

# UPDATE

News and Information  
for GEISCO Employees

July 1981

## MARK 3000™ Service: The first six months '81

MARK 3000™ Service has achieved a worldwide revenue growth rate of 103 percent over last year at this time. Marv Lewis, manager, MARK 3000 products, Programs Department, explained, "A number of factors have fueled this revenue growth, but probably the keys have been our industry focus with a hard-hitting sales awareness program."

The market focus has been within three industries—energy, manufacturing, and management services. "We implemented an intensive program to train and build awareness of the service across the

U.S. and internationally," said Marv, "And we tailored our presentations to each district and country—focusing, for instance, on energy in Houston, management services (CPA's) in New York, and manufacturing in Chicago and Germany."

There are three additional factors contributing to MARK 3000 Service growth. The first is the implementation of value-added services. We now offer an array of new services including licenses, authors, and resellers, MIMS® System licenses (both domestic and international), 3350 storage

Cont. on p. 2



Marv Lewis

## EFT provides automatic paycheck deposit

With the vacation season in full bloom, you may be wondering how you are going to deposit your paycheck while you're away. And if you travel on Fridays, you may worry about the same thing.

With Electronic Funds Transfer (EFT) you need never be concerned about where you will be on payday. By signing

up for EFT, you can help to insure that your paycheck will be deposited directly into your account every payday, no matter what.

"EFT can really benefit every GEISCO employee," said Leon Golinski, manager, personnel accounting. No one has to worry about picking up their check or missing banking hours or waiting for their paycheck to clear. "Of course, you will continue to receive an earnings statement for your records," Leon continued.

Cheryl Hicks, manager, payroll preparation, explained, "Sign-

ing up for EFT is very easy. Anyone interested, just fills out a short form available from personnel accounting and then returns it to us. And that should be the last time you have to worry about where your paycheck is."

### Contents

How we're doing	3
New business travel card	3
JA's big success	4
Magic Kingdom Club	6
Software Productivity	7
Just deserts	11
Moving on	12
SE-SP values	12



## MARK 3000™ SERVICE

Cont. from p. 1

capability, high speed work stations, plotter capability, and down line loading to MARK-LINK™ Terminals. "We are also planning new service offerings in the data management area—IMS (Batch) and MIMS. And in the transaction processor environment, we are planning to implement CICS," he added. He also noted that a financial system available in several languages is planned to be implemented using the features of the 3270 graphic terminal.

The second factor is the addition of new capabilities that compliment IBM compatibility. "MARK 3000 Service is also expanding its capabilities with full screen color plus improved MIMS Systems capabilities such as a Baseline product, MIMS System pricing in a remote computing environment, and MIMS System-MARKLINK Terminal CRT editors for on-line forms generation," said Marv.

The third factor that has had an impact on MARK 3000 Service growth is an improvement in service quality. Marv explained, "We were able to achieve improved service quality by understanding the need for tuning and balancing the MARK 3000 system in a dynamic revenue growth environment."

In keeping MARK 3000 Service hardware technologically current he said, "We are planning to install the 3081—IBM's largest mainframe system using their latest technology—during the first quarter of next

year.

"To-date, we have experienced excellent growth and our plans for MARK 3000 Service over the next several years will be to accelerate this growth and improve profitability."



**The subject was compensation:** Bill Starner (left), exempt compensation specialist, Employee Relations Operation, Ted Edwards (middle), manager, employee relations, Marketing Department, Strategic Planning Operation, and Employee Relations Operation, and Will Gilly (right), manager, industry applications and support, custom applications, National Sales Department, deal with basic compensation issues in the Managers Seminar on Exempt Compensation. "It was an active class," said Ted, "Even though the managers were well seasoned, they had basic questions that were dealt with successfully." "The seminar was very useful in equipping managers with detailed-information necessary to discuss effectively all aspects of General Electric's salary structure and pay practices with their direct reports," said Will Gilly. Will and 14 other section and subsection managers attended the one and one-half day course at the International Training Center. The course is designed to help managers understand and address the salary planning, position design, performance appraisal and position evaluation process. It also deals with cost of living, salary compression and other relevant issues. "The seminar is intended to develop our managers' understanding and awareness of exempt compensation policies and issues," said Bill, "And judging from the response we got, it was wholly successful."



## Diners Club debuts

If you travel on business, you may have noticed that your recent transportation expenses are being charged on Diners Club. This is the first phase of GEISCO's participation in a new Diners Club service—CorpCard and MultiCard.

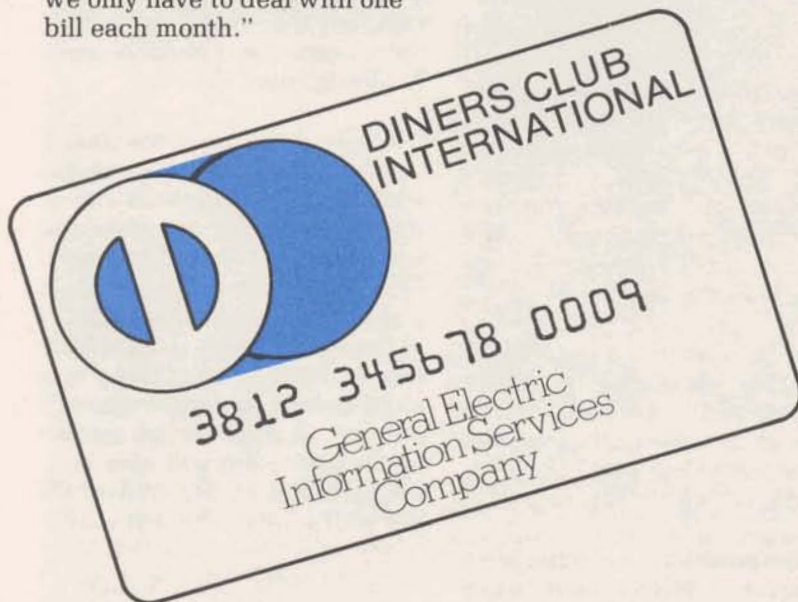
CorpCard is being used by GEISCO to charge employee travel arrangements and will result in one billing from Diners Club each month. "This is a much simpler system for us to use," said Leon Golinski, manager, personnel accounting, Finance Operation. "There is a much longer billing cycle, and we only have to deal with one bill each month."

The second portion of the service, MultiCard, is slated to be phased in over the remainder of the year. MultiCard will be implemented, region by region, for employees who travel extensively. It also results in one billing each month and will allow GEISCO to pay many hotel and meal expenses directly, rather than having each employee pay his individual bills and be reimbursed.

The implementation of the Diners Club system will also result in the cash advance account statement being modified. Over the next few months you will be noticing that the form is changing to account for Diners Club transactions. "We are phasing in changes in the statement," said Leon, "and

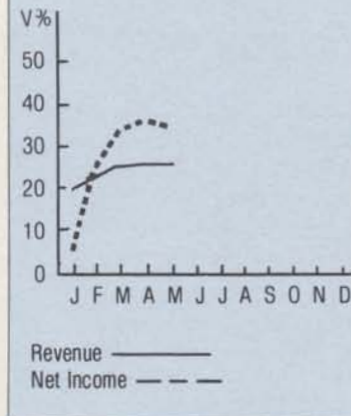
the ultimate results will be a straightforward statement with a simple total of who owes what."

CorpCard, MultiCard, and the modified cash advance account statement should make accounting for your travel and living expenses a lot easier.



## How we're doing

Revenue and earnings growth 1981 vs 1980



Revenue for the first five months of 1981 is 26 percent higher than the same period last year. Net income at the end of May was 33 percent ahead of last year. Tight expense management continues to have a positive impact on this figure.

## Advanced Concepts ROI is more than money

What would you call a company that returned a 40 percent dividend? The kids who ran it called it Advanced Concepts, and it was a tremendous success.

Advanced Concepts is a Junior Achievement Company counseled by GEISCO. Seventeen JA members from Wooten High School and Rockville High School started with the business concept (biorhythm charts), then priced (\$1.00), produced, and marketed it. They also kept the books, paid salaries and overhead, issued



Running a biorhythm.

### Youth—Not For Kids Only

George Bernard Shaw once said that youth is wasted on the young. As a Junior Achievement adviser, I beg to differ. If there's one thing teenagers do well, it's sharing their youth, their energy, and their enthusiasm with adults who are willing to spend time with them, to listen to them, and to watch them at work.

Advising a JA company does involve some work, and it does involve sharing at least one night a week during the semester-long program. However, my experience with JA is that for every hour a volunteer adviser gives, the returns come

in threefold. Whether or not the JA company you advise is successful—as Advanced Concepts was this year, or is a flop, as our company was last year—by caring, by being there, and by listening, the advisers learn as much (and maybe more) from the experience as the kids do.

If you've seen too many news stories bemoaning the selfishness and rowdiness of the youth of America, then maybe it's time you saw the other side. Or, better yet, helped.

Give more kids a chance to be part of the other side. It's a sad

fact that there are always more kids who want to join a JA company than there are available companies—particularly in Montgomery County.

GEISCO now supports one company. With more volunteer advisers, we could easily support more. Why not give it some thought? Roger Gregory, (4625), sales planning and support manager, is also a member of the Montgomery County JA board. He'll be glad to give you more details on becoming an adviser. Those of us who are already advisers will also be happy to talk to you. Why let the young have all the youth?

— Clare Aukofer



stock, and did everything else that any business would do to be successful.

In their efforts, they were advised by Sharon Barger, financial management program trainee, Bill Hagan, Office of Management and Budget, Bruce Murray, employee services manager, and Clare Aukofer, senior communication specialist. GEISCO does more than provide advisors and sponsor a company. We also support the local JA office with an annual contribution.

Expertise in the JA enterprise was also provided by Jim Doyle, Fast Fax specialist, customer service, Peter Everaert, co-op in the Engineering Department, who adapted an existing bio-rhythm program for use by Advanced Concepts, and Al Jones, Ohio Supercenter manager.

The kids were highly successful in gathering awards, as well. Mary Kay Lauth, Advance Concepts president, was named Speaker of the Semester and the Speaker of the Year for the Metro Area (Northern Virginia, D.C., Prince Georges, and Montgomery Counties). She is going to compete in the nationals this summer.

Diane King, vice president of Administration won a management award and is a nominee for the Vice President of Administration award. Four JAers

made the Fifty Dollar Sales Club, which is really impressive when your product sells for only a dollar.

To all those involved in Advanced Concepts, the dividends totaled a lot more than just 40 percent.



**GEISCO gets the gold.** Don Shell, manager, MARK III® Systems, Engineering Department, holds the gold award that GEISCO has received from the United Way of the National Capital Area. This is the third consecutive year that GEISCO has received the award. "To qualify for the gold award," said Don, who was the United Way campaign coordinator, "GEISCO needed an 85 percent level of participation and an average contribution of more than \$35. In the campaign completed last November, we achieved a 90 percent participation and an average contribution of \$67."



## An offer of value

If you are going to Florida or California, you can benefit from membership in Walt Disney's Magic Kingdom Club.

All General Electric employees (and employees of its affiliates) are eligible because of the company's role as the sponsor of the Carousel of Progress at Disney World in Florida.

Some specific values of the Magic Kingdom Club include the opportunity to purchase special value ticket books at Disney World and Disneyland parks; exclusive family vacations at both locations; a nationwide 10 percent discount at participating Howard Johnson Motor Lodges; a nationwide 30 percent discount off current time and mileage rates with National Car Rental (unlimited mileage in Florida); a special admission price to Cypress Gardens.

To obtain a card (good for family members, too) send your name, home address, employee pay number, and a self-addressed stamped envelope to Georjanne Edmon, GE Carousel of Progress, Walt Disney World, P.O. Box 40, Lake Buena Vista, Florida, 32830.

Requests must be received well in advance of any planned use to allow time for processing; and because of restrictions, phone requests cannot be accepted.



**Seventy-six thanks:** Marianne Millett, manager, Pricing Capability Program, Marketing Department, presented these 76 certificates of recognition to people from virtually every department for their participation in the timely and successful implementation of two new billing units on MARK III® Foreground Service. The Software Resource Unit (SRU-1) and the Transaction Processing Unit (TPU) have launched GEISCO into a new era of value pricing. "The SRU became available in May and was used to price the INTERNATIONAL COMMAND® System that was commercially released June 1," said Marianne. "This program was characterized by exceptional teamwork and cooperation among everyone involved. And this resulted in the careful synchronization of key activities worldwide that enabled us to pull it off on time." A very special thank you went to Migdas Soto, project manager, MARK III Systems, Engineering Department. "He received a Certificate of Recognition Marketing Award, because without Migdas' key contributions we wouldn't have been there celebrating," said Marianne. "He was largely responsible for driving the implementation through Engineering and expediting procedures and eliminating bureaucracy wherever possible."



---

## Towards more productive software development

*Following is the second part of Don Bishop's article.*

### Structures for software development teams

A very important consideration in dealing with these challenges is the staffing and structure of the application development team. A great deal has been said about structuring programming groups for flexibility. Frederick Brook, in *The Mythical Man-Month*, says "The common failing of programming groups today is too little management control, not too much."

I suggest that much of what we are learning today about matrix management techniques at the business product segment level can have a strong bearing on application development projects. Xerox, General Electric, and others are using matrix management structures to deal with high technology product development, manufacturing, and marketing.

Like GEISCO's program managers, our project managers for order service software

development are responsible for schedules and budgets on their projects as well as the satisfaction of our customers. They, in turn, must use the resources available within the business who may report to a number of functional managers. These include the programmers, software librarians, techniques specialists, consultants, and even the customer's supporting and review personnel.

The direct control of many of these resources are obviously beyond the authority of our project managers.

They must, therefore, use the same techniques proven effective in other matrix management structures. These require constant negotiations with exposure of key issues. They involve effective communication by project managers of project resource requirements, schedules, plans, and current status to a wide range of functional managers who affect their projects. The integration of each contributing team member's efforts into the total project is indeed a delicate art.

The application development office manager must decide who works on what projects to meet the requirements identified by project managers. He must use his position to focus on the technical excellence and competence

of these resources and create a motivating environment for the project team.

The strain of all these delicate relationships will frequently result in conflict. We are told that conflicts with trade-off resolution is the norm under this organization concept and is one of its hallmarks.

I find that a good method to resolve many of the conflicts is frequent project status review meetings. A project review is conducted by the project manager, follows a set outline, and is attended by several of his peers from other projects. This gives the project manager a formal platform to make his case for resolution of conflicts and issues from his perspective and solicit suggestions from those in attendance.

Consensus will not always emerge from a peer review meeting. However, the visibility of trade-off considerations and resulting understanding goes a long way toward everyone's acceptance of the manager's final decision when this is necessary.

Within the project team, the project manager must use his leadership skills to direct project work by setting project standards and objectives,

*Cont. on next page*



obtaining time and date commitments from team members, and giving technical direction. All this leaves no time for his participation as an individual contributor to the programming tasks. His exposure to the details of the software must come through the design reviews and program walkthroughs of work done by team members.

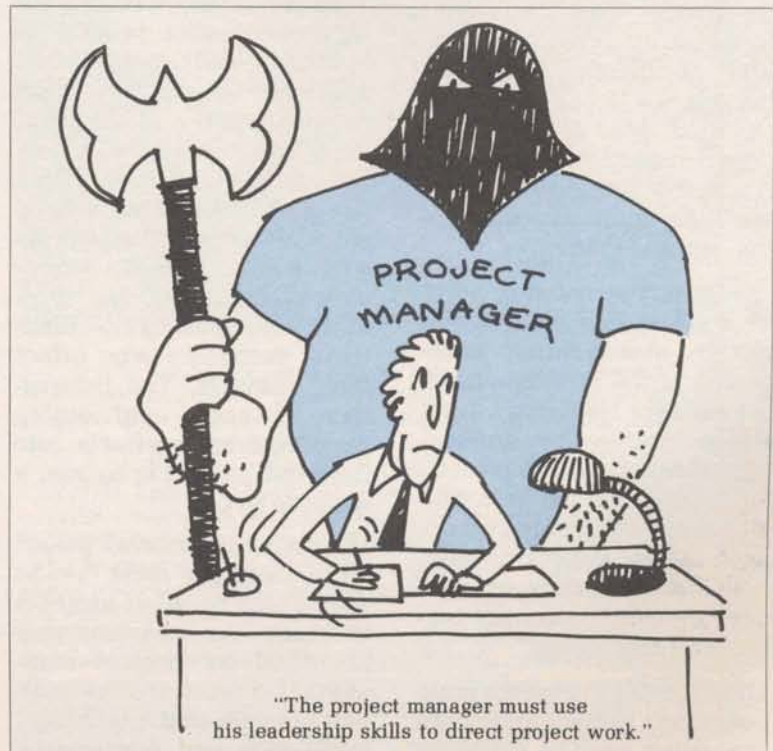
And then there is the increasing importance of the supporting organizations to be dealt with; that is, personnel who are not direct members of the core development team. Just as large engineering and scientific endeavors require contributions from a wide range of outside resources, so does the large scale DDP software project. For example, we strongly encourage our customers' in-house DP personnel to participate in every aspect of project work. Constant review of design specifications and change requests is a minimum level of their involvement. Actual participation in system design, documentation, and programming tasks is proving to be an excellent means to gain visibility and more in-depth understanding by customers of both project problems and successes. This adds greatly to resolution of problems and acceptance of trade-offs by customer management.

## Design and programming practices

I have mentioned the importance of frequent, formal reviews for software projects. We are very much aware of the valid concerns that project managers and programmers have with the extensive amounts of time required by the formal review process. Like many well meaning ideas, this fear, that more time will be used than will be saved by reviews, can cause them to be easily put off or cut short. We certainly did not embrace the

concept of frequent, organized reviews and program walkthroughs without some experimenting. We had to find the balance which would yield improved program quality without wasting more time than we saved later in the project.

Our experience has re-enforced the claims made by Daniel Freedman and Gerry Weinberg in their Ethnotech Workshop for Project Leadership. They teach that well organized reviews with necessary prior preparation by all attendees, can bring a wealth of improvements to software projects.





Modern programming practices, which have taken shape over the past ten years, have reached nearly every professional DP analyst and programmer in our industry, many through formal class instruction. DP industry authors have given us excellent books and articles on the subjects of structured design concepts, HIPO charts, top-down structured programming, pseudocode, and chief programmer teams with librarians. They offer a new hope for moving this "black art" into the light through scientific approaches.

We have found, however, that teaching and advocating these new techniques alone has not given us the results we desired. When combined with the formal review process, where one's peers can offer constructive criticism in an environment of mutual trust, I have seen significant results. The pride these professionals feel when their work is examined and discussed with their peers in an open meeting can provide the motivation for them to put forth extra effort and get it right the first time!

