a central database. Summary and analytical reports are being run by Margaret and Cher.

Additions and modifications to TRAC will be made throughout 1980, making it still easier to use and of more benefit to every GEISCO organization. One such addition will be to use TRAC to help assess actual program performance against the goals outlined. As experience is gained in its use, TRAC should increasingly help GEISCO to achieve its business goals.



## STRATEGY

*Continued*

Phil also provides liaison with industry consultants, conducts special studies, and provides consultation with other GEISCO components on market and environmental subjects.

Val Nazarian, Program Development Manager; and Margaret Holt, Manager of Resource Analysis, work closely with managers and program coordinators in all components in the development, cross-functional integration, and resource identification of the program plans of the Company. Val's work leads to the development and maintenance of the GEISCO Operating Plan. Margaret's focus is on the optimum allocation of GEISCO resources applied to programs and other activities.

Margaret, along with Resource Analyst Cher Witt, is currently developing an on-line tool, called TRAC, which will aid all program managers and coordinators in effectively allocating and utilizing program resources. More details on TRAC are in the accompanying story.

The Product Planning Programs Manager, a position now being staffed, will work with other components in the identification, prioritization, and implementation of new programs.

Jim Palmer, Program Development Manager, reviews all GEISCO appropriation requests from a strategic point of view, and works with AR preparers to ensure complete and proper preparation. Jim also prepares the GEISCO AR calendar, and maintains monthly liaison with Sector on Sector-level-and-above AR activity and plans.

The SD&PP Staff, which includes

Geri Johnson, Secretary, also works with other components in developing updates of the environment, service capabilities, human resources, long-range forecast, and executive summaries of strategic issues and plans. This information is used in preparing the GEISCO Strategic Plan update.

Finally, SD&PP undertakes a number of special studies and analyses, preparations for Corporate reviews of issues, strategic plans, appropriation of requests, and budgets, along with other activities in conjunction with business needs. As you will note, all activities within SD&PP require close working relationships with individuals in every organization. The prime requisite for successful results is a continuing cooperative spirit among all components.

*By Dick Larson*

## STRATEGY REVIEW: A VITAL LINK

The Strategy Review Panel was established in April, 1979, as a result of an earlier task force, according to Tony Kench, recording secretary for the panel. Tony says that the Strategy Review Panel, "a more permanent body of experienced managers", was created to fill specific business needs.

"The purpose of the panel is to monitor progress toward the development of a 'strategic business position' to define the long-term future direction of the overall business," Tony explains.

Members of the panel are:

W.G. Aboud - Employee Relations  
N.L. Beyer - International Marketing  
M. Davies - International Marketing - Europe  
M.J. Emmi - Sales - Oak Brook, Ill.

E.L. Heinbach - Engineering  
A.R. Kench - Strategic Planning (Recording Secretary)  
R.J. Lewis - Systems  
T.J. Little - Strategic Planning - Chairman  
W.S. Martin - Strategic Planning  
J.L. Miller - International Marketing  
R.A. Niemann - Finance  
Z. Quastler - Engineering  
D.L. Shell - Engineering  
A.B. Sims - Sales

Panel member Zigmund Quastler says of the Strategy Review Panel, "It provides an opportunity to get a cross-section overview of all programs to make sure they mesh. From a personal standpoint, it enables me to do my job better as it gives me an overview and general perspective. I think it's very worthwhile!"

"The meetings provide an excellent opportunity to get cross-functional section managers together to review company programs and company strategy," says Dick Lewis. Bob Niemann adds, "The Strategy Review Panel

provides a significant bridge between the company's strategic plan and the various operating plans required to implement the approved strategies."

According to Tony Kench, the Strategy Review Panel is beginning to play a vital role in the future of the business. The work of the panel has led to the creation of two new task forces—The Advanced Foreground Planning Task Force (Dave Foster, Chairman), and The Future Network Study Task Force (Chris Brook, Chairman). These task forces are developing long term plans for MARK III<sup>®</sup> Service and the Network, respectively. Both task forces have been organized by the Engineering Department, says Tony, but have broad cross-functional participation. The task forces will be reviewing their results with the Strategy Review Panel and the Company Staff within the next few weeks.

Unlike a task force, the Strategy Review Panel has been designed to remain in continuous operation, meeting for two days every two months.



# TWO TRADE SHOWS DEMONSTRATE "HOW MANUFACTURERS CAN USE COMPUTERS BEST"

## SME SHOW

"How Manufacturers Can Use Computers Best", was the theme of a GEISCO exhibit at the Society of Manufacturing Engineers (SME) Show, October 30—November 1, 1979 in Detroit, Michigan.

According to Robert Hofmann, Program Manager, Numerical Control, International Marketing, the exhibit featured, "an array of numerical control programming capabilities: programs for the simplest point-to-point work; full APT capability including comprehensive sculptured-surface routines; a wide variety of utility-tape preparation programs; specialized machine program languages; and interfaces with interactive graphic systems and leading edge DNC (Direct Numerical Control)

technology; all of which address the manufacturer's need for increased productivity and lower production costs."

7000 were in attendance at the SME show, said Hofmann, with approximately 1000 visitors to the GEISCO booth. He added that the major industries represented were the electrical, machinery, and transportation industries.

## APICS CONFERENCE

Five thousand manufacturing people attended the 1979 American Production and Inventory Control Society (APICS) Annual Technical Conference and Exhibit in St. Louis, Missouri on October 16-19, 1979. Mac McCleary, Manager - Manufacturing Industry,

Sales, said that the APICS Conference, "... provides the main exhibit and media exposure for demonstrating one's capabilities to industry." This meeting is attended by "real live prospects searching for solutions," says Mac.

Demonstrating the theme, "How Manufacturers Can Use Computers Best," GEISCO and MITROL occupied booth spaces across the aisle from each other to highlight their new combined capabilities. "The two exhibits demonstrated the total manufacturing scope of GEISCO. It was unmatched at the show," said Mac. "We were able to demonstrate, through a sophisticated MARKLINK Terminal™, the capability of doing local processing as well as having the full capacity of MARK III® Service and MARK 3000<sup>SM</sup> Service available.

Also at the APICS Conference, Bob Johnson, GESCO Program Manager, Systems Operation, made a presentation on "Distributed Computer Processing for Warehouse Operations".



"How Manufacturers Can Use Computers Best" was the theme of this exhibit at the SME show and the APICS Conference.



# YEARS STACK UP AS CAREERS ARE CONSTRUCTED



*Lois Valentine, Don Farrell, Art Cleary, Mel Lifset, and Joe Schmid stack up 145 years of GE service.*

In 1979, many GEISCO employees reached their 25, 30, and 35 year service anniversaries with GE—more will do so in 1980. Each of the next few issues of *Update* will feature several of these seasoned GEers. In building their careers, the five individuals featured here have stacked up 145 years of GE service.

Mel Lifset, Professional Recruiting Manager, Employee Relations Operation, will have been with GE 36 years this February. "GEISCO is a very vibrant organization," says Mel. "The enthusiasm is so high in meetings that I sometimes find myself on the edge of my seat!"

Mel says he's glad to see that GE is more actively recruiting and promoting women to managerial positions. He adds his beliefs on being a manager, "A good manager can manage almost any kind of function, except in extremely technical areas."

His advice to new employees is, "In GE you can do almost anything you want to do and go anywhere you want to if you work hard enough."

Art Cleary, Personnel Accounting Manager, Finance (a position near and dear to our hearts), is, in his own words, "a man of few words". Art

embarked on his GE career 30 years ago in Schenectady. His present position involves pay disbursement and the handling of accounts for employee benefits.

"GE has provided me with good training as well as a good job. I've seen GE grow from a small centralized company into a huge decentralized conglomerate", says Art.

When asked to relate a potentially catastrophic situation that he turned into a success, he quips, "every payday".

Don Farrell, Documentation Specialist, International Marketing, began his GE career more than 30 years ago (31 years on January 10) with the Maqua Company, a GE owned printing company. Don functions as "a coordinator between writers, editors, and printers". He writes the printing specifications for Documentation publications, keeps track of the budget, estimates the costs of projects, schedules projects, designs "specs" on how they should be done, and makes sure that projects are completed.

Don's advice to new employees is to, "Take as many GE courses as you can and keep looking for opportunities within the company—we have good opportunities for advancement in Rockville."

Dr. Joe Schmid, Applications Languages and General Development, Engineering has been with the General Electric Company for 25 years. Joe

writes library application programs, working closely with marketing, sales and other departments. "If you really examine the job you're involved in, it's ultimately one of teamwork. Aspiring to jobs of increased responsibility is possible because of the talents an individual has, but one should never underestimate the importance of the people he or she is working with, regardless of their positions," says Joe.

Joe adds that GEISCO is "a great place to work and a fast growing division. Interchange with a variety of people makes my job most enjoyable."

Lois Valentine, Property Administration Specialist, Sales, receives her 25 years Service Award this month. Her GE career commenced in Schenectady, and she worked at Corporate Headquarters when it was in New York City. Lois writes requests for funding to set up Field offices or to expand or relocate them, purchases furniture for Field offices, oversees their decoration, etc.

"GE has helped put my daughters through school and has provided job security", she says.

Lois has seen many changes in GE over the last 25 years including, "more opportunities for women and minorities and a shift to a more relaxed atmosphere".

"Complete your education and get varied experience in as many different positions as possible", is her advice to new employees.



# ... FROM CORPORATE

## STOCK AND FUND UNIT PRICES FOR 1979

Here are the GE "Stock Prices" and the average "Fund Unit Prices" used in the crediting of participants' accounts under the Savings and Security Program for January through November, 1979.

The "Stock Price" is the average of the closing prices for 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 of 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 "Fund Unit Price" are used for crediting accounts, but should not be used as the cost of shares or units for income tax purposes. "Tax cost" for GE Stock or Fund Units acquired under S&SP is calculated for employees according to Internal Revenue Service regulations. The figures are furnished on the annual "tax information statement" issued shortly after each S&SP payout.

	STOCK PRICE	FUND UNIT PRICE
January	\$49.119	\$26.019
February	46.836	25.637
March	47.597	26.439
April	48.319	27.134
May	49.455	26.565
June	49.601	27.309
July	50.542	27.602
August	53.348	29.113
September	51.388	29.706
October	48.837	28.490
November	46.940	28.424

## JANUARY SERVICE AWARDS

Years	Name	Location
25	Gene L. Wise	Oakland, CA
	Lois J. Valentine	Rockville
20	Evelyn H. Geiger	Rockville
	Louise D. Greenberg	Philadelphia
15	Allen U. Nuss	Rockville
10	Mary B. Fletcher	Lynchburg
	Charles A. Bledsoe	Rockville
	Georgia A. Hodges	Rockville
	Anna N. Goldman	Washington, DC
5	Michael N. Lynch	Rockville
	Victoria Steiner	Rockville
	William D. Colbert	Rockville
	George Balynsky	E. Orange, NJ
	Cheryl A. Hicks	Rockville
	Rickey D. Rollins	Rockville

## HARTFORD

*Continued*

at the reception was a special insurance claims demonstration designed by Sue Breither, Senior Technical Services Rep. Berry Merritt was on hand to answer questions.

The Order Service Conference itself was opened the next day by Hartford District Manager Del Merenda, who provided attendees with an overview of GEISCO history and the MARK III Service.

Guest Speaker Felix Kaufman, a CPA and partner in the firm of Coopers and Lybrand, discussed the distributed data processing industry.

Other speakers and participants in the conference included Peter Bloomfield, Distributed Systems Programs; Tom Jared, H.Q. Order Service Specialist; Hank Genthner, Applications Training Project Manager; Sara Rubida, Marketing Planning Specialist; Rodney Walker, Terminal Programs Specialist; and John Hopkins, Terminal Programs Senior Specialist. Cheryl Frankenberger, who provided Update with all of the information contained in this article, was also a participant.



*Tom Jared (left) and Jennifer Jeffrey explain the MARKLINK Terminal to a potential Order Service customer (obscured behind Tom).*



# UPDATE

February 8, 1980  
Rockville, Maryland 305.110

## 16 TRAVELERS CHECK AMEX ACCOUNT

Sixteen representatives from 14 GEISCO offices in 11 countries attended an American Express European Account Planning Meeting in Amstelveen, the Netherlands, on November 1 and 2, 1979.

According to Harry Hooper, European Marketing Specialist and coordinator of the American Express Account in Europe, the meeting was arranged by the Marketing and Planning function of our European Headquarters, to bring MARK III® Service sales and support people together to discuss ways to better serve American Express internationally.

Nineteen local and international applications which American Express uses around the world, and software used by American Express in Europe, were discussed. New opportunities in various locations were mentioned.

The meeting ended with the creation of an action-plan detailing constructive tasks for each representative.

Most participants came from European Sales Offices, but representatives came from as far away as the United States and Australia.

## EUROPEAN MARKETING BECOMES DEPARTMENT

### Meiland Named GEISCO Vice-President

Effective March 1, 1980, the European Marketing Section, currently a part of the International Marketing Department, will become the European Marketing and Services Department.

Finn O. Meiland has been appointed Vice President and Department General Manager, and will report directly to the President, General Electric Information Services Company.

Meiland will direct the Department from his current office in London, and the following Section Managers will report directly to him:

- Region Manager (Northern Europe):  
**J.M. Culyer**
- Region Manager (Central Europe):  
**M. Wittler**



*Finn O. Meiland*

- Region Manager (France):  
**B. Cavaille**
- Region Manager (Mediterranean Area):  
**L. Marradi**
- Technical Services  
**M. Davies**
- Marketing Planning  
**J.F. Brady**
- Financial Planning and Analysis  
**P.M. Murphy**
- Employee Relations  
**F.W. Gibbins**
- Department Counsel  
**S.P. Hayward**

The International Marketing Department will be renamed the Marketing Department concurrent with the establishment of the new Department.

FOR GEISCO EMPLOYEES ONLY



Participants in the American Express European Account Planning Meeting: Front row, left to right—Josiane Willem, Belgium; Denise Baillie, Australia; Rachael Davis, Kingston, UK; Daniella Taddei, Italy; Jo Bullard, Rockville. Back row, left to right—Barry Morgan, Kingston, UK; Burkard Moersdorf, Germany; Sam Shapanka, New York; Philippe Schweich, France; Jos Heinsdijk, The Netherlands; Jesus Aguirre, Spain; Harry Hooper, Amstelveen, The Netherlands; Marcus Coradi, Switzerland; Bill Woollett, London, UK; Fred Wood, Rockville; Ken Anderson, Denmark. Not pictured: Laurence Millar, United Kingdom.

## IN MEMORIAM

Craig Saunders, QA Systems Operations, met an untimely and tragic death in an automobile accident on January 18 of this year. We extend the sympathies of all at GEISCO to his family and friends.

FEATURED:  
SYSTEMS (PART I)  
SEE PAGE 6



# FORUM

*Our Forum correspondent this issue questions the appropriateness of some terminology in an earlier issue of Update. Read on:*

Subject: UPDATE, dated 1979, November 11. The final paragraph on page 14 reads as follows: "the secretary for . . . Programs is . . . , who is god."

As a retired secretary, I am still sensitive to how the secretarial profession is treated in GEISCO. In the above mentioned sentence/paragraph, the statement could be taken many ways; such as, an ironic typographical mistake of "god" instead of "good", which is not probable, or as a religious statement ("God" instead of "god") which is not probable, but certainly possible.

My understanding of this statement would be "... without whose help none of the above activities would be possible." I am afraid, however, my opinion would be biased, since I have been a secretary. I do feel that a few more moments expended in thought before writing that statement would have produced an accolade worthy of print before the entire company for the lady and her profession.

Sincerely,

A believer in:

"Secretaries are Professionals"

*Obviously, we at Update must respond to this particular letter:*

We, too, believe that secretaries are professionals. Although we understood precisely what the author of the article intended to convey, we nonetheless seriously debated use of the word "god". Obviously, we had no desire to offend anyone, or to convey the wrong impression.

To resolve the question, we did what we often do when we question the appropriateness of a word—we consulted our trusty Webster's, and found this definition of "god" (small "g"):

*A person or thing deified or excessively honored*

We also assumed that readers would get the author's point even without a dictionary, and we apologize if we were mistaken.

As you can see, however, the word was neither a typographical error nor a religious statement; but, as you so aptly put it, "an accolade worthy of print . . .".

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GENERAL  ELECTRIC

## IDEAS SOWN— BENEFITS REAPED AT HARVESTER CONFERENCE

GEISCO representatives from various countries attended a sales planning meeting for International Harvester on September 16-18, 1979, in Paris. The main purpose of the meeting was cultivation of an international sales and technical support team within GEISCO for IH, said Phil Stevens, International Accounts Senior Specialist.

According to Mike O'Brien, Senior AR, the seminar was a product of the coordinated efforts of our Chicago Industrial Branch, the Central Region, and International Product and Sales Support. "Nick Pry, Phil Stevens, and I worked closely together on the seminar, then took our ideas to managers Al Boynton, Charlie Stambaugh, and Mike Emmi, who were very supportive," he added.

GEISCO representatives from countries with substantial IH business presented a "country profile" of IH which Phil Stevens said, "... provided us all with a much better view of IH than could be achieved on an individual basis."

According to Phil, each current major MARK III® Service application and proposal was analyzed to determine, among other things, applications of greatest benefit to IH. "This should

*Continued on page 5*

*After plowing into their work, participants take a break from the Information Harvest(er): Front row, left to right: Eliane Maarek, France; Michael Emmi, U.S.; Markus Coradi, Switzerland; Pierluigi Giani, Italy; Pierre Lacoste, France; Michael P. O'Brien, U.S. (International Harvester Account Rep.); Paula Zak, U.S.; Thomas Joehl, U.S.; Hin Szeto, Hong Kong; Ernst Kristensen, Denmark. Back row, left to right: Hans Zuurdeeg, International Harvester, Europe; Th. Klocanas, France; David Adams, U.K.; Rolf Schneider, Germany; Barry Morgan, U.K.; Nicolas Pry, France; Rene Hamon, France; Robert Cook, Canada; and Alan Boynton, U.S. (All individuals are GEISCO personnel except Hans Zuurdeeg of Harvester.)*





# JONES: DESPITE "STORMY" START, '80s OFFER CHANCE FOR GROWTH

"The world is in turmoil and the domestic economic climate is stormy. Getting through the first year of this new decade is going to be a challenge to all of us. Yet if we can prepare for the opportunities ahead, we can turn what now looks like the 'troubled '80's into the greatest growth decade General Electric has ever known."

That's the view of GE Company Board Chairman Reg Jones. While the coming years may be turbulent and filled with more shocks and surprises than the 70s, Jones feels GE is positioned for the opportunities the '80s may offer.

Jones emphasizes that the General Electric that moves into the 1980s is decidedly different from the company that entered the 1970s. "As recently as 1968," he explains, "our traditional electrical equipment businesses—power systems, consumer products, and industrial and electronic equipment—provided 80% of our earnings. Last year they provided 47%. That's still a substantial amount, but the really spectacular growth has come from businesses outside the traditional electrical industry—man-made materials, natural resources, services, and transportation equipment such as locomotives and aircraft engines."

As GE moved into new businesses in the 1970s, it also became truly an international corporation. "Our export sales alone have increased by almost seven times in the last decade," Jones said. "Today, we're the biggest industrial exporter in the United States."

One thing that *won't* change in the future, the GE chairman stressed, is GE's commitment to innovation. "Year after year, we've had more patentable inventions than any other company in the world. Last year the U.S. Patent Office awarded us our 50,000th patent—no other company is even close."

While the Research and Development Center in Schenectady—currently undergoing a \$50 million expansion—is GE's best known source of new technology, ninety percent of the company's research and development work is handled by 100 other laboratories operated by GE businesses. "The interplay and transfer of technology

between these laboratories is one of our most important technical advantages over our competitors," Jones said.

Applying new manufacturing technologies will play a key role in the company's productivity improvement efforts, Jones feels. "Computer-aided design and manufacturing, robotics, powder metallurgy, advanced electronics and new control technologies, are just a few of the technical advances that will help us improve our productivity in the coming years."

Looking ahead, Jones sees the follow-



*Reg Jones: "Some of our fastest growing businesses are information services, financial services, and maintenance and repair. These businesses are also expanding on a worldwide basis."*

ing areas offering the most opportunity for growth in the new decade:

**Special materials.** "There is a growing need for strong, lightweight metal and glass substitutes, and our laboratories are coming up with new materials to supplement our highly successful Lexan<sup>®</sup> and Noryl<sup>®</sup> products."

**Services.** "Some of our fastest growing businesses are information services, financial services and maintenance and repair. These businesses are also expanding on a worldwide basis."

**Natural Resources.** "Utah International gives us a strong position in the natural resources business and is seeking further growth through acquisitions—particularly in coal, oil, and natural gas."

**Energy supply.** "The U.S. is going to have to exercise all of its domestic energy sources to keep it from going

into an economic decline. As the leading manufacturer of equipment to utilize these major sources—oil, gas, coal and nuclear—we will play a key role in helping the country meet its energy needs."

**Industrial products and components.** "Advanced electronics and inflated energy costs have made much existing industrial equipment obsolete, and General Electric is coming up with more efficient replacements."

**Consumer products and services.** "The key to growth here is innovation to meet the opportunities posed by new lifestyles, more singles, more working women, more retirees and a generally less automotive and more home-oriented culture."

**Transportation.** "Airlines are flying noisy, fuel-wasting aircraft and know it. Some 2,000 commercial aircraft will be replaced in the 1980's, and about 60 airlines have already chosen GE engines because of their fuel efficiency and ability to meet noise and pollution standards."

**Electronic applications.** "The redesign of products to incorporate advanced electronics is, in itself, a source of potential growth. Electronics can add important new features to our consumer and industrial products."

**International industrial development.** "We look for continued growth of our international sales—much of it in high technology exports—as many overseas nations strive for economic development."

**National defense.** "The Middle East situation has emphasized the need for a modern defense force. GE stands ready to serve in such fields as aircraft engines, ship propulsion, avionics, radar, sonar, space systems and other high technology equipment for the U.S. and its allies."

"As these examples and many others I haven't had time to mention demonstrate," Jones said, "even though the new decade may appear to be a troubled one, it offers its share of opportunities. As a corporation and as individuals, I think we can take satisfaction in rising to meet the challenges ahead of us."

*(Related story on page 16)*



# LIMELIGHT

## NEW UPDATE FEATURE BEGINS

A wise old trainer, asked for advice on winning races said, "well sir, the thing to do is get out in front at the start and improve your position from there on." At GEISCO there are many employees who do just that.

While the work of every employee is crucial to the well-being of our organization, some individuals are so quietly important to our business that we feel their efforts should be recognized publically. *Update* is glad to have the

chance to highlight some of these Field and Headquarters employees in a new feature called *Limelight*.

*Limelight* will focus on individual contributors, whose efforts may not always be as visible as those of managers.

Anyone may nominate anyone (as long as the nominee is an individual contributor). The nomination form printed here should be completed and returned by March 1, 1980. It may not

be possible to feature all employees nominated, but serious consideration will be given to all nominations.

We will give priority to employees in "low visibility" jobs; and to those who have not yet received formal recognition for their work.

*Limelight* will not be in every issue, but will appear sporadically. So, "Sometime when you least expect it—SMILE", you may be featured in *Limelight*!

## DONNA INGRAM: "I LOVE MY JOB!"

It is only fitting that Donna Ingram, Headquarters Receptionist, be featured in the first *Limelight*. She is often an individual's first contact with GEISCO.

Donna conveys the first impression of GEISCO to customers, visitors, new employees, and others with business in the Maryland Center. Without her, phone calls would not be relayed, and mail and packages might go undirected.

Donna's immediate manager, Tony Ciuba, Facilities Planning Manager, Systems, said, "Donna has done a super job. She's one of a kind. We count on her for a great deal of information. If Donna left, no one could adequately replace her."

*Update* recently had a delightful discussion with Donna about her job and other interests. She told us, "A person who sits here has to be oriented not only to GEISCO but to all of GE. You have to know where to go for

information, how to handle problems, where to direct irate customers, and so on. You must have a perspective of the whole organization."

Donna's responsibilities include relaying incoming phone calls, answering questions that deal with GEISCO and all of GE, and providing telephone numbers of all GE components, depending upon the inquiry. Registering Field personnel and visitors, identifying and sorting some mail, and forwarding it to its appropriate destination are also part of her daily routine. Donna assists in the updates of our telephone directory, locates recipients of deliveries, and reports broken machinery—among many other things.

She said that she enjoys "... meeting a lot of people. I like people and you sure can meet them all here!"

During the twelve years that Donna has worked for the company, she has seen ISBD/GEISCO "grow tremendously and change for the better. It is much better organized since it has grown."

Prior to her marriage and her job with GE, Donna completed two years of pre-med at American University. After marrying a native Washington-



*Donna Ingram provides assistance in locating an employee.*



ian, ". . . something very rare", she added, she worked as a switchboard operator, a receptionist, and a medical assistant. "Coming here was my first touch with a large company," she commented.

Donna said that an essential quality for her job is patience. "Often it would be easy to lose my temper, but I don't because it would give people a bad impression of GEISCO. I guess my family sometimes thinks 'I wish Mom had that much patience at home!'"

A native of Poland, Donna moved to the U.S. in 1950. She feels that one of the most important achievements in her life was becoming a United States citizen 20 years ago.

Cooking, entertaining, and traveling are some of the activities she enjoys. Donna has two daughters and a son. She explained that she is "not what you'd think of as a career woman. I needed a job and GEISCO provided me with a good job and excellent benefits. I love my job and hope to be with GEISCO until I retire!"

We hope so, too!

## HARVESTER CONFERENCE

*Continued*

eliminate 'reinvention of the wheel' in countries where IH and GEISCO work together," he added.

A plan providing a guideline for current and future systems was developed to inform IH about what to expect, Phil said.

Mike O'Brien commented that a real comradery developed as participants began to better understand the working environment at each location. "Everyone left the seminar enthusiastic and confident. This meeting may be the prototype of things to come because it gives our clients the international focus which is the essence of our business," he said.

## LIMELIGHT Nomination Form

Please return by March 1, 1980

To: Update  
MC 6NE  
401 N. Washington Street  
Rockville, Maryland 20850

Your Name \_\_\_\_\_  
Your Title \_\_\_\_\_ Dial Comm \_\_\_\_\_  
Office Address \_\_\_\_\_  
Nominee's Name \_\_\_\_\_  
Nominee's Title \_\_\_\_\_ Nominee's Dial Comm \_\_\_\_\_  
Nominee's Immediate Manager \_\_\_\_\_

What outstanding contribution(s) has/have this individual made to GEISCO? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Why do you believe that he/she should be featured? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

May we quote you in the article?  Yes  No

# TO YOUR BENEFIT . . .

## CONNECTICUT GENERAL TO ADMINISTER GE DENTAL ASSISTANCE PLAN

Connecticut General Life Insurance Company, a leading insurance company in the group dental insurance field, has been selected by General Electric to administer the new GE Dental Assistance Plan which goes into effect July 1.

Television viewers will probably recognize Connecticut General for its commercials involving the singing by a group of its employees of "coming through for you, that's what CG people do".

This company, based in Hartford, Conn., was picked after a thorough evaluation of the major national insurance companies with experience in administering dental insurance plans. CG currently insures over five million persons through employee-group dental plans. Other companies using CG as a dental plan insurer include General

Motors, American Telephone and Telegraph, and DuPont.

### Orientation Coming

GE's benefits experts have begun working with CG to develop the new dental plan's administration and claims procedures, as well as orientation information which will be given to all employees before the plan goes into effect in July.

The new dental plan will provide coverage for diagnostic, preventive, restorative, and prosthodontic procedures, in addition to the dental procedures now covered under GE's comprehensive medical expense insurance. Employees with a year or more of continuous GE service will be eligible for both employee and dependent coverage with no payroll deductions.



# FOCUS ON ... SYSTEMS OPERATIONS



## a message from RAY MARSHALL

GEISCO serves some of the most demanding customers in the world—and we intend to keep on serving them. Many of those customers have incorporated our services into the vital main stream of their businesses.

And many look upon us as performing the function of the long-heralded "computer utility"—a computer service at their command, when and wherever they need it. A lot of those customers depend on GEISCO in the same way you and I depend on the electric power that's available in our homes.

Just as we always expect that electricity to be there—and are seriously inconvenienced when, for some reason, it isn't—our customers always expect our service to "be there".

It's up to the Systems Operations Department to see that GEISCO lives up to that expectation. We do that by "generating" computer power in our super-centers, and delivering it, with our value added applications, to our customers worldwide.

That is no small task, when we consider that we have customers in more than 700 cities in 22 countries on every continent of the inhabited world.

To live up to our customer's expectations, we *must* provide an incredibly dependable twenty-four hour operation every day of every year.

It follows, then, that the majority of the 600 plus employees in Systems are

engaged in the day to day operations of our Supercenters and Communications Network.

*Supercenter Operations, MARK 3000 Systems, and Network Operations* generate and deliver value added computer power to both our domestic and our international customers; but the role of Systems Operations hardly ends there.

Continued high-quality service is perhaps the single most important issue in today's constantly changing world. *Quality Assurance* is the focal point for all GEISCO company-wide service quality surveillance and action.

One fascinating facet of the services market is the desire of some of our Fortune 1300 size customers to do all of their data processing *without* having their own computers. We are more than willing to help fulfill that desire.

*Remote Operations* does this by operating remote data entry and printing complexes at Erie, Lynchburg, and Philadelphia. The performance level of those sites turns many an in-house DP manager green with envy.

And, of course, this ever-changing world constantly requires new services from us. Our most recent is MARK III® Distributed Data Processing, and the MarkLink Terminal. Concentrated cross-functional activity within GEISCO is a prerequisite for success with that very special service. The first

two major MARK III DDP customer programs were designed for GESCO (General Electric Service Company) and a major hotel and restaurant chain. Those two programs are managed by the GESCO Programs office, to give them the company-wide scope of attention they both deserve and require.

Of course, none of what we do would be possible without General Electric Company and GEISCO investments in the facilities and equipment essential to meeting our operational requirements.

Here we must maintain an extremely delicate balance. If we have too much equipment, we waste money. If we have too little, our customers suffer with stretched capacity problems. *Systems Planning* focuses analytical and planning resources to make sure that we keep the proper balance.

