



PLOT***, ISBD's New Business Graphics Utility, Promises to be Hottest On Market

The October 13 issue of Update gave readers a preview glimpse of ISBD's brand new business graphics utility, PLOT***. We're now happy to announce that field tests are complete and the new GE proprietary product goes commercial this month.

PLOT*** was created through the efforts of Ted Truex, Product Planner in Technology, who designed the specifications; and Jim Wylie, Senior Systems Specialist, Technology, who did the actual programming.

There are some other plotting services on the market, but indications are that PLOT*** is far superior to anything else currently available. For one thing, according to Tom Joehl, Program and Integration Control Manager in Marketing, plot samples run on MARK III Service and on the service of a leading competitor showed PLOT*** costs at only 27% of competitive costs.

Another major example of PLOT*** superiority is its extreme ease of use compared with any competitive service with which we are familiar. Dr. Joe Schmid, Manufacturing Systems Manager, Technology, showed Update samples of input necessary to run the same plot on MARK III Service and a major competitor. PLOT*** input amounted to less than a third of that required for the competitive service, and involved far simpler, straightforward English.

Along the same line, Joe said, while the competitive service requires that operators input the names of every month

desired for the plot, PLOT*** prints this information out automatically. All the operator has to do is input the frequency (yearly, monthly, quarterly, fiscal week or index for non-date plotting) and the desired increment such as every month, every other month, etc.

Since PLOT*** appears to be both less expensive and easier to use than anything similar currently available, to our knowledge, ISBD marketing people are excited about its immediate and long-range revenue possibilities. Potential customers have already been identified who are currently using competitive plotting services, but who have already expressed a desire to switch to PLOT*** as soon as possible.

Fourteen ISBD customers cooperated in PLOT*** field tests, and upon completion, nine of them provided answers to a questionnaire distributed to them by Calvin Andrews, MAP Trainee in Marketing. In response to the question: "Is the graphical output worth the cost?" eight replied, simply, "yes." The ninth replied: "Unknown as of this time."

To the question: "Will you continue to use Business Graphics after the field test?" all but one replied: "Yes," and the remaining respondent replied: "Sure." Not all field test customers were able to answer the question: "If you use a competitive service, how does PLOT*** compare?" because they were not previously using any plotting service. However, here are the answers we did get: "Very favorably. . .easier to use than most;" "Good. . .needs to

be interfaced with more packages (DMS, STATSYSY);" "Well; GE cheaper and faster."

These users made quite a number of suggestions for improving PLOT*** too, and these suggestions are being given careful consideration at this time.

Joe Schmid asked Update to point out that in addition to the capabilities of PLOT*** cited in the October 13 Update, two additional commands will be available in the first release: users will be able to specify PAGE SIZE and PLOT SIZE which accommodates any standard continuous form paper size used by printing terminals (since the Zeta Plotter* uses only one size of perforated paper, this capability is not available for this terminal).

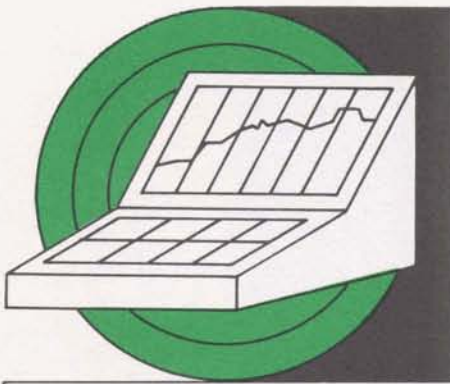
Joe pointed out that if the plot size specified is larger than the page size, an error message will print out. If no page/plot size is specified, PLOT*** will default to 8½ by 11 inches.

Contrary to our report in the October 13 Update, pages will not be titled.

Also, although the Zeta Plotter produces excellent solid line graphs, it moves so fast that it is difficult to identify the difference between dotted and dashed lines. Therefore these types of lines will not be available. However, and perhaps even better, users may designate up to five different upper case symbols which will print out frequently

Continued on page 2

GENERAL  ELECTRIC



PLOT *Continued from page 1*

along an equal number of Zeta Plotter solid lines to identify up to five separate measurements.

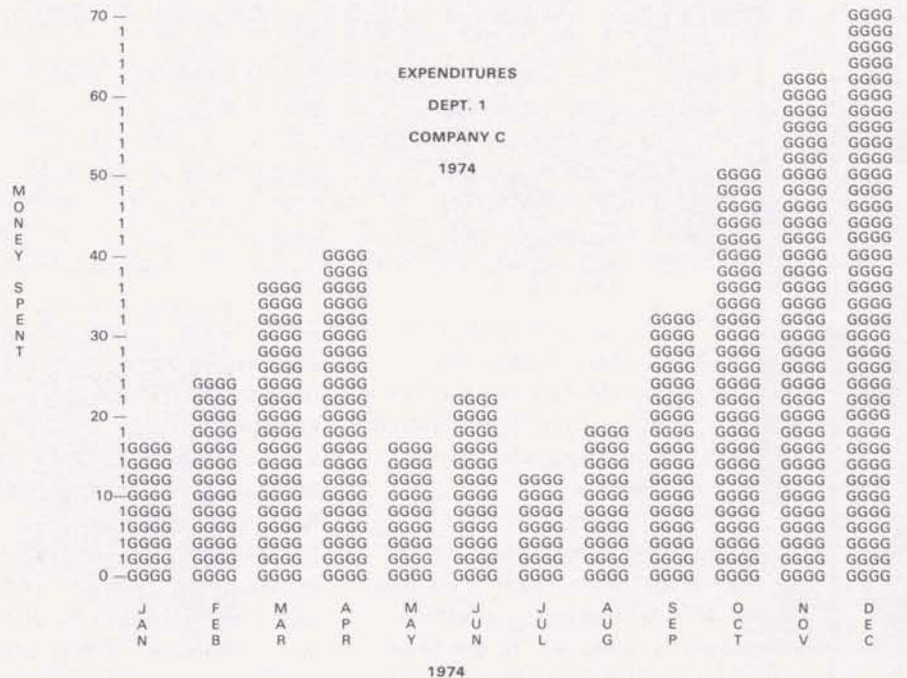
Release II is currently scheduled for April; and no date has yet been set for Release III. Keep an eye on Update for additional developments with regard to PLOT***. If you have any questions on this new utility, Update suggests you call Floyd DeAndrade, Senior Specialist in Marketing (who is responsible for the PLOT*** Market Plan), at 8*273-4718.

*Zeta Plotter is a Registered Trademark of Zeta Research Inc.