Standards and guidelines are necessary to encourage a consistent high level of quality and maintainability of programs. But these must be flexible as well, so that there is room for new ideas and innovation to improve on them. We should not suppress the unique

styles of individuals when they do not detract from the main objectives. We use many guidelines in our design process. Projects must have a documented functional requirements specification and follow-up program design specification which use standard formats. There may also be a separate system overview complete with diagrams showing the flow of data, or else this information may be presented within the context of the other design specifications. The really important thing is clearly to restrict the scope and define the assumptions on which the project schedule and estimates are based in the requirements document and to describe data and their relationships in the design document. These are the items that we most often find to be the cause of misunderstanding and conflict when not done well up front.

### **Management perception and psychology of software development projects**

Too often we find that the way people feel about a new concept, idea, or process is more important to its success than actual facts. This is certainly true in the marketing of many products advertised on television. The halo that once came with every new application of

the computer has been tarnished too often by cost overruns, unrealized promises, and long delays.

Today, management is quick to require re-evaluation and even termination of software development projects when troubles appear. Project managers, therefore, must be keenly aware of the perceptions held by managers, customers, and especially team members. They must be skilled in the ability to project the positive factors and pending benefits associated with their project in terms of perceptual and personal issues, while avoiding the dangers of having submerged or ignored some substantial issues and problems.

Project status reviews should do more than show tasks accomplished and work remaining. These are prime opportunities to recognize special individual efforts and accomplishments, focus on the human concerns, and identify the justification for changes being made to the system design and functionality. We are all too quick to ask for more project funds, resources or lapsed time as inevitable design changes are made during development. Projects must take into consideration a number of alternatives and these should be figured into schedules as contingencies in the initial planning. The following three items are those which I



would recommend based on experiences in my organization:

1. Project phasing plans:

Every project offers opportunities for planning the development and release of applications software in a phased manner. This can take the form of segmenting the application's functional features, the scope of business functions performed, and the implementation plans for initial span of locations. The phasing plan should be aimed at giving some early business benefits and exposure to the new environment planned for the system.

2. Software tools and libraries:

Establish a library of software modules that can provide services for programmers or handle standard functions for similar applications. Programmers have been slow to use the computer to reduce their own efforts and increase productivity while the programs they develop do this extremely well for others.

3. Overtime plans for programmers:

When all else fails, and it frequently does, the prospect of having to expedite program development must be faced by our project managers. We must all have learned by now that the addition of new programmers to a project that is well underway may only in-

crease delays. I have to agree with an article published in *Datamation* last year that claims the use of scheduled overtime is far more productive than the addition of new resources to a project with schedule difficulties. We all know that most DP personnel already give more time to their work than the standard office hours call for. The use of planned overtime would seem only to compensate for these longer hours and not achieve the desired earlier completion dates. Our experience with overtime has shown that when the full program team is required to work extra specified hours (normally on Saturday) the reduced development time is there. This is mostly due to the increased incentive to use the extra time more effectively and the opportunity for the full team to work together as a unit with less interruptions than experienced during normal office hours. Periods of up to eight weeks with gaps of three or four weeks appear to be most effective. However, even with these restrictions, the use of planned overtime should be used only as a last resort when further delays are no longer feasible.

### Summary and conclusions

As managers of application software development organizations, our means of dealing

with the ever-increasing external pressures is critical to long term success. These pressures which are demanding more programs and faster solutions to critical business problems have resulted in too little focus on how our project teams are getting the job done. We concentrate instead on assigning our most skilled designers and programmers to the most critical project and search for ways to justify more time and resources. Although our ability to satisfy these demands of the moment will always be important, it is time we took the longer view and set clear goals for improving how we approach projects and how the project teams operate.

I believe we must set productivity improvement objectives for our professionals, and we must also set in place a feedback and measurement system to determine if these objectives are being met. We have been able to measure the reduction of time spent in the test and debug phase as a percent of the time spent on design and programming. Experience has shown that projects that devote more time to documentation of design and review of programs prior to testing have much less difficulty in final testing and turnover of software.

Of all the factors which have impact on application projects, it is very clear that the project manager's skills are key. We



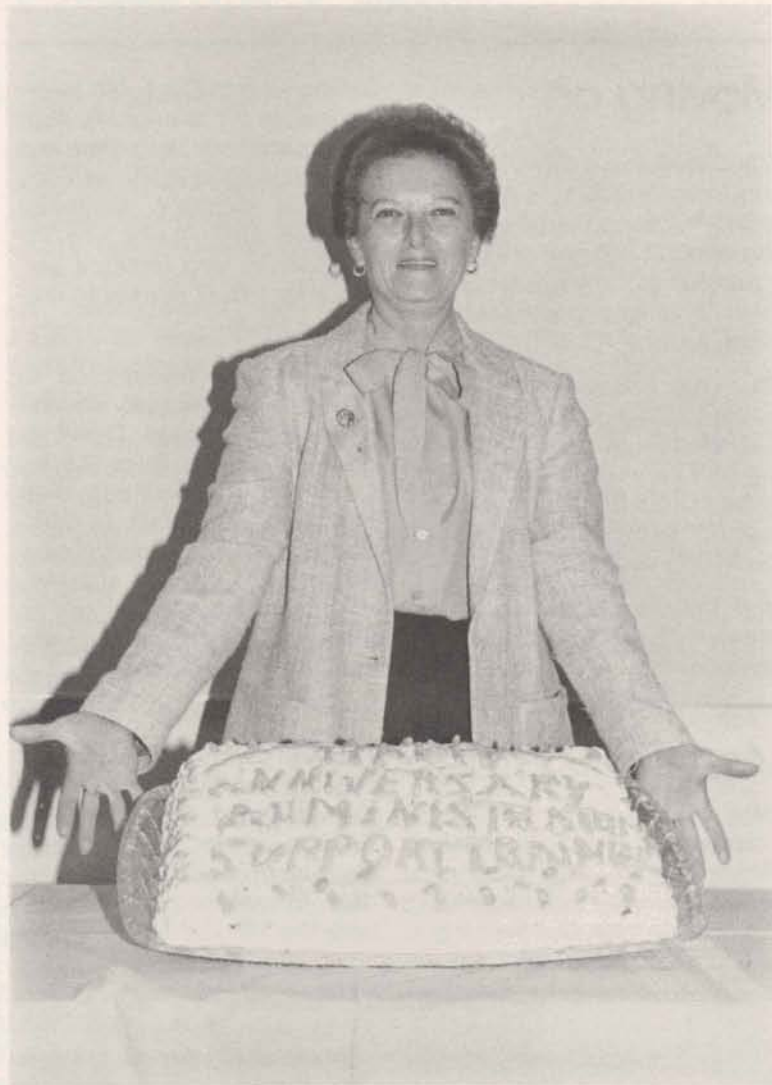
should concentrate on how the more successful ones operate and insist on frequent reviews with peers from other projects to expose both the things which must improve as well as those which are working well. When these reviews gain the confidence and acceptance of the entire organization, you will soon find that these can be an excellent opportunity to identify potential standard modules and utility programs for placement in the reusable software libraries.

## Just desserts

The six GESCO Project team members who worked so hard to produce savings of one million dollars, have received their just desserts, and dinner, too.

Roger Dyer, Harry Haraseyko, Peter Lovell, Charles McGinnis, James Rossini, and Dennis Thomson, and their guests were invited to the Hay-Adams to be feted by Bob Hench, vice president and general manager, Engineering Department, and Bob Johnson, acting manager, materials and facilities operation, on June 11.

As a final touch, they each received a plaque recognizing their contribution to the team effort that resulted in these impressive savings.



**Happy first anniversary.** Audrey Wilsey, project manager, administrative support training, Employee Relations Operation, celebrated one year of running an orientation program for field technical administrators. During their orientation program, they spend two days becoming familiar with GEISCO and General Electric Company, one day learning names and faces of the people they will be working with, and two days in hands-on technical administrative training. In the year it has been running, the program has trained about seventy field technical personnel from across the country.



## Moving on

**Allan Boynton**—has become manager, product services, MIMS® System, Engineering Department. He is now responsible for application services, licensing, proposal services, and training.

**Chadwick Carpenter**—is now manager, MIMS System, Engineering Department, reporting to Robert R. Hench. His responsibilities include the support and development of the MIMS product.

**John Gonzales**—has become, manager, banking marketing, commercial marketing, Mar-

keting Department. He is responsible for managing, marketing, strategic definition, and implementation in the banking services industry, including services that banks use for themselves and banking services that they market to corporate users.

**Ed Gorsuch**—transferred to GEISCO as manager, special services, Business Development Operation, from the Information & Communication Systems Group staff. In addition to his SBU responsibilities, he will also provide support, on an assigned basis, to the Group and Technical Systems and Materials Sector.

**Din Kurawadwala**—has become manager, plant & equipment, Finance Operation. He is responsible for all financial activities relating to bookkeeping and physical control of plant and equipment.

**Julio Martinez**—became manager, distributor projects, international development and distributor sales, Marketing Department. He is the primary spokesman and liaison to the Programs Department and the Marketing Department in support of GEISCO's independent distributors for sales planning, marketing planning, and network planning.

**Mark Sillcox**—has become manager, production systems, customer service, National Sales Department. Mark will guide the unique support requirements necessary for our major customers with massive implementations of state-of-the-art GEISCO technology.

## May S&SP Prices

Here is the report on the average prices for GE Stock, Mutual Fund, and Holding Period Interest Fund used under the Savings and Security

Program to credit participants accounts in May. The long Term Interest Fund price for the last day of the month is also shown as well as year-to-date annual income rates for both the HP and LT Funds.

Month	Holding Period Fund		YTD Annual Income Rate		Long Term Fund		
	Stock Price	Mutual Fund Price	Price	1980	1981	Price	YTD Annual Income Rate
January	\$61.863	\$29.643	\$10.00	10.9%	13.1%	\$9.31	14.1%
February	63.118	28.834	10.00	10.9	13.1	9.07	14.3
March	66.580	29.905	10.00	10.9	13.1	9.19	13.9
April	66.732	30.271	10.00	10.9	13.1	8.87	13.8
May	64.688	29.861	10.00	10.9	13.1	9.07	14.2 <sup>a</sup>

(a- At May 31, 1981, the Net Current yield of the long term investment portion of the fund was 13.9 percent.)

UPDATE is published by General Electric Information Services Company, 401 N. Washington St., Rockville, Md., 20850, USA, for employees. Crossfile: YLOP305.131

Editor: G.C. Barnes

General Electric  
Information Services  
Company

GENERAL  ELECTRIC  
U.S.A.

FOR GEISCO EMPLOYEES ONLY



# UPDATE

News and Information  
for GEISCO Employees

August 4, 1981

## Liemandt hosts mid-year business review

"We're having a fine year," GEISCO President Greg Liemandt told an assembly of 160 GEISCO managers at the Mid-Year Business Review, held July 16 at the International Training Center in Rockville.

He said the first half of the year was "another terrific period of growth for GEISCO," citing a 27 percent increase in revenue over the same period last year and a 30 percent growth in net income.

This success is due, in part, to excellent control in the expense and employment areas across the company. The contributions of Lambda Tech-

nology, Inc., and Genigraphics are also reflected in our first half revenue, he noted.

Domestically, revenue was up 37 percent, while international revenue was up only 9 percent. This can be attributed, said Greg, to the continuing sluggishness of the European economy as well as the impact on exchange rates caused by the strengthening U.S. dollar. As a result, he continued, European revenue was up only 3 percent over last year, though our Australian affiliate reported a 33 percent improvement, and distributor revenue climbed 37 percent.

The hour-and-a-half meeting began with Greg's recognizing several outstanding performers, specifically Matt Mulligan (Systems Operations Department) and Marv Lewis (Programs Management Department) for their contributions to the MARK 3000™ Service, (which has grown by 84 percent this year in the U.S.); Jim Kuhlman (Business Development Operation) for his involvement in GEISCO acquisitions; Dave Foster (Marketing Department) whose team put together the Target Market Opportunities Study; Tom Vinci (National Sales Depart-

## GE second quarter results announced

General Electric's sales in the second quarter of 1981 were \$6.95 billion, compared to the \$6.20 billion for the comparable 1980 period, Chairman John F. Welch reported early in July.

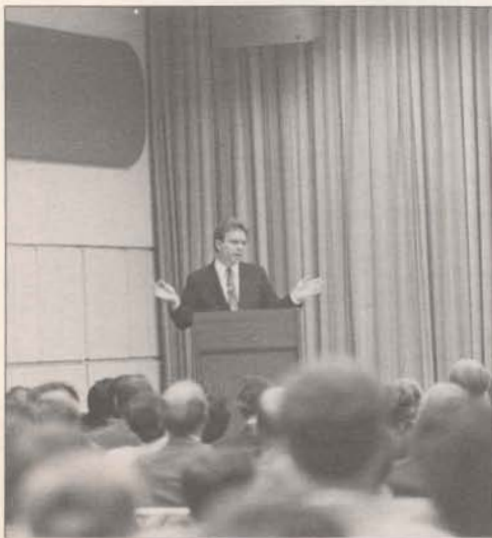
Earnings of the company were \$436 million in the second quarter compared to \$403 million for that period in 1980, resulting in earnings of 6.3 cents on each sales dollar.

Sales in the first half of 1981 were \$13.04 billion, compared with \$12.08 billion a year earlier.

Earnings for the first six months of 1981 were \$795 million, against 1980 earnings for that period of \$745 million.

Commenting on results for the quarter, Mr. Welch said: "A significant improvement in operating margin dollars from

*cont'd. on p. 2*



Mid-year business review.

*cont'd. on p. 2*

### Contents

*Systems holds review 3*  
*QA is monitor 4*  
*Supercenter expands 6*  
*Parking Rules 6*  
*Documentation 7*  
*Moving on 8*



## LIEMANDT

cont. from p. 1

ment) for turning around a bad situation with a very large account; and Bob McCalley (Engineering Department) who was responsible for getting the corporate data network business proposal accepted.

After an in-depth review of our financial picture, he described three acquisitions GEISCO is considering "to fill the product voids" and make GEISCO a full service supplier of business solutions. Greg said acquisitions are necessary in order to help grow our business, and make GEISCO a billion dollar company by 1984.

## GE RESULTS

cont. from p. 1

a year ago was the major factor in the second quarter earnings improvement. Operating margin as a percent to sales was also up from last year as well as from the first quarter of 1981. Second quarter earnings included a net gain of 2 cents per share from certain one-time transactions arising out of the company's expanding efforts in advanced electronics. These consisted of profit on the sale of GE's shares of Applicon Incorporated common stock, in accordance with a commitment to the U.S. Federal Trade Commission staff concerning the Calma Com-

This is a year sooner than he first anticipated and a strategy supported by General Electric.

Several topics surfaced during the question and answer period following the meeting. In regard to the problems in Europe, he said the situation is not likely to turn around overnight.

Plans for MARK 3000 Service include hiring more sales personnel, better training, and using IBM experts, according to Mike Emmi, vice president, National Sales Department.

Of course, Greg was asked what he thinks about GEISCO after being here 16 months.

He said he likes "being in the greatest market in the world," feels good about the recent organizational changes, and is encouraged by the strengths and capabilities of GEISCO.

Greg told the attendees to foster a spirit of open communication within their groups to help their people understand the goals of GEISCO. He stressed the importance of everyone being concerned with the company as a whole and not just the goals of individual projects.

Summing up the business review he said, "GEISCO is in terrific shape. We've exceeded our net income target, and the outlook for the future is great."Δ

pany acquisition, and non-recurring charges related to the acquisitions of Intersil, Inc. and Calma.

"We continue to be cautiously optimistic about the remainder of the year, with G.E. economists seeing a gradual improvement in the U.S. economy for the second half of 1981, compared with the last six months of 1980. This anticipates passage of a significant tax cut and some easing of interest rates from present high levels."

Mr. Welch summarized results for the various segments of the company in the second quarter of 1981 compared with the same quarter of 1980 as follows:

● **Consumer Products and Services** revenues and earnings were significantly improved from the depressed second quarter of 1980. Air conditioning operations sharply increased sales and earnings from a year ago. Major appliance and television receiver operations showed good improvements on higher physical shipment volume from 1980's second quarter. General Electric Credit Corporation's earnings increased 15 percent to \$35 million.

● **Industrial Products and Components** revenues were well ahead of a year ago with somewhat higher earnings.

cont.



These results reflect the one-time effect of the electronics-related transactions noted previously as well as continuing emphasis on new development programs, especially in industrial electronics. Businesses serving appliance and contractor equipment markets had a good quarter.

- **Power Systems** earned about the same as last year on moderately higher revenues. Improved earnings in medium steam turbine and installation and service engineering operations approximately offset

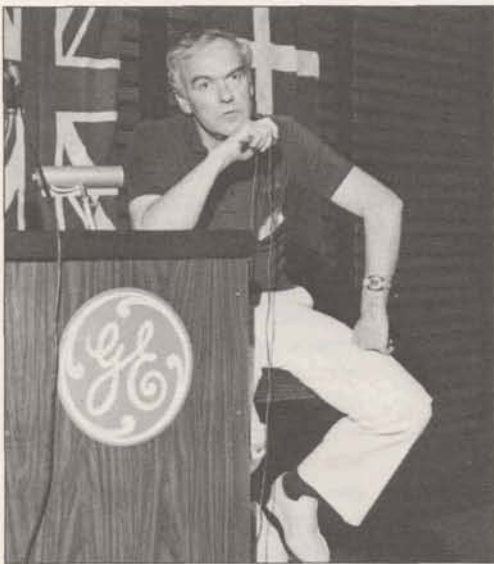
lower results from other businesses.

- **Technical Systems and Materials** had strong revenues and earnings gains. Pacing the earnings improvements were aerospace products, medical systems, and information services operations. Engineered materials earnings were stronger with plastics and silicone products having a good quarter.

- **Foreign Multi-Industry** operations earnings were about the same as a year ago on somewhat higher revenues.

Latin America and international construction operations had better results, while European operations reflected depressed economic conditions in Spain.

- **Natural Resources** earnings rose 18 percent to \$73 million from the second quarter of 1980. A substantial increase in Australian coking coal shipments and profitable results at our nonconsolidated uranium mining affiliate more than offset weakness in copper prices and in Brazilian iron ore operations. △



Tom Little



Ski Aller and friends.

The Systems Operations Department is committed to grow, as GEISCO expands, to become a full supplier of business solutions. This was the theme of Tom Little, vice-president and general manager, during an all-day meeting for more than 60 managers from Systems Operations Department, held in Rockville on July 7.

Tom, members of company staff, and departmental staff exchanged their views and discussed with managers from Rockville, Brook Park, Europe and remote locations the challenges of increased productivity, fine line cost management, and the highest standards of service quality for the Systems Department in the 1980s.

After the eight-hour meeting, the group moved to Smokey Glen for recreation and dinner, giving the members of this widely-dispersed department a chance to meet and get to know one another.



## QA monitors all products, services

At 8:30 am every morning Monday through Friday, a conference call is placed to Philadelphia, Lynchburg, Amsterdam, Erie, and Miami from the Maryland Center. The "daily call" has begun and quality assurance is taking the temperature of the GEISCO delivery system.

On this morning a major customer began to experience some serious problems with

some special equipment. The network service center and QA took a quick assessment and found that the problem was hardware caused. QA called in the maintenance vendor and dispatched two of its people to follow up.