The Systems team is rounded out with *Financial Planning and Analysis* and *Employee Relations*, to manage, respectively, our monetary and human resources.

I am extremely proud of the people in this Department. They perform their jobs as the professionals they are; and as true members of the GEISCO team. The opportunity to work where the challenge is high is a great reward; but to perform as well as our people do within that environment is in a class by itself.





The people of Quality Assurance: Left to right—Casby Harrison, Kay Stephens, Don Ivey, Gary Mueller, Verk Eubanks, Dave Clark, Ralph Taylor, Roger Dyer.

# QUALITY ASSURANCE

## QUEST FOR QUALITY

The quest for quality, like Don Quixote's quest, is a never ending search to find the best in something. The quest is not an impossible dream, but a viable search where ultimate success depends upon every individual within an organization.

If this is the case, then what is the purpose of a Systems Operations section called Quality Assurance? In the quest for quality one might think that if procedures, hardware, and software were correctly used from the beginning, there would be little need for Quality Assurance.

In the first place, the technically complex nature of GEISCO's business, ranging from the release of a new operating system for our foreground service to a new service line like MARK 3000<sup>SM</sup>, involves the coordinated efforts of many groups within and outside of GEISCO.

Secondly, no single test or series of tests can completely simulate the real world of a customer's environment, thus the mission of Quality Assurance is two-fold:

- 1) To test and evaluate all new hardware and software, before releasing it for commercial service, to assure that it conforms to the requirements set out in the specifications.
- 2) To provide a vehicle for the fast resolution of commercial quality problems that are encountered after a product has been released for commercial service.

Since the beginning of 1979, we

have introduced new hardware to replace just about every intelligent device in our Supercenters and Transmission Network: L-66 Central Systems replaced the 6088s; TDC-4500 central concentrators augmented the 4020s; and Foreground Communications Controllers now allow the CCs to talk to the new L-66s.

We introduced MARK III—Distributed Data Processing as well as MARK III DDP Timesharing. We also brought MARK 3000 through field test and into commercial service. Additionally, we introduced two new Foreground Operating Systems, a new GCOS, and all specialized operating II, DMS III, TABOL II, and so on.

We live in a world of change. Our network is continuously in a state of flux. As we begin the 1980s, we will undoubtedly face new challenges. As our business expands, more changes will be required. To meet these challenges we have organized the section into five components:

*MARK III<sup>®</sup> Service Quality*, led by Don Ivey, is responsible for the introduction of all Honeywell-based hardware and software, foreground and GCOS and all specialized operating equipment such as the SPAD, Bus Adapter, Tape Adapter, DN-355, etc.

*MARK 3000 Service Quality*, headed by Verk Eubanks, had the task of introducing the hardware and software for our MARK 3000 Service, as well as beginning to build quality into another major GEISCO computer offering.

*Continued on next page*



# SYSTEMS OPERATIONS

## QUALITY

*Continued*

*Communications Quality*, under Ralph Taylor, provides the testing and qualification of all network-related software and hardware, ranging from switchers and central concentrators to the qualification of terminals for use with all types and speeds, with Telex at one end and high speed terminals at the other. TIP and Periphonics also fall into this area.

*Applications Service Quality*, headed by Dave Clark, introduces application-oriented products ranging from languages like FORTRAN and BASIC, run-time packages, application languages and generators; to individual application packages. This group also performs QA for the large HCS Software System.

*Commerical Service Quality*, under Roger Dyer, is probably the most familiar group, since these are the specialists who resolve customer problems, provide on-site fixes, develop the measurement systems, and act as the interface between Customer Service and Engineering.

Rounding out the team is Casby Harrison, our Quality Programs Specialist, whose most visible task this year was the development, coordination, and execution of the successful Quality Awareness Seminars.

GEISCO's success is dependent upon the constant upgrading and improvement of our equipment and software. Customers want new features. Systems Operations needs more fail-safe devices. Equipment becomes obsolete. It is this "management of change" that Quality Assurance is aspiring to perfect. As in the recently created 1979 Network upgrade, each year we make strides forward, improve our methods, develop better tests and write new procedures in our never-ending quest for quality.

*by Gerhard O. Mueller*

## NETWORK OPERATIONS

Most GEISCO employees and customers have a basic understanding of the MARK III® Network. They know, for instance, that it permits local dial up MARK III Service access in some 700 cities worldwide, and that it also offers medium and high-speed access in larger metropolitan areas.

What is not as well known is the organization responsible for operating and maintaining that data communications network.

The primary mission of Network Operations is maintaining a high network service operating availability, while keeping session interruptions that could have an impact on our customers at the absolute minimum. The result is an almost "invisible" path for customers to access our host service.

To accomplish that mission, the people of Network Operations are responsible for a myriad of activities. Our main responsibility, of course, is operating and maintaining what is known as the world's largest commercially available data communications network.

This can include maintaining customers' terminals; and does include

maintenance of modems, circuits, and rotaries for dial access and direct high speed access; operation and maintenance of the Network Distribution Points (NDP's) and related concentrators and gear. We are also responsible for maintaining transmission circuits to each supercenter and between supercenters; along with the central concentrators and communications switchers, which are the heart of the access path to GEISCO host equipment.

Since the MARK III Network emanates from our three supercenters, on out through twenty manned distribution points, our job also includes the surveillance of more than 300,000 miles of communications circuits leased from a host of public telephone and telegraph organizations. We also watch over more than 5,000 access ports of varied services, which may range up to 4800 baud.

The Network Operations Section is comprised of four subsections, with a total of about 120 people.

Three of those subsections are responsible for network operations worldwide, and one subsection is charged with managing maintenance



of the concentrators and the Mark-Link™ Terminals distributed around the United States.

Two of the four subsections are responsible for the operations of the Eastern and Western Regions in the United States. The third, located near Amsterdam, handles operations throughout Europe. A fourth area, the Far East, is directed through our International Marketing people in Tokyo, Japan.

The USA Eastern and Western Regions, along with the Amsterdam office, are co-located with the three supercenters, and each has a Network Transmission Operation (NTO). The NTOs monitor the network and its interfaces into the central host computers twenty-four hours a day, three hundred sixty-five (or six) days a year. These three components coordinate the operation and maintenance of the inter-connection between supercenters, along with the transmission links to the NDPs, other data concentrator sites, and to customer sites with dedicated circuit access to MARK III Service.

*Network Operations—Eastern Region*, headed by Jim Magruder, is responsible for the Network on the East Coast—from Maine to Florida, and west to the Appalachians. That area amounts to about half of the stateside local service for access to MARK III Service. In addition, offshore locations, such as San Juan, Puerto Rico; Caracas, Venezuela; and Riyadh, Saudi Arabia, are managed by Jim's highly skilled staff.

There are currently 36 people in this Rockville-based component; of which 18 are distributed in four locations in three cities. In all locations, Data Communications Specialists and Field Service Representatives are staffed to operate and maintain Data Communications equipment and related gear. There are also three remote print sites, which handle a variety of high-speed, high volume, printing requirements for customers. One of these is a brand new walk-in type service in New York City; the other two are co-located with the Atlanta and Rockville NDPs. The Schenectady NDP serves the Northern Sales Region.

Other major accomplishments for this subsection include the start-up of two new NDPs (White Plains, NY, and Manhattan, NY), and the closing of the Elmwood Park NDP.

*Network Operations, Western Region* is managed by Tom Newton, and headquartered in Brook Park, Ohio. The Western Region's activities are similar to those of the Eastern Region Network Operations group; but the Western Region is also responsible for monitoring distribution to our four Canadian GE Distribution Points, and our Mexican Distributor.

The group also handles Mini Remote Concentrator (MRC) sites in Hawaii and Alaska; and, the circuits for the Far East (Japan, Singapore, and Australia) that emanate from Brook Park. Tom's highly qualified crew of specialists and service personnel are located in Los Angeles, Oakland, Dallas, Chicago and, of course, Brook Park.

This region had the distinction of being the first region to deploy and service production MarkLink Terminals for GEISCO (GESCO Project).

Headquartered in Rockville is the *Network Service Support* group, headed by Rich Hokaj. The responsibility of this group, consisting of six people, is integration and coordination of all maintenance activities of Field Service Engineers. These may be either GEISCO people or I&SE (Installation and Service Engineering) employees, and their work includes maintaining communications equipment, both at the supercenters and the NDPs, and, where contracted, at customer sites.

Rich's component orchestrated Network Operations' major 1979-80 program, which includes recruiting, training (13 weeks) and deploying of Mark-Link Terminal Field Services Representative. These 15 representatives are currently in eleven locations nationwide, and provide "total service" for all MarkLink Terminals deployed in customer and GEISCO locations. Rich

*Continued on next page*



*Tom Schulyer surrenders one of his many airline tickets to new Network Operations Manager Zigi Quastler (1). Tom became manager of the new MARK 3000 Systems section on February 1. Members of his old—and Zigi's new—crew are, second from left Jim Magruder, then Tom Newton, Rich Hokaj, and John Prior (behind Tom). Photo by Al Jones.*



# SYSTEMS OPERATIONS

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and his staff will continue to manage the growth of this service, including expansion to off-shore affiliates and distributors.

*Network Operations—Europe* is headed by John Prior and headquartered in Amstelveen. John and his highly qualified crew are responsible for planning, operating, and deploying the European Network through seven NDPs, both on the European continent and in the United Kingdom. These NDP's help provide MARK III Service in 15 countries.

The Network Transmission component in Amstelveen is the focal point for all Data Communications Distribution in Europe. Projects for the

European Network include the recruiting, training and deployment of TermiNet™ Terminal Service Representatives in France and Italy.

In the Far East, Larry Geller, who reports to Bob Simmons in Tokyo, heads up the *Network Operations—Far East Component*. Larry handles the NDPs in Tokyo, Sydney and Melbourne, along with MRC sites in Singapore and Hong Kong. Keith Styles is the responsible manager in our Australian affiliate, and is in charge of all distribution in that country. His efforts are coordinated through Larry, in Japan.

As we enter the next decade, Network Operations is in a position to

expand with the business as it faces ever-changing requirements and competitive challenges.

Our slogan is "total service"—and that is what we will strive to provide our customers all over the globe.

by Tom Schuyler

(EDITOR'S NOTE: Tom was unaware, when he drafted this article for *Update*, that he was describing what would soon be his former job. As of February 1, Tom became manager of the new MARK 3000 Systems section, which we will outline in the next issue of *Update*. Zigi Quastler is now Manager of Network Operations.)

Remote Processing, now headed by Ron Rasmussen, has the responsibility for providing data processing services for GEISCO's major remote facility customers—Transportation Systems Business Division, Switchgear Business units, Power Systems Management Department, and Distribution Transformer Department, (all under the Power Delivery Group, Mobile Communications Business Division), Data Communications Products Department, and Hospital Corporation of America.

Major tasks include profit and loss accountability, project planning and implementation, and contractual agreements, as well as new product sales; along with accountability of operational responsibility—and of course, excellent assurance of on-time product delivery.

These four businesses are not small operations by any stretch of the imagination. They are all sophisticated data processing users which require consistently excellent service to run their businesses. Their mainline manufacturing and financial systems produce key reports for running their businesses on a daily basis.

There are various ways of measuring

## REMOTE PROCESSING

the data processing load generated by these customers. For example, their weekly production job total is around 1,900. To complete these jobs, GEISCO's Supercenter Operations' personnel must mount approximately 14,000 magnetic tapes, plus 1,300 disc packs.

Remote Processing personnel, located at the customer sites, will print approximately 18 million lines. Their combined tape library requirement is 15,000 reels.

GEISCO's approach to satisfying these customer requirements is to have in place the necessary facilities, equipment and personnel operating at the customer site, in a remote facility type environment. There are no large scale computers located at these facilities. Instead, high speed, remote terminals are installed and attached to the MARK III Network to effectively deliver to the customer computer power from both our Foreground and Background Systems.

The high speed terminals' RPS III Print Stations handle the majority of the printing requirements. They are complemented by a number of low-cost terminals that perform card reading and punching functions. We also



have Data 100's and mini computers of the DEC 70 and HP3000 type feeding into MARK III Service. These remote facilities operate on a seven-day, 24-hour schedule. The bulk of the data processing work is accomplished between 6PM and 6AM.

A major element in our total product offering, of course, is how our customers perceive our service, that is, "service quality." The basic performance measurements used by Remote Processing are: (1) on-time delivery of production work at 8AM each work day, and (2) job turnaround on test and debug during the 8:00 AM to 5:00 PM office hours. Our on-time delivery of production work has been consistently above 98% for the past 18 months, with financial closings completed on-time. Turnaround time during the 8:00 AM to 5:00 PM period has been consistently less than 1 hour. Both of these figures are viewed as excellent by our customers, whose current perception is that our service is far superior to their former in-house systems.

*by Marv Lewis*

(EDITOR'S NOTE: Like Tom Schuyler, Marv Lewis has moved on. Marv is now Manager, IBM Systems, in the Marketing Department. Ron Rasmussen assumed the role of Manager, Remote Processing, on February 1.)

**Erie Processing Center -  
Manager, Robert E. Kaiser**

Customer: GE Transportation  
Systems Business Division  
GEISCO people on site = 35  
High Speed Print Stations = 16  
Volumes (Weekly Average)  
Production Jobs Processed = 1,650  
Test & Debugs = 1,000  
Print Lines = 16.0 million  
Cards I/O = 450,000  
Pack Mounts = 850  
Tape Mounts = 5,800

**Philadelphia Processing Center -  
Manager Louis J. Ciccone**

Customer - GE Switchgear Business  
Unit and Power Systems Management  
Dept., under Power Delivery Group.  
GEISCO people on-site = 20  
High Speed Print Stations = 10  
Volumes (Weekly Average)  
Production jobs processed = 600  
Test & debug = 300  
Print lines - 5.0 million  
Card I/O = 200,000  
Pack Mounts = 50  
Tape Mounts = 4500

**Lynchburg Processing Center -  
Manager, Matthew F. Mulligan**

Customer - GE Mobile Communi-  
cations Business Division  
GE Data Communications Products  
Department  
GEISCO people on-site = 19  
High Speed Print Stations = 10  
Volumes (Weekly Average)  
Production jobs processed = 550  
Test & debugs = 500  
Print lines = 7.0 million  
Card I/O = 30,000  
Pack Mounts = 420  
Tape Mounts = 2200

**Health Care Services -  
Manager, David E. Vernot**

Customer - Hospital Corporation of  
America (HCA) and its 100 plus  
associated hospitals  
GEISCO people in Production Support  
= 4  
Volumes (Weekly Average)  
Input transactions = 1.1 million  
Production Jobs = 100  
Tape Mounts = 1,400  
Print lines = 2.8 million



*The Remote Processing crew with both their old and new managers: Seated, (l-r)—Ron Rasmussen, Manager as of February 1; Sara Hinden; Marv Lewis, former manager. Top Row (l-r)—Matt Mulligan, Dave Vernot, Lou Ciccone, Bob Kaiser.*



# SYSTEMS OPERATIONS

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## SUPERCENTER OPERATIONS

### THE HEARTS OF GEISCO

Essentially, the GEISCO "body" has three "hearts"—its three large-scale data processing facilities in Cleveland, Ohio; Rockville, Maryland; and Amstelveen, near Amsterdam in the Netherlands. These "hearts" are known throughout GEISCO as the Ohio, Maryland, and European Supercenters.

The hearts beat continuously, manned 24 hours per day, seven days per week, 52 weeks per year—because somewhere in the world customers are constantly using our systems to support their business operations during the day, at night, on weekends, and throughout holidays which are celebrated at different times in different countries. We operate a system that never sleeps, never takes time off on weekends, and never celebrates a holiday.

The mission of Supercenter Operations is to produce high quality, on-line data processing services for GEISCO

customers located throughout the world. To accomplish this mission, 245 data processing employees in the three supercenters oversee the operations of three major GEISCO service offerings—MARK III Service; foreground, GCOS background, and MARK 3000 Service.

Operations are standardized throughout each supercenter with periodic audits to ensure standardization, so that customers receive the same level of service wherever they are. This mode of operation allows us to make maximum use of our data processing resources, and it simplifies the use of our service for customers, particularly those with multi-business locations.

A few statistics that describe the scope of operations in each center are:

The *Ohio Supercenter*, managed by Al Jones, is our oldest supercenter, established in 1969. Approximately 105 employees operate two foreground

clusters and a large-scale GCOS system. There are 12 foreground systems and 125 disc drives in two clusters, and the GCOS systems is configured with four processors and 640 thousand words of memory.

The *Maryland Supercenter*, managed by Tom Taylor, was established in 1974 and has approximately 115 employees operating two foreground clusters, a large-scale GCOS system, and the MARK 3000 System. There are eight foreground systems and 120 disc drives in the two clusters; the GCOS system is configured with four processors and 640 thousand words of memory. The MARK 3000 System is a 3033, IBM's newest and largest data processing system. The Computer Outprint Microfilm system and the Page Printing system (which is used to print GEISCO customer invoices) are also located in this center.

Our newest supercenter is the *Euro-*





*Supercenter Operations Managers, (complete with Supercenters)—Seated, Dick Lewis, Tom Taylor, Janet Williams. Standing: Dave Simshauser, Al Jones.*

pean Supercenter, established in 1976 and presently employing 26 people operating one foreground cluster. There are three foreground systems and 33 disc drives configured in this cluster. A GCOS System will soon be installed in the European Supercenter, and 10 additional people recently joined the staff there. All employees in this Center, except the Supercenter Manager, Dave Simshauser, are either Dutch or other Europeans.

1979 was a year of significant change for Supercenter Operations—Gary Mueller summarizes the extent of that change in his Quality Assurance article in this issue of *Update*.

In Supercenter Operations, we face two major challenges—a constant striving for the improvement of productivity; and the management of change incurred by new product innovation.

Productivity improvement means

that we have to continue to reduce operating expenses by taking advantage of the latest data processing equipment technology. New product innovation generally means new software capabilities. These result in the constant change in the hardware and software configurations of our data processing systems. Our job is to manage that change so that it minimizes disruption in our operations, and more importantly, to make certain that it does not disrupt customer operations.

In meeting these challenges (while maintaining the highest quality of service standards in the on-line data processing industry), our most important resource is our people. We have a highly trained staff of data processing professionals in Supercenter Operations. These people have many years of large-scale data processing experience, and they are dedicated to providing our customers with the best

possible on-line computing service available anywhere in the world.

GEISCO has entrusted us with the operation of a fundamental company resource, our supercenters. If these “hearts” of our organization should stop beating—or if they should beat irregularly, the network couldn’t distribute, Sales would be diverted from its primary task of selling, the business itself would be generally disrupted, but worst of all, we would be disrupting the business operations of our customers.

We are cognizant of the critical nature of our activities and the responsibility we have to our customers, to you, and to the overall success of GEISCO.

Be assured that we are constantly working to keep our hearts healthy and strong with good care and exercise.

*by Dick Lewis*



# NEW SALES AIDS

Here's a better way to help you manage change: Customized software solutions for the telecommunications industry



GENERAL ELECTRIC

Telecommunications Industry brochure "Here's A Better Way To Help You Manage Change" introduces telephone company executives to GEISCO computing services. The eight-page capabilities brochure, featuring customized software solutions for the industry, is currently available on OLOS. Publication number 5820.11A.

How telephone companies can use computers best



INFORMATION KIT  
GENERAL ELECTRIC

Two new Information Kit Portfolios for presenting sales literature to manufacturing and communications industry customers are now available. Each portfolio cover takes advantage of the on-going national ad campaign by featuring one of the "How to use computers best" cartoons. For manufacturing, order publication number 0902.23. For Telecommunications, order publication number 5820.15.

More versatile NC programming and processing options for better machine utilization



The new Numerical Control brochure directed to managers of numerical control programming, manufacturing and/or shop operations, offers versatile NC programming and processing options for better machine utilization. Currently available on OLOS. Publication number 5304.83A.

## FROM MARKETING COMMUNICATIONS

Imagine a manufacturing resource planning system that helps give you much tighter control over your entire manufacturing operation



MITROL

THE FIRST NAME IN INDUSTRIAL MANAGEMENT SYSTEMS  
AN OFFICE OF GENERAL ELECTRIC INFORMATION SERVICES COMPANY

A new Mitrol Industrial Management System (MIMS) brochure explains how manufacturers can use computers best for planning, controlling and managing factory operations. Targeted to manufacturing managers, the piece presents MIMS as a powerful tool that can help increase efficiency and productivity in manufacturing operations. Available early February on OLOS. Publication number 5310.01.



# ARE GEISCO ADS EFFECTIVE? TELL US!

The national advertising program, begun in March of 1979 continues in force during 1980. Advertising insertions will be increased from 50 plus in 1979 to 70 plus in 1980. Broad-based business publications, such as the WALL ST. JOURNAL, FORTUNE, BUSINESS WEEK and DUN'S REVIEW, will continue to form the core of our media schedule. These will be augmented by data processing books including DATAMATION, COMPUTER DECISIONS, COMPUTER-WORLD and INFOSYSTEMS.

Consistently high readership scores and a high volume of inquiries would seem to indicate that our ads are being read. Measurements conducted by GE Corporate Consulting Services during the first quarter will tell us how much the campaign has helped to increase awareness of GEISCO and MARK III® Service. In the interim, your feedback can help us measure the program's effectiveness. Have your prospects ever mentioned seeing, and reading, the ads? Have your customers seen them with any regularity? Is the campaign having any positive impact on your sales prospects? Answers to questions like these can be extremely helpful in measuring the program and retaining corporate support. I solicit any comments you may have. (Send them to: Russ Ryan, GEISCO, 401 N. Washington St., Rockville, Md. 20850) Meanwhile, listed below is the ad schedule for the first four months of the year. Additional schedules will be published as space is committed.

*by Russ Ryan*

## SCHEDULE OF GEISCO ADS THROUGH APRIL

PUBLICATION	INSERTION DATE	AD
Wall Street Journal	1/30	MARK 3000
	2/4	FINANCIAL
	1/14	MANUFACTURING
	2/27	MARK III DDP
	3/14	NEW AD
	3/26	NEW AD
Fortune	4/15	FINANCIAL
	2/11	MARK 3000
	3/10	FINANCIAL
	4/7	NEW AD
Business Week	2/4	MARK 3000
	2/11	FINANCIAL
	2/18	MANUFACTURING
	3/10	MANUFACTURING
	3/24	FINANCIAL
	4/14	NEW AD
Dun's Review	4/28	NEW AD
	January	MANUFACTURING
	March	MARK 3000
Computer World	1/28	MARK 3000 (DDP Version)
	4/28	MARK III DDP
Computer Decisions	January	MARK III DDP
	March	MARK 3000
Datamation	January	MARK III DDP
	March	MARK III DDP
Infosystems	February	MARK III DDP
	March	MARK III DDP

**TO: Manager—Facilities Planning  
GEISCO  
401 N. Washington Street  
Rockville, MD. 20850**



## REGINALD JONES VISITS SAUDI ARABIA

Reginald Jones, GE Chairman of the Board and Chief Executive Officer, visited Saudi Arabia on November 26-28, 1979. Ahmad Habibi, Manager of the MARK III® Service Access Center, Saudi, Arabia, said that he spoke with Jones several times about GEISCO.

At meetings in Jeddah with prominent Saudi officials, including Petroleum Minister Ahmad Zaki Yamani and Solieman Soliem, Minister of Commerce, Jones discussed GEISCO and out walk-in access center in Riyadh.

Jones also met with Dr. Rida Obeid, Director General of the Saudi Arabian National Center for Science and Technology, which sponsors joint solar energy projects with the U.S.

According to Ahmad Habibi, on November 27 the Chief Executive Officer addressed 110 members of the American Business Group of Riyadh at a luncheon held in his honor. Jones talked about the present and future strength of the American economy, the emerging lines of U.S. policy, and the importance of Saudi Arabia to American business.

That evening at dinner, Jones spoke to 150 Saudi officials and business leaders about the energy crisis and GE's active participation in the development of energy sources.

Jones visited Riyadh Electric and

## FEBRUARY SERVICE AWARDS

Years	Name	Location
30	Arthur S. Baker	Syracuse, NY
25	James A. Porter	Rockville, MD
20	Betty M. Dykhuizen Adella L. Waddell	Oak Brook, IL Rockville, MD
10	Gwendoline A. DeLacy W.J. Shaffer	Rockville, MD Erie, PA
5	Roger Dyer Joan C. Miller Beverly A. Powell Richard E. Sharp Peggy R. Huddle David A. Cleveland Eileen S. Reidinger Maude M. Sawyer	Rockville, MD Houston, TX Philadelphia, PA Newport Beach, CA Houston, TX Rockville, MD E. Orange, NJ Rockville, MD

GETSCO while in Saudi Arabia.

Ahmad Habibi said that Jones was warmly received by the Saudis. "In Saudi Arabia, Reginald Jones is well respected as an outstanding businessman," he added.

GE Vice Chairman and Executive Officer John Burlingame and Vice President Paolo Fresco were in Saudi Arabia with Jones.

## ONCE AGAIN . . .

You did a great job providing corrections for the GEISCO telephone book you've probably just received. However, nobody knows better than the people in Facilities how often people change locations, departments, and telephone numbers.

So . . . once again, check the telephone book. Make sure your listing is correct. If it isn't, fill out the card below (there are also cards in the back of the telephone book) and return to Facilities Projects by March 1, 1980. The new book will be published at the end of March.

If you need added incentive, consider this: When we at *Update* need to confirm the spelling of a name, a title, a location, a Department, or a telephone number—where do you think we look?

Get those cards in now, before you forget!

NAME: \_\_\_\_\_  
(Last) (First) (Initial)

TITLE: \_\_\_\_\_

COMPONENT: \_\_\_\_\_

DEPT/OPER: \_\_\_\_\_

LOCATION/POUCH NO.: \_\_\_\_\_

TELE. # \_\_\_\_\_

CHECK APPROPRIATE CORRECTION

ALT. # \_\_\_\_\_

	ADDITION	DELETION	CHANGE
Hq. Directory	_____	_____	_____
Field Directory	_____	_____	_____
Who, What, Where & How Sec.	_____	_____	_____



# UPDATE

February 22, 1980  
Rockville, Maryland 305.111

## LIEMANDT NAMED ISBD GENERAL MANAGER

Effective March 1, 1980, Gregory J. Liemandt is appointed General Manager of Information Services Business Division.

Mr. Liemandt joined General Electric in 1974 as Manager, Group Strategic Planning and Review Operation, Components and Materials Group. He joins ISBD from his most recent assignment as General Manager of Battery Business Department in Engineered Materials Group.

*More information will appear in a future issue of Update.*

## GEISCO'S ENGINEERING STAFF: More Than A Standard Group

This week—February 17-23—has been set aside nationwide to recognize the accomplishments of America's engineers.

Since GEISCO'S Engineering Department staff is a bit different from one that might be found in a manufacturing location, we asked members of that staff what they thought might be a fitting recognition of our engineering efforts.

Quality, as always, turned out to be the most important thing on their minds. As our recognition of the work of our Engineering Department in the never-ending quest for quality, we offer the article printed here, authored for us by George Wedberg.

The article outlines another of the many steps taken toward higher quality product and service offerings from GEISCO.

## DEVELOPMENT PROCEDURES & STANDARDS PROGRAM:

### Working For 'Built In' Quality

The Engineering Department has embarked on a program that is expected to significantly enhance the quality of its software and hardware product offerings strengthen working relationships with other GEISCO departments; and provide an increasingly professional environment for its employees.

That's a tall order, but the Development Procedures and Standards (DP&S) program is being designed to meet all three of those goals.

One objective of the DP&S effort is

the creation of a well-defined product life cycle in the Engineering Department. On the front-end of that cycle all products and product enhancements will be subjected to a comprehensive front-end planning and review process before actual implementation.

For example, no product will be considered for implementation until the requestor has provided a "Requirement Definition" document that describes the product and its attendant requirements. Review and iteration of these requirements by requestor and developer early in the life cycle will minimize the likelihood of changes and surprises downstream, and maximize the credibility of the implementation schedule.

Product quality is not just a matter of 'testing harder' or working more carefully. Quality has to be built into a product very deliberately at each step of the development cycle. What we find exciting is that specific techniques

*Continued on next page*

FEATURED  
THIS ISSUE:

## SYSTEMS, PART II

See page 4



# FORUM

We have one FORUM letter on file that we can't respond to until our anonymous correspondent tells us whether he is in the Field, or at Headquarters. So we must ask "ELIOT, WHERE ARE YOU?"

We're open to other FORUM letters. As you can see, we have no hot topics to cover this issue. Remember, folks, FORUM is for you—and letters can be anonymous. When you have a problem that you haven't been able to solve through other channels, let us know. Got a gripe? Let us know, especially if you feel that it might relate

to many others within GEISCO. Do remember that Update goes to Field, Headquarters, and most of our offshore locations. FORUM's *your* column. Without you, it remains empty.

We've made a commitment to help where we can; and to get you honest answers when possible. If we've exhausted a subject, or if a letter relates only to one person or to a very few people, we may decide not to print it. However, we think we've proved that we don't avoid controversy!

Send your letters to UPDATE FORUM, Maryland Center, 6NE.

## TWO CHANGES FOR GEISCO AFFILIATES

Mitrol, Inc., has moved to newer and larger quarters. New address is One New England Executive Park, Burlington, Mass., 01803.

Our Belgian affiliate is now wholly-owned by GEISCO. New Name: General Electric Information Services S.A.

## DP&S

*Continued*

for building in quality are becoming recognized in the industry, and are being applied successfully.

The subject known as Software Engineering is coming of age. Included within its bounds are a large variety of techniques for the efficient production of quality software. They include: project management and configuration control practices; techniques for formal technical reviews; techniques for peer review of design and code (such as walkthroughs and inspections); methods for high level design (such as those developed by Yourdon/Constantine, Warnier/Orr, and others); methods for low-level design (such as pseudo code and box diagrams).

Like all other engineering disciplines before it, the software development process is progressing from a new art form into a professional, disciplined process with recognized stages and

methods. The existing Software Engineering methodologies represent a significant contribution to that evolutionary process.

Engineering Department personnel have experimented informally with a number of Software Engineering techniques. The results have been gratifying, and there is considerable enthusiasm for adopting them formally.

In addition, there is recognition that the economics of software development have changed. Where machine-time used to be considerably costlier than people-time, the reverse is now true. Couple this with the fact that up to 70% of the development human resources in the product life cycle is devoted to maintenance and enhancements, and you conclude that it is extremely important to produce products that are easily maintained and well documented.