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10 TERM=TTY
20 TYPE=BAR
30 ORDER=D
40 POINTS=12
50 BARALL=G
60 VER=MONEY SPENT
70 DATE=MONTHLY(1974)
80 CHART=EXPENDITURES;
  DEPT. 1 :COMPANY C;1974
90 16.50
100 24.98
110 35.75
120 40.00
130 15.23
140 21.76
150 12.19
160 17.95
170 31.00
180 50.05
190 61.25
200 70.00
  
```

Here is the input which was required to produce the TermiNet-produced bar graph above—less than a third the amount required for the same graph on a major competitive service.



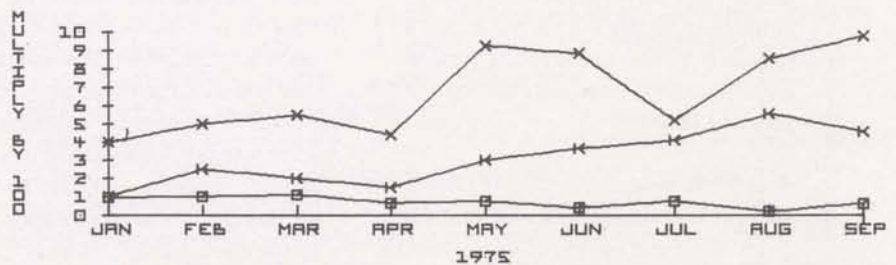
The plot above, reduced to 70% to fit in the space, was produced on a TermiNet® 1200. This bar graph only required about two minutes to print, and cost the user only about \$2.00.

12/19/75

COMPANY C

annual report

X — EASTERN AREA SALES
 K — WESTERN AREA SALES
 □ — SOUTHERN AREA SALES



This plot, reduced 50%, is a typical Zeta Plotter line graph. Note the symbols placed along the lines to identify the meaning of each line.



GE, Utah International Begin Talks on Merger

The Boards of Directors of General Electric and Utah International, Inc., a large mining firm, have authorized negotiation of a merger agreement.

It is intended that GE's proposed acquisition of Utah International would take place through a tax-free exchange of 1.3 shares of GE common stock for every share of Utah common stock. GE has about 183.3 million shares outstanding, and Utah about 31.5 million. Under those terms, the merger would be one of the biggest in American business history.

Commenting on General Electric's proposed acquisition, Reginald H. Jones, GE's chairman of the board, stated, "The proposed merger provides General Electric an important opportunity in the natural resources industry on an international scale. It will enable General Electric to play an even more

significant role in the development and growth of the world economy. It will supplement and enhance our growing international business.

"It will enable us to apply our scientific technological skills to the growing problems of ever-increasing demands on finite and limited supplies of natural resources. And it will provide us with a probable hedge in a world afflicted with persistent and pervasive inflation." Commenting further, Jones stated, "Although natural resources development will be an entirely new business for General Electric, we feel confident that through our support of Utah's superior management team, we will make a contribution to the industry's growth."

Edmund W. Littlefield, chairman of the board of Utah International, saw good things ahead for his company as a result of the merger. "Utah has a proud and enviable record and although we have full confidence in our ability to grow independently in the future, the merger with General Electric presents a new and unequalled opportunity for us.

"General Electric's worldwide experience will augment our own and will allow us to continue to participate successfully in the increasingly more complex and higher cost natural resources industry throughout the world. Access to General Electric's sophisticated research and development capabilities and other resources will enable the company to take advantage of more and greater opportunities in the mining field. As a result, we expect to be able to provide more of the minerals so vital to the economic health of the United States and the other countries of the

world. For both Utah and General Electric shareowners and their employees, we believe this merger represents an unusual occasion for enlarged prospects with a greater degree of diversity."

The merger is subject to the negotiation of an agreement that is satisfactory to both companies and to approval by the Board of Directors and shareowners of both firms. Also, the merger will be subject to governmental clearances.

A Correction . . .

In the December 22 issue of Update, a story on page five about new sales brochures gave the publication number of a soon-to-be-released Custom Applications Operation brochure as 6200.02. That number should be 6300.02. The CAO brochure is now published and stocked in our warehouse. It may be ordered by way of the On-Line Ordering System (OLOS).

S&SP Prices - Nov.

Month	Stock Price	Fund Unit Price
November	\$48.336	\$25.991
October	47.332	25.257
September	44.173	24.010
August	44.542	24.670
July	49.926	27.114
June	47.833	27.371
May	46.458	27.056
April	46.000	25.213
March	46.369	24.499
February	41.757	22.706
January	35.500	20.289
December	33.274	19.335

PLOT *Continued from page 2*

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10 TERM=ZETA
20 TYPE=LINE WITH POINTS
30 KEY TITLE=EASTERN AREA SALES:
  WESTERN AREA SALES;SOUTHERN
  AREA SALES
40 SUB="ANNUAL REPORT
50 SYM 1=O
60 SYM 2=K
70 SYM 3=X
80 CHART=COMPANY C
90 DATE=MONTHLY(1975)
100 ORDER=D;D:D
110 POINTS=3
120 96 100 400, 100 250 500, 110 200 550
130 66 150 444, 78 300 929, 43 365 888
140 76 411 524, 22 555 858, 61 456 975

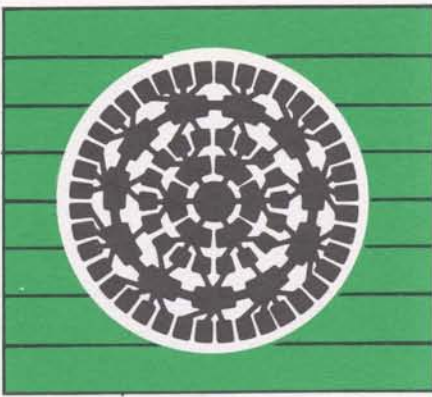
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READY
/plot***

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Input required for the Zeta plot (left). Plotting time was about three minutes; the cost about \$3.00.



New and Revised Documentation

Here are some good books with which to start the year:

- A completely rewritten 250-page *FAL II* user's guide (5103.15C) that explains how to use FAL for budgeting, currency translation, cash flow, financial consolidation, and financial forecasting, as well as by command and option. Dictionary. Indexed.
- A completely revised 450-page *Statsystem* (5707.01C) user's guide that covers all commands and modules, incorporates previous supplements, and adds large sections on learning how to use Statsystem by example. Indexed.
- The *Command System* reference manual (3501.01K), newly revised, and republished in Revision K. Contains numerous corrections, updates, and changes, and adds an index.
- Reprinted *TIP* user's guide (3915.04A) with minor changes. *Please note:* Changes involve some rewordings requested by Legal Operation; old stocks should be destroyed, and only the new printing should be used. This printing is identified as December 1975 on the title page, and as 3915.04A(1M)7552 on the back cover.
- *Administrative User* (3502.01A) user's guide, also reprinted with small changes.
- Plastic pocket guides, available via OLOS, for *FAL II* (5103.24), *Currency Exchange Database* (5103.25), *DMS* (5610.07), and *Statistical Analysis* (5707.05).
- Revised *NSS Software Index* (5001.02D) and a new *Index of Programs for the Petrochemical Industry* (5001.04).
- The *Course Quarterly* (4000.01B), featuring the new International Training Center and what it means to customers. Also: Listings of over 20 courses, 500 classes for the first quarter. Mailed December 29 to about 35,000 persons on the *Leader* mailing list.
- New training literature: The *Introduction to Information Services* course has been completely revised, with 35mm slides instead of viewgraphs, and new instructor's and student's guides. We have effected major revisions of instructor's guides, student guides, and viewgraphs: *Editing Commands*, *System Commands*, *Administrative User*, *Fundamentals of FORTRAN IV*. More coming in early January. If you instruct, check OLOS to make sure you have latest version.

The Press Gives ISBD/HCA Teamwork Excellent Publicity

Information Services has been in the process of developing and implementing a wide range of programs, for about two two years now, into the nearly 70 hospitals owned or managed by the Hospital Corporation of America, the world's largest proprietary hospital chain. The programs, run on the MARK III system, are unique in many ways, and have already contributed significantly to more efficient operations for HCA. In recent months, publications have given considerable attention to the HCA/ISBD project, informing large segments of the business world of its success. The November 24 issue of *Business Week*, for example, in a major feature article, said: "Using specialists

from headquarters, HCA replaced the hospital's giant IBM 370 computer with its own GE Medinet system and decreased the average daily computer cost per patient from \$12 to \$2.25. It eliminated 70 employees and cut receivables to an average 60 days."

The August 26 issue of *The Wall Street Journal* read: "General Electric Co.'s Information Services division announced it received a contract from Hospital Corporation of America to handle data processing services for all its hospitals. Terms weren't disclosed.

"Under the agreement, GE will handle all financial accounting and corporate

management information for 67 hospitals on its MARK III remote computing service. GE said it has been working with Hospital Corp. for nearly two years to develop a means of handling the data."

EDP Daily printed a feature story on the project in its August 29 issue which said, in part: "A program to handle all financial accounting and corporate management reporting for hospitals operated by the Hospital Corp. of America (HCA) has been jointly developed by the HCA and General Electric Information Services.

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Santa Visits Indianapolis Branch

Children of ISBDers in Indianapolis and Fort Wayne, Indiana, were treated to a special thrill last month by a timely visit from none other than Santa Claus himself! The little nippers were brought into the branch office by their parents scarcely believing that they really *would* meet Santa in person, as promised. . . that is, all but three who were laid up due to the area's current widespread epidemic of chicken pox.

Scarcely had the little angels had time to rip the branch's supply of user manuals and sales literature into shreds when a rich, jovial "HO HO HO!" rent the air and demanded their undivided attention. It was the real Santa Claus, in the person of Ronald Scott Ogborn Jr., 21-year-old son of Branch Administrator Pat and her husband Ronald Sr.

Ron, who's been doing the Santa bit with great success since he was 17, brought gifts for each and every ISBD child in attendance, resulting in squeals of delight and at least temporary good behavior on all fronts. When the guests of honor began to get restless again, they were given an opportunity to whack off their hostilities on a Santa Claus piñata, filled with candy and other goodies, cleverly prepared by Branch Manager John Wood and his wife Nancy.

Needless to say, the party was a great success. . .the kids had a ball and the ISBDers laughed till it hurt, just watching them. The party was planned and coordinated by Branch Administrator Pat Ogborn and Branch Manager John Wood.



Blindfolded Jennifer Wood takes a whack at (and scores a hit) a colorful "Santa" piñata, which Branch Manager John Wood and his wife Nancy made, as other kids share the excitement (from left: Pam and Kim Sharp, Stephany Wood and Tricia Seidner). Adults in the background are Steve Neel (Pat Ogborn's son-in-law); Dick Sharp, Account Rep; Scott Ogborn (who removed his Santa costume after gift-giving); Marcia Seidner and husband Steve, Senior Account Rep.



Santa (Ron Ogborn Jr.) brings joy and delight to Indianapolis and Ft. Wayne ISBD children. Branch Manager John Wood (foreground) holds his daughter Lorna as guests pose for posterity. From left: Tricia and Ryan Seidner, Marcia Seidner, Poly Hicklin, Stephanie Wood, Denny and Glen Park, Santa, Pam Sharp, Jennifer Wood, Branch Administrator Patricia Ogborn and Kim Sharp.



New ISBD Lawyer Brought Local TV Sports Coverage to America

Robin K. A. Ficker has joined the division's Legal Operation as an Attorney. He comes to us from several years in private practice in Bethesda, Md., where he specialized primarily in public interest cases.

One of those cases had the entire country in an uproar about three years ago. Robin, an avid Washington Redskin fan, was particularly upset over the local blackout of a sold-out Redskin playoff game, and decided to do something about it.

So he formed the "Redskin Fan Club" and sued the Redskins, the National Football League, CBS, the City of Washington, D.C., and the U.S. Department of the Interior to halt the widespread practice of TV blackouts for local sports events. The case triggered a public outcry of support, including a statement from President Nixon, and made its way rapidly to the U.S. Supreme Court.

The Supreme Court considered the case in an almost unprecedented four days from the time it was originally filed in a U.S. District Court, ruling that Congress would have to make the decision. So Robin took his case before Congress, testifying before the Senate Commerce Committee, the Senate District of Columbia Committee and the House Public Works Committee. Congress, very much aware of constituent feelings, quickly passed a law which prohibits the TV blackout of any sold-out sports event in the area where the event occurs. Football Commissioner Pete Roselle later commented: "The lifting of the blackout was due to the filing of the lawsuit in Washington, D.C., and the interest the action generated."

So next time you enjoy an exciting home game in front of your tube, remember Robin's the guy who helped make it all possible!

Robin has enough academic degrees to start a bonfire. He obtained his JD (Juris Doctor) degree from the University of Baltimore Law School, after undertaking most of his law studies at the University of Pennsylvania Law School. His B.S. in engineering (1965) was conferred by Case Institute of Technology in Cleveland after two and a half years of study at West Point. He earned an M.A. degree in public administration from Washington, D.C.'s American University concurrently with his J.D. degree.

Before returning to school to study law, Robin served as an aide to two congressmen on Capitol Hill.

A native of Silver Spring, here in Montgomery County Maryland, Robin is married to Annette, an M.D. at Children's Hospital. Annette is also an assistant professor of pediatrics at George Washington University's Medical School in Washington, D.C.

Robin is a diehard when it comes to his favorite recreation: running. He participates regularly in age-class races. . . particularly the quarter-mile (440 yards). . . in cities within driving distance of Washington, and is a long-time active member of the D.C. Roadrunners, a club with weekly distance races. What does he do during his lunch hour in Rockville? You guessed it. . . he runs! "And weather's no consideration either. . . only 'weather' or not you get out there and do it!"

January Service Awards

Twenty Years

Charles I. Wallach East Orange

Fifteen Years

Joseph M. Reardon Brook Park

Ten Years

James S. Keene Rockville
Timothy P. Kleimeyer Cleveland
Robert B. Manning Bethesda
David Sherman Rockville

Five Years

David R. Boesch Erie
Ann M. Cummings Rockville
Marie A. LeComte Rockville
Carroll L. Roach Rockville
John R. Thompson Rockville



Robin Ficker



Rockville ISBDers Sponsor Two Junior Achievement Companies for Second Year

Last year ISBD sponsored two successful Junior Achievement companies for high school students in Rockville. . . the only such support in Montgomery County. This year there are six companies, and again, ISBD is providing the guidance and business expertise to two of them.

For the next several months, at least eight ISBD employees will each be giving up 30 of their evenings to help introduce these youngsters to the complexities of the world of business. Linda Crisafulli, Disbursements Accounting Specialist in Finance, is serving as coordinating advisor for the entire project.

The two companies are Guiding Lite Ultd. and Hands of Time. The ISBD team supporting Guiding Lite Ultd. is composed of Jim O'Connell, Facilities Specialist, Systems—manufacturing adviser; Jerry Demerly, FMP Trainee, Finance—financial adviser; and Elaine Kissell, Worldwide '76 Campaign Secretary and Ray McNees, Sales Support Specialist, Sales—sales advisers.

This "company" has conceived and is manufacturing and marketing an ingenious device with a hundred uses. Using a small GE auto headlamp, the business end of a plumber's helper, a wooden dowell and a bicycle handlebar grip (plus 12 feet of cord), Guiding Lite has created an all-purpose emergency light for use in automobiles. The cord plugs into any standard cigarette lighter socket, and provides a bright beam for use when changing tires or doing other nighttime repairs, for reading house and street numbers, road maps and many other purposes. The

unit sells for \$7.00, including Maryland tax.

Hands of Time has John Touch, Procurement Administrator, Systems, as its manufacturing advisor. Tony Crisafulli, Financial Analysis Specialist, Finance, is the financial adviser; and Dave Cearnal, Product Program Manager, Marketing, is the sales adviser.

Hands of Time has designed and created a really beautiful wall clock which uses GE electric clockworks, and is available in a refreshing choice of faces. One very handsome face util-

izes dark brown corkboard; another is an actual frisbee. . .the type used for tossing about the beach. In fact, executives of Hands of Time also offer custom-created clocks, using any surface the customer wishes to supply. The hands and numerals of all clocks are gold finished. At \$6.00 each, including Maryland tax, the clocks are a real bargain.

ISBDers wishing to obtain auto emergency lights or wall clocks. . .both are excellent for personal and gift use. . . may order them through the Employee Store on the fourth floor of the Maryland Center building.



Executives of Guiding Lite Ultd. run an enthusiastic assembly line as they manufacture auto emergency lamps to market at \$7.00 each.



People On the Move

Alfred DiVenuti, from Medinet Senior Account Rep; to Project Manager, Boston.

Patricia A. Hickert, from Tech Rep, Tulsa; to Internal Use Manager, Rockville.

Kyle Givens, from Customer Assistance Specialist, Rockville; to Tech Rep, Birmingham.

Gregory Horodeck, from Tech Services Specialist; to Senior Tech Services Specialist, Oakbrook, Ill.

Gregory Kappa, from Operations Specialist; to Systems Specialist, Brook Park.

Ellen Kilpatrick, from Senior Tech Rep, Denver; to Project Manager, Dallas.

Rodney Lemberg, from Senior Specialist, Forecasting and Analysis; to Manager — Forecasting and Analysis, Rockville.

Allen U. Nuss, from Manager, Cleveland Branch; to Manager, Personnel Practices and Development, Rockville.

Lyle A. Plitt, from Senior Specialist; to Product Programs Manager, Rockville.

Elizabeth Stalford, from Senior Tech Rep; to Tech Manager, Tulsa.



Al DiVenuti



Pat Hickert



Kyle Givens



Greg Horodeck



Greg Kappa



Ellen Kilpatrick



Rod Lemberg



Allen Nuss



Lyle Plitt



Elizabeth Stalford

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The Press Continued from page 4

"According to HCA, the company has been studying solutions for its hospital data processing and corporate management reporting needs for several years and has been working with GE for almost two years on the development and implementation of what is termed a 'new concept in remote computer application for the health industry'...

"HCA currently operates 67 hospitals

with more than 10,000 beds located throughout the Southeast and West Coast areas."

Other publications from which Update has received press clippings on the ISBD/HCA story include *Data Communications*, *Software Digest*, *Bio-medical Electronics*, *Bio-Medical Insight*, *Computer Medicine*, *Kingsport Times-News* and the *Nashville Banner*.



ISBD

INFORMATION
SERVICES
BUSINESS
DIVISION

ROCKVILLE,
MARYLAND

JAN. 19, 1976
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Division's New Work Scheduling System Goes Commercial Next Week

Field tests are nearly complete on ISBD's new interactive WSS (Work Scheduling System) product, and we're just about ready to begin accepting commercial customers for what we believe to be one of the best systems of its kind ever to become available on the marketplace.

Field test customers (including a large magnetic tape product manufacturer, an electronics firm, a research shop and a specialty goods manufacturer) all indicated their satisfaction with the product and all expressed their intent to continue using WSS when it goes commercial.

Created by Tom Kerry, System Engineer in Technology, WSS is based on ISBD's old Work Management System (WMS) . . . but the new version includes a great many new capabilities to respond to today's highly complex, demanding scheduling requirements.

WSS is a general-purpose operations scheduling system assuming an environment where each job, consisting of different operations, is moved from work center to work center during the production process. WSS is a database application where basic characteristics of products (jobs), work centers (machines) and shop policies are stored in files. The files are automatically manipulated by WSS, i.e., created, modified and purged when no longer needed in response to command statements. The command statements can be submitted in conversational fashion or from ASCII files, or a mixture of both.

Product Planning's Chuck Newton, who wrote the opportunity analysis and product plan for WSS, along with Tom Kerry, who has heavy background

experience in the field of work scheduling, consulted a number of customers and potential customers before and during the creation of WSS. Therefore, from the very start, WSS was truly user-oriented . . . created to fill the real needs of today's production shops. "We think this is a real *working* work scheduling system," Tom said, "not a lot of theoretical glitter conceived in some lofty ivory tower."

WSS can be used in a variety of ways and circumstances. Although originally

conceived as a shop scheduler, it has been made sufficiently general to encompass scheduling activities ranging from master scheduling production plans of large corporate units to detail scheduling of the most minute operations on the shop floor.

In fact, it is usable for almost all priority scheduling activities where specific operations are performed by specific work centers. WSS can be used for generating feasible schedules which

Continued on page 2

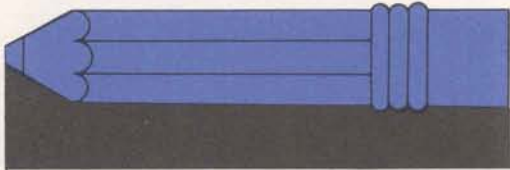
Annual Headquarters Meeting--Story on Page 4



Dorothy Hevey, Employee Services Specialist, can't hide her surprise and pleasure at receiving a \$500 ISBD Management Award from Dr. George J. Feeney, GE Vice President and General Manager of ISBD. More photos and a story on page 4.

GENERAL  ELECTRIC

For General Electric Employees Only



Work Scheduling System *Continued from page 1*

are constrained by work center capacities, or for work center capacity planning (modeling) where capacity constraints are lifted to various degrees.

WSS is recommended for production operations involving a great many jobs with varying priorities and/or due dates, those involving subcontracting as well as in-house production, and those with a number of components or work stations through which each job must pass. Using WSS may help production shops make the optimum use of all their resources while getting the jobs out in time to keep customers happy.

One example might be a large print shop, where dozens of jobs are coming in and going out every day, some with normal priorities, some labelled "RUSH." A printer must consider typesetting, proofreading, layout, camera work, stripping, correcting, paper stocks, printing, drying, collating, trimming, binding, counting, packing and delivery with regard to each and every job coming into the shop. With hundreds of jobs under production at any given time under dozens of priorities and delivery date requirements, it is easy to see how quickly the entire operation might become mired in the morass of confusion, delays and misplaced jobs.

With WSS, each job can easily be scheduled for its particular spot on the time schedule for each work center in the entire shop, giving high priority to those jobs which must be completed by a certain date. In fact, WSS allows the user to set priorities by a variety of considerations. For example, one can select a simple sequence by which priorities are set according to job number; one can select a group coded priority which gives preferential treat-

ment to certain groups or types of jobs, and if one wishes, there can be sequential priorities within groups of jobs. WSS also allows the user to set priorities according to the earliest due date, by grouped minimum flow time or by grouped maximum flow time.

Jobs can be scheduled through a production line one step at a time, from one work center to the next. WSS can also handle more complex scheduling in cases where various components of a job need attention at two or more work centers at the same time. Tom Kerry calls this the application's "overlapping scheduling" capability.

Changing conditions frequently require that work schedules be changed too. A machine which breaks down, for example, can create quite an impact on a shop's orderly schedule. Since WSS is run interactively on MARK III Foreground Service, such changing conditions may be entered into the system most any time for a quick revised work schedule. "This should help a lot of shops avoid total chaos at such times," Tom said.

Thanks to the large capacity of WSS and ISBD's unique MARK III network, WSS is outstanding in the area of coordinating the production schedules of companies with production units scattered across the country. "As far as the user is concerned," Tom said, "all these facilities might as well be under the self-same roof!"

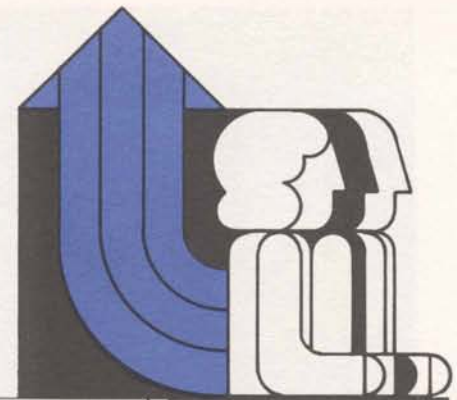
WSS can schedule work forward from the day it enters the shop, or backwards from the day it's due to be delivered. If subcontractors are involved, they can easily be included in the scheduling. If the shop is incapable of

getting a job out by the time it is due, a report calls this fact to your attention. If a work center foreman wants to see what he's scheduled to accomplish today (or tomorrow or any other day within the next 12 weeks, for that matter) there's a report which can iterate all the details. If a shop manager wants to know how much unscheduled capacity is available at any (or all) his work centers, a report fills him in. When a customer wants to know where his job is in the production configuration, a report provides the information quickly.

There is no reasonable limit to the number of jobs WSS can handle for a user. Each job can involve as many as 50 operations; and 99 work centers and 45 farm-out centers can be covered simultaneously. The basic scheduling time period can be up to 84 days (12 weeks), or if the user prefers, up to 84 weeks. Beyond that, an extended (overflow) schedule time period of an additional 84 days or 84 weeks is allowed for.

There is a great deal more we could tell you about the new WSS, but Update is limited in space. If you have questions on this potentially rich revenue builder, we suggest you call Floyd DeAndrade, Senior Specialist in Marketing (8*273-4718), who is responsible for the Market Plan on WSS.

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People On the Move

Roderick B. Belle, from Senior Account Rep; to Account Manager, Chicago.

John Farrell, from Trainee, Marketing Achievement Program; to Specialist, Marketing, Rockville.

John Gibbs, from FMP Trainee; to Specialist — Auditing, Rockville.

Maria Loret de Mola, from Technical Manager; to Zone Support Manager, New York.

Nelda Miller, from Tech Rep; to Senior Tech Rep, Philadelphia.

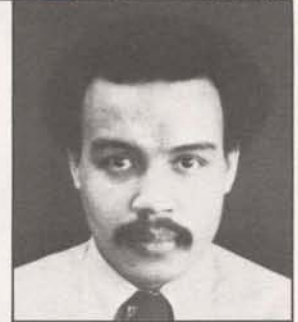
Jim Pappas, from Tech Rep; to Senior Tech Rep, Cleveland.



Rod Belle



John Farrell



John Gibbs



Matty Loret de Mola



Nelda Miller



Jim Pappas



Frank Price



Joe Ripkin



Ralph Specht

Frank Price, from Senior Tape Librarian; to Shift Supervisor — Support Services, Brook Park.

Joseph Ripkin, from Senior Account Rep, Miami; to Terminal Sales Manager, Dallas.

Ralph Specht, from Senior Programmer/Analyst; to Senior Specialist — Market Analysis and Pricing, Rockville.



Karen Stark



Jerry Way



Thad Webster

Karen Stark, from Tech Rep, New York; to Senior Tech Rep, New York Industrial Branch.

Gerald Way, from Planning and Logistics Specialist, Brook Park; to Manager — Computer Center Facilities, Rockville.

Thad Webster, from Senior Account Rep, Tulsa; to Account Manager, Kansas City.



Annual Headquarters Meeting:

Dorothy Hevey, Tony Ciuba and Alan

Indian Springs Country Club December 23.

As some 400-plus ISBDers prepared to depart for the Christmas holidays, they were treated to an account of the year's accomplishments and a straightforward prediction of the tough challenges that will be facing the division throughout 1976.

Dr. Feeney cited a number of major accomplishments during 1975, including VIP '75 and the successful launching of WorldWide '76. New technological breakthroughs and sound management practices enabled ISBD to lower its prices significantly during the year on a number of services to customers.

In speaking of our 1975 accomplishments, he gave credit to ISBDers, both in Rockville and in the field offices. "Every one of you did a fine job in 1975," he declared, then backed up his statement by giving specific recognition to an impressive list of ISBDers for their outstanding contribution to our success.

Not the least of these were the names Dorothy Hevey, Tony Ciuba and Alan



Dr. Feeney addresses the employees of ISBD's Rockville Headquarters. "1975 was really a good year for us," he declared, "and the credit goes to every one of you and every man and woman in the field, for doing a truly outstanding job to make it happen."

Nineteen Seventy-Five was a really good year for Information Services . . . the very best in the division's history, as a matter of fact.

That was the enthusiastic report Dr. George J. Feeney, GE Vice President and ISBD General Manager, gave to Rockville employees at the division's Annual Headquarters Meeting at the



Paul Wexler (left), Manager of the Marketing Operation; Jerry Paulsen (center) and Jon Melnyk, Product Programs Managers, enjoy conversation and cocktails during the social hour after the conclusion of the 1975 Annual Headquarters Meeting.



Alan Paul (photo at left), Facilities Project Manager; and Tony Ciuba (right), Facilities Planning Manager, each receive \$500 Management Awards from Dr. Feeney for their outstanding supervision of a number of major projects in the Maryland Center during 1975.



Paul Enjoy Cash Management Awards



All three winners received hearty applause, and Update would like to add its own congratulations to Dorothy, Tony and Alan.

The meeting was concluded with the showing of *The Global Village*, ISBD's

award-winning film. Following the formal part of the meeting, refreshments were served.

December 23 was a good day for all Headquarters employees . . . a fitting conclusion to a successful year.



Succulent roast beef is cut to order as hungry ISBDers queue for their turns.

Paul, each of whom was honored with a Management Award for \$500 cash. Dorothy won her award for a superlative job of coordinating the redesign and expansion of the cafeteria on the fifth floor of the Maryland Center Building in Rockville. Dorothy managed the entire project with an absolute minimum of disruption to the cafeteria's service to employees.

Tony Ciuba and Alan Paul won their Management Awards for overseeing a number of significant projects within the Headquarters facility during the year. These included a major office rearrangement during the first quarter involving virtually all employees and departments; completion of the sixth-floor terminal display center; construction of the new International Training Center; and expansion of the cafeteria.



Hot and cold dishes rounded out a pre-Christmas meal to everybody's satisfaction.



Industry News

Excerpts from the Trade Press

General

"DP service firms of all sizes expect remote batch and time-sharing services to account for a larger percentage of their revenues in 1977 than in 1974 and expect batch to be a relatively less important source of revenues.

"These are some of the results of the Ninth Annual Industry Report . . . by Quantum Sciences Corp . . .

"In firms between \$2 million and \$10 million the increase in revenues . . . will be 21% to 28% in 1977, and for larger firms from 18% to 24% . . ."

Computerworld, 12/10/75, Page 45.

"A . . . DP executive, accused of stealing computer time and using someone else's password to gain access to the system, has been arraigned in municipal court . . . [the person], who worked for MDSI until June, allegedly used information learned as an MDSI employee to gain access to that firm's computer systems . . ."

Computerworld, 12/3/75, Page 4.

Tymshare

". . . has agreed to acquire the business and operations of the U.S. time-sharing division of Leasco Response Inc . . . the agreement does not call for an exchange of hardware . . ."

Computerworld, 12/3/75, Page 43.

". . . has introduced a new service for investment bankers and advisors, securities and financial analysts, and portfolio managers. Called Tymquote, the service is a . . . data base containing current and historical trading statistics

for more than 23,000 securities. Tymquote . . . has no data base fee or per-access fee . . .

"The . . . data base consists of . . . : the Tymquote Master Directory . . . ; the Price Data Base (containing a history of daily volume, high, low and closing prices — or bid-asked prices) and the Dividend Data Base, which has dividend, split and stock distribution statistics for equity issues, and bond interest payment data for debt issues . . ."

EDP Daily, 11/21/75, Page 218.

ADP

"The Cyphernetics Division . . . has added the Information Processing Language (IPL) to its network's capabilities. Described as a high-level language emphasizing 'ease of use and flexibility' in data base management and transaction-processing applications, IPL was designed for cost-effective development of systems . . ."

Computerworld, 12/10/75, Page 18.

". . . has agreed in principle to acquire the Delos International Group, Inc. . . . Delos is a time-sharing firm with offices in the UK and Brussels . . . Delos activities will be integrated with ADP's Cyphernetics Division which has offices . . . in London and Brussels."

Computerworld, 11/26/75, Page 31.

Telenet

". . . has added nine switching centers, increasing . . . its . . . network to 16. The . . . offices are located in Atlanta, Cleveland, Detroit, Houston, Minneapolis, St. Louis, Pittsburgh, Philadelphia and Newark . . ."

Computerworld, 12/3/75, Page 24.

McAuto

". . . has ordered two Cyber 173 systems from Control Data Corp."

Computerworld, 11/26/75, Page 34.

UCS

"Now available . . . the Interactive File Manager (IFM) functions as both a file manager and a data base management system. IFM has a vocabulary of 13 action verbs (HELP, SORT, UPDATE, SCAN and PRINT, for example) . . . The Macro verb . . . allows definition of new IFM verbs.

"IFM is accessible in time-sharing and remote job entry modes from the over 90 cities across the nation . . . serviced by UCS's Uninet . . . system. IFM is also available nationally via In-wats . . . facilities in the remote batch mode . . ."

Computerworld, 12/10/75, Page 18.

Xerox Computing Services

"Distributors with little or no DP experience will be able to manage order entry, billing, inventory, credit and sales analysis with the Xerox 1-2-3 system now available . . ."

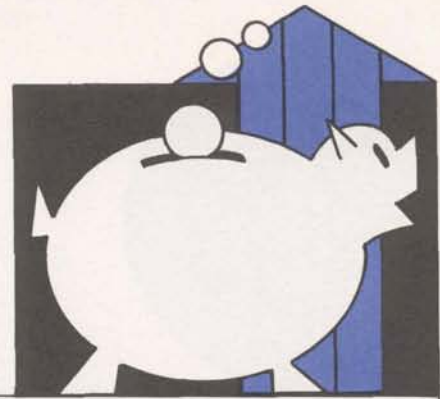
Computerworld, 12/3/75, Page 17.

UCC

"Assemblers producing code for various microprocessors and a test bed environment for the output are now on . . . UCC . . ."

Computerworld, 12/3/75, Page 15.

Original references compiled by Pat Buteux are on file at the Competitive Service Desk. (8*273-4108).



Changes in Pension Plan to Bring New Advantages for GE Employees

A series of significant changes in the GE Pension Plan, as well as in some other benefit plans, went into effect on January 1 as a result of the pension legislation of 1974 (Employee Retirement Income Security Act of 1947) and government regulations issued to implement it.

While most of the regulations issued so far under the new law have little effect on GE plans, those that do will have favorable effects for employees.

Here is a brief summary of changes in the Pension Plan that went into effect on January 1, 1976. They apply to all those whose last day of service is on or after January 1 and who retire on or after February 1. You will want to save this summary to use as a supplement to your Pension Plan booklet. The full text of the amended Pension Plan — including the changes which are only outlined below — is available at the employee benefits office. Your benefits are governed by the full text of the Plan. The new rules outlined below pertaining to service credits apply only to the Pension Plan and not to other benefit plans and benefits.

Pension Plan Eligibility

Beginning January 1, 1976, if you're a full- or part-time employee, you will be eligible for participation in the Pension Plan on the January 1st following your date of employment. However, if you were hired in December, you will have 30 days in which to enroll, but your enrollment still will be effective as of January 1. In the past, employees were not eligible to participate until they had completed one year of service.

Pension Qualification Service

Two important new terms will be used in connection with your Pension Plan

participation. They are "Pension Qualification Service" and "Pension Benefit Service." In this section we take up "Pension Qualification Service."

"Pension Qualification Service" is the term that will be used to refer to service which is counted to meet eligibility for various Pension Plan values: vesting, disability pension, guaranteed minimums, surviving spouse benefits, and supplemental benefits. It will be computed using full years only. No partial years will be recorded.

Beginning in 1976, you will receive a full year of Pension Qualification Service for each calendar year in which you have at least "1,000 hours of Service." To make the transition to this new system of computing Pension Qualification Service, on January 1, 1976, any fractional year of credited service already credited to you under the Plan will be rounded up to the next full year. This will be included as a full year of Pension Qualification Service, along with other full years credited prior to 1976.

Credit toward the required "1,000 hours of service" will be given for actual hours worked as well as for periods during which you may be absent, but for which, under former rules, you would have received credit. For example, you will receive "hours of service" credit for vacations, jury duty, up to 12 months' absence for illness or layoff. You will also receive credit for overtime hours actually worked. Not to be counted toward the "1,000 hours of service" are periods during which you are eligible to enroll in the Pension Plan but choose not to participate.

You will want to note that "Pension Qualification Service" computed in full years applies only to eligibility requirements for benefits. It is not used

in computing the amount of pension credited to you, or in determining minimum pension amounts.

Pension Benefit Service

"Pension Benefit Service" is the length of service that counts in determining the amount of your minimum benefit. In most cases it will be different from your "Pension Qualification Service" because it will include fractional years as well as full years. Your full-time credited service to the end of 1975 will be counted. No rounding up will be done, however, since "Pension Benefit Service" is carried in full and partial years.

Beginning January 1, 1976, you will receive a full year of "Pension Benefit Service" for each calendar year in which your "hours of service" are at least equal to the hours in your normal work schedule for that year. If your "hours of service" are less than your normal work schedule, a partial year of "Pension Benefit Service" will be credited in the same proportion that your "hours of service" bear to the hours in your normal schedule for a full calendar year. Hours of service for "Pension Benefit Service" are credited in the same manner as hours for Pension Qualification Service — actual hours worked plus those absence hours which would have been credited in the past.

Breaks in Service

Another new term is a "One-Year Break" in service. Generally, a "One-Year Break" occurs whenever you are credited with 500 or less "hours of service" in a calendar year. You will see how this applies as you read the paragraphs which follow.

Continued on page 8



Pension Plan Changes *Continued from page 7*

Termination of Employment

— With 10 or More Years of Pension Qualification Service

Beginning January 1, 1976, if you leave the company after obtaining ten years of Pension Qualification Service, you will be able to withdraw your own contributions to the Pension Plan, with interest, and still be entitled to a pension derived from Company contributions. In the past when you withdrew your contributions, you forfeited all of your pension rights.

If you do terminate employment after having obtained ten years of Pension Qualification Service and are subsequently re-hired, then, six months after rejoining the company, you will be eligible to re-enroll in the Pension Plan as of the date you were re-employed. Your Pension Qualification Service will then continue to build on the previous total, even if you withdrew your own contributions to the Pension Plan when you left the company.

Your Pension Benefit Service — the service used to determine the amount of minimum benefit — will also continue to build on your previous total. However, in the case of Pension Benefit Service, if you have withdrawn your own contributions, the pension derived from them will be deducted from your eventual pension under the Pension Plan unless you pay them back with interest.

— With Less than 10 Years of Pension Qualification Service

If you leave the company with less than ten years of Pension Qualification Service, you will receive a refund of your pension contributions, with interest, and your benefits under the Pension Plan will be cancelled.

However, if you are subsequently re-employed by the company before your

consecutive "one-year breaks" in service equal or exceed the number of years of your Pension Qualification Service at the time you left the company, here is what happens:

After six months you will be eligible to re-enroll in the Pension Plan as of the date of your re-employment and your Pension Qualification Service will start building on top of your previous Pension Qualification Service total. If you repay your pension contributions, with interest, your previous Pension Benefit Service will also be reinstated.

If your re-employment with the company occurs after the consecutive "one-year breaks" equals your Pension Qualification Service at the time you left, then you will be considered a new employee as far as the Pension Plan is concerned.

Eligibility for Minimum Pensions

If you participate in the Pension Plan and retire directly from GE with ten or more years of Pension Qualification Service, you will be eligible for a minimum pension. In the past, 15 years of credited service were required.

The amount of the minimum pension will continue to be based on your average compensation for the highest five consecutive years in the ten calendar years preceding retirement. In computing the minimum, the appropriate pension rate in the minimum table will be multiplied by your Pension Benefit Service.

Another change from the previous rule is that if you leave GE after obtaining ten years of Pension Qualification Service, you will be eligible for a minimum pension when you reach retirement age. Your minimum will be based on your average annual pay for the highest five consecutive years of your last ten years with the company, your "Pension Benefit Service" up to the time you

left the company, and the table of minimums in effect at the time you left the company. In such cases the minimum pension will be reduced by 6% per year for each year of retirement before age 65.

50% Survivorship Option Benefit

The rule under this provision of the Pension Plan is reversed for retirements on or after February 1, 1976. If you are married at the time of retirement, you will automatically receive your pension in the "50% Survivorship Option" form. This, however, will not take effect until you have been married for at least one year.

After the 50% Survivorship Option arrangement takes effect, you will receive a reduced pension and, if you die, your spouse will receive a lifetime pension of 50% of the pension you received, excluding supplements.

In the past it was necessary to elect this method of payment if you wanted it. Beginning with retirements on February 1, in 1976 you must elect not to take it if you don't want it. You may then select one of the other arrangements.

Other Administrative Changes

There are other changes which will be found in the complete text of the amended Plan available at the employee relations or benefits office. For the most part they relate to administration of the Pension Plan.

It is expected that still more regulations relating to pension plans and other benefits will be issued by the government under the new pension act. When these have any effect on GE's Pension Plan or other GE benefits, employees will be informed.



Update

INFORMATION
SERVICES
BUSINESS
DIVISION

ROCKVILLE,
MARYLAND

Jan. 26, 1976
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Deadline Extended for Sign-Up Under Three New Features of S&SP

Savings and Security Program participants have an extra month to act on certain new features of the S&SP Program which went into effect on January 1.

This extension is being made because of possible delays in receipt by participants of their revised booklets and prospectuses due to plant shutdowns, vacation and year-end mail slowdowns.

You will want to consider the extended deadline despite the 1975 year-end deadline set forth in the revised program booklet and prospectus supplement for making the elections described below. The new deadline in making these elections is January 31, 1976. The new deadline does not apply in the event you have already taken action on the new features.

The features to which the extended sign-up period applies are:

- Election by eligible participants to save an extra 1%, 2%, or 3% under the Program. To make this election, you must already be saving at the maximum. The additional 1%, 2%, or 3% does not receive a Company matching payment as does your first 6% or 7% of investment.

S&SP Prices-Dec.

Month	Stock Price	Fund Unit Price
December	\$46.347	\$25.407
November	48.336	25.991
October	47.332	25.257
September	44.173	24.010
August	44.542	24.670
July	49.926	27.114
June	47.833	27.371
May	46.458	27.056
April	46.000	25.213
March	46.369	24.499
February	41.757	22.706
January	35.500	20.289

- Election by participants to increase their investment in GE Stock above the former 6% of earnings limitation if they are already investing in GE Stock at that rate. You can now invest all of your S&SP funds in stock with the exception of the percentage which must be in Savings Bonds.
- Election of one of the new methods for distribution of Retirement Option Accounts. The extended deadline applies to January 1, 1976, retirees only. Eligible retirees who wish to use one of the new distribution methods can get proper applications from their former departments and must return them not later than January 31. The distribution methods include lump sums, various installment payments, and various annuities. The price of securities will be the same as if the choice had been made in December, 1975.

Deadline Extended to Sign up for Pension Plan

The deadline for signing up under the new early participation provision of the GE Pension Plan has been extended for those who joined GE in 1975.

The normal deadline under the changed provision is January 1 following your date of employment—or 30 days from the date you joined the Company if you were hired in December. The extended deadline for all those hired in 1975 is January 31.

The deadline has been extended because information on the changes in the Plan that were effective January 1, 1976, were not available soon enough to give employees an opportunity to study them and enroll in the Plan.

Before the provision was changed, you had to be employed for one year before you were eligible to participate in the Plan.

Field employees hired in 1975 who haven't enrolled in the Plan can get proper forms from the branch administrator or secretary in their branches; and Headquarters employees may obtain the forms from Tricia Brown in Employee Relations, or Nancy Rizzi in Payroll Accounting.

GE Scientists Search Ways to Muffle Jets

Significant reductions in jet engine noise seem likely as a result of research by General Electric scientists using a new acoustic facility in Schenectady.

GE's Research and Development Center reports that a 10 to 20-decibel reduction in engine component sound level — roughly equivalent to the difference between a diesel truck and a passenger car — is nearly within the grasp of scientists testing a major component for future jet engines, the fan.

A new engine inlet design that is acoustically and aerodynamically effective has been developed to minimize the buzz-saw noise caused by fan blade tips slicing through the air at supersonic speeds. GE scientists have also discovered that varying the type and density of the sound-absorbing lining in the engine nacelle more effectively breaks up and absorbs sound waves.

We're A Week Early!

In order to get the important news about the sign-up deadline extension to our readers so they can enroll in the GE Pension Plan and/or the S&SP Plan before January 31, we're publishing this issue a week early. Your next issue of Update will follow in two more weeks, February 9.

GENERAL  ELECTRIC



In other GE Divisions . . .

Relief on Cold Mornings?

If you are confronted with a dead battery in your car some cold winter morning, you may soon be able to charge it in two minutes with GE's Hot-shot Battery Booster/Charger.

Invented at the Research and Development Center in Schenectady, the tiny, seven-pound unit is currently in the developmental stage. When it is perfected, you will be able to plug the unit into a wall socket, attach it to your car battery, and either give the battery a quick, two-minute boost—sufficient to start the car—or charge it completely in two hours. Normal "trickle chargers" now on the market require overnight for a recharge.

Help in the Kitchen

Multi-power levels, larger capacity, and an automatic cooking control make the Automatic Chef JET90 countertop microwave oven the most flexible General Electric has ever offered. It is equipped with an automatic solid-state temperature sensor, which measures the internal temperature of many foods and turns the oven off automatically when food reaches the desired serving temperature.

It also has a 60-minute timer for timed cooking and three power levels, including a new low power for slow cooking.

GE's Research Lab Marks Its 75th Year

Schenectady, N.Y. — What started out as some tinkering in a barn here 75 years ago is now the General Electric Co.'s research and development arm, according to a UPI story, with 625 scientists and engineers spending \$890 million a year.

The winter of 1975-76 is the three-quarter century mark for the effort that started when an MIT chemistry professor named Willis Rodney Whitney decided it was possible to shuttle between his Cambridge, Mass., classroom and a barn owned by Charles P. Steinmertz, one of GE's guiding lights.

Whitney found the arrangement a little trying.

Whitney eventually quit the school, invented the tungsten-filament light bulb and became the first head of the General Electric Research Laboratory.

Nationally, companies spend \$15 billion a year for research and development. GE's piece of that bill is \$352 million, according to a company spokesman, with contract research for the government and others coming to \$538 million.

New and Revised Documentation

Data Management System (DMS) user's guide (5610.01B) has been reorganized and rewritten to provide clearer procedures for database administration, better coverage of DMUPDT*** and HUTIL***, incorporation of previous supplements and new examples.

Work Scheduling System (5306.10B), described in the last issue of *Update*, is documented in a new final-version user's guide.

The *Publications Price List* (402.01G) has been revised to reflect documents, their revision letters, and prices, as of January 15, 1976.

Also issued and sent last week to all field Sales personnel, plus selected people at headquarters, is a January edition of the *Market File Index* (0001.09C), indexing and listing with their current status all documents ever issued by the Division.

In addition to the five courses listed in the January 5 issue of *Update*, new instructor's and student's guides, plus viewgraphs, have been issued for *Advanced FORTRAN IV* (Revision A to all three), *High-Speed Service* (Revision B), and *Introduction to FAL II* (Revision A) courses.

GE Multiplies Crops with Indoor System

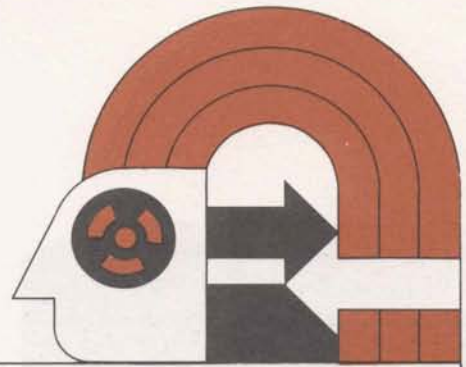
Two years of testing a General Electric system of programmed environment agriculture have demonstrated greatly increased yields of food products and other plants compared to conventional greenhouse or field cultivation.

The system, called GENIPONICS™, has been developed by GE systems engineers and horticulturists in a test module operated by the Electronics Systems Division in Syracuse. Yields ten to 20 times better than greenhouses and 20 to 50 times greater than field crops have been achieved.

Government agencies and industry in the Near East, Scandinavia, and the Caribbean are now considering installing pilot projects, and government departments and industry in this country are evaluating the system for research purposes.

A demonstration project, funded by the federal government, is already in operation inside an 11,000-square-foot facility in Kenai, Alaska.

Update is published bi-weekly by the Information Services Division for the benefit and information of employees. Articles and photographs may be submitted to *Update*, Information Services, 401 N. Washington Street, Rockville, Maryland 20850; or call 8 • 273-4387.



Interchange Corner

Secured Catalog Tapes

There have been quite a number of questions directed to the National Service Operation regarding secured catalog tapes in Background (also frequently referred to as "star tapes"). Secured catalog tapes offer a higher degree of security than regular scratch tape assignment.

These tapes are those which have their numbers cataloged on disks as well as having external labels. This causes GCOS to check the USERID as it would any other permanent disk file in Background. If a user tries to access another user's tapes it would not be allowed by CGOS, with the resulting incorrect cat/file description or denied permissions. This eliminates the human error potential of an operator who may possibly mount the wrong tapes. The cost is the same as for unsecured tapes.

The procedure for getting them is a mailbox entry requesting them. When the mailbox is processed, the tape(s) are assigned to that specific user number only. If permissions are needed for other user numbers in the catalog, specify this in the mailbox entry. If at a later time the owner wishes additional permissions, he must have another mailbox entry submitted which requests them.

After validation of the tape(s), they are referenced in the user's job control language by way of a \$PRMFL card. The file name can be a unique name designated by the customer, or the actual tape number.

Update thanks Tom Showalter of Product Support, who contributed the above information. If you have any questions on secured catalog tapes, give Tom a phone call at 8*273-4571. You are also invited to submit your special suggestions and shortcuts for publication in this column.

Example:

1 8 16

\$ PRMFL FC,R/W,S, TAPE/USERNO/TAPE # (or) FILENAME

R/W = designates Ring-in or Ring-out on tape mounting.

TAPE = catalog name for secured catalog tapes (required).

TAPE# = star (*) tape number of tape assigned.

(or)

FILENAME = name associated to tape number.

The \$PRMFL card refers to a disk file name in the TAPE catalog which references the tape number to be mounted. This provides the additional security because GCOS controls which users can access the tapes.

If a secured tape is asked for in an early activity of a job, then also used in later activities, the user should in that case use a \$TAPE9 card for the later activities. This technique requires a LUD on the \$PRMFL card that will be carried down through activities to the related subsequent \$TAPE9 card.

Example: (note LUD)

\$ EXECUTE -ACT 1-

\$ PRMFL FC/X1SS,R/W,S,TAPE/USERNO/*1234

\$ FILE .

\$ EXECUTE -ACT 2-

\$ TAPE9 CF,X1DD

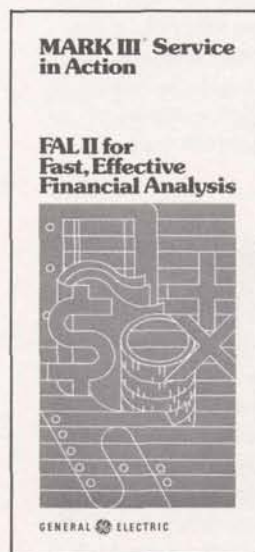
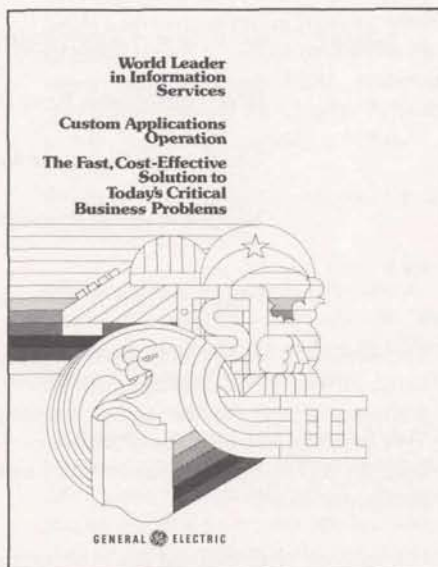
Note that the line beginning "\$ PRMFL" and the line beginning "\$ TAPE9" constitute the same tape because of the identical LUD "X1."



Three More New Sales Brochures Released

Three new sales brochures have been published for field use by ISBD. One, a colorful booklet describing the division's Custom Applications Operation (6300.02), was briefly described in the December 22 issue of Update. CAO and Marketing Communications intend to update and improve this brochure by changing and/or adding to the nine CAO "success stories" which appear as inserts in the back-page pocket.

FAL II and DMS demonstrations are featured in two other brochures in the "MARK III Service in Action" series. Both are convenient pocket-size booklets designed to highlight the capability and convenience of these two effective Foreground packages. Order through OLOS: FAL II is 5103.27; DMS is 5610.08.



An Editorial

The following editorial is reprinted here by permission from COMPUTOPICS, the journal of the Washington, D.C., chapter of the Association for Computing Machinery. Reference: December, 1975, issue, page 8.

GE Silicone Helps Park Save Saratoga Cannons

General Electric silicone rubber mold-making materials are helping to preserve artillery pieces used in the Battle of Saratoga during the Revolutionary War.

Personnel at the Saratoga National Park in New York used silicone rubber to make molds of engravings on cannons captured from General Burgoyne at Saratoga during the first British defeat on the North American continent. The molds were made so that if in the future the markings wear away or the cannons are destroyed, exact duplicates can be made.

Park historians note that the fidelity of reproduction was so fine that the engravers' tool marks were picked up in the molds, making them very valuable for future study.

The one word which best characterizes the man/machine interface is *aggravation*. To both the man on the street and the sophisticated user, the computer is rude and inflexible. If, in ordinary human discourse, we were to address people in the same fashion which our computer programs do, we would soon be outcasts.

The normal communication from a program to a human user is a command. Even if the imperative is prefixed with "please" (which it usually isn't), the human user still feels as if he is being manipulated by the machine.

Exercise #1: Change imperatives (e.g., ENTER PART NUMBER) to something more passive (e.g., READY FOR

PART NUMBER).

The normal error diagnostic from a program usually has the form "Gotcha on a type 37." When the poor human user looks up an error type 37 in his manual, the explanation all too frequently is to the effect: "Year not numeric or checksum invalid." The computer program surely must have known whether the year or the checksum was invalid, but it doesn't choose to tell us.

Exercise #2: Make diagnostics more polite. Instead of saying "PART NUMBER FORMAT INVALID," why not say "PART NUMBER FORMAT NOT RECOGNIZED"? Get rid of the "Gotcha."

GENERAL  ELECTRIC



ISBD

INFORMATION
SERVICES
BUSINESS
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ROCKVILLE,
MARYLAND

Feb. 16, 1976
305.54

Hobbs Named General Manager of the Sales Department



Roger Hobbs

Dr. George J. Feeney, Vice President and General Manager of our Information Services Business Division, has announced the appointment of Roger T. Hobbs as General Manager, Information Services Sales Department. Since July 1975 Roger has served the division in the capacity of Acting General Manager. His responsibilities include all sales activities in the division.

Most ISBD employees had an opportunity to become acquainted with Roger during the fourth quarter of 1974 as he headed up ISBD's national sales campaign, Impact '75. Every one of the challenging campaign measurement goals set for Roger and his campaign team was exceeded. Roger inspired division-wide enthusiasm for Impact '75, and led our efforts to very successful results.

Roger is a 1965 graduate of Morgan State College, where he received his BS degree in mathematics. After two years as a systems analyst for a defense contractor, Roger joined Information Services in 1967 as a customer application specialist in Bethesda.

Since then, Roger has held various positions within the division as headquarters sales specialist, Manager of the Washington Government Branch and Manager of the Chicago Branch. Prior to his most recent position, he was Manager of the Eastern Zone.

Roger has just completed building a new home in Columbia, Maryland, and the Hobbs family — wife Shirley and two children, Kathy and David — are already comfortably settled in.

Dr. James C. Castle, formerly General Manager of the Sales Department, has accepted a new challenge in Europe as President and General Director of Honeywell Bull Information Services, our distributor throughout a large

portion of Western Europe. Jim has been a major contributor to our success over the past several years.

Organizational Changes Announced

Dr. Feeney also announced several major organizational changes which will affect the Sales Department. Industry Sales activities have been transferred from the Marketing Operation to the Sales Department; and the International Operation, formerly a component of the Sales Department, will now be a part of the Marketing Operation. Also, the Custom Applications Operation has been transferred from the Sales Department to the Technology Department.

Foreground Interface With VS Background Ready Now. . . Brings Users New Flexibility!

Editor's note: hereafter, MARK III Background Service utilizing IBM hardware will be known as "VS Background" and Background Service utilizing Honeywell hardware will be known as "GCOS Background."

Last week, after a very successful field test period, ISBD began offering commercially the new interface which connects our interactive Foreground systems to the VS Background System that provides the newest part of our processing capabilities.

Now, for the first time ever, customers may enjoy this exclusive combination of integrated services:

1. The convenience, ease of use and friendliness of conversational interactive data processing, fully integrated with. . .
2. The very attractive and desirable economies of batch processing utilizing

either GCOS or VS Background systems, available through. . .

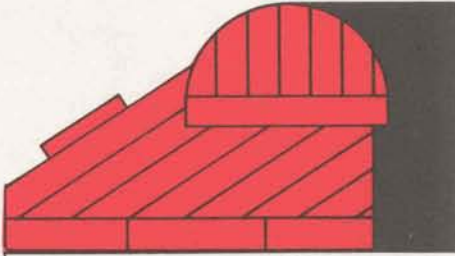
3. The world's most extensive commercially available teleprocessing network.

No wonder we proudly refer to ourselves as the "World Leader in Information Services!"

Teaching our Honeywell computers in Foreground to communicate with our VS Background, and vice versa, was no easy task. In fact it was a major technological challenge. But it was never for a moment doubted that ultimately success would be ours. People like John Watson, Consulting Systems Specialist; Jeff Rosenfeld, Systems Specialist, and Charlotte Florer, Senior Systems Specialist. . . all working under the coordination of Lee Stanton, VS Back-

Continued on page 2

GENERAL  ELECTRIC



Foreground Interface *Continued from page 1*

ground Systems Manager. . . had to go back to the drawing board quite a number of times before the bugs of this complicated technology were worked out.

Early field tests had some problems, but adventurous customers who enjoy the excitement of being a part of something new and revolutionary, stuck with us throughout. More recent field test customers. . . those who joined the project *after* the new Foreground Interface was operating without a hitch. . . reacted with amazement at this fabulous new capability. "They were extremely happy," said Lyle Plitt, Product Programs Manager, whose primary responsibility is the introduction of the VS Background. "These customers think our Foreground Interface is the best thing since random file access.

"Now they can have the best of both worlds:" he declared. "the extreme simplicity of use of our Foreground, along with its great convenience and fast response; and the tremendous economies of Background. And they can keep. . . and use. . . their familiar IBM programs too!" He pointed out that our Foreground editing costs are probably the most attractive on the market, and that it is beginning to look like our VS Background is going to prove even more cost-effective than we originally estimated.

Let's take a brief look at what ISBD's new Foreground Interface to VS Background will mean to the customer.

First of all, he'll be able to do all his data collection, editing, and validation on-line. With this capability, the user will have a chance to correct any input errors before he pays for processing

and the printout of dozens or even hundreds of pages of output. Not only does this potentially save significant amounts of money; it also saves him the time and trouble of having to rerun an entire program simply because a careless finger happened to hit the wrong terminal key. And it can save him having to wait even longer for much-needed reports while they're reprocessed and reprinted.

This interactive pre-processing capability also simplifies his input job. A small Foreground driver can be created by the customer (or by Custom Applications) which enables the end user to run his programs without having to know the complex job control language (JCL) and precludes the necessity of his having more than rudimentary knowledge of the VS Background.

In effect, the interactive portion of his program, i.e., the driver, causes his JCL statements to be created automatically in response to his simple, English-language answers to simple, English-language prompt questions.

Further, the user can collect and input all necessary data before any of it is sent over to Background by the system. New prices, lists of orders. . . whatever is input can be reviewed for accuracy and completeness before processing begins.

All this can be easily handled interactively, on-line, by the functional user (who doesn't have to be a data processing expert) before a single penny is spent on the processing or output portions of the job.

When the user is satisfied that no more additions or editing is required, the Foreground system will transmit the

data, along with all processing instructions, to Background, where low-cost processing occurs. The results are held there until the user is ready to retrieve the information, once again, through interactive Foreground.

At this point, the user once again has an opportunity to manipulate the data (which, of course, is now in the form of results) before he retrieves his reports.

This post-processing enables the user to do any of a number of things, even at this "late" point, to make sure he gets the data the way he wants it.

The user may decide he doesn't really need the entire 100-page report; perhaps today only a few critical pages are needed. A simple command makes this a simple matter, and saves the user money for unneeded output.

A top executive may ask the user to provide the results of today's processing in bar or line graph form. He may save many hours of manual graphics by making use of a post-processing driver which, with the use of a plotting terminal, gives him his graphs automatically.

The preceding represents only a sample of the pre-processing and post-processing capabilities users will have, now, thanks to our new Foreground Interface to the VS Background system. The actual possibilities are limited only by imagination!

And these are not the only advantages the Foreground Interface will bring to MARK III Service customers. This new capability greatly expands the variety of terminals which may be used to input and retrieve data. Examples

Continued on page 3



Customers Are Already Using Our New VS Background; Here is Just *ONE* of Those "Instant" Success Stories!

If you really want to understand and appreciate the truly superior advantages of MARK III Service as experienced through our new Foreground Interface to our VS Background, perhaps the best way to do it is use a competitive service first; then switch to ISBD.

One of our new customers, Automated Procedures for Engineering Consultants, Inc. (APEC), did exactly that, and they have already become one of our very best boosters.

APEC is a non-profit association comprised primarily of engineers and engineer/architects who are joined together with utility companies, manufacturers and other agencies interested in the application of up-to-date computer technology to building design. Although the initial

Foreground Interface *Continued from page 2*

include the RPS III, the GE/HIS-105 and the GE/HIS-115 terminals. It also makes possible the use of plotting terminals and paper tape terminals which can easily interface with MARK III Background Service through the Foreground Interface.

Our readers should also note that (1) whenever a new user is validated for Foreground Service, the very same number will be automatically assigned to him in Background Service; and (2) the six Foreground systems through which our VS Background may be reached are W, B, U, I, C and K.

The user's guide, prepared last November by Larry Dinnerstein, Senior Technical Writer in Marketing, is available and applicable (2050.09A). With the help of this guide, a user can begin to avail himself of the benefits of the

emphasis was on mechanical and electrical engineering, APEC's goal now includes all environmental systems.

APEC has a membership of approximately 200 companies throughout the U.S., Canada, Europe, South America, Africa and the Far East. The organization makes six valuable computer programs available to its members on MARK III Service. The programs help them compute specifications and alternatives in virtually all major environmental areas of building construction.

Before Art Davies, Senior Account Rep in Cincinnati, came along and sold APEC on the virtues of MARK III Service, this Dayton-headquartered organization made its computer pro-

Foreground Interface right away.

Bruce Barnard, ISBD's new Manager, VS Background Sales Operation, is enthusiastic about the Foreground Interface. "I'm certain this will help a great deal in enabling us to achieve our sales goals for 1976 and succeeding years," he said.

The Foreground Interface represents a major technological achievement. Update considers this new capability a major new weapon to sell MARK III Service; and recommends that all field personnel learn to describe our unique advantages in both technical and laymen's terms, depending upon the individual prospect. For additional information, or answers to any questions you may have, call Lyle Plitt at 8*273-4650.

Foreground Interface is another major winner, to be sure!

grams available to its members by way of the services of one of our major competitors.

But there were some really major problems, Art said. "First of all, in order to make use of any of these programs, the individual users had to know. . .and be able to use. . .the complicated IBM Job Control Language (JCL)," he said. "Thanks to an ingenious ISBD device called a Foreground Driver, this oppressive requirement has been wiped out!"

Art pointed out that another distinct advantage offered by ISBD is APEC's ability to make a single, common data file available to all its users worldwide. "Previously, with the competitive system," he added, "there had to be numerous duplicate files and duplicate programs. . .one for each of the competitive service's computer centers. One in Australia, one in this country or that. . .even seven of them right here in the U.S."

The logistics of upgrading programs (which APEC does all the time) and updating files were staggering, Art said. "Mag tapes had to be mailed to every center every time any such change had to be made, and this caused all sorts of accuracy problems, not to mention lost mail problems and who knows what else!" Now, program upgrading and file updating can easily be made on-line from APEC headquarters in Dayton, and almost instantly, every APEC member, located almost anywhere, has immediate access to the very latest version of everything.

Continued on page 4



Instant Success *Continued from page 3*