The elapsed time from spotting the problem to a resolution was two and one-half days, in large part because the equipment is so unusual. This is abnormally long, and QA's ideal is to dispense with problems very quickly, or better yet, not to have them arise at all.

The daily call is designed to uncover problems and keep tabs on all aspects of the GEISCO delivery system, which is QA's primary focus.

"We have a broad-based charter," said Lois Campbell, manager, quality assurance, Systems Operations Department. "We're responsible for all products, all services, world-

wide, for the company." Because there are so many areas, she went on, QA has chosen the areas producing the greatest revenue to put its greatest resources behind. "As GEISCO diversifies," she noted, "the QA focus will have

to diversify as well. This is the most significant challenge facing us in the near and longer run." Lois explained that in the future, QA would have to pick and choose those areas to focus on that present the greatest quality threats.

Lois has recently organized QA around these areas. The following three subsections deal with delivery systems:

**MARK III® Service quality** — headed by Don Ivey deals with foreground, GCOS, and MARK III Service languages and applications quality. (An unusual aspect of this area is that all Hospital Corporation of America applications are run through a complete QA testing cycle before release to HCA.) Don Ivey's group also tests all applications with a large customer base, e.g., the QUIK-COMM™ System. "My biggest area of concern," said Don, "is our changing customer profile. That profile has gone from a predominantly problem-solving one to a production intensive orientation. Because our customers' expectations are very high, we need to develop better methods of testing software and getting it commercial, while maintaining our quality." Don's area does not test most author software run on MARK III Service, because authors, as Lois points out, have a vested interest in keeping up the quality of their own software.



The daily call.



**MARK 3000™ Service quality**

—headed by Verk Eubanks is responsible for IBM systems and MARK 3000 Service languages and applications quality. Verk said, "Our biggest challenge is to continue to provide a quality product while it is undergoing a tremendous amount of growth and change. This requires a continuous learning process as new products are introduced and deployed."

**Communications and distributed systems quality**

—headed by Smith Keene is concerned with the quality of the "backbone" Network, MARK-LINK™ Terminal, and other communications and distributed system products such as the new mini-terminal.

Smith noted that there are three prime challenges in his area. The first is "to assess the quality levels and standards that we have currently in domestic and international network services and assure these are compatible with our customers expectations. The second," he continued, "is presented by certain of the trans-border data flow regulations imposed by various foreign governments. This necessitates that GEISCO introduce network service that can interface with foreign national data packet networks. The third concern is due to the increased cost of communications circuits which will



Frank Hopkins, QA specialist, is queried on some of the testing performed in his lab, by Lois Campbell, center, and Tom Little, vice president and general manager, right. Frank's work has earned him a Systems Operations Department managerial award.

necessitate hardware and software advancements to make them cost effective."

As to the future, Smith said, "I am excited about the marketing program in micros, minis, and network services, and I look forward to contributing to the evaluation of these products and services."

"All of these organizations have three primary responsibilities," Lois went on, "They are responsible for testing all new technologies—both hardware and software; they then manage the deployment of these capabilities. Finally, they operate in the failure mode to make sure that the right organization takes the responsibility

to see that failures are analyzed thoroughly, and appropriate corrective action is taken."

"Our major supplier of software is the Engineering Department. So most of the time," said Lois, "when there is a problem—unless it is a procedural problem or human error—the repair organization we look to is Engineering. If it is a hardware problem, we have maintenance vendors, and we expect a reasonable response from them to isolate and fix the problem the first time."

Because QA has other quality concerns besides failures, the recent organizational changes

*cont'd. on next page*



have produced a new subsection:

**Quality engineering**—headed by Curt Merrick primarily focuses on prevention. In time, it is expected to be the front end of these activities, since it will know what is coming—from the Marketing Department, from the Programs Management Department, and from vendors—and then build in the right kind of reliability into the product or service before it is deployed.

“Quality expectations vary among our customers,” said Lois, “but our delivery systems must be of the highest quality because that is what distinguishes GEISCO from its competitors.” In addition, Lois pointed out that the failure mode is very expensive, “It costs 20 times more to correct

a problem than to build it right the first time.”

Quality engineering is also responsible for both the measurement of the quality of products and data security. Quality is measured in terms of availability, response time, and, on the Network side, the disconnect rate. As to data security, Lois said, “It is hard to tell if we are better than others in this area, though we like to believe we are.”

**Quality plans and programs**—headed by Casby Harrison, is the fifth of the QA subsections and is responsible for those things that cut across departmental lines, such as quality awareness programs, the cost of quality, and quality training programs. It also manages the departmental documentation and keeps track of resources.△

## Ohio supercenter expands

The Systems Operations Department is currently beginning one of its biggest undertakings. Ground has been broken on an addition to the existing Ohio Supercenter that will increase its size by two-thirds.

In the process, GEISCO has gone from tenant to owner of the property. “The brick and steel addition will be attached to the existing building,” according to Al Orup, project manager, Ohio Supercenter

expansion, “and it’s slated to be completed in June 1982.” The excavation is now underway for the addition, and the blacktopping for the new parking lot is already completed.

GEISCO has undertaken this expansion to provide the capacity necessary to accommodate the expected growth in business through 1984. The Systems Operations Department is also undertaking a search for the location of the fourth Supercenter. △

## Parking rules revisited

Jim O’Connell, facilities projects, has asked that the following parking regulations be printed again, as a reminder to all employees.

All spaces inside the garage at the Maryland Center are reserved. Special spaces on “B” level marked for Handicapped and Company Staff along with spaces number 44-75 reserved for Twelve Oaks visitors to Maryland Center, are to be used only by appropriate individuals. The Visitor’s Lot on N. Washington St. side of building is to be used **only** by visitors. All other perimeter space around the building and the garage roof is first-come, first-serve parking.

At Twelve Oaks, spaces directly in front of all buildings are reserved for Section Managers and Handicapped only, all other spaces are first-come, first-serve.

All General Electric Information Services employees’ cars should be identified with a proper sticker. △

**Please Park  
Where You Belong!**



## New publications: On line from marketing communications

Here are new and revised publications and sales aids. Most are available through the On-Line Ordering System. For other requests, Crossfile documentation (address OLOS) or advertising and sales promotion (address PROM).

TITLE	TYPE	PUBLICATION	ABOUT THE PUBLICATIONS
ABC Management System			
Brochure	BR	6248.06	Two guides in one—ABCANALYST and BASIC ABC Self-study guide
Feature Profile	FP	6248.00A	
User's Guide	UG	6248.05	
ABC Applications Examples	TR	6248.07	
GCOS Differences Manual	RM	2000.65	Coming in August; meantime, access BG160DIF in DY28 catalog for new features
MARK 3000 <sup>IV</sup> Service Support:			
MetaCOBOL <sup>®</sup> User's Documentation	UG	2100.19	Combines and reprints ADR's documentation IBM manuals about SCRIPT/VS now available on OLOS
SCRIPT/VS User's Guide	UG	2900.45	
SCRIPT/VS Library Facility	UG	2900.46	
SCRIPT/VS Intra Markup Starter Set	UG	2900.47	
SCRIPT/VS Facility Gen. Markup Concepts	UG	2900.48	
Cost of Service System	FP	7020.00	Zinder & Assoc. utility cost accounting (NSS)
FORTRAN 77 Language Summary booklet	VC	3106.17C	Revised; new info on structured programming, DMS, TABOL, and more
NSS Author's Handbook Supplement	SUP	6116.01D-1	New SRU-1 pricing units discussed
Market File Index		0001.09R	New pocket-sized format, a must for ARs and TRs
Applications Development Techniques Reference Manual (TOOL)	RM	0000.38A	Revised, expanded with tools for FG and MARK 3000 Service
Course Materials for MARK 3000 Service:			
Tape Handling Instructor's Guide	TR	2051.42	Course materials for a new course
Tape Handling Student's Guide	TR	2051.43	
Tape Handling Viewgraphs	TR	2051.44	
MARK 3000 Service Intro. Instructor's Guide	TR	2051.17A	Revised course materials
MARK 3000 Service Intro. Student's Guide	TR	2051.18A	
MARK 3000 Service Intro. Viewgraphs	TR	2051.19A	
Current and Latest Versions:			
LEADER		301.36	Effective July 6-October 4
Publications Price List		402.01AB	July-September edition
International Access Directory		1401.01AH	Courses for July-September
Course Quarterly		4000.01Y	
Instructor's Guide to Course Materials		4001.10V	

UG= users guide, BR= brochure, SUP= supplement, RM= reference manual, VC= vocabulary card,  
TR= training material, FP= feature profile

MetaCOBOL is a registered trademark of Applied Data Research Inc., Princeton, N.J.



---

## Moving on

**Dick Amato**—is now manager, network quality, Systems Operations Department, providing the testing and qualification of all network related software, ranging from switchers and concentrators to terminal emulators. Because of its unique demands on the network, network quality provides total support for MARK III® Service high speed service.

**Ed Bacanskas**—has become manager, hardware reliability engineering, Systems Operations Department. He is now responsible for the quality hardware used by MARK III Service, including communications, Foreground, and special MARK III Service interface hardware and firmware qualification and deployment.

**Jim Chokas**—has been named manager, host access operations, Systems Operations Department (Brook Park). Jim is responsible for the network transmission operations located at the two domestic Supercenters. He will also serve as the focal point for international operations as they relate to the domestic network.

**Willem De Jong**—is now manager, European operations facilities, Systems Operations Department (Amstelveen). Willem provides facilities and

services support for the entire European operation.

**Bob Kaiser**—has become manager, network service north-eastern region, Systems Operations Department. He is responsible for maintenance of GEISCO's teleprocessing network and MARKLINK™ terminal systems throughout the region.

**J. Smith Keene**—has become manager communications and distributed systems quality, Systems Operation Department. Smith assumes the responsibility for GEISCO's worldwide network and related product and service quality. Smith will work with GEISCO components and vendors to assure that customer quality is an integral part of our products and services, provide support of customer incidents, suggestions and requirements, and assess the quality level of new and old services.

**Julio Martinez**—has become distributors project manager, international development and distributor sales, Marketing Department. His responsibility is to ensure that there is communication of needs and requirements between the headquarters product groups and overseas distributors.

**Neil Purves**—is now manager, Philadelphia processing center, Systems Operations Department. He is responsible for GCOS remote processing,

customer support, and technical consulting for the Switchgear Business Department located in Philadelphia.

**Arthur B. Sims**—has been appointed manager, industrial marketing, Marketing Department, reporting to Arthur J. Marks. Art comes to GEISCO from being manager, strategy development, Information and Communications Systems Group. His responsibilities included acquisition and joint venture proposals, work on the Group strategic plan, and providing interface with the Sector and with Group components.

**Dennis Weigel**—recently became project manager, ocean shipping, commercial marketing, Marketing Department. Dennis is responsible for sales and marketing of the global transportation system, consisting of equipment control, booking and manifesting, to the water-borne transportation segment. △

UPDATE is published by General Electric Information Services Company, 401 N. Washington St., Rockville, Md., 20850, USA, for employees. Crossfile: YLOP305.131

Editor: G.C. Barnes  
Communications Specialist: Mary Wattam

General Electric  
Information Services  
Company

GENERAL  ELECTRIC  
U.S.A.



# UPDATE

News and Information  
for GEISCO Employees

August 25, 1981

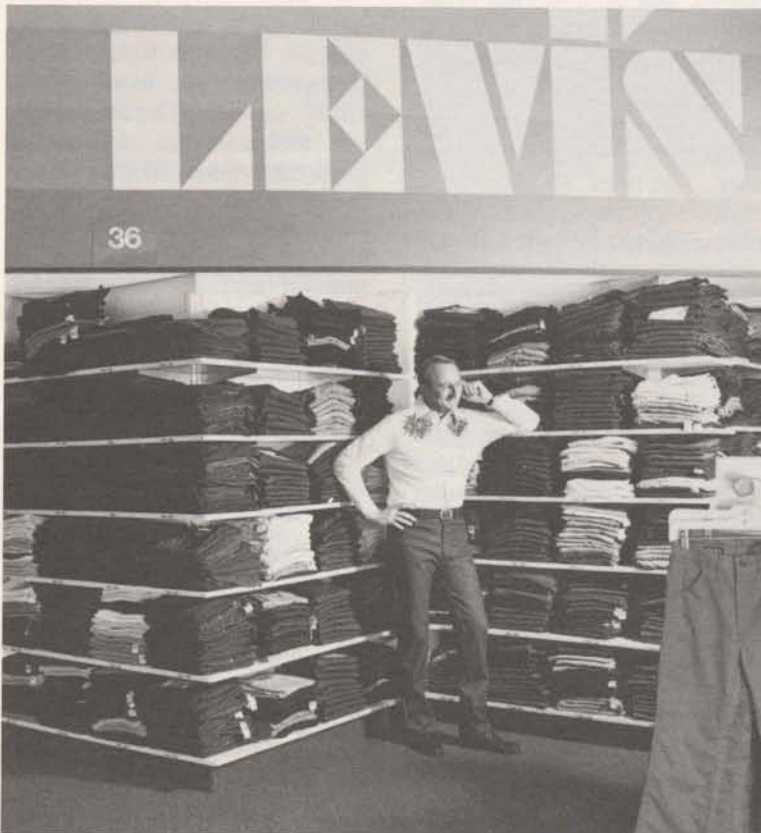
## Order service: An industry-wide need

The recent selling of Xerox and Ingersoll-Rand on order service applications demonstrates the market opportunities GEISCO's order service program has in this business arena.

"The order service program," said Bob Fohl, manager, order

service programs, Programs Management Department, "is different from others because it offers solutions aimed at an industry-wide need, not just an industry-specific need."

Bob explained that there are two major order service ap-  
*cont'd. on p. 2*



The Gap, Lakeforest Mall, Gaithersburg, Maryland

Bob Fohl: "GEISCO's order entry system filled The Gap for Levi Strauss."

## GE reorganizes: GEISCO joins new sector

General Electric Chairman John F. Welch has announced a strategic realignment of the company's sector organization, the first major change in GE's sector management structure established in 1977. The changes reflect the company's current strategic focus on rapid expansion of its electronics capabilities and active pursuit of growing opportunities in the services businesses.

"We've made a commitment to customers on quality and to share owners on innovative, profitable growth through technological leadership and improved productivity. We're putting the organization and the people in place to meet these strategic goals," said Mr. Welch.

The following operational and management changes are effective September 1.

*cont'd. on p. 6*

### Contents

George rolls on 3  
Learn now, pay later 4  
Hertz offers help 5  
How we're doing 6  
S&SP prices 7  
Moving on 8



## ORDER SERVICE

*cont'd. from p. 1*

plications: order entry systems, used to prepare a company's order; and order processing, used for everything from order entry to order release, inventory control, shipping, and billing. "GEISCO's massive worldwide presence and service capabilities are two major advantages in this area," he said.

*This article is one of a series examining the target markets which GEISCO has identified.*

"To meet our goals for order service, we need an average of 50 percent growth per year," Bob explained. "To do this we need greater order service functional understanding and expertise, generic applications and tools that will improve sales and implementation productivity, and a larger focused sales and support team who are really order service/distribution consultants."

Order entry systems will address both intracompany and intercompany requirements. For example, the Electronic Purchase Order System (EPO™ System) addresses intercompany needs, and the model Levi Strauss and Yamaha order entry systems are designed to address the intracompany needs. Order processing systems encompass both finished goods and build-to-order needs.

## Offerings

To achieve these goals, Bob said that current plans are to "re-energize" MLOS/OMNI into a generic package named Dispatch. This package will offer the field a finished goods order service capability along with training and incentives, to make it attractive to take it to the marketplace. Bob pointed out that the Xerox and Ingersoll-Rand sales are Dispatch prototypes.

In a second area, which takes "into account the thrust of distributed data processing and the European requirements of the, on-average, smaller manufacturing company, we need to provide a more distributed generic capability," he explained. "This is underway with the development of a system called OPICS (Order Processing and Inventory Control)."

Don Bishop, senior project manager, order services system, in Dallas, is heading up the engineering effort to make OPICS available for a planned European introduction by April of next year followed by the U.S. introduction in June.

"Both Dispatch and OPICS address the finished goods order service segment. To address the build-to-order area," Bob said, "we are building a MIMS® System order entry system followed by a MIMS System order service system

that can meet both the remote computing/MARK 3000™ Service and in-house license requirements." Bob noted that the order entry phase should be available late this year and the order service phase late in 1982.

In addressing new order entry requirements, John Conway, EPO system program manager, has redirected the intercompany focus of EPO toward the food and drug retail business. "He appears to be on a good track with commitments at Eckard Drugs, Kodak, and SuperValu. To address the intracompany requirements, we will attempt to build a generic system," said Bob.

"To round out our service base, we are currently looking at several acquisition possibilities," he continued. "The most attractive would be a full order service application-oriented software house that is predominantly in the in-house implementation and licensing business."

## New approaches

In the past, Bob explained, order service has required a long and difficult sales cycle, requiring the talents of all the functional aspects of GEISCO. "Our goal is to cut down that sales cycle but continue to give the sales force the pay-back they have always realized from order service."



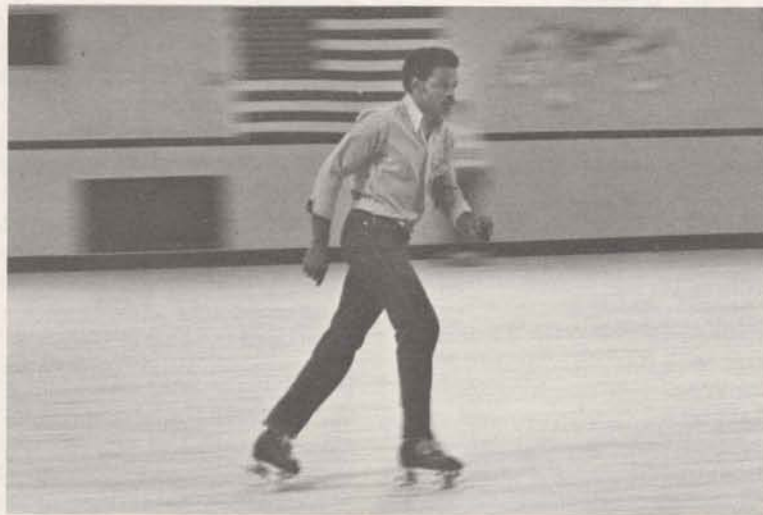
"I believe that if we discipline ourselves to convince the customer that phase one of any system implementation can and should be at least 80 percent generic, we will penetrate the market much quicker." Bob stressed that musts should be implemented first and then wants. "If our customers would agree to putting up a skeletal order service system, we could do it quickly, inexpensively, and with a high level of success."

Down the road, the order service program plans call for providing these services to all distributors with an initial focus on Canada, Japan, and Australia. Plans are also underway "to provide the necessary versatility to solve customer problems," by introducing in early 1982 hand-held terminals, mini-terminals, and single-screen micro-computer terminals for order service applications.

Order service is also considering some innovative approaches to packaging order service, e.g., transaction pricing and bundled development and operating costs.