Our objective is to incorporate selected Software Engineering techniques into a set of Engineering Department standards and guidelines for product development. The physical outcome will be a Software Engineering Manual that provides a guideline for each phase of the development cycle, and a standard for the documentation that results from each phase. The first section of that manual will be in use within a few months, and a large portion of the total manual will be completed by the end of this year.

Responsibility for the procedures and standards effort rests with the Development Procedures and Stan-

dards subsection (George Wedberg) and the Engineering Standards Council, a standing committee consisting of representatives from all Engineering sections, Marketing Planning, Quality Assurance, and IBM Systems Program.

The Council's members include Jim Teapole (Processing Systems); Louise Wolff and Terry Thiel Communications Systems; Jay Alderson, and John Beall (Application Systems); Richard Morton, Dave Miller and Steve Hoberman (Advanced Systems); Mike Levine and Ron Smith (CA); Lee Stanton (Engineering Administration); Joan Tarbell and Bill Ryder (Marketing Planning); Paul Barnhill (IBM Systems Program); and Hal Scheinberg (Quality Assurance).

We're looking forward to an exciting year as we lay the foundation for long-term quality in our products.

*by George Wedberg*

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Editor: Clare Aukofer (8\*273-4476)  
Associate Editor: Bette Lee Karle (8\*273-4930)  
Documentation: Dex Nilsson  
New Sales Aids: Pamela Boyer

GENERAL  ELECTRIC



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# SOCIAL SECURITY: Some Questions And Answers

## Is Program Sound? Will It Be There When You Need It?

*Editor's Note: Social Security is of primary importance to GE employees. It combines with the GE Pension to provide total retirement income and other values. Both employees and the company contribute to it. This year the maximum tax on employees is \$1587.67. GE matches each employee's payment. The company's payment will probably be about \$325 million. Questions*

*from many people indicate there is misunderstanding about Social Security, its soundness, and its value to the average employee. Russ Hubbard of GE's employee benefits staff specializes in areas of legislation relating to benefits, including Social Security. Here he answers some of the questions asked by many employees:*

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**Q: Some say that the funding of Social Security is not sound. Why do they say it may go broke?**

A: People who say that are remembering the old headlines of 1975-76. But, right now, the retirement program is financially sound well into the next century. The 1972 law which revised Social Security had some benefits formula defects which surfaced in 1975 and began to put a drain on funds. That drain made headlines, but the changes made by Congress in 1977

corrected the error and turned the picture around, especially for retirement income benefits and disability benefits. However, people still remember those headlines and—unfortunately—news writers still build on them. Despite those headlines, Social Security benefits are as certain as the existence of the government.

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**Q: You said the retirement funds were OK. What about Medicare?**

A: Medicare pays hospital benefits for the elderly. It could have fund problems in the late 1980s, but that's nothing new. Social Security has had

to revise its funding several times over the years. Legislative proposals have already been made and there is ample time to find the best solution.

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**Q: The Social Security tax will probably go higher. Isn't it too high already?**

A: Social Security is more expensive than it used to be. The tax is scheduled to go higher. There's good reason. It has become the primary source of retirement income for most Americans. When the program began, few people were eligible for benefits; now about 35 million people are receiving benefits each month. They received about \$108 billion in 1979.

Another reason for the high cost is this: Social Security benefits include much more than retirement income

benefits. It pays income to survivors and to those with disabilities. So, while the taxes are higher, the benefits are both higher and broader. In retirement income, for example, the maximum monthly benefit for people retiring in 1980 is now \$553 a month—and up to \$830 for a wage earner and dependent spouse. That's much higher than 10 years ago, and these benefits will go higher in the future if the cost of living changes significantly.

*Continued on page 12*



# FOCUS ON...

# SYSTEMS, PART II



## FINANCIAL PLANNING AND ANALYSIS

*The people of Financial Analysis and Business Planning: Seated (l to r) Mike Miceli, Janet Williams; Standing (l to r) Tony Crisafulli, Nick Williams, Kathleen Campion, Ralph Stotz, Ramon Araguas, Rich Willey. Not available for photo: Natalie Taylor, Pat James.*

Service is the "name of the game" at GEISCO, and Systems Operations FP&A is no exception to the rule.

In fact, our primary function is service. We provide a wide range of financial, administrative, and advisory services for Department management and Systems Operations components worldwide.

Since most of Systems Operations activities involve planning, allocation of resources, and follow-up on results, FP&A is involved in virtually every aspect of the Department's operations. Everything from profitability reporting for Remote Processing, to developing Operating Plans for QA and GESCO Programs; from analyzing last month's Supercenter and Network costs to planning Headquarters facilities for the 1990's, sooner or later must be dealt with by our Section.

FP&A is supported by a team of sixteen dedicated professionals, and organized into three subsections.

**Financial Analysis** is headed by Rich Willey, a newcomer who recently transferred to GEISCO from GE's Large Transformer Business Division. Rich's organization is responsible for

analyzing financial results, budgeting, estimating, and long-range forecasting for all Department operations, including the international network facilities located around the globe.

Product cost estimating, evaluation of pricing proposals (FPA's), and financial review of Appropriation Requests (AR's) are also a part of the job. In addition, Financial Analysis has been working very closely with Information Systems and Marketing Support this year on developing a Unit Cost and Margin Reporting System to address the business's needs for product cost and margin information.

**Program Planning**, under Ralph Stotz, coordinates all operational planning activities within the Department. Principal tasks include planning and tracking of all Department programs, coordinating input to the Company's Operating and Strategic Plans, and developing related management information systems. Ralph's group designed the Resource Accounting and Management (RAM) System used by Systems Operations and Engineering to track the utilization of human resources on Company programs. As

leader of the European Network Transition Task Force, Ralph has also been very active in coordinating the transfer of network activities previously supported by General Electric Technical Service Company (GETSCO) components to the new International Marketing affiliates in Europe.

**Finance and Administration**, led by Jack DeBruin, provides a full range of financial services for the Department's GETSCO Branch in Amsterdam, including general accounting, financial reporting, payroll, taxes, and financial analysis functions. In addition to these normal activities, this year F&A has been deeply involved in negotiating a new income tax agreement with the Dutch government, establishing a new administration function to coordinate network activities with International Marketing affiliates throughout Europe, and setting up a new GETSCO Branch in Copenhagen to support Danish network operations.

From Rockville and Amsterdam, FP&A provides close financial support for Systems Operations's global activities.

*by Nick Williams*



## SYSTEMS PLANNING



*The folks in Systems Planning: Seated (l to r) Howard Robinson, Lee Chisefsky, Alan Paul; Standing (l to r) Mel Szot, Bob Mikelskas, Andy Flood, Bill Brill, Bill Bacon.*

The Systems Planning Section of the Systems Operations Department may appear, at first glance, to be a collection of important but unrelated components. The fact is, though, that there is a definite relationship between components that really makes sense when you understand our mission.

Our mission is to provide GEISCO with the physical facilities and equipment required to support our business on a worldwide basis.

The driving forces behind planning in our component are the marketing/sales plans and the revenue forecasts. Based on these forecasts, the facility and equipment plans for the next twelve to eighteen months are developed in detail, and more generalized plans are developed through 1984.

**Systems Deployment** develops the detailed computer equipment plans needed to support the projected revenue. This component, headed by Bill Bacon, also prepares Appropriation Requests required to purchase equipment; and, as equipment arrives at the Supercenters, provides specific day-to-day deployment plans for use by the Operations Component. In addition to

planning utilization of central processors for the MARK III<sup>®</sup> Network, MARK 3000<sup>SM</sup> Service and GCOS, Systems Deployment also plans for on-line storage based on revenue forecasts.

While Systems Deployment is concentrating on the generation portion of the Supercenter requirements, Bill Brill, Manager of Communications Planning, is busy developing plans for our worldwide network. Based on the revenue forecasts, Appropriation Requests are generated to cover the variety of equipment required to expand the network worldwide. For example, Central Concentrators, Mini-Remote Concentrators, Remote Device Multiplexers, Modems, and Cables used within our Network Distribution Points must all be planned in detail, ordered and deployed around the world.

The Plans developed by both Systems Deployment and Communications Planning form the basis for the next step in the process, that of actually ordering or purchasing the equipment. Material Requests are written within these components and forwarded on to Purchasing where the

actual contact with the vendor occurs.

The Purchasing and Contracts component, headed up by Andy Flood, performs all the traditional purchasing functions for General Electric Information Services Company. Besides purchasing the vast amounts of computer equipment, the group is also concerned about stationery and supplies, furniture and office equipment and a thousand and one other items that are required to keep our business going. Another important aspect of Purchasing and Contracts is the Hardware and Maintenance Contracts unit, which is the focal point for our major hardware vendors. Also included in Andy's function is responsibility for software and consultant contracts as well as lease negotiations for physical facilities.

The vast amount of equipment that we require each year must have a facility in which it can operate effectively. The Facilities Projects component, headed up by Alan Paul, has the job of providing the physical surroundings in which our generation and communications equipment will operate. Computer Center Facilities Plan-

*Continued on next page*



# SYSTEMS, PART II

## SYSTEMS PLANNING

*Continued*

ning is responsible for seeing that we have enough floor space and the power to operate the equipment. In addition, Facilities Planning also provides the office space for all of our headquarters components. The day-to-day requirements within our facilities, such as telephone service, office supplies, and print shop are also part of the Facilities Projects component.

As you can see, we have taken the revenue forecasts, interpreted into equipment requirements, appropriated funds, purchased and housed the equipment—all within the Systems Planning component. This kind of activity must continue to occur in the future, ten or twenty years from now. The Advanced Facilities Project component is appropriately located in the Systems Planning component. Howard Robinson has the responsibility of providing a facility which will allow the business to expand for the next ten to twenty years. Recent announcements give you a hint as to the size of the project.

And finally, to round out the Systems Planning Component, is the Security Operation, headed by Bob Mikelskas, who is responsible for not only data security but also physical security of our components around the world.

So you can see, there is a definite relationship between our components. The integration of our plans from both the computer equipment and facilities point of view is absolutely essential to ensure the continued growth of our business.

*By Mel Szot*

## GESCO PROGRAM OFFICE

GEISCO is fortunate to have some customers with applications so large and complex that normal methods for serving them simply aren't enough. Such is the case with the General Electric Supply Company (GESCO), a division of General Electric Company. GESCO distributes electrical supplies and apparatus to contractors, industrials, utilities and commercial customers.

GESCO management realized three years ago that the time was right to apply new technology to their business, as a way of coping with ever-rising labor and inventory costs in an era of double digit inflation. They decided to join forces with GEISCO to meet their needs, while giving GEISCO an opportunity to develop a new service offering. Thus, the GESCO Program Office within Systems was established over two and a half years ago to provide a focus within GEISCO for the GESCO account, and to act as a single GEISCO contact point for GESCO.

GESCO wanted a system to place computer power in the hands of the people who operate the warehouse—making the computer an integral part

of the warehouse process. The project encompassed a significant technical undertaking. A very sophisticated customized application was developed, and a transaction processing capability utilizing extensions to the FORTRAN 77 language was developed and implemented.

Changes were made in the foreground operating system to make use of these language capabilities and new software; and a new communication protocol for the MarkLink™ Terminal was provided.

The GESCO Program Office consists of a small group of technical specialists and managers who integrate and coordinate the activities of this project. The Program Office has also developed specialized test routines that aided Quality Assurance and Engineering in evaluating the new Program. The GESCO Program was actually used as a field test to assure that all the new pieces of software functioned properly.

Our new MarkLink Intelligent Terminals are being installed for the GESCO Program at each of their 173 warehouses. Each terminal will be connected to the existing MARK III





*GESCO Program Office People: Front Row (l to r) Dottie Tumolo, Tim McGowan, Bob Johnson, Joan Hunter; Back Row (l to r) Joe Grzegorzewski, Harry Haraseyko, Jerry Butler, Chuck Crotty. Not available for photo: Gene Minso, Clarence Allen.*

Network by dedicated, leased telephone lines. The Network provides access to the MARK III foreground computers at the Maryland Supercenter. The MARK III Service host databases will contain over one billion characters of storage when all GESCO locations are fully equipped. The system will handle over 1,600 business transactions an hour with 800 CRT's and 200 printers distributed throughout the United States, all with real time access to the database.

Although GESCO is a sister component of GE, we maintain a strict "arm length" customer vendor relationship. Formalized contracts have been negotiated to cover the development work, the fixed capacity service agreement, and the MarkLink Terminal hardware/software that supports GESCO's production operation of the system. The Program Office maintains commercial coordination as well as technical coordination of the project in connection with the Fairfield Sales Branch.

The GESCO Program Section man-

aged by Bob Johnson and supported by Secretary Joan Hunter, contains three subsections:

**Program Integration**, led by Chuck Crotty, is responsible for the technical success and integration of the Program, including customer requirements definition, performance testing, cost estimating and projections; along with schedule integration and tracking, and customer technical support. Harry Haraseyko, Joe Grzegorzewski, Dottie Tumolo, and Tim McGowan apply a high level of expertise to a wide range of problems from the customer terminal to the MARK III Service host.

**Systems Applications**, led by Gene Minso, is responsible for field implementation of the application, including scheduling of hardware, training of the customer's support personnel, user documentation, and in general, the Field operating success of the program.

Gene extensively interfaces with GESCO, attending all GESCO meet-

ings pertaining to implementation. All personnel in this subsection are field-based.

The functional direction of the multi-task implementation effort is provided by Warren Neudorff, Project Manager, located in Dallas, Texas. Significant customer implementation experience and expertise are provided by Clarence Allen, Bill Weaver, and Gary Bailey.

The **Stouffer Program**, headed by Jerry Butler, uses the MarkLink Intelligent Terminal to provide computerization of reservations and office functions for a major chain of hotels. The Stouffer Program became part of the GESCO Program Section early in 1979 to capitalize on knowledge gained from the GESCO Program.

The GESCO Program's staff functions as a closely knit team. Each staff member has the flexibility to back-up others when necessary. This allows the group to bring the managerial and technical expertise required to quickly solve problems whenever and wherever the need arises, so that we can ensure the success of the program.

by Bob Johnson



## SYSTEMS, PART II

# MARK 3000<sup>SM</sup> SYSTEMS: BIRTH OF A SECTION



*The first of the MARK 3000 Systems group: Standing: (l to r) Tom Schuyler, Russell Evans, Verk Eubanks, Karen Rulapaugh, Joe Reardon. Seated: D. Thomas Mack, Sandi Abell.*

Most births are the result of a joining of forces, and the recent delivery of the new MARK 3000 Systems section is no exception.

The section, which was established on February 1, was the result of careful study by a task force consisting of various GEISCO managers, including former IBM Systems Programs Manager, Zigi Quastler. According to Zigi, the group identified a need to form a "unified, mission-oriented" section that would deal with MARK 3000 Service within Systems Operations.

Zigi adds, "The section was actually formed based on the recognition that MARK 3000<sup>SM</sup> Service had achieved maturity as a GEISCO service offering; and that the organization needed to be streamlined so that we could act and react effectively to operational needs."

Zigi, who is now Manager, Network Operations, pointed out that IBM-oriented units were formerly housed in three different areas within Systems.

Tom Schuyler is Manager of the new MARK 3000 Systems section, and he has already acted to pull together IBM knowledgeable people and begin meeting the identified objectives of the new section.

According to Tom, those objectives are to, "Plan and operate generation

and storage production elements for the IBM based central systems to support the company's revenue goals at the lowest possible cost." He adds, "at the same time, of course, we have to be sure that we meet all of the service and availability requirements set by GEISCO."

Tom explains, "We need to continue to improve the high quality of our commercial software offerings; and we need to be able to handle customer complaints relating to MARK 3000 Service deficiencies as promptly and expeditiously as possible. Along the way, we must monitor the quality levels. To do all of that, of course, we must always interface with the Marketing and Engineering Departments. A successful and high-quality MARK 3000 Service offering will be dependent on all of us, working together."

Because MARK 3000 Service is such an important part of GEISCO's service offerings, the new Section has had little opportunity to go through what might be termed an "infancy". It is, in fact, already organized into three clearly defined subsections.

A **Mark 3000 Operations**' subsection will be organized according to Tom, to "meet or exceed GEISCO and department goals for service quality; at the

best possible cost/performance ratios for generation and storage."

Russ Evans and Joe Reardon will be responsible for processing operations and techniques responsibility within that area.

**Mark 3000 Quality Assurance**, which will be headed by Verk Eubanks, is charged with the task of "achieving high quality software releases in all categories". According to Tom, the QA subsection will double-check for quality in all of the software offerings released by Engineering, and will test those offerings before commercial release.

"The QA subsection will be responsible for measuring our service quality in terms of meeting or exceeding our department goals," says Tom, "and will provide liaison and followup with the Engineering Department in resolving Quality Defect Reports (QDRs).

"Members of the subsection should always be looking at the Service as the customer will, so that we can continue to maintain the customer's view of service quality. When problems do arise, the subsection will expedite and resolve critical, customer sensitive service deficiencies. Always, of course, working in cooperation with GEISCO Customer Service section."

**Mark 3000 Systems Planning** will be held responsible for "Providing capacity for growth at the highest cost efficiency, without constraining our revenue."

Members of this group will also plan, propose and support all equipment purchasing and deployment; provide financial analysis and budget control for the section; and provide analysis and forecasting, including program support for the section. Tom Mack is the first in place within the Systems Planning subsection.

For a newly-born section, MARK 3000 Systems is moving along quickly. The section itself will eventually consist of approximately 48 people.



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## RELATIONS— CREATING FOOTPRINTS



*Relations staff proudly displays its "footprint". Seated—Ted Edwards.  
Standing (l to r) Katie Shea, Penny Collins, Jean Barnes, Tony Bowman, Lynn Bolden.*

"Are you going to create a footprint after you walk through this job?" That's what Ted Edwards asks of his staff.

Ted is the Manager of Employee Relations in the Systems Operations Department (Systems is one of three Departments with its own Relations Section).

As Ted enthusiastically discusses the impact his Section can and does make within the organization, he adds that Relations strives to provide quality people in a timely manner to assist the Department in attaining its business goals. "I consider Relations a consultant to the business team, not a line position where decisions are made, but as a provider of advice on human resources, appraisals of individuals, compensation, training and

personnel development, etc."

When Ted explains the importance of the "regular" Relations responsibilities of his Section to its 600 clients here and abroad, he adds that to complete these alone would be just "maintaining the status quo; keeping the machine running. The true measurement of our contribution will be our positive impact on the Department."

Each member on Ted's staff has a special project along with regular responsibilities. The special project might be something like helping managers improve methods of assessing, organizing, and staffing their organizations. Ted checks first to see if the staff "kept the machine running" smoothly and next to see how well the special projects were conducted.

Within the Section, Tony Bowman manages Relations for the Ohio Supercenter and Remote Processing. Relations for the Amstelveen Supercenter and Network Operations (Europe) are handled by Mike Kostrzewa, assisted by Jorine Wijmans. At present the positions of Employee Relations Manager for the Maryland Supercenter and Network Operations (Domestic) and Employee Relations Systems Planning and Quality Assurance Manager are open. Lynn Bolden is ER Representative, Penny Collins, ER Specialist, Jean Barnes, Secretary, and Katie Shea runs the employee store.

We thank Ted and his staff for taking the time and making the effort to create footprints. (We hope you'll continue to have very large feet!)



# HATS OFF!

## SYSTEMS, PART II

### NOTICES A TO REMEMBER BY'S 1000 KRAM CREATING FOOTPRINTS

*[Faded background text from the reverse side of the page, including words like "systems", "footprints", "creating", "notices", "remember", "1000", "kram", "part ii", "hats off!"]*

Many hats have been worn during the careers of Frank Hopkins, Larry Snively (seated) and Bill Graves, Donald Shell (standing).





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**“GE has provided plenty of opportunities for self-development . . . and has the respect of the business community—a leader in the business world.”**

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A career in General Electric provides many opportunities to “change hats,” if one so desires. Quarter Century Club members Bill Graves, Frank Hopkins, Larry Snively, and Donald Shell have worn numerous hats in their 111 years of General Electric service.

In his 30 years with the company, Bill Graves, Purchasing Manager, Systems Operations has worn hats of Finance, Manufacturing, Marketing, Relations, Systems, and Business Planning in Boston, Cleveland, and Washington, D.C. At present, Bill purchases services and commodities and arranges for facility (building) contracts, traffic and transportation, and service contracts.

In 1965 Bill was responsible for the first GE product made totally in another country and imported into the U.S.—sets of Christmas tree lights from Japan.

“Over the years I have seen GEISCO become one of the fastest growing components in the company. It’s making great strides in maturity and has achieved much greater stability.”

Bill’s advice to new employees is, “Don’t be afraid to tell people what you are looking for in a job so they can help you get there.”

Regarding GE benefits programs, Bill says, “I think the GE Savings and Security Program is great! It helped put my kids through college.”

Frank Hopkins, Consulting Specialist in Quality Assurance, Systems Opera-

tions, is truly in his element when he is in the Communication Quality Lab he established. He enthusiastically explained the Quality Analyzer software that he has designed. Frank says the software is self-centered and can do in one evening the work it would take four people all night to do—achieving an even higher accuracy rate because it doesn’t tire.

Frank has been with the company 31 years and has worked in Syracuse, Schenectady, Lynchburg, and the Metropolitan D.C. area. His present position involves communications quality assurance, especially remote devices.

“I find it hard to understand when people complain about their jobs. In GE, if you don’t like your present job, it’s easy to change. Someplace in GE there is a niche for everyone.”

“GE is the only company I’ve ever worked for, and wherever I’ve been I’ve had a very satisfying working environment,” says Larry Snively, Manager of Financial Administration for CA, Engineering Department. Larry’s GE career began in Pittsburgh, Pennsylvania in 1954, where he was an accounting supervisor in a Lamp Division Distribution Center.,

Larry has held a variety of positions during his career. He came to ISBD in 1967 and presently, with his staff of four, handles financial and administrative work for 265 individuals in CA.

Larry says, “GE has provided plenty of opportunities for self-development.

I am proud to work for a company that has been so successful and has the respect of the business community—a leader in the business world. The biggest change I have seen in GE is in the expanded scope of its business activities—both geographic and product line expansion.

“I’ve thoroughly enjoyed my time with GE,” says Dr. Donald Shell, Manager of Application Systems, Engineering Department, who has 25 years of GE service. Among the many hats Don has worn is one as the original manager of engineering for the Information Services Department, GEISCO’s predecessor. Don now develops and maintains application languages, application generator problem oriented languages, and functional application libraries. Don is also in charge of all software design for the Hospital Corporation of America.

He has made numerous contributions to the company, including selecting the 600 line of computer equipment and arranging for delivery of a computer to Dartmouth in 1969, prior to the end of the year, which resulted in a very substantial savings to the company.

“I think it’s a rare privilege to be part of an industry from its very beginning. I have seen ISBD/GEISCO grow from a primitive timesharing service to a sophisticated supplier of computing services now vital to many businesses,” adds Don.



# SOCIAL SECURITY

Continued from page 3

**Q: What about the method of financing Social Security? Some say money should come from income and other taxes—not from earmarked Social Security payroll taxes. Is that a good idea?**

A: Well, the system of employees and employers sharing the cost has worked well for almost 45 years. The reasons for keeping it that way make good sense. Once the country starts financing Social Security from general taxes, the source of the money is lost and the program becomes more like a "welfare" program. Under welfare-type programs, benefits are paid as a matter of "need," rather than as a benefit you've earned through contributions. Benefits might not be as fairly distributed as they are now.

Another consideration is that payroll tax financing encourages greater responsibility by law makers. If benefits are increased, then the Congress has to increase taxes. This helps keep Congress from voting more benefits than the people want to pay for.

**Q: Will those who are contributing now get their money's worth from Social Security?**

A: Yes. Especially when you factor in all the values of Social Security. The Research Institute of America has calculated potential Social Security benefits for a man, currently at age 35, who is earning the maximum taxable amount and has a wife and two children. First, if he dies before retirement, his survivors could receive as much as \$300,000 in Social Security income. If he is disabled, he has a similar amount of disability protection. If he retires normally, he'll be receiving about \$165,000 in retirement benefits based on normal expectancy.

On top of that, at age 65 an employee and his or her spouse will have the protection of Medicare, which is part of Social Security. All in all, Social Security has valuable benefits—some that can't be duplicated. That's why most private pensions nowadays are planned with Social Security as a foundation.

**Q: Why doesn't Social Security have a**

**huge fund like a private plan?**

A: It doesn't need it. A private plan has a fund so that pensioners will be secure even if the sponsoring company falls on hard times. But Social Security is as secure as the national government. It's one program that almost has to be based on "pay-as-you-go financing" because needs change from year to year. It is really a kind of a "pact" between generations. Today's employees, are paying for the older generation's benefits. Today's children will pay for the benefits of today's employees, and each generation can expect to receive benefits which will cost more than they've paid in taxes.

**Q: Suppose some generation wants to break this "pact"?**

A: No generation has done it yet. It wouldn't make sense. There are too many people who depend on it—both the old today, and the young who will be old tomorrow . . . And there is another value from Social Security that shouldn't be overlooked: Social Security makes it possible for many more parents to live independent lives as they become older without being forced to move in with their children.

**Q: Some have suggested that people should be able to get out of the Social Security system so they can put their tax money into a private investment for retirement. How about that?**

A: The Social Security concept depends on universal coverage—sharing the risk over as large a group as possible. If some people could get out of Social Security, it would destroy that concept. That would really undermine the system and its aim of assuring a basic protection for all.

There's another reason people should stay with Social Security: Despite the lure of individual investment, it would be impossible to duplicate all of Social Security's benefits; some cannot be purchased outside Social Security at any price. For instance, you couldn't purchase a retirement income that increases with the cost of living as Social Security does. So it's almost certain that a lot of people who might drop out of Social Security would demand to get back in after it's too late.

**Q: Are you concerned about the future of Social Security?**

A: Only to the extent that critics are undermining general public confidence in Social Security without understanding its values and operation. Of course, there are areas for improvement—but that has been the record of the program for almost all of its long history. The program merits our continued support and confidence, and it's one that combines effectively with pension plans like GE's to produce sound retirement income.

## WHOOOPS!

In the last issue of Update, (February 8, page 6), the full name of GESCO (General Electric Supply Company) was inadvertently altered to read "General Electric Service Company". Our apologies to the GESCO people and to Ray Marshall, in whose message the error appeared.

Also in that issue, on page 7 (in, of all places, the Quality Assurance article!) a line of type was accidentally placed in the wrong paragraph, and the correct line was left out. The eighth paragraph of that article correctly reads:

*We introduced MARK III Distributed Data Processing, as well as MARK III DDP Timesharing. We also brought MARK 3000 Service through field test and into commer-*

*cial service. Additionally, we introduced two new Foreground Operating Systems, a new GCOS operating system, new BASIC II, DMS III, TABOL II, and so on.*

In our story on the Hartford Seminar (January 25, page 1) Betty Merritt was incorrectly identified as Berry Merritt; and several people who worked on the conference went unrecognized. According to Don Graves in Hartford, the following people also deserve recognition for their roles in the success of the conference: John Conway, Dick Lavery, and Maurice Simmons.

Also in that issue, on page 11, we said that Lois Valentine began her career in Schenectady. Lois tells us that her first GE job was actually in Evendale.

Our apologies to all.



# UPDATE

March 14, 1980  
Rockville, Maryland 305-112

## EXPANDING HORIZONS THROUGH MW



MW participants Bill Bates, Hal Scheinberg, Rudy Forrest, Ron Posner, Jennie Heinbach and Virginia Downes, intent on absorbing information provided by the facilitators.

cant contribution MW makes is in helping one reevaluate one's own actions and values, helping one acquire an appreciation for the individual differences of others—realizing we share many common reasons for our actions.

"I don't think anyone can go through the course and not be affected in some way; after the course you think about the world in different terms," says Bill About, manager, Employee Relations staff components, and one of the creators of MW. "Many courses develop only a particular skill, but MW affects the whole person—it affects one's whole life—all interfaces—rather than one particular skill or knowledge base," he adds.

Senior Technical Representative Steve Berger, and a member of my MW class, attests to this saying, "Not only has MW made a difference at work, but I've also tried many of the techniques with my children. I've found they work with them, too."

Over the four and a half day workshop; problems are discussed and ideas are exchanged in large and small group sessions. Some thought they had exhausted every avenue of dealing with a direct report or fellow employee. MW renewed vigor and provided new ideas

*Continued on next page*

### FEATURED: ENGINEERING PART II

Last August, when UPDATE began running descriptions of departments or operations, we began with the Engineering Department. Now, as we move toward the end of our Departmental descriptions, we feature Engineering, PART II. The three sections described in this issue were not covered last August. The special section begins on page 4.

FOR GEISCO EMPLOYEES ONLY

*Associate Editor's Note: Occasionally UPDATE staffers are called upon to report about events which they cannot personally attend. That was not the case here. I was fortunate to attend a recent Management Workshop and am glad to have the opportunity to share my thoughts with you. B.K.*

The usual glut of mail devoured my desk top as I entered my cubicle on

Monday morning, having been gone for a week. On the surface, everything seemed the same, yet for me, something had changed. I had new commitments to fulfill and new concepts I was anxious to implement thanks to a course called Management Workshop (MW).

The effect that MW has on a person varies as much as the participants themselves. Perhaps the most signifi-

## ABOVE AND BEYOND

*Jack Griffin, manager, International Training Center, received an unsolicited letter not long ago.*

*The letter detailed very special actions on the part of one of Jack's people—Ed Wetzel, headquarters product training and ITC administration manager.*

*We believe Ed's actions to help a neighbor deserve special recognition—so we've obtained permission from the letter's author to publicize his accolade.*

*Keep in mind, as you read, that the letter's author is a fire department captain.*

Dear Mr. Griffin:

I would like to take this opportunity  
*Continued on page 12*



Ed Wetzel: "I am proud to be his neighbor . . ."



# FORUM

*Our Forum correspondent this issue questions the procedure for distributing W-2 Forms. Read on:*

This is a mad letter! I am mad! Here it is January 31, 1980 and I don't have a W-2 Form. What I want to know is why, in spite of millions and millions of dollars in computers and hundreds and hundreds of engineers and programmers, does it take General Electric Information Services Company more than 30 days to produce W-2 Forms? Many companies, some as small as 20 or fewer employees, deliver the W-2 Forms with the last paycheck of the year. Why can't GEISCO?