```
WHICH PROGRAM: HCC3,LIGHT,PIPE,SUPERDUCT,CBD1,STD90?P1
PRIORITY: NORMAL OR OVERNITE?Q
HOW IS OUTPUT TO BE DISPOSED (RMS OR TERMINAL) ?R
GIVE RMS RECEIVER NAME (MAX OF 44 CHARACTERS) ?NICK FORTE
GIVE RMS ADDRESS (MAX OF 44 CHARS.) ?GE/ISBD SUITE 140, 580 WALNUT
GIVE ANY REMAINING RMS ADDRESS DATA (MAX 44 CHARS.) ?CINCINNATI,OH 45202
DO YOU HAVE A MASTER FILE?N
NAME OF MASTER FILE?PIPEMAST
NAME OF FILE CONTAINING MASTER INPUT DATA?PMASTER
NAME OF INPUT FILE?PIPECAS
DELETE MASTER FILE?N
BACKING FILE NAME IS: PI5909
THE FOLLOWING IS YOUR
JOB ID = B099

TO FIND THE STATUS OF YOUR JOB SUBMISSION,
ENTER THE COMMAND 'BSTA B099.' WHEN THE
JOB IS DONE AND YOU HAVE RECEIVED YOUR OUTPUT,
ENTER THE COMMAND 'RUN B099' TO CLEAR OUT UNNEEDED FILES.

USED 19.31 UNITS
```

Here is an example of the easy-to-use prompting which results from the Foreground Driver created for APEC by Senior Tech Rep Nick Forte. The underlined portions represent the very simple input the APEC member must use to create the IBM Job Control Language.

APEC is very strongly IBM-oriented in development of its software. Getting their six complex programs converted and implemented on the competitive system took months and cost many thousands of dollars. Without the necessity for any rewriting, APEC's programs were implemented in MARK III Background Service in a matter of hours, and at relatively insignificant cost.

Another reason APEC is greatly pleased with ISBD service is the outstanding job done for them by Nick Forte, Cincinnati Senior Tech Rep; and Bob Dom, Senior Programming Analyst in Technology. Nick, in a matter of only a day and a half, created a single driver which handles the interactive needs of all six of APEC's programs. It asks the user in simple English which of the programs he

wants to run. Bob Dom did a superlative job of creating operational procedure files for all APEC's programs

...a really outstanding job, we're told.

APEC Administrative Director Gordon Gregg cited the primary benefits to running APEC programs on MARK III Service as being: ease of access and use; a significant reduction in set-up errors; use of MARK III Service for input file creation and editing; and increased security.

"Not having to worry about JCL (Job Control Statements) makes our programs much easier to use," said Gordon Gregg. "especially for the members with no experience with computers. All a user has to do is answer questions in plain English that are posed in plain English."

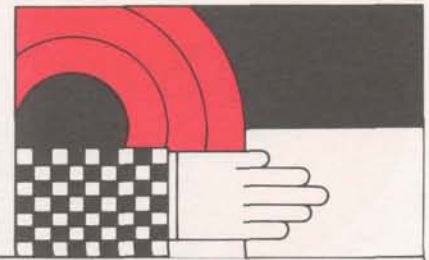
How do APEC members react to having their programs on MARK III Service? So far, with real enthusiasm, according to Senior Tech Rep Nick Forte. "Since we were in the field test period of the Foreground Interface," he said, "we

Continued on page 5

```
PI5909 17:53EST 01/16/76

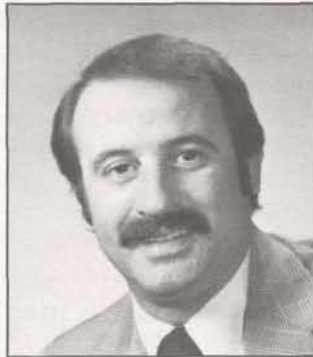
BRU *
BEN
//BQ51005P JOB (BQ51005,ZZYZZX) ,APEC,CLASS=N
/*RMS1 NICK FORTE
/*RMS2 GE/ISBD SUITE 140, 580 WALNUT
/*RMS3 CINCINNATI,OH 45202
//JOB LIB DD DSN=BQ51003.SHR.APEC.LOADLIB,DISP=SHR
//PROCLIB DD DSN=BQ51005.SHR.APEC.PROCLIB.CNTL,DISP=SHR
//PIPEMAST EXEC MASTLOAD,PROG=#PIPELD,NEW=NEW,
// FDATA=PIPEMAST,UNT=FILSYS,P2=CATLG
//LOAD.FT05F001 DD *
201000 375 500 750 1 125 15 2 25 3 4 FILE0001
21 5 6 8 10 12 14 16 18 20 24 FILE0002
201001 150.
READY
```

This is the IBM Job Control Language (JCL) or statement automatically created by APEC's Foreground Driver. Most customers prefer that this printout be suppressed, but APEC elected to have it printed in case any member wishes to check it against his original documentation.



Barnard, Manning, Marmion Appointed to Important Information Services Posts

Bruce K. Barnard, Central Zone Manager, has been appointed Manager, VS Background Sales Operation in Rockville. He will be responsible for the directions and success of our new VS Background Service. Bruce has served in Baltimore as both a sales representative and branch manager. He also has successful tenure as Manager of the New York Financial Branch, and since 1973, Manager of the Central Zone.



Bruce Barnard



Bob Manning



Steve Marmion

Robert B. Manning, Manager, Capital Branch, has been appointed Manager of the Central Zone, replacing Bruce Barnard. Bob joined ISBD in 1968 as a sales representative in Atlanta. He has since served as branch manager in Atlanta and St. Louis. Prior to joining ISBD, he spent two years in various sales capacities with other GE components.

Steven A. Marmion, Manager, St. Louis Branch, has been appointed to a newly created position in Rockville, Manager, Industry Accounts Operation. His duties will include coordinating and directing the activities of our seven industry managers as the division thrusts more deeply into this

potentially rewarding market. Steve has been with ISBD since 1972 when he joined as a senior marketing representative in Houston. In addition to managing the St. Louis Branch, he has been successful in a number of special division assignments.

Instant Success *Continued from page 4*

had to play it low key with regard to end users. Still, a dozen of them talked us . . . and APEC. . . into letting them access the programs on MARK III Service. They think it's one of the best things they've ever seen!"

Nick explained that as a convenience to members, while the six programs have been successfully implemented on our VS Background, they are still maintained on the competitive system, too. About 40 members are still accessing APEC programs by way of that system.

"Now's the time to move those 40," Art Davies said, "plus the remaining 150 or so uncommitted APEC members, over to MARK III Service." He suggested that account reps nationwide

make it a special point to contact the APEC members in their areas and sell them on the obvious advantages of transferring their use to our system.

"It'll probably be the easiest new business sale they've ever made," he declared, "and it also opens the door to additional business for ISBD with these firms." Art said that every APEC member is most likely a candidate for additional engineering-oriented MARK III Service applications, as well as accounting applications. . . particularly project management.

Although Art distributed a list of APEC members to all branch offices back in September, he believes it's possible that the real business potential

here may not have been recognized. He intends to distribute a new, updated list next month, but suggests that any account rep who would like to know before that time just which APEC members are in his area, should simply give him a call at 8-333-3660. He'll gladly supply the information.

Art Davies could tell you a great deal more about APEC, its MARK III Service usage and the extremely high degree of satisfaction this customer has experienced to date. Frankly, Update believes that with a bit of effort, every account rep in the country could soon be telling his own VS Background success story with equal conviction and pleasure.



Chicago Branch Leads 4th-Quarter Performance

The Chicago Branch is our fourth-quarter performance leader for 1975, followed by Ellen Kistler's New York Financial Branch (third-quarter leader) in second place and Melanie Bouer's Phoenix Branch third.

This is the second time in 1975 the Chicago Branch has led the nation in quarterly performance (they were number one the first quarter too). Equally exciting and impressive is the fact that Chicago Branch Manager Mike Schermer has won top honors with his branch three times out of

the last five quarters!

First, at the end of the fourth quarter 1974, Mike led his Dallas Branch to victory; then took his winning ways with him to Chicago. Considering the keen competition being offered by a number of other branches across the country, this is a truly outstanding achievement!

Update is also pleased to present our 60 top individual performers for the fourth quarter 1975. Note that a single asterisk (*) beside a name indicates he

or she was among the top 20 performers for the third quarter 1975; a double asterisk (**) means that individual was among the next 40 the third quarter. Those who have remained consistently among the division's leading 60 performers for three or more consecutive quarters are identified by a number beside their name, representing the number of consecutive quarters the name has remained on the list. Howard Weidberg, Senior Account Rep in the Eastern Zone's Telephone Branch, for example, has been listed each of the last five quarters!

The Top Twenty

Allan Abrams
Account Manager
NY Industrial Branch (EAZ)

Bruce H. Ackley
Account Rep.
Phoenix Branch (SWZ)

John W. Adams
Senior Account Rep.
Atlanta Branch (SOZ)

Silvio J. Anichini
Senior Technical Rep.
Chicago Branch (CEZ)

Robert J. Binkert
Senior Technical Rep.
Phoenix Branch (SWZ)

George J. Bottarini
Technical Rep.
New Jersey Branch (EAZ)

William H. Breedlove
Senior Account Rep.
Phoenix Branch (SWZ)

Dennis A. Casazza**
Account Manager
Telephone Branch (EAZ)

Robert E. Christopherson
Senior Technical Rep.
So. Calif. Tech. Branch (PAZ)

Carroll E. Dearborn*
Senior Account Rep.
Capital Branch (SOZ)

Anne O. Filippone
Account Manager
New Jersey Branch (EAZ)

Richard S. Fontaine**
Account Manager
New Jersey Branch (EAZ)

Barry L. Greenspan
Account Rep.
N. Y. Financial Branch (EAZ)

Gerald F. Grover
Senior Account Rep.
Schenectady Branch (NEZ)

Matthew D. Herman
Senior Technical Rep.
N. Y. Financial Branch (EAZ)

Harrison L. Jordan
Technical Manager
Capital Branch (SOZ)

Ken M. Kennedy
Account Rep.
LA North Branch (PAZ)

Sol A. Koppel
Senior Technical Rep.
N. Y. Industrial Branch (EAZ)

Howard G. Weidberg⁵
Senior Account Rep.
Telephone Branch (EAZ)

Reed D. White, Jr.
Senior Account Rep.
Dallas Branch (SWZ)

The Next Forty

Charles E. Abel
Account Rep.
Cincinnati Branch (CEZ)

Dicklam L. Au**
Senior Account Rep.
San Francisco Branch (PAZ)

Rudolfo Baldor
Account Manager
Miami Branch (SOZ)

George Balynsky

Technical Rep.
Telephone Branch (EAZ)

Ronald R. Battory
Senior Technical Rep.
Schenectady Branch (NEZ)

Ernest C. Birge
Account Manager
Detroit Branch (CEZ)

Howard T. Bische
Account Rep.
Cincinnati Branch (CEZ)

John A. Conway
Account Rep.
Stamford Branch (NEZ)

Peter A. Curtin³
Account Manager
Chicago Branch (CEZ)

Paul W. Dowdy
Senior Account Rep.
Charlotte Branch (SOZ)

Armand Etedgui³
Senior Account Rep.
Stamford Branch (NEZ)

Continued on page 7



GCOS Background Software Release Includes Removable Disk Packs

A major GCOS Background software release (BGH701) was scheduled to be implemented last Monday on System S and today on System R. Branch and customer notifications of the software release have been on the system since January 27.

Removable disk packs are a part of this release and will become available for field test March 1. It's time to start thinking (or rethinking?) of some potential field test candidates. Ray McNeas in Sales Service will be handling the field test and will be releasing the requirements shortly.

February Service Awards

Twenty-five Years

Frank Gibbins Rockville
John W. Neuenschwander Rockville

Fifteen Years

Howard W. Anderson Rockville
James P. Skinner Rockville
William F. Marshall Rockville
Faye P. Farrell Rockville

Ten Years

Jay Kyle Givens Birmingham
Forrest A. Lorz Rockville
Yvonne R. McCollin Philadelphia
Robert G. Rowe Rockville
Paul E. Turcotte Watertown

Five Years

Johnnie C. Jackson Atlanta
Daniel D. Scurti Rockville
Harry C. Wentworth Dallas
Agnes B. Leidenfrost Rockville
Wallace K. Messenger Erie
Emery J. Williams Brook Park
John A. Kosiorek Erie

Update is published bi-weekly by the Information Services Division for the benefit and information of employees. Articles and photographs may be submitted to Update, Information Services, 401 N. Washington Street, Rockville, Maryland 20850; or call 8 * 273-4387.

Performance Leaders *Continued from page 6*

Peter P. Fuentes Senior Technical Rep. Phoenix Branch (SWZ)	Loren B. Harrell, Jr.** Senior Technical Rep. Charlotte Branch (SOZ)	Sung I. Park Account Manager Indianapolis Branch (CEZ)	Brenda Tripp Account Rep. Capital Branch (SOZ)
Michael K. Fuller Account Rep. Chicago Branch (CEZ)	Donna J. Haynes Account Rep. Charlotte Branch (SOZ)	Patricia D. Rakich Senior Technical Rep. No. Calif. Technical Branch (PAZ)	Richard D. Vincent Account Manager Dallas Branch (SWZ)
John S. Garrett Technical Rep. No. Calif. Technical Branch (PAZ)	James R. Krotzer Senior Account Rep. San Francisco Branch (PAZ)	Eileen S. Reidinger Technical Rep. Telephone Branch (EAZ)	Charles I. Wallach Senior Technical Rep. New Jersey Branch (EAZ)
Ronelle W. Genser Technical Rep. Atlanta Branch (SOZ)	Joseph B. Krupa* Senior Account Rep. Houston Branch (SWZ)	Benton L. Richardson** Account Rep. Telco Branch (PAZ)	David P. Thacker Account Manager Charlotte Branch (SOZ)
Lewis E. Goodrich, Jr. Senior Account Rep. Houston Branch (SWZ)	Peter A. Mannetti** Account Rep. Seattle Branch (PAZ)	Leland K. Shaffer, Jr. Account Rep. Chicago Branch (CEZ)	William F. Tiernan III Technical Rep. Charlotte Branch (SOZ)
G. Randy Grant Senior Technical Rep. Seattle Branch (PAZ)	James W. Marshall Account Manager Dallas Branch (SWZ)	Fred W. Smith, Jr. Technical Rep. Dallas Branch (SWZ)	Richard C. Townsend Technical Rep. Miami Branch (SOZ)
Donald J. Hahn Senior Technical Rep. Cincinnati Branch (CEZ)	Gary F. Martin Senior Account Rep. San Francisco Branch (PAZ)	Joseph L. Stubbs Account Rep. N. Y. Industrial Branch (EAZ)	Richard L. Welch Senior Account Rep. Charlotte Branch (SOZ)
			Carol J. Wetmore Account Rep. Chicago Branch (CEZ)



People On the Move

Maria Atkins, from Secretary to Receptionist, Division General Manager's office, Rockville.

Dennis H. Bibler, from Account Rep; to Senior Account Rep, Cleveland.

Karleen Draper, from Secretary to Relations Administrator, Rockville.

Neil J. Evangelista, from Network Distribution Specialist, Detroit; to Data Comm. Spec, Rockville.

Dean Herman, from Account Rep; to Senior Account Rep, Minneapolis.

Janelle Kuechle, from Secretary; to Branch Administrator, Minneapolis.

William L. Lipton, from Tape Librarian; to Senior Tape Librarian, Brook Park.

James L. Magruder, from Data Communications Specialist; to Manager, NTO East, Rockville.

David Paoli, from Account Rep, St. Louis; to Senior Account Rep, Los Angeles Technical Branch.

Loren Paulozzi, from Tape Librarian; to Senior Tape Librarian, Brook Park.

William A. Ruemler, from Account Rep; to Senior Account Rep, Milwaukee.

Glenda Roberts, from Tech Rep; to Senior Tech Rep, Houston.

Warren Winger, from Manager, Sales Support, Far East Operation, Tokyo; to Sales Support Projects Manager, International Operation, Rockville.



Dennis Bibler



Dean Herman



Jim Magruder



Glenda Roberts



Maria Atkins



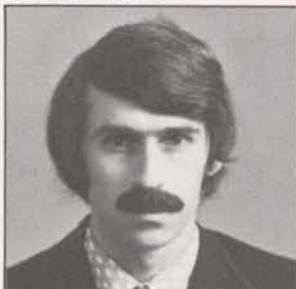
Neil Evangelista



Bill Lipton



Loren Paulozzi



Warren Winger



Karleen Draper



Janelle Kuechle



Dave Paoli



Bill Ruemler



UPDATE

INFORMATION
SERVICES
BUSINESS
DIVISION

ROCKVILLE,
MARYLAND

March 4, 1976
305.55

Customer Sends Kudos to Two ISBD Field Men

Perhaps the most rewarding thing an ISBDer can receive in connection with his job, is a letter of commendation from a customer.

Update thanks Marilyn Pierson, Southwest Zone Marketing Representative, for sharing with our readers the following letter to Bill Bush, Dallas Account Rep. The letter, written by Marshall R. McGraw of Phillips Products Company, a subsidiary of Phillips Petroleum Company, is reprinted here by permission of the author.

"To Bill Bush:

"Due to the effort put forth by yourself and Fred Hofmann (Account Manager in Louisville), the new terminal was installed and operational at our Williamstown, Kentucky plant, on the third working day after the offices were destroyed by fire.

"If we had been operating with an in-house computer system, recovery would have been a long and costly procedure, since all of our files and programs would probably have been destroyed. However, with the GE system, we were able to resume business as soon as the new terminal was installed.

"Thank you for your prompt and valuable assistance and please make my appreciation known to all who were involved.

"Sincerely,

(signed)

Marshall R. McGraw"

Editor's note: A phone call to Fred Hofmann in Louisville revealed that upon learning of his customer's plight, Fred rushed one of his office's own TermiNets to the customer's office to save the day.*

*TermiNet is a registered trademark of General Electric Company, U.S.A.

Now You Can Have DMS at Big PFN Savings!

DMS users who have repetitive retrieval and reporting applications can now take advantage of the cost savings available from our new Production Fortran (PFN) language.

Normally, DMS*** transforms the user's retrieval requests into an FIV program that operates on the DMS database. With the new OPTION PFN statement in DMS, the user can specify that the program generated by DMS*** be written in PFN.

OPTION PFN can help reduce processing costs by as much as 30 percent for the loaded, core image version of

the generated program, according to Jerry Paulsen, Product Programs Manager. As with user-written source programs, PFN programs generated by DMS will experience an approximate 20 percent increase in compilation costs and up to 15 percent decrease in execution costs.

Thus, OPTION PFN will be best suited for DMS applications that are production-oriented and stored in core image. OPTION PFN is described in the new DMS user's guide (5610.01B). It is also referenced in the on-line file DMS INFO***.

New Foreground Release

In mid-March, ISR-430 will be available on all systems. The user-visible feature is a new time-out routine in PFN/FIV. At present, all users receive a warning message when no activity has occurred for eight minutes: YOU HAVE BEEN IDLE FOR 8 MINUTES. PLEASE RESPOND!! If no response is received within two minutes, the user is disconnected.

Now, PFN/FIV users can elect to reduce the inactive period. A PFN/FIV program with the statement: CALL TIMEOUT (ISEC, \$ERR), will set the time-out interval to the value of ISEC. ISEC is an integer variable representing seconds of idle time allowed. The value of ISEC must be in the range of zero to 600. It will be rounded up to the nearest 60 seconds.

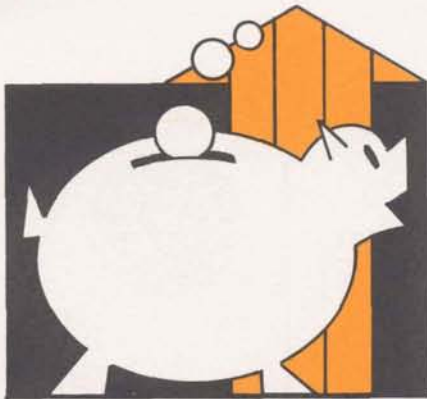
If ISEC is 120 or less, no warning is given; the user is disconnected. A value of 121 to 300 will result in one minute's warning; and 301 to 600 will give a two-minute warning. \$ERR is an optional error return.

Users will notice that the time-out message is now different. The new message printed out will be: YOU HAVE BEEN IDLE TOO LONG. PLEASE RESPOND!!

S&SP Prices-Jan.

Month	Stock Price	Fund Unit Price
January	\$52.220	\$26.986
December	46.347	25.407
November	48.336	25.991
October	47.332	25.257
September	44.173	24.010
August	44.542	24.670
July	49.926	27.114
June	47.833	27.371
May	46.458	27.056
April	46.000	25.213
March	46.369	24.499
February	41.757	22.706

GENERAL  ELECTRIC



In Case of Emergency, This GE Plan Can Help!

From time to time, Update attempts to inform its readers of what may frequently be little-known benefits available to ISBD employees under the GE Benefits Package. Since many of us are not familiar with GE's Emergency Aid Plan, it might be prudent to devote some space in this issue to this really important potential assistance.

The Plan was established to provide financial assistance in situations that are recognized as genuine emergencies, for instance: personal illness, illness or death in your immediate family, fire, flood or other disaster affecting you or your immediate family.

As an active employee, you are eligible if you have at least 30 days of continuous service and are a member of a Company Insurance Plan. Eligibility is also extended to employees absent with protected service because of illness, layoff due to lack of work, or an authorized leave of absence provided they meet the service and insurance plan requirements previously stated.

If you have a valid emergency and have obtained the necessary management approvals, you may borrow up to \$500 under this plan (\$1000 in the case of an exempt employee). No interest is charged on the first \$300 of the loan. The current interest rate, required on any balance in excess of \$300, is 4% percent per year.

The plan requires that repayment be made at the rate of at least \$6 per week (\$12 bi-weekly) and arrangements are made to repay through payroll deductions. The maximum period of a loan is 24 months from the date the loan is made and repayment should be completed within that period.

In order to clarify what might qualify as a valid emergency under the terms of the plan, here are a few examples. In the

past year loans have been provided for such reasons as:

- Replace personal property lost in a robbery.
- Emergency dental work not covered by our insurance plan.
- Furnace failed in middle of heating season—required immediate cash.
- Funeral expenses—father died, no insurance.
- Transportation expense related to out-of-state death in family.

On the other hand, loan applications have been declined because the reason

given did not meet the emergency requirements of the plan. For instance:

- Normal maintenance of home—no disaster involved.
- Automobile repair.
- Purchase of property.
- Current living expenses.
- Educational expenses.

For complete details of the plan, refer to the plan booklet, ERB 63B. If at any time you have reason to consider this plan, consult with your supervisor or Employee Relations office. After discussion, if it appears that the plan can assist you through a period of emergency, you will be provided with an application.

Additional Access Numbers for TIP

Additional national INWATS telephone lines have been made available at the Rockville NDP for accessing the Telephone Information Processing (TIP) feature of MARK III[®] Service. Five lines on a rotary can be reached by calling 800-638-8980. Still more lines are scheduled to be added as they're needed to meet demand.

Customers from anywhere in the United States, except Maryland, may use this number; but there is one important restriction: battery-operated portable pads can't be used to generate the Touch-Tone* signals using this number. Customers using such devices must continue to use the present Teaneck national INWATS number.

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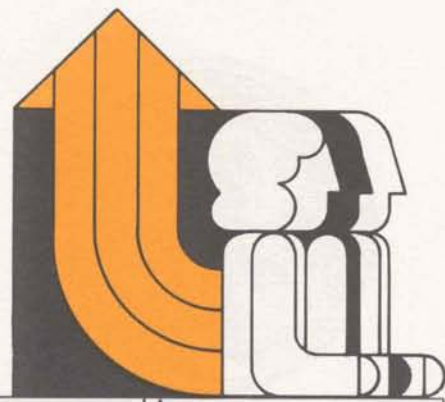
Field reps are encouraged to inform their customers of this new access channel for TIP usage. Spreading the load between Rockville and Teaneck will tend to minimize busy signals during peak periods.

*Touch-Tone is a registered trademark of the Bell System.

Dataspeed 40 Access to MARK III Service

Bill Backer, Senior Specialist in Marketing, has advised Update that effective immediately, all Dataspeed 40 terminal users should be informed that new MARK III software requires a slightly modified access procedure.

After calling the MARK III 1200 baud number, the user should wait for the second (low-pitched) tone before pressing the data button on the modem. Previously, the data button could be pressed as soon as the first (high-pitched) tone was heard. Any users who experience access problems with this terminal should contact the National Service Desk.



People On the Move

John M. Durkot Jr., from Senior Micrographics Operator; to Shift Supervisor, Brook Park.

Joseph M. Malinak, from Senior Operator; to Operations Specialist, Rockville.

Victoria Steiner, from Accounts Payable Clerk; to Payroll Administrator, Rockville.

W. F. Tiernan III, from Tech Rep; to Senior Tech Rep, Greensboro.

Anthony Turacek, from Facility Serviceman; to Computer Operator, Brook Park.

Warren Winger, from Sales Support Project Manager, Rockville; to Manager, Southwest Zone CAO, Dallas.



John Durkot



Joe Malinak



Victoria Steiner



Bill Tiernan



Anthony Turacek



Warren Winger

U.S. Government Lists GE Products As Best You Can Buy Anywhere!

For the first time ever, the U.S. Government is telling buyers of big-ticket appliances what brands and what models it has found to be the best buys in the vast American marketplace.

In her *Your Money's Worth* column in a recent issue of *The Washington Star*, Sylvia Porter made this interesting revelation. According to Ms. Porter, the General Services Administration—the giant supply arm for federal agencies—started by inventing an overall cost formula labeled "life-cycle costing." With this formula, it compared initial retail prices of a wide variety of appliances. . . then added an evaluation of the amount of energy consumed by each over its lifetime.

The GSA purchases tens of thousands of air conditioners, water heaters, ranges, refrigerators, etc., she pointed out, for use by federal agencies and military installations.

In recommending refrigerators, the government listed seven GE models and two Hotpoint models out of a field of 10 recommended models. The nine are GE models TA 10DR-N; TB 12 SR-N; TD 14 SS-B; TB F 16 5; TB FF 19-D; TF F 22-D; and TF F 24 D; and Hotpoint models CTF 14 E; and CTF 18 C. The only non-GE/Hotpoint model recommended is the Philco model RT 17 BG.

Two of six air conditioner models are produced by GE: the AG FE 90 9F; and the AGFS 81 3 D. One of five recommended electric ranges is a GE product: model JASO 4.

Considering the great number of appliances currently available in the United States, it would seem the federal government has given General Electric some excellent compliments.

Ms. Porter also noted that in the U.S.

we now own more than a billion appliances, an average of 16 for each home. Nearly 100 percent of American homes own a refrigerator; more than 95 percent own a TV set, and more than 91 percent a washing machine. We spend more than \$8 billion each year on large appliances, and the per-family output for them runs into the tens of thousands over a lifetime. Still more thousands per family are spent on electricity to run them.

Critical Problems

Do you have a critical problem with a specific customer? Do you find you can't get it resolved through normal channels?

Well, ISBD's come up with a special way of handling such problems by getting an elite group of field and headquarters personnel together every Monday to work them out. This team puts the pressure on, and keeps it there

Continued on page 5



GE Sales Held Steady But Profits Were Down in '75

Preliminary, unaudited results indicate net earnings of General Electric for the year 1975 were approximately \$580 million or \$3.17 per share. This was a decrease of about five percent from the \$608 million or \$3.34 per share reported in 1974, Reginald H. Jones, chairman of the board, reported recently. Sales for the year 1975 were expected to be about the same as the \$13.4 billion for 1974.

Earnings for the fourth quarter of 1975 were indicated to be about \$220 million, \$1.20 per share, an increase of 15 percent from the \$192 million or \$1.05 per share reported in the comparable quarter last year. Sales for the quarter were around 3.77 billion, roughly equal to the \$3.74 billion reported in the same quarter of 1974.

Jones, in commenting on the year, stated, "In a year when the U.S. economy experienced the most severe recession since World War II, GE earnings for the first quarter of 1975 were down 39 percent from the 1974 quarter, and the second quarter earnings were off 13 percent from the comparable 1974 quarter. But in the third quarter of 1975, earnings were seven percent ahead of the 1974 third quarter, and advanced even more in the final quarter. Faced with a substantial economic downturn and a continued cost-price squeeze, expenses were cut back rigorously but in ways that, in the judgment of management, will not impair the Company's potential for future growth. In addition, efficient utilization of cash resources was given a high priority at all levels of management in 1975. The result was to reduce total debt by about \$150 million from the 1974 year end while increasing cash and marketable securities by some \$480 million. General Electric thus continues to be in a strong financial position."

Reviewing the various categories of the Company's business in 1975, Jones noted:

... "Sales and earnings of the Consumer Category entered 1975 in a sharp decline. Sales to consumer markets touched bottom early in the year and began a recovery that continued through the remainder of the year. Although total sales for 1975 were less than for 1974, continuous efforts to reduce expenses and improve prices to offset escalating costs accounted for a gain in earnings for the total year. For major appliances, retail sales showed a strong rebound, while a continued low rate of housing starts precluded improvement in the contract appliance business. Lamps enjoyed a strong comeback in earnings. Housewares and audio products were slow during the early part of the year but participated in the improvement as the year progressed. TV receiver operations reflected that industry's disappointing sales year.

... "For Industrial Components and Systems, the negative factors in 1975 outweighed the positive and sales and earnings were down from 1974. Operations which supply producer equipment for industry started the year with strong sales and earnings. Results, however, trailed off as the year progressed. Components and materials operations serving consumer goods and construction markets were weak throughout most of the year, but began to record gains as the year closed. Medical systems and information and industrial services improved both sales and earnings for the year.

... "The Industrial Power Equipment Sector underwent major adjustments in 1975 in the wake of the worldwide energy crisis and the economic recession. As expected, although total sales in this category were up somewhat, earnings were lower in 1975 than 1974. Shipments of steam turbine generator units were down from the earlier year with a significant adverse impact on earnings. The nuclear business increased its sales and remained marginally profitable. Gas turbines sold to domestic

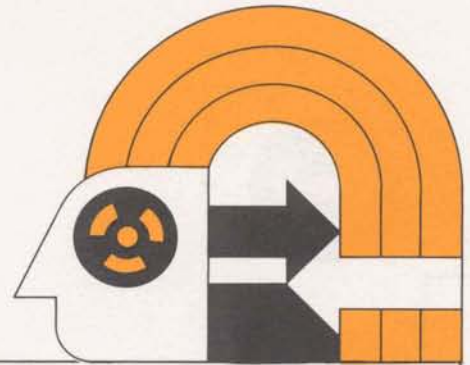
utilities had another difficult year. This weakness was partially offset by strength in international markets. Power delivery sales were down slightly from the preceding year although operating results were improved through better pricing and cost and productivity improvement programs.

... "The Aerospace Category's level of 1975 sales and earnings in total were up somewhat from 1974 despite a decline in sales of commercial aircraft engines.

... "International Operations sales were better than last year even in the face of worldwide recession, but earnings were down because of lower export margins and losses on certain installation contracts.

... "Preliminary, unaudited results for the General Electric Credit Corporation indicate that earnings continued to be better throughout 1975 than in 1974 because lower interest costs and a higher level of receivables more than offset considerably higher provisions for losses and lower yields."

Looking ahead to 1976, Jones noted that, "We presently expect to increase plant and equipment expenditures by about 20 percent from the 1975 amount of approximately \$450 million." He further stated "Our General Electric economists are looking for a little over five percent real growth for the U.S. gross national product in 1976 with an inflation rate of about six to seven percent. Our expectation, consequently, is for a moderate and steady recovery. This means a highly competitive situation. In these circumstances, the keys to General Electric's 1976 strategy will be continued cost control, effective cash management, realistic price improvement and growth-oriented resource allocations."



Interchange Corner

A number of customers have asked if there was any way on the MARK III system to execute multiple system commands on one line.

Hin Szeto, Tech Rep with the Southern California Technical Branch, has come

Hin offers the following example:

Source FIV Programs

EDI LIS ..