Even with all of these products, services, terminals, and packaging plans, "The key to the entire order service arena," said Bob, "is that we have the proper level of custom applications, qualified order service sales, and product support resources." △

## On a roll



"Strangely enough I wasn't tired. I just had sore feet."

But George Ewing didn't mind the blisters or the callouses because it was for a good cause. George, senior specialist, shipping and receiving, roller-skated continuously for 14 hours recently in the Muscular Dystrophy Skate-A-Thon, a preliminary to the Jerry Lewis Labor Day Telethon.

"It was especially worth the effort because GEISCO sponsored me," George said. GEISCO agreed to donate \$25 per hour for every hour he skated. George skated from 10:30 a.m. until 12:30 a.m. and GEISCO donated \$350 to the Muscular Dystrophy Association.

Alycia Ewing, George's 10-year-old daughter, also skated 14 hours in the skate-a-thon. "It was a lot of fun skating with Alycia. Even though her feet hurt, she never would sit down. She skated with me the whole time," George said.

This wasn't his first skate marathon. In 1979 he skated 35 miles cross-country to benefit muscular dystrophy. "That year I was tricked into it. A friend bet I couldn't go the distance. It was a lot of determination but I won the bet. This year I did it because muscular dystrophy is a good cause," he commented. Nor will this year's skate-a-thon be his last. "I'm already planning to do it again next year—for 27 hours," said George.



---

## Learn now, pay later

Ed Mitchell is looking forward to the day he can say, "meet my daughter, the doctor." Rosiland Mitchell, a third year medical student at Case Western Reserve University in Cleveland, is going to medical school on the house.

Well not exactly on the house but with its help. For the past 25 years, General Electric has helped its employees and employees of its affiliates and their children go to college. Since 1957, these employees

have borrowed over \$13 million for college loans through the Employees Educational Loan Program.

"Roz knew she wanted to be a doctor after working on a high school science project on sickle cell anemia," Ed said. "I knew she could do it, I also knew it wouldn't be cheap," he continued. "I just called employee benefits to see what they offered in the way of financial assistance and shortly thereafter I had the help we needed."

Ed, a deployment specialist in the Systems Department, took advantage of the educational loan program to send two of his children to college. Ed's

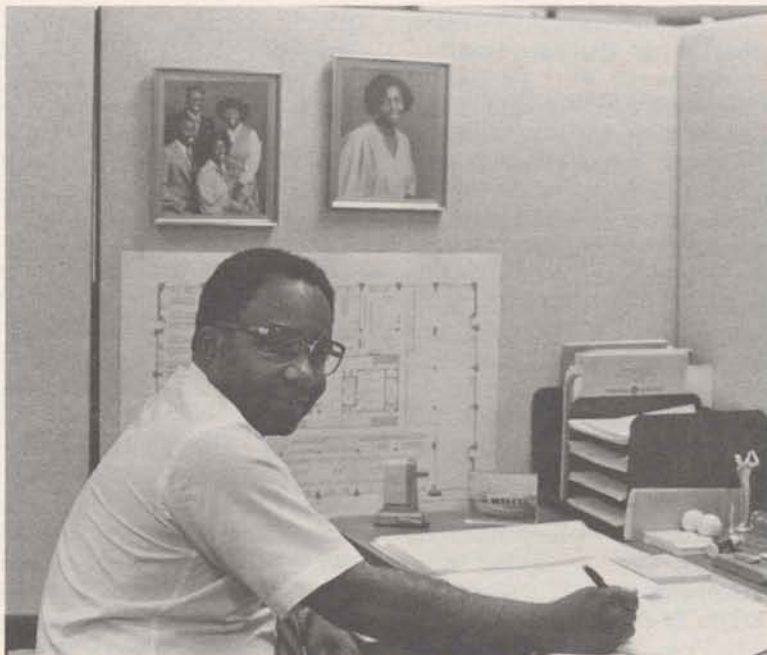
son, Scotty, is currently working on his master's degree in business and economics at Barry College in Rome, Georgia, also with help from this low interest educational loan program.

Under the terms of the loan an employee may borrow up to \$2500 for any one student in any calendar year—up to a maximum of \$10,000 for any one student including graduate school. A maximum of \$15,000 at any one time may be borrowed for educational loans for two or more students.

Frank Ittner, appropriations manager Finance Operation, borrowed a total of \$11,000 for his children's college education. Frank Talbot, Frank's son, graduated from Dartmouth College in 1977 with a degree in economics, and Martha Jane, Frank's daughter, graduated in 1979 from American University with a degree in graphic arts.

The usual method of repayment is payroll deduction. Maximum repayment time is ten years and, once initiated, must be at a rate of at least \$300 annually.

Frank, who took out his first educational loan in 1973, is still having money deducted from his paycheck to repay the loan. "I still owe about \$1300, which isn't bad. You get used to having it taken out," he said.



Ed Mitchell with family of students.



In order to be eligible for a loan under the program, you must have one year of continuous service with the company. Additionally, the student must be a high school graduate or candidate for graduation prior to the beginning of the fall semester of the academic year for which the loan is desired. The student also must be enrolled full time at an accredited college.

*Applications for an Employee Educational Loan, form CSER-126Y, are available from Kathy Kociol in compensation and relations practices, MC1SW. In addition to the loan application, an official transcript of the student's latest available grades and two letters of recommendation, one from a*

*school official, must be filed.*

Once the application is completed and the necessary paperwork is attached, send it back to Kathy. After the proper approvals have been obtained, the application is sent to employee benefits accounting and then to corporate accounting in Schenectady for final approval. When final approval is received from corporate accounting, a promissory note is prepared by benefits accounting, sent back to the employee for signature, and a check is cut.

The 1981 interest rate on educational loans is 11½ percent. However, this rate varies from year to year based on the rate set by GE or the maximum legal rate in the state in which

the loan is made, whichever is lower.

While the Employees Educational Loan Program is one way to get money for college expenses, another alternative exists in the Savings and Security Program. Any employee who is a participant in the S&S program may withdraw money from their employee contributions without forfeiture of the company matched earnings for college expenses. For example, if you contributed \$1000 to the S&SP last year, you may withdraw up to that amount with documented receipts for college expenses, without losing the \$500 company contribution. Withdrawals from S&SP for educational expenses may be for you, your spouse, or your children.

STUDY

## Hertz establishes GE reservation and service desk

Hertz has established a special service for General Electric employees, and employees of its affiliates, for car rentals, rate information, and other services.

A toll free 800 number will connect employees to Hertz reservation agents specifically trained to address the needs of GE employees. The GE reservation and service desk will be staffed 24 hours a day, 7 days a week. The toll free numbers are:

**800-654-8216** Within the continental United States and Puerto Rico.

**800-522-3711** Oklahoma only.

Reservations for all rentals, domestic and international, may be made by calling the toll free number and identifying yourself as a GE employee. The Hertz agent will confirm your reservation and issue a confirmation number over the phone. If any problem should arise upon your arrival at the Hertz counter, call the GE desk, refer to the confirmation num-

ber, and request assistance from the reservation agent.

In addition to car reservations, the GE desk will also provide information on rates, discounts, and insurance coverage, as well as assistance with any problem that may occur during the rental period such as emergency road service or questions on billing. If the Hertz reservation agent cannot solve your problem or provide the needed assistance, you will be referred to the appropriate location for help.



## GE REORGANIZES

cont'd. from p. 1

- A new, growth-oriented *Services and Materials Sector*, headed by newly elected Executive Vice President Lawrence A. Bossidy. In addition to the high growth Engineered Materials Group, the sector brings together GEISCO and General Electric Credit Corporation, offering opportunities for new linkages in financial and information services, as well as a direct tie to Business Development Services, Inc., GE's wholly owned venture capital subsidiary for better alignment of its high-tech investment program with the sector's growth-focused strategy.

*Update will be profiling the other members of this sector in future issues.*

- A new *Technical Systems Sector* headed by Executive Vice President James A. Baker. This electronics-focused sector will include the electronics-based businesses critically involved in GE's "factory of the future" strategy: the Industrial Electronics Group, Automation Systems Operations (robotics), Industrial Sales, and the newly acquired Calma Company with its CAD-CAM capabilities. Moving to this same sector will be GE components directly engaged in designing and producing integrated circuits: Advanced Microelectronics Operations; Solid State Appli-

cations Operation; and the recently acquired Intersil, Inc., which will serve internal and merchant markets. In addition, the new Technical Systems Sector will include businesses intensively using microelectronics; Medical Systems; Mobile Communications; and the Aerospace Group, headed by newly elected Senior Vice President George B. Farnsworth.

- Implementing the services strategy within the presently established *Power Systems Sector*, a new Construction and Engineering Services Group headed by Senior Vice President John A. Urquhart. The new group includes Installation and Service Engineering, Apparatus Service, and the SADE/SADEMI Construction Operations headquartered in Italy. The group will pursue a worldwide strategy of enhanced construction, engineering, and service support in world markets served by General Electric.

- A realigned *Industrial Products Sector* headed by newly elected Executive Vice President Louis V. Tomasetti, including the Contractor Equipment Group, Motor Group, Transportation Systems Operations, and General Electric Supply Company.

- Repositioning the *Aircraft Engine Group* out of the sector structure and into a direct reporting relationship to GE

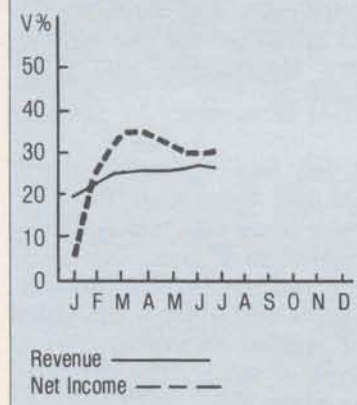
Vice Chairman Edward E. Hood. This move brings increased top management attention and continuity to this high-technology business in which much of Mr. Hood's GE career has been concentrated.

## How we're doing

Revenue for the first seven months of 1981 is 26 percent higher than the same period last year. Foreign exchange rates and the sluggish European economy continue to have a negative impact on this figure.

Net income at the end of July was 31 percent ahead of last year. Tight expense management continues to have a positive impact on this figure.

Revenue and earnings growth 1981 vs 1980





Faster than a speeding bullet. Able to meet schedules with a limited budget. Look up in the sky. It's a bird. It's a plane. It's GCOS! Thirty-five headquarters employees from Systems, Engineering, Programs, Marketing, and Sales were treated to a day of fun at Smokey Glen Farm recently, for their efforts in making two GCOS projects come alive. The group enjoyed a raw bar and refreshments and each received a baseball hat with "GCOS LIVES" printed on the front. The hats were given out "in recognition of the excellent teamwork all the organizations put forth in meeting schedules with a limited budget and under tight time constraints," said Chuck Crotty, GCOS technical projects manager. The 'reward' was pri-



marily for two projects. TP11, which provides interactive access to GCOS databases, was developed from scratch to production and implementation in

the first half of 1981, and for the release of the BGH160 Operating System which came out three weeks ahead of schedule. Hats off to the GCOS team!

## June S&SP prices

Here is the report on the average prices for GE Stock,

Mutual Fund, and Holding Period Interest Fund used under the Savings and Security Program to credit participants' accounts in June. The Long

Term Interest Fund price for the last day of the month is also shown as well as year-to-date annual income rates for both the HP and LT Funds.

Month	Stock Price	Mutual Fund Price	Holding Period Fund			Long Term Fund	
			Price	YTD Annual Income Rate		Price	YTD Annual Income Rate
January	\$61.863	\$29.643	\$10.00	10.9%	13.1%	\$9.31	14.1%
February	63.118	28.834	10.00	10.9	13.1	9.07	14.3
March	66.580	29.905	10.00	10.9	13.1	9.19	13.9
April	66.732	30.271	10.00	10.9	13.1	8.87	13.8
May	64.688	29.861	10.00	10.9	13.1	9.07	14.2
June	65.182	30.349	10.00	10.9	13.1	8.96	14.2 <sup>1</sup>

<sup>1</sup> At June 30, 1981, the Net Current yield of the long term investment portion of the fund was 13.7%.



---

## Moving on

**Craig Bryars**—has been promoted to manager of sales motivation in the customer service organization, National Sales Department. Craig is responsible for Markmakers, major customer and sales meetings, and motivation programs for the National Sales Department.

**Lee Denny**—is now manager of sales systems in financial planning and analysis, National Sales Department. Lee's new responsibilities include support of the National Sales Department in the areas of forecasting, measurements, analytical studies, and the on-line information system (SAMIS).

**Win Haslam**—has become manager, network operations-U.K., Systems Operations Department (London). His responsibility now includes all network activities within the U.K.

**Aage Hauge**—is now manager, network operations-Europe south, Systems Operations Department (Amstelveen). Aage has responsibility for all network activities within France, Italy, Germany, Australia, Spain, and Switzerland.

**Jean Jolkovski**—has been named manager, materials and facilities section, Systems Operations Department, reporting to Tom Little. Jean comes to

GEISCO from Computer Sciences Corporation where he was manager, materials, systems division. His experience in the field of data processing lends itself well to representing our interest to vendors and service suppliers.

**Dave Lillywhite**—is now manager, network operations engineering support, Systems Operations Department (Amstelveen). His responsibilities include providing engineering support to the European network. In addition, he is available to provide support to other areas of the worldwide network, as required.

**Hal Scheinberg**—became manager, distributed systems quality, Systems Operation Department. Hal's unit is responsible for the quality assurance, and ultimately, for the "quality" of the MARKLINK™ Terminal hardware and software. The DSQ organization also serves as a major technical support resource in all MARKLINK Terminal problem areas.

**Dave Simshauser**—has become manager, operations engineering project, Systems Operations Department. Dave's role will be to assure that new technology fits properly into the operations environment.

**Helmut Van Der Sanden**—has become manager, supercenter operations, Systems Operations Department (Amstelveen). Helmut now has respon-

sibility for all operations and techniques activities at the Amstelveen Supercenter.

**Peter Van Zuylen**—has become manager, cluster operations, Amstelveen Supercenter, Systems Operations Department (Amstelveen), with responsibility for the entire operations activity at a time when the Supercenter is undergoing considerable expansion.

**Richard Walsh**—has become manager, network service, western region, Systems Operations Department. He is responsible for maintenance of GEISCO's teleprocessing network and MARKLINK Terminals throughout the region.

**Richard Wozencroft**—has become manager, network operations-Europe north, Systems Operations Department (Amstelveen). Woz's responsibility includes NTO operations at the Amstelveen Supercenter as well as all network activities in the Benelux and Scandinavia.

UPDATE is published by General Electric Information Services Company, 401 N. Washington St., Rockville, Md., 20850. USA. for employees. Crossfile: YLOP305.132

Editor: G.C. Barnes  
Communications Specialist:  
Mary Wattam

General Electric  
Information Services  
Company

GENERAL  ELECTRIC  
U.S.A.

FOR GEISCO EMPLOYEES ONLY



# UPDATE

News and Information  
for GEISCO Employees September 14, 1981

## Interaction III on view

"GEISCO is one of the most outstanding businesses we have for the 80s and 90s."

This is one of the first comments from General Electric Vice Chairman Edward Hood, who is featured on the third edition of "Interaction," released last week. In the eleven-minute segment of the program, Mr. Hood answers a number of questions posed by GEISCO President Greg Liemandt.

Among other questions Mr. Hood addresses himself to: how GEISCO is viewed by GE; will GE sell GEISCO; the Honeywell buyout; and will the GEISCO name be continued in the event of a Honeywell buyout. He also discusses

what "better than the best" means for GEISCO, what the status of the new headquarters building is, and what GE's attitude toward GEISCO's acquisitions is.

The participants in the question and answer session with Greg Liemandt are:

Lydia Chang, project manager, Engineering Department; Ed Eadeh, project manager, international sales support, Marketing Department; Joe Krupa, senior account manager, Sales Department, San Antonio; Dave Votta, project manager, Systems Operations Department, Los Angeles; Gerry Way, manager, computer center facilities, Systems Operations Department; Susan Reitnouer, Sales Department, Los Angeles; and Bill Starner, specialist, exempt compensation, Employee Relations Operation.



On the set, just prior to taping.

## Genigraphics: An inside look

"Genigraphics is in the business of developing and selling systems used to make presentation graphics," said Dave Ware, manager engineering, Genigraphics, which became part of ISBD this past January. "We sell full systems which consist of input stations (artist's consoles), minicomputers, and cameras, and operate service centers in 17 cities around the country," Carole Aldrich, manager, operational planning, explained.

The Genigraphics organization includes six departments (Finance, Employee Relations, Planning, Network, Marketing, and Engineering) directly reporting to Walt Von Seggern, general manager of the Genigraphics Product Section.

The service network department is responsible for the 17 service centers where slides are produced using Genigraphics equipment.

cont'd. on p. 4

### Contents

Engineering gives \$25,000 2  
Terminal takes cruise 3  
Help for blind skiers 6  
The CASE method 6  
Moving on 8  
Milestones 8



---

## GEISCO supports research park

GEISCO has donated \$25,000 for use in the development of a planned computer research center, set up under the auspices of the University of Maryland.

Dr. Raymond Yeh, chairman of the Computer Science Department at the university, recently accepted the donation from Bob Hench, vice president and general manager, Engineering Department.

The Institute for Information Sciences Research (IISR), to be located near the university campus, will provide a centralized computer research facility for private industrial companies and government organizations, according to Dr. Yeh. The IISR will be staffed by university faculty and graduate students, industrial and government fellows, and a full-time research staff.

Bob Hench indicated that, "Because of the rapid technological change in our industry plus the acute shortage of people, it is mandatory that industry and educational institutions work together to meet these demands. General Electric Information Services is proud to participate and help in this major Institute

development by the University of Maryland. We look forward to working with the University in the future."

At a recent meeting of the General Electric Washington Area Software Management Council (GEWAC), Dr. Yeh explained major software activities planned for the IISR in the areas of software engineering, database systems, and distributed systems.

Software engineering activities include requirements analysis and specifications, design methodology, testing theory, measurements and metrics, and distributed programming.

"We have a very strong group in the area of databases and office systems whose primary activities are database design, theory, machines, and the database environment," Dr. Yeh said.

There will also be a group

working on distributed systems, which includes network performance, communication protocols, and distributed design.

"From the educational side, the IISR will allow the University to attract top-notch faculty and graduate students and extend new educational offerings," Dr. Yeh explained.

Attracting top-notch graduate students to the area is of particular interest to GEISCO. "We're putting a lot of effort into working with the University of Maryland," Lee Stanton, manager, engineering development program, said. One reason, he explained, is that the University of Maryland is ranked in the top 10 of computer science schools in the United States according to a study done at Cornell in 1978. "And at that time they were still improving," says Lee.



Dr. Raymond Yeh accepts GEISCO's donation from Bob Hench.



## MARKLINK™ Terminal cruises along



*Sagafjord takes an additional crew member.*

The Sagafjord is billed as one of the world's most luxurious cruise ships. On board there are three swimming pools, several restaurants, a disco, cabins to accommodate 500 guests, and a MARKLINK™ Terminal.