It is maddening to have to wait to file for Federal and Maryland income tax refunds knowing that every week's delay is costing money.

Angrily yours,  
Phil Snyder

*H.M. Harris, manager, Accounting Operations, responds:*

I was not satisfied with the time it took for us to produce the 1979 W-2's.

Our target each year is to complete and mail the W-2's by January 15 which we did meet for the year 1978. The required delivery date for W-2's is January 31.

We had several problems this year during January which contributed to our failure to meet the January 15 target date. The first problem, which was beyond our control, was that the

Wang payroll program which we use to calculate the company payroll would not work for the first two weeks during January since we had trouble with software changes prepared by Wang. I assume all customers using our Wang payroll ran into the same difficulty.

Another thing we have to do before we can issue W-2's is to calculate the "cost of group life insurance" for each individual on the payroll having a salary in excess of \$25,000. At year-end 1979 this calculation had to be performed for about 1,200 employees. Although our business is to sell state-of-the-art computer applications, these have not yet reached us and this calculation must be performed manually by my Personnel Accounting people and this calculation took approximately one week.

Another item that we must include in employee earnings is payments to vendors in connection with employee transfers. These payments are produced by Accounts Payable and are not integrated with our payroll programs so we had to incorporate these payments through December 31 in earnings.

By the time we resolved these various problems we ran into scheduling problems with getting out other reports and other paychecks, the most important being the fourth quarter commission checks which we had to prepare for distribution by January 25.

Next year we will again try to complete the W-2's by January 15th.

## EXPANDING HORIZONS

*Continued*

to try with these individuals.

The commitment that GEISCO has made to MW is evidenced in the huge investment in salaries, course tuition, etc. which has and will be made so that every employee will have the opportunity to attend MW over the next few years. When you experience MW and realize that all will have the chance to go, you know that GEISCO really cares about each of its employees. One only needs to speak briefly with Tom McGinn, vice president and manager Employee Relations Operation, to capture his enthusiasm for MW and his commitment to the maximum development of human resources.

To date, no follow-up course for MW exists, much to the chagrin of many attendees. Senior Specialist-Sales Planning and Development, Joan Burton, a member of my MW class, suggests, "I wish we could have mini sessions at least once a year to review the knowledge gained and to reinforce commitments." Attendees are encouraged to get together informally whenever possible to discuss problems, renew acquaintances, etc.

What did I learn, you may ask? So much that I had a great deal of difficulty in writing this article as it is hard to convey the various benefits that can be derived from attending MW.

MW reinforced my belief that every individual *can* make a difference for GEISCO. By having open and honest communication—each of us can help create a better work climate—accepting others as they are, trying to understand their problems and their

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GENERAL  ELECTRIC

## INTERNATIONAL LEADER FOCUSES ON ENERGY

The exciting Winter '80 issue of **International LEADER** highlights the energy industry with an editorial by Roger T. Hobbs, and features stories

on Enercom, Inc., Florida Electric Utilities and Atlantic Richfield Company. Other feature articles cover European Elections, Eastman Kodak Company and Britain's TI Fords.

Applications described in these stories have a broad and interesting range: energy conservation through energy audits and an automated energy broker; financial consolidation and reporting; network coverage; software catalog; and numerical control.

This issue of **International LEADER** should be distributed in early March. The publication number is 0301.30.



goals—not molding them to our goals and values can aid in the motivation and fulfillment of everyone.

MW helped me rethink my values and priorities. It has helped me look objectively at the good and bad in the work environment and to see what I can do to improve things.

On the first day of MW, I knew no one. The final day, I parted company with 22 new friends. When we meet in the hall or speak on the phone, there is something very special between us because of the experience we shared. We speak the same language.



*Pam Lassiter and Rudy Forrest open their Johari windows to engage in open communication.*

"The most rewarding thing I have observed is that people are using the vocabulary in a very constructive way in interacting with others—and this never fails to bring immediate understanding and a smile," says Bill Aboud.

On that note, in this gorgeous weather we've been having in Rockville, I think I'll open my Johari window and let that refreshing Level 1 communication flow in.

## CCP AWARDED TO BILL YELLIN

Bill Yellin, senior Systems specialist, Engineering Department, was recently awarded the Certificate in Computer Programming (CCP) with a Specialization in Systems Programming from the Institute for Certification of Computer Professionals (ICCP). Bill successfully completed the December 8, 1979 examination which was administered at 88 colleges, universities, and test centers throughout the world.

The CCP program provides a measurement tool and standard for those practicing senior-level computer programmers who want to formally establish their level of current knowledge and expertise.

# COMMUNICATION INDUSTRY WORKSHOP SEMINAR— MANAGING CHANGE

More than 50 managers, Account Representatives, Tech. Representatives and specialists with interest in the telecommunications industry gathered at the International Training Center in Rockville February 4-7 to participate in a 3½ day workshop seminar. The theme of the seminar was "Managing Change," a reference to the tremendous untapped potential for Remote Computing Service (RCS) vendors to help common carriers manage the traumatic change associated with technology, competition and regulation. The show stopper was Harry Newton, President of Telcom Library, who delivered a four hour rapid fire presentation on the many opportunities to sell in the telecommunications environment. Dr. Norman Lerner, President of Transcom, Inc., addressed information needs related to the regulatory process.

Marketing Communications pre-

sented the corporate A&SP Plan and wrapped it up by introducing a new A/V presentation that establishes GEISCO as a telecommunications problem-solver. Tom Vinci, Eastern Region sales manager, delivered the keynote address based on his many years of successful selling to telephone operating companies (Telcos). Paul Leadley, vice president and general manager of Marketing, joined the group that evening along with a number of headquarters managers.

Informative presentations were delivered by Russ Ryan, Joanne Thyken, Tony Kench, Larry Murphy, Jesse Burnett, Art Heald, and Conrad Persels. The seminar was developed and hosted by Scott Hindley, Communications Industry Marketing manager and Ron Leali, senior Communications specialist.

*by Ron Leali*



*More than 50 participated in the February Communication Industry Workshop Seminar.*



# FOCUS ON...

# ENGINEERING, PART II



## ENGINEERING ADMINISTRATION

*Engineering Administration people: Seated (l to r): Bj Norris, John Neuenschwander. Standing (l to r): Lee Stanton, Bill Marshall, Dottie Gold.*



Although Engineering Administration is a small group responsible for providing administrative support services to the Engineering Department, it is made up of dedicated and knowledgeable people whose services are under constant demand by Engineering Department personnel. Engineering Administration is essentially made up of the Engineering Training and Project Cost Control components.

The Engineering Training Program, managed by Lee Stanton, was solely responsible for the creation and execution of the New Employee Training Program. This function has been turned over to International Training, for the most part, to administer in the future. The program consists of a series of survey courses overviewing DMS, F77, MarkLink™ Terminal, MARK 3000<sup>SM</sup> Service, TABOL, and others. A half day orientation class is also held sometime during the first week a new employee comes on board. Bj Norris and Kathy Roux share their invaluable knowledge and experience with the new arrivals. Information regarding anything and everything a person would like to know about his new place of employment is provided in the class. It is sometimes affectionately termed the "Here's the Men's Room" talk. It also includes a tour of the building which covers the Development Facility and Word Processing Center.

Engineering Training initiated the Entry Level Program last year for recent college graduates. The program,

although limited to a specific number each year, has been so successful that it has been expanded to allow a few more highly-qualified individuals an opportunity to get in on the ground floor.

Lee Stanton also works with local universities to provide opportunities in Engineering for CO-OP students and is working with the University of Maryland's Computer Science faculty to develop ways in which GEISCO and the university can work together in the future. He is also working with International Training and George Wedberg to make available for Engineering personnel courses in Software Engineering, Software Design, Technical Review Techniques, and various other computer science-related courses.

Project Cost Control is the watchdog of the Engineering Department. Under the direction of Bill Marshall, Dottie Gold keeps constant tabs on the internal usage for the Department and arranges for any special requirements needed. Project Cost Control has responsibility for databases and reports on manpower resources applied to company programs each month, tracking classes attended by Engineering personnel and working on Department Operating plans. Dottie is also responsible for initiating and tracking all Material Requests for Engineering, except Custom Applications. Project Cost Control is also responsible for coordinating all facility requirements such as moves, rearrangements, or

obtaining offices for new employees. As we all know, the moves are coming "fast and furious" these days, so Dottie and Bill are barely keeping their sanity trying to figure out how to get 100 people in one corner.

Bill is currently heavily involved in the creation of our new GEISCO Library Service Center. The books have already arrived and are in storage—now all that's needed is a place to put them. It will be staffed by two professional librarians. The Manager of Library Services, Daza Craig, joins us this month. The plan calls for the library to be built and in operation by July, but plans are made to be changed! The library will be available to all employees and will have accessible technical publications, periodicals, and independent study courses. Until the library is ready for operation, if you are interested in any of the 45 independent study courses Engineering Administration has available on technical subjects, call Bj Norris on X4023 and she will be glad to check out the material you need.

Engineering Administration is in the background on many Engineering projects, but the Section Manager, John Neuenschwander, coordinates many of the activities for the Department. John, at present, is spending a considerable amount of his time at Mitrol so you might not have been seeing too much of him in Rockville.

*by Bj Norris*



## ENGINEERING, PART II

### APPLICATION SYSTEMS

*The people of Application Systems: Seated (l to r): George Hairston, Bob Miller, Donald Shell. Standing (l to r): Jay Alderson, Linda Morris, Joe Schmid.*



under Bob Miller, has responsibility for implementing and maintaining the Foreground user languages—FORTRAN and BASIC—along with their compilers, loaders, run-time packages and libraries. Support for the EDIT package and for TIP is also provided by members of this group.

**Application Languages And Generators Development**, headed up by Joe Schmid, is responsible for development and maintenance of some of our most powerful application languages, such as STATSYST, FAL, TABOL, PLOT II, and OMNI.

Don adds, "This group has also just been given an application techniques responsibility for collection and/or development of tools and techniques to improve productivity of CA personnel."

George Hairston heads up the **Functional Applications** subsection, which carries responsibility for the development, maintenance, and enhancement of all functional type, end-user oriented applications. These include such applications as financial management, personnel and resource management; along with manufacturing applications such as numerical control, and all of the generic IBM program, product languages and applications.

**Data Management Systems** people, working under the direction of Don Montgomery, have responsibility for supporting one of our largest and most important systems: automated hospital administration services applications for the Hospital Corporation of America. Members of the group are also instrumental in developing and maintaining our Data management vehicles, DMS and HISAM.

Don notes that, "Unlike other core engineering functions, members of our group also hold some sales and customer support responsibilities when it comes to the Hospital Corporation of America." The section, which now has nearly 80 people and, like every other area of our business, is growing, has three people directly on-site at HCA to work with customers.

According to Don, "In essence, much of what our section does is designed to bridge the gap between customer requirements and the fundamental MARK III<sup>®</sup> Service and MARK 3000<sup>SM</sup> Service system capabilities. We must continue to be in tune with the Strategic Plan, and we are working to increase our emphasis on development of applications languages, tools, techniques, prototypes and other value added capabilities which will help us bridge that gap."

Application Systems, under the direction of Don Shell, is responsible for the software with which the end user of MARK III<sup>®</sup> Service is most concerned—application programs and languages.

The people of Application Systems work actively to support MARK III Service Foreground, GCOS Background, and IBM Background. According to Don, the group works closely with Marketing, Custom Applications and other customer-oriented components to help determine general application requirements, and then to define specific functional attributes for the services that will be developed and/or implemented.

**Procedural Languages Development,**



MANAGEMENT AWARDS



### COMMUNICATIONS SYSTEMS

*The people of Communications Systems review 1980 Program Plans from the TRAC system. Seated (l to r): Jan Manili, Chris Brook. Standing (l to r): Tom Kent, Larry Mauceri, Bob McCalley.*

Bob McCalley's Communications Systems section holds responsibility for design, development, and support of both software and hardware systems that run on all nodes of the MARK III<sup>®</sup> Network, including work with the MarkLink<sup>™</sup> Terminal and interprocessing software which operates on the customers' host systems. The group works on engineering new services in connection with the MARK III Network, including interprocessing work, and, according to Bob, has the engineering lead for the implementation and ongoing improvement of MARK III Distributed Data Processing.

The **Communications Network Support** and **Network System Development** subsections, under Larry Mauceri and Chris Brooks respectively, can be put together under the general heading of Communications Network Software. The two groups work on innovative network software design; including inter-node communication, interprocessing software, terminal interfaces, terminal emulators, network gateway interfaces, host interfaces, communication tools development, and maintenance of existing network software. According to Bob, "The biggest challenge in this area is to allow for major capacity increases in our present network terminology."

Members of the **MarkLink Terminal Software** group, under the direction of Tom Kent, are responsible for designing, developing, and supporting the total software system run on MarkLink Terminals. This includes development of operating system software, communication software, languages, utilities and system library, cross-support systems, and maintenance of existing terminal software.

The **Communications Hardware** subsection, with Bob McCalley acting as manager, is responsible for design and qualification of hardware that makes up the MARK III Network and MarkLink Terminals, including communications processors, communications channels, modem/dial-out equipment, terminal equipment, multiplexers and biphlexers, and engineering support systems.

According to Bob, "The section was recently reorganized so that we could provide better focus on network quality problems, and we now have a group whose sole job is to look at, uncover, and fix software quality problems, as well as enhance existing software."

Bob proudly adds that, "To date, our section has had the fewest number of problems and one of the best quality records within Engineering."

Members of Bob's group must work

closely with the Systems Operations Department in the areas of network quality assurance, planning, capacity, operations and contracting; and they also work closely with the MARK III Distributed Data Processing and the MARK 3000<sup>SM</sup> Service project offices.



# Management Awards Abound

Twenty Management Awards were presented to Systems Operations people on February 1, 1980. The following is a brief synopsis of some of their significant contributions to GEISCO:

## Supercenter Operations

- Nora Davis (Brook Park)—Outstanding customer service through validations support.
- Willem DeJong (Amstelveen)—Invaluable contributions to the European Supercenter Power Systems Project.
- Frank Cornell (Rockville)—Significant cost improvement reduction on GCOS Service Tape System.

## Network Operations

- Ray Brown (White Plains)—Successfully planned, staffed and implemented simultaneously three new (NDP) communications facilities in White Plains, Manhattan and the NYC RMS Facility.
- Dave Lillywhite (London)—Significant contributions on the Network Training and Modem Qualification Program.
- Jim Shields (Rockville)—Exceptional support of MarkLink Terminal™ tours and devices.

## Remote Processing

- Les Martin (Lynchburg)—Outstanding contribution on development of Media Management System.
- Neil Purves (Philadelphia)—Major contributions on development of Tape Management and Media Management Systems.

## Systems Planning

- Mark Garcia (Rockville)—Exceptional support of MarkLink Terminal systems deployment.
- John Wallis (Rockville)—Extra effort in support of Cost Improvement Program.
- Jerry Way (Rockville)—Outstanding

## MANAGEMENT AWARDS PRESENTED TO SYSTEMS PEOPLE



Twenty Management Awards were recently presented to Systems people: Front row (l to r): Jim Shields, Dave Lillywhite, Ralph Stotz, Sharon Yow, Willem DeJong, Frank Hopkins. Second row (l to r): Mark Garcia, Nora Davis, Cornelius Moses, Kevin Boyne, Les Martin. Back row (l to r): Jerry Way, Frank Cornell, Casby Harrison, Joe Grzegorzewski, Ray Brown, Marv Lewis, Neil Purves, John Wallis, Harry Haraseyko. Photo by Al Jones.

effort in support of Electrical Power Upgrade Projects.

## Quality Assurance

- Kevin Boyne (Rockville)—Major contribution on Network Expansion Program.
- Casby Harrison (Rockville)—Outstanding leadership in developing and conducting Quality Awareness Workshops.
- Cornelius Moses (Rockville)—Outstanding contributions on Service Quality Measurements.

## GESCO Program

- Joey Grzegorzewski (Rockville)—Outstanding contributions on MarkLink Terminal introduction.
- Harry Haraseyko (Rockville)—Crea-

tive efforts on MARK III TP performance measurements.

## Financial Planning & Analysis

- Ralph Stotz (Rockville)—Outstanding leadership and support of company programs.

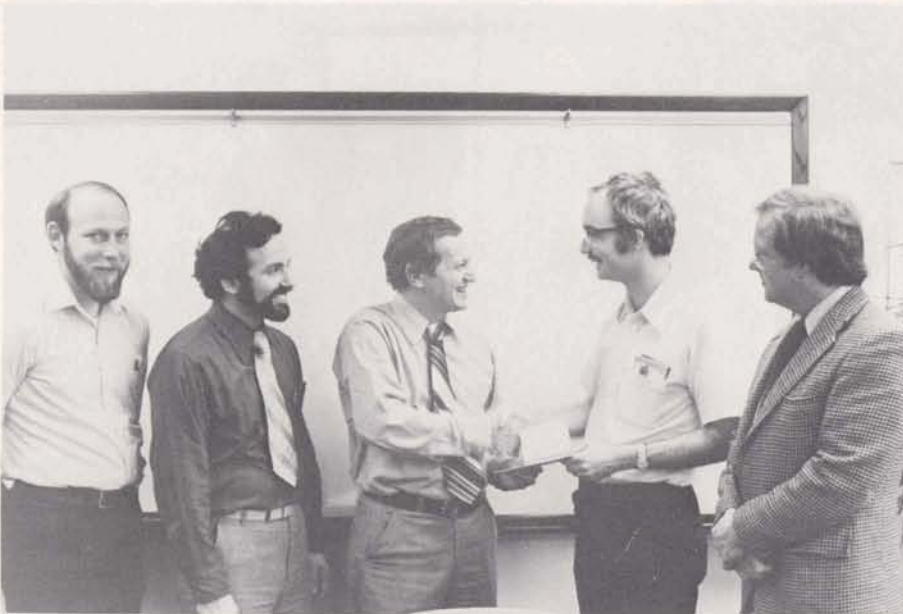
The following QA Systems people received their awards from the Engineering Department as an expression of gratitude for the services they performed for Engineering:

- Sharon Yow (Rockville)—Support of the Periphonics Project.
- Frank Hopkins (Rockville)—Support of the Periphonics Project.
- Tom Kenyon (Rockville)—Support of the Foreground Software Release ISR910 introduction.

by Janet Mroz



## DWYER RECOGNIZED FOR OUTSTANDING ACHIEVEMENT



*Tony Dwyer receives a Management Award and warm congratulations from Bob Hench, vice president and general manager, Engineering Department as Conrad Potemra, Larry Mauceri and Bob McCalley look on.*

GEISCO is fortunate to have among its employees Tony Dwyer, senior Systems specialist in the Engineering Department. Because of his superb work, Tony received a substantial Management Award in February.

According to Larry Mauceri, manager of communications, Network Support, the award was presented to Tony for his "... outstanding efforts in the software corrections he implemented in the Remote Device Multiplexor (RDM) Version 1.1. This is the first time to anybody's knowledge that we have put out a System Level Software Release that has required no changes or corrections over its commercial life thus far. For eight months this software has been performing as released with NO problems encountered," adds Larry.

Nice going, Tony!

## MILLER CITED FOR EXTRA EFFORT

An individual sometimes makes a contribution to our business that is so outstanding that he or she is recognized with a Management Award. Such is the case with Bob Miller, procedural languages development manager in the Engineering Department who was the recent recipient of a substantial Management Award.

Bob Johnson, manager-GESCO Program recommended Bob for the award saying, "Bob has made a significant contribution to solving the GESCO stability problems over the past two to three months. I believe he has straightened out a lot of problems that were not of his original making and which required a lot of analysis and grueling effort to isolate and develop solutions."

According to Bob Johnson, "Bob



*Donald Shell and Bob Johnson congratulate Bob Miller (center) on a job well done.*

has also been very helpful in pinpointing application problems where the final solution required changes to the application by CA Dallas."

Bob gave unselfishly of his free time in order to see a job through as evidenced by Johnson's comment that, "Bob came in from vacation to read dumps and was able to provide

CA Dallas with enough information so that they found a logical problem in the application. This is just one example of the type of team work that Bob has participated in that has brought our GESCO software reliability to better than 98% reliability..."

Congratulations, Bob, on a job well done!



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# Management Awards . . .

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## CA GESCO APPLICATION DEVELOPMENT TEAM RECEIVES AWARDS

Management Awards were presented to each team member of the Engineering Custom Applications team assigned to the GESCO project because of outstanding application development work completed over the past two years. Will Gilly, manager, Industry Applications and Support in Engineering Custom Applications, carried more than \$3,000 in awards to Dallas for presentation to this Dallas based Order Services group.

In recommending these awards, Will noted that six of the individuals receiving awards have been developing application programs for this major warehouse distribution and order service system since the fall of 1977 when the development team was first formed. All of those receiving awards have worked on this application for at least a full year. They currently represent an important resource within the Order Service organization headed by Don Bishop. The experience and skills acquired while developing this first major application using GEISCO's new MarkLink™ Intelligent Terminal and MARK III® Distributed Data Processing Service are now being applied in support of other important customer applications.

The development of GESCO's XPD,



*Will Gilly presents Management Awards to CA GESCO project team. Front row (l to r): Bob Eldridge, Carol Shofner, Carolyn Peterson, Will Gilly, Thomas Wells. Back row (l to r): Eric Tinnes, Mike Lockwood, Del Mitchell, Don Bishop. Not available for photo: Don Greenwood, Susan Dittman-Khalil.*

(for EXPEDITE) application required design of many new software routines in support of Transaction Processing Control (TPC), a Generalized HISAM Interface (GHI) generator package and Intelligent Terminal programming techniques. The application supports nearly every possible order service function and uses nearly 100 unique Transaction Processing Application Subprograms (TPAPS) on the host to process transactions from the intelligent terminal programs and data entry masks on hundreds of video display tube terminals. Each of the over 170

GESCO warehouses will be equipped with a MARKLINK Terminal with an average of four to five video displays.

The last of many development phases is well underway with Purchasing and Receiving functions due for release over the next several months. GESCO warehouse employees in over 60 of their warehouses across the nation are currently praising the Price Inquiry, Order Entry, Shipping and many other applications they are learning to use.

Thanks for a great job!

*by Don Bishop*

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## NEW ADDRESS FOR INSURANCE CLAIMS

# TO YOUR BENEFIT . . .

*H.M. Harris, manager, Accounting Operations, provides information about a new procedure for processing insurance claims. Read on:*

In accordance with our continuing efforts to improve the processing of your insurance claims, we have made

new arrangements with the Space Division of General Electric Company at Valley Forge for processing insurance claims. Valley Forge has established a dedicated insurance processing unit to handle only the claims of General Electric Information Services Company.



In order to expedite the handling of claims, employees (except those in California) should send their claim forms directly to Valley Forge at the following address:

General Electric Company  
Employee Benefits Accounting  
P.O. Box 8555  
Philadelphia, Penna. 19101

New claim forms, which will include this address, are on order. You may continue to use the current supply of claim forms until the new supply is received.

Incomplete claims and questions concerning claims will be directed to GEISCO employees by Valley Forge insurance personnel with an explanation of the information required to process the claim.

In order to ensure that your claim will be processed promptly, please be sure that all questions on the claim form are answered and the diagnosis appears on the form or on the supporting documents.

This new and improved routine should result in speedier handling of all employees' insurance claims. Any questions you might have on this new procedure or general questions on employee insurance claims should be directed to Minnie Glenn on 8\*277-2760 or Diane Ostrow on 8\*277-2775.

## NEW SALES AIDS



The new **Enercom** Executive Brochure describes how the Enercom System can help utility executives start a residential audit program, keep it running smoothly, and turn home energy audits into new marketing opportunities. Available on OLOS, the publication number is 5840.04.

How your company can use computers best  
An executive guide to remote computing services



"How Your Company Can Use Computers Best," an important new executive guide to remote computing services, presents an overview of the business and states the case for General Electric Information Services with a thorough explanation of our capabilities and a detailed description of how we can best serve our customers. The brochure is currently available on OLOS. The publication number is 0910.31.

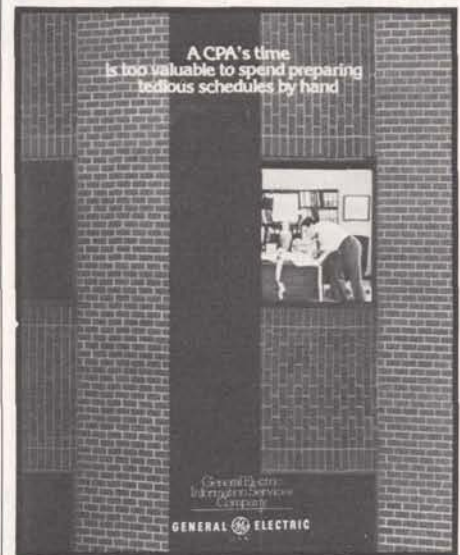
## WHOOPS!!

In the February 22 issue of UPDATE we incorrectly stated that GEISCO

had acquired all of the stock of our Belgian affiliate. There is still a minority interest of less than 1% outstanding.

## MARCH SERVICE AWARDS

Years	Name	Location
15	James J. Cahill James M. Grogan Eileen M. Ripley	New York, NY Chicago, IL New York, NY
5	Kerry O. Jones Alexander J. Martin Peter D. Lovell Dawn M. Henville Ross T. Millard Dale P. Heiges Mary F. Howard Antony R. Kench Frank H. Moros	Rockville, MD Rockville, MD Nashville, TN New York, NY Tulsa, OK Rockville, MD Rockville, MD Rockville, MD East Orange, NJ



A new **Management Services** industry capabilities brochure targeted to the Certified Public Accountant market, looks at how MARK III® Service can help CPAs better serve their clients with functionally-oriented software, powerful computing capability, and strong technical support. Available on OLOS, the publication number is 5830.02.



# FIRST MIMS CA CONTRACT SIGNED IN HOUSTON

General Electric Mining Products Department, Houston, Texas, has the distinction of signing GEISCO's first Mitrol Industrial Management Systems (MIMS®) C.A. contract.

G.E. Mining Products has supplied carbide technology to the drilling, mining, and energy-related process industries for nearly 50 years. They have a strong commitment to technological leadership in the metallurgy, manufacture, and application of carbide materials.

Carbide is a very complex engineered material that represents a careful compromise of several desirable, but conflicting, physical properties. In many energy-related applications, hardness and impact resistance are the most important characteristics of carbide materials, and they must be balanced in different proportions for different uses.

Both headquarters and the primary manufacturing facility of G.E. Mining Products are located in Houston, near the heart of the oil and gas industry. Since its creation in 1960, the Houston facility has been continually expanded and upgraded to keep pace with the growing needs of its customers. Today, it serves as the world headquarters of G.E. Mining Products, and as the focal point of their commitment to the energy-related industries.

In April of 1979, John Frala (Manager-Materials) recognized the need for a full blown Material Requirements Planning (MRP) System. John wanted a fully integrated manufacturing system that would serve the needs of the entire Mining Products Department. When asked for his timing on this project, he said, "Now".

Realizing that, at the time, GEISCO could not offer a complete manufacturing system to Mining Products, Richard Marsh, A.R., and Steve Marmion, branch manager of the Houston

knew the benefits a fully integrated manufacturing system could provide Mining Products.

Commercial/Industrial Branch, worked with John Frala on the idea of a Custom Application system. John agreed to this approach and provided C.A. with specifications for an order tracking system. John was pleased with the order tracking system, but, because of his experience in both manufacturing and data processing,

In July the Houston Branch contacted Mac McCleary (Manager, Manufacturing Industry), who advised them that GEISCO was acquiring a company with a fully integrated manufacturing system.

After the acquisition of Mitrol, Richard Marsh made many qualifying calls on Mining Products with information on "MIMS". This included a Field trip by John Frala (Materials Manager), and John Cosman (Manager-Information Service) of G.E. Mining Products, to an installation using MIMS.

In November 1979, Reginald Barrow (Vice-President, Marketing, Mitrol) and Jim Chase (MIMS/C.A. Consultant) visited G.E. Mining Products and a C.A. study agreement was signed. Joanne Levinson, (MIMS/CA Application Specialist) will work with a task force at Mining Products, chaired by John Cosman, to install "MIMS". They expect the installation to run well into 1980.

John Frala, of Mining Products says, "It's important to remember we are a job shop and expect MIMS to discretely schedule 450 jobs across 75 work centers per day." John Cosman will use MIMS as his primary system and says he looks forward to MIMS meeting the many demands of high technology manufacturing made on his data processing organization.

by Steve Marmion



Those involved in the Houston MIMS project include (l to r): John Frala, E.L. "Mac" McCleary, Steve Marmion, Joanne Levinson, George Hemmeter, Richard Marsh, John Cosman, Reginald Barrow.

## ABOVE AND BEYOND

Continued from page 1

to tell you about one of your employees, Mr. Ed Wetzel.

Mr. Wetzel has been my next door neighbor for eight years. In this time he has been active in coaching children's teams in all sports and a great asset to the community. This letter is prompted by a recent event which deserves recognition.

On January 10, 1980, there was a fire in my home at the above address. My son ran next door to get to a telephone to call the fire department. Mr. Wetzel entered my home with a 5-pound dry chemical extinguisher and knocked down the large part of the fire. However, just prior to total extinguishment, the extinguisher ran out. Mr. Wetzel then left the house and returned with additional extinguishers and continued battling the blaze. He used a total of three 5-pound extinguishers and one 2½-pound extinguisher in an effort to contain the fire until the fire department arrived.

I was at work, ten miles away, and coincidentally work for a fire department, so I heard the call come out through the Emergency Operations Center. When I arrived at my home, the fire department had completed the extinguishment. The total damage was estimated at \$7,000.

I have worked in the fire service for 17 years and I can attest from considerable experience that had it not been for Mr. Wetzel's heroic efforts, the fire loss would have exceeded \$60,000.

Mr. Wetzel performed this deed without regard for his personal safety in the service of a friend.

If you have ever been in a fire situation without breathing apparatus and using a dry chemical extinguisher, you would understand the total personal discomfort and stress that an incident of this type produces.

Your organization can be proud to have an employee with the leadership and citizenship qualities which Mr. Wetzel displays. I know that I am proud to be his neighbor.