```
100 OPTION LOAD,NOWARN,NOCHECK,NOLINE
110 IMPLICIT INTEGER (A-Z),ALPHA(A),FILENAME(F),REAL(R),STRING(S)
120 CALL GETPAR(S,$100)
130 BEG=1
140 500 CALL NEXTS(S,BEG, ' ; ',SI,$200)
150 IF(SI.EQ. ' BYE ')CALL BYE
160 IF(SI.EQ. ' HEL ')CALL HELLO
170 CALL CMD(SI,$300)
180 GO TO 500
190 300 PRINT," MSC ERROR ON "*" ,SI,"*"
200 GO TO 500
210 200 CALL EXIT
220 100 PRINT,"NO PARAMETER LIST FOR MSC"
230 CALL EXIT
240 END
```

READY
EDI LIS .NEXTS

```
100 SUBROUTINE NEXTS(SB,BEG,SD,SP,*)
110 IMPLICIT INTEGER (A-Z) ,ALPHA(A) , FILENAME(F) ,REAL(R) ,STRING(S)
120 IF(BEG.GT.LENSTR(SB))RETURN 1
130 J=INDSTR(SD,SB+SD,BEG)
140 SP=EXTSTR(SB,BEG,J-BEG)
150 BEG=J+1
160 RETURN
170 END
```

READY

These programs should then be compiled and loaded to run via the slash (/) command.

up with a suggestion as to how it can be handled. The syntax is:
/ . command1;command2;command3;-
command4;command5. There is no natural maximum number of system commands on each line.

Source FIV Programs

EDI LIS ..

```
100 OPTION LOAD,NOWARN,NOCHECK,NOLINE
110 IMPLICIT INTEGER (A-Z),ALPHA(A),FILENAME(F),REAL(R),STRING(S)
120 CALL GETPAR(S,$100)
130 BEG=1
140 500 CALL NEXTS(S,BEG, ' ; ',SI,$200)
150 IF(SI.EQ. ' BYE ')CALL BYE
160 IF(SI.EQ. ' HEL ')CALL HELLO
170 CALL CMD(SI,$300)
180 GO TO 500
190 300 PRINT," MSC ERROR ON "*" ,SI,"*"
200 GO TO 500
210 200 CALL EXIT
220 100 PRINT,"NO PARAMETER LIST FOR MSC"
230 CALL EXIT
240 END
```

READY
EDI LIS .NEXTS

```
100 SUBROUTINE NEXTS(SB,BEG,SD,SP,*)
110 IMPLICIT INTEGER (A-Z) ,ALPHA(A) , FILENAME(F) ,REAL(R) ,STRING(S)
120 IF(BEG.GT.LENSTR(SB))RETURN 1
130 J=INDSTR(SD,SB+SD,BEG)
140 SP=EXTSTR(SB,BEG,J-BEG)
150 BEG=J+1
160 RETURN
170 END
```

READY

commands and Hin Szeto's suggested short-cut method follow; you can see that his idea can be useful in most cases.

New & Revised Documentation

The NSS contract (6116.02B) has been revised and reprinted. Please destroy any copies of the previous contract in your possession.

New GCOS Background software is documented in a new internal publication, *Enhancements and Differences, BGH-701 and Honeywell Software Release G* (2000.31A), distributed to technical personnel at the end of January. The customer version, *New GCOS Background Software Release* (2000.34) is available via OLOS.

The new *PLOT**** user's guide (5111.01A) has been published. It is considerably expanded from the field test document, and contains step-by-step learning information, reference tables and an index.

*STRESS**** user's guide (5202.01) has been corrected and reprinted.

Statsystem course materials have been published. The instructor's guide is 5707.06; viewgraphs are 5707.07 and the student's guide is 5707.08.

Electricity Consumption Analysis Database (ECAD) (5900.68) joins the set of MAP database descriptions.

Critical Problems

Continued from page 3

until the problem is solved. It's already been working for a full year, and spokeswoman Grace Canning, Senior Specialist, Sales Planning, suggests you may find it useful, too.

To get quick high-quality attention focused on your problem, just send a memo to CRITICAL PROBLEM on the Memosys. Tell us who the customer is, what the problem is, and what attempts have already been made to solve it. The group addresses system problems, product problems, administrative problems and sales problems.



Interchange Corner *Continued from page 5*

System Command Method:

```
ACT
00002.96 CRU 0000.01 TCH 0000.06 KC
READY
TTY
TERMINAL 2904557 USER-- MD18600 FILE--LOGIN SYST--FIV STAT--idle
READY
LIS TEST1
```

```
TEST1 11:15EST 01/23/76
```

```
100 THIS IS TEST FILE ONE
110 1*1*1*1*1*1*1*1*1*1
```

```
READY
OLI
```

```
HSS QUEUE FOR U# MD18600 11:15EST 03/3/76
THERE ARE NO ENTRIES IN THE QUEUE
```

```
READY
TTY
```

```
TERMINAL 2904557 USER-- MD18600 FILE--LOGIN SYST--FIV STAT--idle
READY
ACT
00003.64 CRU 0000.02 TCH 0000.50 KC
READY
```

Hin Szeto's Suggested Method:

```
/. ACT;TTY;LIS TEST1;OLI;TTY;ACT
00004.37 CRU 0000.04 TCH 0000.59 KC
TERMINAL 2904557 USER-- MD18600 FILE--LOGIN SYST--FIV STAT--TTY
```

```
TEST1 11:16EST 01/23/76
```

```
100 THIS IS TEST FILE ONE
110 1*1*1*1*1*1*1*1*1*1
```

```
HSS QUEUE FOR U# MD18600 11:16EST 01/23/76
THERE ARE NO ENTRIES IN THE QUEUE
```

```
TERMINAL 2904557 USER-- MD18600 FILE--LOGIN SYST--FIV STAT--TTY
00005.61 CRU 0000.04 TCH 0000.98 KC
```

```
READY
```

Update thanks Hin for this contribution to the Interchange Column. Do you have a useful idea you'd like to share with fellow-ISBDers? Let us know!

Electricity Consumption Analysis Data Now Available Via Mark III Service

Now available on-line for display analysis and projection of electricity consumption trends are over 1,900 time series of monthly data on four electric utility operation variables for five customer sectors, plus 11 associated weather and economic variables for 63 electric utility companies. All this, covering nearly two-thirds of the U.S. electricity consumption, plus the analytic tools and extensive economic data banks of GE's MARK III MAP Service, is available to customers by way of the MARK III teleprocessing network.

This 63-company sample has been chosen to reflect a variety of system operating conditions, and has been distributed among the nine U.S. Census regions to facilitate cross-sectional analysis of consumption patterns.

In studies of the effects of economic conditions on energy consumption, two types of analysis are generally performed. For a utility, region or the whole nation, the year-to-year relationship between consumption and one or more explanatory variables can be developed using time-series analyses. In addition, cross-sectional analyses can be used to determine relationships among utilities and estimates of long-term elasticities. The ECAD utility sample has been structured to facilitate both of these analyses. Necessary data management and analytical software is provided by the GE MARK III MAP Service.

For additional information on ECAD, call Ralph Bice, Electric Utilities Applications Manager, at 8*273-4722.

GENERAL  ELECTRIC



®

Major ISBD Field and Headquarters Organizational Changes Announced

Dr. George J. Feeney, Vice President and General Manager of the Information Services Business Division, has announced a number of important organizational changes affecting the Technology, Systems and Sales Departments and the Marketing Operation.

Technology Department

Of particular significance is the establishment within the Technology Department of a completely new developmental section. Called "Advanced Technology" and reporting to Bob Hench, Manager, Technology Department, the new section has been created to work on technological improvements to be introduced by the division in future years and evaluate long-range technological opportunities.

Addressing this ambitious challenge will be Aksel Olesen, formerly Technology Systems Manager. Aksel and his staff will attempt to anticipate future developments in the information services industry and help ISBD maintain its position of leadership in terms of new technology and response

to the data processing needs of business as they arise.

Replacing Aksel as Manager, Technology Systems, is Dr. Don Shell, formerly Manager, File Systems. Dave Foster, formerly Product Planning Manager, assumes Don's previous duties as Manager of File Systems.

Systems Department

In the Systems Department, significant changes have been made both domestically and internationally. Internationally, a European Operations Section has been established to consolidate the division's operational and marketing activities in the United Kingdom and continental Europe.

The new section, managed by Gary Mueller (formerly Manager, International Operation), will have dual accountability for performance: for operational activities, to Systems; and for marketing activities including interface with our distributors in Europe, to Marketing.

Domestically, an Operations Engineering Task Force has been established.

This important activity, to be led by Jerry Butler, will analyze the product release, quality assurance and operational support activities in the two departments. This task force activity will concentrate its efforts on improving ways of making new products flow efficiently through these important steps. Task force members will be key personnel from both Technology and Systems.

The Systems department changes also include new personnel assignments. Bob Johnson, formerly Manager, Information System, Switchgear Equipment Finance Operation, will manage Remote Operations; while Dick Lewis will move over from Manager, Network Planning; to Manager, Super-center Operations.

Sales Department

In the Sales Department, another important change involves the restructuring of three additional zones. . .the Northeast, Southern and Southwest Zones. . .along the guidelines previously established in the Pacific Zone.

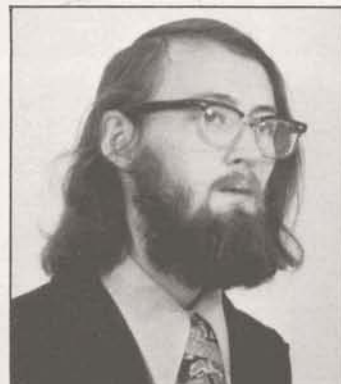
Continued on page 2



Aksel Olesen



Don Shell



Dave Foster



Gary Mueller

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Organizational Changes *Continued from page 1*

This configuration allows for the establishment of new sales branches in larger metropolitan areas, and the creation of separate technical branches. All branches, both sales and technical, report to the relevant Zone Manager. In the Northeast Zone, new technical branches have been established in Boston and Schenectady. The New England Technical Branch (Boston) will serve the Stamford, Hartford and Boston sales branches; and the New York State Technical Branch (Schenectady) will serve the Schenectady and Rochester sales branches, as well as the office in Syracuse.

It should also be noted that the Hartford office has full branch office status now; and the Buffalo Branch moves to Rochester April 1. In the Central Zone, the Pittsburgh office has also been elevated to full sales branch status.

Also in the Sales Department, a new section, the Federal Sales Operation, has been created to increase the impact of our efforts in the federal government market. Headed by Sally A. Smith, formerly Manager, Product Programs in Marketing, the Federal Sales Operation is to be located in downtown Washington, D.C.

Details of the previously established VS Sales Operation were announced. This component, headed by Bruce K. Barnard, formerly Central Zone Manager, will include district managers for Los Angeles, New York and Chicago, as well as marketing and sales support in Rockville.

Please refer to "People On the Move" elsewhere in this issue for the names and photos of VS Background managers, as well as new managers of sales and technical branches.

Marketing Operation

Several changes in the Marketing Operation have also been made. Taking new assignments were Lee Beyer, formerly Competitive Analysis and Pricing Manager; and Bill Hewlett, formerly Product Training Manager. Lee was appointed Manager, Product Programs; and Bill was appointed Manager, Marketing Communications.

In conjunction with the establishment of the European Operations section, the International Operation has been restructured and renamed International Support Operation.

To provide better focus and attention on division training, all such activities have been consolidated into a Training Operation with the Documentation component being transferred to Marketing Communications.



Jerry Butler



Bob Johnson



Dick Lewis



Sally Smith



Bruce Barnard

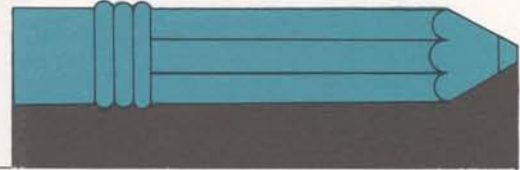


Lee Beyer



Bill Hewlett

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SITE II: A New Economical Approach to Demographic Studies

C.A.C.I., Incorporated, a management consulting and software development firm, has recently released SITE II on the MARK III® network. SITE II is a completely redesigned version of two proven revenue generators of the past two years, SITE 74 and SITE.

SITE II provides detailed demographic and housing data from the 1970 census, and also offers estimates of the 1975 population and household count. C.A.C.I. states that 1974 per-capita income estimates will also be available soon.

SITE II also includes data on census tracts, minor civil divisions, counties, states and metropolitan zip codes for the entire United States, or for market areas of any size or shape defined by the user. Six different report formats are offered the user to more closely meet specific informational needs. Cost to the user for accessing the system through MARK III Service is a function of the reports requested and areas defined. An estimate of the cost is provided before execution begins.

One of the targeted GCOS Background products for 1976, SITE II offers significant revenue potential. Although the SITE database currently resides on several competitive services, the enhanced, more comprehensive SITE II product is available only through General Electric. Therefore, we have a competitive edge for the next several months.

In order to capitalize on this opportunity, a number of seminars is being scheduled for selected field locations. C.A.C.I. personnel will present a marketing overview of SITE II for GE representatives, including what the market is, revenue potential, to whom

we should sell this product, types of problems SITE II solves, competition, the C.A.C.I. support role, etc.; and a prospect or customer-oriented product update and introduction.

Another important point about SITE II: the pricing of this product is significantly different from its predecessor, SITE, and should significantly lower costs for many users.

As a result, we not only have a more marketable product for new prospects, but also a better and more cost-effective product for some previous users who are readily identifiable.

More on Critical Problems

In the March 4 Update we suggested field people make use of the Memosys address CRITICAL PROBLEMS when they have a problem that can't seem to be solved through regular channels.

It should be noted that one individual in each zone has been specifically assigned the function of serving as focal point for gathering, evaluating and forwarding any critical problems to the special committee, which then bends every effort to find an equitable solution. All memos should come from your zone's representative; never directly from individual field personnel.

These special representatives are:

Central Zone:	Frank Brzeczek
Eastern Zone:	Paul Bleier
Northeast Zone:	Al Parker
Pacific Zone:	John Nessen
Southern Zone:	Harvey Henson
Southwest Zone:	Bob Friedmann

Dick Gilson, Senior Account Representative in the Capital Branch, is working closely with C.A.C.I. and Headquarters Marketing (Product Programs) to coordinate these events and assist in pursuing the SITE II opportunity.

Dick called SITE II an excellent door-opener and a sure-fire way to increase GCOS Background Service revenues almost immediately. For more information, contact Dick at 8*272-4464; or Marianne Millett, Product Programs Manager, GCOS Background Service, at 8*273-4617.

And here are a few additional suggestions designed to make the best possible use of the CRITICAL PROBLEMS committee and help get your critical problems resolved quickly.

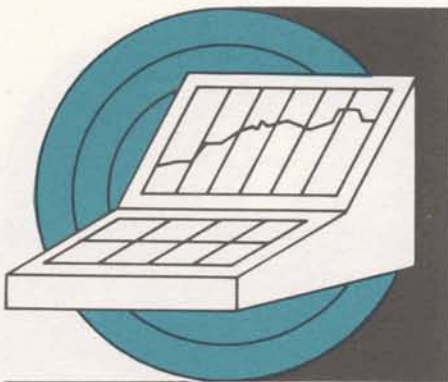
1. For service-related problems, refer to the appropriate NSO log number when reporting a critical problem to your zone representative (you must request this number from the National Service Desk). For marketing or sales problems, please specify ROP number.

2. Be as specific as possible; try to supply all the information necessary to solve the problem.

3. Save this channel for true critical problems; exhaust all alternative methods before contacting your zone representative with a problem labeled "CRITICAL."

If you have any questions on the use, application or procedure for handling CRITICAL PROBLEMS, give coordinator Ray McNees a call at 8*273-4639.

March 25, 1976
005.56



Cluster Systems Up and Running: Fully Operational in Maryland and Ohio Centers

Cluster systems are now the normal mode of operation in both the Ohio Center and the Maryland Center. Many of the benefits of clusters are already being noticed by our customers.

Even though MARK III Service availability and reliability are already the best in the industry, cluster systems are expected to add improvements. Since file systems are no longer dependent on any single processor for access, MARK III Service is now more accessible to users than ever before.

For example, the message: SERVICE INTERRUPTED, RE-ENTER U# means that central processor has gone down. Upon re-logout, the rest of the processors in the cluster will share the load of the downed processor. In pre-cluster days, if a processor went down, one entire file system would have been denied access until backup was provided or the problem fixed. Now, if a processor goes down, only a short interrupt is suffered while users re-logout and are automatically switched to a different processor. While the number of users affected is the same, they are scattered across the file systems. No one file system is completely disabled and no long delays are suffered.

To illustrate, in pre-cluster days, no one on a given system could gain access to his files until the downed processor serving that system was repaired or swapped out. Now those users suffer only a momentary delay.

Load balancing is another important benefit of cluster systems. Not only are the communications load-balanced; but the processor load is balanced too. The user ends up with the best available path to his files, and that should show up as improved and more consistent response.

Another benefit of dynamic load balancing involves the magnitude of

customer usage. In pre-cluster days, some customer catalogs had to be split, with all the attendant headaches, simply to avoid the processor's getting bogged down through heavy usage. This is no longer necessary. In fact, since clusters were implemented, the maximum number of simultaneous users on a single customer catalog has reached more than 200, which exceeds the capacity of a single, stand-alone processor.

Versatile FAL II Subroutines Make Financial Analysis Still Easier!

There's no doubt about the cost-effective power of FAL II. Reports and financial consolidations are a "snap," according to Frank Wharthen, Pacific Zone Support Representative. But he adds, the depreciation and loan subroutines are what really put the "financial analysis" into FAL II. They make it possible to handle complex financial situations without having to re-invent the wheel.

These subroutines make life easier for tech reps and customers alike, Frank says, and it is worthwhile knowing what their capabilities can do for you. In a typical application, Frank produced a customer lease analysis for a major customer using only 30 lines of FAL II logic. The result was so successful that it thwarted the installation of a competitor's sophisticated lease package.

The application was critical to the customer, and according to Frank, the application would have been almost impossible without the sophisticated capabilities of the depreciation and loan subroutines.

The depreciation and loan subroutines are ideal for most complex financial

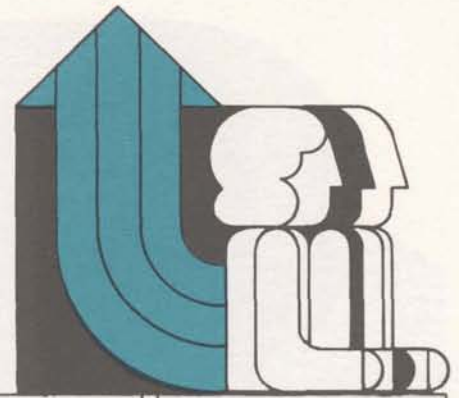
The cluster system concept is a technological breakthrough in the computer services industry which will help maintain ISBD's reputation as the industry leader.

If you have any questions regarding customer benefits of our new cluster systems, call Fred Wood in Marketing (8*273-4624); he's your headquarters contact for this important system improvement.

analyses which include scheduling of depreciation expenses or principal/interest repayment cash flow streams. For example, customers often request something which sounds like a customized version of MORTG*** built into *their* financial models. . . and FAL II's loan subroutines make this an easy task, Frank says.

The techniques, standards and government regulations which affect financial calculations are constantly changing and the financial community has difficulty getting together on accounting standards, Frank said, let alone methods of analysis. As he put it, "Our customers expect us to deliver the state of the art in financial applications." Toward that end, Frank has recently modified the depreciation subroutine to put it into conformity with the latest provisions of Internal Revenue Code 167, which defines the use of partial years in "sum of the years' digits" from "declining balance." He has also "generalized" the division's loan subroutine so it can generate semi-annual schedules.

Frank has acquired a wealth of experience in applying FAL II successfully and he'll be glad to share his knowledge. Call him at 8*213/371-5595.



People On The Move

George Balynsky, from Tech Rep; to Senior Tech Rep, East Orange.

Roderick R. Belle, from Account Rep, Chicago; to Manager, Chicago District, VS Sales Operation.

Charles W. Benton, from Manager, Philadelphia Branch; to Manager, Los Angeles District, VS Sales Operation.

William P. Booth, from Account Manager; to Manager, Capital Branch, Washington, D.C.

James N. Carro, from Manager, Health Care Services, Rockville; to Manager, New York District, VS Sales Operation.

Robert W. Caton, from Southern Zone CAO Project Manager, Atlanta; to Manager, New England Technical Branch, Boston.

Leland A. Denny, from Manager, Schenectady Branch; to Manager, New York State Technical Branch, Schenectady.

Paul T. Heiner, from Senior Account Rep; to Manager, Schenectady Branch.

Harrison L. Jordon, from Technical Manager, Capital Branch; to Manager, Federal Technical Branch, Washington, D.C.

Robert C. Lodie, from Manager, Buffalo Branch; to Manager, Rochester Branch.

Anthony D. Merenda, from Account Manager; to Manager, Hartford Branch.

Lyle A. Plitt, from Product Programs Manager, Marketing; to Manager, Marketing and Sales Support, VS Sales Operation, Rockville.

Ronald V. Rasmussen, from Manager, Sales Administration, Sales Support, Rockville; to Manager, Cleveland Branch.

Rodney Walker, from Terminal Specialist, Atlanta; to Network Distribution Specialist, Detroit.

Richard I. Winwood, from Account Rep; to Senior Account Rep. Seattle.



George Balynsky



Rod Belle



Charles Benton



Bill Booth



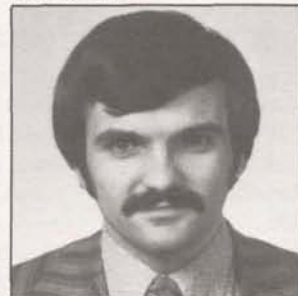
Jim Carro



Bob Caton



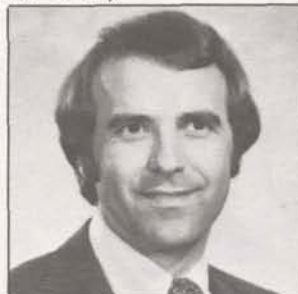
Lee Denny



Paul Heiner



Harrison Jordon



Bob Lodie



Tony Merenda



Lyle Plitt



Ron Rasmussen



Rodney Walker



Dick Winwood



ISBD Senior Account Rep Wins His Town's Youth Service Award

Gerry Grover, a Senior Account Rep in Dalton, Massachusetts, has been named recipient of the fourth annual Gilbert D. Kittredge Memorial Youth Service Award, presented each year by the Dalton YMCA Youth Center to the individual in the city considered to have put more than any other into the community's young people.

Heralded predominantly on the front pages of the Dalton News-Record and the GE Pittsfield News, the award, which memorializes the late "Gib" Kittredge, a former local executive, is given each year to a community leader who possesses outstanding character and exemplifies the qualities that "Gib" brought to his work on behalf of youth organizations.

This is not the first award Gerry has won; last year the Dalton News-Record also interviewed him on becoming honored as ISBD's top salesman, nationwide.

"Somehow, the Daltonian has imparted that same kind of enthusiasm

to the many youth teams he has coached," reported the newspaper, "to the various community boards on which he has served and to the town offices he has held.



Gerry Grover

"He was a member of the Community Recreation Association board of directors for four years and is a past member and vice president of the YMCA-Youth Center board of directors for three years."

Henri Monnier Earns First Rockville Level II Award!



Henri C. Monnier, Systems Specialist in Technology, proudly displays his certificate declaring him Rockville's first employee to earn 100 credits in ISBD's Employee Development Studies Program. The award was presented by

Bob Hench (left), Manager of the Technology Department. Also present were his manager, Chris Brook (second from left), Central Communications Software Manager; and Bob McCalley (right), Communications System Manager.

New and Revised Documentation

The *Network Software Services Program Index* (6104.03A) has been revised. The new version contains nearly 20 pages of additional NSS author software descriptions. It is fully indexed by subject category, author company and program name. (Note: Copies of the revision were printed without the "A" in the publication number on the back cover. The revision can be identified by the printing date that is part of that number — 7609).

A supplement (5505.01A-1) updating the PA300 user's guide has been issued. PA300*** is supported by Dr. D.A. Kellogg, Engineering Consulting Service, GE, Bldg. 36-361, 1 River Rd., Schenectady 12345, 8*235-3840. Dr. Kellogg volunteers copies of sample problems in financial risk analysis, engineering, and manufacturing; debug and modeling help; user seminars by special arrangement; and a set of PA300 instruction sheets suitable for viewgraph presentations.

Two items have been reprinted, with minor corrections: *Systems & Edit Commands* syntax summary (3501.02D) and *Introduction to MARK III Information Services* student's guide (2301.06B).

It's Official: GE's 1975 Profit is About 4 cents Per Sales Dollar

Final, audited figures show net earnings of the General Electric Company were \$581 million, or 4.3 cents on each sales dollar in 1975. This was a decrease of 4% from the \$608 million or 4.5 cents profit on each sales dollar reported in 1974. Sales for the entire year of 1975 were \$13.4 billion, about the same as in 1974.



Interchange Corner

Joe Gomez, Senior Systems Specialist in Product Support, has put together a number of explanations covering some of the most common "problems" which may occur when customers dial-in to MARK III Service. The specific situations and suggested action are detailed below:

Some Tips From NSO:

1. Condition: Telephone rings with no answer

Explanation: This condition is caused by a communications computer system failure. Re-entry can be accomplished by utilizing an alternate access number (when available). If no alternate access number is available, wait 10 minutes and redial. If access is still not possible, contact NSO for assistance.

GE Travelers Now Getting Special Rates at Holiday Inn

Holiday Inn has established a Corporate Rate which is available to GE and which guarantees the lowest available rate at any Holiday Inn, worldwide. Although the discount varies from Inn to Inn, the average saving is expected to be around 15%. To take advantage of the corporate rate, here's what you have to do:

1. Make advance reservations through any Holiday Inn or through a Holiday Inn reservation center.
2. Request the corporate rate.
3. Provide the GE identification number—10280-6.

This information must be provided to Holiday Inn by *you*, not through a travel agency. And there's no guarantee the rate will be available unless you make your reservations in advance. Note also that the rate does not apply to family vacation travel. . .only to GE employees themselves.

2. Condition: busy signals at dial-in

Explanation: This condition is caused by unusually heavy usage. If an excessive number of users are utilizing the same set of incoming telephone lines for a particular area, it is possible for all lines to be in use. Waiting five to 10 minutes should allow access. *If this condition becomes chronic*, it should be reported to NSO.

3. Condition: garbled output

Explanation: This condition is associated with telephone line problems or terminal problems. In order to determine the true nature of the problem, try an alternate terminal. When an alternate terminal is not available or when an alternate terminal fails in the same manner as the first, contact NSO with the access number and the port number (the port number appears when the "TTY" command is executed).

4. Message: VALIDATION FAULT, RETYPE IT

Explanation: This message occurs when the information entered at log-on (user number and password) does not match the data stored in the system. The normal cause is a typographical error. If you are unable to gain access after re-inputting the data, contact NSO for assistance.

5. Message: THAT SYSTEM IS UNAVAILABLE: ALTERNATE U#

Explanation: The system is out of service. Re-entry should be possible in five to 10 minutes. If service is still unavailable after 10 minutes, contact NSO for an explanation of the problem.

6. Message: SERVICE INTERRUPTED; REENTER U#

Explanation: Service was interrupted due to a system malfunction. Re-entry can be accomplished by responding

to the REENTER U# message with the user number you want to access. If this does not allow re-entry, wait five minutes and try again. If service is still denied after five minutes, contact NSO for assistance.

7. Message: SERVICE INTERRUPTED, followed by a disconnect

Explanation: This message is an indication that one of the computer systems in the teleprocessing network has failed. Re-entry can be accomplished by utilizing an alternate access number (when available). If no alternate number is available, wait 10 minutes and redial. If access is still not possible, contact NSO for assistance.

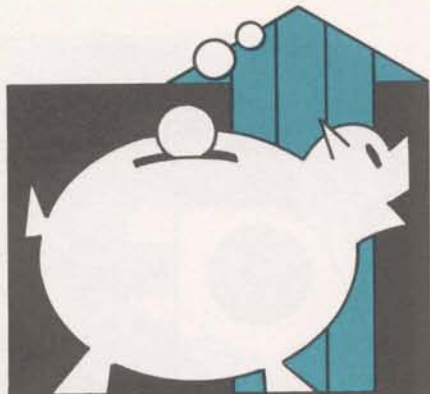
8. Message: THE SYSTEM HAS BEEN SHUT DOWN: ALTERNATE U#

Explanation: A scheduled or planned outage has occurred. Warning banners are posted 30 minutes prior to all planned or scheduled outages. Information regarding the system schedule is available to all users by running SCHED***. Any discrepancies should be communicated to NSO.

9. Message: SYSTEM ERROR—LAST COMMAND NOT COMPLETED

Explanation: This message appears during a session and indicates that a system malfunction has occurred. Contact NSO with the user number, program name, related data filenames and sample input so the problems can be defined and corrected.

10. Weekend schedules: Normal hardware, software and file maintenance activities are performed on the weekend to minimize prime time interruptions. Users planning to do work during the weekend should run SCHED*** on Friday to determine system schedule for the weekend.



S&SP Insurance Participants Sharing 2.3 Million Refund

For the fifth consecutive year eligible participants in the Savings and Security Program's insurance option will receive a substantial refund on their payments for S&SP's outstanding life insurance coverage.

The reason for the big refund: Favorable experience of the coverage throughout 1975.

The total being refunded: Over \$2.3 million.

The refund checks were scheduled to be sent to eligible participants early in March.

Auto Allowance Increased

Max Harris, Manager, Accounting Operations, has announced that effective March 1, ISBD employees who use their cars for business use will be reimbursed at the rate of 14 cents per mile. The former rate was 12 cents a mile.

Here's how employees should figure their reimbursement, Max says:

1. For occasional business use (no more than 15,000 miles in one calendar year), figure 14 cents per mile for all business use of your car.
2. For extensive business use (over 15,000 miles in one calendar year, figure 14 cents per mile for the first 15,000 miles, then seven cents per mile thereafter.
3. For those under ISBD's Fixed/Variable Reimbursement Plan (those who use their car regularly in their jobs and are reimbursed a fixed sum each month for expenses), the rate they will receive over and above the fixed portion will now be seven cents per mile, up from six.

Those eligible will receive a refund equal to 50% of their payroll deductions for S&SP insurance coverage in 1975.

About 24,000 GE people will receive refund checks. To be eligible you must have made contributions for S&SP life insurance during 1975 and had payroll deductions for the Savings and Security Program in December 1975. Even if you had no payroll deductions in December, you will qualify if you were an active S&SP participant with unbroken service in December.

In Other GE Divisions

Danville, Illinois: Activities were started recently to recall nearly 200 Ballast Business Department employees, as sales activity increased due to low customer inventories. This news comes after significant cutbacks in personnel in 1974 and 1975. Bill Borst, manager of employee relations, noted that with this recall employment will again exceed 1,000 employees at the Danville plant—the highest employment level since November, 1974.

...

GE Goes CB: GE plans to enter the rapidly growing CB (citizens band) radio market by midyear. Paul Van Orden, general manager, Audio Electronics Products Department, stated that GE will begin product line shipments to retailers in June. According to Van Orden, "With our brand name meaning value and reliability to the consumer, . . . we feel that we will make a significant contribution to this segment of the electronics industry."

GE Researchers Create New 500,000-Volt Cable Insulation

A significant advance in the development of supercooled electric power transmission cables—chilled to 320° F below zero to increase their current-carrying capacity by as much as 10 times—has been achieved by engineers at the GE Research and Development Center.

After two years of research, they've identified an electrical insulation that is expected to withstand well over half a million volts at cryogenic (ultra-low) temperatures. It promises to become one of the key building blocks in one type of high-capacity underground transmission system of the future.

New Sales Tools for Linear Programming

Two new sales tools are now available to help corner the linear programming market:

- A brochure, *MPS III: Mathematical Programming for Selecting Optimum Business Alternatives* (5500.14);
- And a feature profile, *MPS III: Mathematical Programming for Optimizing Business Resources* (5500.16).

Service Awards-March

Twenty-Five Years

Harold A. Santucci	Rockville
Robert B. Smith	Rockville

Fifteen Years

Thomas E. Taylor	Rockville
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Five Years

John W. Adams	Atlanta
Kent R. Soffel	Seattle

GENERAL  ELECTRIC



Update

INFORMATION
SERVICES
BUSINESS
DIVISION

ROCKVILLE,
MARYLAND

April 2, 1976
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Still More Important Posts Filled In Sales, Marketing

Roger Hobbs, General Manager of the Sales Department; and Paul Wexler, Manager of the Marketing Operation, have announced additional significant organizational changes in their respective organizations (refer to the March 25 Update).

Sales

In the Sales Department, several major changes have occurred. Leading the list is the creation of a new zone, the Atlantic, which will be managed by Mike Emmi, formerly Manager, Eastern Zone. The Atlantic Zone includes the Philadelphia Sales Branch, managed by Mike Mash; the New Jersey Sales Branch, managed by Mike Paccione; the new Atlantic Technical Branch; the Telephone Sales Branch, managed by Ed Mazur; the new Pittsburgh Branch; and the Cleveland Branch, managed by Ron Rasmussen. Cleveland was formerly in the Central Zone; the remainder of these branches were in the Eastern Zone.

The new Eastern Zone is managed by Ellen Kistler, formerly Manager of the New York Financial Branch. Ellen's responsibilities cover the New York Financial Sales Branch; the New York Industrial Sales Branch, managed by Tony Cassa; the New York Commercial Sales Branch; the New York Technical Branch; and the Stamford Branch, managed by Don Sweet. Stamford was formerly a part of the Northeast Zone.

Other significant changes in the Sales Department involve the formation in the Central Zone (managed by Bob Manning) of the Chicago Industrial Sales Branch; the Chicago Commercial Sales Branch, managed by Mike



Mike Emmi

Schermer, formerly Manager, Chicago Branch; and the Chicago Technical Branch.



Mike Mash



Mike Paccione

Warner R. Sinback, who, as Manager, Advanced Facilities Projects, spearheaded plans for ISBD's next Supercenter, has been appointed Manager, International Support Operation, in Rockville. He will have overall responsibility for providing support to our operations in all foreign countries.

William A. Gindra has been appointed Manager, Product Planning. Bill was previously Product Programs Manager for NSS activities.

More photos on page 2

Marketing

In Marketing, Robert A. Simmons, formerly Manager of a Worldwide '76 subcampaign, has been appointed Manager, Training Operation in Rockville. He will have overall responsibility for ISBD sales, technical and customer training and the International Training Center in Rockville.

APEC Programs on MARK III Experience Great Success!

The February 16 Update introduced our new Foreground Interface to VS Background Service, and at the same time, we cited an early example of its success: the set of six NSS environmental programs designed to help engineers in building construction, sponsored by Automated Procedures for Engineering Consultants, Inc. (APEC).

Art Davies, Senior Account Rep in Cincinnati, who is responsible for the account, has reported to Update that since publication of that article, his office has been overwhelmed with calls

from interested account and tech reps coast to coast. "I said originally that this would probably be the easiest sale any account rep has ever made," Art declared enthusiastically, "and it sure looks like I was right!"

Update has interviewed several field people, and learned that selling APEC members the APEC programs on MARK III Service is, in fact, probably the easiest sale they've ever made.

For example, in Detroit, Senior Account Rep Pete Tillotson has already sold the

GENERAL  ELECTRIC

Continued on page 2



Important Posts *Continued from page 1*



Ed Mazur



Ellen Kistler



Tony Cassa



Don Sweet



Mike Schermer



Bob Simmons



Warner Sinback



Bill Gindra

APEC Programs *Continued from page 1*

APEC programs to a large engineering firm with more than 350 employees. "It only took two calls on this prospect," Pete said. After reading the February 16 Update article, Pete couldn't wait to receive his updated list of APEC members, so he called Art and asked who in Detroit might be a hot prospect.

He learned there are 27 APEC members in the Detroit area, and he's sent flyers out and made follow-up phone calls to several. The one he's already sold was not previously a MARK III[®] Service account, he said. "I certainly believe the APEC sales will lead to more business from this firm!"

In Columbus, Jack Hauber, Account Manager, is having similar luck. Although there's only one APEC member listed in Columbus, Jack has been in contact with APEC, who plan a major membership drive starting immediately. "They

sent me the names of four more targeted engineering firms," Jack said, "all selected from the 'engineering 500,' and if I can arouse the slightest interest in any of them, APEC will send someone here to help me sell them!"

In Syracuse, though there's currently no account rep assigned to APEC accounts, Barbara Kotzer, Office Secretary; and John Rayle, Sr. Account Rep, have let no grass grow under their feet. One significant customer has already signed up ("They called us!"); and another is slated to sign the contract on May 1. "The customer who has already signed," John declared, "is one we've been trying to get on to MARK III Service for two years. The APEC availability did the trick!"

In Atlanta, once again there's no account rep assigned to specific APEC prospects. But Ronni Genser, Tech Rep, has done

a bit of following up on really hot prospects. "We sold one," Ronni said, "because they called us when they learned APEC was going live on MARK III Service. The contract was one of the easiest we've ever gotten signed." Ronni said the new customer was still waiting for the Foreground Driver user manual to arrive (which Art Davis has assured Update will be distributed by our publication time).

In Dallas, the very first APEC member validated on MARK III Service for the APEC programs. John Wilder, Senior Account Rep there, said "APEC is widely accepted and respected by the consulting engineering firms everywhere. Ninety percent of the sale is simply mentioning APEC and stating that they're now on MARK III Service." John cited a recent sale of APEC programs, and pointed out that the customer was on MARK III Service before,

Continued on page 3



Working on Your Tax Return? Here's How to Report Your 1975 S&SP and SB Payout!

If you're working on your 1975 Income Tax return and you're an S&SP participant, don't forget to dig out the Tax Information Statement distributed in March of last year. It tells you the taxable income from the Savings and Security Program that should be included in reporting your income for 1975.

Don't report the income involved in the recent S&SP "payout" or use the 1976 Tax Information Statement which most employees are now receiving. That's the warning of benefits administrators. The recent distribution should be reported next year when you turn in a return on 1976 income. It's the payout of January, 1975, that's involved in the tax returns now being completed.

"And be sure and use the taxable income listed in the Tax Information Statement you received a year ago," the administrators re-emphasize.

If you report the wrong figures, IRS

examiners may see a discrepancy between the amount you report and the figure furnished by GE. The problem of explaining your error can cause you some inconvenience.

If you are a Stock Bonus Plan participant who received a distribution of securities in 1975, you did not receive a tax information statement. You should determine your taxable income from the Stock Bonus Plan after considering these points.

First—Remember that under the SB Plan, U.S. Savings Bonds are always purchased with payroll deduction money. Since that has already been taxed, the receipt of the Bonds has no tax consequence.

Second—Remember, if you "cashed" Bonds in 1975, there will be taxable interest income to report.

Third—Remember that if you received GE Stock shares in the Stock Bonus Plan "payout" in 1975, they were a

"bonus" for participating and should be reported at market value as ordinary income. You should use the average of the high and low prices of GE Stock on the date the stock was received as the market value of the bonus shares.

Here are the market values of a GE share on the five business days in 1975 following the mailing of "bonus" shares to homes of recipients. January 7: \$33.19; January 8: \$34.06; January 9: \$34.00; January 10: \$35.19; and January 13: \$36.44.

Most Stock Bonus Plan participants who received a distribution of securities in 1975 also received a check for income and dividends accumulated on their bonus shares during the holding period. This was paid by check and should be reported as ordinary income on income tax returns for 1975—the ones now being filed. The dividend exclusion provided under federal law does not apply to dividends accumulated during a holding period.

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APEC Programs *Continued from page 2*

but decided to drop the service before they had a chance to really learn what we're all about. "APEC brought them back!" he exclaimed, "and I feel sure we'll sell them some more MARK III programs!"

Even outside the U.S., APEC is having its impact. In Vancouver, B.C., Canada, Terry Beckstrom, Tech Rep, reports that there are two APEC members in the Vancouver area. One is expected to sign within a month or so; the other a bit later.

And back in Cincinnati, where the APEC/MARK III liaison began, Update asked Art Davies what he's doing

about his own APEC prospects. "APEC has four members here," Art said. "Two of these were already MARK III Service customers. One of these has signed for the APEC programs; I expect the other to very soon. We also have four 'Engineering 500' targets; and of the total of eight, I'm sure we'll sell at least six; probably all eight!"

Art pointed out that updated directories should be in all branches by Update publication date. If you need more information, such as the names of the targeted firms for APEC membership in your area, just give Art a call at 8*333-3660; he's anxious to help you!

S&SP Prices - Feb.

Month	Stock Price	Fund Unit Price
February	\$53.329	\$28.042
January	52.220	26.986
December	46.347	25.407
November	48.336	25.991
October	47.332	25.257
September	44.173	24.010
August	44.542	24.670
July	49.926	27.114
June	47.833	27.371
May	46.458	27.056
April	46.000	25.213
March	46.369	24.499



ISBD Account Rep and His Family Celebrate U.S. Citizenship

America's bicentennial year promises to be an especially happy year for Account Rep Louis-Armand Ettedgui of the Stamford, Connecticut, Branch; and his wife Simone and two of their three children: now they're all real Americans in every sense of the word!

Except for one U.S.-born child, the entire Ettedgui family hails from Morocco; and they have all now become American citizens. Louis-Armand joined ISBD early in 1969 as a marketing rep in Syracuse, New York, after only about a year and a half in the United States.

He has been very successful in his six years with the division. His 1975



Louis-Armand Ettedgui

performance, for example, placed him fourth, fifth and 27th, respec-

tively, in the second, third and fourth quarters, among the division's nearly 200 account reps coast to coast.

Louis-Armand has the equivalent of a master's degree in business administration from the University of Rabat in Morocco. He has also done graduate work at Syracuse University and is presently working toward another master's degree in international business at Quinnipiac College.

On the recent achievement of their U.S. citizenship, there was quite a turnout to help Louis-Armand and his family celebrate . . . including many ISBDers, and quite a number of customers and GE Corporate Headquarters executives.

We've Got Your Number . . . or Do We?

Sam Wenck, Facilities Specialist in Systems, advises Update that a brand new division phone book is scheduled for distribution by May 1.

But if your name, phone number or title is incorrect, Sam must have your corrected input no later than April 9 to ensure its inclusion in the new book. The same goes for the "Who, What, Where & How" yellow pages.

In fact, since we all tend to put things off, why not take a moment right now to check all information concerning your number, title, address, name, job or responsibility. . . and the same for the rest of your component or branch office. Get the information to Sam (use the forms provided for that purpose near the end of your current phone book) at your first opportunity.

Update is published bi-weekly by the Information Services Division for the benefit and information of employees. Articles and photographs may be submitted to Update, Information Services, 401 N. Washington Street, Rockville, Maryland 20850; or call 8*273-4387.

Coming This Month: Your Personal Share Statement

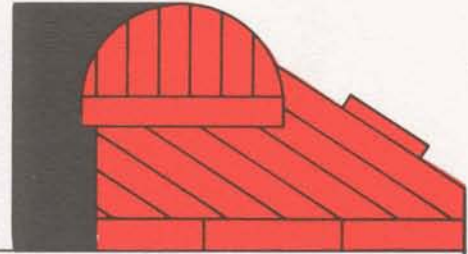
You'll receive a document from GE in April that you won't want to misplace. It's called "A Personal Share Statement as of December 31, 1975." At the bottom of the title page it will say "Prepared for . . ." The words that follow will be your own name.

And that's just what it will be — a special document prepared especially for you. It will furnish you with facts on your GE benefits. For example, it will give you the amount of life insurance coverage you have under GE benefits . . . the amount of money you have accumulated under GE savings and investment plans . . . the best possible estimate of what your retirement income might be from the GE Pension Plan and Social Security. . . . In addition it will tell you how well your medical bills will be covered under GE's comprehensive medical expense insurance . . . and more.

"Our goal was to provide GE people with an easy-to-read, compact statement on their individual stake in GE employee benefits," says Paul Moyer, manager of Corporate Employee Benefits. "You'll want to study this statement and file it with your personal papers. It has facts that you will need when you're making plans for your future or evaluating your personal financial situation."

In Other GE Divisions. . .

PermaTuf, an extraordinarily tough polypropylene material used in two of General Electric's most advanced dishwashers, won the Grand Prize for "imaginative and outstanding applications of plastics in the field of major appliances" at the Society of Plastics Industry's annual competition. The new material is the result of six years of research.



Electric Utility Applications: **Distribution System Management Programs** **Now Up on MARK III Service Network**

A new set of programs, Distribution System Management (DSM), is now available on the MARK III Network.

Developed by Commonwealth Associates, Inc., who are consultants, engineers and architects for utilities, DSM programs provide engineers and planners of electric utilities with the load forecasting and analytical tools to meet the challenges of the times, as well as the techniques to permit "what-if" analyses in resolving the day-to-day operating problems.

A popular new NSS program, DSM has been specifically designed for the use of distribution planning, design and operating engineers of electric utilities. DSM provides them with the techniques to forecast loads at distribution level, convert those forecasts into plans for expanding the system and operate the existing system on a day-to-day basis in the face of changing customer needs and planned or unplanned outages.

Typical uses of DSM include:

- Optimizing long-range plans to meet future loads;
- Determining the capability of the system to meet immediate growth.
- Determining budget requirements.
- Studying switching under normal or emergency conditions.
- Pinpointing losses.
- Placing capacitors to maximize benefits.
- Sizing of equipment.
- Setting protective devices.

DSM consists of three interrelated capabilities:

1. Load Forecast
2. Distribution Primary Management
3. Transformer Load Management

These three may be implemented separately or in various combinations. For example:

- **System Forecast**—establishes the future electrical requirements of various classes of consumers (residential, commercial, industrial, etc.).
- **Distribution Forecast**—provides a load forecast oriented toward distribution system planning by correlating needs by class of customer with future land use.
- **Distribution Primary Management**—consists of a data base and modular programs for performing engineering and operating studies.
- **Transformer Load Management**—provides an economical means of minimizing distribution transformer investment per customer and increasing reliability.

DSM offers a number of important advantages to the utility companies which choose to use it. For example:

- **Reduced System Losses**—DSM can provide a key to more efficient use of

existing equipment and optimized placement of new equipment required to meet long- and short-term load requirements and forecasting capability.

- **Lower Capital Investment**—Users of DSM may reduce capital investment in two critical ways: by using existing capital items to better advantage over a longer life, and by eliminating the investment of dollars and time in creating from scratch a similar comprehensive distribution management system of their own.
- **Higher Productivity**—DSM assumes the load of many time-consuming and repetitious distribution system calculations.

DSM programs are accessible on the MARK III Foreground system through the BQ33 catalog. Technical support is provided by Commonwealth Associates, Inc., in Jackson, Michigan. To learn more about DSM or to obtain a copy of the Commonwealth-provided user manual and demonstration program, call W. G. Scott at (517) 788-3000. Effective April 1, a feature profile (5204.50) may be ordered via OLOS.

Around the Company

- **Daytona Beach**—Exxon has signed a \$1.5 million contract for three GE earth stations. The earth stations are used on board oil drilling ships to provide high quality and reliable communications via satellite between the offshore drilling location and Exxon offices in Houston, Texas. As an extension of the contract, Exxon is planning to sign another contract with GE for the maintenance of the earth stations after they are in operation.
- **Lynn and Waynesboro**—Two GE turbine generators from Lynn, Mass.,

and GE control equipment from Waynesboro, Va., will soon be part of an unusual Pacific Gas and Electric power plant in northern California. The plant, in operation since 1960, not only creates energy, it saves it too. It saves energy by not using fuel to power its generators. Instead, the plant's generators are powered by hot steam from geysers—geothermal power. One of the GE generators bound for the PG&E plant will be the world's largest geothermal generator (155,300 KVA) when it goes into operation.



People On The Move

Pamela M. Barnett, from Mailbox Clerk; to Computer Operator, Brook Park.

Ralph E. Bice, from Electric Utilities Applications Manager; to Electric Utility Industry Accounts Manager, Rockville.

Kerry O. Jones, from Librarian; to Senior Librarian, Rockville.

Kenneth G. MacDonald, from Electric Utility Industry Sales Manager; to Petroleum Industry Accounts Manager, Rockville.

Everett L. McCleary, from Numerical Control Industry Sales Manager; to General Electric Accounts Manager, Rockville.

Steven Munzer, from Mail Service Supply Clerk; to Shipping and Receiving Clerk, Rockville.

Francis C. Ota, from Product Programs Manager; to Banking Industry Accounts Manager, Rockville.

Paula Zak, from Telephone Industry Applications Manager; to Industry Accounts Support Manager, Rockville.



Pam Barnett



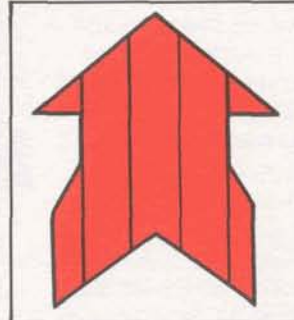
Ralph Bice



Kerry Jones



Ken MacDonald



Mack MacCleary



Steve Munzer



Frank Ota



Paula Zak

New and Revised Documentation

Course Quarterly (4000.01C) for April-June was mailed last week to 34,000 readers. This issue pictures classes in New York, Chicago, Houston, and Los Angeles, and contains information on 24 courses, 600 classes, 40 locations, and the usual registration procedures. Please note that copies were sent via third-class bulk mail for the first time. Copies should arrive in one to three weeks, between March 30 and April 15, depending on your local post office. Small additional stocks are available by supplying OLOS bill and ship codes to Norm Otis, 8*273-4468.

Course materials for VS courses are being published this week. They represent a departure from previous materials: The *instructor's guide* (2050.10A) is loose-leaf and contains 14 modules that can be combined to teach the one-day *Introduction to VS Background* or three-day *Fundamentals of VS Background* courses. *Viewgraphs* are available in two sets: Those for the one-day *Introduction* course (2050.25A) and those for the three-day *Fundamentals* course (2050.26A). Because of cost, instructor's guides and viewgraphs are being sent to instructors teaching courses scheduled during the second

quarter. Other copies should be requested, with OLOS bill and ship codes, from Norm Otis.

There is a separate *VS student's guide* for each module, so an instructor may select whatever he needs for his class. Numbers are 2050.11 through 2050.24. They are available through OLOS.

The one-day *Introduction to GCOS Background* and four-day *Fundamentals of GCOS Background* course materials are being prepared in similar fashion, and are scheduled to be available late in April.



Interchange Cover

New GCOS Background BCOPY Options. . . .

Recently, two new options were added to BCOPY. Documentation shows the old BCOPY syntax as follows:

```
BCO[PY] [Cat-name,Password:] Bfn,pwa(TYPE,CHAR);Ffn,pwb(TYPE);
```

Previously, an optional ending semicolon could be added during an interactive BACK. This would stop the option prompt. If the BCOPY directive was in a Foreground file to be BACKED, the ending semicolon could be included or deleted.

The syntax above remains the same, but with the addition of two new options: NOSLEW and NOBLANKS. These options may be specified in one of the following four formats:

```
A. BCO[PY] [Cat-name,Password:] Bfn,pwa(TYPE,CHAR);Ffn,pwb(TYPE);
```

The above operation defaults to BLANKS and SLEW.

```
B. BCO[PY] [Cat-name,Password:] Bfn,pwa(TYPE,CHAR);Ffn,pwb(TYPE);NOSLEW
```

The above operation defaults to BLANKS and requests NOSLEW.

```
C. BCO[PY] [Cat-name,Password:] Bfn,pwa(TYPE,CHAR);Ffn,pwb(TYPE);NOBLANKS
```

The above operation defaults to SLEW and requests NOBLANKS.

```
D. BCO[PY] [Cat-name,Password:] Bfn,pwa(TYPE,CHAR);Ffn,pwb(TYPE);NOSLEW,NOBLANKS
```

The above operation requests NOBLANKS and NOSLEW.

The NOSLEW option treats all slew characters as valid listable data with character transliteration from Background BCD to ASCII. The default "SLEW" will interpret the slew characters during the copy. The NOBLANKS option allows for stripping trailing blanks off each record when a file is BCOPYed from GCOS Background to Foreground. NOBLANKS will only strip trailing blanks off in word (six characters) increments in each record until a non-blank character is found in a word. The default "BLANKS" will leave trailing blanks intact.

Please note that these new options only apply to GCOS Background (GFR,BCD) files BCOPYed to Foreground (ASCII) files.

If you have any questions on these new options, call Mike Yourtee, Project Manager, Background Training at 8*273-4627. Do you have knowledge of a special capability or shortcut which should be shared with fellow Update readers? Send it along today!

Industry News

Excerpts from the Trade Press

UCS

"Consummation of the merger of International Timesharing Corp. with United Telecommunications Inc. has been jointly announced by the two firms. . . "

EDP Weekly, 1/12/76, Page 6.

SBC

"A hard-copy plot and graph capability that enables users to graphically display information generated by the . . .(SBC) business planning, analysis and control systems, Picture-Pac is now available on SBC's Call/370. . . Time plots, scatter diagrams, bar charts, variance charts, histograms and pie charts can be handled on an IBM 2741 terminal or its equivalent. . . Sixty different options are also available to control items such as grid width. . . A 'daisy wheel' printer is needed for these services which require either a Trendata 400, . . . A J 830 or Univac DCT 300 terminal. . . "

Computerworld, 1/12/76, Page 17.

Editor's note: don't forget PLOT***!

". . . has formed a new organization, SBC Retail Services, to provide computerized data management services to the retail community. The new unit, which incorporates programs and capabilities of recently acquired CRI Data Services, Inc., will have its initial marketing emphasis on the East Coast. . . "

Computerworld, 2/2/76, Page 27.

Tymshare

". . . has completed the acquisition of Quelex Data System Inc. of North Bridge, Calif. . . "

EDP Daily, 12/30/75, Page 351.

Continued on page 8



INCOME TAX
STOCK - BOND
INFO

Facts You May Not Have Known About GE'S Long-Term Disability Insurance

Long-term Disability insurance—like most insurance protection—is designed to provide financial help in an emergency situation. In this case, the emergency would be a lengthy illness and disruption of your regular income. It's human nature to say "It can't happen to me," but during 1975 there were many employees who, because of non-work related illness or injury, found themselves in this situation.

The comprehensive health insurance plan provides weekly benefits of 60 percent of your normal straight time earnings to a maximum of \$150 per week for a full 26 weeks. That's pretty good protection, providing your doctor certifies that you are able to return to work within 26 weeks—but suppose your absence must continue for some indefinite period? That's when you will need long term disability insurance—for if you can't qualify for a disability pension or a Social Security disability award, you will have no source of income during the period of total disability.

Basically, LTDI will provide continued income approximating 50 percent of your regular wage after exhausting the 26 weeks of S&B Benefits, continuing as long as you remain totally disabled. Because there are separate plans for hourly and salaried employees, we should take a moment to explain how each of the plans is administered.

Both plans consider possible Social Security disability payments and GE pension plan disability benefits. In the hourly plan, LTDI would start with 50 percent of regular earnings and deduct any benefits received under Social Security and GE disability pension. Should the total exceed 50 percent of

earnings, there is no benefit available under LTDI, but if the total is less than 50 percent of earnings, LTDI makes up the difference.

The LTDI payments to salaried employees are on a sliding scale which is designed to pay lower amounts of LTDI (to zero) as Social Security and GE disability pension benefits increase in value. In any event, with LTDI coverage, you are insured to receive approximately one-half your regular income while totally disabled.

The term "total disability" will sometimes cause confusion. During the initial 12 months of an illness absence, total disability means that the employee cannot perform his regular GE job or any job GE can properly offer him. He must remain under the care of a physician for necessary treatment, of course. This test is the same as that used for the weekly sickness and accident benefits that Metropolitan pays for 26 weeks.

After one year of absence, the test becomes more restrictive. Then the claimant must be unable to work on any job for which he is reasonably fitted by education, training and experience while remaining under a physician's care.

Industry News *Continued from page 7*

NCSS

"Tele/Site service which matches the user's choice of location and evaluation against a data base of census information... is available through Urban Decision for a minimum of \$16 a report to be mailed to the user... More substantial requirements might be... met through use of the National CSS network, where Tele/Site may be used under perpetual license for a one time fee of \$20,800..."

Computerworld, 2/2/76, Page 12.

Some have thus failed to qualify for continuing LTD benefits after a year of absence and are very dejected when benefits cease. If this happens, the insurance company requests further information in varying degrees. Prompt and complete response to such request will enable Metropolitan to resolve the problem promptly and equitably, and payments continue to the truly disabled person.

There are two requirements for participation in this plan:

- 1) You must be a pension plan participant.
- 2) You must have completed one year of service with the company.

Currently, the premiums, paid by payroll deduction are:

- Hourly employees—less than 14 years credited service—1.5 percent of straight-time earnings.
- Hourly employees—14 or more years credited service—\$2.00 per week.
- Salaried employees—\$1.80 per month for each \$100 of monthly coverage.

Who needs long term disability insurance? Well, you never know, and it really costs very little for the potential protection it affords.

CDC

"has installed a CDC 6600... system in its Cybernet Service center in Rio De Janeiro, Brazil to replace the satellite link between Brazil and the U.S. ..."

EDP Daily, 12/15/75, Page 298.

Original references compiled by Pat Buteux are on file at the Competitive Service Desk (8*273-4108)

GENERAL  ELECTRIC



®

At The Bottom, but Ready to Move!

Look Out, First-Place Phoenix . . . Here Comes Cleveland!

ISBD's Cleveland Branch ended the year 1975 in 31st place in a field of 31 branches. At the end of the first quarter 1976, Cleveland still held the dubious distinction of holding down last place. But this situation is going to be short-lived, according to members of the Cleveland Branch; and they invited Update to Cleveland to learn some of the steps they intend to take. . . in many cases are already taking. . . to move themselves up rapidly through the ranks of ISBD branches.

What we learned was that the 14 ISBDers who make up the Cleveland Branch don't like being bottom branch even a little bit; and they're doing something about it right now. It was surprising to learn just how high the Cleveland/Columbus spirits are flying and the enthusiasm all 14 individuals have developed for bringing their branch out of the doldrums and into the lime-light.

Branch Manager Ron Rasmussen said there were a number of reasons Cleveland has been serving as buffer between all the other branches and rock bottom, including management changes and a relatively new sales force. "But nobody's interested in reasons or excuses," Ron declared, "least of all those of us in the Cleveland Branch. What we're interested in is results. . . and that's what we're going after. . . right now!"

A few of the positive steps Ron is taking include recognition of top branch performers through a "Salesman of the Month" competition, the stimulation of "large opportunity" thinking, the maximization of CAO and Headquarters resource use.

In only one month, these positive steps are already having their effect. For



Cleveland Branch Manager Ron Rasmussen (center) displays the ongoing "Salesman of the Month" plaque for 1976, along with the first quarter's winners: Jim Poduka (left) for March; and Tim Kleimeyer, January and February.

example, 10 ROP's have already been approved, a considerable amount of CAO opportunities has been identified, pipeline quality has definitely been improved, sales force enthusiasm has built, and branch quota realization performance is already up three percentage points. Their target is to double the branch's revenue base during 1976.

"Here in Cleveland we really do have a lot going for us," Ron said. "We've got what it takes. . . a well-trained sales force, the third-largest Fortune headquarters territory in the country, a diverse marketplace, and an outstanding customer relationship."

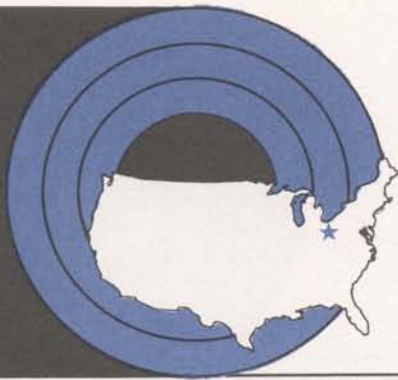
The new "Salesman of the Month" competition, which was launched in January, stresses four major areas, and the

weight of the areas varies from quarter to quarter to place emphasis on whatever the branch needs most at a particular time. Those areas are: 1) The number of ROP's approved; 2) The pipeline . . . amount of identified opportunities, both long and short-term; 3) Quota realization; and 4) Competitive awareness.

Update was given an opportunity to interview all Cleveland Branch employees. We asked each individual the same question: "What are you doing now, and what do you intend to do to turn Cleveland around and move it upward through the ranks of ISBD branches?" Here are only a few of their innovative and enthusiastic answers.

Continued on page 2

GENERAL  ELECTRIC



Cleveland Branch : On the Move! *Continued from page 1*

Tim Kleimeyer, Senior Account Rep and winner of the January and February "Salesman of the Month" awards:

"I'm concentrating on selling CAO applications. We have plenty of talent there and it's foolish to ignore this opportunity. It's about to pay off: I am 85 percent sure I'll close a large contract this quarter."

Bill Brooks, Senior Account Rep:

"I have four major objectives: 1) to sign five banks by June. Two are already sold; I'm confident of the other three; 2) to sell at least six of 12 Fortune 500 new prospects this year. Two are already sold and a third is in the bag; 3) to significantly increase revenue from Cleveland electric utility companies. It's literally an untapped market. My goal is to triple current revenue by year's end; and 4) to continue to grow current accounts. Over 85 percent of my accounts are running at in-house capacity. . . it's a great market for VS Background Service. I think we'll at least double revenue. . . possibly even triple or quadruple it."



Bill Brooks: "I have four major goals for myself in 1976, and I intend to meet every one of them!"



Carl Fiorenza (left) and Jim Pappas go over the details of a new proposal before presenting it to the prospective customer.

Jim Pappas, Senior Tech Rep:

"I have three major areas where I'm concentrating my efforts: 1) to assist our account reps on problem definition on both existing and new applications. . . to help clarify what the customer really wants; 2) to help maintain or grow revenue on existing accounts where I understand their needs, including regularly scheduled visits to each customer; and 3) to act as a liaison between the customer and CAO by generating a functional specification when a new or existing customer system is being proposed or modified."

Dennis Bibler, Senior Account Rep:

"I've identified at least 10 GE industry people in the Cleveland area who need to be brought up to date on what MARK III® Service can do for them, its flexibility, etc. I hope to interview all of them this quarter. My strategy is that if you take care of your customers they'll keep coming back to you. It's paying off for me right now in growing accounts."

Beverly Stamper, Branch Administrator:

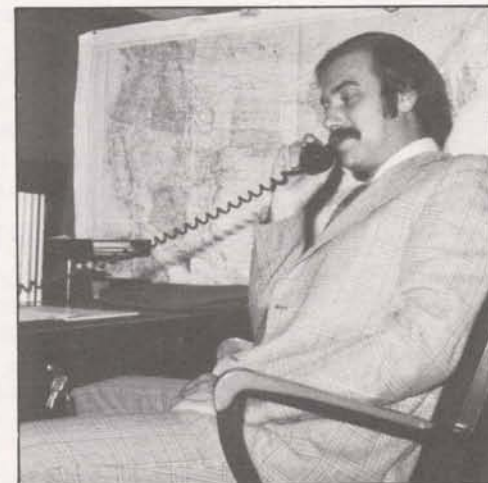
"I'm making it a point to take as much of the administrative load off our ac-

count and tech reps as I can. They need that time to sell and service our customers. They really need a generous amount of support. Often I can answer questions from customers and advise them of new features and new ISBD classes which can benefit them personally."

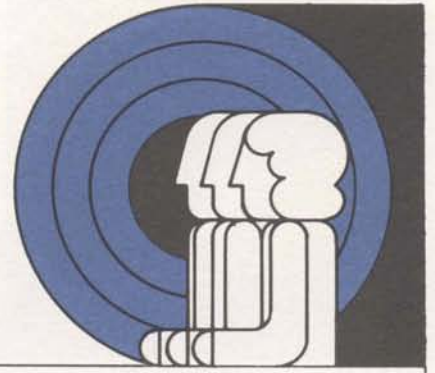
Carl Anderson, Ernst & Ernst National Account Rep:

My full-time job is to service one of America's 'Big 8' auditing firms, which is headquartered here in Cleveland. Part of that means supporting our AR's everywhere, since the firm has 114 U.S. and 140 overseas offices. My goal for 1976 is to grow Ernst & Ernst usage by at least 30 percent. Also to develop a national account understanding as to how we support and grow a major international user of MARK III Service. . . for both myself and the customer. We have 87 offices on the system now, and my goal is to see all 114 U.S. offices on-line before the end of the year. I also expect to see the number of overseas offices doubled from 15 to 30 by then. We'll reap benefits of progress on this account worldwide."

Continued on page 3



Dennis Bibler makes a routine call to a customer to set up an appointment for their next meeting.



Cleveland: Going . . . Going . . . *Continued from page 2*



Carl Anderson asks Beverly Stamper to type something out very quickly" . . . and make sure it's perfect; it's for a customer!"

Jim Quayle, Senior Tech Rep:

"I'm attempting to help the AR's respond quickly to the opportunities they uncover. I'm doing this by handling specific implementations as rapidly as possible consistent with quality results and with an eye on the budget. We're consistently meeting our targets and staying within our budget, with only a couple of exceptions in the last two years. It's hard for an AR to go over budget and hope for any repeat business. I want to make sure he has the chance! My relationship with customers is very good, and I do uncover new business opportunities from time to time. This happened today, incidentally, with a major national company. I think, by the end of the second quarter, Cleveland will jump half way up the list of branches!"

Ed Taylor, Senior Account Rep:

"It's here. . .the business is here; there's a powerful revenue potential in this city. We're beginning to get substantial HQ technical support; and we're going to ask for more! My major target is to increase my pipeline opportunities. The only way to do this is to be out in the field, meeting customers and prospects; being before the customer is paramount in this business. My pipeline's getting pretty healthy right now. For example, I'm looking forward to closing an 18,000-employee EAS program. I'm not there to sell EAS in particular; but to sell solutions to problems. I expect this close this quarter, and I'm 85 to 90 percent sure of it right now! It should grow into a large application very quickly. I think HQ believes we can make it, and they're going to give us the support we need. You must never be afraid to ask for help!"

Jack Hauber, Senior Account Rep:

"I will be selling larger, networking applications as opposed to smaller, individual contributor types. They take longer and more effort to sell, but they: 1) require management involvement and commitment; 2) utilize outside resources such as CAO to free up the branch; 3) can be leveraged to other locations or other applications; 4) they require less day-to-day support; and 5) they produce significantly more revenue.

"If these applications are to be sold, they will have to be sold in industries targetted by the division, where we have the software, expertise and HQ support to make them happen."

Jeanne Aniton, Account Rep:

"My short and long-term plans to meet the sales challenges before me include: 1) to encourage MARK III users to take advantage of the expertise of our technical services for expedient problem-

solving; 2) to sell more CAO contracts; 3) to organize and conduct executive seminars for larger MARK III users to keep them abreast of the vast resources available to them, and how to best utilize them. I hope to close a large CAO contract with a major customer; and to implement a financial consolidation program for a GE division before the end of Q-2. I believe there are opportunities here which will help Cleveland revenue opportunities skyrocket!"

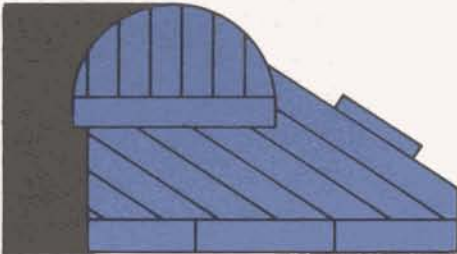
Now Let's Keep An Eye On Cleveland!

With the enthusiasm exhibited by Ron Rasmussen and literally everybody in Cleveland, along with the really sound plans each ISBDer has revealed, Update is willing to offer odds that when the second-quarter results are out, Cleveland will *not* be the bottom branch any more. Any takers?



Lisa Rosenblatt goes over a flow chart in the Cleveland office training room with Jim Quayle (left) and Ed Taylor.

Update is published bi-weekly by the Information Services Division for the benefit and information of employees. Articles and photographs may be submitted to Update, Information Services, 401 N. Washington Street, Rockville, Maryland 20850; or call 8*273-4387.



Availability of New Software Focuses Sales Attention on ISBD Order Service Systems



It works! Dana Lowry, Systems Analyst in Technology (seated), checks the output from our new OMNI software. Major participants in its development were (standing, from left) Henry Martin, Programming Specialist; Jerry Lechliter, Senior System Specialist; and Rickey Rollins, TAP Intern; all of the Technology Department.

Sales interest in order service systems is taking another big step forward with the availability of Technology's new program generator software, dubbed "OMNI" by CAO. Designed to speed up the development of customer systems, it can cut in half the time and cost that was previously required for such comprehensive systems.

During the past several years, ISBD has developed a large number of order service systems for customers. Because of this, it was felt that we could embody this experience in a set of software to ease the development task, yet retain the capability to produce customized systems that could be tailored to meet the specific needs of individual customers.

According to Dr. Joseph Schmid, Manager of Technology's Manufacturing Sys-

tems group, this new release culminates a two-year development effort by a team headed up by Dana Lowry and comprised of Henry Martin, Jerry Lechliter and Rickey Rollins.

The new product has already been featured at orientation classes for field sales personnel in four locations, drawing more than 100 attendees. They generally expressed enthusiasm for the software and the plans for marketing it. Although this is a powerful tool for creating order service systems, it doesn't do *all* the work. Sales representatives who have "hot prospects" will call on skilled personnel from the Custom Applications Operation (CAO) to develop handcoded enhancements to augment the software output. This furnishes customers with a completely customized system suited to their specific needs.

Marketing plans for the new capabilities have been under development for several months. Bill Backer of Product Programs has been responsible for commercial release of this product. All pertinent selling information has been distilled into a sales guide for order service systems. This proprietary guide, as well as sample copies of sales promotion material, has been sent to everyone on the field sales mailing list. In addition, branch managers are being alerted to organizations on the National Prospect List which are the most likely to have an interest in order service systems.

Field orientation was accomplished at meetings held early in March in Chicago, Dallas, Los Angeles and Rockville as part of a Foreground Service opportunity sales thrust organized by Tom Joehl, Manager, Foreground-Background Programs in Marketing. Besides focusing sales attention on selling order service systems, these meetings also covered business reporting, and emphasized the intrinsic quality and value of MARK III Service.

In addition to sales orientation, in February all CAO field offices sent representatives to Rockville for intensive technical training in the use of the OMNI software. CAO will be involved in the development and installation of all customer systems using the new software because of the skilled effort required to design an order service system and develop the programs to implement it.

John Chadderdon, CAO's headquarters specialist in order service systems, is assisting in evaluating opportunities that have been reported from the field through ROP channels. John reports that more

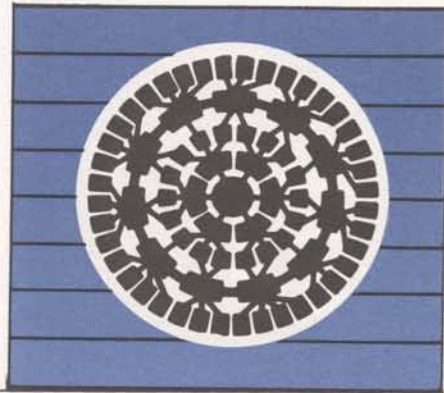
The new Order Service Systems sales brochure—eight pages with a pocket for inserted examples.



than a dozen customer situations involving the new software are already under active consideration.

A comprehensive array of order service sales material has been developed. Heading the list is an attractive new brochure, "Economical, Tailor-Made Order Service Systems" (5302.15). Included with the brochure will be 10 sample output reports from a typical order service system developed by CAO. Complementing the brochure is an application profile (5302.16) on order service systems for inclusion in the ISBD Sales Manual, which already includes two related customer profiles. . . Tenneco (0930.04) and Booth Fisheries (0930.03). Last fall all field offices received a customer order service script and slide presentation

Continued on page 5



Amsterdam To Be the Location Of ISBD's Third Supercenter

Many ISBDers have seen the division's March 26 press release announcing plans to create yet another computer Supercenter to further enhance the quality of MARK III Service to our many customers around the world. The announcement appeared in the Wall Street Journal, along with other major publications across the U.S. and throughout Europe.

The third MARK III Service supercenter will be located in the Amsterdam suburb

Order Service *Continued*



Bill Backer, Senior Product Programs Specialist (center) points out a key sales message in the new order service systems brochure, to John Chadderdon (left), CAO Customer Consultant; and Dana Lowry, creator of this effective new tool.

which was designed to establish GE credibility in the marketplace. In the near future this will be augmented by a new sales presentation which goes into more detail about product capabilities.

ISBD expects this release will stimulate considerable new business opportunities for order service applications. And the program generator approach that was used with this release may also set the pattern for future software development work.

of Amstelveen, Dr. George J. Feeney, Vice President and General Manager of ISBD, has announced. The facility will be housed in a modern two-storied building owned by KLM Royal Dutch Airlines' Pension Fund and previously occupied by Texas Instruments which used the building as a computer center.

Warner Sinback, Manager, International Support Operation, who spearheaded the research and planning for the new supercenter, returned from Amsterdam a few weeks ago, where negotiations with the KLM Pension Fund and TI were held. Remodeling has already begun, and the new supercenter is scheduled to go "live" in the first quarter of 1977.

The Amsterdam Supercenter is to be a powerful new arm of the MARK III Teleprocessing Network complex. Totally integrated with our Ohio Center and Maryland Center, it will be capable of providing instant computer power to MARK III Service customers located anywhere in the world.

There were several reasons the division elected to locate the new center in Europe. One is the rapid rate at which our European business is growing... and is expected to grow in future years. Without the Amsterdam Center, more undersea cables and satellite circuits would be required... at higher and higher costs. The Amsterdam Center will enable ISBD to minimize the use of these costly overseas circuits and also increase European reliability and availability.

This, of course, doesn't mean that the Amsterdam Center will exclusively handle European data processing needs; the Maryland and Ohio Centers will also supply European customers during the U.S. nighttime hours. The reverse is true, too. Whenever extra computer power is needed here, Amsterdam will be able to easily handle part of our U.S. load. And,

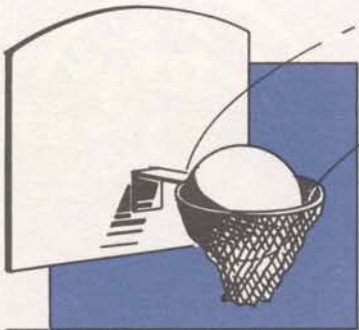
of course, that goes for Japanese and Australian needs too.

There are still other advantages in locating a supercenter in Europe. One, according to Warner, is that it will enable ISBD to make a much broader line of products and services conveniently available to our European customers... and with reasonable production cost for us. "And having our division actually physically present in Europe," Warner said, "will also help to reassure our European customers and prospects of our commitment to their needs."

Plans call for installing three systems in Amsterdam in the first phase of implementation... two Foreground systems and one Background system. All three systems will utilize Honeywell 6088 computer equipment. The first of these... a Foreground system... is scheduled to join our complex and go on-line in the first quarter of next year. When all three systems are operational, Warner expects the center to employ approximately 50 full-time employees. "And we will add hardware and staff as our needs grow," Warner said.



The two-story building at left is the site of ISBD's new Amsterdam Supercenter. It's owned by KLM Royal Dutch Airlines' Pension Fund.



Winners in Information Services, And Top Winners in Basketball!

The division's headquarters basketball team has walked away with the top trophy for the 1975-76 season of the Rockville Businessmen's Basketball League. Making a championship bid against the defending champions, it was not until the final seconds of the final playoff game that the outcome was determined in ISBD's favor 38 to 34.

Under the direction of first-year coach Hiram Brett, FMP Recruit in Finance, coming off a 4-6 1975 campaign, our dauntless netters managed an 8-3 season this year. In fact, ISBD racked up five successive victories during the last five games of the season, slaughtering such formidable opponents as HEW, Gillette, the Independents, the U-235's and Minnesota Mutual. The ISBD team's style of play was characterized by a fast-breaking offense and a combination of defenses with variations of zone and man-to-man play.

The division honored its winning team earlier this month with a special luncheon at Pouget's Restaurant, hosted by Norm Barth and Dorothy Hevey. Coach Hiram Brett presented the Sponsor's Trophy to Norm for perpetual display in the Maryland Center.



The 1976 champions and their trophies: Front row (from left); Coach Hiram Brett, Jerry Demerly, George Cooper, Leroy Parker and John Thompson, Back row (from left): Roger Hobbs, Conrad Persels, Joe Martin, Larry Jenkins and Bob Miller. Not present for this photo were Tom Taylor, Paul Ross and Nat Hopkins.



Norm Barth, Manager, Information Services Relations Operation, displays the winning team's Sponsor's Trophy, joined by outstanding players (from left) Conrad Persels, Hiram Brett, John Thompson and Larry Jenkins.

In return, Norm presented special honors to a number of the team's outstanding players: Leroy Parker—Hatchetman of the Year; Joe Martin—Most Versatile Player; Conrad Persels—Most Inspirational Player; John Thompson—Most Out-

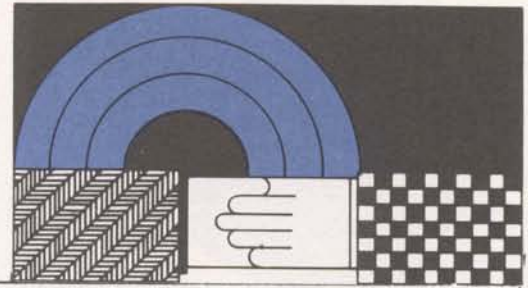
standing Player; and Larry Jenkins—Most Valuable Player. On a previous occasion, Lois Brown had been awarded the Number One Fan award in recognition of her outstanding support of the team throughout the playing season.

GE First-Quarter Results: About the Same as for 1975

Earnings of the General Electric Company were \$135.4 million in the first quarter of 1976, Reginald H. Jones, Chairman of the Board, reported earlier this month. This was an increase from the unusually low \$74.4 million in the first quarter of 1975 and represents only about four cents on each dollar of sales—about the same as the overall 1975 earnings. Earnings per share were 73 cents for the 1976 quarter as compared with 41 cents for the same period in 1975.



Coach Hiram Brett (standing) thanks Norm Barth on behalf of the team for the Relations Operation's support of their activities in 1975-76 which led to a championship title. The occasion: a special team luncheon at Pouget's Restaurant.



New and Revised Documentation

Would you believe 58 items were published during the month of April?

FIV System Routines reference manual (3104.01D) has been revised for the first time since 1973. Added are STERR, IBYTE, STORE CALL CMD EXTENSION. Numerous corrections and explanations.

High-Speed Service reference manual (3910.01C) has been rewritten. Information has been typeset, and easier-to-get-started introduction has been added, references to terminal card documentation have been expanded, and DSXMIT removed. *DSXMIT-OS* and *DSXMIT-DOS* programs are documented in separate user's guides (3910.26 and 3910.27 respectively).

All eight *HSS Terminal Operations Cards* have been revised, and three new ones added. The new ones: *Data 100 Model 78-9* emulating a G-115 (3910.22), *100 Model 78-11* emulating an IBM 3780 (3910.23), *Data and Honeywell RC702* (3910.25).

The *TN-1200 Terminal Operations Card* (1106.20E) was revised. Four new cards, were issued, for the *Tektronix 4012* (1204.01), *TN-30* (1106.48), *IBM 3767* (1108.03), and *IBM 5100* (1108.04).

The *DMS* user's guide (5610.01B) has been reprinted, incorporating numerous small corrections.

An *Instructor's Guide to Course Materials* (4001.10) has been published for division personnel teaching customer courses. For each customer course advertised in the *Course Quarterly*, this publication shows what documents an instructor must have, should give to students, and might optionally consider. A "things-to-do" checklist is included. Information is accurate as of March 22. Quarterly revisions are planned.

Since then, course materials for the *MARK III Service Efficiencies* course have been published: the *Instructor's*

Guide is 3000.22; *viewgraphs* are 3000.23; and the *Student's Guide* is 3000.24.

Course materials for GCOS courses have been published. They are issued the same as those for VS courses. The *Instructor's Guide* (2000.35) is loose-leafed and modular, for teaching the one-day *Introduction* (2000.36) or three-day *Fundamentals* (2000.37). Instructor's guides and viewgraphs should be requested by MEMOSYSTEM to Training, because of the cost. There is a separate student's guide for each module, orderable via OLOS, and numbered 2000.38 through 2000.55.

The *International Access Directory* (1401.01N) has been revised as of April 1 to reflect the many changes made since the previous edition was published.

Spring Cleaning at the Document Center

The following are old items which will be discontinued at the Document Center and on OLOS effective May 10. Meanwhile, copies may be ordered via OLOS on a first-come, first-served basis at no cost. Perhaps you may find some of them useful.

- MARK III "Flip Book" (2000.12), a large maroon-colored easel with dated contents which are good for housing local desktop presentations.
- Issues of *Leader* for October 1972 (301.07), December 1972 (301.08), and October 1973 (301.11).
- *Time-Sharing Today* (900.29), "today" being June 1972. This booklet is a reprint of a newsletter by Time-Sharing Information Services featuring Dr. Feeny and a look at GE time-sharing services from its beginnings in 1965 to "profitability" in 1971.
- *New Decision-Making Tools for Managers* (153098), a Mentor soft-

Seven Suggestion Awards Net \$525 for Six ISBDers

The Information Services Division has awarded seven cash Suggestion Awards to six employees for giving the division the benefit of their constructive thinking.

The largest award, \$200, was won by Gulshun S. Khan, VS Services Programs Secretary, Rockville, for her suggestion that ISBD utilize Beltway Limousine Service at a cost of \$6 to \$10 per trip, rather than take taxis (at \$12 to \$20 per trip), to Dulles and National Airports. Her suggestion has been adopted, at considerable savings to the division.

Yvonne L. Fleming, Validations Clerk, Brook Park, won a \$100 award for her suggestion that ISBD replace DN730 terminals in her work area with quieter, faster 300 baud terminals.

Sally Foy, Service Desk Clerk in Houston, has won two \$75 awards: one for suggesting a more efficient method of company travel billing; and one for a time-saving method of handling Material Request forms. Total award: \$150.

Three \$25 awards have also been bestowed. One to Per O. Saether, Special Services, Rockville, for suggesting ashtrays be installed in the Maryland Center restrooms, and that the GE visitor sign on the second floor be improved; Sara L. Hinden, Custom Applications Operation Secretary, Rockville, for suggesting that reserved parking signs be installed in the Maryland Center garage; and Shirley Jones, Secretary to the General Manager of Technology, Rockville, for suggesting the installation of full-length mirrors in the Maryland Center ladies' rooms.

covered book, copyright 1963 by the editors of the Harvard Business Review, which discusses mathematical programming for solving business problems. It has an old GE Information Systems sticker on the cover.



1976 GE/Union Negotiations Begin This Month

Contracts with IUE and UE unions run to June June 27, 1976. Negotiations with both unions on the terms of new contracts began this month. Here John Baldwin, Manager of Union Relations for the company, discusses the prospects for this year's negotiations.

GE News: When did negotiations begin?

Baldwin: April 20 was opening day. We've got a lot of ground to cover and I certainly don't want to give anyone the impression that we think we've got all the answers figured out in advance. We've done a lot of serious research to get ready for negotiations, and I'm sure the unions have, too. The final package we'll negotiate obviously will have to be one that employees, management and unions can endorse.

GE News: Obviously, you don't know now what the specific package will contain, but it would be helpful to readers if they can get an idea of how the company is looking at various issues. You mentioned pay as the number one priority. Isn't that always the case?

Baldwin: It's true that every time we negotiate new contracts people expect a pay raise. But in most other years, the expectation has been for a reasonable pay raise, plus a number of improvements in benefit plans, vacations, holidays and so forth. The difference this time is the inflation of the past three years suggests that more emphasis be on pay and less on benefits.

GE News: Protection against future rises in the cost-of-living is a major concern. What do you see here?

Baldwin: Solving the cost-of-living problem is going to be the most difficult part of this year's negotiation, in my judgment. During the past three years inflation hit the cost of materials the company has to buy even harder than it's hit employees' pay checks. Employees want to be shielded against runaway inflation to protect their buying power. That's understandable. The company needs protection against open-end-cost liability so that it can plan its purchasing, its production and its pricing. I hope that's understandable, too, since our jobs depend on it. This is the reason the cost-of-living escalator has been capped during recent contracts.

GE News: Normally there are a number of improvements in the benefits package in each new contract. What do you expect this time?

Baldwin: Naturally, we'll be taking a hard look at benefits, but there are two things to keep in mind. First, the GE benefit package is still among the best available and has not been hurt as much by inflation as pay. And, second, with more emphasis placed on pay and cost-of-living protection, it's just not reasonable to expect a hefty pay increase and major benefit improvements at the same time.

GE News: What about the company's business outlook? What effect will that have on negotiations?

Baldwin: General Electric has always taken the view that employees' pay should not be tied very closely to the short term ups and downs of the business. For example, last year profits were down to a little over 4 cents on a dollar. If pay had been tied to profits we all could have taken a cut. Many people may not realize it, but when we look at pay levels, we are mostly concerned with two sets of figures. We look very closely at what others are paying for the same skills in the town where the plant is located, and we also look carefully at what our product competitors are paying. We look at other things, of course, such as the rate of inflation, national manufacturing pay averages and the like. But the two most critical are the community, because we have to attract and keep good people; and our competitors, because if we start paying a lot more than they pay, we'll be out of that business.

Late News

General Electric opened separate negotiations on Tuesday, April 20, on new national contracts with the International Union of Electrical, Radio and Machine Workers, AFL - CIO (IUE), and the United Electrical, Radio and Machine Workers of America (UE).

The tone of the meetings was constructive. Both Company and union officials stated they anticipated hard bargaining on a number of economic issues, and expressed hope that negotiations could be concluded successfully by June 27, the last day of the current contracts.

Details of the unions' proposals were not discussed at the opening session. Formal negotiations resumed on a full-scale basis last Tuesday, April 27.

GE, Utah Boards Approve Merger