It's easy enough for the 500 guests to board, but loading the MARKLINK Terminal was a task for three GEISCO employees. "The stevedores on the dock just ignored us, so we loaded it ourselves," said Dennis Weigel, project manager, ocean shipping, Marketing Department. "There we were putting a 625 pound MARKLINK Terminal configuration aboard a luxury cruise ship."

Dennis, Rodney Walker, marketing specialist, data communications, Marketing Department, and Don Bradley, manager, minicomputer hard-

ware, Programs Management Department, acted as stevedores at San Francisco's Pier 35.

The Sagafjord is one of two luxury cruise ships owned by Leif Hoege & Co. A/S. Leif Hoege, our largest Norwegian customer, is using the MARKLINK Terminal aboard the Sagafjord on a trial basis. "They plan to keep it aboard for three months to see if it's workable," Dennis said. "The terminal will be used as a stand-alone minicomputer until the ship has the capability to communicate by telephone with land. Once they have that communication capability, the MARKLINK Terminal will be able to access MARK III® Service for applications such as inventory control, statistical analysis to do guest questionnaires, confirmation of new bookings and

passenger information reports," he continued.

In addition to loading the MARKLINK Terminal system aboard the Sagafjord, the GEISCO stevedores uncrated and installed the system in the purser's office. "We had to wait for the electricity to be turned on before we could test it," Dennis noted. In just five short hours the system had been loaded, uncrated, installed, and tested.

Leif Hoege already has several other MARKLINK Terminal Systems in various locations around the world. "They have one each in Oslo, New York City, and San Francisco. We're planning to install another one in New York to be used for a cruise booking system, an application developed by CA in Oakland," Dennis said.



*Dennis and Don (standing) install MARKLINK terminal.*



## GENIGRAPHSICS

cont'd. from p. 1

Engineering is responsible for making enhancements to current Genigraphics equipment, which includes the 100B system, the OSS (Office Slide System), and the 100C system. "Product development is jointly planned between Engineering and Marketing," said Dave. "Marketing tells us what their customers want and we investigate the possibility. If feasible, we plan and develop the product, make a prototype, test it, and if all works as specified, commercially announce it."

The systems are sold by Howard Fisher, manager, equipment marketing, and his sales staff. Sales have been strong. Howard says that, "We've blown our target away this year. Genigraphics is a leading supplier of image-generating equipment for the art graphics market." Walt Von Seggern states, "Equipment marketing enjoys a high rate of growth. With the introduction of the 100C in June, we opened the market for new buyers by offering a product that has virtually all the features of its predecessors at a price reduction of about 40 percent."

### The electronic paintbrush

Genigraphics manufactures three image-generating systems. "Our system is the top of the line graphic system," said Dave Ware. "You can generate

high resolution graphics, drawing up to 4000 lines." (A standard television has only 525 lines of resolution.)

The 100B is the most expensive system offered. It is a self-contained system that is designed to create, manipulate, record, and store slide artwork in minutes. One artist working on the 100B can create, compose, and photograph up to ten visuals an hour, store them in the computer, and retrieve them at any time for corrections or updating.

"The OSS (Office Slide System) was our first attempt to design a lower cost system for the office. It is designed to operate much like a word processor although the output is full-colored slides," Dave explained. The OSS is designed to allow the user to create the art and transmit it to a Genigraphics service center over a standard telephone line. The service center photographs and processes the slides and sends the finished work back to the customer usually within 36 hours. Genigraphics newest system is the 100C, "the next generation of the 100B," Dave said. "The 100C is more compact, less costly. It is an interactive system for the artists, at a cost less than a 100B but with virtually all of the 100B capabilities."

All the Genigraphics image-generating systems are artist interactive. "The artist can



Walt Von Seggern, general manager, Genigraphics Products Section

change the whole look of a slide in a matter of seconds. This is the great advantage over board art," says Dave.

### Getting the picture

What previously consumed hours of an artist's time at his drawing board, can be done in minutes on Genigraphics systems.

Once the client has provided data for a presentation, the Genigraphic's artist goes to work. Using a terminal keyboard and a color television monitor (a CRT) the artist defines a working area on the screen. The artist may select from over 1000 pre-programmed symbols, or create new symbols using the systems drawing tablet. A variety of commands are available allowing the artist to manipulate the image. By selecting from a menu the artist can frame, grow, justify, edit, or change color in a matter of seconds. Special effects such as drop



shadows can be easily achieved by keying in simple commands. All colors (over 8 million) are available for display by the artists on the screen. Charts and graphs can be automatically plotted by entering the data on the keyboard.

Once the graphic image is completed and proofed, it is stored on floppy disks which are later inserted into a film recorder where a photographic image is made. The result is a high resolution 35 mm slide. Overhead transparencies and other film sizes are also available.

### The service network

The 17 service centers located throughout the U.S. do a brisk business in creating slides for high-level executive presentations.

Using Genigraphics' image-generating systems, the service network not only provides its customers with quality graphic artwork, but does so in a timely manner. "Turnaround time is typically three to five days," says Carol Maracheck, production manager of the Syracuse service center. "However when a client needs slides today for a presentation tomorrow, we offer priority service as necessary. Because delivery is so critical to the business, we try to set aside a part of our production capability to meet emergency requirements," Carol explained.

The Genigraphics service network is organized so that if one center is saturated or over-subscribed, another center can receive the information needed on-line for slide creation. The hardware and software options

allow one Genigraphics system to talk to another. Artwork can be transferred across the country in seconds and photographed and printed by any of the 17 centers.

### Ties with GEISCO

"By transferring the Genigraphics business to a commercial division, it will be able to use a great number of proven commercial disciplines, such as marketing and sales," Christopher Kastner, Executive Vice President and Sector Executive, said to Genigraphics employees when the transfer was announced last fall.

Walt Von Seggern agrees with this philosophy and looks to GEISCO's sales force as a major supporter in the Genigraphics sales arena. "Making GEISCO's sales force aware of our product is important to Genigraphics," Walt said. "We have 90 salespeople and GEISCO has over 700. We're anxious to leverage that large sales force to introduce new customers to our services. If a GEISCO account representative sees a projector at a customer site, we hope they'll recommend our service. We encourage the AR to contact the local Genigraphics service center when he recognizes a potential customer," Walt stated.

A list of Genigraphics service center locations is available on the DY28 catalog by listing the file GENIGRAF.



Will Florence tests a Genigraphics drawing tablet in the manufacturing department at Electronics Park in Syracuse. All Genigraphics equipment, from the smallest component to finished unit, is tested until the picture is perfect.



---

## GEISCO provides 'eyes' for blind skiers

A week-long international cross-country skiing event topped off this year's Ski for Light program. Thanks to several GEISCO employees, over 100 blind and visually impaired skiers participated in the event held in Saratoga Springs, New York.

Ski for Light, a program sponsored by Healthsports, Inc., is an international program for teaching the disabled to ski. Each handicapped skier is paired with a sighted guide who acts as the skiers eyes by describing the course and providing a verbal description of the scenery while the skiers follow preset tracks in the snow.

"I especially want to express my appreciation for the help Paul Beaudry and Bill Johnston gave us by developing programs, loaning us equipment, and giving of their time and advice in the best way to make our flow of information move smoothly," said Healthsports president, Raymond "Bud" Keith.

Paul Beaudry, recently retired from GEISCO, acted as the interface between GEISCO and Healthsports. "One of the things they needed help on," Paul said, "was a small amount of computer time to match up people with guides."

Paul investigated the possibilities of providing assistance through the Elfun Society. With Bill Marshall, manager engineering services, providing cost estimates for the endeavor, Paul wrote a proposal to the then-president Bob Hench who said go with it.

"It was very simple really," says Bill Johnston, manager financial systems, of his part in the program. "I wrote a Fortran program which allowed Healthsports to print lists." It was the lists from Bill's program that made it possible for Healthsports to match the skiers with the guides, a time-consuming process previously done by hand.

With time on the system and a user number donated from the Engineering Department, Judy Karpowich, human resource administrator, entered the information from the skiers applications into a database.

The result was a successful cross-country ski trip for participants from the United States, Canada, Great Britain, and Norway.

"All in all, General Electric Information Services offered vital and worthwhile support in making our seventh Ski for Light a success," says Bud Keith.

---

## CASE offers prescription

CA has recently completed a successful 15-month software engineering standards and guidelines project. The result is the Custom Applications Software Engineering (CASE) manual.

Briefly, the CASE manual covers the entire CA software development life cycle, from the feasibility survey through system maintenance. In all there are ten major software development phases described, along with the tools, techniques, and boilerplate documents to assist CA personnel in applying the CASE methodology.

The CASE methodology is largely based upon the Yourdon structured analysis and top-down structured design techniques using Data Flow Diagrams, Data Dictionaries, Structured English, and Structure Charts. For detailed module design the CASE manual espouses Nassi-Shneiderman diagramming. Structured programming techniques are also stressed along with top-down system integration testing.

The techniques described in CASE are provided as guidelines for CA, while the milestone documents are standards to be uniformly followed by all CA personnel. This helps to



ensure that all our customers will receive the same high quality deliverables regardless of where the system is developed.

The CASE manual is currently being distributed to the various CA field offices as part of a

comprehensive five-day Software Engineering course. The course covers all the tools and techniques presented in the CASE manual through lectures and workshops. Eight CA offices have already received the training and the remaining

offices are scheduled to complete their training before year end. European CA managers have already reviewed CASE and have placed an order for 80 copies.

— Ron Smith

## Highlights of CASE tools & techniques

**Structured Analysis**—a rigorous approach to gathering, analyzing, and documenting the functional requirements of a system using Data Flow Diagrams, Data Dictionaries, and Structured English.

**Data Flow Diagram**—a network representation of the information flow between the various functional elements of a system. It is used to partition a system into its component parts and, when completed, it represents a paper model of the system in strict functional terms.

**Data Dictionary**—a repository for the definitions of data flows, data elements, and files that are referred to in a Data Flow Diagram. The Data Dictionary provides a rigorous approach to defining and partitioning data in a top-down manner.

**Structured English**—a terse form of English used to write

process specifications for the functions displayed in a Data Flow Diagram. It's limited to simple declarative sentences that describe a sequence, decision or repetition of business policy.

**Structured Design**—the process of developing a blueprint of a computer system to solve a well defined problem. It employs a technique of partitioning the system into a set of highly cohesive software modules in a top-down hierarchical fashion.

**Structure Chart**—a graphic technique used in Structured Design for displaying the partitioning of a system into software modules. It depicts the hierarchy and organization of modules and the communication interfaces between modules.

**MEDL:DFD**—a program in the MEDL library that draws Data Flow Diagrams and

Structure Charts on a Zeta plotter.

**Nassi-Shneiderman Diagram**—a graphic representation of the internal design of a software module. The diagram is composed of six basic structures—the process block, IF... THEN... ENDIF condition, IF... THEN... ELSE... ENDIF condition, DO WHILE iteration, DO UNTIL iteration, and the case structure (for selection of multiple alternatives).

**MEDL:FLOW**—a program in the MEDL library that draws Nassi-Shneiderman diagrams on a Zeta plotter.

**Structured Programming**—a technique for developing reliable, understandable, and maintainable source code. The technique employs a top-down approach to coding which is limited to the logical constructs of sequence, decision, and iteration.



## Moving on

**Reginald Cook**—has become manager, development procedures and standards, engineering development programs, systems engineering, Engineering Department. His responsibility is to develop procedures and standards within the department.

**Jim Hines**—has become manager, network service, southern region, Systems Operations Department. He is responsible for maintenance of GEISCO's MARK III® Network and MARKLINK™ Terminals throughout the region. The southern region includes NSC area teams in Tampa, Atlanta, and Rockville.



"I didn't even know how far 50 meters was," says Margaret Holt of her first day as a track team coach. But Margaret, manager customer service, learned the distance with help from her 6-year-old son, Billy, and other members of the Rockville pee wee track team she coached this spring. The five city-sponsored track teams are made up of youngsters, ages 5-16, from different areas in the city. The Department of Recreation organizes and runs the track meets but parents volunteer to coach and conduct track practice. When Margaret found out there was no coach for the 65 children on her son's team, she decided to do it herself. She spent two nights a week this spring coaching children from an area adjacent to GEISCO headquarters. Since more than two-thirds of the children on Margaret's team are underprivileged they could not afford to buy uniforms. But when the team finished the season in second place, they were proudly wearing their GEISCO-donated team shirts. "I can't tell you how excited these children were when they received their shirts," said coach Holt. "GE really brings good things to life!"

## Milestones

Congratulations to the following headquarter's employees who celebrated service anniversaries in August.

Peggy A. Patrick	30
Will A. Gilly	25
Zigmund Quastler	25
Russell I. Evans	25
Frank J. Evan	25
Jack A. Hanson	20
Michael D. Saffell	15
Gerald H. Way	15
Steven C. Jenkins	15
Jesse Burnett	10
Anthony P. Dwyer	10
Thomas W. Neubert	10
Dianne B. Dixon	5
Kevin R. Boyne	5
Ann T. Specht	5
Judith A. King	5
Wayman I. Braxton	5

UPDATE is published by General Electric Information Services Company, 401 N. Washington St., Rockville, Md., 20850. USA, for employees. Crossfile: YLOP305.133

Editor: G.C. Barnes  
Communications Specialist:  
Mary Wattam

General Electric  
Information Services  
Company

GENERAL  ELECTRIC  
U.S.A.



# UPDATE

News and Information  
for GEISCO Employees

October 12, 1981

## GEISCO running—the United Way

The 1981-82 GEISCO Employee United Way Campaign is already off to a running start. Margaret Holt, manager, eastern business district, and this year's GEISCO Campaign Chairman, recently organized a "United Way Run" with representatives from each department participating. The runners ran a mile arriving at the International Training Center in time for the kick-off luncheon. GEISCO donated \$500 towards the runner's efforts to kick off the campaign.

"Bill Starner, B.J. Norris, Fritzie Strailey, Mark Norbom, Clar-

ence Jones, Bob Cage, Mary Ellen King, Chris Monson, and Charles Howard, the GEISCO United Way runners, are a terrific example of GEISCO's spirit of cooperation and participation in the United Way Program," Margaret said.

It is reassuring to know that the United Way Campaign—its strength coming from America's tradition of people joining together to help each other—is available to help all of us whatever our needs may be. It is also reassuring to know, as we have demonstrated in the past, GEISCO employees are willing to help the United Way continue to provide financial aid to the nearly 200 agencies the campaign supports.

Once again, it is time to demonstrate our concern for our community by contributing to the United Way Campaign. The many agencies supported by the Washington Area United Way program serve over one million people in the Washington metropolitan area. Chances are you or someone you know has been involved with a United Way agency such as the Scouts, Red Cross, the American Cancer Society, or any one of the many community health programs available to all residents of the Washington area.

*cont'd. on p. 6*

## National Sales Department reorganizes

The reorganization of the National Sales Department was announced on September 25 via satellite to 22 remote locations throughout the country where the department's members had gathered to hear the news.

The reorganization, which had been in the planning stage since the month-long meeting of the Sales Department Evolution Task Force in May, went into effect on September 28.

The highlights of the new NSD organization are (see chart):

- The northern and eastern regions have been combined under eastern region manager Tom Vinci;
- A national accounts region has been formed. This country-wide region will focus on communications, management services, and government sales;

*cont'd. on p. 4*



B.J. Norris, Chris Monson, Mary Ellen King, and Fritzie Strailey arrive at the International Training Center to kick off the United Way Campaign.

### Contents

GECC profile	2
S&SP notice mailed	3
August S&SP prices	6
New Publications	7
Moving on	8
NSD's million dollar days	8



## GECC: A financing and lending leader

*Following is the first in a series of profiles of the businesses that comprise the new sector of which GEISCO is a part: The Services & Materials Sector.*

It has more than doubled its business four times since 1960. It began by financing home products and now finances, leases, insures, builds, and services almost anything you can name from office buildings to drilling rigs. It participates fully in one-quarter of a \$4 trillion market. It is General Electric Credit Corporation (GECC) and its success is nothing less than startling.

The GECC story begins in 1932, in the depths of the Great Depression. GE decided to form a new financing arm to help boost its sagging appliance sales by providing its dealers with inventory and sales financing services. In the original business, GECC financed not only refrigerators and ovens, but all the products home furnishing dealers sold, including furniture.

Over the years, GECC moved into the commercial and industrial field, financing all kinds of income producing equipment. Today, GECC is a multibusiness organization that owns and leases 90 jet airliners, 43,000 railroad loco-

motives and cars, the country's largest fleet of merchant vessels, and a spectrum of industrial equipment ranging from automation systems to offshore drilling rigs. GECC is a leading lender in the equipment financing and leasing field, one of the largest lenders in home products, and a leader in manufactured home financing.

This 8,500 employee company with general headquarters in New York City and administrative headquarters in Stamford, Conn., has offices in 50 states, Puerto Rico, and, through a joint venture with Toshiba Credit Corporation, Japan.



GECC began a program of diversification in the early 60's with the company mushrooming into eight businesses, each separately organized under a general manager. Earnings assets more than tripled during the years 1960 through 1970, growing from \$480 million in 1960 to more than \$1.7 billion in 1969.

During their second decade of expansion, GECC entered the commercial real estate finan-

cing market and began to offer property and casualty insurance. The eight businesses developed in the 60's grew to sixteen and earning assets were reaching the \$9 billion mark.

The dynamic growth of GECC has continued so much that today the company is organized into three separate divisions—Commerical and Industrial Financing, Consumer Financing, and the Real Estate Financial Services Operations. There are now eighteen businesses included in these divisions, in more than 300 locations.

Even with interest rates soaring, government restrictions on financing, and consumers' wary attitude about taking on new borrowing commitments, GECC continues to grow. Last year, GECC became the first financial institution to pass the \$1 billion mark in leases in one year.

GECC is gearing up for its 50 year anniversary and is in the process of informing the financial community and potential customers of their capabilities through a corporate advertising campaign entitled, "Enterprising Capital." The Spirit of Enterprising Capital, the idea of attacking a problem and finding an innovative solution, is a tradition at GECC.



## New S&SP notice means \$

Virginia Link, product marketing secretary, Marketing Department, used it to buy new living room furniture.

Floyd DeAndrade, senior project manager, financial information systems, Engineering Department, put his away for retirement.

And Bill Ryder, manager, distributed systems software development, Engineering Department, keeps his in a safety deposit box.

That's what three Savings & Security Program participants did with their payouts last year. If you're a S&SP participant receiving a payout this

year, now is the time to start thinking about what you're going to do with it.

With the S&SP Holding Period Distribution Notices now distributed, you'll want to pay special attention to Delivery of Securities, Retirement Option Account, Taxable Income, and Unrecovered Investment, some of the key items on this year's notice. "The notice covers your investment and the matching 50 percent company contribution for the year 1978, the holding period ending December 31 of this year," said Art Cleary, manager, benefits and payroll accounting, Finance Department. "It's a much improved form, giving participants more information than those in the past," he said.