Sincerely,

Richard T. Foster

Captain

Sandy Springs (Md.)

Fire Department



# UPDATE

April 11, 1980  
Rockville, Maryland 305.113



## 1979 MARKMAKERS GAMBOL IN LAS VEGAS

*MarkMakers photos  
by Jim Medley*

FOR GEISCO EMPLOYEES ONLY

Las Vegas. It was more than a roll of the dice, a turn of the card, a lucky spin of the Wheel of Fortune that brought 1979's MarkMakers to Las Vegas and the glittering MGM Grand Hotel for three days of hard-earned relaxation.

Rather, it was because, as Roger T. Hobbs, GEISCO's Vice President and General Manager, National Sales Department, said in his welcoming speech, "You [MarkMakers] certainly wouldn't be here unless you all had the qualities and the spirit that have helped you overcome challenges, turn adversity to your use, make the most of an opportunity . . . and come up a winner."

On Thursday, March 6, 1980, Las Vegas' normally chaotic airport was even more so with the arrival of almost 400 MarkMakers and their guests, from both the U.S. and other countries.

First-class treatment for MarkMakers and their guests began with chauffeured limo service from the airport to the Grand. And you can be sure that 900 people meant a lot of luggage, too.

At 6:00 p.m. that evening, MarkMakers '79 officially began. The even-

ings' theme was "A Country and Western Evening", replete with cowboy hats and red bandanas for all. So elaborate were the hors d'oeuvres that most people thought the appetizers were dinner. Little did they know that an even larger "spread" awaited them: barbecued steaks and all the trimmings. After dinner, amidst groans of "I don't believe I ate the whole thing", the evening's entertainment began with some of the best country fiddlin' to be heard anywhere, provided by Jana Lou. After she warmed up the audience, Country/Western star Freddie Fender sang a medley of his hits.

The evening ended with some MarkMakers heading off to sleep and others heading out to enjoy the varied delights of Las Vegas.

Day 2, Friday, began at a groaning breakfast board. Following breakfast, the first business meeting began with a stupendous "Welcome To Las Vegas" multi-media show. Then, Pamela Peardon, star of the West Coast company of "A Chorus Line" sang "Music in the Mirror".

First speaker of the day was Mr. Donald Bates, newly-appointed Senior Vice President and Group Executive

for the G.E. Information and Communications Group. Mr. Bates greeted the audience and then introduced GEISCO's new President and Chairman, Mr. Gregory J. Liemandt. After his introduction of Mr. Liemandt, Mr. Bates introduced the host of MarkMakers '79, Roger T. Hobbs.

In his opening remarks, Mr. Hobbs likened this year's MarkMakers to Hollywood stars whose performances were of Oscar-winning caliber. As Mr. Hobbs said, "You are our stars, you are GEISCO's Oscar winners. You have taken the elements in our basic script . . . MARK III® Service, MARK 3000 Service<sup>SM</sup>, Custom Applications, over \$100 million in computer power and have run with it. And have turned it into an award-winning production, in terms of record sales for 1979."

Following Mr. Hobbs, Pam Peardon returned to the stage to sing "Commitment To A Dream." Then, amidst applause, Leo Ramer, GEISCO's Vice President, Finance, told the audience just how great 1979 was for GEISCO. "This past year you [MarkMakers] smashed all the records by wide mar-

*Continued on page 4*



# FORUM

*Our Forum correspondent this issue questions the practice of offering cigars after dinner meetings at Regional and MarkMakers gatherings. Read on:*

I would like to comment on the practice of offering cigars after dinner meetings at Regional and MarkMakers gatherings. As a non-smoker, I find this custom objectionable for three reasons:

- 1 - Smell - Considered offensive enough to be prohibited in planes.
- 2 - Air Pollution - Harmful effects to smoker and non-smoker alike.
- 3 - Unfair - No alternative is offered to persons not wishing to smoke (like a gas mask).

At the MarkMaker's meeting in Las Vegas, several people walked away from their tables and some even left the room because of the excessive amount of cigar smoke.

Isn't it time that we eliminate this out-dated custom????

Beth Stalford  
Tampa, Fla.

*Ed Gorsuch, Manager, Special Services, responds:*

I am sorry that you were offended by the cigar smoke at MarkMakers; and perhaps, at some future meetings, we can consider the idea of "smoking" or "no-smoking" sections of the room. However, at most meetings we make a deliberate attempt to mix people at tables, so that they can become acquainted with others they may not yet have had the opportunity to meet. This kind of a mix can offer some excellent opportunities for interchanges of ideas; and business reasons seem a more logical method of seating people than smoking habits.

Your last line implies that offering of cigars is an "outdated" custom—my experience, on the other hand, is that the cigars are a very well received ending to an evening meal.

However, I'd be interested to hear what others have to say, both about the smoke problem; and about the practice of offering cigars.



## SAUR REACHES PEAK

*Vice President and General Manager, Marketing Department, Paul Leadley (right), congratulates Joe Saur (left) on his TMP PEAK Award.*

Joe Saur, congratulations on your 1979 TMP PEAK Award!

Joe was recently honored for outstanding performance during his participation in the Technical Marketing Program (TMP). TMP is a corporate-wide training program that has been in existence for 25 years. GEISCO's participation in the program began in October, 1978, and Joe is one of three TMP recruits here. The program is designed for college grads who are planning a career in marketing. Upon completion of four 4-month position rotations, the TMP'er is placed in a permanent position in Marketing, in one of the areas he or she has worked.

Joe is joining a select group. Since the PEAK Award Program was initiated eight years ago, less than 20% of all program members have achieved PEAK Award honors. PEAK—symbolizing Professional Excellence, Action, and Knowledge—is a program designed to recognize and pay tribute to excellence achieved by members of the Technical Marketing Program.

Criteria for selection of PEAK Award winners are outstanding performance on the job; special contribution on a large order or one of unusual significance to the component; substantial customer action or presentation; unusual contribution to efficiency or operation of component; and/or significant achievement in extra-curricular activity for community, political or sports activities.

Joe was nominated for the award because of significant contributions in

his first three assignments. During his first assignment with Financial Planning & Analysis, he designed a feasibility study that resulted in the cashier providing traveler's checks for business trips. On his second assignment with Market Analysis & Competitive Pricing, he completed a TABOL III study. While on his third assignment with International Support, Joe wrote a Market Program Summary Report.

Joe is currently working in his permanent position in Market Planning, Author Software Evaluation. Joe tells us that he has just received the Pinnacle PEAK Award which is extended to those who, in the opinion of the judges, excel among the excellent. He will be attending a program-wide TMP recognition ceremony to be held in Schenectady, New York. Paul Heiner, Manager, Schenectady District, will be attending the banquet as Joe's GEISCO representative.

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**GENERAL  ELECTRIC**



# LIMELIGHT

We are pleased to report that while we have received numerous nominations for the Limelight column, we are reopening nominations until May 1 in case you've thought of someone else who should be considered. Please use the form provided to nominate any individual contributor who you feel has made an outstanding contribution to GEISCO. It is not necessary to renominate anyone you have already nominated.

## MARY KAY RICKARD . . . "dedicated"



We know that spring is really here because we've smelled it in the air, seen the daffodils sprouting, and spoken to Mary Kay Rickard—a real breath of spring air. Mary Kay Rickard, district administrator in Schenectady, N.Y. is in the limelight this month.

"I travel a lot for GEISCO (80% of last year), and Mary Kay epitomizes the dedication I have seen among administrators", says Chad Hamilton, manager, Manufacturing Services for MIMS®, Southern Region, CA. "I have met many extremely competent administrators—none of whom get the recognition they deserve (including mine). But, Mary Kay (over the years I've seen her work) is the best I've ever seen." (Chad also worked in Schenectady as the technical manager for

### LIMELIGHT Nomination Form

To: Update  
MC 6NE  
401 N. Washington Street  
Rockville, Maryland 20850

*Please return by May 1, 1980*

Your Name \_\_\_\_\_  
Your Title \_\_\_\_\_ Dial Comm \_\_\_\_\_  
Office Address \_\_\_\_\_  
Nominee's Name \_\_\_\_\_  
Nominee's Title \_\_\_\_\_ Nominee's Dial Comm \_\_\_\_\_  
Nominee's Immediate Manager \_\_\_\_\_

What outstanding contribution(s) has/have this individual made to GEISCO? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Why do you believe that he/she should be featured?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

May we quote you in the article?  Yes  No

over a year.)

Mary Kay's GE career began in Schenectady in 1969 in Large Motors and Generators, and she joined ISBD/GEISCO in 1976. She enthusiastically shares her feelings about the importance of teamwork and her excitement about working for GEISCO: "The people in this district are unbeatable—I'm motivated by the energy that abounds here. Everyone works together to make sales and solve problems. I enjoy it when we're making the numbers and doing well—it's fun to work together to strive to be a winning team." I trouble shoot, solve problems, make sure the revenue is going to the proper account rep., do the 12 month rolling forecast, and a multitude of other things," she adds. "They call me

'Mother Mary Kay', as I sort of act as a mother to all of the people in the office."

District Manager, Paul Heiner, comments, "Anything you say about Mary Kay can't be too complimentary . . . she does an amazing job. I became branch manager in March of 1976, the same time Mary Kay came on board. Shortly thereafter, the numbers went up. Sometimes people identify that occurrence with me, but I was there all along as an AR, and Mary Kay was the only new addition to our office, so you can draw your own conclusions. We have received numerous compliments about her, not only from inside the organization, but from many customers."

*Continued on page 10*



# MarkMakers

Continued from page 1

gins. Domestic revenue increased . . . And, for the first year in which our twelve overseas affiliates were a part of our company, international revenue grew."

After a mid-morning coffee break, Alex Karras, former NFL football great, presented a rather amusing look at just what it took to start in pro football at \$9,000 a year.

Highlight of the morning session was the "MarkMakers '79" multi-media presentation, in which the Mark-Makers received recognition for their outstanding performances in 1979.

In the afternoon, MarkMakers and their guests made tracks for the tennis

courts, the golf course, the casinos and tours of Hoover Dam and Lake Mead.

That evening, MarkMakers returned to MGM Grand for a reception and dinner, followed by the Grand's lavish stage show, "Hallelujah Hollywood", a glittering spectacle of song and dance and vaudeville acts.

On Saturday morning, following another huge breakfast, the final business meeting was held. After another performance by Pam Peadon, a multi-media presentation entitled "Challenge of the 80's" gave the MarkMakers a visual glimpse into the future. An even deeper look into the crystal ball and current Information Revolution was then provided by Mr. John Naisbett, Senior Vice President of the nationally known research firm of Yankelovitch,

Skelly and White.

Directly after a mid-morning break, a multi-media show, "We Can Put It All Together" was shown.

Then, accompanied by much applause, Don Bates returned to the podium to deliver the day's keynote address on "Pride". In speaking of pride and relating it to GEISCO, Mr. Bates said, "Today we can all feel a justified sense of pride in the accomplishments that have taken us to where we are. But if we are to continue to make our mark upon the world, we have to renew that pride daily. To be alive, to be a fresh and exhilarating force, a sense of pride must continually be fed with greater striving for excellence." And in closing, Mr. Bates thanked the audience by saying, "So,

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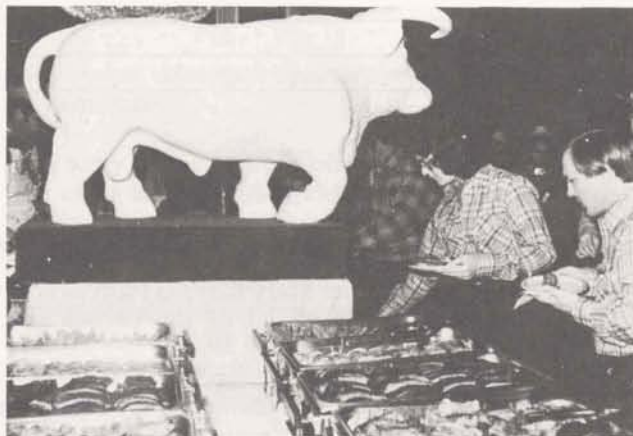
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thank you and congratulations. You've done a tremendous job. I hope you leave here feeling tired, happy, and with the feeling it was all worth it. Most of all, for the sake of that ephemeral sense of pride, I hope you will all keep reaching."

Returning to the podium for his closing remarks, Roger Hobbs summarized MarkMakers '79 by commenting, "We've told you how well you and GEISCO did in 1979, and how much more we expect from both of us in 1980. In 1980 you've got the products, you've got the willingness, you've tasted the sweet smell of success. But most of all, you've got the spirit . . . the MarkMaker spirit. Again, congratulations to all of you. We're glad you could make it here to Las Vegas. For

those of you who succeed, we'll see you next year in . . . Hawaii." And as the applause mounted, the final multimedia show flashed up on the screen . . . HAWAII, specifically . . . Maui . . . site of MarkMakers '80.

In the evening, a reception and Awards Banquet/Dinner Dance was held in the Grand Salon. Special awards were given to the Detroit Branch, the Central Region and the Southern Region for outstanding performances in 1979.

Don Bates received a standing ovation when Greg Liemandt presented him with a special plaque inscribed with GEISCO's record earnings under Mr. Bates' leadership.

And in an "instant replay", MarkMakers were treated to a multi-media

look at themselves and their guests at work and at play in Las Vegas.

Following the evening's formal activities, MarkMakers danced to the music of the Marshall Grant Orchestra. When the music ended, in the wee hours of the morning, 1979's MarkMakers went out to take advantage of their last few hours in Las Vegas.

Sunday morning departure for home was greeted with a lot of tired smiles. After a tremendous buffet breakfast, MarkMakers, their guests and their luggage, began to wend their weary ways back to the airport and home. No doubt thinking of 1980 . . . and HAWAII.

MarkMakers—it's getting better every year!

by Michael H. Savage



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**James P. Schuster**  
*Philadelphia, Pennsylvania*

**Lee Schwieger**  
*Houston, Texas*

**Edward Seibert**  
*Rockville, Maryland*

**Charles A. Seibold, III**  
*Tampa, Florida*

**Edward J. Seperack**  
*Fairfield, Connecticut*

**Clark B. Shafer**  
*Atlanta, Georgia*

**Merle Shao**  
*Chicago, Illinois*

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**Kevin A. Zaney**  
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# SEIBOLD, HOLT, SMITH RECEIVE MANAGEMENT AWARDS



*Chuck Seibold, Systems Consulting Specialist, Florida District, was awarded a substantial Management Award late last year. Margaret Holt, then Manager of Resource Analysis within Strategic Planning, nominated Chuck for his heavy involvement in development of GEISCO's new TRAC system (see **Update**, December 14, 1979). According to Margaret, "I have every reason to believe that the implementation of the TRAC system will be a success and of great value to the company . . . Chuck's technical and personal support was key to making it happen." Left to right: Tom Little, Vice President and Manager, Strategic Planning Operation; Chuck Seibold; Margaret Holt.*

*It has been said that good things go full circle—and Management Awards appear to be no exception. Margaret Holt had just finished watching Tom Little present a Management Award that was a result of her nomination (see above), when she got a little surprise of her own. Margaret, along with Ike Smith of the International Training Center, were both presented with Management Awards for their participation in and instrumental support of the successful completion of the 1979 Quality Awareness seminars. Left to right: A surprised Margaret Holt, Tom McGinn, Vice President and Manager, Employee Relations Operation; Tom Little; Ike Smith.*





## MARY KAY

Continued from page 3

Mary Kay acquired the secretarial skills necessary for her position at the Spencer Business Institute in Schenectady and honed these skills during her first few positions within GE.

"Working for GEISCO has made me more self-confident—more confident about what I'm able to do. Her advice to new employees is to be open and, "don't let the job overwhelm you. Sometimes when you come on board it's easy to be overwhelmed and this keeps you from making quick decisions. Set your priorities to judge what's really important, then the incidentals won't weigh you down."

"I really enjoy my job at GEISCO and being a part of GE. General Electric has terrific benefits. They understand that personal things might happen and make allowances for those occurrences," she adds.

Mary Kay speaks proudly of her family: her seven year old daughter, her husband, whom she describes as "very understanding", and her brothers and sisters with whom she is very close. She enjoys cross-country skiing, camping, and crafts such as knitting, making corn husk and pine cone wreaths, etc.—she also hopes to participate in some craft fairs this year.

Speaking to Mary Kay is like receiving a booster shot of enthusiasm. We congratulate her on her outstanding efforts and thank her for her dedication.

## APRIL SERVICE AWARDS

Years	Name	Location
25	Glenn W. Uthe	Rockville, MD
20	Gladys R. Johnson Melvin F. Szot	Brook Park, OH Rockville, MD
15	Ronald E. Nutter	Denver, CO
10	Thomas D. McKone, Jr.	Schenectady, NY
5	Andre E. Thompson Anthony W. Turacek, Jr. C. Elliott Bardsley Mary Jane McCarraher	St. Louis, MO Cleveland, OH Rockville, MD Rockville, MD

## PUT ON YOUR THINKING CAPS!

## KEOUGH AUTHORS ARTICLE

Jim Keough, communications Systems design engineer, Rockville, is the author of an article published in the August 1979 issue of DATA COMMUNICATIONS. Entitled, "Architectural Mock-Up Can Prevent Network Confusion", reprints are available from Barbara Lenahan, Marketing Communications, 8\*273-4387.

The key word is . . .

**participation**—a taking part or sharing: each investor's participation in the profits.

Wouldn't you like to share in the profits? You can by just putting on your thinking caps and visualizing an improvement in your working environment that is cost effective.

Last year, Rich Hokaj, Fred Howard, Ginny Gillette, John Touch and Russ Ryan were GEISCO's top five participants with CI's totalling \$2,200,000 that helped to achieve savings exceeding \$9,000,000. The Systems Operations Department reached the highest level of participation at 84%.

This year there are more awards

than ever; non-monetary gifts will be given for merely participating as well as for net annual savings of up to \$25,000. In addition to the non-monetary gifts, cumulative cash awards will be presented for net annual savings between \$25,000 and \$200,000 and over.

It's all outlined in your 1980 Cost Improvement Handbook. The theme is "Meeting the Challenge of the 80's." The challenge is all around us. We can meet the challenge head-on.

The end result: you've participated and made a meaningful contribution; you've shared in the profits; and most important of all, you'll see your Cost Improvement working for all of us.



# DOCUMENTATION

## NEW TABOL USER'S GUIDES AMONG NEARLY 20 BOOKS JUST PUBLISHED

TABOL III documentation continues to expand, most recently with publication of the **BASIC Reporting** (5112.03) and **System Building** (5112.02) user's guides.

The former is intended to aid a new user of TABOL in producing solutions to common business problems involving tabular data. It is designed to be used in conjunction with the **TABOL III Reference Manual** (5112.01A). For a new user, the recommended sequence of reading the two manuals is as follows:

- Start with **BASIC Reporting** and read the first two sections, Introduction and Overview.
- Read the first two sections of the **Reference Manual**, which include How to Use TABOL.
- Now go back to **BASIC Reporting**, and read Sections 3 through 5, which cover TABOL concepts. Anyone already familiar with the steps in building a TABOL program, from taking the introductory course or otherwise, can start here.
- Finally, read the subsequent sections of the user's guide, which discuss TABOL techniques, and show examples of applications that are most widespread.

The **System Building** user's guide is intended for advanced users. It presents a great deal of information derived from years of experience in designing and implementing TABOL systems. All aspects of system design and implementation are covered.

The **DMS Reference Manual** (5610.47) is being reprinted (not revised) with numerous changes. It will be dated, on the title page, April 1980. For users who have the previous October 1979 printing, a supplement (5610.47-1) is being prepared and will show all major corrections that can be marked in their copies. There is no

cost for the supplement. The corrections will also be part of DMSINFO\*\*\*, and will be pre-pended to that file during April.

Numerous DMS users and field Sales people who wrote to Documentation will be happy to note that the thumb index has once again been added to the reprinted **DMS Reference Manual**. As each DMS book runs out of stock over the next several months and is corrected and reprinted, it will have a thumb index added.

ISR910 contains new user features, and they have been documented in FGINFO\*\*\*. They enhance some system commands, increase allowable nesting levels for CALL SYSTEM, increase size of random files, and extend High-Speed Service. No publication is planned, because the **Command System** reference manual is being revised for mid-year release, and the new feature documentation will be incorporated at that time.

The **Remote Media Service** user's guide (3710.04E) was revised and published in February. The revision contains a new GCOS Background Service utility form, but most of the revision was to eliminate all material on VS Background processing. (RMS for MARK 3000 Service has been documented in the **MARK 3000 Service User's Guide** supplement, 2051.07A-1, since July 1979.)

Mitrol MIMS® documentation available through OLOS has expanded. Late last year, the **MIMS** feature profile (5310.00) and introductory booklet **An Introduction to MRP** (5310.08) were made available. In March, the **MIMS Primer** (5310.05) was revised, republished, and for the first time stocked in OLOS. It has just been followed in April with a revised pocket-size **MIMS Request Handbook** (5310.07). As more MIMS documentation is revised and

republished, it will be added to that available via OLOS.

Here are six feature profiles—4- to 8-page product descriptions—new and revised during the first quarter: **International Information** (700.00G), a description of the network, its key features, applications, benefits, etc.; **Languages** (910.01D), which lists those available on all GEISCO services; **TMS-Teller Management System** (5099.06); **International Command-Financial Planning and Control for Management Decision**, issued for CITICORP (6117.00); a revised one for TDI on **Custom Accounting Systems** (6126.01A); and Applied Decision Systems' **SIBYL/RUNNER** (6295.00) forecasting system.

The **Course Quarterly** (4000.01T) for April-June was mailed in bulk to all offices and to the 5,000 people on the subscriber's list on March 21. Listing materials for teaching the courses is the **Instructor's Guide to Course Materials** (4001.10Q). Courses with new course materials include Introduction to MARK 3000 Service, Intermediate TABOL III, Intermediate DMS, and DMS Data Base Implementation.

Published in March and distributed to all field office personnel was the **Customer Service Guide** (6500.03). It is designed to explain to customers the role of, and help in dealing with, Customer Service, particularly for users running complicated systems on GCOS Background and MARK 3000 services.

The **International Access Directory** was again revised at the end of the quarter. Newest edition is that of April 1980 (1401.01AD). And finally, now being printed is the quarterly revision to the **Publications Price List** (402.01W), with prices effective at the start of the quarter, March 31. Make sure you have the latest versions of these two frequently used pocket references.



**TO  
YOUR  
BENEFIT ...**

A recent change in the General Electric Insurance Plan for A-2 and B type coverage (both Metropolitan and AETNA (effective Jan. 1, 1980) is that the time for filing claims for benefits under the Plan has been extended from 90 days to 180 days after the end of the year in which expense or loss was incurred.

Claims beyond the new 180 day period will not be accepted for payment. Employees should file any prior year claims by June 27, 1980 in order to receive benefits. Only 1980 expenses will be processed after the 180 day period.

Just a reminder—employees with coverage under Metropolitan (this excludes California employees) should now send their claims directly to Valley Forge at the following address:

General Electric Company  
Employee Benefits Accounting  
P.O. Box 8555  
Philadelphia, PA 19101  
or Pouch 65

## CHANGE IN INSURANCE CLAIMS

## THIRTEEN WIN QUALITY AWARDS

The quest for quality within the Processing Systems Section of Engineering paid off for 13 people in February.

Dave Foster, manager, Processing Systems; and Gary Mueller, manager, Quality Assurance, presented substantial Management Awards to 13 individuals for their special contributions to product quality.

The awards were part of the 1979 Processing Systems Quality Improvement Campaign, which had as its objective the achievement of a significant improvement in both the initial quality of the services for which the Section is responsible, and also the speed with which commercial problems are closed. All three of GEISCO's major service areas (Foreground, GCOS, and MARK 3000 Service) were represented by the award groups, which included both software and hardware specialists.

The 13 people recognized were: Russ Haugen, Roz Hopenfeld, Steve Jones, Tom Kenyon, Virginia Link, Chuck McInnes, Frank Meyer, Dan Robbins, Davy Shian, Bob Stolzenburg, Lowell Von Egger, Dennis Yee, and John Yost.

*Nine newly hired computer operators completed a one-month GCOS training course in Amstelveen last January. The course was taught by Shift Manager Ron Karize and Peter Von Zuylen (foreground left and right); and Dick Jans (center foreground) achieved the highest course evaluation.*

*Others who completed the course were: Jeroen Piel, Jan Posthuma, Rob Rijnenberg, Ron Baartscheer, Fred Cools, Nico Van Bockel, Piet Duyf, and Enrico Runkat.*





# UPDATE

April 25, 1980  
Rockville, Maryland 305.114

## GEISCO "TALKS IBM"

"There were customers we just couldn't talk to before, because we couldn't talk IBM."

Thanks to MARK 3000<sup>SM</sup> Service, Jan Schwarzkopf, Oklahoma City Branch TR, can now, as she puts it "talk IBM" to customers. And so can GEISCO people all over the world.

Now that Jan speaks the right language, she has one major customer who, she said, is "a large Foreground user; but they were pulling work in-house because they are an IBM shop. Introduction of MARK 3000 Service, and close similarity of our service to their in-house equipment has allowed the Branch to start switching work to MARK 3000 Service, rather than the customer pulling it in-house. Their initial usage is engineering work, with some use of a MARK 3000 Service author. Later this year they plan to use the service for payroll, and then to use it internationally . . . IBM compatibility and our network are their major reasons for using MARK 3000 Service."

Wes Hicklin, Northern Region technical services manager, is working with several customers who rely on MARK 3000 Service. One uses the service for project management, another for hospital reporting, and another for general ledger. Wes calls MARK 3000 Service "very stable" and adds that "most of these customers have a real need for our networking capabilities; and goes on to say "many people don't know about the easy to learn and use data base managers that are available on MARK 3000<sup>SM</sup> like System 2000<sup>®</sup> and MARK IV<sup>®</sup>."

Harvey Henson, Technical Services Manager in Atlanta, deals with a customer who has what "may be the largest MARK 3000 Service application in existence". According to Harvey, the customer uses the MARK IV file management system on MARK 3000 Service to pass 2.7 million records.

"And," he adds, "it runs like a champ".

With one customer, Harvey noted, the conversion to MARK 3000 Service was a "little bumpy—but revenue has bounced right back, and we expect it to grow even more".

Like Jan, Wes, and Harvey's customers, other customers are using the service for a variety of applications. One West Coast chain store is using the Service for financial consolidation from 70 stores to the customer's five processing locations, which interface with MARK 3000 Service. That customer, too, is using an authored package, and did try to develop the application in-house. What their in-house operation could not handle in terms of application development in the desired time frame, MARK 3000 Service could.

According to Wes, the main difference in dealing with customers who would be likely MARK 3000 Service prospects is that "you're dealing with the data processing shops themselves".

Jan and Wes both say that their customers are thus far impressed with MARK 3000 Service cost efficiency. "One of our customers had a low start-up cost, and there's a low monthly processing cost," says Wes. And Jan's customer is, as she puts it, "pleased . . . they feel that it's cost cutting for them to go with something they're familiar with".

MARK 3000 Service can pay off for GEISCO as well as for the customer. Ask Wes: "We're doing extremely well with it (MARK 3000 Service) . . . we're already 150% over quota, and we expect to beat our goal by 200%."

Apparently, it pays to "talk IBM"—for everybody.

<sup>®</sup>System 2000 is a registered trademark of MRI Systems Corporation.

<sup>®</sup>MARK IV is a registered trademark of Informatics, Inc.

## HELEN EBAUGH . . . "I enjoy being a secretary."



April 25 marks the end of National Secretaries' Week, and in honor of the occasion, *Update* spoke with Helen Ebaugh, Executive Secretary to Gregory J. Liemandt, GEISCO's President and Chairman, Helen started her new job on March 31, 1980.

"I enjoy being a secretary—I've always enjoyed it. There are other aspects of this business that, in years past, I might have branched into; but I prefer being a secretary. I get a great deal of satisfaction from it."

Helen has been a secretary with General Electric for 11 years, all of which has been with ISBD/GEISCO. She spent two years in the now-defunct Resource Operation, five in Engineering, and the last four years in Legal. As we can see, Helen is without a doubt living proof for the PIC System . . . "I think the PIC System is good. You can start out at the very bottom—if you prove yourself, you can go as high up as you want to go."

When she came back to work 11 years ago, she had not worked for 18 years, and had never used an electric typewriter. Helen was raising a family during those 18 years and did a lot of volunteer work, which enabled her to keep up her secretarial skills. Helen recalled that after graduating from high school and acquiring her first secretarial position . . . "Businesses at that time did not have conveniences

*Continued on page 3*



# FORUM

*Our Forum correspondent this month anonymously inquired about the use of the terms "exempt" and "nonexempt" employee.*

Dear Forum:

Why does General Electric have to refer to us as "exempt" and "non-exempt" employees? The term "non-exempt" makes people feel as if they are not as important as exempt personnel.

Sometimes I feel as if we are participating in the Indian caste system by continuing to use these terms—why can't we get rid of this terminology?

*Dick LeFebvre, compensation and benefits manager, responds:*

General Electric did not originate the terms "exempt" and "nonexempt". These are United States government terms derived from the Fair Labor Standards Act.

The term "exempt" employee refers to those U.S. employees who are excluded (exempt) from the requirements of the Act and therefore, are not subject to provisions such as minimum wage and overtime. The term "non-exempt" applies to those employees who are covered by the provisions of the Act, including payment for overtime.

The law defines four categories of work that qualify for exemption: Executive, Administrative, Professional and Outside Salesman. Under the law, certain criteria must be met to qualify for one of the four categories.

All positions in GE are considered important. The distinctions of "exempt" and "nonexempt" are in no way meant to be demeaning to employees. They are simply governmental terms used to denote assignments that fall within or outside of the requirements of the Fair Labor Standards Act.

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GENERAL  ELECTRIC

## FRENCH AFFILIATE SUPPORTS CROSS COUNTRY

General Electric Information Services, the GEISCO affiliate in France, provided the computer assistance needed to record the results of the World Cross Country Championships, held in Paris on March 9th.

According to F. Schamberger, manager of Promotion for GEIS-France, 370 runners from 29 countries participated, and both individual and team results were edited with the help of GEIS computer resources. GEIS representatives Florence Debuissou and Michael Entat deserve credit for making the system run successfully.