Last month, the Board of Directors of General Electric Company reviewed and approved an Agreement and Plan of Reorganization, and a related Agreement of Merger, for the acquisition by merger of Utah International Inc. The Board of Directors of Utah International Inc., headquartered in San Francisco, recently announced a similar action. It is anticipated that execution of the agreements will occur shortly. However, completion of the merger will still be subject to various conditions, including approval of the transaction by the share owners of both companies, and the receipt of appropriate government approvals.

The Board of Directors of General Electric Company and Utah International Inc. announced on December 15, 1975, that they had authorized the negotiation of a definitive merger agreement. The proposed merger is to be accomplished through a tax-free exchange of 1.3 shares of GE common stock for 1 share of Utah common stock. GE had approximately 184.4 million shares outstanding on December 31, 1975; and Utah had approximately 31.5 million shares on October 31, 1975.

April Service Awards

Twenty Years

John A. Fox	Philadelphia
Alfred G. DiVenuti	Watertown

Fifteen Years

Charles F. Crotty	Rockville
Glenn A. Oetzel	Los Angeles

Ten Years

Robert L. Dambacher	Erie
Peter B. Salisbury	Rockville
Mintauts Kukainis	Rockville
David T. Jarvis	Schenectady

Five Years

Peter Florczyk	Erie
James B. Pearson	Rockville
Robert L. Cage	Rockville

GENERAL  ELECTRIC



UPDATE

INFORMATION
SERVICES
BUSINESS
DIVISION

ROCKVILLE,
MARYLAND

May 17, 1976
305.59

All-New Securities Data Base System Now Commerical . . . New MARK III[®] Tool for Money Managers

The new Foreground Securities Database (SDB) system is here, it's debugged, field tested and running smoothly. It's up to date, it's flexible, it's easy to use, it's comprehensive, and it's cost effective.

The new database and its flexible retrieval and reporting features are designed to assist fund managers, investment advisors and institutional investors in pricing portfolios and analyzing securities. According to Jerry Paulsen, Manager of Application Programs, we now have the data and the tools necessary to address some of the business reporting requirements of the investment community.

The Securities Database contains current and historical trading, financial and descriptive information for some 28,000 different securities. The database is updated nightly with the latest trading data on common and preferred stocks; corporate, municipal dollar and government bonds; stock options; mutual funds; and foreign issues.

A minimum of 10 trading days and 53 weeks of pricing data is retained in the Securities Database. In addition, up to two years of time-series information on earnings, dividends, special distributions and interest payments is available. There is a total of 80 individual data items for each security.

Naturally, the user needs a capability for getting to the data. The most important feature of the Securities Database is its direct compatibility with our powerful Data Management System. Ad hoc retrievals or standard reports can be produced in a matter of minutes with DMS. Furthermore, four SDB access subroutines are available for the Fortran programmer.

SDBQUERY and SBDVAL are two

programs that are also a part of the SDB package. SDBQUERY displays the latest five days of pricing information for a given security. SBDVAL is a portfolio valuation program that allows the fund manager to determine the current market value of his security holdings as compared to its original cost.

Organizations that have the responsibility of managing trust, pension, and other types of large investment funds

are the prime targets for the Securities Database system. They include bank trust departments, insurance companies, investment management firms, brokerage houses and some corporate trust operations. Investment advisory services and CPA firms are also candidates. The following is a summary of some typical applications:

- Portfolio valuations
- Fund performance measurement

Continued on page 2

ISBD's Robin Ficker and Muhammad Ali: Fellow Athletes!



ISBD Attorney Robin Ficker is quite the athlete; and this photo bears that claim out. For four mornings, at 5:30, Robin set a fast pace for 4.5 miles to help his friend, World Heavyweight Boxing Champion Muhammad Ali, "get myself in shape and lose some weight" prior to the April 30 championship fight against Jimmy Young (and we all know how it turned out!) at Washington's Capital Centre arena. As Muhammad put it, "Robin makes me run faster; and that's good for me!"

GENERAL  ELECTRIC

For General Electric Employees Only



Central Zone and Detroit Branch Lead in Terminal Sales, Leases

The Central Zone led all zones in the first quarter of 1976 in Quota Realization of terminal leases and sales, achieving 260 percent of quota for the quarter.

As a result of this strong performance, Bob Manning, Central Zone Manager, and Dick Burke, Terminal Sales Manager, have initiated a "Top Salesman Award"

Securities Data Base

Continued from page 1

- Investment research and analysis
- Margin and collateral loan analysis
- Securities tax analysis

A three month field test was just completed providing valuable user and operational feedback. According to Jerry, "User Systems and Quality Assurance have done a tremendous job in getting the product ready for our customers." In the area of sales support, a new user manual (5105.05) replacing the field test version is available from OLOS. Another publication, the Securities Database Directory (5105.07) lists all the securities available in the database. Copies of a detailed sales guide covering sales strategies and competition are being sent to the branches.

Announcements on a sales training class will be coming out shortly.

All SDB customers are required to sign the Securities Database Supplement (5103.28) to the Agreement for Computer Services. Ray McNees (8*273-4639) in Sales Support must have the customer's signed supplement before access to the database can be permitted. Make note, too, that SDB is being made available from a single catalog (KBQ54). Validations should be performed through normal mailbox procedures.

The new MARK III Service Securities Database System looks very much like another ISBD winner!

to be presented each quarter to the top terminal salesman in the zone.

Winner for the first quarter is Ernie Birge of the Detroit Branch. Ernie secured a large terminal order from Federal-Mogul, Inc., amounting to a lease for 42 TermiNet* 30's. Emerging victorious from a real fight with a major competitor, Ernie not only won the terminal lease, but also received an order worth \$40,000 for CAO to develop the software on Federal-Mogul's new automated ordering system for warehouse distributors.

After reviewing the company's requirements for its new ordering system, Ernie and the Detroit Branch presented a cost comparison between the TermiNet 30 and a competitive model. The savings associated with MARK III Service by using the TN-30 was the motivating factor which convinced Federal-Mogul to cancel a lease with the competitor and go with GE all the way. In addition to the 42 TN-30's leased, Ernie was also responsible for leasing five TN-300's and two TN-1200's. This brought Detroit's performance for the first quarter to a whopping 833 percent of realization against quota.

The new automated ordering system for distributors being developed by CAO for Federal-Mogul is also believed to be unique in the automotive aftersale market. Federal-Mogul, along with the cooperation of Monroe Auto Equipment, Moog Automotive, Wagner Electric, Champion Spark Plug and Gates Rubber, is setting up an automated ordering system on the MARK III System to serve more than 1,000 distributors. The new system is called TRANSNET.®

The big gainers will be warehouse distributors, as they will now be able to enjoy what is called "almost instantaneous" ordering of automotive replacement parts from up to six manufacturers.

TRANSNET is said to be the first in the industry to offer distributors a computerized service for multiple lines of products.

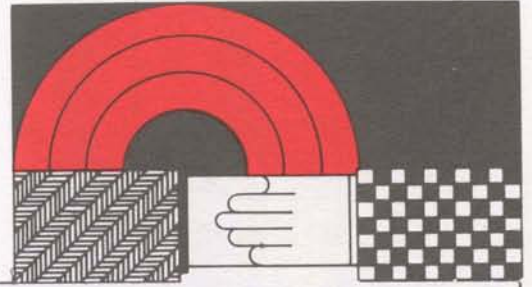
In operation, distributor personnel follow a common entry procedure to order any part from any of the TRANSNET companies. The order is fed from the distributor's terminal into the MARK III System. Immediate verification of the part number, notification by manufacturer of changes in number and cancellation of parts are only a part of the results. Also provided is a total of the weights and quantities ordered, and if appropriate, a reminder that a discount level is near or a break in prepaid freight may be coming up. The manufacturer can also restructure its parts numbering system at any time.

TRANSNET accepts orders sent in day and night, and stores them until the distributor signals the computer system to release them to the manufacturer. Based on the "pilot run," the member manufacturers are confident they have a package that will offer their distributor customers a long list of benefits which will translate into increased profitability and improved delivery service.

Federal-Mogul plans to place a GE TermiNet 30 in each of its 42 warehouses for extracting distributors' orders and producing shipping documents several times daily. The other five member manufacturers are inter-processing directly with MARK III Service.

*TerminiNet is a registered trademark of the General Electric Company, U.S.A.

Update is published bi-weekly by the Information Services Division for the benefit and information of employees. Articles and photographs may be submitted to Update, Information Services, 401 N. Washington Street, Rockville, Maryland 20850; or call 8*273-4387.



Five ISBDers Celebrate 125 Years of GE Service

Five Headquarters employees have recently passed the 25-year mark with General Electric. They are John W. Neuenschwander, Acting Manager, Product Programs; Frank W. Gibbins, Field Organization and Manpower Manager; James B. O'Brien, General and Tax Accounting Manager; Paul L. Beaudry, Compensation and Practices Manager; and Robert B. Smith, Purchasing Specialist.



Five major contributors to ISBD—25 years of GE service each. From Left: John Neuenschwander, Frank Gibbins, Jim O'Brien, Paul Beaudry and Bob Smith.

Each of them has contributed meaningfully to ISBD's almost incredible growth and success since joining the division.

John Neuenschwander joined GE on the Manufacturing Training Program in the Test Engineering and Electronics Division. Named manager of information systems and data processing at Missile and Space in 1956, he moved to Corporate Information

Systems Consulting Service, and held posts with Bull-GE in Paris and with Information Systems Group staff, before coming to ISBD in 1970.

Frank Gibbins was with Boeing and General Dynamics before joining GE. He's been with ISBD since 1967 when he was a sales representative in Seattle, moving on to manager of the

Omaha Branch in 1969. Since 1970 he has been an account representative, senior technical representative and technical manager in Chicago.

Jim O'Brien joined General Electric in Schenectady as a member of the Business Training Course. He has held positions in Personnel Accounting, Business Analysis and General Accounting in a number of components in Schenectady, Philadelphia and Rockville.

Senatorial Candidate Sarbanes at ISBD



"Hi! I'm Paul Sarbanes, candidate for United States Senate." Democrat Maryland Congressman Sarbanes shakes the hand of Robin Ficker, ISBD Attorney (in shirt-sleeves), during lunch hour on April 26 in the ISBD Cafeteria. The man in the center is Maryland State Senator Victor Crawford, who has a law office in the Maryland Center Building. Employee Services Specialist Dorothy Hevey says that other candidates are welcome to visit ISBD and meet ISBD voters.

Paul Beaudry joined GE in San Jose, California, as a relations clerk. From there, he held various employee relations posts with Microlab, Power Tube Department and the Residential Distribution Transformer plant. In 1969, he came to ISBD as Manager, Personnel Administration.

Bob Smith joined the company on the Financial Manpower Program in Schenectady. He moved on to the Aerospace Electronics Department in Utica, then joined ISBD in May 1969. He is currently Specialist—Purchasing in the System Department.

Cleveland Branch Moving!

Figures show that Cleveland's March performance moved up seven places from the bottom. . . to 24th place. Watch Update for news of the branch's progress.

May 17, 1976
305.59



People On the Move

George Bottarini, from Tech Rep; to Senior Tech Rep, East Orange.

David E. Cearnal, from Product Programs Manager; to Special Programs Manager, Rockville.

James R. Clement, from Tape Librarian; to Micrographics Operator, Brook Park.

Peter A. Curtin, from Account Manager, Chicago; to Manager, Chicago Industrial Branch.

Armand Ettedgui, from Senior Account Rep, Stamford; to Senior VS Sales Rep, Los Angeles.

James L. Gilbert, from Account Rep, Los Angeles; to Industry Account Specialist, Rockville.

Willard A. Gilly, from Manager, Custom Applications Projects; to Manager, Project Review Office, Rockville.

Barbara Harbison, from Tech Manager, New York; to Manager, CAO Atlantic Zone, New Jersey.

Dan J. Henderson, from Tech Rep; to Senior Tech Rep, Houston.

Victor Henschel, from Account Manager, New York; to Manager, New York Commercial Branch.

Mathew D. Herman, from Senior Tech Rep, New York; to Manager, New York Technical Branch.

Thomas B. Hickey, from Market Analysis and Pricing Specialist; to Manager, Pricing, Rockville.

John L. Ignozza, from Technical Manager, East Orange; to Manager, Atlantic Technical Branch.

Hugh Jackson, from European Operation Manager, London; to Manager, European Network Operation, Amsterdam.

June Keene, from Disbursement Clerk; to Accounts Payable Clerk, Rockville.

Robert E. King, from Project Manager; to Manager, Custom Applications Projects, Rockville.



George Bottarini



Dave Cearnal



Jim Clement



Pete Curtin



Will Gilly



Barbara Harbison



Dan Henderson



Vic Henschel



John Ignozza



Hugh Jackson



June Keene



Bob King



Marianne Millett



Jerry Paulsen



Conrad Persels



John Prior



Kathy Sobel



Bob Streight



Joe Stubbs



Andre Thompson



Armand Ettedgui



Jim Gilbert



Matt Herman



Tom Hickey



Michelle Marland



Jon Melnyk



Charles Romero



Grace Royall



Mike Weinstein



Don Wright

Michelle I. Marland, from Secretary; to District Administrator, Los Angeles.

Jon S. Melnyk, from Product Programs Manager; to Manager, Network Software Services, Rockville.

Marianne M. Millett, from Product Programs Manager; to Manager, Market Analysis & Competitive Programs, Rockville.

Gerald A. Paulsen, from Product Programs Manager; to Manager, Application Programs, Rockville.

Conrad G. Persels, from Manager, Operations Analysis; to Manager, Strategy Development, Rockville.

John Prior, from European Network Manager, London; to Manager, European Supercenter Operation, Amsterdam.

Charles Romero, from Account Rep; to Senior Account Rep, New York.

Grace Royall, from Clerk, Customer Problems; to Clerk, Customer Account File, Rockville.

Katherine Sobel, from Secretary; to District Administrator, Chicago.

Robert F. Streight, from International Market Development Manager; to Manager, Management Data Services, Rockville.

Joseph L. Stubbs, from Account Rep; to Senior Account Rep, New York.

Andre E. Thompson, from Account Rep, Los Angeles; to Manager, St. Louis Branch.

Michael L. Weinstein, from Senior Tech Rep, East Orange; to Sr. V.S. Tech Rep, Los Angeles.

Donald T. Wright, from Account Rep, Indianapolis; to V.S. Sales Rep, Chicago.

New and Revised Documentation

The *Securities Database System* user's guide (5105.05A) has been published in its final version; it describes the database, which contains over 28,000 securities listed on all major exchanges, and explains use of retrieval and reporting techniques using application programs, DMS, and FIV subroutines. The *Securities Database Directory* (5105.07) is new. It is a complete, 400-page listing of all securities in the database.

All sections of the *VS Background* user's guide (2050.09B) have been updated. Major changes include descriptions of the command procedure feature, data set naming conventions, new PROC usage, and an expanded section on VS error codes and their meanings.

An April 1976 reprint of the *STAT-SYSTEM* user's guide (5705.01C) includes updated printouts in programming examples for dozens of statistical routines. The recent modifications are:

- Enhancements in output formats
- Additional options
- Simultaneous analysis of several variables

Also included are minor additions which augment the reference list and categorize and index the routines. For users who just purchased Revision C of the user's guide in December, a supplement (5707.01C-1) containing the changes is available at no charge.

A supplement to the *FIV Instructor's Guide* (3102.05B-1) contains corrections to guide viewgraphs, and student's guide published in December. The *FIV Student Guide* (3102.06B) has been reprinted with the changes and corrections included. Due to high cost, the viewgraphs are not yet being revised.



The General Electric Money Year. . .

How can a person really understand what happens to the money a large company like General Electric earns and spends during a year? The numbers are so big that they don't have any real meaning for an individual taking home a paycheck. How does a person trying to balance an annual family budget dealing in hundreds and thousands of dollars understand a corporate one dealing in millions and billions?

Let's let the days of one year represent all of the General Electric Company's income. We're going to make believe that GE earned its \$13.6 billion total income for 1975 equally throughout the year, and we'll call those 365 days the money year.

By taking a close look at GE's money year, beginning January 1, 1975 and ending December 31, we can get a good idea of what happens to the dollars the Company earns. For example, the \$581 million in profits GE earned in 1975 (roughly four percent of total revenues) are represented by the final 15 days of the money year. But if profits total only 15 days of the money year what happened to the other 350 days?

The largest part of the money year went to pay suppliers for materials and services. It took from January 1 until July 6 just to cover those expenses.

The next biggest chunk of the money year, over four months, went to cover compensation to employees. That takes us to November 10.

In addition to the things GE purchased from outside suppliers and the compensation paid employees, there is the expense of equipment and buildings. That equipment and those buildings wear out as they are used. To recover the money spent on them the Company must reflect their depreciation. That depreciation will partially offset their eventual replacement at much higher costs. This expense is like an insurance policy to

provide continuing production and jobs. Eleven days of the money year paid for depreciation. We are now up to November 21.

Some of the capital used by the Company in carrying on its business has been supplied by lenders, who expect to be compensated for the use of their funds. Interest and other financial charges for 1975 took up three-and-a-half more days of the money year.

Taxes accounted for 22 days of GE's money year, and that brings us to December 17 and those final 15 days of profit. Seven-and-a-half days of the final 15 represent retained earnings—the profit that was kept by the Company. This profit is reinvested in the business and is combined with money from depreciation, loans, and capital investments in order to help the Company grow.

Finally, on December 24, the day before Christmas, GE's money year began to pay the Company's investors. Only the last seven-and-one-half days of the money year went to compensate share owners for their investment. The \$293 million earned in the last week of the money year became the dividends paid out, and those dividends were only about two percent of GE's total income for the year.

In Other GE Divisions . . .

Erie: The New Jersey Department of Transportation announced recently that it was awarding a contract worth about \$117.5 million to Erie GE for 160 electric commuter cars. Gerald Gould, acting general manager for the Transit Vehicle Products Department stated that, "This is the largest single order we've received." And added, "This important order will allow us to maintain job continuity for our experienced transit car work force."

Paul Inserra Joins ISBD as Manager, Strategy Development



Paul Inserra

P.H. "Paul" Inserra has joined the division as Manager, Strategy Development. He will be reporting to Paul R. Leadley, Manager of the Strategic Planning Operation, and as his first assignment will be working on the Market Development Task Force.

Paul is a graduate of the University of Pittsburgh, where he earned a BBA in business administration. He was a sales representative for the Univac Division of Sperry-Rand prior to joining GE's computer business in 1961. His experience covers a wide range of data processing, process control and teleprocessing applications, and such GE products as computers, industrial apparatus, controls, relays and data terminals. In fact since May 1972, he has been responsible for marketing GE TerminiNets* out of Waynesboro, Virginia. Ninety-two service locations were under Paul's direction.

*TerminiNet is a registered trademark of General Electric Company, U.S.A.

S&SP Prices — March

Month	Stock Price	Fund Unit Price
March	\$52.098	\$27.962
February	53.329	28.042
January	52.220	26.986
December	46.347	25.407
November	48.336	25.991
October	47.332	25.257
September	44.173	24.010
August	44.542	24.670
July	49.926	27.114
June	47.833	27.371
May	46.458	27.056
April	46.000	25.213



Canadian Company Uses MARK III Service to Draw Pictures of Forests As They Grow

Canadian General Electric, our distributor to the North, has advised Update of an ingenious way MacMillan Bloedel's Nanaimo Division in British Columbia is making use of our service in the area of forestry research. Forest biometrician Don Reimer is involved in statistical and mathematical research, and his figures represent living, growing trees; trees that are or will be the company's timber resources in years to come.

Before forest management policy is decided, a number of factors must be tabulated and tested, and projections made. To accomplish this, MacMillan Bloedel has 2,000 research plots with a total of about 200,000 trees located along the coast of British Columbia. Every tree is measured at regular intervals and the data stored on magnetic tape. Testing and projecting growth patterns in each plot help determine management practices for the whole forest reserve.

"Forest inventories have been done on computers for some time," says Don Reimer, "but allowable cut and growth projection figures were derived by hand prior to my joining the company in 1968. A great deal of what we're doing now there simply isn't time to do manually.

"Without using a computer, we couldn't possibly do the same number of tests. . . it would cost too much, besides taking up too much time."

The company uses several CGE graphic packages to be able to display its statistics in a highly readable form. Instead of printing figures, MARK III Service actually produces line drawings of trees, shows their growth and displays pictures of the stand as it grows. As these projected growth patterns are displayed, the effects of treatments such as thinning can be studied. "This can be more useful than a whole room full of statis-

tical tables," Reimer said. "You can show someone chart after chart of figures and computer printouts and it doesn't have the impact of just one of these graphic displays."

New Value Brochure Now Ready to Use

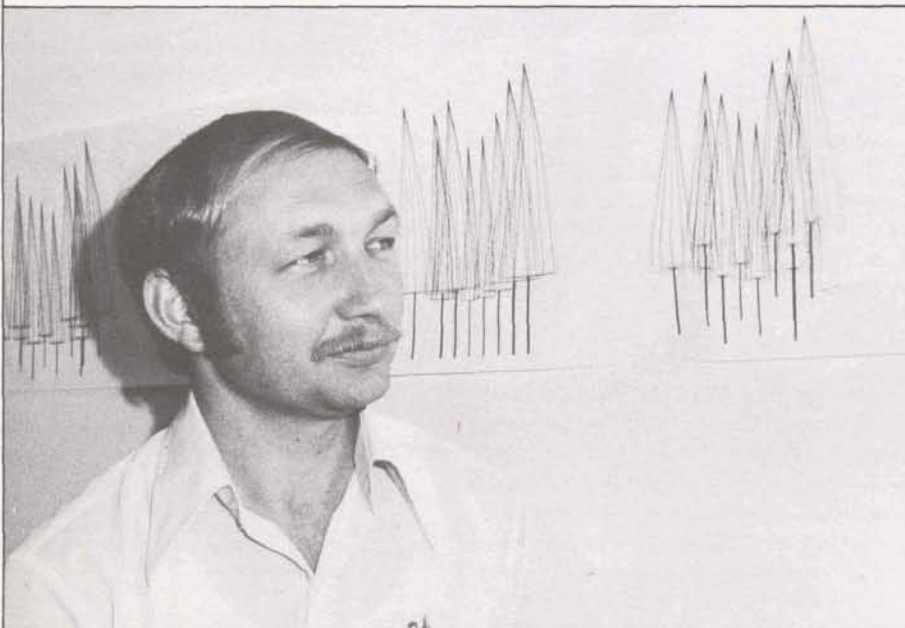


"MARK III Service is Worth More Than Ever" is the title of a brand new sales brochure which depicts the evolution of GE's information services. . . in terms of dollars and cents. . . from 1969 through 1976.

The colorful new brochure verifies to ISBD customers and prospects that even though the U.S. Dollar has eroded to only 66 cents in 1969 values, MARK III Service really is the biggest bargain ever. . . and cost graphs also reflect the ISBD rate restructuring coming up July 1.

The brochure should go far in convincing users that even though it is necessary for some MARK III Service rates to be slightly increased, they're still getting more for their money than ever before in the cost areas of processing, input/output, terminal connect time and storage.

Initial supplies have been distributed to all sales branches throughout the United States; and additional supplies may be ordered through OLOS (0910.20) as needed.



Forest biometrician Don Reimer displays one of his MARK III Service-created forestry plots. Not only does MARK III Service actually draw the trees in terms of frequency and thickness; it also shows each tree's relative size as it grows.



Nilsson, McCormick Hold Key Posts At International Tech Conference

J. D. Nilsson, Manager, Documentation, and Barbara McCormick, Technical Editor, held key roles as Program Committee Chairmen for the 23rd International Technical Communication Conference for May 12-14 at the Statler Hilton, Washington, D.C.

Barbara is Chairman of the Washington Chapter of the Society which is hosting the Conference. She is also Deputy Program Chairman, while Dex, a long-time member and himself a past Chapter Chairman, was the Conference Program Liaison Chairman. As such, he was responsible for writing and publishing the 400-page, case-bound *Conference Proceedings*. He has also prepared the preliminary and final program booklets. Both Dex and Barbara have presented papers and served as Panel Moderators in previous International Technical Communication Conferences. This year, in addition to her duties as Deputy Program Chairman, Barbara worked as a contributing editor in the Conference Press Room.

Barbara was recently also elected to serve a three-year term on the Board of Directors of the Society, and will be GE's first representative on the Board since Warren Deck, manager of the Instruction Book Dept., in the 1960's.

This year's Conference drew technical communicators from the U.S., Canada, Europe, Central and South America to participate in the three-day Seminar/Workshop sessions which involved more than 120 speakers from industry, government agencies, colleges and universities.

Other ISBD personnel involved with the Society include Norm Otis, Manager of Documentation Services, who is Treasurer of the Washington Chapter;

GENERAL ELECTRIC



Dex Nilsson, Barb McCormick check final proof pages of the 400-page conference Proceedings.

Gloria Chang, Programmer; Jim Medley, Audio/Visual Communications Specialist, and Kathy Stevenson, Technical Writer, who supplied the graphic art for the Chapter's recently published anthology.

Inventor of Sealed-Beam Headlamp Named to the Auto Hall of Fame

Daniel K. Wright, GE lighting engineer and inventor of the sealed-beam headlamp, was inducted last month into the International Automobile Hall of Fame in Sebring, Florida. The honor, awarded posthumously, was accepted by his son, Daniel K. Wright, Jr. of Cleveland Heights, Ohio.

Developed in 1937 and patented two years later, Wright invented the sealed beam by coating a glass custard cup from the dime store with a new vaporized aluminum process then being experimented on, rigging it with a filament and a curved piece of glass cut from a giant incandescent lamp to give the surface a curve. From this humble beginning, the sealed-beam lamp business now enjoys sales of 70 million units a year!

Stu Sather Earns MBA Degree

Stuart A. Sather, Senior Tech Rep in the Rochester Office of the newly created New York State Technical Branch, has earned a Master of Business Administration degree at Rochester Institute of Technology. . .he's in next month's graduating class.



Stu Sather

Stu has been with ISBD since last July, and he's handled his studies evenings and weekends. His MBA thesis, "The Sather Options Model," is a time-sharing model to determine the best investments on the Chicago Board Options Exchange. A hypothetical investor following the model's recommendations would have parlayed \$10,000 invested in July 1974 into \$33,000 a year later.

In addition to his newly earned advanced degree, Stu already held two bachelors' degrees, in chemical engineering and business administration, from the University of Minnesota. As though it weren't enough, he's beginning evening studies to earn yet another academic degree. . .this one to be an MS in computer systems management. That's dedication!

Stu's wife Gwyneth is also active in the information services industry. She serves as a computer project leader for a private consultant.



®

Mike Lynch: "A Physical Handicap Doesn't Have To Spoil One's Life or Career!"

"My disability has held me back from jobs I could handle with other firms, but not here at ISBD. In fact, when GE hired me, I was given the best starting salary I could have hoped for!"

Those are the words of Michael Lynch, Accounts Payable Clerk in Finance. Mike fell victim to polio in 1953 at age 2. . . only a year and a half before the Salk Vaccine began to virtually wipe out the dreaded children's disease. But that was just 18 months too late to be of any help to Mike. Is he bitter? "Not in the least. "I'm really glad it came along," he declared, "to help all those who came after me."

Mike, one of several handicapped employees of Information Services, is frequently seen around the Maryland Center handling his wheelchair with ease. His attitude is positive ("though I'll have to admit I had a pretty rough time of it back in high school"), and one of his goals in life is to help other

handicapped individuals adjust to the world around them.

"A physical handicap is not the end of the world," Mike stated emphatically. "Actually, we're really no different from anybody else, and the sooner we can educate both handicapped and non-handicapped people to this fact, the better things will be for everybody!"

Mike really is doing his share to educate the people. One of his activities is participation in "Wheelchair Basketball," a fast-moving, truly physical game which has rules only slightly different from standard basketball. He's been a member of the Capital Smokers for three years, and was previously on a team which ranked third among some 125 wheelchair teams in the U.S.

He's known in sports circles as "Wings" Lynch, and apparently he's earned the nickname. "You should see him move!" exclaimed Dorothy Hevey, Employee

Services Specialist, who has seen Mike and his Capital Smokers team in action. "Those guys really get out there and let go," she said. "They have collisions, knock each other's wheelchairs over, and just climb back in and go at it again. Mike is always right there in the middle of all the action!"

Mike says one reason he's so interested in wheelchair basketball is that it gives him an opportunity to show other handicapped people that there's a whole lot they can do despite their handicap. Also to show non-handicapped people that "we're not nearly as helpless as they might tend to think."

One thing that bothers Mike is when people don't treat him exactly as they would anybody else. "It's sort of embarrassing when people open doors for me and things like that," he said. "Fortunately, people here at ISBD treat me pretty normal. . . and that's the way I like it!"

Mike admits that in past years, so-called "normal" people and business in general have made life pretty tough for handicapped people. "People have frequently treated us pretty much like freaks," he said. "The truth is that in many jobs we can function just as well as anybody else!"

Mike said a major breakthrough in proving how ridiculous this attitude is came in 1973 when the U.S. Congress passed the Rehabilitation Act. "Most of the major corporations have since been trying to give the handicapped a break, and I believe General Electric has gone further than most others in this area."

Continued on page 2



Mike "Wings" Lynch (right) moves in for the kill as opponent Ron Jolly prepares for a shot at the basket at a recent exhibition game of wheelchair basketball at Ft. Meade's Murphy Field House.

GENERAL  ELECTRIC



Nadine Adamo Sets New ISBD Record With \$900 Suggestion Award!

Nadine Adamo, Branch Administrator in Dallas, has won the biggest Suggestion Award. . . \$900. . . in the 10-year history of the Information Services Division. Her Modification to Mailbox suggestion . . . an idea that "one command per catalog" should be used to change account assignments. . . has resulted in an estimated cost savings for the division of \$6,250 annually.

In a congratulatory letter to Nadine, Norm Barth, Manager, Information Services Relations Operation, said: "You are a credit to the Sales Department, the division and the company."

Another suggestion award. . . this one for \$75. . . has been won by Richard R. Skinner, Data Control Clerk in Erie. Dick's suggestion had to do with occasional dangerous chemical and water leaks from a Versamat Film

Processor. He suggested, simply, that a pan be placed under the processor to guard against any future leaks, which might cause a shorting of nearby electrical cables.

Do *you* have a suggestion that can save

the division money, make operations more efficient and dependable or improve our safety standards? Share it with the division. . . it may be worth money to you!



Suggestions pay! Dallas Branch Administrator Nadine Adamo receives a check for \$900 from Jim Schuster, Manager of the Southwest Zone, for her suggestion regarding a money-saving way to change account assignments. It's the biggest Suggestion Award presented in the division's history.

Mike Lynch *Continued from page 1*

According to Don Clark, Affirmative Action Program Manager, Mike is right. "The division has an open policy that relates to the hiring of handicapped persons," he said. "We're in touch with several agencies who can introduce us to handicapped people who are fully qualified to handle responsible jobs."

Don pointed out that no special rules are laid down for the performance of handicapped people. . . they must do their job just as well as anyone else. And that's the way Mike Lynch likes it.

Mike believes ISBD is fair in its hiring and advancement of handicapped people. "They've certainly given me an opportunity to better myself and move forward in the division," he said, "by allowing me to enroll in the Financial Management Program (FMP)." He hopes

that what he learns in these studies, plus on-the-job experience, will prepare him for a management position in Finance some day.

Mike also has some advice for any Update reader who happens to be the parent of a handicapped child: "Whatever you do, don't mollycoddle your kid. . . let the kid try anything he wants to. If you're overprotective in his early years, he'll never learn what he really *can* do, and it'll cause him a lot of trouble later in life."

Mike attributes his very healthy attitude to the way his mother treated him as a child. "She never treated me like a disabled kid," he said, "she let me try anything I wanted to and I was able to learn my own limitations. . . and quite a few abilities. . . while I was still young."

Don Clark said there are several handicapped or disabled ISBD employees although they may not necessarily be confined to a wheelchair. "But if they can do the job they're hired for," he stated, "we want to give them the chance to do it." Don said the division, in cooperation with the Advance America Foundation, is now actively seeking position opportunities for qualified blind candidates. According to the Foundation, a new device has been invented which enables a person to operate a terminal through the use of braille.

Update is published bi-weekly by the Information Services Division for the benefit and information of employees. Articles and photographs may be submitted to Update, Information Services, 401 N. Washington Street, Rockville, Maryland 20850; or call 8*273-4387.



FRDP III Graduates At Rockville

ISBD'S third Field Representative Development Program came to a successful completion last week after nine months of intensive on-the-job and classroom efforts. Fourteen trainees, seven future account reps and seven future tech reps, have returned to their respective cities to help contribute to ISBD's success in coming months and years.

Ike Smith, Functional Skills Training Project Manager, who coordinated the classes and taught quite a number of them himself, said he was extremely pleased with the results of the training. "The group really worked hard," he said, "and that work shows in what they've learned. I believe we will soon be seeing quite a few of their names on the top performance lists."

The FRDP program was created in 1973 primarily to aid entry-level minorities and women. . .to give them the necessary tools and capabilities to achieve success

in field Sales Department positions.

FRDP III invested three weeks in a basic products course, then three months' on-the-job training. This was followed by two more weeks

in Rockville for additional training, and another three months' field experience. The two final weeks of intensive classroom training were completed in Rockville last week.



The other half of FRDP-III are future technical representatives. Here they give careful attention to one of the final lectures of the course. Front row from left: Johnnie Jackson, Debbie George, Ray Porchia. Back row: Mary Burlingame, Cindy Holt, Carmel Daseking and Lois Clar.



FRDP's at work: These future account representatives consisted of half of ISBD's third Field Representative Development Program, which completed nine months' training last week in Rockville. From left: Tom Bailey, Val Eley, Liz Perrin, Cheryl Clark, Mickey Engel, Mack Jones and Sheila Henely.

S&SP Prices — April

Month	Stock Price	Fund Unit Price
April	\$53.190	\$28.088
March	52.098	27.962
February	53.329	28.042
January	52.220	26.986
December	46.347	25.407
November	48.336	25.991
October	47.332	25.257
September	44.173	24.010
August	44.542	24.670
July	49.926	27.114
June	47.833	27.371
May	46.458	27.056

June 2, 1976
305.60



Phoenix Moves From Third to First Place Place for First Quarter

Melanie Bouer's Phoenix Branch (third-place leader the fourth quarter of 1975) has captured first place for the first quarter of 1976. The Atlantic Telco Branch (previously the Telephone Branch) of East Orange, managed by Ed Mazur, came in second; and the Seattle Branch, with Manager Ron Simon, took third.

The question is: considering the sharp

The Top Twenty

George Balynsky**
Technical Representative
Telco Branch (ATZ)

William Breedlove*
Account Representative
Phoenix Branch (SWZ)

Dennis Casazza³
Account Manager
Telco Branch (EAZ)

Ruth Givins
Account Representative
Stamford Branch (EAZ)

Gerald Grover*
Senior Account Rep.
Hartford Branch (NEZ)

Marilyn Hitchings
Technical Representative
Houston Branch (SWZ)

D. G. Hoke
Technical Representative
Rochester Technical Office (NEZ)

Loyal Huddleston
Account Manager
Denver Branch (SWZ)

Ronald Inouye
Account Representative
Palo Alto Branch (PAZ)

Ronald Jackson
Account Manager
Houston Branch (SWZ)

Ken Kennedy*
Account Representative