Considering the new information may show you that, if you have your payout placed in an S&SP Retirement Option Account, as Floyd does, you may be able to decrease the taxable income your distribution might otherwise bring. The retirement option allows you to have your securities placed in a special account and held until you retire. Your investment can then be returned in various forms such as annual payments, installment payments, or one lump sum.

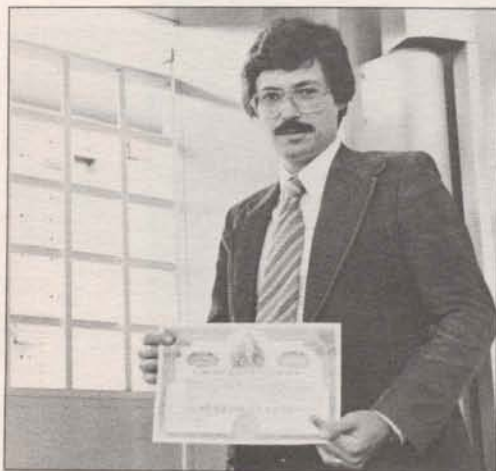
The new notice also tells you how your S&SP contributions and the 50 percent company

matching payments are now being invested. You may want to change that investment mix to one more advantageous to you, which is what Bill plans to do. "Given the current economic situation, I'm going to sit down and figure the best investment mix. It only makes sense to get as high a return as possible," Bill said.

Basically, the new notice describes your 1978 S&SP holdings that are due for payout early next January, including the kind of securities you have, how many of each, and their value as of June 30, 1981. It also gives you various distribution choices, information on how your securities are currently registered, and how to change the registration of new securities if you want changes made.

If you decide you want your 1978 S&SP payout distributed and registered as in the past, file the notice with your S&SP papers and everything happens automatically. But Art urges you to study the notice carefully. A change may be advantageous for you. Just be sure to have your notice in the mail to Employee Savings Operation in Schenectady by November 1.

The more you are aware of your S&SP investments and how they can be used to your benefit, the better the program can work for you.



Bill Ryder on his way to the deposit box with GE stock.



## NSD REORGANIZES

*cont'd. from p. 1*

- Custom applications has become the systems development and consulting operation (SDC) under Ned Heinbach. It will be expanding its consulting operations under Will Gilly;

- Approximately half the branches and districts have been aligned along TMO (target market opportunity) lines within the regions. The remainder are general business branches;

- Lambda Technology, Inc., has been transferred to the NSD to optimize the sales of Lambda Technology, Inc.'s services;

- National sales development has reorganized along industry (industrial sales, banking, and energy and transportation) and product (delivery systems and general business, author sales, and professional services) lines;

- Business development representatives positions have been added to acquire new business;

- Career ladders have been expanded.

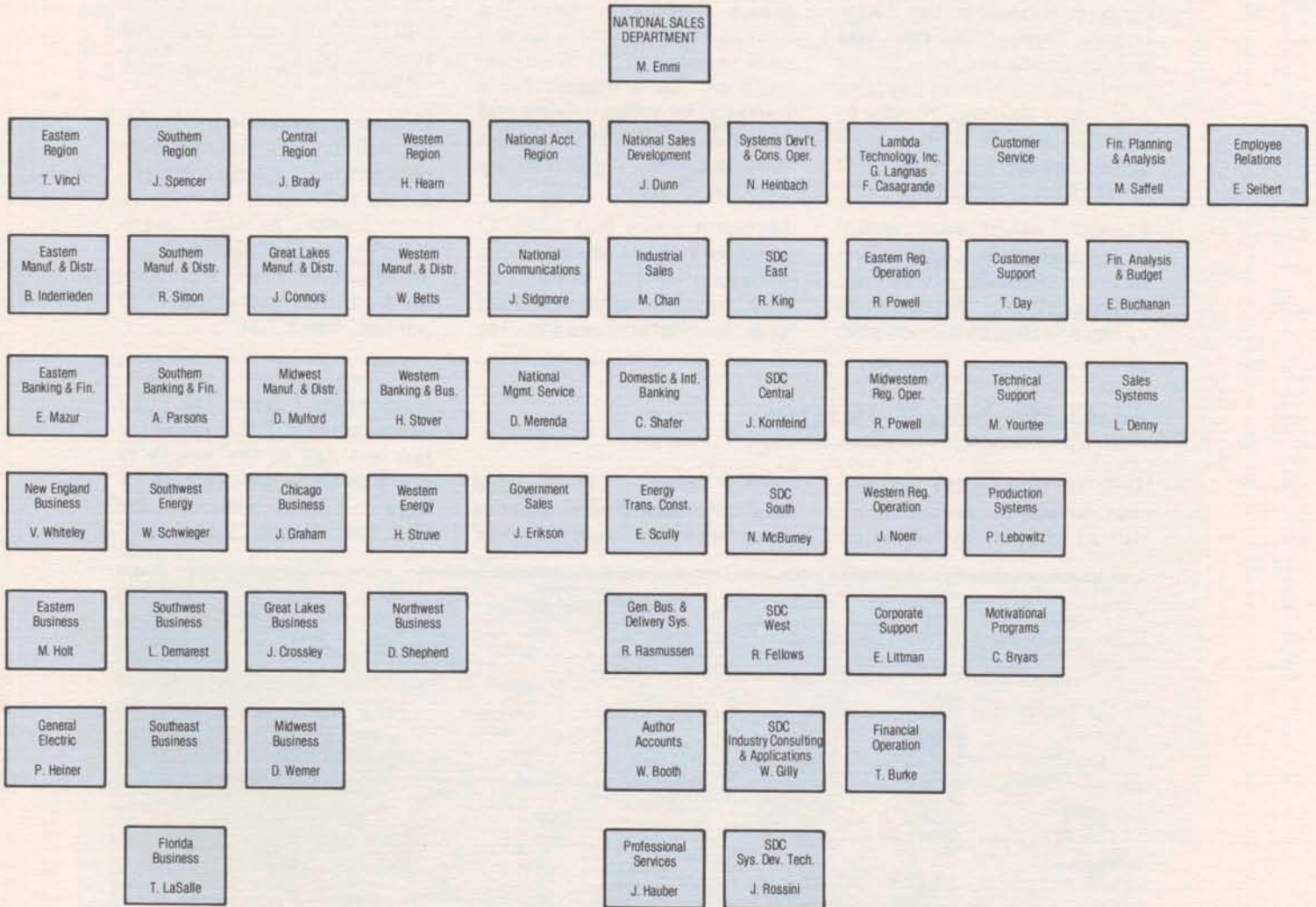
Almost 1,500 members of the department learned simultaneously of the changes in the two-hour video conference. (A videotape of it is available through your section managers.) Mike Emmi, vice president and general manager, National Sales Department, opened up the session with a 35-minute presentation describing the new organization. Then he and members of his staff answered the more than 50 questions phoned in from around the country.



Mike Emmi on the set at NSD reorganization video conference.



# The New Organization





## UNITED WAY

cont'd. from p. 1

The general campaign began Monday, October 5, and will continue through Friday, October 23. During this time you will be contacted by a fellow employee, your team captain, and given the opportunity to contribute to the United Way either through a lump sum gift or by payroll deduction.

Margaret would like to remind everyone that their tax-deductible contribution will be kept strictly private. "Neither I, as campaign chairman, nor your

manager or team captain, will know the amount of your donation," she said.

This year's campaign features a film, "People Like You," which highlights how the United Way supports human care services in the Washington area. The 10-minute film is narrated by Willard Scott and focuses on six Washington area agencies supported by the United Way.

Margaret notes that GEISCO employees have always been generous in their support of this important program. "Last year, for the third consecutive

year, GEISCO was awarded the United Way Campaign Gold Plaque symbolizing the outstanding community spirit and support of our employees. I'm sure GEISCO employees will continue their generous support of the United Way Campaign," Margaret said.

Posters located in each building will depict a little friendly competition among departments relating to percent of participation. As each department's participation increases, miniature race cars will move up the tracks towards the 100 percent finish line.

## August S&SP prices

Here is the report on the average prices for GE stock, Mutual Fund, and Holding

Period Interest Fund used under the Savings and Security Program to credit participants'

accounts in August. The Long Term Interest Fund price for the last day of the month is also shown, as well as year-to-date annual income rates for both the HP and LT Funds.

Month	Stock Price	Mutual Fund Price	Holding Period Fund		Long Term Fund		
			Price	YTD Annual Income Rate	Price	YTD Annual Income Rate	
January	\$61.863	\$29.643	\$10.00	10.9%	13.1%	\$9.31	14.1%
February	63.118	28.834	10.00	10.9	13.1	9.07	14.3
March	66.580	29.905	10.00	10.9	13.1	9.19	13.9
April	66.732	30.271	10.00	10.9	13.1	8.87	13.8
May	64.688	29.861	10.00	10.9	13.1	9.07	14.2
June	65.182	30.349	10.00	10.9	13.1	8.96	14.2
July	61.085	29.563	10.00	11.0	13.2	8.70	14.2
August	58.292	29.809	10.00	11.0	13.2	8.39	14.4-a)

(a-At August 31, 1981 the Net Current yield of the long term investment portion of the fund was 15.4%.



## New publications: On line from marketing communications

Here are new and revised publications and sales aids. Most are available through the On-Line Ordering System. For other requests, crossfile documentation (address OLOS) or advertising and sales promotion (address PROM).

TITLE	TYPE	PUBLICATION	ABOUT THE PUBLICATIONS
MARKLINK™ Terminal Documentation:			
Cross Program Generator	UG	1300.63	Data entry programs for prompts and screen forms
Single Workstation	FP	1300.73	
Multi-Workstation	FP	1300.68	
Houston Instrument CPS 14/15 Plotter with MARKLINK Terminal Interface	TOC	1150.01	Interface of HI Plotter with PTC-6 Controller and MARKLINK Terminal
EPO System User's Guide	UG	5110.02B	Rev.; includes sending invoices, order acknowledgements and reflects expansion in drug/grocery indus.
EPO System Administrator's Guide	UG	5110.03A	Rev.; shows above enhancements to EPO System administrators
DMS Reference Manual Supplement	SUP	5610.47-3	Five enhancements & list of new reserved words
HISAM Reference Manual Supplement	SUP	5605.09-2	About HLOAD which modifies index to accommodate new data
QUIK-COMM™ System Administrator's Guide	UG	3410.14	Administration of QUIK-COMM System
GCOS Differences Manual	RM*	2000.65	Features and differences resulting from new H.I.S. software Rel. DPS1.2
MARK 3000™ Service User's Guide Supplement	SUP	2051.07-2B	New MARK 3000 Service features through Release 11
Questions about the SRU	PL	100.03	Exam blue books to test your knowledge of new pricing unit
Answers to Questions about the SRU	PL	100.04	
Northern Telecom Terminal Operations Cards for:			
Model 350	TOC	3910.42	High-speed terminals from Northern Telecom (SYCOR) with 3780 Emulators for use with MARK 3000 service and MARK III Foreground Service
Model 405	TOC	3910.40	
Model 445	TOC	3910.41	
Feature Profile Index	FP	304.13F	Lists over 85 product profiles, 17 new since Jan. Detailed subject index
Uni-Group Asset Information & Management System	FP	7016.00	American Appraisal Co.'s property info. system
Sales Planning & Tracking	UG	5610.75	Prototype system using both DMS and TABOL
Course Materials:			
TABOL Intro. Instructor's Guide	TR	5112.19B	Revised course materials for Introduction to TABOL for TABOL Phase 2 release due Sept.
TABOL Intro. Student Guide	TR	5112.20B	
TABOL Intro. View Graphs	TR	5112.21B	
TABOL Intermed. Instructor's Guide	TR	5112.22B	Revised course materials for Intermediate TABOL for TABOL Phase 2 release due Sept.
TABOL Intermed. Student's Guide	TR	5112.23B	
TABOL Intermed. View Graphs	TR	5112.24B	
Current and Latest Versions:			
LEADER		301.36	
Publications Price List		402.01AB	Effective July 6-October 4
International Access Directory		1401.01AH	July-September edition
Course Quarterly		4000.01Y	Courses for July-September
Instructor's Guide to Course Materials		4001.10V	

FP = feature profile, PL = price listing, RM = reference manual, SUP = supplement, TOC = terminal operations card, TR = training material, UG = user's guide



## Moving on

**Gabriel Battista**—became manager, Pacific area and distributor sales, Marketing Department, upon the combining of two sections—Far East marketing and international development and distributor sales. Gabe's new role includes responsibility for marketing and international sales support in Japan, Hong Kong, Singapore, and Australia.

**Anthony R. Kench**—has become manager, marketing, Marketing Department (Lon-

don). While Tony officially reports to Art Marks, vice president and general manager, Marketing, he will retain a dotted line responsibility to Finn O. Meiland, vice president and general manager, European Sales and Services Department. Tony will be responsible for marketing operations in central and northern Europe as well as Italy and Spain.

**James H. Kuhlman**—has become acting manager, financial services programs, Programs Management Department. Jim

will be responsible for all of GEISCO's services in the financial services industry, including banking and CPAs.

**Peter Moxom**—has become manager, employee relations, European Marketing and Services Department (London). Peter's responsibilities include employee relations and staffing in Europe.

**Jack R. Mulford**—has been appointed vice president and manager, Employee Relations Operation, reporting to Gregory J. Liemandt. Jack joined GE in 1956 and has held several management positions in employee relations and organization and manpower with the Aircraft Engine Group, International Canadian Group, Silicone Products Business Department, and the Mobile Communications Business Division. His most recent position was manager, organization and manpower, Information and Communications Systems Group.



Way to go—three in a row. Three million dollar days, that is. That performance turned in by the field sales force was the cause of this jubilation. Members of the National Sales Department's headquarters team and the Programs Management Department gathered last month to toast the NSD's million dollar plus performance on September 1, 2, and 3. Just a few more like those and the Billion Dollar Team will be a reality.

UPDATE is published by General Electric Information Services Company, 401 N. Washington St., Rockville, Md., 20850. USA. for employees. Crossfile: YLOP305.134

Editor: G.C. Barnes  
Communications Specialist:  
Mary Wattam

General Electric  
Information Services  
Company

GENERAL  ELECTRIC  
U.S.A.

FOR GEISCO EMPLOYEES ONLY



# UPDATE

News and Information  
for GEISCO Employees November 25, 1981

## GEISCO's gala celebration

Mark your calendar. December 14th is the day the stars come out at the Washington Hilton, the GEISCO stars, that is.

Word has it the First Annual GEISCO Awards Banquet is going to be a night to remember. The awards banquet planning committee has gone all out to make sure this is a super event.

Award banquet fever is already reaching epidemic proportions at the Maryland Center and Twelve Oaks. "What are you wearing?," "Any idea who the award winners are?," and "Have you heard what's for dinner?," are typical questions buzzing around the office.

The award presentations, designed to recognize the valued contribution of certain headquarters employees is sure to be one of the highlights of the evening.

Your manager can answer any specific questions you may have about the banquet. Or you can call the banquet information number, extension 4021.

This celebration of GEISCO's success is definitely going to be a first-class affair. From cocktails to the formal sit-down dinner to dancing until 1:00 a.m., this will be a night to go down in the annals of GEISCO history.



The Washington Hilton — site of the First Annual GEISCO Awards Banquet

## 3081 arrives at Rockville Supercenter

Improved response time and additional reliability are just two of the benefits that will be apparent to MARK 3000™ Service customers thanks to the recent installation of the IBM 3081 processor.

The new processor, which was ordered last spring, has arrived and been installed at the Rockville Supercenter. "It can handle twice the capacity of the 3033 processor," said Gary Senese, manager, MARK 3000 Service, Engineering Department. "The 3081, once completely operational, should average about 10 million instructions per second (mips) compared to 5 mips on the 3033."

The 3081, ordered to handle the increasing workload on MARK 3000 Service, was in-

*Continued on p. 3*

### Contents

Dial-out debuts 2  
EMG profile 4  
Quarter Century Club 5  
S&SP prices 6  
New documentation 7  
Phone notice 8  
Moving on 8  
Milestones 8



## Dial-Out debuts

A MARK III® Foreground Service program can use GEISCO's new Dial-Out Service to make a phone call to a remote terminal, micro device, mini, or host computer and collect data or distribute reports at any time of the day or night.

This GEISCO new low speed service, under development for more than four years, owes its completion to the combined efforts of the Engineering, Systems Operations, and Marketing Departments.

"Dial-Out represents a com-

plex, cross-functional effort of more than 20 people," said Louise Wolff, senior product specialist, Marketing Department, who has managed the Dial-Out project during the last 6 months. "Basically it is a simple idea," Louise noted, "but implementing it became very complex."

Louise went on to explain that some of the problems were how to know where to go through the network to get to a specific device, how to determine that the correct device was connected, and how to communicate with special devices that do not currently

communicate with MARK III Service.

The design, development, and support of this capability involved specifying new Dial-Out hardware, developing complex communications and Foreground software, modifying the operating system, developing new language interfaces to the Fortran multi-terminal language building and updating system routing databases, among other things. "It was a difficult undertaking," said Louise, "because it required extensive development and support across our organizational structure. And, on top of that, we didn't have a real



Congratulations all around to the 28 GEISCO employees who received Marketing Certificates of Recognition for their contributions to the Dial-Out project. A special pat on the back to Carol Nguyen, Louise Wolff, Marilyn Leist, (bottom row, left to right) and Charlie Dickman, Conley Stallard, Frank Key, John Watson, and Frank Hopkins (left to right) who received Night on the Town Awards as well for their outstanding efforts in making Dial-Out a success.



customer for 3 of the 4 years, so we always took second seat to other project development."

The final debugging was undertaken this year with internal field test users throughout the country; commercial release was announced on October 16. "Now that low speed Dial-Out is commercial," said Louise, "we want everyone to know about it. We're busy selling it to the field. It's very important now to establish a solid customer base as soon as possible. A lot of our real success will now depend on how well the field understands the service and how creative they are at building it into customer applications. Meanwhile we are proceeding with implementing high speed Dial-Out. Also, an interface to the QUIK-COMM™ System is being prepared for field test in December."

Louise said that she expected wide and varied use of Dial-Out, with the prime prospects in banking for cash management balance reporting systems and in the order service arena. "We are also seeing a lot of interest in specialized databases—they're using Dial-Out to pull small specialized databases over to MARK III Service for further processing."

For further information on Dial-Out, please call Louise Wolff on 8\*273-4496.



Mel Szot, manager, supercenter operations (left), and Gary Senese with the 3081.

### 3081

*Continued from p. 1*

stalled in only two days and plans are that it will be commercially deployed by February 1982. MARK 3000 Service is currently handled by two 3033s which will be phased out once the 3081 is operational.

Future plans call for a second 3081 to be installed in March 1982 as a backup to this one, and by 4Q82, two 3081s will be in full commercial production with a third for backup. The backup system will also

be utilized for engineering development work.

The Engineering Department is currently certifying the 3081 to run standard software. When this is completed, the processor will face rigorous testing by quality assurance, although no major problems are anticipated.