## GEISCO "STEALS" EEI SHOW

The colorful 20-foot Enercom System exhibit produced by General Electric Information Services Company "stole the show," at Edison Electric Institute's (EEI) Annual Marketing Conference.

Over 400 electric utility marketing executives viewed the exhibit during the March 19-20 conference held in Dallas.

A team of Enercom specialists and team leaders staffed the booth to describe and demonstrate the Enercom System—one of the most complete and flexible residential energy audit systems available in the marketplace.



*Left-to-right pictured are: GEISCO Account Representatives Karen Mask, Enercom Specialist, Seattle, WA; Helen Fortunato, Enercom Specialist, Palo Alto, CA; and Robert L. Boscamp, President, Enercom, Inc.*



## LeFEBVRE — GEISCO'S OLYMPIC GOLD

"I hadn't skied in two years and was standing at the top of Whiteface Mountain, wondering how I was going to get the 75 pounds of fencing that was on my back down to the bottom," says Dick LeFebvre, GEISCO compensation and benefits manager.

Why was Dick standing on the top of Whiteface Mountain with fencing on his back? That herculean effort was just one of the many things Dick did to prepare the mountain for the alpine skiing events at the 1980 Olympics in Lake Placid. Dick spent two weeks as a race course judge, assuring (with the other judges) that every racer went through each gate as prescribed, and that all gates and flags were in proper order. He checked gates on downhill, slalom and giant slalom, for both the men's and women's events, during the Olympics and for all the trial runs prior to the actual events.

The remainder of the time was spent making sure the race courses were maintained in raceable condition. Says Dick, "We met at 7:00 a.m. every morning to determine what had to be done to Whiteface Mountain. After the man-made snow had been produced and the mountain was in perfect racing condition, more snow fell, so we had to remove the new snow from the entire length of the two mile courses several times over the two weeks to keep the trails in excellent condition. Our races have a reputation for being professionally done—and it's all done with volunteer help," he adds.

Dick's father and brother also have been long involved in skiing events in the Lake Placid area. (See the March-April issue of *GE Monogram*.) Dick's father was named honorary starter for the alpine events, and his brother Tom, a GE employee in Syracuse, N.Y., was the alpine operation director for the 1980 Olympic games. Tom



spent a year and a half of his time in orchestrating the alpine events, including arranging for transportation, food, housing, emergency evacuation procedures, and other details for everyone involved in the alpine events.

In Lake Placid, his home town, Dick started skiing at the age of two and began racing at five. Skiing has served him well. As he puts it, "I raced my way through high school and college." He attended St. Lawrence University on a skiing scholarship, is a certified ski instructor and ran the ski school at Labrador Mountain in upstate New York while a resident of Syracuse. Dick has done cross-country skiing, downhill, slalom, jumping, and water skiing.

"Being part of the Olympics was a once in a lifetime opportunity," reminisces Dick. "The comradery of the athletes and participants, and the enthusiastic, hard-working attitudes of the volunteers were outstanding. I'd do it again in a minute!"

*Dick displays his Olympic gear.*

## HELEN EBAUGH

*Continued from page 1*

such as copying machines, and you had as many as 10 pieces of carbon paper in a typewriter—the carbons had to be as good as your first sheet, which necessitated very accurate typing. Thank heaven that's changed!"

She acquired her secretarial training at a high school that had a unique educational curriculum with a combination of commercial and academic courses—after four years one was educationally equipped to do one of two things—go right into college or into office work, Helen said.

We asked Helen what advice she could offer to someone entering a secretarial position for the first time. She said, "Work very hard and do the best job you can at all times. Appearance is important—it should reflect the company you work for. It is also essential that there be a good rapport between secretary and manager. I think a secretary's role is to be the boss's right arm, and I believe our managers depend very heavily on their secretaries. It's very important to the business to have a high quality secretarial force."

Helen has attained the goals she set for herself in the past 11 years and is very proud to be where she is today—and we're glad she's there.



# BETTER JOBS

Since its inception in 1978, the Promotion Incentive Program has provided bonuses to 45 GEISCO employees who have met the criteria for eligibility. The program was established to encourage minorities and women to seek out, bid for, and accept higher rated jobs in higher rated work zones.

*Update* spoke to six of the 45 individuals who have received promotions and bonuses. All worked hard to get where they are today, and are happy about their new positions and the bonuses.

**Betty Dykhuizen**, data administration specialist in Oak Brook, Illinois, has worked for GE for the past 20 years. She acquired her secretarial skills in high school and has since taken courses in DMS II and Xerox Professional Selling Skills.

"I'm thrilled with my promotion—and being entitled to the promotion incentive bonus was really great," said Betty. "This position is a real change for me—I no longer have a typewriter—it's a real adjustment."



"I started working for GE 20 years ago as a clerk-typist with Hotpoint in the Refrigeration Engineering Department. Since that time I have held many jobs within GE, including several secretarial positions, District secretary and Region secretary," she added.

**Mack Mauldin** has been a Cluster Techniques Programmer at Brook Park since 1978. Mack joined ISBD/GEISCO eight years ago as an Operator Trainee, and has worked as a Console Operator and a Senior Operator. "I've worked hard to get ahead," said Mack. "My main incentive was the promotion itself, but the bonus made it nice—like getting something extra."

He added, "I love my job! It's com-

pletely different from my former position of Senior Operator. Before, I wasn't involved with the total operat-



ing system from the software point of view . . . now I understand more about software procedures. I know the structure and the operating systems—it's more of a challenge for me."

To gain information about the computer field, Mack attended the Institute of Computer Management (ICM), attended Cuyahoga Commu-

ity College nights to obtain an Associate's Degree in Computer Science, and has earned 65 credits toward a Bachelor's Degree by attending Cleveland State University at night. "General Electric's tuition refund policy is helping me get through school," Mack told us. Mack has also taken courses in Beginning and Intermediate Fortran, Intro to DMS and a GMAP course.

In January, 1979, **Kathy Brent** became a Production Scheduling Coor-



## PIP Bonuses Available

The Promotion Incentive Program was established in 1978 as part of a five-year agreement by General Electric Company with the Equal Employment Opportunity Commission (EEOC), with bonuses retroactive to April 1, 1976.

The bonus is available from a \$10.6 million fund to women and minorities throughout GE who move from Work Zone VI to Work Zone IV or from Work Zone IV to II, and who meet several other criteria.

Work Zone VI includes non-exempt secretarial or clerical positions, including tape librarians.

Work Zone IV includes non-exempt technicians up to L-4.

Work Zone II includes exempt positions, L-5 and L-6.

Other criteria which must be met in order to qualify for a bonus are:

- Service requirements: To positions Level 5 and above, three years of continuous service at the time of promotion; to Work Zone IV, two years of continuous service at the time of promotion.
- Complete six months of satisfactory performance following the promotion, or attain job rate on the new job if job rate is attained in less than six months.
- A bonus is given only for the first promotion.

Information about the promotion incentive bonus can be obtained from EO-MR Programs Manager, Dorothy Hevey at dial comm 8\*273-4757.



# A Bonus For Six

dinator in Lynchburg, Virginia, after 17 years with GE. During those 17 years she worked as a key punch operator, a "lead girl" in key punch, and as a Data Control Clerk. Kathy is enthusiastic about her job; "I love what I'm doing!" She says, "My job as Production Scheduling Coordinator involves setting up TMS as well as setting up jobs to run on the computer." In order to master the skills needed for the job, Kathy has taken Intro to MARK III Service, is planning to take Editing and Systems Commands this semester, and hopes to take the remainder of six courses in the series.

Said Kathy, "I think the promotion incentive program is great! I was surprised and very pleased to find out that I was eligible for a bonus!"

**Bob Vanderley** has been Supervisor of Support Services since 1976, and was one of the first supervisors to organize the tape library. Bob's GE career began eight years ago in Watertown, Massachusetts as Senior Quality Assurance Administrator.



"I had already accepted my job before the promotion incentive program went into effect—I took it for the sake of the job alone—but when the retroactive bonus came it was really a nice surprise," said Bob. Bob's job involves many things, including pulling and filing tapes, doing administrative work, and keeping in close touch with

the Brook Park and European Supercenters.

Bob obtained his computer knowledge while in the Navy and while working at the Smithsonian Institution. Bob has also taken courses in Editing and Systems Command, Introduction to MARK III Service, Management Workshop, and Equal Opportunity Employment for Management.

Technical Representative, **Cheryl Brickus**, started her new job in 1979 in Washington, D.C. Her career began there as branch secretary in 1971, she then became branch administrator,



and then a Tech. Rep. Trainee.

Cheryl has taken advantage of many of the GEISCO courses, including MARK 3000 Service; Basic; Fortran; classes on application languages like DMS, FAL, TABOL, and STATSYS; NETS; Xerox Professional Selling Skills Course, and the Lee DuBois Selling Skills Course. She also teaches specialized courses under the Copper Impact Program within the Federal Procurement Programs Branch.

Cheryl attended college at night through the Tuition Refund Program while she obtained her Bachelor of Science Degree in Account Marketing. She is currently attending American University on a Martin Luther King Scholarship, with 15 credits earned toward her MBA.

Cheryl is with Federal Procurement Programs, designing, programming, and supporting various application systems, mostly written in DMS, FAL, HISAM, and Fortran.

"I really like my job and the people I work with in this dynamic and ever-changing business. When the bonus came it really helped, too," added Cheryl.

As a Senior Specialist, International Accounts, Marketing Department, **Jo Bullard** supports International accounts for the Eastern sales region.

Before beginning in that position on March 30 of this year, Jo worked as a Specialist, International Accounts Support; International Accounts Administrator; International Support Clerk, and secretary.

Jo, who has been with ISBD/GEISCO for seven years, holds a Bachelor of Arts Degree in Political Science from Western Michigan University, and a Master of Arts Degree in International Relations from the University of Maryland. The Tuition Refund Program paid for all of Jo's Master's course work. Said Jo, "It took me three years to earn my Bachelor's Degree, and the same amount of time going to school nights to earn my Master's. It was rough, but it was worth it!"



Jo has also taken courses at GEISCO, including Career Development, Editing and Systems Command, Fortran, MAP, Lee DuBois Selling Skills, Management Workshop, and Parlez Vous Business.

Regarding the bonus, Jo said, "I was very glad it happened. I didn't think it would ever happen to me!"

Congratulations and best wishes to all who have received promotions and bonuses—keep up the good work.



# 428K IN STRETCHBUCKS AWARDED IN '79

Five hundred and fifty-two Field sales and CA people will take home a total of \$428,000 in Stretchbuck dollars as a result of their efforts in 1979.

344 Field sales technical people earned 282,400 extra dollars as a result of their special efforts; and 208 people from CA were awarded a total of \$145,600 for their contributions to the business.

Initial awards were granted by Field

sales and CA managers based on criteria established by them prior to each quarter, and special awards became available as districts and regions exceeded 30%V. Those awards were presented by District and Region managers for exceptional performance by individuals; and were based on nominations by Branch managers. The breakdowns of Stretchbucks by Region is:

Region	Stretchbucks Awarded
National Sales Department	
Southern	\$74,000
Eastern	63,000
Central	56,000
Northern	37,600
Western	36,000
Federal Sales	15,800
Custom Applications	
Southern	33,600
Eastern	16,000
Central	26,400
Northern	20,000
Western	16,000
IAS	41,200

High performing technical people can also look forward to another special technical symposium, to be held in late August at Tammaron, in Southwest Colorado.

## FMP CITES FOUR, GRADUATES THREE

Four GEISCO people enrolled in the Financial Management Program (FMP) recently received Certificates of Excellence signed by Tom Thorsen, General Electric Company Senior Vice President, Finance.

The four are Mike Harrington, Mike Miceli, Frank Van Roten, and Paul

Tilley. Harrington and Miceli are both FMP recruits, currently on assignment in Marketing and Systems-Financial Planning and Analysis, respectively; and Van Roten and Tilley are both on permanent assignments in Marketing, but are working to complete the FMP curriculum.

Mark Blakenship, a GE Space Division employee who is taking the FMP courses in Rockville, also received a certificate.

According to John Meyer, FMP Representative, who administers the Program in the Washington, D.C. Area, the certificates are presented to those with grades of 95 or higher in Financial Accounting and/or Management Accounting, two courses that are part of

the FMP curriculum. Only 55 people company-wide achieved those grades last semester.

Three other FMP recruits completed the entire curriculum recently, and were presented with graduation certificates in March. The new graduates are John Farrell, GE Major Appliance, Jessup, Maryland; Walt Lees, GEISCO Sales-Financial Planning and Analysis, and Charles Locke of GEISCO Accounting Operations.

The Financial Management Program is a two and one-half year studies program that operates under the direction of GE Corporate Finance; with courses designed to enhance knowledge of Finance and Accounting.



Left to right: Leo Ramer congratulates new FMP graduates John Farrell, Walt Lees and Charles Locke.



Vice President and General Manager, Paul Leadley congratulates (l to r) Frank Van Roten and Paul Tilley on their Certificates of Excellence.



Vice President, Finance, Leo Ramer, presents Certificates of Excellence to (l to r) Mike Harrington and Mike Miceli.



# NEW SALES AIDS



How to fit together  
all the pieces of  
your distributed data  
processing system

## MARK III DDP

The new MARK III<sup>®</sup> Service Distributed Processing (DDP) Portfolio, designed as a presentation folder for relevant sales literature, is now available on OLOS. The portfolio can be useful as a trade show hand-out, or as an executive presentation piece. Accompanied by its own specially sized mailing envelope, the portfolio can also be used as a mailer to prospects. The publication number is 1300.42.

Before you invest  
in more computing capacity,  
make sure the return  
justifies the risk

**MARK III Service**  
Helping you use your  
computing dollars best

Targeted to an audience facing a Make vs Buy decision, the new "Make vs Buy" brochure helps decision-makers decide whether they should bring additional hardware in-house to "make" their own system to increase their processing capabilities OR "buy" the capabilities they need from an outside computing firm. The brochure positions GEISCO as a consultant in the decision-making process and leads the reader through four major "Criteria for a Make-or-Buy Decision". The brochure concludes with a brief overview of the value-added benefits of MARK III<sup>®</sup> Service. Available on OLOS, the publication number is 0815.1.



Kudos to Charlene Lyons, International Training Center Support Clerk and Barbara Gotis, Secretary, Product Training and ITC Administration, for receiving management awards. According to Ed Wetzel, Manager, Product Training and ITC Administration, Charlene and Barbara received the awards because of their, "... outstanding performance of unusually demanding responsibilities in the operation of the International Training Center (ITC)."

Charlene assumed the majority of responsibilities of an administrator who was out for four months, and Barbara assumed Charlene's responsibilities during that period. Said Ed, "Without the 'high level of performance of Charlene and Barbara, the classes and functions held in the ITC would not have had the support they required." Left to right: Ed Wetzel; Becky Terry, Supervisor, ITC Administration; Charlene Lyons; Barbara Gotis; Ed Scully, Manager, New Employee Training.

## MORE MANAGEMENT AWARDS



# TO YOUR TO BENEFITUR TO BENEFITUR BENEFITUR

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## PERSONAL SHARE STATEMENT DUE SOON

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Another personalized report to bring each U.S. GEISCO employee up to date on his or her credits in GE benefits plans is scheduled for distribution in late April. Your own Personal Share Statement contains specific information that applies to you alone. In addition, there are descriptions of benefits that are available even if you are not now using them.

Here is a check list of the information that you should look for in your 1980 Personal Share Statement.

- Your life insurance coverage under the GE Insurance Plan.
- Your coverage if you die in an accident.
- Your coverage for hospital room and board charges.
- Your coverage for surgeon's fees, anesthesia, ambulance services, diagnostic X-rays, etc.
- How you are covered for the cost of physicians, nurses, laboratory work and prescriptions.
- Your weekly sickness and accident income.
- Your coverage under the Personal Accident Insurance Plan.
- Your coverage under S&SP life insurance.
- Coverage for your spouse and

other dependents under the Dependent Life Insurance Plan.

- An estimate of your retirement income of GE Pension and Social Security if you retire at 65.
- An estimate of your GE Pension if you retire at age 62.
- The amount of your contributions to the Pension Plan as of the end of 1979.
- The total of securities you have in holding periods under the Saving and Security Program.
- The total of securities in your S&SP Retirement Option Account.
- The value of your shares under the recently established Employee Stock Ownership Plan.
- A brief look at your coverage under the new Dental Assistance Plan that becomes effective July 1, 1980.

In addition to all the personalized information, your Personal Share Statement contains information on GE benefits plans in which you may not be participating but that are available to you. All of the specifics add up to a lot of good reasons for you to give your 1980 Personal Share Statement plenty of study.

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A form on which to designate a beneficiary under the new Employee Stock Ownership Plan will soon be sent to each U.S. GEISCO employee.

All U.S. GEISCO employees who joined GE before 1978 began, and were working for General Electric during 1978, have been credited with \$2.29 worth of GE common stock for each \$1000 worth of their GE pay during the 1978 year.

Dick LeFebvre, compensation and benefits manager, urges all employees to complete the Beneficiary Designation Form, even though they may not

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## TIME TO DESIGNATE ESOP BENEFICIARY

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have been eligible for crediting of stock shares for the 1978 year. The forms should be on file to apply to stock shares distributed under ESOP in coming years. Extra copies of the form can be obtained from Vicki Steiner in Rockville (SG3).

"And while you're at it," says Dick, "ask yourself if your beneficiary designations for other GE plans are up to date. Most plans require separate designation of beneficiary. If you've had a change in beneficiary, contact Personnel Accounting to bring all your plans up to date."



# UPDATE

May 9, 1980  
Rockville, Maryland 305.115

## INTERPERSONAL COMMUNICATION:

Communication. It's becoming one of "those" words—words we hear so often that we tend to forget they really do have meanings. Especially in our business, we find new meanings and shades of meaning for "communication" around every corner and under every terminal. But long before terminals "communicated" with computers; and people, in turn, "communicated" with terminals, people were communicating with *people*. Before we had the written word, before we had language, human beings were seeking the means to convey and understand thoughts and emotions.

We may now be a highly technical civilization; but we continue to be a civilization of people still seeking the best ways to understand and make ourselves understood by others.

That kind of communication—interpersonal communication—is important not only to each of us as individuals, but to all of us as individuals who collectively form a company.

Those of you who have been to Management Workshop have seen the great emphasis placed on communication there. What we offer in this issue of *Update* is a departure from our usual format, but we believe it's extremely important.

Editor

### an Update Special Feature



Dr. Adam Diehl

The following interview with Dr. Adam Diehl is reprinted from *Microports*, a monthly publication of the Executive Search firm of Houze, Shourds, and Montgomery.

Bill Houze, Managing Director of the firm, has had a long association

with General Electric, first in several GE locations, and now as a top executive of his firm, which is often used by General Electric and other major companies. Bill has kindly consented to let Update reprint the interview.

Dr. Adam Diehl is a widely known consultant on interpersonal communication, who began his career as an economics instructor after earning degrees in economics and business administration at USC and UCLA. As a Navy line officer in World War II, he became interested in the science of communication, and began innovating and developing concepts in visual perception and psychological optics. His ideas were adopted by the armed forces. Dean for a number of years at Los Angeles City College, Diehl is now professor Emeritus of Instructional Technology at California State University at Los Angeles. He has consulted with and conducted programs for corporate clients throughout the nation, and is known for his ability to deliver heavy messages with a light touch. To simplify matters, Dr. Diehl chose to use the generic "he" when speaking of individuals, no matter which sex.

We believe you'll find his comments interesting and useful, and we thank Houze, Shourds, and Montgomery for allowing us to share them with you.

FOR GEISCO EMPLOYEES ONLY

*In your opinion, Adam, what is communication all about?*

Well, the term *communication* means to "make common, to share in common, to participate in." So I believe it goes far beyond the system of symbolism we use: our books, language, pictures, and numbers. I agree with Wendell Johnson, an

authority in this field, who says communication consists of gaining the respect, esteem and good will of the people you work with; making statements of significance (rather than just being charming or clever); and being wise and equitable in your decisions.

*What changes in communication have you*

*detected during your career as a teacher, lecturer and consultant to business?*

When I first went to work as a water boy in the steel mills, there was certainly no concern about communication. The foreman had to

*Continued on page 4*



# FORUM

*We received two responses on the cigar smoke issue. Read on:*

Dear Forum:

Even though I am a heavy smoker, I do agree with Beth Stafford on the cigar issue. I lived with a cigar-smoker for the first 30 years of my life, and my own sensitivities are greatly dimmed by years of my own indulgence in cigarettes; but I still do not enjoy cigar smoke. If the truth be known, there are probably not ten men in the company who ever smoke a cigar that was not given to them, so I believe there would be very little sacrifice involved in the omission.

Ellen Kilpatrick  
Dallas, Texas

*We heard from two "voices" in one letter from Minneapolis. The comment in italics is from the "avid smoker" referred to in the postscript.*

Dear Forum:

Regarding your "Forum" article in the April 11 *Update* on smoking, I will have to heartily agree with Beth Stafford that the practice of handing out cigars at meetings should end. At Mark-Makers, the cigar smoke combined with the tiring pace of the meetings made me physically ill. They handed out cigars, then struck up the band. By the end of our second dance, I felt so dizzy I had to go to my room and lie down for an hour. I was sorry to miss the fun because I remembered it so well from the previous year.

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**GENERAL ELECTRIC**

In Minnesota they have a law designating no smoking areas in all public places, including restaurants. I would like to see GEISCO implement such a policy at meetings; and particularly in classrooms. Going one step further, I would like to see Training ask the question when they register us for classes in Rockville, so they could assign shared rooms considering smokers and non-smokers.

It makes it pretty miserable for both to be together for a week trying not to offend your roommate, but hoping you could evict them.

Ed may have found cigars very well received as an end to the evening meal, but he didn't ask many non-

smokers.

P.S. This letter was typed by the only avid smoker in our Minneapolis Branch—but we are working on her.

Lyle Clugg  
Technical Services Specialist  
Minneapolis, Minnesota

*I just have to reply with the following "let's try 'after dinner mints' the next time" (before I get myself in hot water and end up agreeing with Lyle).*

Ann Matthias  
Sales Administrator  
Minneapolis

## BAKER, BRUNING, MITCHELL, PORTER — A CENTURY PLUS OF SERVICE



Left to right: Jim Porter, Bob Bruning, Ed Mitchell, Art Baker.

Someone once wrote: "Only part of us learn by other people's experience—the rest of us have to be the other people." We have many of the 'other people' at GEISCO, and their experience and advice benefit us all. The four people featured here each have 25 or 30 years of GE service.

**Art Baker**, sales manager in Syracuse, New York, recently celebrated his 30 years with the company by being flown to Washington, D.C. for a weekend on the town. The highlight of the weekend was a special dinner for Art and his wife at the Lion D'Or restaurant in D.C. with Roger Hobbs, Vice President and General Manager, NSD, Jim Schuster, manager, Northern Region NSD; Jim Calhoun, Employee Relations manager, Northern Region NSD; and their wives. Art was presented with his 30 year pin at the dinner.

Art has worked for various GE components in Syracuse and Auburn, New York. "The moves I've made have been my choice," says Art. "There are lots of opportunities within the

company, especially with the PIC System. This company is big enough to take care of any ambition I've ever had."

He advises, "Treat the company like you would like to be treated. If you're doing your job, you'll be rewarded accordingly."

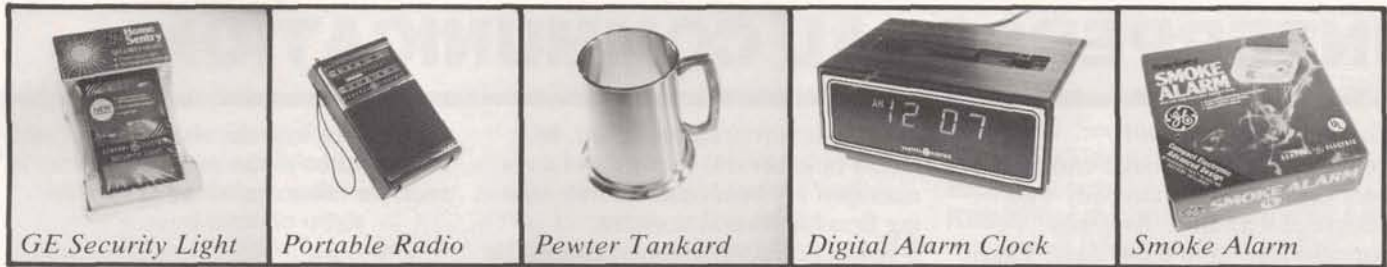
"People take our benefits for granted," says Art. "We expect them to be there when we need them. Anybody who isn't investing in these plans is really missing out on something. My daughter, who is also a GE employee, recently had a baby. The bill was about \$1500, but they paid only \$21."

**Bob Bruning's** General Electric career began 25 years ago in the Manufacturing Training Program in Cincinnati's Engine Development Department. Bob's work has taken him to Fort Wayne, Lynn, and Evendale. Currently a Senior Systems Specialist in Engineering in Rockville, Bob works on numerical control software, gen-

*Continued on page 7*



# "IT PAYS TO PLAY THE GAME!"



Some of the prizes available to Cost Improvement participants.

"It pays to play the game!" says Ginny Gillette. Ginny and John Gillette are cost improvement believers . . . "we've done real well, but we don't participate just for the cash and prizes . . . we believe it's a worthwhile program. People who don't participate aren't going to get a chance to win," added Ginny.

Can you top this collection of prizes and cash awards? Over the years, the Gillette's have won two TV sets, one microwave oven, and four cash awards. Participation is the way to play the game!

Quarterly raffle drawings for special prizes continue to add an excellent incentive, and give you a greater opportunity to win.

The first quarter raffle winners were:

- \$ 50.00 - Charles Harp, Finance
- \$100.00 - John Gillette, Systems
- \$200.00 - Ron Fellows, Engineering
- \$400.00 - Ginny Gillette, Systems

The raffles will be held at the end of each quarter. Your approved savings qualifies you to participate in the following categories:

Category	Net Annual Savings	Raffle Amount
II	Between \$500 and \$4,999	\$ 50.00
III	Between \$5,000 and \$14,999	\$100.00
IV	Between \$15,000 and \$24,999	\$200.00
V	\$25,000 and over	\$400.00

Company Staff has approved additional incentives to the participation this year. For example, there are more awards than ever (see photos) and a brand new incentive—the group participation luncheon. This new incentive is the first award geared toward promoting teamwork. If you can get a large number of your fellow section/subsection members to participate, all of you can celebrate that achievement together at a team luncheon—expenses paid by the company!

- Here are the specific luncheon rules:
- participation can occur at either the section or subsection level
  - participating section/subsection must consist of five or more employees
  - section managers, section secretaries, and employees in subsections of less

than five people can be assigned by the section manager by name, to form a "CI Subsection" to satisfy the minimum size criteria

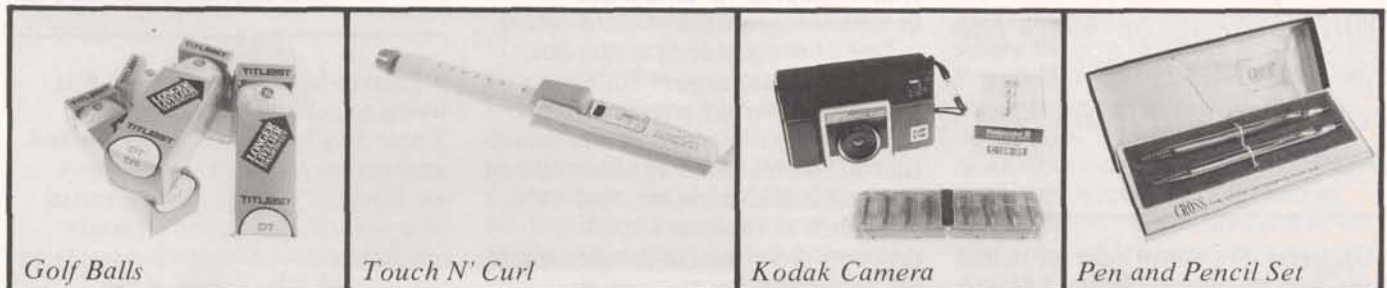
- one luncheon is awarded upon achievement of each 30%, 60% and 90% level of participation by the "CI Subsection"
- section/subsection managers, after securing approval from their respective CI representative, should arrange the luncheon and submit an expense account statement to the CI representative in accordance with specific guidelines to be provided by the CI representatives.

According to George Hairston, CI chairman, the GEISCO Cost Improvement Program is having its best year ever, with 247 individual participants totalling approved savings of \$2.5 million . . . \$1.5 million above our March goal.

While those results are excellent, 247 participants represent only 7.2% of the GEISCO CI headcount base. Our target this year is 40%.

Everyone is needed to help make 1980's Cost Improvement Program a continued success. Your participation can make you a Cost Improvement believer too!!

by George Hairston and Janet Mroz



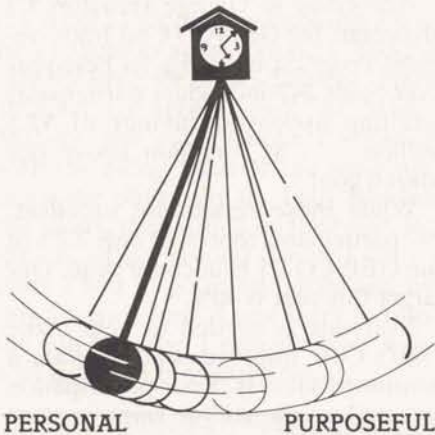


# INTERPERSONAL COMMUNICATION

*Continued from page 1*

be big enough and tough enough to beat the hell out of anybody who disagreed with him. *That* was communication in those days. Then management went through an era of "how to handle people." But people soon discovered they were being "handled," so management backed away and began talking about "how to get along with people." Management thought it had found *the* answer. But the supervisor's attitude became, "you're here, damn you, and I'm going to get along with you if it kills me."

We've learned a lot from those earlier failures. Today most successful companies are trying to *understand* their employees—their needs, drives and goals. We have finally learned that a person is *at* his best when he is *doing* his best at what he *can do* best.



*Your specialty is business communication. Why the special emphasis on communication in management?*

Because I'm a firm believer in the American economic system; I like to

see business ventures succeed. In fact, I hold several patents and have managed my own small manufacturing firm for several decades.