L. A. North Branch (PAZ)

T. J. LaSalle
Senior Account Rep.
L. A. North Branch (PAZ)

William Muller
Senior Technical Rep.
Miami Branch (SOZ)

Alice Parsons
Senior Account Rep
Miami Branch (SOZ)

Eileen Reidinger**
Technical Representative
Telco Branch (ATZ)

Darlene Remy
Technical Representative
No. Calif. Tech. Branch (PAZ)

Patricia Uhl
Account Representative
Telco Branch (PAZ)

Bryan Wall
Technical Representative
Telco Branch (PAZ)

Ernest Birge**
Account Manager
Detroit Branch (CEZ)

Linda Burges
Technical Representative
NY Technical Branch (EAZ)

competition coming from several fronts (including the open challenge from Cleveland), can Melanie and her team of ace account and technical reps hold on to this honored position through the second quarter?

Some outstanding quarterly results were turned in by individuals throughout the country and Update is pleased to honor them here. Note that a single asterisk (*)

beside an individual's name indicates that he or she was among the top 20 performers for the fourth quarter of 1975; a double asterisk (**) means the individual was among the next 40 during the fourth quarter. Those who have consistently remained among the top 60 performers for three or more consecutive quarters are identified by a number beside their names, representing the number of consecutive quarters they have remained on the list.

Howard Weidberg⁶
Senior Account Rep.
Telco Branch (ATZ)

Al Yokota
Account Representative
Telco Branch (ATZ)

The Next Forty

John Barber
Account Representative
Schenectady Branch (NEZ)

Ron Battory**
Senior Technical Rep
Hartford Technical Office (NEZ)

Robert Benjamin
Account Representative
NY Commercial Branch (EAZ)

Mike Binder
Account Representative
NY District, VS Sales Opr.

Robert Binkert*
Technical Representative
Phoenix Branch (SWZ)

Judy Burns
Account Rep Trainee
Schenectady Branch (EAZ)

Kenneth Clement
Senior Technical Rep
No. Calif. Technical Branch (PAZ)

James Cunningham
Technical Representative
Tulsa Branch (SWZ)

Peter A. Curtin⁴
Manager, Chicago Ind. Branch (CEZ)

Carroll E. Dearborn³
Senior Account Representative
Federal Sales Operation

Tammy DePlanter
Technical Representative
Telco Branch (ATZ)

Diana D. Feld
Account Representative
Palo Alto Branch (PAZ)

Anne Filippone*
Branch Manager
NY Financial Branch (EAZ)

Norma L. Frinch
Senior Technical Rep.
Phoenix Branch (SWZ)

Lewis E. Goodrich**
Senior Account Rep.
Houston Branch (SWZ)

David T. Jarvis
Account Manager
Schenectady Branch (NEZ)

George Kabus
Senior Account Rep.
Federal Sales Operation

Continued on page 5



Sorry, Frank. . . We Slipped!

In the last issue of Update, on page three under the heading: "Five ISBDers Celebrate 125 Years of GE Service," we printed an erroneous GE history for Frank Gibbins, Field Organization and Manpower Manager. We take this opportunity to set the record straight, with our apologies to Frank.

Frank, a graduate of Skidmore College, actually entered GE's Financial Management Training Program in 1951. After various financial assignments with the Aeronautic and Ordnance Systems Department he joined the staff at Crotonville as Manager of the Accounting and administrative Operation. Frank transferred to the Mississippi Test Support Department in 1963, where he held successive positions in the Relations Operations, becoming Manager of Relations Practices.

Frank joined Information Services in 1968 as Manager of Personnel Practices. Prior to his current assignment he was Manager of Salaried Employee Relations.

Fred Banan Retires After 27 GE Years

Fred B. Banan, Consulting Systems Specialist in Technology, retired from GE May 31 after 27 years of commendable service with the company. He joined GE in April 1949 as a design engineer in the development of TV picture tubes with the CRT Department in Syracuse. He became a computer operator with the Flight Propulsion Lab in 1956 and held several management positions there before joining the Computer Equipment Department in 1961. He has been with ISBD since April 1972.

Fred attended both high school and junior college in the Panama Canal Zone, then went on to Worcester Polytech in Massachusetts for BS and MS degrees in chemical engineering. He has also undertaken studies at Syracuse University, the University of Cincinnati and Phoenix College. Among his most recent involvements here at ISBD was participation in the development of the division's new cluster systems.

May Service Awards

Thirty Years

Kenneth G. MacDonald Rockville

Twenty Years

Ralph Napolillo Philadelphia

Fifteen Years

Michael S. Mash Philadelphia

Helen E. Wood Denver

Ten Years

Richard L. Welch Charlotte

Ronald O. Egoille Brook Park

Robert E. Kaiser Erie

William A. McKinney Erie

Nadine Adamo Dallas

Lyle R. Clugg Minneapolis

Five Years

Walter A. Lees Rockville

Edward W. Muck Erie

Phoenix Leads *Continued from page 4*

Tim P. Kleimeyer
Senior Account Rep.
Cleveland Branch (ATZ)

Philip L. May
Account Representative
Chicago Dist. VS Sales Opr.

Lisa Rosenblatt
Senior Technical Rep.
Cleveland Branch (ATZ)

Joseph L. Stubbs**
Account Representative
NY Ind. Branch (EAZ)

W. T. "Terry" Leach
Account Representative
Tulsa Branch (SWZ)

Sharon Mickel
Technical Representative
Capital Branch (SOZ)

Richard Rubenstein
Account Representative
Federal Sales Operation

David B. Traynor
Senior Account Rep.
Dallas Branch (SWZ)

Guyler Magruder
Senior Technical Rep.
So. Calif. Technical Branch (PAZ)

James Poduka
Account Representative
Cleveland Branch (ATZ)

Alexander Schwartz
Senior Account Rep.
Chicago Ind. Branch (CEZ)

Anne L. Van Wagoner
Senior Technical Rep.
Chicago Technical Branch (CEZ)

Peter Mannetti³
Account Representative
Seattle Branch (PAZ)

Arthur J. Putnam
Account Representative
Atlanta Branch (SOZ)

Leland K. Shaffer, Jr.**
Account Representative
Chicago Ind. Branch (CEZ)

Ernest P. Vodarsik
Account Representative
New Jersey Branch (ATZ)

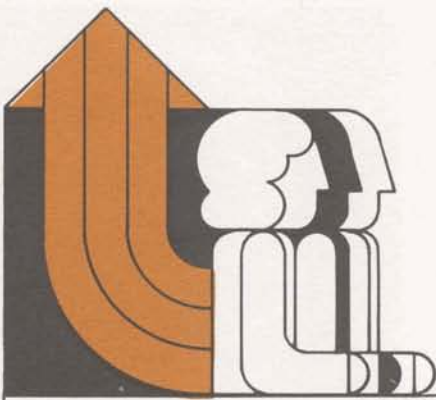
Gary F. Martin**
Senior Account Rep.
San Francisco Branch (PAZ)

James Rodriguez
Technical Representative
Baltimore Office (SOZ)

Fred W. Smith, Jr.**
Technical Representative
Dallas Branch (SWZ)

R. Don White*
Senior Account Rep.
Dallas Branch (SWZ)

Barbara C. Woodward
Account Representative
Phoenix Branch (SWZ)



People On the Move

Marie Boland, from Clerk, Purchasing; to Statistical Clerk, Forecasting, Analysis and Measurements, Rockville.

Allan G. Boynton, from Manager, International Accounts, Rockville; to Manager, European Sales Support, Amsterdam.

Linda Burgess, from Tech Rep; to Senior Tech Rep, New York Technical Branch.

Mike G. Dubrasky, from Computer Operator; to Senior Computer Operator, Brook Park.

Anne Filippone, from Account Manager, East Orange; to Manager, New York Financial Branch.

Ray Grzybowski, from Technical Manager, Schenectady; to Manager, Chicago Technical Branch.

Dawn Henville, from Secretary, New York Industrial Branch; to VS District Administrator, New York.

Carolyn Jones, from Specialist, Communications Cost Accounting; to Senior Specialist, Deployment Accounting, Systems, Rockville.

Harry Jukna, from Tech Rep; to Senior Tech Rep, Stamford.

Ann Marie McKeever, from Secretary; to Branch Administrator, Boston Sales Branch.

Sung I. Park, from Account Manager, Ft. Wayne; to Manager, Pittsburgh Branch.

Darlene E. Remy, from Tech Rep, San Francisco; to Senior Tech Rep, Palo Alto.

John Sinko, from Tech Rep; to Senior Tech Rep, East Orange.

Fred W. Smith Jr., from Tech Rep; to Senior Tech Rep, Dallas.

Barbara Thomas, from Control Clerk; to Disbursements Clerk, Accounts Payable, Rockville.



Marie Boland



Al Boynton



Linda Burgess



Mike Dubrasky



Anne Filippone



Ray Grzybowski



Dawn Henville



Harry Jukna



Carolyn Jones



Ann Marie McKeever



Sung I Park



Darlene Remy



John Sinko



Fred Smith, Jr.



Barbara Thomas



Headquarters Blood Drive Exceeds Red Cross Goals

Headquarters ISBD employees and their families can once again be assured that should the need arise, they'll have the free blood they might need to get them through any difficult surgery or other medical problem. And the people to thank are the 125 Headquarters employees who stepped forward May 14 to donate blood. The 111 pints accepted were 21 over our minimum goal for 1976.



"What do you mean I've got no blood pressure?"



"Golly, I hardly felt that needle at all. . . I'm going to do this every year!"



"You say my blood's what color?"

Dorothy Hevey, Employee Services Specialist, asked Update to assure its readers that *all* headquarters personnel and their families are eligible for free blood from Red Cross whether or not they have donated blood. Field ISBDers are also urged to participate in their local Red Cross blood drives. . .not only for their own families' benefit, but because it helps save lives.



"That wasn't half bad. . .and the donuts and juice are delicious!"

MSS Announces Linear Programming Seminars

Letters have been recently sent to all ISBD branches describing two new seminars: Advanced LP Model Formulation, and a Dataform Workshop, being offered by Management Science Systems, Inc. (MSS). MSS provides technical and sales support for MPS III, the linear programming system available on VS Background Service.

MPS III has proven to be very cost-effective in a variety of business problems such as machine loading, investment analysis, working capital distribution and production planning. The seminars are an exceptional opportunity to introduce MPS III to potential customers and provide continued technical support to current MPS III users.

For additional information on these seminars, contact Ralph Specht, Senior Specialist, VS Marketing and Sales Support, at 8*273-4291.

Chicago Branch Celebrates Win With Dinner



The Outstanding ISBD Branch for the fourth quarter of 1975 was recently treated to dinner at Rodity's Greek Restaurant by Branch Manager Mike Schermer (standing immediately behind Geochron clock) A special guest was Roger Hobbs (standing, left), Manager of the Sales Department.



ISBD Tops All Its 1975 Affirmative Action Goals

The Information Services Division is a strong performer in the area of Equal Employment Opportunities (EEO) for minorities and women. This is borne out by the special efforts the division continually expends to recruit, hire and promote qualified individuals in both groups. Few businesses can match Information Services in EEO performance.

Under the direction of Don Clark, Manager of the division's Affirmative Action Program, ISBD's performance in 1975 was even more satisfactory than ever before. For example, the year-end saw the percentage of minorities among the division's 1509 employees reach 17.0. For women employees, the percentage was 27.2 for ISBD.

Minorities and women fared much better in the management and professional areas, too. At year's end, 8.1 percent of all the division's management people were minorities and 7.7 percent were women. At year-end we had 24 minority managers and 23 women managers, most at the mid to upper levels. Several recent promotions have placed more minorities and women in key field sales management positions.

Total minority employment in ISBD increased by 21.8 percent in 1975, Don Clark said, and the number of women increased by 16.3 percent during the year.

This outstanding record did not happen by accident; the division's Affirmative Action Program includes a series of "Special Programs" which have been set into motion to help these groups prepare themselves for upward mobility.

One of the more popular programs is the Field Representative Development Program (FRDP) which is responsive to Sales Department entry level needs. It

consists of nine months of combined classroom and extensive on-the-job training.

Two other programs are the Technology Achievement Program (TAP) and Systems Technology Achievement Program (STAP). These programs are run in conjunction with Howard University and American University. Their primary objectives are to provide increased opportunity for minority and women graduate students majoring in computer science. These students are employed a minimum of 20 hours a week during the school term and full time when out of school on vacation or semester breaks. As regular part-time employees, participants receive full tuition refund payments plus other proportionate employee benefits.

The Sales Technical Intern Program (STIP) is designed to serve primarily the field sales organization as an adjunct to the FRDP plan. Participants are undergraduate or graduate students majoring in computer science, business administration, engineering or some related discipline. Assignments are generally to the zone headquarters where the intern works up to 20 hours per week in rotating assignments.

The Marketing Achievement Program

(MAP) is designed to further the efforts of the division to accelerate the productive development of minority and women students enrolled in Washington, D.C., area universities. As in other programs, participants work 20 or more hours a week for ISBD while attending college full time.

The Summer Intern Program employs about 26 college students on a full-time basis for a period of eight to 12 weeks during the summer vacation. The interns are recruited from college campuses and assigned functions which will contribute to their development as professionals as well as provide viable work experience for the students.

In addition to the above programs, Don Clark spends a lot of time recruiting other highly qualified minorities and women from coast to coast who are already experienced in the business world.

The search for qualified minorities and women to fill exempt positions has been very successful to date, according to Don. Last year, 21.7 percent of all exempts hired were minorities and 23.3 were women. In the area of promotions, 19.4 percent of all promotions went to minorities, and 22.6 percent to women.

New and Revised Documentation

A new FORTRAN IV reference manual, *FORTRAN IV (FIV/PFN)* (3102.13), has been published. The manual has been under preparation for nearly two years. It describes FORTRAN IV completely, is oriented toward reference rather than self-teaching, is in an easier-to-use format, contains complete compiler and loader diagnostics, and is indexed.

The old *FORTRAN IV* reference manual (3102.01A), last revised in March 1973, with changes incorporated during the March 1974 reprint, will continue to be

available also.

The *Order Service Systems* product information manual (5302.17) is now available. The booklet is an attractive 40-page brown-and-tan cross between a short brochure and a technical document. It provides technical overview information for field representatives and prospects. Included are characteristics of a typical system, table of capabilities, running a GE-designed order service system, sample reports, database description, and how to get started.

GENERAL ELECTRIC



ISBD

INFORMATION
SERVICES
BUSINESS
DIVISION

ROCKVILLE,
MARYLAND

June 30, 1976
05.61

Sales Thrusts for July to December Reviewed at Field Management Meeting

Two weeks ago in Rockville, more than 130 ISBD personnel heard Roger Hobbs, General Manager of the Sales Department, announce the division's sales thrusts for the last half of 1976. On hand for the Field Management Meeting were all zone and branch managers, CAO and VS district managers, zone employee relations managers, the Division Staff and a number of Rockville section managers. The message was quite clear: ISBD's business is very healthy, and we expect to do even better during the remaining six months of 1976.

Our objectives for the last half of the year, Roger said, are pretty simple. "We intend to increase our revenue, improve our market position and build more field sales enthusiasm," he declared. To accomplish these goals, three major areas have been selected for concentration. They are competition (both service vendors and in-house), order service applications and expansion of our Background Service business (both GCOS and VS, as well as Remote Facilities Management).

These thrusts are the product of major efforts being expended to provide the best possible headquarters and zone support for each of the areas of concentration. Each of our zone managers will be implementing detailed plans and conducting informative zone meetings to get the job done.

Competition

One positive plan to help build ISBD business in the face of competitive service vendors and in-house systems is expected to result in the conversion of a number of major applications in each zone with attendant revenue increases. To assist our efforts in the future, all successes and failures alike will be carefully documented so we'll know what we did right. . . or wrong.

Each zone will have a "competitive specialist" available to help out in sales situations. For example, what is superior about MARK III[®] Service in respect to a particular competitive product? If you're not fully armed with the answers, your zone's "competitive special

ist" would be able to supply the answer. . . or track it down. Generous support from the Custom Applications Operation is planned to convert competitive applications to MARK III Service.

In the area of in-house competition, a basic goal will be to conserve the business we already have by showing our customers where MARK III Service can do a better job for them than an in-house alternative. Branch, zone and headquarters efforts will be focused on key accounts currently having in-house systems, or who are considering going in-house. Presentations are being prepared for top management of these firms.

Order Service

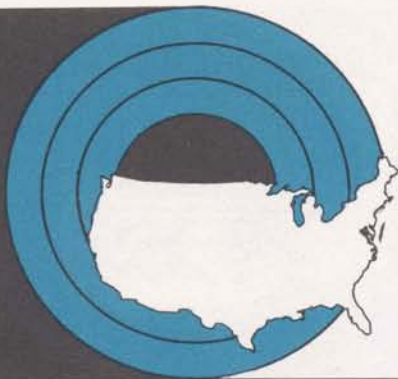
Order service will also be a major opportunity for the rest of 1976. Activities will include holding presentations for individual customer prospects, conducting CAO surveys and system

Continued on page 2



GENERAL  ELECTRIC

Although delegates to the recent Field Management Meeting had a heavy schedule of business meetings, they still found time for recreation. The group poses briefly for the camera before enjoying a cookout at Smokey Glen Farm.



Sales Thrusts *Continued from page 1*

studies and signing major customers for implementation.

To help in generating order service business, CAO will provide two man-days of effort for each survey free of charge. Specific prospects, . . . especially discrete manufacturing and wholesale companies, . . . will be focused on in each zone with emphasis on those with multiple locations and those involved in finished goods and spare parts orders.

To further assist in building order service business, a sales training course is being completed, and appropriate training will be conducted in each branch. Further, prospect seminars will be set up in each zone as noted previously.

Background Service Expansion

Efforts to build our Background Service business will zero in on GCOS Background, VS Background and Remote Facilities Management (RFM). GCOS Background Service is to be sold as a complement to Foreground for current customers *and* as an extension to in-house capability for Honeywell equipment users; VS Background Service is an extension of in-house computing for IBM-equipped users, plus emphasis on authored applications and Data Base Management software.

Among the advantages of ISBD Background Services which will be stressed are:

- Large core
- Network and in-house compatibility
- Turnaround
- Prime time processing
- A realistic alternative to in-house upgrades



Roger Hobbs

- User-oriented conversational front end.

Application packages receiving emphasis in connection with the GCOS Background Service sales thrust will include those for electric utilities, management sciences and project management. VS Background Service sales efforts will be targeted to both current Foreground customers and new Background prospects by focusing on functional manage-

Additional ASTRA Support . . .

Through a recent arrangement, consultation and user support services for the ASTRA project management system are available to GCOS Background Service users directly from the General Electric Installation and Service Engineering Business Division.

GE I&SE has extensive experience in the project management field, and has been using ASTRA for more than a decade to manage some 200 projects a year in a wide variety of situations.

Effective since June 1, MARK III Service users may obtain ASTRA telephone support, consultation and advice from

ment and data processing managers. The thrust will also include a search for qualified new NSS authors.

In the area of Remote Facilities Management, the plan is to identify and qualify GCOS Background and VS Background prospects in each zone. A team consisting of both headquarters and zone personnel is being established to back AR/TR prospecting efforts.

In Other GE Divisions. . .

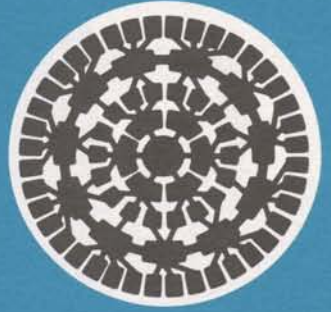
Portsmouth: A GE development that could revolutionize home color TV reception was unveiled recently at press conferences in New York and Portsmouth. Five new GE TV models have a special feature that detects and decodes a tint and color-intensity reference signal now transmitted with many color television programs, and automatically adjusts the color on the home set. With these new "broadcast controlled" GE models, consumers should not have to make any adjustments for most color telecasts. Production on the new models is scheduled to begin in late April, and the new sets will be available in retail stores this summer.

GE I&SE through the National Service Operation, or directly from:

Mr. I. J. Meredith
Manager, Project Planning Support
Building #2, Room #444
1 River Road
Schenectady, New York 12345

Phone: (518) 385-0580

Arrangements for consultation and assistance by I&SE at the user's location can be made by submitting a mini-ROP. Users can list ASTRAINF in the three-star library for information related to this arrangement.



Coming July 1: Full Duplex for 1200 Baud Service Plus New Metro Access

Just around the corner is more reliable, easier-to-use 1200 baud full duplex service plus Metro Access.

On July 1, full duplex service will be the mode for 1200 baud service via Metro Access. For interactive computing, this means that customers will no longer find it necessary to transmit a control character to "turn the line around" when using 1200 baud service. The service is more reliable than before, too. Customers should now experience far fewer disconnects than they ever have since 1200 baud service was introduced in 1973.

Full duplex 1200 baud service will initially be available only via Metro Access ports. To take advantage of full duplex service, customers will require a VADIC Full-Duplex Modem. They are available from the manufacturer for about \$650, or they may be leased for about \$70 per month.

However, this cost . . . as well as the increase in MARK III Foreground Service which becomes effective July 1 . . . will be largely offset for most MARK III Service customers due to two new pricing configurations.

One is Metro Access. Being initiated in five cities July 1 — New York, Washington, Los Angeles, Cleveland and Chicago — new mini remote concentrators have been incorporated into the system in these cities which enable ISBD to eliminate the use . . . and cost . . . of "800 number" INWATS lines. For customers who switch to ISBD's 1200 baud full-duplex service, significant savings can be realized in these five Metro Access areas.

Three types of service will be available through Metro Access: TIP (with savings as high as 50%), 1200 baud full-duplex

service (with savings as great as 39%) and 4800 baud high-speed service (savings up to 43%).

Additional cost-savings are available through Custom Usage Plans, which allow any customer to pay a flat subscription fee and obtain substantial discounts for most elements of Foreground Service. There are four plans — customers select the plan which gives them the best pricing according to the volume and profile of their usage — with flat discounts running from five to 20 percent and total discounts from 30 to 60 percent during non-prime hours (8 p.m. to 8 a.m.).

Full duplex 1200 baud service has been in field test for a number of weeks, and so far, every field test customer has expressed great satisfaction with the improvements. The use procedures are exactly the same now, and customers have also cited far fewer disconnects.

Supporting material has been sent to all account representatives and branch managers to help prepare them for the July 1 release of the new technological and pricing innovations. For example, a six-page document on 1200 baud service includes information on the benefits of full duplex over half duplex; field test procedures; procedures for

current 1200 baud users (TermiNet* conversion, modem conversion, telephone company changes); procedures for new 1200 baud users; and accessing the system.

Also, within the next few weeks, all account representatives will receive:

- A new International Access Directory
- New 1200 baud service sales manual profiles.
- A new set of terminal cards for all qualified 1200 baud terminals, including the TN 1200, Tektronix 4012 and Hazeltine 2000.

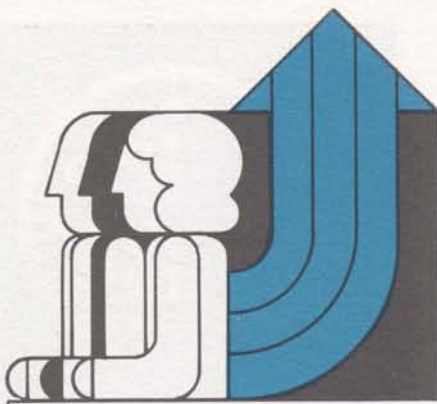
New telephone access numbers for Metro Access will be published in the new International Access Directory. Until the directory is published . . . and before July 1 . . . the numbers to call for Metro Access can be obtained by listing an on-line file called METRO***. For national 1200 baud full-duplex and 1200 baud half-duplex, run a program called BAUD1200***. Both files are available from any user number.

*Registered trademark of General Electric Company, U.S.A.

A Deal With Disney . . .

GE employees whose vacation plans include Disney World in Florida or Disneyland in California can obtain a "Magic Kingdom Card" free of charge, which can save them as much as 15 to 20 percent when purchasing tickets. If interested, contact Bill Courtney, Resident Manager, GE Carousel of Progress, Walt Disney World, Lake Buena Vista, Florida 32830. Be sure to send a self-addressed, stamped envelope with your request.

Magic Kingdom Club members and their families will find a whole new country awaiting them at the Florida resort this summer. "River Country" is a unique new adventure . . . a re-creation of summertime shenanigans in the water, featuring an "ol swimmin' hole" complete with flume and raft slides, diving platforms, rope swings and fully equipped picnic and camping areas.



People on the Move

John Barber, from Account Representative; to Senior Account Representative, Schenectady.

Beverly W. Bayar, from Receptionist/Secretary; to Branch Administrator, Atlantic Technical Branch, East Orange.

Deborah Bednar, from Switchboard Operator/Receptionist; to Receptionist/Secretary, Eastern Zone, New York.

Harold Boyd, from Specialist, Accounts Payable; to Specialist, Disbursements Accounting, Rockville.

Gerald J. Brown, from Technical Representative; to Senior Technical Representative, Schenectady.

Linda Crisafulli, from Specialist, Disbursements Accounting; to Specialist, Domestic Accounting and Reporting; Rockville.

John Dublanica, from Manager, Sub-campaigns 1 and 2, WorldWide '76 Campaign, Rockville; to Manager, National Programs, Washington, D.C.

Robert O. Fohl, from Manager, San Francisco Branch; to Manager, General Industry Accounts, Rockville.

Paul Goldstein, from Senior Account Representative; to Manager, Advanced Programs, Washington, D.C.

Joyce Harder, from Receptionist/Secretary, Oak Brook; to Branch Administrator, Chicago Industrial Branch.

Jennifer Jeffrey, from Branch Secretary; to Branch Administrator, Hartford.

Jocelyn Johnson, from Disbursements Clerk; to Accounting Clerk, T&L, Rockville.

Roger E. Kupcik, from Senior Computer Operator; to Operations Specialist, Brook Park.



John Barber



Beverly Bayar



Deborah Bednar



Harold Boyd



Jerry Brown



Linda Crisafulli



John Dublanica



Bob Fohl



Paul Goldstein



Joyce Harder



Jennifer Jeffrey



Jocelyn Johnson



Roger Kupcik



Doug Palmer



Steve Ropelewski



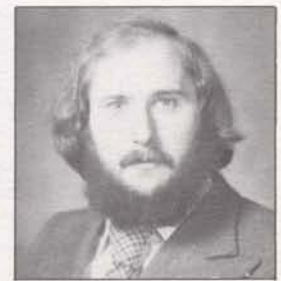
Andy Sabol



Natalie Taylor



Barbara Thomas



Byron Wall



June Service Awards

Fifteen Years

Benjamin H. Henson Atlanta

Ten Years

Charles W. Kicklin Indianapolis
 Dante G. Borio Oak Park
 Ronald O. McKinney Rockville
 David J. Miller Rockville
 Andrew J. Pecus Rockville
 Larry A. Capriotti Rockville

Five Years

David J. O'Connor Rockville
 Gerald B. Shipley Houston
 Judith M. Biauce Los Angeles
 Richard A. Caldwell Erie
 Christine S. Czapski Erie
 John C. Hauber Cleveland
 Nancy L. Rizzi Rockville
 Mary A. Costell Erie
 Dante F. DeLeonardis Brook Park
 John H. Gilmore Oak Brook
 Robert L. Fondiller San Francisco
 Lily P. Tan Rockville

People *Continued*

Douglas Palmer, from Manager, Miami Branch; to Manager, Dallas Branch.

Stephen Ropelewski, from Computer Operator; to Senior Computer Operator, Rockville.

Andrew Sabol, from Computer Operator; to Senior Computer Operator, Brook Park.

Natalie Taylor, from Capacity Planning Specialist; to System Development Analyst, Rockville.

Barbara Thomas, from Disbursements Clerk; to Accounting Clerk, T&L, Rockville.

Bryan C. Wall, from Technical Representative; to Senior Technical Representative, Stamford.

Pocketful of Information



A new *Who, What, Where & How* Pocket-size booklet is off the press. . . a quick, easy reference guide of often-called people, work functions and telephone numbers.

This expanded version is identical to the "yellow pages" which appear in your new ISBD telephone directory.

Although each version of *Who, What, Where & How* is an expansion of the previous version, there is still room for

many additional entries. All Update readers are urged to check it carefully to see if all the areas of responsibility in their components are listed in such a way that employees can quickly locate the proper source for specific information. If you can think of additions which would improve its usefulness, complete the tear-out page in the back of the pocket version and return to the Manager of Facilities Projects in Rockville.

Copies of the guide have been distributed to all ISBD employees, and additional copies may be obtained through OLOS (0600.04A).

Now You Can Run PLOT On Two New Terminals

Now, in addition to printing terminals such as the TN300 and TN1200, and plotting terminals such as the Zeta* Plotter, users can access PLOT***, ISBD's successful new business graphics utility, on two additional terminals. They are Hewlett-Packard's HP7203 model and Houston Instruments' COMPLIT® terminal.

To invoke PLOT*** for printout on the HP7203 terminal, enter "TERM = HP" and for the COMPLIT terminal, "TERM = COM." The addition of these two new terminals makes PLOT*** more flexible than ever.

*Registered trademark of Zeta Research, Inc.

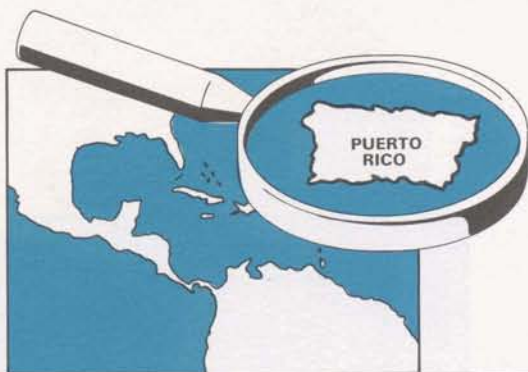
Update is published bi-weekly by the Information Services Division for the benefit and information of employees. Articles and photographs may be submitted to Update, Information Services, 401 N. Washington Street, Rockville, Maryland 20850; or call 8*273-4387.

Here Comes Cleveland!

Ron Rasmussen's Cleveland Branch promised it was heading for the top of the performance list, and here it comes. Starting at the bottom of the list, the branch moved up fourteen places during March and April; and in May, moved up still another place among ISBD branches. Is *your* branch one of those Cleveland will have passed in June?

S&SP Prices — May

Month	Stock Price	Fund Unit Price
May	\$51.469	\$27.547
April	53.190	28.088
March	52.098	27.962
February	53.329	28.042
January	52.220	26.986
December	46.347	25.407
November	48.336	25.991
October	47.332	25.257
September	44.173	24.010
August	44.542	24.670
July	49.926	27.114
June	47.833	27.371



Koelsch: Puerto Rico Offers Revenue Opportunities for Most ISBD Branches

ISBD's newly opened Puerto Rico office is now in full operation, and business opportunities for the division look "fantastic," according to Pete Koelsch, Manager, Information Services Operation, Puerto Rico.



The division's arrangement in the Commonwealth of Puerto Rico is unique in that although our operations there report to the International Support Opera-

tion—it's not handled by a distributor like other offshore offices. The office functions exactly like all our branch offices in the United States. "Actually, it's the best of two worlds," Pete said. "Operating through International is a great experience. The major factor is that as a small operation I require. . . and get. . .enthusiastic sales and technical support from our Stateside branches working with multinational corporations." He added that it is significant that his domestic counterparts receive *full* international revenue credit for business they acquire for Puerto Rico affiliates of their own customers.

Pete said that cooperative projects are currently underway with ISBD branches in San Francisco, Los Angeles South, New York Financial, Cleveland, Stamford and Chicago. And he's anxious to see this list grow.

"A very large number of the Fortune 1300 companies have operations in Puerto Rico," Pete said, "and more are coming down all the time." Some of the major industry groups include pharmaceuticals, such as Eli Lilly, Abbot Labs, Baxter, G.G. Searle; manufacturers such as General Electric (with 24 plants and 4,000 employees in Puerto Rico), Westinghouse, Digital Equipment; chemicals such as Union Carbide and PPG. Others

include banks, major CPA's, food processing and U.S. Government agencies.

Pete believes there's a tremendous opportunity for MARK III order service systems in Puerto Rico. Also, financial consolidation is high on the list of needs. "I strongly urge all branches to exploit the unique opportunity and competitive advantage in Puerto Rico," he declared.

When asked what he thinks of his new assignment, Pete said: "Being a one-man operation in Puerto Rico has been quite a challenge. Opening and equipping a new office, serving as the NDP, and dealing with all levels from clerks to company presidents provides an exposure which is probably unmatched anywhere.

"The variable quality of local telephone

service for data transmission has been the most frustrating problem for both users and me," he said, "especially since I also am the Service Desk!"

But the outlook for improvement is very good, he was quick to add. "The installation of Telco data sets in place of acoustic couplers solves more than 90 percent of the data transmission problems in the San Jaun metropolitan area," he said. "And far more promising, new interoffice cabling will raise the quality of telephone service very close to that of the mainland during 1977."

Pete says the most significant event of the year (except for the Puerto Rican birth of his daughter Rita on January 2) was obtaining a leasing arrangement for TN300's in Puerto Rico through International GE Service Shops.

Make Educational Loan Applications Soon

Now's the time to think about those college expenses coming up this fall. Don't forget that employees may apply for loans, at interest, under a General Electric program designed to help meet college expenses.

Employees with at least one year of continuous service may apply for a loan of up to \$1500 per year per student. Ultimately there is a maximum of \$5000 outstanding for the education of any one student and the total loans outstanding cannot exceed \$10,000 for two or more students who are members of the same family.

For the 1976-77 academic year, applications will be accepted as late as December 1, 1976 — but those who delay making applications run the risk that there will no longer be funds available.

Application forms for the coming scholastic year are available now. The Employee Relations Operation has responsibility for administration of this program. Em-

ployees should contact Allen Nuss, Personnel Practices & Development Manager, for further information and forms. Call 8•273-4701

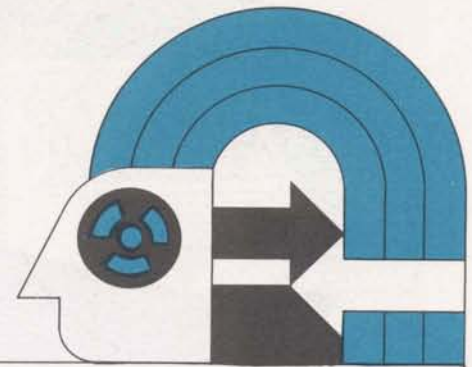
Only Five, But He's Concerned!



Five-year-old Michael Vodarsik, son of Ernie Vodarsik, PS-NJ National Account Representative in East Orange, and his wife Micki, was the very youngest to

participate in a recent bike-a-thon for the American Cancer Society. He collected over \$100 — a big sum for a small boy.

His mother, Micki, said most of the pledges came from ISBD people in the East Orange office. Their generosity . . . plus Mike's endurance. . . won him an award for collecting more money than anyone else in his age category.



Interchange Corner

How the ISBD Network Relates to Communications

Leo Kotschenreuther, Senior Quality Systems Specialist in the Systems Department, shares his thoughts with Update readers on some of the aspects of the MARK III Telecommunications Network as it relates to communications — specifically how output to user terminals is accomplished.

Output Methods

There are two methods of generating output to user terminals:

- ASCII output — using system commands (other than WBS), and PRINT;
- Binary output — using the WBS command, and the FIV command (CALL PUNCH).

Parity

The system will always set the parity to either odd or even when doing ASCII output. The parity is set to even parity unless the user uses the PAR O or PAR O,C command.

The system does not set parity for binary output. The parity bit is treated

as a data bit. The RC/LSC/MRC are the computers which actually set the parity bit. Parity is automatically set correctly for type 4 (IBM2741) terminals.

Changes Made to User Data

The Foreground will always send a number of data characters which is a multiple of four if the output is ASCII. Rubouts (octal 177) are used as filler characters to force an even multiple.

The Foreground does not generate these filler characters when performing binary output. The system does generate characters before and after the user data when doing WBS.

The RC/LSC/MRC may also add some additional delay characters after certain characters, such as the carriage return, line feed, horizontal tab, vertical tab, backspace and form feed, depending upon the user terminal type and speed. These characters compensate for the time necessary for the terminal to accomplish its mechanical operations. These delay characters are rubouts (octal 177).

For Friden terminals (type 3), line feed characters are deleted and replaced by carriage return characters. See *Command Systems* (3501.01K), page 159.

All characters coming from or going to type four terminals (IBM 2741) come into RC/LSC/MRC as EBCDIC and are transliterated to ASCII and stored as ASCII in the Foreground. When output is required (either ASCII or binary), the RC/LSC/MRC performs the necessary transliteration.

How to Tell What Terminal Output is Received

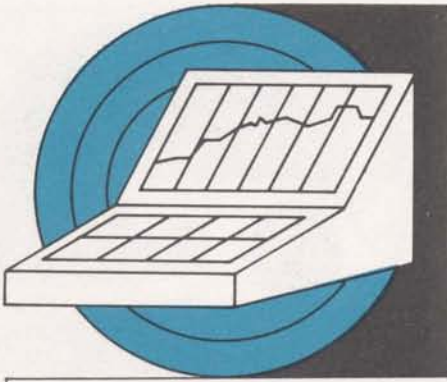
Many characters are non-printing but it is quite likely that situations might arise which require knowing which characters were sent to the terminal. A very easy method of determining this makes use of a paper tape reader/punch or cassette. . . Just follow these steps:

1. Turn on the paper tape punch or cause the cassette to begin writing;
2. Begin output;
3. When output is completed, re-enter the paper tape or cassette into the system by way of the command `RBS filename;`
4. When the tape has been completely read into the binary sequential file, run the following program. This example program reads the file and prints the contents in octal.