"Once commercial, we should be able to offer our customers much more capacity," Gary said. "The 3081 has twice the horsepower, takes up the same space at the same cost of the 3033. It's a much improved processor," he continued.



## Engineered Materials Group— from plastics to batteries to diamonds

*Following is the second in a series of profiles of the businesses that compose the new sector of which GEISCO is a part: The Services and Materials Sector.*

"A few decades ago, almost all of today's engineered materials didn't exist—or were simply ideas in a research lab," said Charles R. Carson, senior vice president and group executive, Engineered Materials Group, in the recent issue of the Investor magazine. From these research laboratories sprang high-technology, high-growth businesses that make up the Engineered Materials Group:

Metallurgical Division, Silicone Division, Plastics Operations, Electromaterials Department, and Battery Department.

They manufacture products ranging from tungsten carbide to Manmade™ diamonds, from engineering plastics used in astronauts' helmets to rechargeable batteries, and as a group, generate more patents annually than any other GE operating component.

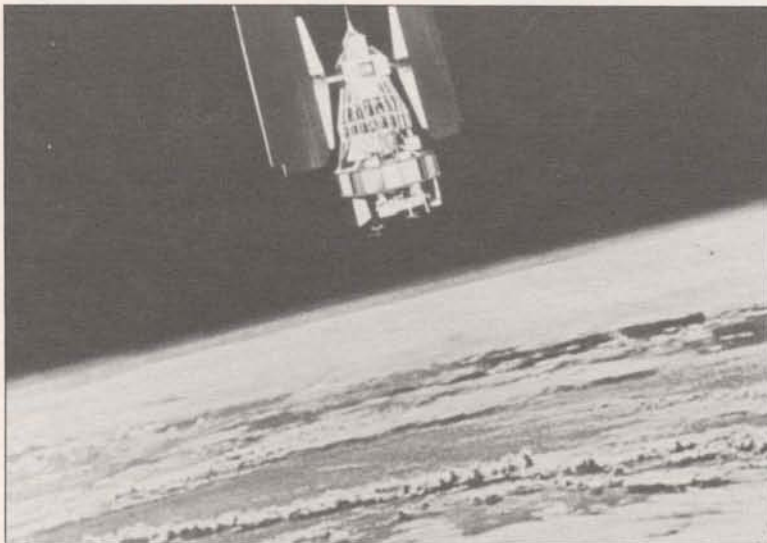
The group employs more than 12,000 employees in 43 manufacturing locations and over 100 sales and technical centers around the world. Each mem-

ber of the group holds the first or second share position in their respective markets. Engineered Materials has doubled in size in the past five years and is positioned to do it again in the next five. Right now group is doubling manufacturing capacity through expansions in the U.S. and abroad.

The elements of this worldwide business are:

The **Metallurgical Division**, comprised of three worldwide departments. The Speciality Materials Department, headquartered in Worthington, Ohio, is the high-technology diamond business which also produces a variety of abrasive products used in industrial cutting, grinding, and honing applications. Carboloy Systems is a leading producer of tungsten carbide for the cutting, turning, and milling metalworking markets and manufactures products in the U.S. and Europe. And mining Products manufactures tungsten carbide parts for the oil, gas, and coal drilling markets. All the Metallurgical products are marketed worldwide with sales offices throughout the U.S. and Europe.

The **Plastics Operations**, headquartered in Pittsfield, Massachusetts, can legitimately be called the global leader in engineering plastics with operations around the world. Their market basket consists of five types of plastics: LEXAN®,



Rechargeable batteries from EMC's Battery Department power communications satellites linking together 100 countries.



NORYL®, VALOX®, GENAL®, and Engineering Structural Foam Resins, which are used in applications such as automobile instrument panels, business machine housings and components, and architectural and security glazing.

The **Silicone Division**, headquartered in Waterford, New York, manufactures hundreds of sealant, rubber, and fluid and resin products for virtually thousands of applications. This high-growth business, with international operations in Europe, Japan, and Canada, makes silicone products serving over 30 different industries. Typical product applications include a broad line of sealants for consumer use, spark plug boots and hoses made from heat-cured rubber, and complete silicone-based roofing systems in use on large commercial centers as well as new pavillions at Disney World.

The **Electromaterials Department** manufactures high-technology circuit board materials and insulating materials for electronic and electrical applications. Headquartered in Coshocton, Ohio, with additional operations in Schenectady and Paris, France, Electromaterials Department's circuit board materials are used in a variety of consumer electronics and computer applications. Their insulating materials are used in motors, generators, and turbines that literally power every industry.

The last of the five businesses in Engineered Materials Group is the **Battery Department** headquartered in Gainesville, Florida. This business is one of the world's technology leaders in portable and standby power systems and one of the largest producers of nickle-cadmium, and seal-lead rechargeable batteries. The Battery Department, with operations in Mexico, Europe, and the Pacific basin, makes products for photo flash and strobe lights, microelectronic memory preservations, and a

line of rechargeable batteries and chargers specifically tailored for the consumer market.

As Mr. Carson concludes in the investor article, "The engineered materials business is a 'taproot' of GE strategy in the '80's, since so many of the company businesses will depend on its innovations in order to grow their own product lines. Over the next decades, we plan to take present laboratory bench projects and turn these new building blocks into significant contributors."

## A four star night for Quarter Century Club



Lee Ehrheart, right and left, preparing to enter the reception at which Lee, right, was initiated into the Quarter Century Club.

"It was excellent. A very, very nice affair," said Mel Lifset, project manager, Employee Relations, about the annual meeting for members of the Quarter Century Club.

A group of 130 club members,

who have in common at least 25 years of General Electric service, and guests enjoyed a fabulous night on the town recently beginning with a reception at the International Training Center.

cont'd. on next page



## QUARTER CENTURY CLUB

Continued from p. 5

The group then traveled by chartered bus to the National Theatre to see the award winning play "Evita." Following the play, members and guests enjoyed the french cuisine of the Maison Blanche Restaurant. "This is the third club function I've attended," Mel

said, "and it was by far the best."

It was an extra special night for club member Don Hilts, call analyst, customer service. That day marked his 35 year anniversary with General Electric.

The Quarter Century Club, with 68 members in Rockville and 32 in the field, accounts

for more than 2000 years of GE service. Formed in Rockville four years ago, the club is designed to promote good fellowship among long-service employees.

"It's a good chance for us to get together and swap stories about the good ole days," said Bob Johnson, a 30-year service member.

## September S&SP prices

Here is the report on the average prices for GE Stock, Mutual Fund, and Holding

Period Interest Fund used under the Savings and Security Program to credit participants'

accounts in September. The Long Term Interest Fund price for the last of the month is also shown, as well as year-to-date annual income rates for both the HP and LT Funds.

Holding Period Fund							
Month	Stock Price	Mutual Fund Price	Price	YTD Annual Income Rate		Long Term Fund	
				1980	1981	Price	YTD Annual Income Rate
January	\$61.863	\$29.643	\$10.00	10.9%	13.1%	\$9.31	14.1%
February	63.118	28.834	10.00	10.9	13.1	9.07	14.3
March	66.580	29.905	10.00	10.9	13.1	9.19	13.9
April	66.732	30.271	10.00	10.9	13.1	8.87	13.8
May	64.688	29.861	10.00	10.9	13.1	9.07	14.2
June	65.182	30.349	10.00	10.9	13.1	8.96	14.2
July	61.085	29.563	10.00	11.0	13.2	8.70	14.2
August	58.292	29.809	10.00	11.0	13.2	8.39	14.4
September	54.185	27.698	10.00	11.0	13.2	8.32	14.8-a)

(a-At September 30, 1981 the Net Current yield of the long term investment portion of the fund was 15.3%)



## New publications: On line from marketing communications

Here are new and revised publications and sales aids. Most are available through the On-Line Ordering System. For other requests, crossfile documentation (address OLOS) or advertising and sales promotion (address PROM).

TITLE	TYPE	PUBLICATION	ABOUT THE PUBLICATION
TABOL, Phase 2 Reference Manual	RM	5112.01B	New enhancements include sort techniques; data type for unknown data values; zero editing; new analytic routines
Analytics user's guide	UG	5112.12A	Revised; includes enhancements of TABOL Phase 2.
Product Profile		5112.00B	
Sales Info. Summary	SIS	5112.27	
Brochure		5112.35	
Numerical Control SSURF	RM	5304.57	Provides sculptured surface processing
FMILL/AFTLFT	RM	5304.56	For users familiar with APT-6 parts programming; creates tool paths for cutting
MARKLINK™ Terminal HISAM Reference Manual	RM	1300.75	Links TPL programs with HISAM data base file
MarkQuik™ Terminal Terminal Operations Card	TOC	1350.01	How to use with MARK III® Service and as a telephone replacement; includes list of local functions and technical specifications
DMI user's guide	UG	5613.01	An interactive data base query language for ad hoc retrievals
Foreground Service FORTRAN 77 Supplement	SUP	3106.21	Enhancements include bit and double integer manipulation routines
Command System Supplement	SUP	3501.01P-1	New MARK III Service features such as LIST
Dial-Out user's guide	UG	3504.01	To initiate unattended session from FG host out to specified device
MARK 3000™ Service Software Application Guide		2051.49	Pocket-sized; describes NSS and licensed software available
Course Materials MARK 3000 Service JCL & Utilities		2051.24A	Revised materials
Instructor's Guide		2051.25A	
Student's Guide Viewgraphs		2051.26A	
INTERNATIONAL COMMAND® System Instructor's Guide		5115.07	New course materials
Student's Guide		5115.08	
Viewgraphs		5115.09	
References Author Programs	BR	6104.03G	Updated; contains 3 new industries: banking, mining & transportation + 35 new authors and software products
International Access Directory		1401.01A1	October-December edition
Publications Price List		402.01AC	Effective October 5-January 3
Internal Market File Index		0001.09S	October-December edition
Product Profile Index		304.13F	Revised; lists current profiles — 17 new ones — and indexes them
Course Quarterly		4000.01Z	Courses for October-December
Internal Product Catalog		5000.02	Describes capabilities of 50 products and gives internal sales info.

RM = reference manual; SIS = sales information summary; SUP = supplement; TOC = terminal operations card; UG = user's guide; BR = brochure



## Moving on

**Jim Kuhlman**—has become manager, general business products programs, Programs Management Department. He is now responsible for the general management activities of all financial management and management reporting products.

## Milestones

Congratulations to the following headquarters employees who celebrated service anniversaries in November.

John Gillette	30
Leona Ehrheart	25
Conley Stallard	25
Warren C. Rose	20

Thomas Sesler (Brook Park)	15
John Touch	15
Barbara Mallory	10
Richard Amato	5
Donald Gotsch (Brook Park)	5
Charles A. Locke	5
Charlene Lyons	5
Ronald Mayo	5
Harry Rainey	5
Bryan D. Seale	5

## It's more than a number:

When you need to check the spelling of a GEISCO employee's name, where do you look? The phone book.

Or when you're writing a letter and need the correct title, where do you find it? The phone book.

Or when you need to mail a package to someone in another location but don't know the address, where do you find it? The phone book.

The GEISCO Telephone Directory is more than just a listing of phone numbers, it's a compendium of who's who at GEISCO. And it's scheduled to be reprinted in February.

To make sure the new phone book correctly lists your name, title, section, location, and phone number, please check the current listing. If anything has changed, fill in the form below and send it to Facilities Projects, MC5NE.

Do it today. All forms must be received by December 21, 1981 to be included in the new book.

NAME:	_____	_____	_____
	(Last)	(First)	(Initial)
TITLE:	_____		
COMPONENT:	_____		
DEPT/OPER:	_____		
LOCATION/POUCH NO.:	_____		
TELE. #	_____	ALT. #	_____
CHECK APPROPRIATE CORRECTION			
	(Circle)	Deletion	Addition
Hq. Directory	_____	_____	_____
Field Directory	_____	_____	_____
Who, What, Where & How Sec.	_____	_____	_____

UPDATE is published by General Electric Information Services Company, 401 N. Washington St., Rockville, Md., 20850. USA for employees. Crossfile: YLOP 305.137

Editor: G.C. Barnes  
Communications Specialist:  
Mary Wattam

General Electric  
Information Services  
Company

GENERAL  ELECTRIC  
U.S.A.

FOR GEISCO EMPLOYEES ONLY



# UPDATE

News and Information  
for GEISCO Employees

December 14, 1981

## New Employee Store: New place, new hours, new merchandise

"We're trying to be the best buy in town," said Bruce Murray, manager, employee services, Employee Relations Operation, about the newly opened Employee Store. "Not only do we have twice the space as the old store, but we now have a full line of General Electric small appliances."

The new and expanded store,

located in the lobby of the Maryland Center, was opened as a result of the phasing out of GE's Service Centers and the closing of their facilities. "It was the natural time to open up a much larger operation," said Bruce.

"This is a terrific benefit," said GEISCO President Greg

*cont'd. on p. 8*

## Happy Birthday SDC

They have been in the Sales, Technology, Engineering, and Marketing Departments. They've changed names three times, grown from a staff of five to almost 400, and from one location to 22. The monthly processing revenue that they've generated has sustained an annual growth rate of 46 percent. This month, Systems Development and Consulting Operation celebrates 10 years of success.

### The beginning

"Our main thrust ten years ago was in the area of providing application programming services for division customers. We responded to customer's specifications for a program they needed. Today, SDC consults with the customer, writes the specifications, designs, and implements the programs," said Gary Mueller, manager,

*cont'd. on p. 4*



Michele Kerr of customer service and Bruce Murray check out a GE Escape personal stereo at the newly expanded Employee Store.

### Contents

Salary structure up 2  
Call cutting 2  
Send in your bills 3  
Milestones 3  
S&SP prices 5  
S&SP questions 6  
Life and death 7  
TV ads debut 8



## GE salary structure increases

On January 1, General Electric's salary structure will be increased 9.5 percent for exempt employees and 9 percent for non-exempt employees. The new structure, which replaces the one in effect since January 1, 1981, becomes the basis for 1982 salary planning throughout the company.

The structure increase was approved by the Management Development and Compensation Committee of GE's Board of Directors after an extensive review by the Corporate Executive Office of

data showing employee compensation trends both within and outside the company.

Included in the external data were surveys compiled by an outside consulting firm and trade associations and information about what leading industrial firms are paying their employees. Among the major companies included in these compensation studies are IBM, Exxon, Alcoa, DuPont, Eastman Kodak, Honeywell, RCA, Westinghouse, and Rockwell—all of whom compete with GE for exempt employees.

The Corporate Executive Office reviews also took into consideration internal factors such as (1) the pay trends for GE's hourly and nonexempt-salaried employ-

ees, and (2) the anticipated starting rates of new college hires by GE in 1982.

An objective of the 9.5 and 9 percent structure change is to help keep GE's pay strongly competitive in the marketplace. Managers will take the structure change into consideration during their annual review of the appropriateness of their employees' pay relative to contributions and work accomplishments.

New salary cards will be distributed to employees by their managers as soon as they are available. If you have any question concerning this structure change or any other aspect of the exempt salary plan, please discuss the subject with your manager.

## GEISCO is getting "phone smart"

If you had a \$162 telephone bill every month, you'd get "phone smart" in a hurry.

GEISCO's worldwide voice communications bill is currently at a rate of \$162 per employee per month.

That adds up to \$10.5 million per year and is exclusive of data communications cost. Leo Ramer, vice president, Finance Operation, cites a 16 percent increase in GEISCO phone costs this year as

a result of American Telephone and Telegraph's recent rate and tariff hikes for large commercial users like GEISCO and GE Company. DIAL COMM rates, formerly low, and free after 5 p.m., are now 5 percent below the higher toll rates, and 16 cents per minute after 5 p.m.

What's more worrisome, our AT&T representatives tell us it's going to get worse—more increases are in the offing. It's a huge problem. That

\$10.5 million translates to \$5.8 million in net income.

GEISCO is instituting a "phone smart" program aimed at increasing employee awareness of the impact telephone costs have on company's profitability and ultimately the company's ability to sustain its growth plans.

Our goal is to reduce voice telephone cost by \$1 million in the first year of the program.

Your help and cooperation are needed to accomplish this goal.



## Finance gears up for '82

"If you'd like all the people in the accounting operation to have as happy and profitable a new year as we'd like you to have, then we need your support," said Max Harris, manager, accounting operations, Finance Operations. And to ensure a really super year for accounting operations, your help is most needed in December.

"We've all been here on New Year's Day for as long as I can remember," said Roger Marcus, manager, accounts payable. "How long

we stay depends on the volume of transactions we receive at year-end and the support we receive identifying cost and accrual items."

With the mailing of the annual closing letter for 1981, Finance Operations gears up for the year-end. But in order for Finance to do the job, they have to receive the paperwork from managers. "Sometimes we have to beat the bushes for missing or incomplete accounting transaction details," said Wally Bailey, manager, vendor accounting. "This year, our year-end cut-off activities are especially important since we need to provide accurate accounting information for the anticipated buyout of Honeywell

interest in the business," he continued.

So before everyone takes off for a holiday vacation or that smashing New Year's Eve party, give some thought to vendor invoices, receiving reports, cash advance reports, relocation expense accounts, customer billing adjustment, unbilled charges, postage meter readings—in short, review your 1981 annual closing letter. You'll feel better about it after the party's over.

As Frank Ittner, manager, appropriations, would say, "For legitimate costs which you accrue, you won't be charged in '82."

And remember, while GE may bring good things to life teamwork makes it happen.



Max Harris with just some of the bills to be paid by year end.

## Milestones

Congratulations to the following employees who celebrate service anniversaries in December.

Thomas P. Drury (Brook Park)	20
Ronald J. Garuckis	15
George B. Klumph	15
Toni Schettewi	10
Frank Chube	5
Karen Hsing	5
Victor Lee	5
Joseph V. McKenna	5
W. George McKittrick	5
Wellington T. Pitts	5
Karen P. Sheltra	5



## SDC

cont'd. from p. 1

systems engineering, the first manager of Systems Development and Consulting (SDC).

Ten years ago, Gary and five technical specialists, John Chadderdon, Bob Cohen, Panos Galidas, Bob Simmons, and Larry Wolfe, formed a group called Technical Services Operation (TSO). The group, with just one location, was formed to expand ISBD's revenue base by providing customized applications and technical consulting services to current and potential customers.

### Ten years of growth

The demand for programming services resulted in the rapid expansion of TSO in early 1972 and the group grew to 25 by the end of that first year.

The responsibilities of the group grew so rapidly that by mid-1973 the demand for their specialized expertise in the field prompted the decentralization of TSO and the formation of seven zone offices. The first TSO zone managers were Bob Guillette, Will Gilly, Nathan Kramer, Bob Choate, John Chadderdon, Ad McGarity, and Bill Cafiero. TSO had moved from the Technology Operation to the Marketing Operation and then to the Sales Department. By the end of 1973 the staff had grown to 54.



A set of originals: Panos Galidas, John Chadderdon, Gary Mueller, Bob Simmons, and Bob Cohen.