And I consider communication the *nervous system* of any business organization. If it's a healthy system it alerts management to positive and negative trends, sudden problems and opportunities; it suggests new ways of looking at things. A healthy system also gives management a fair chance to communicate with employees and thus produce some kind of desired and durable change in ideas, attitudes, and behavior.

Managers at all levels have a communication responsibility that directly affects the bottom line. More so than for most other professionals, the manager has to live with his sins. If the lawyer fails, he can say, "Well, I didn't have a good case;" the physician can say the patient had lost the will to live. But the manager either gets results or he doesn't. Like the football coach, he has no place to hide.

*If a manager wants to become a better communicator, where does he begin?*

An easy way for him or her to get started is to begin practicing *feedback*, restating to his boss what he thinks his boss has requested. And, of course, he should ask questions—questions of clarification.

One of the problems is that our [American] language contains words that have many different meanings. A University of Chicago study shows that 403 words make up about 80% of our oral communication. And those 403 words have about 12,000 different definitions in the dictionary! So, sometimes the meaning the

sender puts into the words bears little resemblance to the meaning the receiver takes out of the same words.



*How else can a manager improve?*

Couch messages in perceivable, understandable terms and examples. The great communicators of history used behavioral language embellished with suitable analogies. Christ used numerous examples, as did Confucius. And, as an ancient Greek philosopher said, "Ω!"—which might be translated as "keep it brief!"

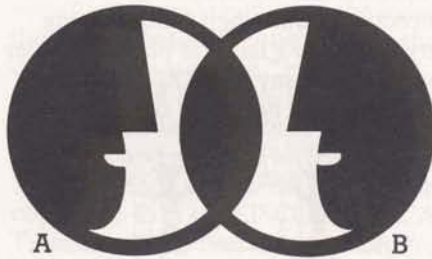
*What's the most effective form of communication?*

Face-to-face. Let's suppose A is trying to get across an idea to B. There may be questions from B and answers by A. When the two-way exchange of verbal and non-verbal communication is over, a certain amount of common ground has been established. The extent of the



common ground constitutes the effectiveness of communication, and face-to-face generally creates more common ground than do other methods.

Of course, the better communicators use more than one form because they know the value of the multi-sensory approach. But if limited to one technique, they prefer face-to-face.



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### *What are the most common barriers to effective communication?*

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An ever-present barrier lies in the fact that people who live differently *think* differently. So it's difficult for most of us to change our opinions. Most of us have an incredible talent for processing new facts in such a way that our prior conclusions remain perfectly intact.

But *failure to listen effectively* is probably the most common and most serious barrier. Most discussions about listening ignore the fact that we all like to talk more than we like to listen.



Also, there is a great imbalance in our communication skills training. In school we are taught to read and write. However, only a small percentage of our population has had speech training and even fewer have received training in *listening*. Yet, in the performance of most white collar jobs, the greatest portion of time is taken up in listening. Speaking is a reasonably close second, reading third, and writing a poor fourth.

---

### *Are there some good rules for effective listening?*

---

Yes, there are some well-tested rules for improved listening skills. In the main, these are derived from the work of Dr. Ralph G. Nichols who, for many years, conducted pioneering experiments in listening and learning while at the University of Minnesota at St. Paul. His *Are You Listening?* (McGraw-Hill Book Company, New York, 1957) sets forth his suggestions for effective listening and is considered a classic in the field.

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### *What should a manager do if he or she thinks his boss is a poor communicator?*

---

First, he should take a good look at himself, because he might be using this as an out. However, if the case is legitimate and the boss *is* a poor communicator, it calls for some resourcefulness on the part of the subordinate. He should try the feedback process mentioned earlier—repeating in his own words what he understands his boss has

requested. Secondly, he should try carefully to motivate the boss to become a better communicator. Remember that the responsibility for motivation begins with each of us, whether we're talking about "up there" or "down here." The subordinate should feed the boss *solid* information, and let him take the ideas and run with them as if they were his own. The boss isn't stupid; he's going to realize where these ideas are coming from. And, in time, the relationship will become much closer and the communication better.

Of course the subordinate can elect to *fight* the boss. I'm thinking of a case where a subordinate told his boss flatly, "I don't think you are a good communicator." And his boss said, "If you don't think so, you should find yourself a better one." And so the subordinate soon had a *new* communication problem, trying to explain to friends and recruiters why he was no longer on the payroll.

---

### *Do you have any comment on the communication problems at the first level of management?*

---

The first level supervisor is often caught between fires. He doesn't quite know whether he is part of the management team or just one of the boys. This dilemma is one of the growing pains of becoming a manager, and he may get to the point where he says, "Oh, the hell with it. I'm not getting support upstairs and they expect me to take all the guff downstairs." His confusion is often quite understandable. Maybe his initiation process, his supervisory training hasn't been sufficient to let him know which jersey he's wearing. And some of those who *do* recognize



# INTERPERSONAL COMMUNICATION

their management jerseys feel they are members of a team on which there is unlimited substitution.

*Have you seen successful resolution of these first level problems of "who am I?" and "where is my allegiance?"*

The most effective programs are those which offer this man or woman more opportunities for decision making and consultation. When the next level up has a meeting, let him or her in on the discussion—not second hand, but as a participating member of the conference. They get the feeling they have something to do with making the decision, and this helps make them part of the management team. You get the benefit of their thoughts and ideas, which may often prove to be

valuable. And, of course, you broaden horizons as they gain exposure to problems and opportunities.

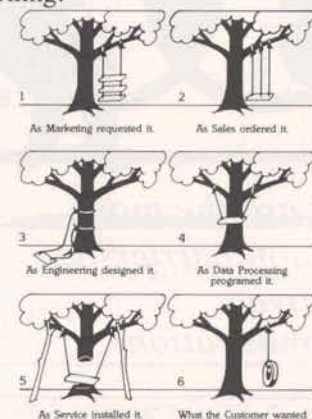
*You have mentioned horizontal communication. Why is it so important?*

Generally speaking, those companies and organizations which are consistently successful are those whose managers and other professionals communicate freely with each other *across* functional lines. They not only talk and listen to each other, they *understand* the common objectives and the path to the goal.

The team approach has played a significant role in our conquest of space. Such phenomenal accomplishments would not have been possible had the functional restrictions of the box and line chart

been rigidly observed. Texas Instruments has made extensive use of the team system. TI's experiments with and applications of horizontal and vertical communication systems have received wide publicity, as has that corporation's performance against business goals.

As a *consultant*, I am concerned with the client company's communication channels as they operate in *all* directions. But when I am wearing my *customer's* hat and place an order with a company, their *horizontal* channels had better be open and working!



## Food For Thought . . .

"Mostly the meetings are designed for us to listen, to learn what's on employees' minds, to be responsive to their questions. I think listening is terribly important. It's an underestimated skill."

—A.W. Clausen

"If you think before you speak, the other fellow gets in his joke first."

—Ed Howe

"Rock journalism is people who can't write interviewing people who can't talk for people who can't read."

—Frank Zappa

"In the realm of human destiny, the depth of man's questioning is more important than his answers."

—Andre Malraux

"It is all right to hold a conversation but you should let go of it now and then."

—Richard Armour

"Your manuscript is both good and original; but the part that is good is not original, and the part that is original is not good."

—Samuel Johnson

"I dislike arguments of any kind. They are always vulgar, and often convincing."

—Oscar Wilde

"How come nobody wants to argue with me? Is it because I'm always so right?"

—Jim Bouton

"The difficulty is not to write, but to write what you mean; not to affect your reader, but to affect him precisely as you wish."

—Robert Louis Stevenson

"The best mind-altering drug is truth."

—Lily Tomlin

"I love being a writer. What I can't stand is the paperwork."

—Peter De Vries

"Extremists think 'communication' means agreeing with them."

—Leo Rosten

"The older I grow, the more I listen to people who don't say much."

—Germain G. Glidden



## A CENTURY PLUS

Continued from page 2

erally in the machining center. "I primarily write post processors and manuals, help run the training program for our area, debug programs, and work on trade shows."

Bob is a strong supporter of the GE medical plan: "For a small medical problem you could always borrow money," he says, "but a real medical disaster could wipe you out. My three year old son suffered from a brain tumor and his medical bills were astronomical."

Says Bob, "GE has given me a job that I've enjoyed all along. Look around and decide what you'll be happiest doing," he suggests. "There are two ways to go—management or the individual contributor direction, and either can be very satisfying."

In 1949 **Ed Mitchell** began his GE career as a laborer in Pittsfield, Massachusetts, and worked in Ithaca, New York and Burlington, Vermont before coming to ISBD/GEISCO in 1972. As Telecommunication Distribution Project Control Specialist, Ed's primary responsibility is to provide dial-up access starting from the NDP distribution point, out to the customer.

"The human resource element has become increasingly important at GEISCO, and I think that's significant," says Ed. "Man is goal seeking. If he is not given the opportunity to achieve his goals, his creativity is stifled."

"GE has given me the opportunity to express myself—job opportunity-wise. I have had the opportunity to advance from a laborer to a professional. It has provided a vehicle for me to find myself. I've taken MW and ICW and they are super courses; they make you look at yourself and realize that the only limitation one has is a self limitation."

Ed advises newer GE people to, "Take advantage of the opportunities that are available in GE; develop a plan and work from that plan."

"Our benefit plans are good, too," he adds. The medical plan really helped with bills from several operations for my wife and the birth of my four children. And, both my children and I have benefited from loans and tuition refunds."

"Being in the computer field for the last 27 years and working with large computer systems has provided a very

interesting career in seeing the computer industry grow from infancy to maturity," says **Jim Porter**, manager of GCOS Systems. "The types of computers 27 years ago had no more capacity than today's calculators—watching and being a part of the evolution has been fascinating."

Jim started with GE in 1955 in Evendale. His current job involves responsibility for maintenance and enhancement of GCOS operating systems.

Says Jim of GE benefits, "I had a major back operation in 1964 and was

laid up for six months and I was not financially handicapped at all. The medical coverage as well as the extended sick leave benefits kept me from having a financial disaster. And the S&S Program has allowed me to put three children through college without having to borrow money, something which is difficult to do these days."

Jim's advice to new employees is, "Seek out the work that gives you the greatest enjoyment and major in that type of work. If you do that, your career will take care of itself."

## DOCUMENTATION

### DSXMIT2-OS AMONG BOOKS ISSUED

The **DSXMIT2-OS user's guide** (3910.26A) was released in late April. It has been entirely revised. Major enhancements include clarification of DSXMIT2 components and their operation, copious program setup examples for the most common applications, and a greatly simplified installation procedure. DSXMIT2 access to both MARK III<sup>®</sup> Foreground Service and MARK 3000<sup>SM</sup> Service is explained and illustrated.

(The DSXMIT2-DOS user's guide has also been revised, but is being used in draft form for controlled field test. Copies may be available late next month.)

**LASYSTEM user's guide** (5900.80A) has been published. LASYSTEM is an interactive system that provides capabilities to build and analyze models that describe past data and forecast future values. LASYSTEM

"guides" a reader through all the components of this process, from specifying input files and variables, to forecasting data and performing sensitivity analysis. The documentation contains an overview of features, summary of all components in the process, and an annotated example of an LASYSTEM session.

**LASYSTEM** is the third user's guide published for Lochrie & Associates, a leading NSS author, for use on MARK III Service. Previous ones were for **The LAECON System** (5900.73A), an econometric forecasting system, and **The LABJ System** (5900.79), using Box-Jenkins techniques.

One more handy TABOL III document has been published. The **TABOL III vocabulary summary** joins others in GEISCO's series of pocket-sized reference booklets. Order publication 5112.26.

## UNUSUAL DEDICATION



*Ed White, sr. applications specialist, Custom Applications, was presented with a substantial management award in February. Zahir Usmani, manager, forecasting and analysis, nominated Ed for the award "because of his unusual dedication and extraordinary efforts toward implementing the Territory Analysis System... he spent tremendous amounts of time and effort, often during evenings and weekends, to bring the system up and running . . ." Seated, L to R: Mike Saffell presents the award to Ed, while (L to R) Zahir Usmani, Dave Lloyd, Bob Huber, and Will Gilly look on. Congratulations, Ed!*



# ... FROM CORPORATE

## FIRST QUARTER RESULTS IN

General Electric's sales in the first quarter of 1980 were \$5.88 billion. Chairman Reginald H. Jones reported early in April. Sales were \$5.08 billion for the same quarter of 1979.

Earnings were \$341.5 million in the first quarter. This compared to the 303.4 million in the first quarter of 1979. The rate of profit in the first quarter of 1980 was 5.8 cents on each sales dollar. In the first quarter of last year the rate was 6 cents for each dollar of sales.



Reginald H. Jones

Commenting on the first quarter results, Mr. Jones said: "Most operations, especially those serving industrial and natural-resource markets, continued to show good growth in the first quarter. Export sales from the United States were up sharply. It is too early to determine the full impact of high interest rates and the recently announced credit controls on our consumer-related financing and product businesses. We are, however, seeing a definite slowdown in the rate of incoming orders for some of our shorter cycle operations, and particularly in

the last few weeks."

Mr. Jones summarized results for the various segments of the company in the first quarter of 1980 compared with those for the same quarter of 1979 as follows:

- **Consumer Products and Services** sales were up but earnings were about the same as those for the strong first quarter of 1979. Higher earnings from major appliance, broadcasting, housewares and operations were offset by lower earnings from lighting and air conditioning. The company's nonconsolidated finance affiliate, General Electric Credit Corporation, reported earnings of \$22.4 million, an increase from \$19.6 million for the same period in 1979. These higher earnings primarily reflected a substantial increase in the volume of receivables outstanding compared with those in the first quarter last year.
- **Industrial Products and Components** earnings were up sharply

from the 1979 quarter on higher sales. All principal product operations contributed to the improvements, with particularly strong performance in transportation systems.

- **Power Systems** earnings were also well ahead of those of last year's first quarter on increased sales, primarily because of higher shipments of large steam turbine-generators.
- **Technical Systems and Materials** earnings were somewhat ahead of those in the 1979 quarter on strong gains in sales. The increases in sales exceeded the gains in earnings principally because of the high level of development expenditures for aircraft engines and advanced electronic programs.
- **Foreign Multi-Industry Operations** sales and earnings were ahead of the comparable quarter of 1979. Although not classified in this segment, export sales from the United States ran substantially ahead of those a year ago.
- **Natural Resources** first quarter earnings were \$64.5 million, up from \$51.8 million for 1979, with oil and gas, copper and coal mining operations making the strongest contributions.

## MAY SERVICE AWARDS

Years	Name	Location
15	Dorothy H. Hevey	Rockville, MD
	Parker E. Simonsen	Rockville, MD
	Joan Olivia Migdal	Atlanta, GA
	Jim Medley	Rockville, MD
10	Randey L. Hardick	Dearborn, MI
	Eugenia E. Kraus	Rockville, MD
5	Stephen C. Semeraro	Rockville, MD
	Michael R. Venditti	Rockville, MD
	Margarita E. Gilbertson	Rockville, MD
	Charles M. Hale	Detroit, MI
	Joan Fitzpatrick	Rockville, MD
	Donald T. Wright	Rockville, MD
Betty Merritt	E. Hartford, CT	
Richard A. Murphy	Brook Park, OH	

## WHOOPS!

In the March 14 issue of *Update*, page 8, we incorrectly placed spaces and capital letters in Willem de Jong's name.

In the April 11 issue, page 6, John Adams's (MarkMaker '79) location was incorrect. His present location is Atlanta, Georgia.

Our apologies to Willem and John.



# UPDATE

May 23, 1980  
Rockville, Maryland 305.116

## REASSIMILATION “A Performance Appraisal for the Manager”

Within the last two months, Ray Marshall, Vice President and General Manager, Systems Operations Department; and Tom McGinn, Vice President and Manager, Employee Relations Operation, have received performance appraisals—from their direct reports.

But there was no form for section managers to fill out reporting whether their managers' actions were “fully satisfactory.”

Instead, the “appraisals” used what Dr. Adam Diehl (See *Update*, May 9) refers to as the most effective form of communication—face-to-face.

This type of “appraisal” is more commonly known as a manager reassimilation or a team building session, and is a direct follow-on to the communication principles covered in Management Workshop.

Bill Aboud, Employee Relations Manager, Staff Components, and facilitator for Tom McGinn's reassimilation, talks about the process: “Reassimilation is a group effort. It gives all of a manager's direct reports the opportunity to ‘come out of the closet’ on concerns and problems that might be awkward to raise in another situation.”

According to Bill, reassimilation is a full-day process, and begins with the group of direct reports meeting—minus the manager—for anywhere from two to four hours. During that time, the facilitator works with the group to come up with three major lists of topics for discussion with the manager later that day.

The first list details things that the manager is doing well, and should keep doing; the second, what he or she is not doing well, and should stop doing; and the third, what the group would like to see done that is not currently being done.

As a team, the group prioritizes the lists to prepare for later discussion with the manager.

“The purpose of doing it this way,” says Bill, “is both to make sure that the important topics are covered first, and to protect the anonymity of individuals who have raised particular issues. There is a contract [between the facilitator and members of the group] that no one will reveal who raised a particular point, unless the person who raised the point wishes to do so.”

After the lists are compiled and prioritized, the facilitator briefly fills the manager in, and then brings him or her into the room for discussion. During the meeting, the facilitator takes notes and, within a few days, provides all participants (including the manager) with a list of commitments made on both sides. A followup session is then scheduled to measure progress against those commitments.

Ray Marshall's meeting, held on March 28, was just such a followup session. His first reassimilation was held with members of his staff about a

year ago.

Tom Schuyler, manager, MARK 3000<sup>SM</sup> Systems, was a participant in both of those meetings. According to Tom, “In the last meeting, the first thing we did was take a look at our list from last year, and assess what had and had not been done against the commitments that were made then. Many of the commitments had been kept, and we discussed some of the ones that had not been. Then we began to cover new ground. We had all prepared our own lists of concerns to cover before the meeting began.”

Tom is positive about the meetings: “The process is really valuable. It's more than a chance to gripe. It's an opportunity for good ‘philosophy discussions’ on management style—not just Ray's, but ours, too. Things can be brought up in these meetings that are just not usually brought up in other meetings.”

Ted Edwards, then Employee Relations Manager for Systems, acted as facilitator for both of Marshall's meetings.

“It was obvious that the staff had definitely changed in a positive manner. Some of the concerns and issues had been modified; toned down. They

*Continued on page 4*

FOR GEISCO EMPLOYEES ONLY

### COMMUNICATE! READERSHIP SURVEY INSIDE!!!

We hope that our special feature in the last issue convinced you that communication is extremely important. Now that you're convinced, we'd like you to communicate with us. Inside this issue you'll find a readership survey. We can't serve you well unless we know what you want and need from *Update*; and this survey is designed to help us find out.

Those of you who completed the survey last year have seen some changes in *Update* as a result of your answers.

Please take a few minutes to complete the survey. If you like, take more than a few minutes and give us your comments, suggestions, and criticisms. Do remember that *Update* goes to all of GEISCO: Rockville, U.S. Field, and our non-U.S. affiliates, so suggestions (like printing want ads) that deal with only one of those locations might not be suitable for everyone.

Why not fill out the survey form right now? You're just sitting there reading anyway . . .

Thanks.



# FORUM

*We have one short, anonymous question this issue; but it requires a not-so-short answer from those of us at Update.*

Dear Forum:

I know of two people who have submitted letters for FORUM, and neither one has been printed. How do you decide which letters you're going to print? How come their letters weren't used?

Answer:

You're asking us two questions. The first one is fairly simple to answer; the second is a bit more difficult because we don't know to which letters you might be referring.

To your first question: We try to print letters that have some relationship to as many of our readers as possible, or letters from readers requesting information that they haven't been able to get elsewhere.

For instance, we'd be very unlikely to print a letter that referred to a problem in, say, only one branch office. In that case, we'd refer the letter to the proper manager, and keep a copy for our files. A letter requesting information that could very easily be provided by any manager is also unlikely to appear.

Letters that have not yet appeared probably require a response from someone within GEISCO. In that case, the letter is referred to the proper person, and we follow up periodically to see that the individual is making an effort to respond.

Questions on benefits, for instance, go through the GEISCO benefits office; and questions on other matters go to the people best able to answer.

We occasionally receive a letter that's a real "toughie"—one that we do a great deal of research on only to discover that, for some reason, we may not be able to print the response. For instance, we recently received one asking some questions about a particular insurance carrier; and in order to print the response, we would have to mention the name of the company. We do not do that without the company's permission, and have thus far

been unable to secure it. That particular letter, which began with some very complimentary remarks about GEISCO, was unsigned, so we were unable to get back to the writer. In a case like that, it is to your benefit to sign the letter—that way, we can at least provide you with the proper information even if we can't print it.

(Incidentally, if you were the author of that letter, and would still like the information, contact us. We'll be glad to pass it on.)

In short, we try to print every letter that is of interest to a large number of GEISCO people; and every letter to which we can secure and print a response.

We cannot, however, urge strongly enough that you turn to FORUM for answers to questions only when you have exhausted every other avenue. Start with your manager. If he or she can't help, contact your Employee Relations Manager. If you still feel confused, *then* write to us, and we'll do what we can to help.

Do remember that FORUM is not just a column of questions and answers. In fact, we see that as our main charter—to provide you with a Forum

(pun fully intended) to voice your opinions on a variety of business-related subjects.

Perhaps we can't print *every* letter; but we do try to print most. Remember, when you write your letters, that we must assume that *Update* may get into the hands of competitors, so there may be some information we just cannot put into print.

When you *do* write to FORUM, address your letters to: *Update* FORUM, MC3SW, Rockville, Md. If you sign the letter, but do not wish your name printed, say so. And, of course, you do not have to sign the letter at all.

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GENERAL  ELECTRIC

## GE'S CAROUSEL OF PROGRESS CELEBRATES FIFTH ANNIVERSARY

General Electric's Carousel of Progress at Walt Disney World in Florida is celebrating its fifth anniversary this year. To date, over 72 million guests have visited the Carousel since its debut at the 1964 World's Fair.

A free attraction in the "Magic Kingdom," the Carousel of Progress illustrates the evolution of electricity and the contributions that GE has made toward progress. Approximately five million visitors see the GE show annually.

If you're planning to visit Walt Disney World, you can obtain a free Magic Kingdom Club membership card by sending a legal-size self-addressed envelope to:

Georginne Edmon  
General Electric Carousel of  
Progress  
Walt Disney World  
P.O. Box 40  
Lake Buena Vista, Fla. 32830

This card entitles General Electric employees and retirees to discounts at Disney World and Disneyland.



**HAPPY BIRTHDAY**—GE's Carousel of Progress at Walt Disney World is now five years old. Helping Mickey Mouse celebrate the event are (from left) Carousel Resident Manager Dave Harmuth, Bob Matheison, vice president of Walt Disney World operations, and Monica Hallecks, Walt Disney World ambassador.





## NEW DENTAL PLAN EFFECTIVE JULY 1

The new GE Dental Assistance Plan, which could save an employee hundreds of dollars each year, will soon be available for most U.S. GEISCO employees. On July 1, the plan will be added to the many employee benefits in the GE job package.

Since the announcement of this new benefit, considerable work has been done by the company's benefits planners and administrators to assure that all the necessary details and procedures are in place for the starting date.

Everyone with a year or more of continuous GE service on July 1 will be covered by this new plan. So will their husbands, wives, and dependent children. (Those with less than a year's service should read the boxed item elsewhere on this page.)

### No Pay Deductions

There will be no sign-ups and no payroll deductions—not even for dependent coverage. The entire cost of the plan will be paid for by General

Electric out of the company's earnings from its business operations throughout the world. Connecticut General, a nationally known insurance company, has been selected as the carrier and will handle claims and issue payment checks.

Dick LeFebvre, GEISCO compensation and benefits manager, said a special effort is being made to be certain that this plan gets off to a

### If You Have Less Than A Year's Service . . .

Although dental benefits now in the GE Insurance Plan will be transferred to the new Dental Assistance Plan on July 1, current employees with less than one year of continuous service on that date won't lose any benefits because of the switch.

Special arrangements have been made so they and their covered dependents will continue to have the

smooth start. He added that official plan booklets will be distributed before the July 1 start date.

### Checkups Encouraged

A wide range of dental work will be paid for either fully or in part by the new plan. Among procedures covered are checkups, cleanings, X-rays, fluoride treatments, fillings, inlays, crowns, extractions, replacement of teeth removed while covered under this plan, root canal therapy, gum treatment, and treatment of accidental injury to teeth and gums.

"One of the many good things about this plan," Dick said, "is that it covers checkups by dentists. This will encourage people to make appointments with their dentists even when they aren't in pain. A lot of dental expense can be prevented by regular check-ups."

### Some Differences

There are some differences in the claim filing and payment arrangements

*Continued on next page*

dental benefits they now have, such as coverage for extractions, root canal therapy, gum treatment, and treatment of accidental injury to teeth and gums.

When these employees reach one year's service, both they and their dependents will automatically be covered by the new plan's full benefits.

Employees who are added to the payroll after July 1 will receive the full benefits of the new dental plan after they have accumulated one year of continuous service.

## NEW SALES AIDS

Targeted to an audience facing a Make vs Buy decision, the new **Make vs Buy** brochure helps decision-makers decide whether they should bring additional hardware in-house to "make" their own system to increase their

processing capabilities OR "buy" the capabilities they need from an outside computing firm.

The brochure positions GEISCO as a consultant in the decision-making process and leads the reader through four major "Criteria for a Make-or-Buy Decision." The brochure concludes with a brief overview of the value-added benefits of MARK III® Service. Currently available on OLOS, the publication number is 0815.01.

*This article is reprinted from the April 25 issue, with a corrected OLOS publication number. The OLOS number listed in the April 25 issue is incorrect.*





## REASSIMILATION

*Continued from page 1*

appeared to be more of a team. Ray's group took one step further toward opening doors of communication. It was heartening to see the degree of progress from one meeting to the next."

Ted adds that "The biggest negative comment about these team building sessions is that there is not enough time to resolve all of the issues; but the purpose isn't to come up with all of the answers in a day. The reassimilation is not an end in itself. The purpose is to get those doors open and make a good start, and to get the group acting as a team."

It is Tom McGinn, whose reassimilation was held in April, who likes to refer to the meetings as a "performance appraisal for the manager."

"Our meeting gave me the chance to learn what was really on the minds of my people, and to learn where I needed to improve and where I was occasionally doing things right. I also discovered how some of my actions were being perceived by my people, and we had the opportunity to discuss those perceptions. It's sometimes pretty tough for a manager to get that kind of information from the people who are best able to give it—the people who work for him or her. I came from a manufacturing atmosphere where people had no compunctions about sitting around a table and telling me 'you screwed up.' That's not as easily done here; and that's what these meetings are all about."

According to Bill Aboud, who acted as both facilitator and a member of the group in Tom's reassimilation, the

meeting went "surprisingly well." He added "even in the best of situations, questions and problems arise. The whole atmosphere of the meeting was that we were there together to do better what we already do well. We got a better feeling not only for each other's problems, but for Tom's problems, too. I think we all opened our Johari windows pretty wide. Tom took all of the criticisms as they were intended—constructively—and we went out of the meeting feeling more like a group of people headed in the same direction, and understanding more of the signs along the way."

Manager reassimilations are not

confined to Company Staff. Any manager who wishes to do so can set up a reassimilation. His or her employee relations manager will be glad to help and to act as facilitator.\*

At least one section-level manager is already preparing for his own team building session. "There never seems to be time to discuss these kinds of things with my staff," says Tom Schuyler. "I'll be setting up my own meeting very soon."

*\*If you'd like your manager to arrange for a reassimilation, perhaps a subtly placed copy of this article will do the trick.*

## DSXMIT2-OS NOW AVAILABLE

An improved interprocessing software package, DSXMIT2-OS is now available to MARK III<sup>®</sup> Service and MARK 3000<sup>SM</sup> Service users. When installed on users' IBM 370 or 303X series systems or other systems compatible with these, this real-time application program enables users to quickly and easily send and receive files to and from MARK III Service and MARK 3000 Service.

DSXMIT2-OS software is designed to support many of the features of the 3780 protocol, including space compression and record-splitting. Unlike previous versions of DSXMIT-OS, DSXMIT2-OS provides for restart at a user-specified record in both input and output transmissions to and from MARK III Service, thus reducing data transfer redundancy. In addition, DSXMIT2-OS offers improved error detection capabilities and streamlined installation procedures.

Other key features include:

- Recognition of DSXMIT2-OS users online, by HSS
- Automatic retry (three times) after log-on failure
- One or more logical sessions that perform unrelated functions can be set up in a single job stream
- Records of up to 2000 characters may now be sent or received from HSS

In some cases, operating procedures and control cards have been changed. Users of earlier DSXMIT-OS packages have been advised to obtain a copy of new DSXMIT2-OS documentation (OLOS number 3910.26A) to determine their conversion requirements.

If you have any questions regarding DSXMIT2-OS, please call Phyllis Bryant in Systems Sales Integration at 8\*273-4355.

## DENTAL PLAN

*Continued from page 3*

in this plan, compared to the familiar GE medical insurance plan. The major difference is that there will be "schedule of benefits" for some procedures. The schedule is a supplement to the Dental Assistance Plan booklet and will list the maximum benefits that will be paid for certain diagnostic, preventive, and restorative procedures, as well as for

procedures for replacing teeth removed while covered under this plan.

When you or your dependents go to the dentist, you/they will bring along a claim form especially designed for the GE Dental Assistance Plan. You will fill in the top portion of this form with the information that identifies you/them as individuals eligible for coverage under this plan.

In most cases, you or your dependents will leave the form with the dentist, who will complete it and mail it to Connecticut General. If you authorize the payment of benefits

directly to the dentist, Connecticut General will send a check to the dentist and a notification of benefits payments to you. Then the dentist will probably bill you for the remainder—if any—of the bill.

"We know," Dick says, "that many people at GEISCO have been looking forward to the start of the new dental benefits. This will be one more way in which the combination of GE pay and benefits helps offset the effect of inflation on take-home pay. The new Dental Assistance Plan will make our jobs even more attractive."



# UPDATE READERSHIP SURVEY

Please return by June 23, 1980.

Please check one answer for each of the following questions.