```

1000* DUMP AN RBS FILE IN CHARACTERS
1010* THE SYSTEM MAY INSERT OCTAL 777 S. PRINT ONLY 3
1015* OF THESE OR LESS
1020 FILENAME INFILE
1030 INTEGER TOOMUCH/077777777777777/
1040 INTEGER CON /04000/
1050 INTEGER CHARS (1256)
1060 INTEGER LIST (314)
1070 PRINT,"INPUT THE NAME OF THE RBS FILE"
1080 INPUT, INFILE
1100 PRINT, " "
1110 1110 READ(INFILE, END=1320,ERR=1330)LIST
1120 N=0
1130 1130 DO 1220 J=1,314
1140 CHARS (N+J)=SHIFTR(LIST(J),27)+CON
1150 CHARS(N+J+1)=SHIFTR(LIST(J),18)+CON
1160 CHARS(N+J+2)=SHIFTR(LIST(J),9)+CON
1170 CHARS(N+J+3)=LIST(J)+CON
1180 IF(LIST(J),NE,TOOMUCH)GO TO 1210
1190 M=4*(J-1)
1200 GO TO 1240
1210 1210 N=N+3
1220 1220 CONTINUE
1230 M=1256
1240 1240 CONTINUE
1250 DO 1290 K=1.M.15
1260 KK=K+14
1270 IF(KK.GT.M)KK=M
1280 PRINT 1360,K+100000,(CHARS(L),L=K,KK)
1290 1290 CONTINUE
1300 IF (M.NE.1256) GO TO 1320
1310 GO TO 1110
1320 1320 CALL EXIT
1330 1330 PRINT 1350.IOCODE(O)
1340 CALL EXIT
1350 1350 FORMAT ("CANNOT READ FILE, REASON CODE",I4)
1360 1360 FORMAT(1H ,15,2X,15(1X.03))
1390 STOP
1400 END

```



The STAR Application Package Makes its Debut; Here's New Revenue Potential for Every Branch!

Scheduled for commercial release in mid-July is the newest addition to ISBD's MARK III three-star library, STAR*** (Scheduling Time and Resources). It's a flexible, easy-to-use and cost-effective application system which functions as a decision-making tool in the scheduling of a work force.

Prospective users are headed by airlines and telephone companies — the airlines to schedule and administer their reservations and ticket-issuing staffs; telephone companies for their operators. But if you don't happen to have an airline or telephone company among your accounts, you can still sell STAR***. Other prime candidates include credit card companies, newspapers, rent-a-car companies, wire services, telegraph companies, amusement parks and credit-checking bureaus, just to name a few. You can probably identify still more revenue opportunities among your own current customers and prospects for this versatile and cost-competitive new product.

STAR*** can handle up to 1200 employees' scheduling needs at each location. To our knowledge, no U.S. airline or telephone company has enough applicable employees in any single location to exceed the software capacity.

One major U.S. airline, for example, has been using STAR*** as a field test customer for several months, and generating over \$20,000 monthly for ISBD. Its five busiest locations are on-line covering a total of 1,800 employees. The airline is currently saving thousands of dollars each month, thanks to STAR***. Further, it's enabling its reservation agents to respond to 89 percent of all inquiry phone calls within 20 seconds of the phones' first ring. This is making possible the utilization of 94 percent of its agents' time. Two phone companies are also field testing STAR*** with similar impressive results.

"This is undoubtedly the most cost-effective, cost-competitive, efficient, responsive and easy-to-use product of its kind we know of," declared Don Montgomery, Manager of User Systems. "Our biggest competition comes from the telephone companies' own in-house systems; but our product is still superior to any of these we've seen so far. Lesser competition comes from CSC, McAuto and other in-house systems . . . but none of them has anything as good as STAR!"

STAR*** effectively addresses the following requirements, among others:

- The need to keep telephone operators and airline agents busy to make maximum use of their time.
- The need to meet union rules regarding such things as lunch breaks, etc.
- To fit the work force to the traffic load, and determine the most desirable mix of employees needed to respond to the work force load.

Don said STAR*** has the capability of performing a number of vitally important functions including forecasting (utilizing a database of historical information based on the "Erlang C" formula which has been common in the telephone industry for some time).

Don added that further expansion of STAR's functional capabilities is underway. For example, by the time the software is commercially released around mid-July, Don expects the package to be able to assign specific people to specific jobs. A field test version of the assignment function will soon be implemented at one of the nation's leading telephone companies.

Another future function, which Don says is in the planning stage, is an automatic interface with our Employee

Accounting System (EAS), or with the customer's own payroll system if preferred.

Don said the new package enjoys a large number of attributes. Among these are:

- Integrated package, modular in function.
- Superior scheduling quality.
- Easy to learn and to use (only five simple commands are needed to perform all the basic functions).
- FG/BG option for schedule generation.
- Very cost effective.

According to Floyd DeAndrade, Product Program Specialist, "If STAR is run exclusively in Foreground Service, the cost to the customer is only about 17 cents per employee per schedule. In normal Background Service this drops to only a dime or less!"

Floyd added that if our current field test customers' use can be used as a guideline, telephone companies will most likely be using STAR*** very heavily for scheduling while airlines will use it equally heavily for administrative tasks.

An internal training session is scheduled for selected account reps and tech reps July 21 and 22 in Rockville. An advance release of the User's Guide is publication number 5306.11. A presentation to telephone companies is also ready, and a copy may be obtained from Paula Zak, Industry Accounts Support Manager (8*273-4394). For information regarding the marketing of STAR***, call Floyd at 8*273-4718. For technical information, call Din Kurawadala, Systems Specialist in Technology, at 8*273-4586.