By 1975, the organization's size and revenue had more than quadrupled. Gary Mueller moved to the International Operation and Marv Lewis was appointed manager and three months later the name changed to Custom Applications Operation. The word "Operation" was subsequently dropped and CAO became CA in keeping with the standard company terminology.

From 1975 until 1978 the section's performance continued its upward momentum, and CA prepared for the future by introducing specialized functional groups. The revenue contribution for the year 1978 was an impressive example of

that performance because it exceeded \$30 million for the first time.

Ned Heinbach became CA's manager in May 1978 and interjected a new dimension into the technical environment. He promoted teamwork, encouraged involvement, concentrated on quality and productivity, and made significant business changes to expand the organization's charter and marketplace. Shortly before Ned joined the group, CA moved to the Engineering Department. During his tenure, CA grew to 22 locations—five at customer sites.

CA became part of the Sales Department once again in April



of this year. The name was changed to Systems Development and Consulting Operation as part of the National Sales Department reorganization in September.

#### The future

SDC, along with LTI Consulting Services (formerly Lambda Technologies, Inc.) is poised to become one of the leading software businesses during the next decade. And they are ready for the task because a solid foundation has been laid. SDC represents more than a new name as a result of its maturation process. Today, the SDC organization accounts for

over one-third of GEISCO's total domestic revenue. They have grown to 385 employees with 17 locations in major metropolitan areas and five locations on customer sites.

Gerry Porter is the manager who will guide SDC's people through the next phase. He plans to concentrate on growing SDC from a resource provider to a commercial business through the support of eight subsection managers; Bob King, manager, eastern region; John Kornfeind, manager, central region; Ron Fellows, manager, western region; Norm McBurney, manager, southern

region; Will Gilly, manager, industry consulting and applications; Jim Rossini, manager, systems development techniques; Jim Cahill, manager, planning; and Larry Snively, manager, finance.

"We are increasing both the numbers and types of consulting services we provide. Our emphasis will now be in the TMO environment as well as delivery systems," Gerry said. "We've changed the charter, structure, and operating procedures which will help us make the billion-dollar team a success."

—by Christine Morgan

## October S&SP prices

Here is the report on the av-

erage prices for GE Stock, Mutual Fund, and Holding Period Interest Fund used under the Savings and Security Program to credit participants' accounts in Octo-

ber. The Long Term Interest Fund price for the last of the month is also shown, as well as year-to-date annual income rates for both the HP and LT Funds.

### Holding Period Fund

Month	Stock Price	Mutual Fund Price	Price	YTD Annual Income Rate		Long Term Fund	
				1980	1981	Price	YTD Annual Income Rate
January	\$61.863	\$29.643	\$10.00	10.9%	13.1%	\$9.31	14.1%
February	63.118	28.834	10.00	10.9	13.1	9.07	14.3
March	66.580	29.905	10.00	10.9	13.1	9.19	13.9
April	66.732	30.271	10.00	10.9	13.1	8.87	13.8
May	64.688	29.861	10.00	10.9	13.1	9.07	14.2
June	65.182	30.349	10.00	10.9	13.1	8.96	14.2
July	61.085	29.563	10.00	11.0	13.2	8.70	14.2
August	58.292	29.809	10.00	11.0	13.2	8.39	14.4
September	54.185	27.698	10.00	11.0	13.2	8.32	14.8
October	54.347	27.802	10.00	11.0	13.2	8.51	14.8-a)

(a-At October 30, 1981 the net current yield of the long term investment portion of the fund was 14.9%)



---

## S&SP questions answered

Update has received many questions recently about the Savings and Security Program (S&SP). We talked with Leon Golinski, manager, personnel accounting, to get the answers.

**Q:** Exactly what is S&SP?

**A:** The Savings and Security Program is a General Electric company benefit plan designed to provide employees with a long-term savings program. Initially, you can save up to 6 percent of your gross salary (Basic Savings) each pay period and earn a 50 percent company matching contribution. You can also save an additional 3 percent of your gross salary, which is not matched by the company. After three full years in the program, you can save up to 7 percent of your gross salary with a 50 percent company matching contribution, raising total deductions to a maximum of 10 percent.

**Q:** How does the program work?

**A:** Your savings are kept in two types of accounts. The first, through payroll deductions, is called the Holding Period Account. S&SP savings are held by the company

for three full years. Additional savings, although not matched by the company, share in the results of the investment you've chosen. The second account comes into play at the end of the holding period when you are offered the option of receiving your savings, from three years ago, or placing some or all of it in the Retirement Option Account, which you will receive when you retire or leave the company. The amount you leave in this account will continue to share in the dividends or interest of your investment choice until you leave the company.

**Q:** What options do I have to invest my savings in?

**A:** You have four options in which you can invest any or all of your savings. Savings can be invested in U.S. Savings Bonds, GE Common Stock, a Mutual Fund which consists of common stocks of other companies and other types of securities, or the HP Fund which consists of interest-bearing securities of other companies and other types of interest-earning investments.

**Q:** What if I want to make a withdrawal before the end of a holding period?

**A:** Withdrawals are classified as either "forfeiture" or "non-forfeiture." In the case of a forfeiture withdrawal,

you will receive your own accumulations but will forfeit the 50 percent company matching portion. A non-forfeiture withdrawal will provide you with your own accumulations but the company 50 percent matching contribution will not be forfeited. Non-forfeiture withdrawals may be made for layoff, lack of work, personal illness or injury, purchase of a primary residence, educational expenses, or serious personal or family emergency, form FN944(7-81).

If your request results in a forfeiture of the company matching contribution, you do not have to cancel participation in the program.

**Q:** How do I sign up?

**A:** It's simple. Complete form FN808-A indicating the percentage of pay you authorize the company to deduct, how you want your savings and company contributions invested, and also indicate beneficiaries. Forward complete form to Personnel Accounting, TOC3.

**Q:** How do I change any of the following:

- A. Percent being deducted
- B. Reallocate my investments
- C. Beneficiary
- D. Cancel participation

**A:** For changing A, B, and C above, use form FN818(7-80).



For changing D above, use form FN808A(10-79).

Forward completed form to Personnel Accounting, TOC3.

All the above mentioned forms may be obtained from the mail room at Maryland Center.

## A matter of life and death

Knowing who to call in the first seconds of a medical emergency can mean the difference between life and death. The following is a list of GEISCO employees trained and certified in cardio-pulmonary resuscitation (CPR), first aid, and/or emergency medical technicians (EMT). Please keep this list in a convenient location in case of emergency and note the trained employees in your area. If a situation arises that demands immediate action, call the emergency hot line, extension 4733.

*Employees with EMT training*—If there is any doubt who to call in an emergency, call an EMT. They are trained and certified by the state to take vital signs such as blood pressure and heart rate, administer first aid, perform CPR, diagnose and patch statistics through to a local hospital, aid in seizure situations, etc.

Henri Monnier	4286	MC4NE
Susan Monnier	4494	MC3SW
Danny Randall	4259	MC5NE

*Employees with first aid training*—trained in first aid techniques to aid victims with minor cuts and abrasions, burns, choking, bleeding, etc.

Sharon Blinder Hill	4695	TOA1
Charles Carter	4707	MC8NE
Linda Herman	5053	MC6NW
Kathleen Stevenson	4362	TOA1
Lowell Von Egger	5221	MC3SW

*Employees with CPR training*—certified to properly perform chest compressions and mouth-to-mouth breathing on a lifeless victim.

Jan Bass	4675	MC2NW
Sharon Blinder Hill	4695	TOA1

Bill Brill	4269	TOC1
Charles Carter	4707	MC8NE
Gwen DeLacy	4675	MC2NW
Pricilla DeMilt	4143	MCSF
Tony Dwyer	4207	MC3SW
Jack Hanson	3689	TOB1
Linda Herman	5053	MC6NW
Mike Hillhouse	4626	MC3SE
Henri Monnier	4286	MC4NE
Susan Monnier	4494	MC3SW
Chris Monson	5383	MC4NW
Gary Mueller	4373	MC3SE
Pete Nilsson	4519	MC2NE
Hal Sheinberg	4484	MC7SW
Katie Shea	3609	TOC1



## NEW STORE

cont'd. from p. 1

Liemandt, "and we didn't want to lose it." So the much expanded facility was opened as soon as the new location could be redecorated.

The new Employee Store boasts not only longer hours of operation—9:30 am to 12:00 noon and 12:45 to 3:00 pm five days a week—but it also has excellent prices on new merchandise and unbeatable prices on class "E" (refurbished) merchandise.

"We have also made available GE catalogues displaying the full General Electric line and the accompanying rebates available to employees," Bruce said. "This will make it much easier for people to select exactly what they want and then go out and get their best deal on a specific item."

## "We bring good things to life" goes company-wide

The new GE corporate advertising campaign made its official debut Sunday, December 6th on ABC stations when the season's first GE Theater featured "A Long Way Home."

"Shared Initials," a new GE commercial, was filmed on location in Schenectady, Cleveland, Evendale, Louisville, Palo Alto, and several other GE locations. It is one of eleven commercials in the new campaign.



According to Bart Snider, corporate advertising project manager, the new campaign extends the

"We bring good things to life" theme used during the past two years by the Consumer Product and Services Sector. Snider said the goal of the new campaign is to broaden that theme to represent all GE products from light bulbs to factory automation systems.

"Businesses are looking for more than just new products; they're looking for solutions to their problems. As competition grows, we have to be acutely and accurately aware of the needs of our customers," Bart said.

A second GE theater is planned for December 22, "Bill," a drama starring Mickey Rooney.

A television commercial featuring GEISCO is planned to be aired early next year.

To help celebrate the grand opening, there was a drawing for a Versitron countertop continuous clean oven, an Escape tape personal stereo system, and an electronic digital scale. The winners of the drawing were: Teodora Ngo, Bob Kaiser, and Marie Yee.

Along with the full line of GE's small appliances, Bruce is investigating the possibility of carrying such major appliances as televisions and video cassette recorders in the future.

UPDATE is published by General Electric Information Services Company, 401 N. Washington St., Rockville, Md., 20850, USA, for employees. Crossfile: YLOP 305.138

Editor: G. C. Barnes  
Communication Specialist:  
Mary Wattam

General Electric  
Information Services  
Company

GENERAL  ELECTRIC  
U.S.A.

FOR GEISCO EMPLOYEES ONLY



# UPDATE

News and Information  
for GEISCO Employees

Special Edition

To: All GEISCO Employees

We have recently recognized 41 outstanding contributors at the First Annual GEISCO Awards Banquet. The winners exemplify the contributions everyone has made to a super year.

The banquet was not only a celebration of the exceptional contributions the winners made, but of our extremely successful year as well—one of many to come.

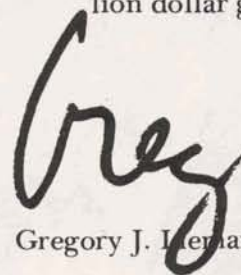
As we end 1981, I want to take this opportunity to review the success and highlights of the year.

For the first time in GEISCO's history, revenues will break the one-half billion dollar mark, for a total increase of 28 percent over last year. Earnings are expected to be up 27 percent for the year as well. This strong performance is a result of a number of actions we have taken over the last year. We have focused our energies on our most promising markets and we have reorganized to go after them. Also highlighting the 1981 success story were four additions to our market basket—

LTI Consulting Services (formerly Lambda Technology, Inc.), Energy Enterprises, Software International, and Banking Systems Incorporated. But most of all, our success is due to the continuing efforts of each of you.

You are the essence of GEISCO!

The outlook for next year is no less exciting—technology improvements, more customers and more acquisitions are just a few of the highlights to look forward to as we move closer to our billion dollar goal.



Gregory J. Iermandt



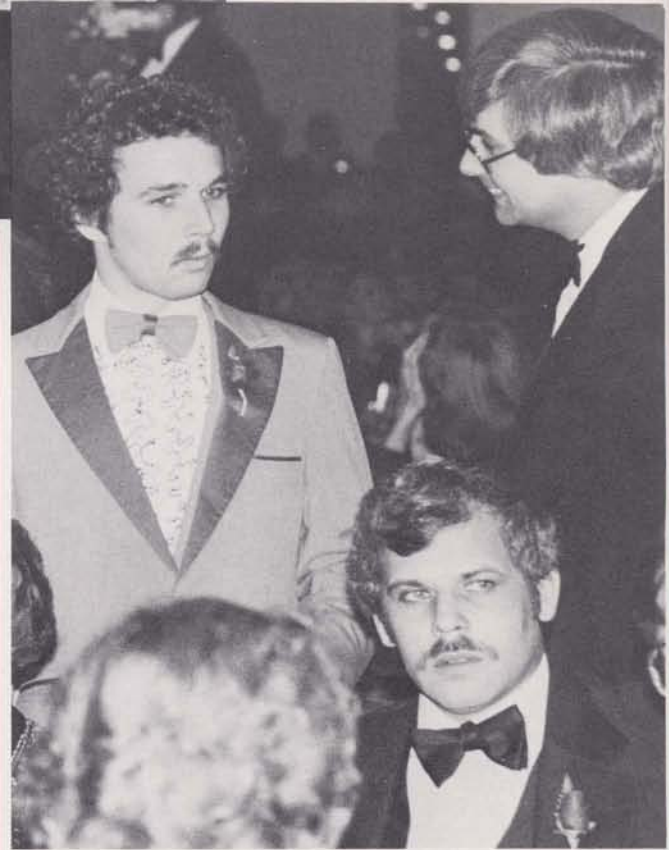
*First  
Annual  
GEISCO  
Awards  
1981*



# STAGE



"Was I surprised? I was absolutely, totally overwhelmed. I had a great time at the banquet. I know so many people at GEISCO that it was like a big family gathering for me," said Winnie DuVall, a GEISCO President's Award winner.



Tom Urbanek and Steve Crowley loved it. Steve called it "The hit of the year!"





"As you can guess, I was more than a little surprised," said Ginny Gillette, shown here accepting congratulations from Tom Little.



Dave Sherman even presented Greg an award.



**"I was so surprised, I almost didn't get up," said Russ Ryan. (right)**

**The band played on . . . (center)**

**The dancers saluted GEISCO. . . (far right)**

**"My initial thought was that I'd break my neck on the way up to the stage (I had just loosened my shoe straps because my feet were killing me). But my last thought and the one that has stayed with me is, 'Now that's motivation,' "**  
**said Cheryl Witt. (below)**

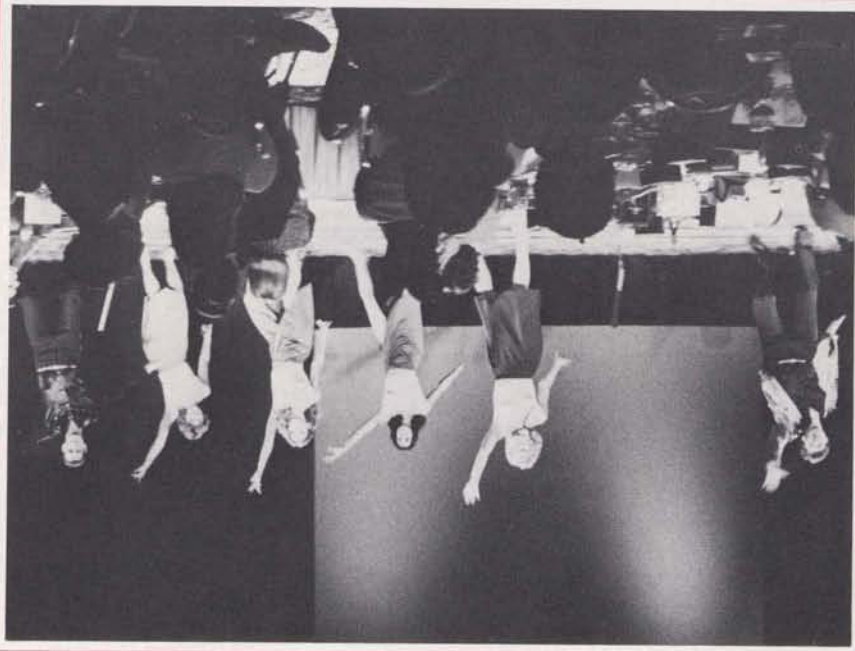






"I wasn't expecting it at all. As a matter of fact, my husband had to prod me out of my seat when he saw my name on the screen. I was just stunned," said Audrey Wilsey, shown here receiving her award from Jack Mulford.

"I'm at a loss of words because I haven't come down yet. I was really surprised. It was a double pleasure for me—winning the award and attending such a nice party," said Johnny Kondo, shown here accepting his award from Tom Little.







**"It was totally unexpected and I was totally surprised," said Tom Bijou.**



**A warm round of applause went to Russ Ryan as he won the President's Award.**







**Greg spoke to a packed house.**



**"We thoroughly enjoyed the whole evening—it was beautifully done," said Tom McKinnon, shown here with his wife Pam.**







Hundreds poured into the ballroom for the awards.

Gabe Battista, shown with Sissy Schmidt, said, "Absolutely first class. Never before were such a large group of people treated so well."



**"It really came together well, it was a beautiful evening," said Sam Kauffman, shown dancing with his wife Carole.**



**"The band was great," said DeeDee Adams, shown here proving it with Mark Cali.**





**"The awards banquet was super. I thought it was a 100 percent, first class event," said Gary Mueller seated with his wife, Edith.**



**Harold Frohman and Pam Hansen stepped out.**





# UPDATE



Debbie and Art Marks led the way to the dance floor.



---

## The First Annual GEISCO Award Winners

### President's Awards

William R. Bacon  
Winifred R. DuVall  
Lawrence J. Mauceri  
Russell E. Ryan

### GEISCO Awards

Ed Bacanskas  
Thomas F. Bijou  
Robert L. Bruning  
Arnold B. Capstick  
William D. Colbert  
Anthony B. Crisafulli  
Linda C. Crisafulli  
Walter R. Crowley  
Philip A. Fabrizio  
Charles W. Fetz  
Paul E. Foster  
Andrew R. Gaul  
Virginia R. Gillette  
Leon N. Golinski  
Russell M. Haugen  
Rodolfo C. Hernandez  
Carol R. Herrick  
Steven L. Huyser

John M. Kondo  
Sandra Kring  
Joseph M. Loughry  
James P. Lyons  
Thomas D. Mack  
Gary L. McIrvin  
Stuart G. Morehouse  
James F. Morgan  
John D. Nilsson  
Alan E. Paul  
Rickey D. Rollins  
Joseph T. Schartman  
George R. Schubert  
William S. Starner  
Barry E. Tapscott  
Robert P. Tetrault  
Patricia E. Vaszko  
Audrey H. Wilsey  
Cheryl L. Witt

The First Annual GEISCO Awards booklet features the names of all the award winners and their outstanding contributions.

If you would like a copy of this booklet, please request one from Peggy LaRocca, extension 5700.

General Electric  
Information Services  
Company

UPDATE is published by General Electric Information Services Company, 401 N. Washington St., Rockville, Md., 20850, USA, for employees. Crossfile: YLOP 305.139

Editor: G.C. Barnes    Communication Specialist: Mary Wattam

GENERAL  ELECTRIC