- 1  Always
- 2  Often
- 3  Sometimes
- 4  Rarely
- 5  Never

1. How often do you read *UPDATE*?

16  
17  
18

2. Do you feel you can better what you read in *UPDATE*?

1. Yes  
2. No

## UPDATE READERSHIP SURVEY

*Please return by  
June 23, 1980.*



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# UPDATE

## READERSHIP SURVEY

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Please return by June 23, 1980.

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Please check one answer for each of the following questions.

**1**  
*How often do you read UPDATE?*

- 1  Every Issue
- 2  Usually
- 3  Seldom
- 4  Never

**2**  
*Which of the following statements is closest to describing the way you read UPDATE?*

- 1  Hardly ever look at it
- 2  Look only at pictures and headlines
- 3  Read some of the articles
- 4  Read most or all of the articles

**3**  
*Do you feel you get something worthwhile from UPDATE?*

- 1  Usually
- 2  Occasionally
- 3  Seldom

**4**  
*Do you feel you can believe what you read in UPDATE?*

- 1  Always
- 2  Usually
- 3  Seldom
- 4  Never

**5**  
*From the following list of features, please select the one that interests you the most.*

- 1  Documentation
- 2  Forum
- 3  To Your Benefit
- 4  Service Awards
- 5  News from Corporate
- 6  New Sales Aids
- 7  Cost Improvement
- 8  Special Features (i.e. "Interpersonal Communication")
- 9  Stories about workshops, seminars, special events
- 10  Stories about new contracts, customers
- 11  Stories about individual contributions (Management Awards, recognition from customers, etc.)
- 12  Limelight
- 13  Stories about people with long-term GE service
- 14  Special sections on the various departments
- 15  Other (Please specify) \_\_\_\_\_

**6**  
Please select from the above list the feature you like second best and write the number of that feature here \_\_\_\_\_.

**7**  
Please select from the above list the feature you like third best and write the number of that feature here \_\_\_\_\_.



For each topic listed below, please check the statement that comes closest to describing your feelings about the amount of information on that topic in UPDATE.

	I get enough information. (1)	I want more information. (2)	I get too much information. (3)		I get enough information. (1)	I want more information. (2)	I get too much information. (3)
<i>Employee benefits</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>Information about the U.S. Field</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>GE Corporate information</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>Information about GEISCO outside of the U.S.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>GEISCO information: business plans, changes, etc.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>Information about Headquarters</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Important customers/ accounts</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>Documentation</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Seminars, special events</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>New Sales Aids</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				<i>People: Awards, promotions, service awards, Limelight.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

To help us in tabulation, please check the appropriate information below:

<i>Department</i>	<b>19</b> 1 <input type="checkbox"/> Sales 2 <input type="checkbox"/> Marketing (U.S.) 3 <input type="checkbox"/> European Marketing & Services 4 <input type="checkbox"/> Engineering 5 <input type="checkbox"/> Systems Operations 6 <input type="checkbox"/> Administration (Finance, Legal, Relations, Strategic Planning)	<i>Classification</i>	<b>20</b> 1 <input type="checkbox"/> Level D-4 2 <input type="checkbox"/> Level 4-7 3 <input type="checkbox"/> Level 8-12 4 <input type="checkbox"/> Level 13 or above
<i>I am located in:</i>	<b>21</b> 1 <input type="checkbox"/> Headquarters 2 <input type="checkbox"/> U.S. Field 3 <input type="checkbox"/> outside of the U.S., (If outside of U.S. please specify which country _____)	<i>Age</i>	<b>22</b> 1 <input type="checkbox"/> 18-24 2 <input type="checkbox"/> 25-30 3 <input type="checkbox"/> 31-40 4 <input type="checkbox"/> 41-50 5 <input type="checkbox"/> over 50



**23**  
**Education (if education is non-U.S., please check nearest equivalent.)**  
1  high school  
2  some college or technical training  
3  Associate's Degree  
4  Bachelor's Degree  
5  Master's Degree  
6  Doctorate

**24**  
**Sex** 1  M  
2  F

**25**  
**ISBD/GEISCO Service**  
1  Less than a year  
2  1-4 years  
3  4-6 years  
4  6-15 years

**26**  
**General Electric Service**  
1  Same as above  
2  1-4 years  
3  4-6 years  
4  6-15 years  
5  15-20 years  
6  more than 20 years

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**Please share with us any other comments, criticisms, suggestions, or ideas you may have about UPDATE. Feel free to attach an additional sheet if necessary.**

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FOLD & STAPLE

**UPDATE**  
**MC 3 sw**  
**401 N. Washington St.**  
**Rockville, Maryland 20850**



# UPDATE

June 13, 1980  
Rockville, Maryland 305.117

## An Update Special Feature

## PRODUCTIVITY AND PROSPERITY

by Marvin Stone

*Inflation and productivity are two topics that are in the news almost daily. Marvin Stone's article explains the relationship between these economic concepts and offers some suggestions how government actions could improve both. Stone's article originally appeared in the April 28 edition of the U.S. News & World Report and is reprinted with permission.*

Editor

Revival of the ailing, run-down American industrial plant finally has won recognition in Congress as a prime remedy to a national headache. It is even possible that something may be done about it.

As in the closely related drive to rescue U.S. export trade, the stakes are jobs, pay, profits, sound dollars and controllable prices.

We are talking about productivity. Its crucial importance was discussed

on this page last October 1: "Today's inflation, which after all is at the root of the [expected] recession, is caused by too much money chasing too few goods. . . . The correct approach . . . is to lay the basis now for modernizing and increasing production, so that . . . industry will be able to supply the things that people want to buy and do so at declining costs."

Now doctrine is being translated  
*Continued on page 6*

## "A SMILE IS WORTH ITS WEIGHT IN GOLD"

GEISCO's helping hands are working right now for United Way—because we took time out of our normal commitments to make a positive contribution for the well-being of our community.

Contributing on behalf of the United Way Campaign is important to all of us because United Way is so much a part of the community. United Way plays a significant role in making our area a better place for people to live and work. We are sharing in our commitment "hand in hand" with other Washington, D.C. area companies and/or government agencies to provide needed human services.

November 1979 brought to a close another successful United Way Campaign. All key goals were realized, and GEISCO qualified for the United Way Gold Award. The gold award is less important than the fact that we reached out to help others less fortunate than ourselves. Your contributions will bring smiles to many faces throughout the year—and "a smile is worth its weight in gold."

Every year, United Way agencies

provide verification (through their budget requests), that contributions are being spent according to guidelines established by our fellow citizens, so that funds go to services that are needed the most. Our total employee contribution was \$70,671. Our dollars

will be distributed (unless otherwise designated) to organizations such as the American Cancer Society, Legal Aid Society, National Childrens Center, SOME (So Others Might Eat), and the United Black Fund.

Thank you for your helping hands!



*Gregory J. Liemandt, President, accepts United Way Gold Award from Marvin F. Lewis, Manager, IBM Systems Program and 1979 GEISCO United Way Campaign Chairman.*



# FORUM

*A letter was submitted to Forum about the credit union and is printed here in its entirety. We hope you will find the information useful.*

Dear Forum:

Since March of 1979, employees of GEISCO have worked diligently to bring credit union and other employee-group-oriented activities to GEISCO employees. GEISCO management could not organize these functions for us; we had to be the prime movers. However, the Employee Relations Operation could and did aid in employee efforts to get things going. On May 16, 1980, these efforts reached another milestone; the first meeting of the Education Committee of Park Federal Credit Union was held. At this meeting it was agreed that the functions of the Committee will be:

1. to disseminate membership in-

formation;

2. to make membership, share and share draft, and loan forms available and to assist in their preparation;
3. to be the liaison between all GEISCO employees and United Buying Service and other firms who will give employees discounts;
4. and to be the liaison between the Credit Union and its GEISCO-based members.

The members of the committee and their assignments are as follows:

**Penny Collins** MC6NE 4122

UBS alternate

**Hersh Cousin** TOA1 5449

UBS representative

Loan application rep

Membership alternate

**Tony Cristaldi** SG3 2989

Membership alternate

**Minnie Glenn** SG3 2760

UBS alternate

Membership alternate

**Leroy Parker** TOA 1 4421

Membership rep

UBS alternate

**Lloyd Ramson** SG3 2755

Membership rep

UBS alternate

**Eunice Ruth** MC2NW 4152

UBS representative

**Vicki Steiner** SG3 2988

UBS representative

Loan application alt

**Glenn Uthe** MC7SE 5791

Loan application rep

**Lois Valentine** SG3 2812

Loan application rep

**Kevin Wilson** MC6SE 4537

Membership rep

**Bill Yellin** MC4NW 4220

Credit Union and UBS liaison

Membership alternate

Information and/or assistance can be obtained from the representative or alternate nearest you, or directly from Park Federal in Louisville, 10 a.m.-5:30 p.m. (800-626-2870) or Columbia, Maryland, 2-6 p.m. (301-730-1898).

In the near future, we will be attempting to recruit for the committee Credit Union members from GEISCO field locations and the Twelve Oaks 'B' building. Volunteers, however, would be most welcome.

*Bill Yellin*

## GRAND OPENING— TWELVE OAKS CAFETERIA

*Hungry employees look on in anticipation, as Paul Leadley (scissors in hand), cuts the ribbon at the Grand Opening of the Twelve Oaks Cafeteria. Front row, (l to r): Ted Edwards, Paul Leadley, Penny Collins and Tom McGinn.*



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**GENERAL  ELECTRIC**



# LIMELIGHT

"... does as good or better job than anyone that I have come across in 10 + years with GEISCO." "This person knows more about the total GEISCO service offerings than anyone I've met in the nearly four years I've been with this company." "He's a wealth of information."

These are just a few of the comments made about Jim Doyle by the people who nominated him for *Limelight*.

Spending an hour in Jim Doyle's office is an interesting experience. The conversation is, of necessity, interrupted intermittently by the telephone as Jim answers a myriad of questions ranging from "Is 'Excelsior Paper' a customer?" to "What is the price in U.S. dollars for access in Glasgow?" As Fast Fax Specialist, Jim answers on the average of 170-180 telephone calls from the Field per week. He also publishes the Fast Fax Bulletin which is distributed to the Field, containing questions most frequently asked.

Jim is a graduate of the University of Iowa, with a Bachelor of Arts Degree in Speech. In 1959, Jim started his GE career in Phoenix as a technical writer in the computer department. In 1965, when he was working with the Advertising & Sales Promotion Operation (A&SP), Jim participated in a trade show in New York City that publicly demonstrated GE's timesharing for the first time. In late 1966, Jim came to ISBD with A&SP.

In early 1969, Ken MacDonald requested a responsive Field hot line, and Fast Fax was developed, with Jim as Fast Fax Specialist. Three years later, Fast Fax was made part of the customer service desk so Jim transferred to Property Management Specialist. In September 1978, Fast Fax was reinstated, with Jim at the helm. The response to Fast Fax has been very favorable, as shown by four separate *Limelight* nominations, and the many letters of thanks he's received from people he has helped.

"Seeing people get their jobs done and then calling me to say thanks for the help is very satisfying. What makes it all worthwhile is that the Field is appreciative of what you do for them. I find it particularly frustrating that

## JIM DOYLE... "YOU HAVE TO WANT TO SERVE"



Headquarters personnel don't view me as a Field person. As such, I have to dig for the information sent to the Field—I need to know what is being communicated to the Field—but I'm not always told. I'm not well used by Headquarters people—in that respect."

Perhaps one of the reasons Jim is so good at his job is his attitude: "You have to want to serve—if you're not willing to serve, you couldn't do this job because it's a service in every respect," says Jim. "The Field people need somebody to encourage them—somebody who is 'up.' Most of the people who call are ARs and NETS people—it's easy to get them enthused and steamed up to help them do the job. They are enthusiastic by nature

and I help stir that enthusiasm."

Jim's sentiments are echoed by his manager, Harry Rainey. Says Harry of Jim, "He is very enthusiastic and very dedicated. I've only been in customer service for six weeks but in that time I've already seen that Jim is doing a really great job. I've been to the field a couple of times and they think very highly of him. Jim performs an invaluable service for the Field—and if he doesn't know the answer to a question, he will find out. Jim is a valuable asset to the Field personnel."

Jim's strong feelings about GE go back a long way—his father began work at GE in 1909. "I like stability. When I find myself bragging about GE I always say, 'If you're hired by GE as a professional, it's never just 'here's a pink slip and there's the door.''" When there were serious cutbacks the company expended a lot of time, effort, and money in placing people in other jobs. In times of stress, I appreciate the company's willingness to place professionals."

Jim teaches Effective Presentation, is a ham operator and as he puts it, "is busy raising five kids."

Perhaps the best summation of Jim's work was made by Sales Specialist, Jean-Marie Muir, who wrote, "Not only is Jim friendly, dependable and accurate, I (and the entire St. Louis Branch) suspect he makes one of the single, most valuable contributions to this company and our customers..."



One of Jim Doyle's activities since 1968 has been teaching Effective Presentation. Here Jim, (far left) presents plaques to (l to r): Ping Li, 1st place; Bob Holder, 1st runner-up; and Rick Massie, 2nd runner-up in this year's Effective Presentation class.



# DENTAL ASSISTANCE PLAN: QUESTIONS AND ANSWERS



The new GE Dental Assistance Plan is a valuable addition to the GEISCO job package. To get the full value of this new benefit, you should become acquainted with its provisions.

Here are some typical questions about the plan—along with answers. Although these answers apply in most instances, it must be understood that, because of unusual circumstances, there can be some exceptions to some of these answers. See the official Employee Benefits Plan Document and the Summary Plan Description booklet for more information.

**Q: Who is eligible for the new Dental Assistance Plan?**

*A: Every U.S. employee who has at least one year of continuous service with GE at the time the plan goes into effect on July 1. Those who don't have that year of service on that date will become eligible when they reach the one-year mark.*

**Q: How do I know if I have one year of service? I've been absent because of illness for several long periods in recent months.**

*A: Your manager will know how much continuous service you have. Ask him or her.*

**Q: I won't have a year of continuous service until September. How am I affected?**

*A: When you achieve one year of continuous service, you'll be automatically enrolled for the full benefits of the GE Dental Assistance Plan. Until then, you will continue to have all the dental coverage now included in the GE Insurance Plan's Comprehensive Medical Expense provisions.*

**Q: Can I sign up for coverage for my family?**

*A: No sign-up is necessary. As soon as an employee becomes eligible for the Dental Assistance Plan, his or her eligible dependents are automatically covered.*

**Q: How do I know if a dependent is eligible under this plan?**

*A: The same definition of a dependent is used as in the GE Insurance Plan. The Dental Assistance Plan portion of the Employee Benefits Plan Document spells out who is covered. In brief, this would include an employee's husband or wife, all unmarried children under 19, and those 19 and over in situations described in the plan document.*

**Q: How much is this plan going to cost me in paycheck deductions?**

*A: Nothing. While you will likely continue to have some out-of-pocket expenses for dental service, General Electric is providing this plan's benefits coverage at no cost to employees and their dependents.*

**Q: How do the benefits included in the new plan differ from the dental coverage we've had under the GE Insurance Plan?**

*A: Many more dental procedures are covered in the Dental Assistance Plan. Those procedures that were in the GE Insurance Plan are being transferred intact to the new plan.*

**Q: What are the new procedures which are covered?**

*A: In the dental profession, they are known as diagnostic, preventive, restorative, and prosthodontic procedures.*

**Q: What are diagnostic procedures?**

*A: An examination (often called a checkup) by a dentist and X-rays.*

**Q: What are preventive procedures?**

*A: This would include things such as teeth cleaning by a dentist or dental hygienist, applying fluoride, and space maintainers for children under age 19.*

**Q: What are restorative procedures?**

*A: Fillings, inlays, and crowns.*

**Q: What are prosthodontic procedures and which of these procedures are covered by the GE Dental Assistance Plan?**

*A: Prosthodontics refers to the installation of devices such as bridgework or dentures into the mouth to replace teeth. This plan covers these procedures when the replaced teeth are lost while the employee or a dependent is eligible for the plan's benefits.*



**Q: I'm familiar with the method used under the GE Insurance Plan to help me pay dental expenses. Is there any difference in the Dental Assistance Plan in figuring out how much the plan will pay?**

*A: For the new procedures (diagnostic, preventive, restorative, and prosthodontic) there are established schedules of benefits for each dental service. The plan will pay up to the amount shown on the schedule. There is also a new process called "predetermination of benefits" which involves dental work which the dentist estimates will cost more than \$150. For those procedures previously covered under the GE Insurance Plan (root-canal therapy, oral surgery, gum treatment, and treatment of accidental injury to teeth and gums), benefits will be determined under the Dental Assistance Plan using the same "reasonable and customary" reimbursement as had been used under the Comprehensive Medical Expense plan.*

**Q: That answer raises several questions. What's a schedule of benefits? How do I get a copy of this schedule?**

*A: A schedule of benefits is a listing of the maximum the Dental Assistance Plan will pay in specific parts of the country for specific dental procedures. You have received or will soon receive a copy of the plan's summary plan description, as well as a supplement to the plan document. Both of these contain this schedule which is based on the location of your dentist's office. If you don't have this material, ask your supervisor for a copy.*

**Q: And what is predetermination of benefits?**

*A: It's like an estimate you might get from a contractor before you authorize costly work to begin. It's a process quite common to most dental plans. The big advantage is that it lets you know in advance what a proposed course of treatment will cost you out-of-pocket. It does this by getting specific as to what the dentist will charge and what the GE Dental Assistance Plan will pay in benefits for the proposed treatment. The difference is what you will have to pay.*

**Q: If the dentist says my treatment will cost more than \$150, what happens next?**

*A: The dentist sends a claim form to Connecticut General, the insurance company that is handling the benefits payments for this plan. The dental specialist at Connecticut General will review the proposed treatment and either approve it or suggest some alternatives to the dentist. You and your dentist will be informed exactly how much the plan will pay, and the two of you then decide on the course of treatment you prefer.*

## DOCUMENTATION

# TABOL ANALYTICS, MARK 3000<sup>SM</sup> SERVICE BOOKS PUBLISHED

TABOL III documentation expanded once again with publication in May of the **TABOL III Analytics** users guide (5112.12). The guide shows how to use each of many available analytic subroutines for financial, arithmetic, economic, and statistical use.

Over 40 people contributed to a major revision of the **MARK 3000 Service User's Guide** (2051.07B), being published this week. The guide has increased from its former 170 pages to about 400, and includes virtually everything a MARK 3000 Service user should know to use the Service. Among the new contents are GEISCO TSO commands; documentation of the more popular IBM commands; more information about windows into

the system, file handling, status of files, etc.; a unified section about RMS; and expanded descriptions of the user libraries and available applications. With this revision the old **MARK 3000 Service Transition Guide** (2051.06A) and **Remote Media Service (RMS)** supplement (2051.07A-1) are discontinued.

The ADM user's guide (3502.09B), previously announced and then placed on hold, was released, and back-orders were filled, during May. ADM is being introduced to replace the Administrative User System and has been designed to provide more effective administrative control of data processing functions. The guide explains the jargon involved, tells how to do common

requests like validating users, emphasizes security and invoicing practices, has a special section for international users, explains project activity reporting, provides details about converting to ADM, and contains a reference section.

**DBINFO\*\*\*** the on-line file about data bases available on MARK III Service, was updated and has been released to Systems for deployment. It is the first major update of the file since last year.

Now available for internal GEISCO use is a revised **Crossfile** user's guide (0000.12A). The book was simplified and rewritten to make it simpler and more functionally oriented, and was

*Continued on next page*



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## PRODUCTIVITY

*Continued from page 1*

into action. In 1980 the Joint Economic Committee of Congress has intensified its pleas to make production an object of government policies. "Following a year in which the U.S. posted its worst inflation record in more than 30 years and productivity actually declined by 2 percent," the committee is "more convinced than ever that economic solutions must be found on the supply side. . . . The U.S. growth in productivity since World War II has lagged behind the rates posted among every one of America's major trading partners." Elaborating and pushing home the argument, Committee Chairman Lloyd Bentsen told the Senate:

"There is only one way to absorb higher energy costs without higher inflation. And that is to increase productivity. . . . We have seen our trading partners, like West Germany and Japan, prosper in the era of the OPEC cartel. . . . The secret of their success . . . is rapidly increasing rates of worker productivity, fueled by

investment in modern plant equipment."

Battling inflation as the official Enemy No. 1 has focused congressional thinking to the point where productivity advocates believe they command a majority. They have an arsenal of weapons at hand.

Congress has already acted to restore incentives for saving, a principal source of investment money. Action was past due, with individuals putting away money at the lowest rate since 1949—4.5 percent of after-tax income; the French save 17.2 percent, the Japanese 25. Recent legislation will give savers tax exemption on a chunk of interest received, increase relief for dividends, raise rates allowable on passbook savings and remove the ban from interest on checking accounts. A group in Congress—notably Russell Long, chairman of the Senate Finance Committee—favors a further cut in capital-gains taxes.

The rest is still in the works. As soon as there is a tax bill, an attempt will be made to attach a provision for rapid depreciation of plant-and-equipment investments. A package of bills, to be vigorously pushed, takes care of tax

relief for research and development, labor training for productivity, more-favorable treatment for patents, and incentives for new firms. Regulatory reform to cancel unnecessary rules is moving through the congressional machinery.

All of this comes at a time when Congress and the President are putting first emphasis on balancing the budget. The spending trims sent up by the President are designed, however, to achieve balance without counting 12.6 billion dollars from the oil-import fee. Productivity advocates propose, in effect, to take the costs out of these proceeds—beginning in the summer of 1981, so that only about three months of the tax cuts will hit in that fiscal year.

A study by Otto Eckstein, as basis for the Joint Committee recommendations, provides a yardstick for results. It shows that modest tax relief for purchasers of modern industrial plant and equipment would, by itself, reduce the cost of living by 4 percent and increase productivity by 3.3 percent by the end of the decade. It is high time to get started.

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## DOCUMENTATION

*Continued from page 5*

field tested by secretaries, administrators, and professional people in Marketing. It is the first demonstration of the often-used system in some time.

New feature profiles: Florida Power's **MPM** (6212.00) and **CITIBASE** (6117.04). Major revision: PSI Energy Software's **POGO** (6268.00A).

The **Course Quarterly** for July through September (4000.01U) was mailed to the 6,000 persons on the subscription list on June 3. Bulk shipments were made to each branch office and other regular recipients last week. That mailing is about three weeks earlier than past practice, based on requests from field Sales for providing more lead time for class attendees.

Need something different with which

to support DMS? Documentation has completed its first major translation and publishing project with French and Italian versions of the **DMS Retrieval & Reporting** user's guide (5610.48). For serious users, copies of **DMS Systeme de Gestion de Donnees** (F5610.48) are available in Paris and copies of **Sistema di Gestione di Dati—Selezione e Reporting** (15610.48) are available in Milan from General Electric Information Services S.p.a.

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## FMP FORMS ASSOCIATION

To promote the professional spirit of the Financial Management Program, an FMP Association is currently being organized by Washington area FMP recruits.

According to Sharon Barger, FMP Recruit, the association will be handled by a five-member committee, which will include one person from each FMP class. A new committee will be

elected every six months in coordination with the changing of classes. From the five-member committee, a president will be elected.

The association currently has an elected committee that will remain in office through December, 1980. Their main objective is to write and formalize the association's charter.

Activities will include helping new

recruits in their initial employment at GE (or GEISCO); and arranging quarterly guest speaker luncheons.

Membership includes all persons currently enrolled in the FMP program. The charter will, however, allow for flexibility with regard to future membership.

Sharon tells us that the FMP Association will be functioning by mid-June.

If you have any questions concerning the new FMP Association, please contact Sharon on 8\*273-4531. She'll be glad to fill you in on more of the details.



# ... FROM CORPORATE

## GE BUSINESSES FEEL IMPACT OF HOUSING, AUTO SALES SLUMP

Reports from around the company reveal sharp contrasts among General Electric's diverse businesses. At a recent press conference, Board Chairman Reginald Jones noted that the company was "starting to experience the impact of the slowdown on our short-cycle items. These are some of the small appliances and major appliance and component products."

"Fortunately," Jones said, "we have a wide diversity of businesses. The capital goods lines are still holding up quite well. We have strong backlogs here. Our services businesses tend also to resist dips in the economic cycle. We have our house in order and expect to acquit ourselves well in the turbulent period ahead."

The GE businesses most affected by the current economic downturn are those that serve the auto and housing industries. The Memphis Lamp Plant, for example, has made significant quality and productivity improvements over the last several years. But the tiny lamps the plant produces are destined for cars that just aren't selling. Since late last summer, the plant has scheduled numerous production shutdown days in an attempt to balance production with demand. As orders dropped further, layoffs began.

Explains plant manager R.L. Colomb: "Our plans are affected by factors that we cannot directly control. With high interest rates, dropping car sales and a

soft economy, consumer spending is nearly impossible to forecast. It's extremely difficult to predict what our customers will want. We have to literally relook at our inventories daily."

GENAL® phenolic compounds produced in Pittsfield, Mass. are used by auto-makers for ashtrays and automatic transmission parts. Reduced demand for the material, which is also used in appliances and circuit breaker parts, forced the GENAL Products Section to cut production from seven to five days a week. This cutback caused 21 employees to be laid off.

Layoffs of more than 3,000 of its 15,000 employees—as well as individual production shutdown days—face the Major Appliance Business Group in Louisville. MABG sales have been cut significantly by depressed consumer spending and the drop in new home construction.

"The period ahead will be difficult," admits Group Executive R.O. Donegan. "Obviously, the on-going cost-price squeeze and the significant reduction of sales will keep applying pressure. We all continue to monitor the changing economy and marketplace and take whatever actions are necessary."

The two ways most people purchase a GE central air conditioner are with a new home or a large home-improvement bank loan. With loan and mortgage rates at near-record levels, de-

mand for large air-conditioning units produced at GE's Tyler, Tex. plant plummeted. The result: sizable cutbacks in the plant's employment.

"All of us in this business dislike having to make drastic changes in production," Manufacturing Manager Don Hagen explains. "Changes are hard on everyone—employees whose jobs are affected by lack of work and those who are reassigned to jobs that may require new skills and training."

"Schedule changes are also hard on the business. The inefficiencies that result from so many employees moving to new jobs are very costly."

The Specialty Motor Department headquartered in Fort Wayne produces motors for the appliance and air conditioning industry. Like other electric motor makers across the country, SMPD is facing reduced customer orders, curtailed production, and the resulting employee layoffs. To SMPD General Manager Marcel Joseph, the situation is similar to the 1974-75 recession. In a bulletin to department employees, Joseph noted: "We have been through downturns before and this department has come back each time stronger than before. I believe that we will do it again and come out of this problem better people for it. Your support and understanding will be a key ingredient to this rebound."

If you haven't filed your medical expense claims for 1979, do it soon. The June 30 deadline is approaching.

June 30 marks the end of the expanded 180-day period for submitting 1979 medical expense claims under the GE Insurance Plan.

"It's the first year in which we've had 180 days to file our claims for the previous year," says Dick LeFebvre, Compensation & Benefits Manager, here in Rockville. "Because of the calendar, we get an extra two days to file claims this year."

Until this year, claims under the Comprehensive Medical Expense por-

### NEW DEADLINE FOR FILING MEDICAL EXPENSE CLAIMS COMING UP

tion of the Insurance Plan had to be filed within 90 days of the end of the year in which the expense was incurred. However, the 1979 improvements in the GE job package include one which extends the filing deadline by

another 90 days, which for 1980 will be to June 30.

"One other fact should motivate employees to file claims soon after a covered expense is incurred," says Dick. "That's the fact that the reimbursement is available simply by filing a claim form. If you pay your own medical bills, you should want the reimbursement in your hands as soon as possible."

Medical-expense insurance claims should be filed just as in the past, using regular claim forms available from Personnel Accounting, or from the cashier.



# ... FROM CORPORATE *Continued*

Here are the GE "Stock Prices" and the average "Fund Unit Prices" used in the crediting of participants' accounts under the Savings and Security Program for the various months thus far in 1980.

The "Stock Price" is the average of the closing prices for 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 of the New York

## S & SP PRICES

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 "Fund Unit Price" are used for crediting accounts, but should not be used as the cost of shares or units for income tax purposes. "Tax cost" for GE Stock or Fund Units

acquired under S&SP is calculated for employees according to Internal Revenue Service regulations. The figures are furnished on the annual "tax information statement" issued shortly after each S&SP payout.

	STOCK PRICE	FUND UNIT PRICE
January	\$53.625	\$29.217
February	52.975	30.415
March	47.458	27.623

## JUNE SERVICE AWARDS

Years	Name	Location
25	Ralph E. Bice	Rockville, MD
	Anthony E. Ciuba	Rockville, MD
	James N. Bellomo	Brook Park, OH
20	Alan E. Paul	Rockville, MD
	Thomas F. Vinci	New York, NY
15	Dominick Peduzzi	Brook Park, OH
	Charles S. Zito	Rockville, MD
	Beverly W. Bayar	E. Orange, NJ
	James N. Carro	San Francisco, CA
	William P. McClary	Schenectady, NY
	Ronald V. Rasmussen	Rockville, MD
Phyllis A. Shockley	Greensboro, NC	
10	Charles T. Marshall	Brook Park, OH
	Annette M. Reeping	Rockville, MD
	Morris S. Pike	Rockville, MD
5	John A. Conway	Hartford, CT
	William D. Shinske	Brook Park, OH
	Marianne M. Millett	Rockville, MD
	Daniel L. Randall	Rockville, MD
	George J. Bottarini	E. Orange, NJ
	Ernest R. Hick	Brook Park, OH
	Debbie C. Parks	Atlanta, GA
	Gordon E. Olson	Boston, MA
	Betty C. Wilkins	Washington, DC
	Melvin W. Howard	Rockville, MD
	John A. Travis	Atlanta, GA
	Gregory S. Cate	Rockville, MD
Robert F. Schunneman	Rockville, MD	
Davy H. Shian	Rockville, MD	

## NEW ADMINISTRATORS' TRAINING CLASS SCHEDULED

The first New Administrators' Training Class has been scheduled for the week of July 7, 1980. The first training class is designed to focus attention on the needs of the new Sales Department Administrator. This class is also being expanded to include CA Administrators.

For those Administrators who were on-board prior to October 1979, seminars will be planned as necessary to provide direct communications and training in conjunction with new systems as they are released in 1981.

More information will be provided soon.